

# 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：社會科學研究方法（含基礎統計）

- 一、嘉義公園（共有 4 個出入口）計畫估算公園內新建環園步道 7 月份的總使用人數，市政府最多可提供四個臨時人員協助調查，每個工作人員均可進行 24 小時的觀測與記錄。但因為預算的關係，無法進行全月份 24 小時的普查，請以 72 小時為總觀測小時，設計一個具代表性的抽樣計畫。(25%)
  - 1、請依據您對都會公園使用的瞭解，說明您會如何設計一個有效率且具代表性的抽樣計畫；請記得說明您的設計考量與原則。
  - 2、請說明依據您的抽樣設計，您會如何推估 7 月份的公園總使用人數。
  - 3、請評估您的抽樣計畫會有哪些可能的誤差。
  
- 二、有三個不同的研究，在問卷中都有測量到阿里山旅遊的印象，(A) 研究問項只有一題，問項為「請問您對阿里山地區旅遊的整體印象為何？」，答項的設計為 1-5 的評量尺度（1 代表非常不好、5 代表非常好）；(B) 研究用 10 題包含 10 個不同的形容詞，單題的問法為「您覺得阿里山地區的旅遊是○○○」，答項的設計為 1-5 的評量尺度（1 代表非常不同意、5 代表非常同意）；(C) 研究包括 3 個大類（文化資源、自然資源、遊憩設施與服務），每一個大類包括 3-5 小題，單題的問法例如「您對阿里山地區獨特美食的印象為」，答項的設計為 1-5 的評量尺度（1 代表非常不深刻、5 代表非常深刻）。(25%)
  - 1、請問這三種不同測量的適宜性為何？
  - 2、何謂信度？何謂效度？
  - 3、請問針對三個不同的研究，如果要對「阿里山旅遊印象」測量的信度與效度做評量，你會如何進行？
  
- 三、請就下列研究之統計結果，嘗試回答相關問題：

South Korea has emerged as an international tourism destination. To aggressively promote

its tourism industry, Korea designated 1994 as `Visit Korea Year 1994a once again in order to enjoy the remarkable growth in its travel industry that it had during the summer Olympics of 1988. One major goal of `Visit Korea Year 1994a was to position Korea as an international meeting destination. In fact, the hosting of conventions and meetings has emerged as a major business in Korea's tourism industry. For example, 308 international meetings attracting 206,107 foreign attendees were held in Korea in 1994, compared to 214 meetings with 66,813 attendees in 1985 (McGahey, 1995). South Korea's expanding economic relations with foreign countries and the continuing nationwide emphasis on its inbound tourism industry have played a vital role in advancing Korea's meetings and conventions industry.

In 1988, South Korea was ranked as the fourth largest convention hosting country in Asia (Hunt, 1991). In the long run, South Korea hopes to be one of the leading convention and meeting destinations in the world. Despite the importance of the meetings market segment in South Korea, little research has been conducted into what destination selection criteria are most important to meeting planners and how these criteria might be used to define market segments for South Korea.

Market segmentation refers to the process of identifying distinct groups of consumers with similar needs and wants. It allows marketing resources to be more optimally allocated to a specific target market (Lewis et al., 1995). Beane and Ennis (1987) indicated that market segmentation is done for two reasons: to develop new market opportunities that may aid in product repositioning, and to improve advertising strategies by getting a better understanding of consumers. It might be argued that we are better able to tailor our marketing mix based on the characteristics of the target markets.

The purpose of this study is to demonstrate a method for segmenting association meeting planners from the United States based on destination selection factors using a factor-cluster market segmentation approach. Several studies of factor-cluster analysis in segmentation research can be found in tourism (e.g., Bryant and Morrison, 1980; Roehl and Fesenmaier, 1992; Loker and Perdue, 1992; Jurowski et al., 1993; Cha et al., 1995). It is also hoped that this study will provide meetings/conventions marketers in South Korea with some insights about US association meeting planners, thereby helping them plan the appropriate marketing strategies targeted at this market. Meeting planners were chosen as the focus of the study because they are responsible for

planning, organizing, and implementing meetings and conventions (Montgomery and Strick, 1995) and they are deeply involved in the site selection process (Crocker, 1990). An association meeting planner may be defined as `an individual who works for an association whose primary goal is plan all association meetings (Montgomery and Strick, 1995).

