

**朝陽科技大學 098學年度第1學期教學大綱**  
**Introduction to Leisure, Recreation, and Tourism 休閒遊憩觀光概論**

<b>當期課號</b>	3229	<b>Course Number</b>	3229
<b>授課教師</b>	洪至祥	<b>Instructor</b>	Hung,Chih Hsiang
<b>中文課名</b>	休閒遊憩觀光概論	<b>Course Name</b>	Introduction to Leisure, Recreation, and Tourism
<b>開課單位</b>	休閒事業管理系(四進)一B	<b>Department</b>	
<b>修習別</b>	必修	<b>Required/Elective</b>	Required
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	1.配合休閒概論性的課程需求，從哲理、心理層面、以及社會學觀點來解析當代休閒領域的議題。 2.本課程之教學目的是幫助學生瞭解體認休閒遊憩增進人類健康；觀光旅遊促進國際友誼的重大意義，並論及休閒觀光事業未來的發展及趨勢。	<b>Objectives</b>	1.Introduction to tie in with the leisure needs of the curriculum, from the philosophical to the psychological level, as well as the sociological perspective to resolve the areas of contemporary leisure issues. 2. The main purpose of this course is to help students: (1) Realize that leisure and recreation can increase the body and mental health and that tourism can promote international friendship. (2) The future development and trend of leisure, recreation, and tourism industry.
<b>教材</b>	教科書： 1.觀光與休閒概論 2.Leisure And Leisure Services in the 21st Century: Toward Mid Century	<b>Teaching Materials</b>	Textbook: 1.Introduction to tourism and leisure 2.Leisure And Leisure Services in the 21st Century: Toward Mid Century
<b>成績評量方式</b>	1.平時學習出席:30% 2.學習報告(2次):30% 3.期末考:40%	<b>Grading</b>	1.Attendance and Class participation 30 % 2.Learning and Writing report 30% 3.Final Examination 40%
<b>教師網頁</b>	-		
<b>教學內容</b>	一、觀光與休閒的概念 關鍵名詞解說 個案研究 二、觀光與觀光事業 觀光的類別 觀光的特質 觀光的功能 觀光與觀光事業 觀光機構與政策 觀光事業與國家經濟 個案研究 三、閒暇與休閒產業 閒暇的起源 閒暇行為的理論 遊憩活動的類型 閒暇產業 個案研究 四、觀光休閒研究 個案研究	<b>Syllabus</b>	1.Introduce the conception of tourism and leisure Explain the key word related to tourism and leisure Case study 2.Tourism and tourism business The category of tourism The characteristic of tourism The function of tourism The tourism and tourism business The organization and policy about tourism The tourism business and country economics Case study 3.leisure and leisure business The origin about leisure The theory about leisure behavior The category of leisure Leisure business Case study 4.The relationship of tourism and leisure Care study

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