國立嘉義大學96學年度

管理研究所博士班【休閒事業管理組】招生考試試題

科目：觀光遊憩文獻評論

一、請閱讀下列文章，並說明其（1）研究問題、（2）研究假設、（3）研究架構（請繪圖）、（4）研究價值/重要性、（5）驗證其假設可採用之統計方法？（25%，每小題各 5%）

Tourism has been seen as the driving force for regional development. Successful tourism can increase destination's tourist receipts, income, employment and government revenues. How to attract the tourists to revisit and/or recommend the destination to others is crucial for the success of destination tourism development.

From the perspective of tourist consumption process (Ryan, 2002; Williams & Buswell, 2003), tourist behavior can be divided into three stages: pre-, during- and post-visitation. More specifically, tourist behavior is an aggregate term, which includes pre-visit's decision-making, onsite experience, experience evaluations and post-visit's behavioral intentions and behaviors. It has been generally accepted in the literature that destination image has influence on tourist behaviors (Bigne, Sanchez, & Sanchez, 2001; Fakeye & Crompton, 1991; Lee, Lee, & Lee, 2005). The tourist behaviors include the choice of a destination to visit and subsequent evaluations and future behavioral intention. The subsequent evaluations include the travel experience or perceived trip quality during the stay, perceived value and overall satisfaction while the future behavioral intentions include the intention to revisit and the willingness to recommend. There has been a great body of studies focusing on the interrelationship between quality, satisfaction and behavioral intentions (Backman & Veldkamp, 1995; Baker & Crompton, 2000; Cronin, Brady, & Hult, 2000). However, in recent years perceived value has been emphasized as the object of attention by researchers in tourism (Kashyap & Bojanic, 2000; Murphy, Pritchard, & Smith, 2000; Oh, 1999, 2000; Petrick, 2004; Petrick & Backman, 2002a, b; Petrick, Backman, & Bixler, 1999; Petrick, Morais, & Norman, 2001; Tam, 2000). Some studies even argued that the measurement of satisfaction must be in conjunction with the measure of perceived value (Oh, 2000; Woodruff, 1997) and perceived value plays the moderating role between service quality and satisfaction (Caruana, Money, & Berthon, 2000). Furthermore, perceived value involves the benefits received for the price paid (Zeithaml, 1988) and is a distinctive concept from quality and satisfaction. Empirical research also reveal that the positive

impact of perceived value on both future behavioral intentions and behaviors. Hence, perceived value, quality and satisfaction all have been shown to be good predictors of future behavioral intentions (Baker & Crompton, 2000; Bojanic, 1996; Cronin et al., 2000; Petrick, 2004; Tam, 2000).

By understanding the relationships between future behavioral intentions and its determinants, destination tourism managers would better know how to build up an attractive image and improve their marketing efforts to maximize their use of resources. Hence, the purpose of the study is twofold. The first is to construct a more integrated model of tourist consumption process by including destination image and perceived value into the ‘‘quality–satisfaction–behavioral intention’’ paradigm. The second is to examine the relationships between destination image and evaluative factors (i.e. trip quality, perceived value and satisfaction) in their prediction of future behavioral intentions.

二、請閱讀下列文章說明

1、ADLM, ECM, VAR 之 Tourism forecasting 模型有何缺點？(5%)

2、作者之文章以何種方法改善其缺點，其理論基礎為何？(15%)

3、此篇文獻之研究價值/重要性為何？(5%)

Tourism forecasting has become an important component in tourism research and different approaches havebeen used to generate forecasts of tourism demand. Witt and Witt (1995) provided a comprehensive review of the early tourism demand forecasting literature. Together with the rapid development of modern econometrics, many researchers have now applied these recent developments in forecasting tourism demand in various settings. Li, Song, and Witt (2005) reviewed eighty-four post-1990 empirical studies of international tourism demand modelling and forecasting and gave an extensive and detailed view on issues such as data types and frequencies, independent and dependent variables, estimation methods and reported diagnostic test statistics. Their review suggested that the most frequently used forecasting methods in tourism are the static regression model, ADLM, ECM, VAR models, time varying parameter (TVP) model, almost ideal demand system (AIDS) and basic structural model (BSM).

