

國立臺中教育大學九十七學年度研究所碩士班招生考試

社會科學研究法(含統計學) 試題

適用系所：永續觀光暨遊憩管理研究所

一、選擇題 (10%)

- () 1. 容易受極端值影響的集中量數為：
- (A) 中位數(median)
 - (B) 眾數(mode)
 - (C) 平均數(mean)
 - (D) 變異數(variance)
- () 2. 有關尺度(scale)的敘述，下列何者正確？
- (A) 性別（男女）是順序尺度(ordinal scale)
 - (B) 成績名次(1, 2, 3)是等比尺度(ratio scale)
 - (C) 考試分數(0-100)是等距尺度(interval scale)
 - (D) 體重（公斤）是名義尺度(nominal scale)
- () 3. 以下研究題目，何者不適合使用觀察法？
- (A) 遊客不當破壞生態環境行為
 - (B) 網際網路使用者搜尋旅遊資訊
 - (C) 餐廳服務人員與顧客之接觸互動
 - (D) 消費者家庭生命週期與購買旅遊商品的關聯性
- () 4. 小嘉班上的英文成績平均是 80 分，標準差是 10 分。小嘉的英文成績是 70 分，請問他的 Z 分數是多少？
- (A) 1
 - (B) -1
 - (C) 0
 - (D) 70
- () 5. 某學者想要了解台中市、台中縣、彰化縣、南投縣四個縣市的居民之間，其休閒消費支出是否具有顯著差異。請問他應該使用何種統計方法進行資料分析較為適宜？

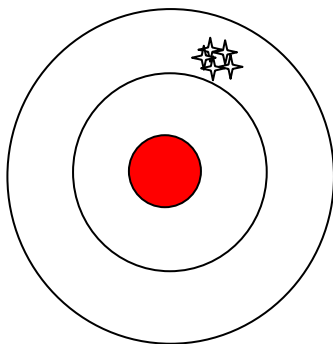
- (A)卡方檢定
- (B)相關分析
- (C)變異數分析
- (D)因素分析

二、名詞解釋 (16%)

1. Type I errors
2. Pearson's product-moment correlation
3. Hawthorne effect
4. John Henry Effect.

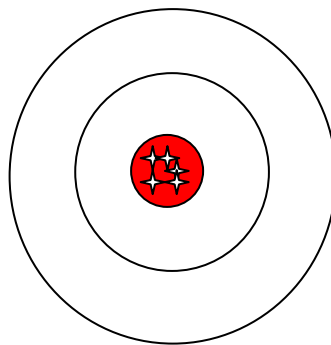
三、應用題 (44%)

1. 學者經常使用所謂的 Bull's Eye (類似射擊的靶) 將其射擊點 \star 分布結果來說明一個測量工具的信度與效度。下列有兩個 Bull's Eyes 分別是 A 和 B，請根據在 Bull's Eye A 和 Bull's Eye B 上的分布結果判斷，若具有信度、效度，則請在適當的 中打勾。(9%)



Bull's Eye A

- 具有信度
- 具有效度
- 不具信度效度



Bull's Eye B

- 具有信度
- 具有效度
- 不具信度效度

2. 研究者欲探討不同人格特質的遊客其對解說服務之滿意度是否有差異，經抽樣調查後SPSS統計分析結果如下列四個表所示。(25%)

(1)列出表 3-2-2 所要檢定之假設並說明檢定結果。

(2)完成下列工作：

- A. 針對所欲探討之問題，列出研究的自變項、因變項。
- B. 針對所欲探討之問題，描述所欲檢定之 H_0 、 H_1 。
- C. 在 $\alpha = .05$ 時，說明 B 之檢定結果與詳細結論。
- D. 在 $\alpha = .05$ 時，針對表 3-2-4 分析結果加以說明。

表 3-2-1 解說服務滿意度

人格特質	個數	平均數	標準差
A 型	84	68.11	11.611
B 型	84	65.44	10.226
C 型	84	78.06	9.312
總和	252	70.54	11.723

表 3-2-2 變異數同質性檢定

解說服務滿意度

Levene 統計量	分子自由度	分母自由度	顯著性
1.077	2	81	0.345

表 3-2-3 解說服務滿意度 ANOVA

	平方和	自由度	平均平方和	F 檢定	顯著性
組間	7431.238	2	3715.619	34.183	.000
組內	27065.440	249	108.697		
總和	34496.679	251			

表 3-2-4 多重比較分析

解說服務滿意度

Scheffe

(I)人格特質	(J)人格特質	平均差異(I-J)	標準誤	顯著性
A 型	B 型	2.667	1.609	.255
	C 型	-9.952	1.609	.000
B 型	A 型	-2.667	1.609	.255
	C 型	-12.619	1.609	.000
C 型	A 型	9.952	1.609	.000
	B 型	12.619	1.609	.000

