國立嘉義大學九十五學年度博士班入學考試

所別：管理研究所

組別：乙組（休閒管理組）

科目：觀光遊憩文獻評論

壹、下列文章來自國際期刊*The Cornell Hotel and Restaurant Administration Quarterly*主編2002年對於收錄該期刊論文之期許，請就內容回答下列問題：【25分】

（1）本文如何定義Descriptive Research？請舉例說明之。（5%）

（2）試述Descriptive Research隱含之假設與合理性。（5%）

（3）本文如何定義Causal Research？請舉例說明之。（5%）

（4）主編提出標題主張之理由為何？（10%）

The Industry Needs Less Descriptive and More Causal Research

Too often manuscript submissions that I receive for the **Cornell Quarterly** merely describe current opinions or practices in the industry. For example, proposed articles sent to me have described the prevalence of sexual harassment in U.S. restaurants, the temperatures of hot beverages in U.S. quick-service restaurants, the use of various performance measures in U.S. lodging companies, and the frequency of various types of hotel-marketing alliances in Asia. Such papers are usually rejected, because their authors fail to explain adequately how practitioners can use the descriptive information to make better business decisions.

Underlying most descriptive research is the (usually implicit) assumption that the collective wisdom of the industry is correct and, therefore, managers should consider adopting those common opinions and practices. However, that assumption is wrong. Popular opinion and procedures are not necessarily reliable guides to best practices. For example, physicians used to believe that tuberculosis patients should be kept in tightly shuttered rooms and that patients with fevers should be bled. Today we know that both of those practices were more harmful than helpful. Similarly, popular opinions and practices in the hospitality industry today may prove to be incorrect and harmful tomorrow.

Under some circumstances knowledge of current industry opinions and practices can be useful. For example, companies can use knowledge of current industry practices when deciding how to differentiate themselves from the rest of the industry (especially when those practices are out of date or inadequate). In addition, salespeople can use knowledge of relevant opinions and practices in an industry to sell to that industry more effectively. However, these uses of descriptive information about an industry are limited and most descriptive studies of the hospitality industry are not designed to inform those types of decisions. In my opinion, for most hospitality-business decisions, knowledge of current opinions and practices is useless. Therefore, hospitality academics should do less descriptive research.

In place of descriptive research, hospitality academics should do more causal research-that is, research that identifies a causal relationship between two or more variables. It is the job of every hospitality manager and executive to achieve various objectives (e.g., reduce turnover, increase customer satisfaction, build market share). Research that identifies the variables under managers' control that can produce specific desired outcomes is of real value to the industry. Similarly, research that identifies variables under managers' control that are ineffectual in achieving desired goals are also helpful in that they can assist managers to avoid wasteful actions.

Often hospitality researchers study causal relationships simply by asking so-called experts about what they think causes some particular outcome. For example, researchers often ask managers about what they think are the underlying causes of employee turnover. The problem with this approach is that the experts may be blind to the actual causes.

A better approach would be to compare organizations with low turnover to organizations with high turnover. Characteristics that differentiate the two sets of organizations are plausible candidates for factors that cause or at least contribute to the differences in turnover. This correlational method can be made even stronger by seeing whether the two sets of organizations still differ on some candidate factor after statistically controlling for other variables known to cause turnover. However, the best approach is to actively create a difference in two equivalent groups of organizations on some variable thought to cause turnover and see whether the manipulation creates differences in turnover. This experimental approach is the only way to be really confident that a variable causes turnover.

To provide executives and managers with information that will help them make good, well informed decisions, I encourage researchers to submit manuscripts that report the results of correlational studies and experiments designed to identify the causes of outcomes that industry practitioners care about.--VCIM.L.

貳、試說明下列文章之「研究問題」為何？此外亦請評述本研究在「文獻回顧」與「研究問題」撰寫之優、缺點。【25%】

Risk Perceptions of Japanese Travelers in International Leisure Travel

Travel has been described as an essential phenomenon in modern western society, and modern tourist travel has developed rapidly around the world (Cohen, 1995). While the construct of perceived risk has been widely employed in the study of consumer behavior in marketing research, research on perceived risk related to international tourism has been neglected (Lepp & Gibson, 2003; Verhage, Yavas, & Green, 1990; Yavas, 1987).

In marketing research, Bauer (1960) first proposed looking at consumer behavior as an instance of risk taking because "consumer behavior involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least are likely to be unpleasant" (p. 390). Since Bauer's seminal discourse, many studies in consumer behavior empirically tested the construct of perceived risk (Brooker, 1984; Jacoby & Kaplan, 1972; Laroche, McDougall, Bergeron, & Yang, 2004; V. W. Mitchell & Greatorex, 1990; Peter & Ryan, 1976; Roselius, 1971; Stone, 1993; Verhage et al., 1990) because perceived risk is more powerful at explaining consumer behavior (V.-W. Mitchell, 1994).

