

國立臺北護理健康大學 101 學年度碩士班招生
旅遊健康研究所 碩士班
觀光事業概論 試題

注意	1. 本試題共有 <u>2</u> 頁。 2. 請用中文或英文作答。 3. 請於答案卷上標明題號，並依序作答。
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申論題（共 4 題，共 100 分）

一、請說明觀光事業的定義及其範圍(5%)。又以旅館業而言，我國交通部觀光局已取消現行「國際觀光旅館」、「一般觀光旅館」、「旅館」之分類，完全改以星級的標誌來分級，請問星數多寡的評鑑指標有那些(10%)？評鑑方式為何(10%)？

二、為避免觀光發展對自然環境產生過度衝擊，有效的遊客管理是觀光遊憩資源規劃中很重要的一環，其主要包括有直接管理與間接管理兩種，試評論二者的優缺點(15%)，並舉例說明之(10%)。

三、近年，來臺旅遊人次屢創新高，各客源市場穩定成長，政府亦全力營造以期我國成為千萬旅次觀光大國，值此之際，就你的觀察台灣觀光發展面臨哪些挑戰與議題(15%)？並請針對該情形提出因應建議之道(10%)。

四、閱讀以下文章，依此說明並申論旅遊與健康的關係(25%)。

The reasons for travel are many and varied, but the main motivations could perhaps be identified as one or a combination of the following: relaxation, escapism, fun, freedom, hedonism, self-development, education, business, meeting new people, sex, romance, existential or spiritual needs, consolidating friendships and being together with family. Sharpley(1994) refers to five categories of tourist experience: recreational, diversionary, experiential, experimental and existential. The first two are more concerned with relaxation, escapism and hedonism, whereas the latter three are related more to adventure, self-development and 'finding oneself'. Some tourists also travel for spiritual reasons to find meaning in their life. Cohen(1996) describes how the quest for a 'spiritual centre' is an integral part of tourism, especially when people feel socially alienated. Tourism can be seen as a process of self-regeneration as well as relaxation or indulgence(Ryan, 1997). Hallab(2006) describes how travel and tourism can make a positive contribution to an individual's health and well-being, and

this includes not only physical but also mental improvements (Seaton and Bennett, 1996). Smith and Puczko(2009: 40) state that:

Travel can contribute to all aspects of health if we consider the physical and mental benefits of rest and relaxation, the social aspects of mixing with other tourists and local people, and the intellectual stimulation that can come from learning about new places.

Sometimes tourists travel to make new friendships or to consolidate old ones, or to have much needed quality time with a partner or family. Many people need escapism from routine and freedom from responsibility in the form of relaxation and fun. 'Push' factors in tourism could relate to what Dann and Cohen(1996) describe as anomie in tourism generating societies, which reflects a general normlessness or meaninglessness. For example, Sharpley(2002) describes how alienation (e.g. from work or community) has become an important motivating factor in tourism. Although business tourism is becoming a growth sector, it is more common for people to go on holiday to escape from the pressures of working as well as everyday life. As stated by Krippendorf(1987: 33):

Tourists are free of all constraints... Do as one pleases: dress, eat, spend money, celebrate and feast... The have-a-good-time ideology and the tomorrow-we-shall-be-gone-again attitude set the tone.

It is perhaps rarer for people to travel to confront their problems and engage in self-development, but this is being catered for more recently in the burgeoning wellness and holistic tourism sector(Smith and Kelly, 2006; Smith and Puczko, 2009), which offers tourists the chance to deal with their emotional or psychological problems in an environment far away from home. Sirgy(2008) suggests that life satisfaction can be increased by engaging in life experiences such as travel and tourism events, which can produce a positive affect in important life domains and allow that positive affect to spill over into one's overall life. We can see from the possible motivations listed above that tourism and travel can technically enhance many domains of our lives...

(節錄自 Puczko, L. & Smith, M.(2012). An Analysis of Tourism QOL Domains from the Demand Side. In M. Uysal et al.(eds.), *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*, (PP.263-277). International Handbooks of Quality-of-Life, DOI 10.1007/978-94-007-2288-0_15, © Springer Science+Business Media B.V. 2012)