Song, Witt, and Li (2003) used the general-to-specific modelling approach to obtain ex ante forecasts of the demand for Thai tourism. Song and Witt (2006) used the VAR modelling technique to forecast the demand for Macau tourism over the period 2003–2008. Kulendran and King (1997) considered four time series models and one econometric model when predicting quarterly tourist flows into Australia from four major tourist markets. Song, Witt, and Jensen (2003) compared the forecasting performance of the ECM, ADLM, TVP and VAR models with those generated by two

univariate time series models in forecasting the demand for Denmark tourism and found that the TVP model generates the most accurate one-year-ahead forecasts. Li, Song, and Witt (2006) reported the forecasts of tourist expenditure by UK residents in a number of Western European countries using the TVP and constant parameter linear AIDS models.

Although researchers have utilized the recent developments in econometrics to forecast tourism demand, the idea of combining the forecasts generated by different models, which has been widely used in forecasting macroeconomic and microeconomic activities, has attracted very little attention in the tourism literature and no attention since the adoption of recent developments in econometrics to forecast tourism demand. This study addresses this major deficiency in the tourism literature.

Bates and Granger (1969) first introduced the idea of combining forecasts as a way of improving accuracy and since then the study of forecast combination techniques has mushroomed. Considerable efforts have been made to develop and improve the various forecast combination methods through empirical testing and/or simulations. Clemen (1989) reviewed a large number of published studies in this area and demonstrated that forecast combination generally leads to a considerable improvement in forecasting accuracy.

The simple average method is a straightforward combination technique, which assigns the same weight to each single forecast. Empirical results show that the simple average combination method can generate reliable forecasts in many situations. Makridakis and Winkler (1983) applied the simple average combination to a number of models and tested the effectiveness of this simple forecasting combination technique. Their study found that the average accuracy improves as the number of combined single methods increases. Palm and Zellner (1992) discussed the advantages and forecasting performance of the simple average combination technique and also weighted combination techniques. They conclude that combining forecasts can reduce forecasting error and that a simple average combination may be more robust than weighted average combinations. The performance of the simple average combination method was found to be superior to the single forecasts by Fang (2003).

There are also many published studies on weighted average combination methods. These methods calculate the weights based on the past performance of each single forecast model. Among them the variance–covariance method was first introduced. In this method the weights are determined by a covariance matrix in which the accuracy of the single forecasts is embodied in the variances while the dependence between the single forecasts is interpreted by the covariance. Winkler and Makridakis (1983) tested a simple combination method and five variants of the variance–covariance combination method. They concluded that some variance/covariance

procedures are more accurate than the simple combination technique and than individual forecasts, and the procedures in which covariance is ignored sometimes are more accurate than the ones in which covariance is considered.

Extending this idea, Granger and Ramanathan (1984) showed that the optimal weights in the variance–covariance combination can be determined by a regression model and this regression-based combination technique has since attracted much attention among researchers. More sophisticated methods have also been developed in the literature. Through Monte Carlo experiments Chan et al. (1999) demonstrated that principal component regression combinations are better than OLS combination methods in improving forecasting accuracy. Diebold and Pauly (1987) also used the principal component method to examine the accuracy of the combined forecasts in forecasting economic growth and they found that the best combined forecasts are much superior to the best single forecasts. Diebold and Pauly (1987) applied the TVP technique that utilizes the Kalman filter in the forecasting combination exercise.

In their study on forecasting combination, Diebold and Pauly (1990) developed a Bayesian shrinkage framework, which incorporates prior information in the estimation of the combination weights. The Bayesian combination method has been used by Anandalingam and Chen (1989a,b), Diebold and Pauly (1990), Min and Zellner (1993), Tibiletti (1994) and Walz and Walz (1989). These studies showed that Bayesian-based combination methods can improve the forecasting accuracy over other combination techniques.

Although the publications on the improvement of forecasting accuracy using various combination methods have been numerous, little effort has been made to explore why and when the forecasting combination techniques can improve forecasting accuracy. Flores and White (1989) suggested that combinations usually perform well when each forecast is based on different information/assumptions and they all cannot yield the needed accuracy. Hendry and Clements (2004) gave five potential explanations for the improvement in accuracy using forecast combination techniques: (i) if two models provide partial not completely overlapping explanations, the combination can better reflect all the information; (ii) when there is a structural break over the forecasting period, combining forecasts may help; (iii) when all models are mis-specified, combination can reduce variance; (iv) combination has an alternative interpretation of intercept correction which is well known to improve forecasting performance; and (v) combination can be viewed as ‘shrinkage’ estimation.

