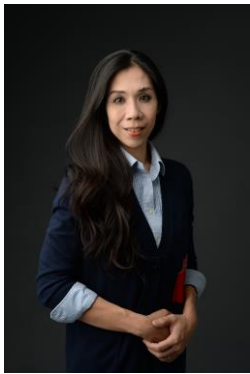


Basic Information

張軒瑄 Teacher

E-Mail	changtzu@mail.mcu.edu.tw	
E-Mail	03-3507001	
TEL	Ph.D, Park, Recreation, & Tourism Resources, Michigan State University; Master, Department of Land Economics, National Cheng Chi University	
Education	Leisure Management, Flow Experience in leisure activities. Wayfinding behavior of Tourists Destination Image Assessment	

Personal Experience

Experience	Year	Month	Year	Month
Professor at Department of Leisure and Recreation Management and Dean of International College, Ming Chuan University	2023	02		
Professor at Department of Leisure and Recreation Management, Ming Chuan University	2018	08		
Professor and Director of Department of Leisure and Recreation Management, Ming Chuan University	2015	02	2018	01
Associate Professor and Director of Department of Leisure and Recreation Management, Ming Chuan University	2013	02	2015	01
Assistant Professor and Director of Department of Leisure and Recreation Management, Ming Chuan University	2012	08	2013	02
Assistant Professor at Department of Leisure and Recreation Management and director of Travel and Tourism of International College, Ming Chuan University	2005	08	2012	07
Assistant Professor at Department of Leisure and Recreation Management, Ming Chuan University	2003	08	2005	07
Project “Recreation Marine Research Center and Marine Business Leaders Outlook” Project director: Dr. Mahoney and Dr. Holecek, Park, Recreation and Tourism Resources, RA	2002	07	2003	07
Project “Lake Michigan Low Water Study” Project Director: Dr. Mahoney and Dr. Holecek, Park, Recreation and Tourism Resources, Michigan State University RA	2001	07	2002	06
Project “Lake Michigan Recreation Boating Study” Project Director: Dr. Mahoney and Dr. Holecek, Park, Recreation and Tourism Resources, Michigan State University RA	2001	07	2002	07
Project “Low Water Impact Survey in five counties in Michigan and Wisconsin” Project Director: Dr. Mahoney and Dr. Holecek,	2000	12	2001	07

Park, Recreation and Tourism Resources, Michigan RA				
Project “Michigan Marina Monitoring and Tracking Survey” Project Director: Dr. Mahoney, Park, Recreation and Tourism Resources, Michigan State University RA	2000	07	2000	12
Project “Michigan Marina Monitoring and Tracking Survey” Project Director: Dr. Mahoney, Park, Recreation and Tourism Resources, Michigan State University RA	2000	05	2000	12
Project “Michigan Welcome Center Traveler Survey for Michigan Winery Tourism Industry” Project Director: Dr. Mahoney and Dr. Holecek, Park, Recreation and Tourism Resources, RA	2000	01	2001	01
Project “Low Water Impact Survey in Michigan” Dr. Mahoney, Park, Recreation and Tourism Resources, Michigan State University RA	2000	01	2000	12
Research Assistant, Department of Land Economic, National ChengChi University, The project director is Dr.Lai CL, It is National Science Council Proeject	1998	09	1999	05
Research Assistant, Department of Land Economic, National Cheng Chi University	1998	03	1998	05
Research Assistant to Dr.Yang and Dr.Lai on project funded by Agriculture Bureau	1996	06	1997	07

Awards

Name of Award	Organizers	Date of Award
2020-21AY 1st Semester Course Reconstruction Project	Teaching and Learning Resources Center	2020.10
2016-17AY Superior Teaching Award	Teaching and Learning Resources Center	2017.11
106 中華民國私立教育事業協會大勇獎		2017.
105 學年度教學傑出教師		2016.
2012-13 Reward for Core Comptencies Teaching Results - Excellent Courses	Promoting Teaching Excellence Program Office	2013.12
2012-13 Reward for Core Comptencies Teaching Results	Promoting Teaching Excellence Program Office	2013.11
The best class adviser, Academic Year 2010		2011.08
The adviser of NSC college student	Strive for Excellence Office	2010.09
The best teacher at School of Tourism Academic Year 2008	School of Tourism, Ming Chuan University	2009.05
The best teacher from Private University Association	Private University Association	2007.07

