

南台科技大學 102 學年度第 2 學期課程資訊

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	陳慧玲
學分	3.0
時數	3
上課節次地點	四 5 6 7 教室 T0510
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> <p>一 1 Concept of leisure, recreation and tourism</p> <p>二 2 leisure and outdoor recreation(1)-demand and supply</p> <p>三 2 leisure and outdoor recreation(2)-behavior and constraints</p> <p>四 3 Recreation decision making</p> <p>五 4 Outdoor recreation and environment</p> <p>六 5 Theoretical foundations of outdoor recreation management(1)</p> <p>七 5 Theoretical foundations of outdoor recreation management(2)</p> <p>八 6 Recreation resource management</p> <p>九 7 Mid-term Exam</p> <p>十 8 Visitor management(1)</p> <p>十一 9 Visitor management(2)</p> <p>十二 10 Service management</p> <p>十三 11 Outdoor recreation management in urban areas</p> <p>十四 12 Outdoor recreation management in rural areas</p> <p>十五 11 Outdoor recreation management in protected areas (1)</p> <p>十六 12 Outdoor recreation management in protected areas (2)</p> <p>十七 13 Oral presentation</p> <p>十八 14 Final Exam</p>
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	
評量方法	
指定用書	Outdoor recreation management
參考書籍	鍾溫清、曾秉希(2010)，觀光與休閒遊憩資源規劃，華立。 李銘輝、郭建興著 (2000)，觀光遊憩資源規劃，揚智。 許文聖編著 (2011)，觀光遊憩通論，華立。 Jubenville, A. & Twight, B. (1993). Outdoor Recreation Management: Theory and Application, Venture Pub..
先修科目	
教學資源	
注意事項	1. 作業遲交者以零分計(超過一天者) 2. 上課中禁用 3C 產品，包含電腦，平板電腦和手機 3. 教材禁止照相
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	