

Study on Training Effect Evaluation for Ecotourism Guides at Coast -Taking
Sinfong of Taiwan as an Example

閻克勤, 林佩姝

Architecture and Urban Planning

Architecture

dama@chu.edu.tw

Abstract

Training courses, training effect evaluation, Ecotourism, Guides.
Abstract. The coastal zone of Taiwan has abundant ecological resource and beautiful landscape. In 1987, after Marshal Law, 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. The ecotourism will become an important topic of the coast area in the future. 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.

Keyword : Training courses, training effect evaluation, Ecotourism, Guides.