

南台科技大學 98 學年度第 2 期課程資訊

課程名稱	遊憩管理(一)
課程編碼	B0D22601
系所代碼	0B
開課班級	四技休閒二甲
開課教師	江昱仁
學分	3.0
時數	3
上課節次地點	四 7 8 9 教室 T0508
必選修	必修
課程概述	一個遊憩區所提供的遊憩機會與其遊憩品質之好壞，係由遊客的體驗、滿意程度及遊憩資源之永續利用等方面來表現，是否能達到優良遊憩品質，遊憩區之經營管理扮演主要角色。因此，本課程在設計上，主要在使學生透過戶外遊憩管理理論學習和實務例子結合的理解，進而，透過實務操
課程目標	使學生從瞭解戶外遊憩管理理論概念開始，進而依不同遊憩區域型態和個案研討使學生能掌握並應用環境管理、遊客管理及服務管理知識。
課程大綱	<p>本課程分成三大授課主軸：(1) 休閒遊憩資源供給與需求 (2) 戶外遊憩管理理論(3) 不同遊憩區域型態管理個案研討</p> <ol style="list-style-type: none"> 一 1 Concept of leisure, recreation and tourism 二 2 leisure and outdoor recreation(1)-demand and supply 三 2 leisure and outdoor recreation(2)-behavior and constraints 四 3 Recreation decision making 五 4 Outdoor recreation and environment 六 5 Theoretical foundations of outdoor recreation management(1) 七 5 Theoretical foundations of outdoor recreation management(2) 八 6 Recreation resource management 九 7 Mid-term Exam 十 8 Visitor management(1) 十一 9 Visitor management(2) 十二 10 Service management 十三 11 Outdoor recreation management in urban areas 十四 12 Outdoor recreation management in rural areas 十五 11 Outdoor recreation management in protected areas (1) 十六 12 Outdoor recreation management in protected areas (2) 十七 13 Oral presentation 十八 14 Final Exam
英文大綱	This course is built on four parts which include (1)demand and supply of

	recreation resource ; (2) Theories and techniques of outdoor recreation management ; (3) Case study of outdoor recreation site management . 1 Concept of leisure , recreation and tourism 2 leisure and outdoor recreation(1)-demand and supply 2 leisure and outdoor recreation(2)-behavior and constraints 3 Recreation decision making 4 Outdoor recreation and environment 5 Theoretical foundations of outdoor recreation management(1) 5 Theoretical foundations of outdoor recreation management(2) 6 Recreation resource management 7 Mid-term Exam 8 Visitor management(1) 9 Visitor management(2) 10 Service management 11 Outdoor recreation management in urban areas 12 Outdoor recreation management in rural areas 11 Outdoor recreation management in protected areas (1) 12 Outdoor recreation management in protected areas (2) 13 Oral presentation 14 Final Exam
教學方式	課堂教授,口頭報告,
評量方法	
指定用書	outdoor recreation management, 2nd Edition
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	