

## 105-107 畢業學生論文題目

| 序號 | 畢業學年期 | 學號       | 姓名  | 論文題目   | 指導老師 |
|----|-------|----------|-----|--|------|
| 1. | 1051  | A2125164 | 施依廷 | 顧客購買廉價航空額外付費服務的價格意識、知覺價值、顧客滿意度與行為意圖之研究<br>Price Consciousness, Perceived Value, Customer Satisfaction, and Behavioral Intention of Customers Purchasing Add-ons Service on Low Cost Carriers   | 浦心蕙  |
| 2. | 1051  | A2125288 | 貝米可 | 國家形象對國家產品形象和服務滿意的影響-以蒙古為例<br>The Influence on Country Image to Country Product Image and Service Satisfaction-An Example of Mongolia   | 盧惠莉  |
| 3. | 1051  | A3125061 | 曾紫惠 | 臺北五星級飯店第一線員工情緒智力、情緒勞務與組織承諾之相關性研究—以員工對經理的轉換型領導風格知覺為調節變數<br>The Relationship among Front-Line Employees' Emotional Intelligence, Emotional labor and Organizational Commitment at Five Star Hotels in Taipei: Moderating Effect of Perceived Hotel Manager' Transformational Leadership. | 許家源  |
| 4. | 1052  | A2125156 | 張家綺 | 飯店下午茶餐廳環境氛圍與服務表現對消費者幸福感及再購意願之影響<br>Understanding Customers' Well-being and Repurchase Intention for Hotel Restaurant's Atmosphere In Afternoon Tea Service   | 林欣儀  |
| 5. | 1052  | A2125199 | 朱億婷 | 在台就讀觀光領域之海外青年技術訓練班學生的文化智力、情緒智力、社會支持與跨文化適應之相關性研究<br>The Relationship among Cultural Intelligence, Emotional Intelligence, Social  | 許家源  |

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|-----|-------|----------|-----|--|--------------|
|     |       |          |     | Support and Cross Cultural Adjustment of Overseas Youth Vocational Training School Student Study in Tourism Management Domain in Taiwan  |              |
| 6.  | 1052  | A2125300 | 鄭詩羽 | 婚宴服務實景量表之建立與非線性服務品質探討<br>The Study of Non-Linear Relationships in Wedding Servicescape Attributes  | 魏玉萍          |
| 7.  | 1052  | A3125036 | 蕭薇  | 東西方觀光客對臺灣飲食意象之研究<br>A Study on Taiwan's Culinary Image between Eastern and Western Tourists  | 楊增華          |
| 8.  | 1052  | A3142224 | 邱漢章 | 我的吸「銀」力:台灣銀髮族郵輪旅遊平面廣告訊息吸引力之研究<br>The Message Appeal in Print Advertising of Cruise Tour in Taiwan:A Case Study of Senior Tourists  | 陳玟妤          |
| 9.  | 1052  | A4103265 | 張祖慈 | 消費者對於國際時尚品牌延伸咖啡廳之商店氣氛、消費情緒、體驗價值對品牌延伸態度之影響-以 Agnes b Cafe 為例<br>The Customer's Perception of Store Atmosphere, Consumer Emotion, Experiential Value Effect of Brand Extension Attitude: The Study for Coffee Shop of Global Fashion Brand Extension- A Case Study of Agnes b Cafe | 許家源<br>陳玟妤-共 |
| 10. | 1052  | A5103633 | 陳柔安 | 旅館產業之賦權領導對建言行為與知識分享之影響研究-以信任與工作自主性為中介變數<br>Influences of Empowering Leadership on Voice Behavior and Knowledge Sharing in Hotel Industry-Trust and Job Autonomy as Mediators   | 姜淳方          |

