

國立成功大學  
110學年度碩士班招生考試試題

編 號： 265

系 所： 體育健康與休閒研究所

科 目： 運動管理

日 期： 0203

節 次： 第 3 節

備 註： 不可使用計算機

※ 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、申論題

一、請簡述三種不同電子商務模式型態並列舉實例說明 (5%)。O2O (Online to Offline) 是指結合電子商務與實體通路之商業模式；試答在運動場館經營方面，您會如何整合線上及線下資源，將運動場館使用效益達成最大化?(15%)。

二、請申論國內公立運動場館之營運管理模式有哪些？請依照其市場競爭力、專業經營、財務風險、未來發展性等特性，試論其優缺點。(20%)

三、試評析 COVID-19 對運動產業發展可能的影響。(10%)

四、請以中文簡單說明以下英文重點(20%)

This paper began by noting that “reflection” has taken on different meanings for different analysts. Most of the research to date has focused on reflection as the analysis of one’s own practice or as learning by doing. Yet, critical reflection seems to warrant more attention than it has received because it more readily admits moral and ethical dimensions. Critical reflection encourages us to focus on sport management as a personally and socially constructed activity. We examine our understandings of sport (and sport management) in terms of the ways in which such understandings, and hence practice itself, may have been (and may be) shaped by the social and political contexts within which we manage. In so doing, critical reflection promises the possibility of coming to understand ourselves and our world in an empowering way. Critical reflection offers us the challenge of reconstructing our social worlds in ways that are less distorted by relations of power and domination – of finding for ourselves new, less oppressive, and more just ways of creating and managing sport. The previous example of my experience with a football club provides an instructive illustration.  
[Sources: Sport Management Review, Allan Edwards, 1999, p. 79]

五、根據 2020 學術發表及產業報告，相較許多傳統運動項目，“電競運動”(esports)為 Covid-19 疫情中及未來幾年運動產業營收成長最快速的項目。雖然目前 esports 已逐漸受到運動管理及傳播學術界重視，其是否作為重要運動賽會的正式項目之一仍有所爭辯。儘管如此，為因應 esports 未來可能成為重要大型運動賽會的正式比賽項目之一，試以身為我國體育主管機關之角色，回答下列問題：

(一)請簡單說明為何 esports 可以被認為是一種運動?(10%)

(二)請簡單規劃台灣發展 esports 的白皮書。(20%)