3. Vogt, C. A. & Fesenmaier, D. R. (1998). Expanding the functional information search model. *Annals of Tourism Research*, 25(3), 551-578. 這個完整的參考書目中其各部份之意涵為何？試回答以下問題：(10%)
- (1) 「Vogt, C. A. & Fesenmaier, D. R.」指的是什麼？
 - (2) 「Expanding the functional information search model」指的是什麼？
 - (3) 「*Annals of Tourism Research*」指的是什麼？
 - (4) 「25(3)」指的是什麼？
 - (5) 「551-578」指的是什麼？

四、申論題(30%)

1. 隨著網路使用者的日漸增加，學者們利用網際網路收集資料，相關的方法與理論儼然演變成網路問卷(Web survey/ questionnaire, on-line questionnaire)等。試從抽樣、效度、經濟性等方面加以比較傳統紙筆問卷與網路問卷各具有哪些優點與限制？(15%)

2. 抽樣(Sampling)的目的在以較少的費用，從母體中抽取一部份具有代表性的個體作為樣本，再根據樣本統計量估計母體。試舉出三種不同的抽樣方法，並說明其操作方式。(15%)

國立臺中教育大學九十七學年度研究所碩士班招生考試

專業英文試題

適用系所：永續觀光暨遊憩管理研究所

一、選擇題（請選出正確答案，每題均是複選題）（10%）：

1. People's desires for pursuing outdoor recreation experiences are driven by
 - (A). intrinsic pursuits for stimulation, risk taking, tranquility and nostalgia.
 - (B). personal expression for achievement, self-image and competence testing.
 - (C). body health and physical fitness.
 - (D). social motivations for recognition and networking.

2. The approach of sustainable tourism
 - (A). predominately caters to the development of attractions and facilities for tourists' requirements.
 - (B). is a mainstream paradigm that addresses the comprehensive and integrated planning process for tourism.
 - (C). promotes extensive community involvement in the decision-making of tourism and maximum community participation in tourism operations.
 - (D). can help remedy various tourism development dilemmas such as economic distortions, environmental degradation, cross-cultural misunderstand and the loss of cultural identity.

二、簡答題（請仔細研讀下列文章，並就文章內容以中文論述其中意涵）（30%）：

1. Several researchers have attempted to uncover the links among service quality, satisfaction and loyalty (Boulding et al., 1993; Oliver, 1997; Ostrowski, O'Brien, & Gordon, 1993; Zeithaml, Berry, & Parasuraman, 1996) and reported a significant and positive relationship among these factors. The relations among these concepts are important to forest tourism because improving service quality and developing higher levels of satisfaction might eventually increase the number of repeat visitors who are aware of and appreciative of the forest (Lee, Graefe, & Burns, 2004). For instance, Oliver (1997) suggested a conceptual model integrating service quality, satisfaction and loyalty. Relating the direct effects to profitability, he addressed the service quality → satisfaction → loyalty sequence. This conceptual sequence is

widely accepted among researchers (Baker & Crompton, 2000; Bloemer, Ruyter, & Peeters, 1998).

2. Moving from one location to another can influence outdoor recreation activity patterns by altering the make-up of social groups, impeding access to some recreation areas and opportunities, and facilitating access to others. The impact of social groups on recreation behavior and preferences is widely recognized (Burch, 1969; Stokowski, 1990). Relocation can disrupt social groups involved in recreation. These groups may not be replaced, or they may be replaced by groups with different recreation preferences and behavior. As a result of these changes, participation in some activities may be reduced, while participation in other activities may increase. Outdoor recreation activities (e.g., hunting, fishing, wildlife watching) sometimes depend on detailed knowledge about a specific environment. When relocation separates an individual from known environments, developing a similar level of knowledge about a new area can be difficult and time-consuming, particularly if relationships with social groups that can facilitate the process must be re-established in the new location. Thus, although empirical evidence is limited, researchers have hypothesized that relocation is likely to constrain participation in some outdoor activities.

3. Cultural values are regarded as one of the most abstract types of social cognition. They are not easy to profile and are often indirect and hard to identify. When different cultures interact, socio-cultural agreements and norms may become ambiguous. Consequently, this ambiguity affects perceptions of service quality. We contend values determine social behavior, and cultural values play a significant role in understanding and judging perceptions of service quality among social groups. We suggest that parks and recreation researchers adopt a behavioral perspective in the examination of relationships between cultural values and perceptions of service quality. We believe varying social natures or behavioral service encounters occur between visitors and service providers. The interactions of social groups affect perceptions of service quality.

三、翻譯題（將下列英文句子翻成中文）（30%）

1. Although questions of how ecotourism as a concept is to be defined have begun to subside, the question of how a given definition might be operationalized for marketing and research purposes remains. The paper discusses this question, arguing that a distinction between

intentions and outcomes is required, as is a distinction between normative and descriptive perspectives. A consideration of the pros and cons of the alternative ways of identifying ecotourism experiences in market research studies suggests that different applications may require different approaches, and that any one application may require a combination of different measurement approaches. When comparability among the results of different market research studies is desired, a minimalist definition may be required.

