

朝陽科技大學 099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

當期課號	3159	Course Number	3159
授課教師	廖添進	Instructor	LIAO,TIAN CHIN
中文課名	休閒遊憩觀光概論	Course Name	Introduction to Leisure, Recreation, and Tourism
開課單位	休閒事業管理系(二進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	<p>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。</p> <p>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。</p>	Objectives	<p>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.</p> <p>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.</p>
教材	<p>1.休閒遊憩產業概論（揚智文化事業股份有限公司-陳宗玄、張瑞琇 著）</p> <p>2.休閒遊憩與觀光-新世紀的幸福產業（華立圖書股份有限公司-解鴻年、張馨文 著）</p> <p>3.觀光學概論（揚智文化事業股份有限公司-楊明賢、劉翠華著）</p> <p>4.觀光遊憩資源實務（揚智文化事業股份有限公司-吳坤熙著）</p>	Teaching Materials	<p>1.Introduction to leisure and recreation industry</p> <p>2.recreation and tourism - the happiness of the new century industry</p> <p>3.Introduction to Tourism</p> <p>4.tourism resources practices</p>
成績評量方式	平時考核20%，討論與作業20%，期中考15%，期末考20%，期末報告25%。	Grading	Routinely 20%, Discussion and Homework 20 %, Midterm 15%, No examination of 20%, Final report 25%.
教師網頁	-		
教學內容	<p>1.休閒遊憩意涵與產業界定</p> <p>2.休閒遊憩與觀光當前的發展</p> <p>3.休閒遊憩與觀光的基本觀念</p> <p>4.休閒遊憩與觀光的發展沿革</p> <p>5.休閒時間與活動、休閒與消費</p> <p>6.使用者的行為模式與需求</p> <p>7.休閒遊憩與觀光的資源</p> <p>8.休閒遊憩與觀光規劃</p> <p>9.休閒遊憩與觀光行銷</p> <p>10.觀光旅遊業（旅館業、旅行業、國際觀光、國民旅遊、餐飲業）</p> <p>11.戶外遊憩業（遊樂園、休閒農業、俱樂部、購物中心、休閒運動業）</p> <p>12.非營利休閒事業（博物館、國家公園）</p> <p>13.地區發展策略-觀光遊憩</p> <p>14.自行車遊憩環境規劃</p> <p>15.社區規劃與社區觀光</p> <p>16.觀光工廠與創意觀光</p> <p>17.休閒遊憩與觀光未來的發展</p>	Syllabus	<p>1.Leisure and recreation industry to define the meaning</p> <p>2.Recreation and tourism development of the current</p> <p>3.Recreation and tourism in the basic concepts</p> <p>4.Recreation and tourism development evolution</p> <p>5.Leisure time and activities , leisure and consumption</p> <p>6.User behavior and needs</p> <p>7.Recreation and tourism resources</p> <p>8.Leisure and recreation and tourism planning</p> <p>9.Recreation and tourism marketing</p> <p>10.Tourist industry (hotels, travel , international tourism , national tourism , catering)</p> <p>11.Outdoor recreation industry (amusement park , recreational agriculture , clubs, shopping malls , sports industry)</p> <p>12.Non-profit leisure business (museums , national parks)</p> <p>13.Regional Development Strategy - Tourism and Recreation</p> <p>14.Bicycle Recreation Environmental Planning</p> <p>15.Community Planning and</p>

			Community Tourism 16.Sightseeing tour the factory and creativity 17.Recreation and tourism development in the future
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尊重智慧財產權，請勿非法影印。