**Result :**

Demographic and association profile of three clusters of meeting planners

Characteristics	Clusters		
	I (n = 40) (%)	II (n = 63) (%)	III (n = 77) (%)
<i>Gender</i>			
Male	45.7 %	63.9 %	60.2%
Female	54.3	36.1	39.8
<i>Age</i>			
Under 30	2.2	11.1	5.7
30-40	21.7	13.9	18.2
41-50	39.1	34.7	34.1
51-60	26.1	26.4	29.5
Over 60	10.9	13.9	12.5
<i>Education*</i>			
High School	4.3	15.3	6.8
College degree	58.7	55.6	71.6
Graduate degree	37.0	29.2	21.6
<i>Type of association*</i>			
Business/trade/commercial	56.5	29.2	38.6
Professional	15.2	34.7	33.0
Educational/religious	19.6	12.5	19.3
Fraternal	4.3	12.5	2.3
Trade Union	2.2	—	2.3
Other	2.2	11.1	4.5
<i>Number of members in association</i>			
Fewer than 500	8.7	15.3	6.8
500-1000	13.0	22.2	14.8
1001-5000	37.0	27.8	36.4
Over 5001	41.3	34.7	42.0
<i>Experience of holding conventions in Korea</i>			
Yes	21.7	37.5	33.0
No	78.3	62.5	67.0
<i>Type of meeting to be planned in Korea*</i>			
Educational seminars	56.5	43.1	46.6
Professional and technical meetings	8.7	38.9	23.9
Board meetings	19.6	9.7	10.2
Regional sales/local chapter meetings	4.3	—	6.8
Training seminars	6.5	2.8	5.7
Other meetings	4.3	5.6	6.8

\* Chi-square  $p < 0.05$  (These variables were significantly different between clusters).

Note: Cluster I: Distance/environment-oriented Planners, Cluster II: Social elements-oriented Planners, Cluster III: Logistics/cost-oriented Planners. Columns may not equal 100% due to rounding.

(1) 請根據上表列出可能的研究假設為何？(7%)

- (2) 根據上表請說明該作者所使用的統計工具為何？並說明使用時機以及各個統計量所代表的意義為何？(12%)
- (3) 根據上表結果，請說明其發現以及所對應的研究假設是否成立？(6%)

#### 四、請就下列研究之統計結果，嘗試回答相關問題：

The importance of franchising to the development of the lodging industry cannot be overstated. Franchising was the vehicle for the initial expansion of the motel segment in the 1950s in the United States (Brown & Dev, 1997). Franchising, which had seldom been used until the 1980s, has since been implemented in many European small and medium sized hotels (Connell, 1997). International franchising can play an important role in the Korean “middle market” hotel segment since franchising offers a less risky way to get into the hotel business, provides advantages such as world wide recognition of hotels by foreign travelers and standard services and products better than those found in many independent hotels.

Tourist hotels consist of luxury A, luxury B, first, second and third class standards in terms of level of services in Korea. The middle market consisting of first class hotels represents 30% of total room supply in Korea. In general, middle market hotels have excellent locations. Middle market hotels are cheaper than luxury hotels but provide limited services. For example, the operation is more focused on rooms rather than food and beverages when compared to luxury hotels. A typical hotel in the middle market has 100 rooms and one or two restaurants while a typical luxury hotel has 400 rooms, five or six restaurants and other facilities.

According to The Korea Tourist Hotel Association (2002), the ratio of room to food and beverage sales is 52–48% among middle market hotels. This is quite different from luxury hotels whose sales ratio of room to food and beverage is 40–60%. There is a high potential for profit for middle market hotels due to location, price and a good match between service and product attributes for the price sensitive traveler demand. However, a low recognition of hotels by foreign travelers and a lack of standard services and products impede the maximization of the segment’s profitability. In fact, few foreign travelers stay at middle market hotels, which are domestic and independent. Therefore, it is essential to promote middle market hotels more aggressively through

internationalization to attract foreign travelers in Korea (Cho, 1999).

The purpose of this study is two-fold. The first is to identify the underlying dimensions or factors considered when Korean independent middle market hotels purchase franchisee rights. The second is to examine the relative importance of the derived factors in relation to franchise purchase intention. Hotel franchise companies, especially international companies, who want to buy or sell hotel franchises are faced with a problem of which factors will contribute to a successful franchising agreement. The problem is that there is no comprehensive source of information on this aspect of the Korean hotel industry. Therefore, systematic analyses of franchise purchases are quite timely and useful to both franchisors and franchisees. It is hoped that this study will help hotel franchise companies and prospective Korean hotel franchisees because both have a mutual interest in matching each other's needs and operating a successful business.

**Result :**

Regression results of franchising purchase based on factor scores

Factor	Standard Beta, <i>b</i>	<i>t</i> value	VIF
Local environment	-0.44	-0.59	1.60
Brand name	0.13	1.69	1.80
Partner characteristics	0.41	6.14*	1.28
Support services	0.26	3.25*	1.81
System quality	-0.03	-0.38	1.48
Cost	-0.19	-2.53**	1.62
Communications	-0.08	-1.07	1.66
$R^2 = 0.31$	Adjusted $R^2 = 0.28$		
$F\text{-ratio} = 12.69$	Significance $F = 0.000$		

\* $p < 0.01$  and \*\* $p < 0.05$ .

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- (3) 根據上表結果，請說明其發現以及所對應的研究假設是否成立？(6%)