

108 學年度畢業學生論文題目

序號	畢業學年期	所簡稱年級	學號	姓名	論文題目	指導老師
1	1082	觀光碩 3	A4106701	劉慶豐	打工換宿參與者休閒涉入、目的地意象與地方依附及重遊意願間關係 The Relationship among Leisure Involvement, Destination Image, Placement attachment and Revisit Intention in Working Exchange	劉敏
2	1082	觀光碩 3	A6105958	夏志宇	名人代言、善因行銷與消費者認同度對消費者再訪意願之研究：以水牛書店複合式餐廳為例 The Impact of Celebrity Endorsement, Cause Related Marketing, and Consumer Recognition on Revisit Intention: A case study of Buffalo Bookstore Compound Restaurant	劉敏
3	1082	觀光碩 1	A7102421	余尚樺	航空公司綠色行銷與綠色消費意願之關係—以綠色信任為中介變數 The Relationship Regarding Airlines'Green Marketing and Green Purchase Intention : The Mediation Role of Green Trust	盧惠莉
4	1082	觀光碩 1	A8101691	李佳真	米其林必比登推介夜市小吃美食意象、美食吸引力與推薦意願之影響：以 Instagram 使用狀況為調節變數 The Relationship of Food Image, Cuisine Attraction and Recommendation Intention of Michelin Bib Gourmand Night Market Snacks: The Moderating Effect of Instagram Usage	許家源
5	1082	觀光碩 1	A8101704	張芳瑜	影響國際觀光旅館員工組織承諾因素之研究 The Study of the Factors Affecting Employees' Organizational Commitment in International Tourist Hotels	蔡倩雯
6	1082	觀光碩 1	A8101721	郭虹紋	消費者對米其林評鑑認知、認知風險、評鑑及星級餐廳態度與購買意願關係之研究 The Study of Consumer Perceived Michelin Guide, Risks, Attitude and Purchase Intention toward Michelin Star Restaurants	姜淳方