

※ 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、請以中文簡單說明以下英文重點(50 分，每題 25 分)

1. The discussions surrounding the current state of sport management as an academic discipline have traditionally been the responsibility of key addresses and editorials. In drawing upon the sociological and management literature surrounding professions, this article critically reflects upon the characteristics of the field and the extent to which it can be viewed as a profession. More specifically, Abbott's general theory of the profession and Greenwood's five attributes (systematic theory, authority, community sanction, ethical codes, and professional culture) that characterize a professionalized occupation are drawn upon and discussed in relation to the evolution and current state of the field. The findings elucidate the complexities of the professionalization process surrounding occupations and suggest that there are burgeoning signs of a profession emerging within sport management academia, but the field, at best, can be labelled a semi or quasi-profession. The implications of these findings for the future direction of the field are discussed. [Sources: Journal of Global Sport Management, Mathew Dowling, 2017, p. 321)

2. Most people believe a good performance by a national team in an international sports tournament can enhance the domestic interest in that sport. By examining the case of the Chinese Professional Baseball League (CPBL) in Taiwan, this paper investigates the follow-up influence of international tournaments on attendance at domestic games. It has been found that people react differently to tournaments held in and out of Taiwan and to mega and non-mega events. If the national team participates in a mega international tournament abroad, attendance at the CPBL games for the following season increases by 770 people or 24.3% per game. However, for non-mega international tournaments, the attendance effects differ based on how well the national team performs. If the national team cannot beat at least 78% of the teams in a non-mega tournament abroad or half of the teams in a tournament held in Taiwan, the average attendance may fall. [Sources: Journal of Global Sport Management, Ted Chang, 2018, p. 164)

二、政府自 2013 年起，推動全民運動政策，例如運動 i 台灣計畫。根據教育部體育署公布最新運動調查報告，107 年台灣規律運動人口比例達 33.5%，106 年 33.2%，105 年 33.0%；雖然近年政府致力強化民眾規律運動習慣的培養，然規律運動人口似乎進入停滯期。根據上述，假設您是一位運動管理專業人士，試提出「提升全民運動白皮書」，作為我國體育運動主管單位施政之參考。(50 分)