

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

- 一、請說明運動(sport)、休閒(leisure)、遊憩(recreation)和觀光(tourism)之間的差異。(30%)
- 二、2013 年美國的運動產業產值約 4700 億美金，其中觀賞性運動 (例如美國職棒大聯盟、美式足球、美國職籃及美國冰上曲棍球等)約為 330 億美金，可見運動與休閒活動已成為人們重要的日常生活需求之一。反觀台灣最具代表之觀賞性運動中華職棒，近年雖在各球團的用心經營下，進場觀賞的球迷逐漸成長，然而仍有努力的空間。試以行銷組合(Marketing Mix)，針對目前中華職棒四個球隊當中任一隊，向球團經營者提出提升球迷進場人數的企畫案。(30%)
- 三、請“簡要”說明下列英文摘要 (共 40%，每題 20%)
  - (一) Mass participation sport events are often cited as increasing population-level physical activity, but empirical evidence is scarce as to their effectiveness. The current research examined the developmental role of these events in increasing positive attitudes toward physically active leisure by a) determining its motivational capacity and b) investigating how sport event participation contributes to activity commitment and future exercise intentions. A multiattribute survey was distributed on-line to participants of a running event held in Philadelphia, Pennsylvania, (N = 2,791) three months after the event. Inferential statistics revealed that 10 motives directed participation across 75% of the population. Multivariate multiple linear regression analyses revealed event participation motives combined with event satisfaction and physical activity involvement explained 30% of running commitment and 31% of future exercise intentions. Most notably, the event promoted stronger attitudes toward regular exercise among participants who were more satisfied with their event experience, least active before the event, and had completed fewer prior organized events. This evidence demonstrates that mass participant sporting events can serve as important social and environmental correlates of physical activity. [引自 Leisure Sciences (2011): 33(3), 250-268]
  - (二) With over 32 million active participants, fantasy sport has become a significant complement to the traditional sport consumption experience. Recent research has focused on this population of sport consumers due to the fact that they tend to consume more professional sport and spend more money on the spectator sport experience through traditional (i.e., attendance at games, purchasing merchandise) and mediated (i.e., television viewership, online consumption) forms. In terms of fantasy consumer behavior, previous studies have proposed that fantasy participants' perceptions and consumption behavior were constantly changing based on the outcomes of their favorite team and fantasy team. The author of this study empirically examined this hypothesis within the context of fantasy football. A pre-post research design was developed to examine the impact of team outcomes on attraction to fantasy football players, attachment to an individual's favorite NFL team, and mediated consumption of an individual's favorite team, fantasy team, and the NFL in general. The findings support previous research suggesting fantasy sport participation enhances spectator consumption and acts as a complement to traditional consumption of one's favorite team. Additionally, favorite NFL team attachment was not affected by negative outcomes despite a drop in viewership. The results

regarding general NFL media consumption provide new knowledge about fantasy participation as it appears fantasy-related outcomes are more impactful in driving certain aspects of NFL consumption. However, these findings confirm the complementary nature of fantasy football, where participation strengthens overall consumption of the NFL product. [引自 Journal of Sport Management (2014): 28, 115-117.]