

行政院體育委員會委託研究報告

計畫編號: Ncpfs-Res-093-002

研究期間: 200406-200412

行政院體育委員會

我國運動休閒服務業人才供需調查及培訓策略研究
Human Resource Supply and Demand and Personnel Training Strategies for
Sports and Leisure Service Industry

林建元; 周慧瑜; 楊忠和

中文摘要

近年來國人隨著所得的提高，對於健身、養身有愈益重視的趨勢，但與先進國家相較，國人的運動習慣仍待培養；而國內體育的發展也因長期倚賴政府資源挹注，多數體育活動不具有在市場中獨立經營的能力。為提高國人對運動休閒活動的參與度，必須透過運動休閒服務業作較細緻的規劃與包裝，強化活動的吸引力，並藉由周邊軟硬體產品的行銷，為運動休閒活動創造附加價值。國內職棒與職籃等球賽即因獲得企業界的贊助與大力推動，而帶動起職業比賽的風潮，成為見證運動休閒服務業重要性的最佳範例。同時，運動休閒服務業在政府積極發展知識型服務業的產業政策方向之下，於行政院的「產業高值化計畫」中被列為四大重點產業之一，且以達成「挑戰 2008—國家發展重點計畫」中「運動人口於 96 年倍增」之目標為努力方向，希望為國人建構優質運動休閒環境，打造台灣為全民運動王國。另外，93 年 2 月 25 日第 2879 次行政院會中，行政院長指示經建會針對科技業以外之行業，統籌進行人才需求調查與培訓計畫之規劃與辦理，而運動休閒服務業亦被列入 12 項策略性服務業中推動上述任務。本計畫即承接此一政策指示，擬調查推估未來三年之人才供需缺口，並據以研擬人才培訓計畫，以期經由人才數量的適足供給與素質的提升，改善運動休閒服務業之發展環境與服務水準，增進國人參與運動休閒活動之意願與頻率，達成體委會帶動全民運動風氣之政策目標。

關鍵字：運動休閒服務業；人才供需

Abstract

By the raise of incomes and living standard, more and more people realize the importance of sports and entertainment in recent years. However, there are still many people who don't have the habits to exercise, and most of the domestic sports activities are not self reliant in market with long-term financial supports from Government. To lift the participation rate of sports activities, the sports and leisure industry has to plan and advertise the activities more elaborately to increase the attraction, and to put the peripheral products on sale is also able to create the added value of the sports activities. Therefore, by the national development plan of developing knowledge-based service industry, sports and leisure industry is chosen to be one of the objective service industries. The goal of the plan is to build a comfortable and convenient environment to enjoy sports and leisure activities, and increase the population with the habit to exercise. Besides, Council of Economic Planning and Development is assigned by Executive Yuan to plan and execute the human resource supply and demand research and personnel training plan for twelve strategic service industries, and sports and leisure service industry is also in the scope of mission. So this project is to investigate the human resource supply and demand of the sports and leisure service industry in coming three years, evaluate the gap between human resource supply and demand, and analysis the personnel training strategies and plans. The purpose of the project is to lift the quantity and quality of human resources, improve the development environment of sports and leisure service industry, and evoke civil conscious on sports to reach the policy goal to promote public sports.

Key words : Sports and leisure service industry; Human resource supply and demand