

國小游泳池委外經營與顧客滿意度之研究

陳啓正

台東大學體育教學研究所

摘要

台灣是一個海洋國家，不過中小學生卻有近半數不會游泳，學生溺斃事故頻傳。因此教育部決定從 96 年起，分三年補助國中小興建游泳池，並將游泳能力指標列入課綱藉以改善學生游泳能力不足的問題。

然而在政府財政日益拮据，學校游泳池設施的經營將面臨人力短缺與經費不足的困境。因此，學校游泳池設施委外經營必然成為未來經營的趨勢。

本研究調查發現：國民小學游泳池辦理委外經營已簽約者共 11 間；每年可節省政府公帑約 2200 萬元，各校游泳池與校園區隔情形，對於校園安全及清潔維護、學生生活管理皆會造成影響。

關鍵詞：委外經營、游泳池、滿意度

A Study on Customer's Satisfaction of Private Elementary School Swimming Pools

Ch-zn-Chen

Graduate Institute of Physical Education, National Taitung University, Taitung, Taiwan, R.O.C

ABSTRACT

Taiwan is surrounded by the ocean but about half of the elementary and junior high students are unable to swim. The accidents of drowning keep happening. Therefore, the Ministry of Education sets up a three-year plan to subsidize elementary and junior high schools to build swimming pools, and will put swimming skills into the curriculum guidelines to help solve the problem.

Due to the worsening of government's financial problems, the management of the school swimming pools will face the obstacle of lacking the manpower and subsidies. Thus, the school swimming pools managed by the private

institutions will become a trend.

The results of the study found that there were 11 schools whose swimming pools were managed by the private institutions, saving 22 million dollars a year for the government. Besides, the separation of the swimming pools and the campuses helped to improve the problems of campus safety, cleanness and students' discipline.

Keywords : Private , Swimming pools , Satisfaction