

## 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	B0D22602
系所代碼	0B
開課班級	四技休閒二乙
開課教師	陳慧玲
學分	3.0
時數	3
上課節次地點	四 7 8 9 教室 T0506
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"> <li>一 1 Concept of leisure, recreation and tourism</li> <li>二 2 leisure and outdoor recreation(1)-demand and supply</li> <li>三 2 leisure and outdoor recreation(2)-behavior and constraints</li> <li>四 3 Recreation decision making</li> <li>五 4 Outdoor recreation and environment</li> <li>六 5 Theoretical foundations of outdoor recreation management(1)</li> <li>七 5 Theoretical foundations of outdoor recreation management(2)</li> <li>八 6 Recreation resource management</li> <li>九 7 Mid-term Exam</li> <li>十 8 Visitor management(1)</li> <li>十一 9 Visitor management(2)</li> <li>十二 10 Service management</li> <li>十三 11 Outdoor recreation management in urban areas</li> <li>十四 12 Outdoor recreation management in rural areas</li> <li>十五 11 Outdoor recreation management in protected areas (1)</li> <li>十六 12 Outdoor recreation management in protected areas (2)</li> <li>十七 13 Oral presentation</li> <li>十八 14 Final Exam</li> </ol>
英文大綱	This course is built on four parts which include (1)demand and supply of

	<p>recreation resource ; (2) Theories and techniques of outdoor recreation management ; (3) Case study of outdoor recreation site management .</p> <p>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</p>
教學方式	課堂教授,分組討論,口頭報告,實地參訪,
評量方法	自行設計測驗,口頭報告,課堂討論,課程參與度(出席率),
指定用書	Outdoor recreation management, 2nd. Ed.
參考書籍	<p>李銘輝、郭建興著 (2000), 觀光遊憩資源規劃, 揚智。</p> <p>Jubenville A. and Twight, B. (1993). Outdoor Recreation Management: Theory and Application, Venture Pub..</p> <p>Manning, R. (1999). Studies in Outdoor Recreation: Search and Research for Satisfaction, 2nd. Ed., Oregon State Universtiy Press.</p> <p>Handout 1 – Public safety, Ch. 16(Outdoor recreation management: Theory and application, 3rd. Ed.)</p> <p>Handout 2 – Managing outdoor recreation: Alternative management practices, Ch. 12 (Studies in outdoor recreation)</p>
先修科目	
教學資源	PPT download
注意事項	Any assignments and written paper will NOT be accepted after due date.
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	