

休閒遊憩與創意產業管理研究所 <一般生>

休閒與創意概論

注意：

- 1.本試題均為問答題或申論題，計 4 題，每題 25 分。
- 2.請依序並標明題號作答於答案卷上。
- 3.試題隨答案卷一併繳回。

題目：Time, Work, and Leisure: Trends That Will Shape the Hospitality Industry

Americans' use and perception of time will influence the future of the hospitality industry. During the last few decades, it appears that hours of work have declined, measured either as hours of work for those in the labor force or as a percentage of all the hours of an individual's life. Public perception, however, is that hours of work are increasing. There is overwhelming evidence that Americans feel more rushed than in the past and that the pace of life is speeding up. Important changes in the nature of both work and leisure are examined, and implications for the hospitality industry drawn.

(本摘要取自：Journal of Hospitality & Tourism Research, Vol. 17, No. 1, 49-58 (1993))

一．試舉一文化觀光的案例，並論述其為地方可能帶來的效益與衝擊。

二．工研院創意中心主任薛文珍表示：「台灣創造」不是理想或未來，而是現下生存的必然選擇！因此，創意中心積極協助企業推廣啟動團隊創意激盪的方法，以提升企業競爭力。請您解釋何謂腦力激盪法(Brainstorming) (起源、步驟、原則)，來協助企業激盪團隊創意。

三．在眾多的問題解決模式中，以紐約州立大學水牛城分校創造力中心所發展的創造性問題解決模式 (Creative Problem Solving, CPS) 算是相當完整的。CPS 大致可分為六個步驟：發現麻煩(Mess Finding)、發現事實(Data Finding)、發現問題(Problem Finding)、發現構想(Idea Finding)、發現解決途徑(Solution Finding)、尋求接受(Acceptance Finding)。請您用這個架構幫台灣休閒旅館面臨經濟不景氣下，設計出一個可行的 3600 消費券專案。

四．試寫出下段英文大意並簡要表示你個人對此議題之看法。