2. Researchers interested in ecotourists have explored their sociodemographic and travel characteristics and/or the benefits they seek from an “ecotourism” experience. Few have attempted to address why ecotourists travel to natural resource areas and whether their travel is accompanied by environmentally responsible behavior, especially after the travel experience. The purpose of this study was to develop a motivational and behavioral profile of a distinct segment of ecotourists—individuals who visited coastal wetlands located in Taiwan. The results indicated that tourists’ motivations for visiting coastal wetlands vary and include motives (e.g., pursuit of physical health) not traditionally identified in studies conducted with tourists in the Western Hemisphere. Further, based on a profile of environmentally responsible behavior, three types (i.e., experience-tourists, learning-tourists, and ecotourists) of tourists were identified. However, only one of the three types of tourists fit the traditional definition applied to “ecotourists.”

四、申論題（可以中文回答）（30%）

1. “Travel & Tourism Competitiveness Report 2008” released by the World Economic Forum (WEF) indicates that the significance of Taiwan as a popular tourist destination has declined drastically. Taiwan’s position dropped from 30th in 2007 to a disappointing ranking of 52nd in 2008. What are the strategies that you would propose to strengthen the competitiveness of Taiwan as a leading destination?
2. William Revill Kerr (2003) in his book entitled “Tourism Public Policy, and the Strategic Management of Failure”, argues that tourism “...in comparison to other industries, is not held in high enough esteem by government and politicians, and for which the industry must share responsibility”. He goes on to state that a convoluted institutional, group/network and elite framework which the tourism industry chooses to operate presents “a detrimental widespread impact on the manner in which it is valued, and which undermines its commercial potential is a fundamental weakness that besets few other industries.....”. Please elaborate the extent to which, Kerr’s observation exemplifies the current status of tourism and its future prospect in Taiwan?

國立臺中教育大學九十七學年度研究所碩士班

(含在職進修專班)招生考試

管理學概論試題

適用學系：永續觀光暨遊憩管理研究所、事業經營研究所

一、請解釋下列名詞：(25%) (每題五分，每題回答盡量不超過一百字)

1. 走動式管理 (Management by walking around, MBWA)
2. 標竿管理 (Benchmarking)
3. 網路式組織 (Network organization)
4. 目標管理 (management by objective, MBO)
5. 利害關係人 (stakeholder)

二、問答題 (75%) (每題二十五分)

1、「奇異電器公司 (General Electric Company, GE) 前任的總裁 (CEO) 傑克 威爾許 (Jack Welch) 當年接管 GE 後，將公司進行組織再造，改革人事，精簡人員，關閉沒有效率的廠房、停掉很多對 GE 公司績效沒有幫助的生產線，消除官僚制度，改善工作流程與企業文化，減少沒有價值的工作。在過去，GE 公司的主要業務一直著眼於生產與工程，不重視服務專案的業務。然而，威爾許上任以後，開始重視服務領域，積極推動 GE 在運輸、發電、健保、電腦服務外包的業務，因為傑克 威爾許預判到只要 GE 能利用核心的產業力量提供資金與人力資源，就會有機會在服務業的領域大幅的成長；事後也證明他的推斷觀點是正確的。在他的任內，使 GE 公司的收益大幅成長，成為全世界最有價值的公司之一。」請回答下列問題：

(1) 依 Katz 的能力論，認為一個管理者必須具有三大關鍵能力，請問是哪三大關鍵能力，試說明之？ (15%)

(2) 依上述的描述，你認為傑克 威爾許是運用了三大能力中的哪一項能力使 GE 能在競爭激烈的環境中績效成長？ (10%)

2. 試就工作動機之內容理論，比較 Maslow 需求層次理論、Herzberg 雙因子理論、Alderfer 三需求理論之異同。(25%)

3. 何謂交易型領導 (transactional leadership)？何謂轉型領導 (transformational leadership)？試比較兩者之差異。(25%)

國立臺中教育大學九十七學年度研究所碩士班招生考試

觀光遊憩概論試題

適用系所：永續觀光暨遊憩管理研究所

一、簡答題 (20%)

1. What is MICE ?
2. How many national parks do we have in Taiwan right now? Please list them all.
3. What is Education for Sustainable Development ?
4. What is Incentive tour ?

二、申論題 (80%)

1. 開放大陸客來台觀光一直是最近幾年的熱門議題，未來一旦開放，請問對台灣整體觀光產業有何利多與衝擊？(20%)
2. 請定義 leisure、recreation、tourism 之概念並討論三者間之關係。(20%)
3. 何謂 Ecotourism？假設現有一自然、人文資源豐富之高山部落欲發展 ecotourism，請你根據 ecotourism 之內涵，協助該部落提出具體可行的發展企畫。(20%)
4. 何謂「SWOT 分析」？試以 SWOT 分析法針對國立臺中教育大學永續觀光暨遊憩管理研究所進行分析，進而做一個結論與建議。(20%)