

餐旅研究密笈

Hospitality Research Guide

觀光、餐旅、休閒管理學術文獻資料蒐集、研究方法和學術
論文撰寫講義

目標：創造優質、友善、永續的共享環境

Tsungo

2011 年 7 月 15 日版



當您不再需要我時，請不要遺棄我，造成環境負擔，送給需要者，或讓我有尊嚴的到回收體系，再度創造我的價值。
讓明天的環境更好！謝謝您曾經擁有我！

說明

- 1.為提供上課同學、執行研究與撰寫學術研究論文的同學使用上的便利，故老師將上課資料和相關講義，匯集成此書籍，提供給相關同學，以提高學習效益。
- 2.本書籍並非定案版本，故相關講義資料會不定時更新，請隨時到老師網站下載，以獲得最新資訊。在老師網站上下載 PDF 的檔案後，觀察左上角有日期時間的標示，此日期時間為老師最後修改的日期時間。若不願意一次全部列印裝訂者，亦可利用多孔夾將所有資料排列成冊，往後若有更新時，以抽換方式更新資料。
- 3.若發現本書籍有任何錯誤、瑕疵或相關建議，請隨時通知老師，以便老師立即更新，造福更多的人。
- 4.本書籍請隨身攜帶，方便學術文獻資料蒐集、上課、撰寫學術報告、統計分析執行和與相關老師討論。
- 5.本書籍屬公益性質，不得複印轉售營利。

李明聰老師

2011/7/15

Tel: 07-381-4526 建工校區Ex.7207 燕巢校區Ex.7239 Fax: 07-383-8274

E-mail 1: tsungo@gmail.com

E-mail 2: ming0222@yahoo.com.tw

E-mail 3: tsungo@cc.kuas.edu.tw

Skype: tsungo

Yahoo Messenger: ming0222@yahoo.com.tw

MSN Messenger: tsungo@hotmail.com

<http://tsungo.kuas.edu.tw>

<http://www2.kuas.edu.tw/prof/tsungo/www>

要受人肯定的是您存在的價值(您處事和學習的態度)，

而非您的職位、學歷、外表，更不是您的財富。

在虛偽的後現代社會中，最缺乏真實與用心，

盡力、真誠、忠實去扮演好自己的角色。就是肯定自我價值的最佳方式！

參考文獻

- American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.
- American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author.
- American Psychological Association. (2005). *Concise rules of APA style*. Washington, DC: Author.
- Babbie, E. (2001). *The practice of social research* (9th ed.). Belmont: Wadsworth/Thomson.
- Bailey, K. D. (1994). *Methods of social research* (4th ed.). New York: Free Press.

- Brotherton, B. (Ed.). (1999). *The handbook of contemporary hospitality management research*. Chichester, West Sussex, England: John Wiley & Sons.
- Bryman, A., & Bell, E. (2003). Business research methods. Oxford University Press.
- Burton, D. (Ed.). (2000). *Research training for social scientists*. London: Sage Publications.
- Churchill, G. A., Jr., & Iacobucci, D. (2005). *Marketing research: Methodological foundations* (9th ed.). Mason, OH: South-Western, Thomson Learning.
- Colton, D., & Covert, R. W. (2007). *Designing and constructing instruments for social research and evaluation*. San Francisco, CA: John Wiley & Sons.
- Cooper, D. R., & Schindler, P. S. (2003). *Business research methods* (8th ed.). Boston: McGraw-Hill.
- Cooper, D. R., & Schindler, P. S. (2006). *Marketing research*. Boston: McGraw-Hill.
- Crano, W. C., & Brewer, M. B. (2002). *Principles and methods of social research* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches* (2nd ed.). Thousand Oaks, CA: Sage.
- Dielman, T. E. (2005). *Applied regression analysis: A second course in business and economics statistics* (4th ed.). Belmont: Brooks/Cole Thomson Learning.
- Fin, M., Elliott-White, M., & Walton, M. (2000). *Tourism & leisure research methods: Data collection, analysis and interpretation*. Harlow, Essex, England: Pearson Education.
- Frankfort-Nachmias, C., & Nachmias, D. (2000). *Research methods in the social sciences* (6th ed.). New York: Worth Publishers and St. Martin's Press.
- Hair, J. F., Anderson, R., & Black, W. C. (1995). *Multivariate data analysis with readings*. New York: Macmillan.
- Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Hatcher, L. (1994). *A step-by-step approach to using the SAS system for factor analysis and structural equation modeling*. Cary, NC: SAS Institute.
- Hoyle, R. H., Harris, M. J., & Judd, C. M. (2002). *Research methods in social relations* (7th ed.). South Melbourne, Victoria, Australia: Thomson Learning.
- Johns, N., & Lee-Ross, D. (1988). *Research methods in service industry management*. New York: Cassell.
- Journal of Applied Psychology
- Journal of Personality and Social Psychology
- Kelloway, E. K. (1998). *Using LISREL for structural equation modeling: A researcher's guide*. Thousand Oaks, CA: Sage.
- Knoke, D., Bohrnstedt, G. W., & Mee, A. P. (2002). *Statistics for social data analysis* (4th ed.). Itasca, IL: F.E. Peacock.
- Gill, J., & Johnson, P. (2002). *Research methods for managers* (3rd ed.). London: Sage.
- Lewis-Beck, M. S. (Ed.). (1994). *Basic measurement*. London: Sage.
- Malhotra, N. K. (2004). *Marketing research: An applied orientation* (4th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Manly, B. F. J. (2005). *Multivariate statistical methods: A primer* (3rd ed.). Boca Raton, FL: Chapman & Hall/CRC Press.
- Neuman, W. L. (2006). *Social research methods: Qualitative and quantitative approaches* (6th ed.). Boston: Pearson Education.
- Oppenheim, A. N. (1992). *Questionnaire design, interviewing and attitude measurement*. New York: Continuum.

