

亞洲大學

97 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碩士班	休閒與遊憩概論(A)	97.4.26	13:30-15:10
<p>1. 閒暇能力模式 (leisure ability model) 乃是治療休閒服務的主要模式，由 Gunn 與 Peterson 兩位學者所編擬。請問：此一模式認為，治療休閒之提供，應包含哪三種服務類別？ (10%)</p> <p>2. 試說明何謂 Maslow 需求層級理論；針對「休閒」而言，請舉例說明應如何滿足各層級之需求。 (25%)</p> <p>3. 19 世紀與 20 世紀初期，學者發展許多理論，以解釋「遊戲 (play)」之目的或動機。這些理論包括 Surplus Energy Theory、Recreation Theory、Instinct-Practice Theory、Catharsis Theory、Self-Expression Theory 等。請以上述五種理論簡要說明遊戲之目的或動機。(15%)</p> <p>4. 永續旅遊風潮漸興之際，國內也開始有業者包裝原有的自然旅遊行程後，標榜「生態旅遊」對外招攬遊客。然多數業者仍為「Green Washing」—披著生態旅遊綠衣，卻未落實永續精神者。若未能從社區參與著手，釐清規範並向遊客宣導「永續旅遊」教育，則這種濫竽充數的 Green Washing 業者，將為台灣珍貴的原始自然生態與原住民、社區文化存續帶來空前浩劫。去年台灣南投某知名國際連鎖飯店集團遭人檢舉廢水排放處理不當，污染當地珍貴的湖泊生態，儘管飯店經營者出面澄清，此事件仍已造成社會上負面觀感。請問，您認為旅館業者應如何做才算具有永續旅遊的精神？(25%)</p>			

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5. 請閱讀下列文章，並回答問題 (25%)：

- (1) 何謂 BAL？
- (2) 休閒利益包括哪四個分類？
- (3) 何者因素會影響休閒利益，試以文章之文獻佐證之。

The idea that individuals participate in recreation to achieve benefits is ancient. In the times of Aristotle, free time was recognized as a privilege that allowed for contemplation and civic participation (Sylvester, 1999). During the mid to late 1800s, capturing specific benefits was the basis for establishing parks and recreation programs in the United States, Canada, and England (Allen & Jarvi, 1998; Sessoms, 1993). In the early 201' century, reformers recognized a need to provide wholesome play opportunities for children that would contribute to their character development and help reduce crime. Reformers also felt recreation and parks could alleviate stress from stultifying work (Cross, 1990). The idea that recreation could benefit people provided a justification for public services and the foundation of modern parks and recreation agencies.

With this foundation, modern day researchers developed The Benefits Approach to Leisure (BAL). The BAL is both a philosophy about the role of leisure in society and a system for directing leisure research, education, policy, and management. The attraction of the BAL is its simplicity. The BAL "provides a straightforward approach to explaining and justifying the expenditures for community leisure services by demonstrating how such services enhance a community's welfare" (Dustin, McAvoy, & Goodale, 1999, p. 33). Thus, the management of leisure services is the process of optimizing net benefits that accrue to individuals, groups of in-

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dividuals such as family units, local communities, and the environment being managed.

Application and research related to the BAL has identified over 100 leisure benefits across all realms of human activity (Driver, Brown, & Peterson, 1991). This list of benefits has been organized in four categories: (1) Personal Benefits, (2) Social and Cultural Benefits, (3) Economic Benefits, and (4) Environmental Benefits. Research in each of these four broad categories has developed unevenly. Historically, personal benefits have received the most attention and more than sixty personal benefits available through leisure participation have been identified (Driver & Bruns, 1999). Although much more attention is now being directed towards the health and economic benefits of recreation, the recreation experience remains an important concern for recreation providers and researchers alike. Thus, we investigate the relative importance of different personal benefits to recreation customers with diverse time perspectives.

In the BAL, personal benefits are one output that leisure service providers work to provide. Researchers have worked to describe how individual attributes (inputs) are related to the benefits (outputs) that individual seeks and acquires. One such input is personality. For example, Allen (1982) observed that psychological benefits such as enjoyment and contentment were linked to personality and activity congruence. In a study of 103 undergraduate business students at an Australian University, McGuiggan (2000) concluded that personality explained the most variance in the desire for the following leisure outcomes: variety, socialization, planning and execution, team bonding. Kircaldy, Shephard and Cooper (1993) described a reduced desire for leisure in general among

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British police officers with Type A personalities compared to their Type B colleagues. Finally, Allen (1990) investigated motivational factors and variables which would influence attraction to risk-taking leisure.

The observed relationship between personality and benefits sought from recreation is important since time perspective is thought to function similarly to personality. Prior research has often linked time orientation to personality differences because the cognitive temporal representations of experience help create an individual's unique personality (Graham, 1981; Kaufman & Lane, 1990). However, research on individual time perspectives had identified a unique contribution of time perspective-above and beyond personality-for understanding attitudes and behaviors (Phillip, 1992; Zimbardo & Boyd, 1999). Thus, while empirical research has identified personality as an important factor influencing leisure preferences, these findings do not consider the unique influence of temporal personality for recreation experience preferences.

[Reference: Shores, K. & Scott, D. (2007). The Relationship of Individual Time Perspective and Recreation Experience Preferences. *Journal of Leisure Research*, 39 (1), 28-59]