

海岸生態旅遊導覽人員培訓課程成效認知評估之研究-以新竹縣新豐鄉為例

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摘要

The coast area of Taiwan has abundant ecological resource and beautiful landscape.

After the Marshal Law was abandoned, a lot of resources were developed to respond the

demand of economic development. It has caused the indelible influence to the natural

environment. In recent years, the coast sightseeing and rest activities are more prosperous

day by day. The development of coast area has also moved towards tourism sector gradually.

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The ecotourism will become an important topic of the coast area in the future. In order to

solve the coast environment and landscape topic, the Construction and Planning Agency,

Ministry of Internal Affairs proposed the “Demonstration Project for Improvement of Coast

Rehabilitation and Landscape (2009 - 2014)”, wherein 600 million fund and resource

would be invested in 6 years, in order to encourage and subsidize all County and City

governments to carry on environment improvement and relevant rehabilitation works.

There is abundant Mangrove ecological resource in Sinfong Township of Hsinchu County.

In order to cooperate with the landscape rehabilitation and ecotourism

planning, the training courses for coast ecotourism guides was implemented in 2010. This study will evaluate the training effect of these training courses, in order to be used for the reference of sustainable development of coast area. This study designs a set of questionnaires. The study subjects are the people who participate in the training courses. The Kirkpatrick training effect evaluation model is used to investigate the training effect after participating in the training courses. The response level, learning level and behavior level are evaluated. This study hopes to confirm the training effect of training courses, raise the understanding and cognition of people on local environment, achieve the result of declaring correct ecotourism idea, and feedback the defects to the planning of training courses for improvement.

關鍵字：Training courses, training effect evaluation, Ecotourism, Guides