

Some Thoughts On The Domestic Development of Sport Tourism

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Abstract

Sport tourism is one of the recent area by the internationally scholars in sports and tourism. It is necessary to positively promote sport tourism domestically in an attempt to match the needs of tourism policy and the promotion of healthy year in Taiwan. First, the author of this article discussed the relationship between sport and tourism, from destination marketing, then delineated the definition of sport tourism, and classified the sport tourism into active sports tourism, event-based sport tourism, and celebratory sport tourism.

Secondly, the author discussed the sport tourism phenomenon model; Lastly, the following thoughts need to be considered while promoting the domestic sports tourism: 1. to delimit the scope of sport tourism and to segment the potential markets; 2. to set up the core curriculum content in sport tourism; 3. to strengthen the recreation and tourism competency development for the junior high schools students; 4. to propose the appropriate marketing ideas in sport tourism; 5. to conduct the seminars and symposiums in tourism or related areas; 6. to integrate the resources of physical education, sports, recreation, and tourism, as well as positioning of the sport tourism; 7. to change the authority hierarchy and integrate the organizational powers at the central governments; 8. to promote the international cooperation for sport tourism; 9. to conduct a series of systematic longitudinal and cross-sectional studies for the purpose of domestically establishing the knowledge-based system in sport tourism; and 10. to establish the sound internship system in sport tourism.

Keyword : Sport tourism

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國內運動觀光發展的思維

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摘 要

運動觀光乃是近些年來受到國際運動與觀光界正視的領域。為配合政府觀光政策推動之需和台灣健康年主題促銷，國內確有必要積極推動運動觀光。為提供大學與政府運動觀光發展之參考，作者首先從運動、目的地行銷角度，析論運動

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與觀光的關係。接著，論述運動觀光的界定，並提出下列三種運動觀光類別：動態性的運動觀光、活動運動觀光和懷舊運動觀光。

復次，作者從運動集中點、運動觀光環境和運動觀光動機，描繪運動觀光現象模式，且，提出建立運動觀光知識體系的四種必要條件。最後，提出為發展國內運動觀光，應有的思維有：運動觀光發展範圍之有效界定與市場區隔；運動觀光核心課程內容之研訂；強化國中「綜合活動」學習領域中休閒旅遊規劃能力之養成；從生命週期觀點，分期推出適宜的運動觀光行銷點子；辦理相關論壇或研討會，進行系統化的策略探討；進行大學體育、運動、休閒和觀光等學術機構之整合與定位；調整中央各部會在運動觀光方面的職權，並作統整；推動運動觀光教育的國際合作模式；進行運動觀光系列研究，建立本領域之知識體系；以及建立運動觀光實習制度。

關鍵字：運動觀光