One area of tourism research which involves risk is destination image (Baloglu, 1996, , 2001; Beerli & Martin, 2004) but these studies include one single indicator of "personal safety" among the cognitive components of image. Many studies investigated perceived risk and its components related to leisure activities and international travel, and its relationship to travel decisions (Cheron & Ritchie, 1982; Lepp & Gibson, 2003; Martinez, 2000; V.-W. Mitchell & Vassos, 1997; 1988; Roehl & Fesenmaier, 1992; Sonmez, 1994; Sonmez & Graefe, 1998a, 1998b; Yavas, 1987, 1990).

Many studies adopted five dimensions identified in the study by Jacoby and Kaplan (1972): "Financial Risk," "Performance Risk," "Physical Risk," "Social Risk," and "Psychological Risk" (Cheron & Ritchie, 1982; Mitra, Reiss, & Capella, 1999; Stone, 1993; Stone & Mason, 1995). "Time Risk" was added by Roselius (1971). These six dimensions were investigated together in other studies (Stone, 1993; Stone & Mason, 1995), but one of the dimensions (physical risk) was excluded in some studies (Laroche et al., 2004). "Satisfaction Risk" first appeared in the study regarding perceived risk and leisure activities (Cheron & Ritchie, 1982). Some studies focused on a particular dimension, such as "Political Instability Risk" (McCleary & Whitney, 1994; Seddighi, Nuttall, & Theocharous, 2001; Sonmez & Graefe, 1998b), and "Terrorism Risk" (Sonmez & Graefe, 1998a, , 1998b).

In addition to the seven perceived risk types in the study of Roehl & Fesenmaier (1992), Sonmez and Graefe (1998b) added three other types of risk: "Health Risk," the possibility of becoming sick while traveling to or at the destination; "Political Instability Risk," the possibility of becoming involved in the political turmoil of the country being visited; and "Terrorism Risk," the possibility of being involved in a terrorist act.

Although a few previous studies (Basala & Klenosky, 2001; Hsieh, O'Leary, & Morrison, 1994; Yavas, 1987) recognized that language is an influential factor in destination choices, language barrier has not been investigated as a dimension of travelers' perceived risk which may be due to the lack of cross-cultural studies within tourism research. The native language of the country visited was an important issue for non-package U.K. travelers in their international travel (Hsieh et al., 1994). Their responses were significantly higher than package travelers' responses regarding their agreement on the statement, "important that people speak my language."

Basala and Klenosky (2001) examined language as a factor that influences tourists' choice of prospective destinations, because tourists' fluency, or lack of fluency, in the language at a destination can be a barrier in international travel. As they pointed out, the impact of language is one of the least studied factors in tourism research and also an important area that should be explored. In their study, it was clear that tourists tend to visit destinations where there is no language difference regardless of their psychographic characteristics (e.g. novelty-seekers, familiarity-seekers). Yavas (1987) suggested that putting signs in Arabic and recruiting Arabic-speaking personnel in Turkey would be helpful to show a concern for Saudi tourists. Based on these findings on language barrier in international travel, "Communication Risk" was proposed to be tested empirically for future studies as a dimension of risk perception in vacationing at international destinations.

叁、下列為國外學者所發表論文之摘要，請回答下列問題。【15%】

（1）說明本研究問題、目的與假設。（5%）

（2）可用哪些統計方法驗證本研究假設。（5%）

（3）本論文可做哪些後續研究？為什麼？（5%）

Title: The relationship between brand equity and firms' performance in luxury hotels and chain restaurants

Abstract: There is a growing emphasis on building and managing brand equity as the primary drivers of a hospitality firm's success. Success in brand management results from understanding brand equity correctly and managing them to produce solid financial performance. This study examines the underlying dimensions of brand equity and how they affect firms' performance in the hospitality industry—in particular, luxury hotels and chain restaurants. The results of this empirical study indicate that brand loyalty, perceived quality, and brand image are important components of customer-based brand equity. A positive relationship was found to exist between the components of customer-based brand equity and the firms' performance in luxury hotels and chain restaurants. A somewhat different scenario was delineated

from the relationship between the components of customer-based brand equity and firms' performance in luxury hotels and chain restaurants.

