

朝陽科技大學 099學年度第2學期教學大綱
Analysis of leisure industry 休閒產業分析

當期課號	3212	Course Number	3212
授課教師	曾瓊偉	Instructor	TSENG,CHIUNG WEI
中文課名	休閒產業分析	Course Name	Analysis of leisure industry
開課單位	休閒事業管理系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	討論與講授分析國內休閒產業發展與趨勢。	Objectives	Analysis and dicussion the development and trend of leisure industry in taiwan.
教材	1.陳宗玄、張瑞琇，(2008)，休閒遊憩產業概論，楊智文化圖書公司。 2.陳宗玄，休閒產業趨勢研究教材，民國95年9月。 3.單元講授(自編教材) 4.個案研討(參考休閒產業相關活動。自編教材)	Teaching Materials	1.Tzong-Shyuan Chen,Jui-Hsiu Chang,(2008),Introduction to Leisure and Recreation Industry, London: Yang Zhi Cultural Books. 2.Tzong-Shyuan Chen,The Research on the Trend of Leisure Industry,2006. 3.lecturing 4.Case study
成績評量方式	1.出席狀況:10% 2.上課表現:20% 3.期中考試:30% 4.小組報告:40%	Grading	1.Attendance:10% 2.Discussion involvement:20% 3.Midterm Examination:30% 4.Team report:40%
教師網頁	-		
教學內容	<p>台灣的經濟快速成長，產業發展的重心由農業、工業逐漸轉變為服務業，服務業將成爲二十一世紀台灣最重要的產業，尤以休閒遊憩產業的發展更是受到矚目；舉凡民眾生活中的食、衣、住、行、育、樂等環節，皆與休閒遊憩息息相關。</p> <p>教學目標：</p> <p>1.知識：學習專題製作邏輯與概念。 2.技能：學習專題製作方法與技巧。 3.態度：學習專題製作倫理。</p>	Syllabus	<p>Taiwan's rapid economic growth, industrial development focus from agriculture, industry began to change in the service industry, service industry will become the twenty-first century, Taiwan's most important industry, especially in the development of leisure and recreation industry is subject to attention; Jufan public life Food, clothing, housing, transportation, education, entertainment and other sectors, are closely related to recreation and leisure.</p> <p>Course Objectives:</p> <p>1.Knowledge: Learning logic and the concept of project work. 2.Skills: Learning project work methods and techniques. 3.Attitude: Learning project produced ethics.</p>

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