

# 宏國學校財團法人宏國德霖科技大學 113 年校務研究成果報告

校務研究議題：大學生環境知識、態度與行為意圖之關聯-以宏國德霖科大為例

負責單位：休閒系

研究人員：張文榮

分析建議後提供單位：餐旅、不動產與工程學院

## 研究目的

在 KAP 理論基礎來檢視宏國德霖科大學生對環境的知識、態度與親環境行為意圖的關聯性。

## 研究方法

文獻分析  問卷調查  深度訪談

內容分析  資料蒐集  其他研究方法：

## 研究結論與建議 (建議條列式說明即可)

### 研究結論：

實證顯示：環境態度在環境知識與親環境行為關聯中扮演部份中介角色；而餐旅學院學生對環境的知識、態度與親環境行為意圖的認知績效皆優於不動產學院與工程學院。

### 研究建議：

針對三個學院的具體作法可以根據每個學院的不同需求與學生特性設計。以下是三個學院的具體建議：

1. 餐旅學院-目標：進一步深化環境教育，提升實際親環境行為的執行與影響。

- 加強環保實踐機會：將環保理念融入餐旅學院的實作課程中，如鼓勵使用本地有機食材、減少餐飲業廢棄物、推廣無塑餐具使用等，讓學生在課程實踐中應用親環境行為。
- 參與外部環保活動：與環保組織或政府機構合作，為學生提供更多參與社區環保活動或國際環保活動的機會，鼓勵學生成為環保倡導者，並透過實際行動影響更多人。
- 設立環保認證課程：設計專門針對環境保護和可持續發展的專業課程或認證計劃，讓學生能夠在畢業後具有專業的環境保護知識和技能，推動可持續旅遊與餐飲業務的發展。

2. 不動產學院-目標：強化學生環保意識和行動力，特別是與不動產領域相關環保策略。

- 將綠建築理念融入課程：強化課程中對綠建築與可持續城市設計的探討，並推動學生學習如何將環保理念融入未來的建築設計與房地產開發中。增加實際案例分析，如 LEED (綠建築認證) 或其他可持續發展專案。
- 推動環境影響評估實務操作：設計專案型課程，讓學生進行環境影響評估(Environmental Impact Assessment)，了解不動產開發如何影響環境，並提出緩解措施，將理論應用到實際案例中，增強學生的實務能力。
- 與綠色房地產企業合作：促進與綠色房地產開發商或可持續發展相關企業的合作，提供實習機會或專案實作，讓學生親身體驗如何在房地產開發中應用環保策略。

3. 工程學院-目標：提高環境態度與親環境行為意圖，培養環保與工程技術應用能力。

- 環保工程設計比賽：舉辦專屬於工程學院的環保技術設計比賽，鼓勵學生針對環境問題(如水污染、能源消耗等)設計創新解決方案，激發學生將環保理念融入工程設計中的創造力。
- 整合環保技術至工程課程：將綠色工程技術(如可再生能源、廢棄物管理、節能技術等)整合到核心課程中，增強學生對環保技術的理解，並提供實際操作環保工程技術的機會。
  - 建立校內永續發展實驗室：設立一個專門的可持續發展實驗室，供學生進行與環境相關的研究和實驗，如研究如何將可再生能源技術應用於日常生活，並鼓勵跨學科合作，提升創新能力與環境意識。

附件

## 參考文獻

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