朝陽科技大學 098學年度第2學期教學大綱
tourists' behavior and recreation environment 遊客行為與環境

當期課號	3322	Course Number	3322
授課教師	黃昭通	Instructor	JAU,TONG HUANG
中文課名	遊客行爲與環境	Course Name	tourists' behavior and recreation environment
開課單位	休閒事業管理系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程授課主要目的在於藉由遊客行爲的探討及遊憩環境分析以利學生將來從事休閒遊憩事業規劃管理工作時，能提高服務品質以滿足遊客需求。授課內容包括遊客心理、影響遊客行爲之社會、文化因素；組織之觀光行爲;遊客行爲對遊憩地居民之社會、心理影響等。	Objectives	The purpose of this course is to discuss the tourists' behavior and recreaton environment for those who interest in leisure and recreation management to improve the quality of survice and the satisfication of visitors.
教材	Kyle, G. T., Graefe, A. R., Manning, R. E., & Bacon, J. (2003). An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail. Journal of Leisure Research, 35, 249–273. Kyle, G. T., Absher, J., & Graefe, A. (2003). The moderating role of place attachment on the relationship between attitudes toward fees and spending preferences. Leisure Sciences, 25, 1-18. Kyle, G. T., Graefe, A., Manning, R. E., & Bacon, J. (2004). Effect of involvement and place attachment on recreationists' perceptions of setting density. Journal of Leisure Research, 36, 209-231. Kyle, G. T., Graefe, A., & Manning, R. E. (2004). Satisfaction derived through leisure involvement and setting attachment. Leisure/Loisir, 28, 245-306. Kyle, G. T., Graefe, A., & Manning, R. E. (2005). Testing the psychometric properties of a place attachment scale. Environment and Behavior, 37, 153-177. Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. Journal of Environmental Psychology, 24, 213-225.	Teaching Materials	Kyle, G. T., Graefe, A. R., Manning, R. E., & Bacon, J. (2003). An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail. Journal of Leisure Research, 35, 249–273. Kyle, G. T., Absher, J., & Graefe, A. (2003). The moderating role of place attachment on the relationship between attitudes toward fees and spending preferences. Leisure Sciences, 25, 1-18. Kyle, G. T., Graefe, A., Manning, R. E., & Bacon, J. (2004). Effect of involvement and place attachment on recreationists' perceptions of setting density. Journal of Leisure Research, 36, 209-231. Kyle, G. T., Graefe, A., & Manning, R. E. (2004). Satisfaction derived through leisure involvement and setting attachment. Leisure/Loisir, 28, 245-306. Kyle, G. T., Graefe, A., & Manning, R. E. (2005). Testing the psychometric properties of a place attachment scale. Environment and Behavior, 37, 153-177. Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. Journal of Environmental Psychology, 24, 213-225.
成績評量方式	1.期中考試：30% 2.期末考試：40% 3.出席：10% 4.作業及報告：20%	Grading	1.midtern examination:30% 2.final examination:40% 3.attendance:10% 4.report:20%
教師網頁			
	1.遊客知覺、態度與行爲相關理論探討 2.環境知覺相關理論探討		1.tourist's consciousness, the attitude and behavior relevant theories discussion

教學內容	3.環境正義相關理論探討 4.環境依附相關理論探討	**Syllabus**	2.Relevant theories discussion of the environmental consciousness 3.Relevant theories discussion of environmental justice 4.The place attachment relevant theories discussion

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