

亞洲大學

96 學年度碩士班入學招生考試試題紙

學系別	考試科目	考試日期	時 間
休閒與遊憩管理學系	休閒與遊憩概論	96.4.21	13:30-15:10

一、選擇題：每題 5 分

1. Leisure 的字義解釋，下列何者為非：(A) 首見於十四世紀早期的法文；(B)原意是”to be permitted”；(C)字源為拉丁文 leisir ；(D)原字意是” to be free” 。
2. Neulinger (1981)認為休閒須具備三個條件，下列何者為非：(A) 一種心靈狀態；(B)具備美的饗宴；(C)自由意志下的體驗； (D)本質上能促發自有價值。
3. 週休二日的週末概念” The Weekend” 背景源自於：(A)猶太教的 Sabbath； (B)十九世紀末的英國工會運動；(C)天主教會的週日禮拜； (D)工業革命後期為工人提供的套裝行程服務。
4. 休閒時間具體受到重視與實現，最早在於下個哪個時期：(A) 1870 年代的鐵路開發促使旅遊發展；(B) 1960 年代 Marcus Verhaegh 倡議的” 休閒社會主義” ；(C)亞里斯多德的哲學觀； (D)英國維多利亞時期。
5. 下列哪項被視為 Passive Leisure：(A) Gambling；(B) kick-boxing； (C)Yoga； (D)Painting 。
6. 下列何者與 Conspicuous leisure 之定義無直接關聯：(A) 休閒階級理論；(B) Thorstein Veblen (1809)；(C)現代資本主義象徵； (D)彰顯個人財富的消費行為。
7. 下列何者不符合 Recreation 之內涵：(A) 休養復原身心健康；(B) 對治 Sedentary Lifestyles；(C)Active Vacation； (D) Disney Vacation 。
8. 下列何者與 New Media 之定義無直接關聯：(A)舞台劇：歌劇魅影；(B)以電腦協助製作完成；(C)以數位 digital 型態呈現； (D) 提供使用者互動功能。
9. 下列何者不符合 The Grand Tour 之發展與內涵：(A) 始於 1820 年代鐵路網開發，英國上流社會青年的教育儀式；(B)為了瞻仰古代與文藝復興期之文物；(C)為了體驗歐洲內陸的貴族風尚，因此路線必定橫過 English Channel；(D)被社會學家視為現代旅遊的雛型。
10. 下列何者不符合 Gap Year 之發展與內涵：(A) 始於 1990 年代通過牛津與劍橋入學考試的準大學生；(B)主要目的是透過 Working Holiday 方式至海外打工，而取得居留工作權；(C)在美國稱為 Intership Year，可承認學分；(D) gappers 國際志工曾投入 2004 年印度洋大地震災區，在亞洲協助災區重建。

亞洲大學

96 學年度碩士班入學招生考試試題紙

學系別	考試科目	考試日期	時 間
休閒與遊憩管理學系	休閒與遊憩概論	96.4.21	13:30-15:10

二、閱讀測驗

(一) 請閱讀下列文章，並回答問題。本題目之簡答題每題 10 分，依據答案詳細程度計分。文章來源：Wikipedia, <http://en.wikipedia.org/>

11. GNH 是測量哪種經濟指標？
12. GNH 涵蓋四大面向為何？
13. GNH 為何受到質疑？
14. HPI 涵蓋的項目內容為何？

Happiness economics is the study of a country's well-being based not on its GDP or GNP but rather on its population's Gross national Happiness (GNH). Although its usefulness is yet to be determined, it has become a subject of interest and often a measure of comparison with the traditional forms of measuring market health. There is a recent trend in economics which relates happiness to economic performance and vice-versa. Some studies suggest that happiness is already an economic indicator or at least can be approximately measured. New economic concepts could now be measured such as the Gross national happiness and the Happy Planet Index.

Happy Planet Index (HPI) is an index of human well-being and environmental impact, introduced by the new economics foundation (nef), in July 2006. The index is designed to challenge well-established indices of countries' development, such as Gross Domestic Product (GDP) and the Human Development Index (HDI), which are seen as not taking sustainability into account. In particular, GDP is seen as inappropriate, as the ultimate aim of most people is not to be rich, but to be happy and healthy. The HPI is based on fairly utilitarian principles - that most people want to live long and fulfilling lives, and the country which is doing the best is the one that allows its citizens to do so, whilst avoiding infringing on the opportunity of future people and people in other countries to do the same. Operationalising this is obviously tricky. Long and fulfilling lives is operationalised as Happy Life Years.