- Peterson, R. A. (2000). *Constructing effective questionnaires*. Thousand Oaks, CA: Sage.
- Phillimore, J., & Goodson, L. (2004). *Qualitative research in tourism: Ontologies, epistemologies methodologies*. London: Routledge.
- Ritchie, B. W., Burns, P., & Palmer, C. (2005). *Tourism research methods: Integrating theory with practice*. Wallingford, Oxfordshire, UK: CABI.
- Ritchie, B. W., Burns, P., & Palmer, C. (2005). *Tourism research methods*. Wallingford, Oxfordshire, UK: CABI.
- Rosnow, R. L., & Rosenthal, R. (1998). *Beginning behavioral research: A conceptual primer* (3rd ed.). Upper Saddle River, NJ: Prentice Hall.
- Saris, W. E., & Gallhofer, I. N. (2007). *Design, evaluation, and analysis of questionnaires for survey research*. Hoboken, NJ: John Wiley & Sons.
- Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). New York: John Wiley & Sons.
- Shao, A. T. (2002). *Marketing research: An aid to decision making* (2nd ed.). Cincinnati, OH: South-Western, Thomson Learning.
- Tacq, J. (1997). *Multivariate analysis techniques in social science research: From problem to analysis*. London: Sage.
- Taylor, S. J., & Bogdan, R. (1998). *Introduction to qualitative research methods: A guidebook and resource* (3rd ed.). New York: John Wiley & Sons.
- 席汝楫，1997，社會與行為科學研究方法，五南圖書。
- 張紹勳，2001，研究方法，滄海書局
- 畢恆達，2005，教授為什麼沒告訴我，學富。
- 陳建和，2002，觀光研究方法，五南圖書。
- 黃俊英，1999，企業研究方法，第二版，東華書局。
- 楊國樞、文崇一、吾聰賢和李亦園，1989，社會及行為科學研究法(上/下冊)，第十三版，東華書局。

教育之價值在傳遞人類生存，相容、互惠與互助的核心理念。

您善行義舉證明單的浮貼處

此書李明聰老師有條件送給您！

條件：只要您以自己的名義，親自前往捐給任何具公信力的慈善單位新台幣 300 元，並將收據張貼於此，此書所有權就是屬於您！用您具體行動喚醒知識青年對社會的良知，您對社會的愛不要遲到喔。

若您沒有偏好任何的捐款單位，優先建議您捐給慈濟「濟貧」專戶，地址：807 高雄市三民區自由一路 320 巷 2 號 07-398-7667

愛心贊助：科葳數位影印中心 高雄市三民區立志街26號 07-387-4542

E-mail: cn3874542@yahoo.com.tw

7/15/2011 11:40:14 AM

對特定議題的學習態度，會影響您一生一世，必須審慎以對。
關鍵議題的決策，會影響您一生清譽，錯誤決策，覆水難收，更需周延評估。

精準管理

Carryover-memory effects

師者：傳道授業解惑

師者：傳遞知識、處事態度、生存價值