Teaching Outcome: Outstanding Teaching Award

Content	Publication Date
How tourists see other tourists?	2015.07
國人海外旅遊自助旅行的個人特質、生活型態與主觀幸福感, 性別差異化之分析	2013.08
國人海外旅遊自助旅行的個人特質、生活型態與主觀幸福感	2013.08
開放陸客來台對台灣的觀光發展衝擊認知影響之研究-觀光從業人員與居民之比較性分析	2013.07
個體於觀光旅遊時之尋路策略、方向感與焦慮感差異性之研究	2012.08
2010 臺北國際花卉博覽會對台灣之國際觀光產業經濟效益與觀光形象之研究	2011.08
3. 地方政府對產業觀光行銷手法之效益比較－以台灣五大區域為例-楊軒羽	2011.08
銘傳大學 97 學年度銘傳大學教學特優教師, 由教資中心遴選出	2008.05

Teaching Outcome: Professional Training

Content	Publication Date
Faculty member participated in the 2022-23 AY 1st Semester Course Reconstruction Project Result Sharing Seminar Organized by School of Tourism and TLRC on November 22, 2022.	2022.11
Attend 2-hour Workshop on Intellectual Property held by the School of Tourism on Nov.08, 2022 at Taoyuan Campus	2022.11
2022-23 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2022.10.03	2022.09
Faculty member participated in the 2021 Teaching Demonstration Activity (demonstrated by Dr. Lin, Wei-Rong) led by TLRC. Teaching and Learning Resources Center	2022.06
TLRC, in cooperation with Chung Yuan Christian University, Distance Seminar held synchronously online through Microsoft Teams on May 5, 2022 (Experience Sharing of all-round Development the Bilingual Campus). Teaching and Learning Resources Center	2022.05
Faculty member participated in the 2021-22 AY 2nd Semester Course Reconstruction Project Result Sharing Seminar Organized by School of Tourism and TLRC online on May 10, 2022. Teaching and Learning Resources Center	2022.05
2021-22 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2022.03.22	2022.02
Faculty member participated in the 2021 Teaching Demonstration Activity (demonstrated by Dr. Ku, Pi-Shen) led by TLRC. Teaching and Learning Resources Center	2021.6
Faculty member participated in the Teaching Experience Sharing Seminar- Teaching Practice Research Program Implementation and Paper Presentation - organized by School of Tourism and TLRC in EE110 Classroom on May 11, 2021. Teaching and Learning	2021.5

Resources Center	
TLRC 2019-20 AY "Teaching Practice Research Program" Implementation Experience and Achievement Sharing held synchronously online through Microsoft Teams on April 9, 2021. Teaching and Learning Resources Center	2021.4
TLRC 2019-20 AY "Teaching Practice Research Program" Implementation Experience and Achievement Sharing held synchronously online through Microsoft Teams on March 24, 2021. Teaching and Learning Resources Center	2021.3
Faculty member participated in the Teaching Experience Sharing Seminar organized by School of Tourism and TLRC in EE110 Classroom on December 21, 2021. Teaching and Learning Resources Center	2021.12
Attend 2-hour Workshop on Intellectual Property held by the School of Tourism on Oct.07, 2021 at Taoyuan Campus	2021.12
Attend 3-hour MOST Project Grant Writing Workshop held by International College on Nov. 19, 2021 on TEAMS	2021.11
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on Nov.16, 2021 at Taoyuan Campus	2021.11
Faculty member participated in the 2020-21 AY 2nd Semester Course Reconstruction Project Result Sharing Seminar Organized by School of Tourism and TLRC in EE110 on Taoyuan campus on November 30, 2021. Teaching and Learning Resources Center	2021.11
TLRC Faculty Seminar held synchronously online through Microsoft Teams on November 16, 2021 (OMG!!! A sense of ceremony of interaction between teaching activities and students). Teaching and Learning Resources Center	2021.11
Faculty member participated in the 2021 【Online Teaching】 School and Departmental Teaching Experience Sharing Activity organized by School of Tourism and TLRC. Teaching and Learning Resources Center	2021.10
TLRC Faculty Seminar held synchronously online through Microsoft Teams on October 27, 2021 (MOOC + Classroom = SPOC). Teaching and Learning Resources Center	2021.10
TLRC Faculty Seminar held synchronously online through Microsoft Teams on October 21, 2021 (Preparation and teaching practice of Hybrid-teaching in the post-epidemic era). Teaching and Learning Resources Center	2021.10
2021-22 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2021.09.28	2021.09
2020-21 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2021.03.11	2021.02
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on Dec.08, 2020 at Taoyuan Campus May 26, 2021 input by Institutional Development and Research Section	2020.12
Faculty member participated in the 2019-20 2nd Semester Course Reconstruction Project Result Sharing Seminar led by the School of Tourism and TLRC on December 1, 2020.	2020.12

