

※ 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。

壹、英文摘要翻譯（每題 15%，合計 30%）

一、請“簡要”說明下列英文摘要 (15%)

Sport management is in a uniquely favourable position to embrace the impact agenda and marry it up with the conventional academic research agenda. Sport management is after all ‘management in context’. Context defines the discipline. Sport management will always draw on general management and other business disciplines as important sources of general theoretical insight. But we should not see ourselves as playing a largely subservient role in replicating more general theoretical findings in the sporting context. Sport management can be more proactive in the development of theoretical insights with more general significance beyond the sporting context. But most importantly sport management research must maintain its diversity, encompassing the goals of both discipline-led rigour and use-led relevance. [引自 European Sport Management Quarterly (2015): 15(5), 505-515]

二、

Because of the increasing costs associated with the construction and operations of sport facilities, it has become common for a tripartite framework to finance sport facilities (franchise, public, and private sectors) to cooperate in order to finance the venture. The rationale for tripartite cooperation and the responsibilities of each constituent are outlined. The public sector has three responsibilities: to create a sport body empowered "to coordinate the development and implementation of sport facilities and their infrastructure"; to make a financial commitment and to identify sources of funding in order to deal with facility expenses and the method of payment; and to develop a plan for income distribution with the franchise. The franchise must agree to a long-term commitment to remain in the city where the facility is being constructed and to invest funds in the construction of the facility. The responsibilities of the private sector are numerous. The private sector must be willing to commit to leasing sky boxes for long term contracts and contribute to the development of stadium infrastructures such as hotel and office development. As well, generating revenue through concessions and other commercial ventures from local businesses is also part of the private sector's responsibilities.

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貳、申論題（每題 35%，合計 70%）

一、根據統計，台灣於 2005 年辦理約 42 場路跑比賽，之後場次逐年攀升，到了 2014 年成長至約 449 場，2015 年達到約 669 場，種類多樣化(螢光路跑、城市路跑、田間路跑...)，顯見路跑活動已成為推廣全民運動的契機。但是，因為比賽場次多，經常造成比賽日期重疊，可能造成報名人數不如預期；隨著全球工業化與都市化腳步的加快，戶外運動受到空氣污染及微粒子有毒物質的影響；路跑所造成的交通管制，經常引來民怨；一次性的活動舉辦花費，被批評經費的浪費。根據上述，假設你是路跑比賽的執行長，如何運用運動與休閒管理知識，提出一份可行的執行企畫書，包含(一)你要舉辦哪一類型路跑？(二)如何將路跑效益擴展至可能的重要利害關係人(key stakeholders)? (三)風險管理計畫為何？(35%)

二、近年國內舉辦各種中、大型活動的頻率日漸頻繁，不論是跨年晚會、大型演唱會、大型球賽、萬人路跑，到宗教性活動、蜂炮、遶境、廟會等等，少者幾百人，多者上萬人，辦理地點包含室內館場或戶外廣場等。然而，在各項活動的進行中卻隱含各項災害發生的因子，如八仙樂園粉塵爆炸事件，顯示出國內在舉辦大型活動的一些問題：一、大型活動幾乎無「安全計劃」之規劃；二、主辦單位對災害認知毫無意識；三、民眾對參與大型活動之風險意識相對低落。試問，若你未來將於都會區內的大型室內場館籌劃具萬人規模之體育活動，你所著手的安全計劃內容將包含哪些項目？（15%），並簡述各項目內容之意義與精神（20%）