Many of the above-mentioned studies give support to the idea that forecast combination can significantly improve forecasting accuracy over the single forecasts. However, some researchers have suggested that forecast combinations do not always yield improvements in forecasting

accuracy under all circumstances. For example, Winkler and Clemen (1992) found that combination forecasts performed poorly in their empirical studies due to the unstable combination weights being assigned to the different models and this was caused by the high correlations between the forecasts errors generated by the different models. More recently, Koning, Franses, Hibon, and Stekler (2005) demonstrated that the combination of forecasting methods is not clearly more accurate than the single methods being combined using three univariate forecasting models and one combination technique. Hibon and Evgeniou (2005) reached a similar conclusion by testing more extensive combinations of many forecasting methods.

三、從以下之陳述，試說明本研究之「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%）

The Internet is used by an ever-increasing number of people worldwide. Tourism-related services emerge as a leading product category to be promoted and distributed through the Internet (Connolly, Buhalis, & Moore, 1998; Sussmann & Baker, 1996). According to Institute for Information Industry, travel constitutes the largest share of the B2C market, travel products are the most popular online products, enjoying almost half of the B2C market (FIND, 2004). Capella and Greco (1987) report that travel services constitute a high involvement product, and tourists are likely to spend significant time engaging in an external search for information. During the search for information about a product or service, the function of advertising is to inform and persuade the undecided consumer. Advertising effectiveness is thus associated with the way the consumer subsequently processes the content of the advertisement (Ducoffe, 1996).

The prior studies on advertising components of web page advertising were concentrated on several perspectives, for example, Bruner and Kumar (2000) once discussed two kinds of web pages: simple pages containing a link and a title; and complex pages containing animated graphics, hotlinks, video, and photos. Their conclusion was that complex web pages may increase viewers' interest, but also often have a negative effect on viewers' attitude-toward-the-website. Diaper and Waelend (2000) compared different components of web pages (i) text; (ii) text and graphics; and (iii) text and animated graphic in relation to viewers' information extraction ability. Their experiment supports the idea that experienced web users are not distracted by surrounding graphics. Web page graphics, animated graphics or otherwise, do not greatly affect viewers' web experiences or their ability to extract information from web pages.

Although these studies described provide useful information for understanding the advertising components on web pages, only single advertising components or a number of advertising

components were taken into consideration. To the knowledge of the authors, there have been no studies that have considered taking all the advertising components (e.g., text, graphics, animated graphics, links, hyperlinks, and video) used in group package tour (hereafter abbreviated GPT) product on the web page as stimuli and to examine the effects of their different combinations on the advertising effectiveness of the typical travel web page.

Regarding the association of advertising effectiveness with the number of components used in a particular web page, there are two contradictory propositions. First, using more different components on a web page will get more consumers' attention and increase the advertising effectiveness. Fleming (1997) pointed out that competition to make use of broadband connections and create attractive sites is tempting designers to use more graphic images, more blinking text, more animation, and more full-motion video in order to attract attention. Due to the continuing development of the Internet, there is a tendency for web page to be more complex than before.

On the other hand, a reverse proposition is also noted. That is, employing more different components into a web page may possibly make a negative impression on the consumer. For example, Lee and Lee (2004) indicated that increasing the number of attributes significantly imposed information overload on informants and can led to negative effect on choice quality. Furthermore, Zhang (2000) also stated that animated graphics can have a detrimental effect on web users' information seeking ability and information extraction task performance. Therefore, for web designers, Zhang suggested to keep the basic and minimize graphical animation and try to make colors less bright.

In short, it remains an open question whether travel advertising effectiveness actually increases along with the number of components on the GPT web page. Will simpler web page design with fewer GPT adverting components actually generate better advertising effectiveness? Or will the adverting effectiveness respond to complexity with the familiar inverted "U" curve as Schroder and Suedfeld (1971) predict, based on an idea called 'information overload'.

Empirical evidence concerning how customers react to this situation is scant, leaving unresolved issues in an important research arena. Therefore, the specific purpose of the present study is to identify the optimal numbers and combinations of advertising components on GPT web page in relation to its advertising effectiveness.

四、試選一休閒相關行為，並說明如何建構該行為之量表，使其具有 convergent, discriminant, and criterion-related validity。(25%)