

臺北市立大學

104 學年度研究所碩士班入學考試試題

班 別：休閒運動管理學系碩士班（一般生、運動績優生）

科 目：休閒運動管理學（含專業英文）

考試時間：90 分鐘【08：30—10：00】

總 分：100 分

不得使用計算機
或任何儀具。

※ 注意：不必抄題，作答時請將試題題號及答案依照順序寫在答卷上；限用藍色或黑色筆作答，使用其他顏色或鉛筆作答者，所考科目以零分計算。（於本試題紙上作答者，不予計分。）

申論題（每題20分，共100分）

- 一、「休閒運動」對現代人有何積極性意義？現代人面對日益激烈的競爭壓力，尤其臺灣近年食安問題層出不窮，根據調查報告指出：臺灣每四人即有一人可能罹患癌症！請闡釋休閒運動在國人的身心健康上，如何扮演正面的角色？
- 二、相較於其它國家，臺灣的休閒運動有何特色？臺灣城市與鄉間的休閒運動發展有何不同？臺北市將於 2017 年主辦世界大學運動會，請問如何透過此大型國際競技運動賽事促進臺北市休閒運動之發展？
- 三、自 1984 年洛杉磯奧運開始，以「運動」行銷城市成為許多國際城市的重要策略之一。臺灣的主要城市，如臺北、高雄等都舉辦過國際大型運動賽會來提升國際能見度及刺激城市發展。請由「經濟衝擊分析」(economic impact analysis)的角度來分析，舉辦國際大型運動賽會對城市的影響為何？
- 四、如果你（妳）是現任的臺北市體育局局長，請問你（妳）對臺北市體育運動發展的願景及策略各為何（請提出最少四項策略及簡釋）？

五、2015 年的世界杯女子足球錦標賽將於 6 月 6 日將在加拿大的幾個城市進行為期一個月的賽事。請將以下由 FIFA 官方網站於 2015 年 2 月 6 日所發佈的新聞稿「翻譯成中文」：

Visa, FIFA's exclusive payment services partner, is pleased to offer Visa cardholders exclusive access to presale individual tickets for the FIFA Women's World Cup 2015™ to be held in six Canadian cities this summer.

As of 12 noon EST (9 a.m. PST) today, Visa cardholders can purchase tickets online at FIFA.com/Canada2015 until 25th February at 11:59 p.m. EST (8:59 p.m. PST), in advance of their general public release on 26th February 2015.

“The start of the Visa pre-sale period marks a key milestone in the countdown to the FIFA Women's World Cup 2015 and we are thrilled that fans will now be able to secure their individual tickets for this historic tournament,” said Peter Montopoli, Chief Executive Officer of the National Organising Committee for the FIFA Women's World Cup Canada 2015™. “With prices starting at \$20.15, our aim is to make this event as affordable and accessible for as many people as possible.”

“As a long-time partner and the preferred payment method of the FIFA Women's World Cup Canada, we are pleased to offer exclusive pre-sale tickets to Visa cardholders, allowing them to secure their seats and fill the stands to cheer for their favourite teams and players at this world-class sporting event,” said Ricardo Fort, SVP, Global Brand, Product & Sponsorship Marketing, Visa Inc.

The FIFA Women's World Cup Canada 2015 runs from 6 June to 5 July 2015, with individual tickets giving fans access to the action as 24 nations compete in 52 matches for one of sport's most coveted trophies.

Visa credit, debit, and prepaid cards are all accepted for presale purchases. FIFA fans also have an easier way to pay by using Visa Checkout, an online payment service that lets consumers make purchases on any device with just a few clicks. Canadian consumers can sign up for Visa Checkout at visacheckout.ca or through participating payments card issuers and merchants.