

臺中健康暨管理學院
九十三學年度大學部轉學招生考試試題紙

學 系 別	考試科目	考試日期	時 間	備 註
休閒與遊憩管理學系三年級	休閒與遊憩概論	93.8.7	08:20-10:00	共一頁



1. 馬斯洛 Maslow 認為人類的需求有五種層次，試闡述說明，您認為愛好音樂可歸類於哪種層次？音樂可提供哪些休閒利益？（25 %）
2. 老舊的景觀公園提供哪些人，與哪些休閒利益？又有哪些問題存在？以臺中公園為例，如果執行更新計畫，應考量哪些因素？（25 %）
3. 國際文化節慶，可吸引成千上萬的觀光熱潮，下列文章所提的案例，創造哪些經濟利益？主辦單位如何行銷該慶典活動？（25 %）

承上題，台灣是否也有成功的案例，試舉一例，並描述所具有吸引遊客的特質？（25 %）

Edinburgh, the festival city

Edinburgh plays host to a number of festivals. It all started in 1948, with the first international Festival. Now there are festivals almost throughout the year, including:

- ◆ Hogmanay (New Year)
- ◆ International Science Festivals (April)
- ◆ International Children's Festival (end of May/Beginning of June)
- ◆ International Jazz and Blues Festival (end of July/Beginning of August)
- ◆ International Film Festival (August)
- ◆ Fringe Festival (August)
- ◆ Tattoo (August)
- ◆ International Festival of the Arts (August/September)
- ◆ International Book Festival (August/September)
- ◆ Folk (November)

There are some 1,000 events in the Fringe festival alone. There are many unofficial events with brilliant mime artists, jugglers and every conceivable form of street theatre. The city swells to receive visitors to the International Festival and the Fringe, which contribute something like £9 million to the local economy, or £44 million of direct expenditure, and for Scotland as a whole, some £72 million. This creates jobs that equate with 3,000 full-time equivalents. People find out what is on offer through a wide range of media. The Festival organizers produce and circulate comprehensive Programs, which are taken up and magnified by all the media. Promoters flood the city and paste handbills and posters on any promising surface. Newspaper supplements and critics give their expert opinions, often awarding star ratings to help give a summary indication of value. Radio and television stations draw attention to the shows, performances and exhibitions they consider worthy. Individuals chat to each other, through their personal networks, as well as festival networks, swapping anecdotal evidence in restaurants, cafes, bars and public houses throughout the city. Word of mouth may be the most important element in this exercise, but almost all media are applied to make this major event entirely memorable for all concerned.