Keywords: Customer-based brand equity; Firms' performance; Chain restaurants; Luxury hotels; Brand awareness

肆、下列為國內學者所發表論文之摘要，請回答下列問題。【10%】

（1）論述本研究貢獻。（5%）

（2）本論文摘要寫作有何缺點？（5%）

標題：觀光客對性觀光態度與行為傾向之研究

摘要：「性」在觀光上代表了一種重要的觀光吸引力，而旅遊業者往往也將三 S 程式(sun、sea、sex)奉為經營的靈藥。然而在台灣的社裡，性觀光是如何被看待的呢？由於國內對於性觀光的研究仍付之闕如，因此，本研究從國外的相關研究，佐以國內對於性與色情的文獻，將性觀光的商品分為四種：情色商品、情色表演、陪伺伴遊以及性交易。從而進行探討觀光客對於這四種商品的態度與行為傾向。

本研究是以便利抽樣的問卷調查方式來衡量研究變項，由 219 份有效樣本經敘述性統計、變異數分析及相關分析之後，研究結果顯示：

一、婚姻狀況、出國旅遊次數、居住地、宗教信仰的不同在四種性觀光商品的態度上並無顯著差異存在。而性別、年齡、職業、個人年所得與消費經驗上對於四種性觀光商品呈現顯著差異存在。

二、性觀光的態度與行為傾向上呈現相關。

關鍵字：性觀光 ； 態度 ； 行為傾向

伍、以下段落摘自” Components of sustainability: Two Cases”一文的緒論，請回答下列問題。【25%】

（1）請問本研究主要的研究問題為何？選用不同類型的研究基地，其可能的目的為何？（5%）

（2）請論述與評析作者做此一研究議題的立論？（10%）

（3）針對此一研究議題，如由你來執行，你的研究策略(或架構)為何？請務必說明理由（10%）

From globalization-localization perspectives, tourism has become a significant tool in regional development processes and increasing interest has turned toward making it sustainable especially in main destination areas. The report of the EU Commission mentions that transportation, energy, industry, and tourism are the effective key sectors for the quality of urban environment and sustainable development (CEC 1992). While tourism has enhanced the level of welfare on the one hand, it can strengthen the environmental pressures on the other and thus plays a critical role in sustainable regional development (Nijkamp and Bergh 1990).

At this point, the questions arise as to how and to what extent tourism should be developed in a local area. Hunter emphasizes, “sustainable tourism should not be regarded as a rigid framework, but rather as an adaptive paradigm which legitimizes a variety of approaches according to specific circumstances” (1997:851). Diversity of interests in various communities is one of the main issues needing to be explored so as to implement successful strategies to maintain development. The framework of this paper is based on the sustainable model developed by the World Tourism Organization, related to a conceptual model on development. While its main principles include ecological, social, cultural, and economic sustainability, tourism is defined as a model form of economic development that is designated to improve the quality of life in the host community, provide a high quality experience for the tourist, and maintain the quality of the environment on which both the host community and the tourist depend (WTO 1993).

Sustainable development connects tourists and providers of facilities and services with advocates of environmental protection and community residents and their leaders who desire a better quality of life (WTO 1993). Each group has its constituents as they understand how their interests overlap. They all have common goals and thus will be more inclined to collaborate. Related to sustainability and the development process, two main hypotheses are put forward. First, tourism provides the most harmonious development with the characteristics of the regions and makes known their natural, historical, and cultural values. If there is planned development, there will be a reduction in the loss of natural resources in terms of quantity and quality. Moreover, tourism activities have an opportunity to beautify the local environment and maintain its built assets in place of other economic activities (Hunter 1997). Second, the rapid development and high concentration of activities in certain areas cause negative effects on the natural and cultural environment. Typically, this process does not involve local people/host community and is not acceptable.

Developing countries and regions have to achieve economic growth, and also have to protect their environments. Accordingly, tourism is considered a balance sector to target the dilemma and provides an opportunity for the development of these matters. In the places where tourism is relatively new, the aim would be to promote types that rely on the maintenance of a high quality natural environment and its cultural assets (Hunter 1997). In the Mediterranean countries of Europe, which have a significant share of international tourism, the concentration of activities on coastal areas has caused serious environmental problems. Therefore, their market share in the world has been decreasing—as in the case of Spain—while emerging markets have been increasing. Thus, development processes for the significant destinations need to be examined and new approaches sought out.

The aim of this paper is to analyze development processes in light of the main hypotheses and goals of a sustainable model in two significant sample destination points for international tourism, to include the heritage in Turkey as a Mediterranean country. Furthermore, the two cases of Urgup and Side have been selected in order to compare the coastal and interior development process.