Teaching and Learning Resources Center	
TLRC Faculty Seminar held synchronously online through Microsoft Teams on November 6, 2020 (Connotations of Teaching Practice Research, Proposal Writing and Related Issues). Teaching and Learning Resources Center	2020.11
2020-21 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2020.09.29	2020.09
Faculty member reviewed the teaching resources uploaded under 2nd semester of 2019-20 in Paperless System (50 Tips for Teaching Large Classes). Teaching and Learning Resources Center	2020.07
Faculty member reviewed the teaching resources uploaded under the Teaching Capacity Building Workshop, 2nd semester of 2019-20 in Paperless System (Creativity and Creative Teaching). Teaching and Learning Resources Center	2020.07
Faculty member reviewed the teaching resources uploaded under 2nd semester of 2019-20 in Paperless System (Make Flipped Classroom Different: Things That Are More Important Than Recording Videos). Teaching and Learning Resources Center	2020.07
Faculty member participated in the online 2019-20 1st Semester Course Reconstruction Project Result Sharing Seminar led by TLRC on June 19, 2020. Sign in from 11:00 to 13:00. Teaching and Learning Resources Center	2020.06
Faculty member participated in the online 2019-20 1st Semester Course Reconstruction Project Result Sharing Seminar led by TLRC on June 18, 2020. Sign in from 11:00 to 13:00. Teaching and Learning Resources Center	2020.06
Faculty member participated in the 2019-20 1st Semester Course Reconstruction Project Result Sharing Seminar led by the School of Tourism and TLRC on May 12, 2020. Teaching and Learning Resources Center	2020.05
Faculty member participated in the 2020 Teaching Demonstration Activity (demonstrated by Dr. Lo, Chien-Wen) led by TLRC. Teaching and Learning Resources Center	2020.05
TLRC Faculty Seminar held synchronously online through Microsoft Teams on May 1, 2020 (Cross-Disciplinary Co-teaching Session- Becoming the Designer of Your Own Teaching Career). Teaching and Learning Resources Center	2020.05
Faculty member participated in the Teaching Experience Sharing Seminar on the Shortage of Tourism Talents in Taiwan and Blueprint for Industry-academia Collaboration led by the School of Tourism and TLRC in P312-1 on April 28, 2020. Teaching and Learning Resources Center	2020.04
2019-20 Academic Year 356nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2020.03.17	2020.02
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on Dec.17, 2019 at Taoyuan Campus May 19, 2020 input by Institutional Development and Research Section	2019.12
2019-20 Academic Year 1st Semester University-wide Faculty Meeting Data input by	2019.09