Happy Life Years, a concept brought by Dutch sociologist Ruut Veenhoven is one of the concepts set to measure well-being combining subjective data (subjective life satisfaction, measured on a scale of 0 to 10) with objective data (life expectancy). New Economics Foundation, a British think-tank used this concept to measure the "Happy Planet Index"

$$\text{Happy Life Years} = (\text{Life Satisfaction} \times \text{Life Expectancy}) / 10.$$

Infringement on the opportunity of future people and people in other countries is proxied for using the ecological footprint per capita, which

※ 試題請隨卷繳回

亞洲大學

96 學年度碩士班入學招生考試試題紙

學系別	考試科目	考試日期	時 間
休閒與遊憩管理學系	休閒與遊憩概論	96.4.21	13:30-15:10

attempts to estimate the amount of natural resources required to sustain a given country's lifestyle. A country with a large ecological footprint uses more than its fair share of resources, both by drawing resources from other countries, but also by causing permanent damage to the planet which will impact future generations.

As such, the HPI is *not* a measure of which are the happiest countries in the world. Countries with relatively high levels of life satisfaction, as measured in surveys, are found from the very top (Colombia in 2nd place) to the very bottom (the USA in 150th place) of the rank order. The HPI is best conceived as a measure of the *environmental efficiency of supporting well-being* in a given country. Such efficiency could emerge in a country with a medium environmental impact (e.g. Costa Rica) and very high well-being, but it could also emerge in a country with only mediocre well-being, but very low environmental impact (e.g. Vietnam).

Each country's HPI value is a function of its average subjective life satisfaction, life expectancy at birth, and ecological footprint per capita. The exact function is complex, but conceptually it approximates multiplying life satisfaction and life expectancy, and dividing that by the ecological footprint. Most of the life satisfaction data is taken from the World Values Survey, but some is drawn from other surveys, and some is estimated using statistical regression techniques.

Gross National Happiness (GNH) is an attempt to define quality of life in more holistic and psychological terms than Gross National Product. The term was coined by Bhutan's King Jigme Singye Wangchuck in 1972. It signaled his commitment to building an economy that would serve Bhutan's unique culture based on Buddhist spiritual values. Like many worthy moral goals it is somewhat easier to state than to define, nonetheless, it serves as a unifying vision for the Five Year planning process and all the derived planning documents that guide the economic and development plans to the country.

While conventional development models stress economic growth as the ultimate objective, the concept of GNH claims to be based on the premise that true development of human society takes place when material and spiritual development occur side by side to complement and reinforce each other. The four pillars of GNH are the promotion of equitable and sustainable socio-economic development, preservation and promotion of cultural values, conservation of the natural environment, and establishment of good governance.

Under classical liberal economic theory happiness was already an economic measurement used interchangeably with utility as well as the general welfare.

※ 試題請隨卷繳回

亞洲大學

96 學年度碩士班入學招生考試試題紙

學系別	考試科目	考試日期	時 間
休閒與遊憩管理學系	休閒與遊憩概論	96.4.21	13:30-15:10

Classical liberal economists attempt to quantify happiness through measurements in consumption and profits. For example if X product is consumed in good quantity for high profit, classical liberal economists argue that societies know that this good, and all the factors used in the production of the good, generate a great deal of happiness for society. It is this equating of high consumption levels with happiness that has been challenged by proponents of GNH.

Critics allege that because GNH depends on a series of subjective judgements about well-being, governments may be able to define GNH in a way that suits their interests. On the other hand, a few researchers argue that a bigger economy doesn't always buy happiness. It is argued that happiness could be used as an economic indicator not as a replacement for more traditional measures but as a supplement.

Alternative indicators of economic progress have also been supported by a number of NGOs such as the UK's New Economics Foundation, and are employed in some governments notably in Europe and Canada.

15. 請說明下列圖示之名稱與原作者，並舉例解釋其中內容。
本題目採計 10 分，依據答案詳細程度計分。