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|-----|-------|----------|-----|--|------|
| 11. | 1062  | A5103706 | 鍾婷羽 | 「郵」出新生活：探討台灣年輕女性參與郵輪旅遊動機及選擇考量因素研究<br>Sailing for the New Life: Exploring the Taiwanese Young Female's Travel Motivation and Selection Factors in Cruise Travel         | 陳玟妤  |
| 12. | 1062  | A5103731 | 黃 靖 | 告示牌對遊客不當行為意向之影響<br>The Influence of Notice Boards on the Occurrence of Inappropriate Behaviors   | 楊增華  |
| 13. | 1062  | A5103749 | 林韻姍 | 台灣國際觀光旅館企業社會責任對知覺價值及顧客參與之影響<br>The Impact of Corporate Social Responsibility of Taiwan International Tourist Hotel on Perceived Value and Customer Participation       | 姜淳方  |
| 14. | 1071  | A4103257 | 江賢龍 | 實體環境、異國真實性與願付價格之關係：以泰精選認證泰式餐廳為例<br>Consumers' Willingness to Pay for Thai Restaurant: Factors that Affect Physical Environment and Ethnic Authenticity                 | 林欣儀  |
| 15. | 1071  | A5103609 | 余明翰 | 慕求賢人：探討旅行業業者所需業務領隊人員特質與專業能力之研究<br>Seek Gifted People: A study on the Traits and Professional Capabilities of Junior Tour Leader Required by Travel Agency Industry     | 陳玟妤  |
| 16. | 1071  | A5103625 | 洪婉綾 | 實體環境、食物品質與顧客價值對行為意圖之影響—以卡通主題餐廳為例<br>The Influence of Physical Environment, Food Quality, and Consumer Values on Behavioral Intentions among Cartoon Themed Restaurants | 林欣儀  |

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|-----|-------|----------|-----|--|------|
| 17. | 1071  | A5106209 | 莊議富 | 民眾對航空公司網頁色彩與飛機機身色彩的喜好程度之研究<br>Populace's Color Preferences of the Airlines Webpage and Aircraft Fuselage   | 盧惠莉  |
| 18. | 1071  | A6102274 | 盧佩君 | 以餐廳顧客科技焦慮、需要互動對其前往自助服務科技餐廳消費意願之研究<br>The influence of Customer Technology Anxiety and Need For Interaction to their Intention to Visit Self-service Technology Restaurant  | 劉敏   |
| 19. | 1072  | A4106736 | 梁世宣 | 以計畫行為理論探討遊客願付價格對消費行為之影響以陽明山國家公園遊客為例<br>Using Planned Behavior Theory to Explore the Effect of the Willing to Pay on Consuming Behavior a Case Study of Yangmingshan National Park  | 盧堅富  |
| 20. | 1072  | A6102193 | 劉育倫 | 五星級國際觀光旅館員工企業社會責任認知對其服務行為之影響－團隊凝聚力之中介效果<br>The impact of corporate social responsibility cognition of employees in the five-star international tourist hotel on his/her service behavior - The mediating effect of team cohesion | 蔡倩雯  |
| 21. | 1072  | A6102240 | 蕭涵如 | 分析線上婚宴論壇之網路評價與評論<br>Ratings and Reviews on Online Wedding Forum: at the Prospective of Couples   | 魏玉萍  |

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| 22. | 1072  | A6102258 | 黃靖雯 | 以線上旅行社評價分析旅客的旅館屬性認知—以台北市一般旅館為例<br>Using Online Travel Agency Evaluation Assessing Tourists' Perceived Hotel Attributes- A Case of General Hotels in Taipei                                 | 姜淳方          |
| 23. | 1072  | A6102266 | 姜慧敏 | 彩虹同郵：臺灣男女同志遊客參與郵輪旅遊之旅遊阻礙研究<br>Rainbow Cruise: A Study regarding Cruise Travel Constraints on Homosexual Tourists   | 陳玟妤<br>許家源-共 |
| 24. | 1072  | A7102405 | 周海寧 | 彩繪機客艙氛圍、體驗情緒、體驗價值與社群媒體分享意圖之研究—以長榮航空彩繪機為例<br>Cabin Ambience, Experiential Emotion, Experiential Value Effect of Sharing Intentions on Social Media - A Case Study of EVA Airways Livery Jet | 許家源          |