Academic Affairs Division on 2019.09.17	
Faculty member participated in the 2019 Teaching Demonstration Activity (demonstrated by Dr. Chen, Po-Tsang) led by TLRC. Teaching and Learning Resources Center	2019.06
Faculty member participated in 2019 Teaching Experience Sharing Seminar Organized by School of Tourism and TLRC in EE110 Conference Room on Taoyuan campus on April 30, 2019. Teaching and Learning Resources Center	2019.04
2018-19 Academic Year 339nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2019.03.07	2019.02
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on Dec.18, 2018 at Taoyuan Campus August 13, 2019 input by Institutional Development and Research Section	2018.12
Faculty member participated in the 2018 Higher Education Enhancement Project- Faculty Community Activity (School of Tourism: Experience Sharing Community Teaching Demonstration for Introducing Innovative Teaching Method for Starting a Business) led by TLR Teaching and Learning Resources Center	2018.10
2018-19 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2018.09.12	2018.09
Faculty member participated in the 2018 Higher Education Enhancement Project- Teaching Demonstration (demonstrated by Dr. Huang, Yung-Chuan) led by TLRC Teaching and Learning Resources Center	2018.05
2017-18 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2018.03.13	2018.02
2017-18 Academic Year Professional University Admissions Recruitment Seed Trainer Training Seminar Data input by Academic Affairs on 2017.12.27	2017.11
Faculty member participated in the 2016-17AY 2nd Semester Course Reconstruction Project Teaching Achievement Result Sharing Activity at EE110 Conference Room on Taoyuan campus on Oct. 17, 2017, led by TLRC and School of Tourism. Teaching and Learning Resources Center	2017.10
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.10
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.10
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.09

Learning Resources Center	
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.09
2017-18 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2017.09.25	2017.09
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Seed Teachers Promotion Seminar (Lecture by Dr. Pan, Shwu-Fen) Teaching and Learning Resources Center	2017.06
Faculty member participated in 2016-17 AY Teaching Experience Sharing Seminar (Organized by School of Tourism) led by TLRC Teaching and Learning Resources Center	2017.06
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Teaching Demonstration and Peer Review (demonstrated and shared by Dr. Liu, Zhi-Xing and Dr. Su, Ching-Shu) led by TLRC Teaching and Learning Resources Center	2017.05
1 hours of Diversified Faculty Promotion Procedure Experience Sharing Workshop hosted by School of Tourism on Taoyuan campus on May 19, 2017 transferred from Human Resources Division on , August 1, 2017	2017.05
2016-17 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2017.03.13	2017.02
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on Dec. 6, 2016 at Taoyuan Campus September 26, 2017 input by Institutional Development and Research Section	2016.12
Faculty member participated in the 2015 2nd Semester Course Reconstruction Project Result Sharing Seminar (Organized by School of Tourism) lead by TLRC Teaching and Learning Resources Center	2016.11
2016-17 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2016.09.09	2016.08
Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Teaching Demonstration and Peer Review (demonstrated by Dr. Lin, Li-ping) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.06
Attend 3-hour Megatrend Lecture Workshop held by School of Tourism on May.17, 2016 at Taoyuan Campus September 26, 2016 input by Institutional Development and Research Section	2016.05
Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Teaching Experience Sharing Seminar (Organized by School of Tourism) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.05

Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Seed Teachers Promotion Seminar (Lecture by Dr. Fang, Yan- bo) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.05
2 hours of Diversified Faculty Promotion Procedure Experience Sharing Workshop hosted by School of Tourism on Taoyuan campus on May 3, 2016 transferred from Human Resources Division on May 18, 2016	2016.05
2015-16 Academic Year 2nd Semester University-wide Faculty and Staff Meeting Data input by Academic Affairs Division on 2016.03.01	2016.02
2015-16 Academic Year 2st Semester University-Wide Faculty Meeting Data input by Academic Affairs Division on 2015.06.08	2015.02
Attendance of 3-hour NSC Project Grant Writing Workshop held by School of Tourism on December 9, 2014 at Taoyuan Campus August 25, 2015 input by Institutional Development and Research Section	2014.12
2014-15 Academic Year 1st Semester University-Wide Faculty Meeting Data input by Academic Affairs Division on 2014.09.26	2014.09
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on March 7, 2014 at Taoyuan Campus Data input by Research and Development Division on 2014.07.16	2014.03
2013-14 Academic Year 2nd Semester University-Wide Faculty Meeting 2014.04.10 Data insert by Academic Affairs Division	2014.02
Attend 2.5-hour MOST Project Grant Writing Workshop held by School of Tourism on December 3, 2013 at Taoyuan Campus Data input by Research and Development Division on 2014.09.26	2013.12
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on November 1, 2013 at Taoyuan Campus Data input by Research and Development Division on 2014.09.26	2013.11
2013-14 Academic Year 1st Semester University-Wide Faculty Meeting Data input by Academic Affairs Division on 2014.07.16	2013.09
Attend 3-hour NSC Project Grant Writing Workshop held by School of tourism on November 2, 2012 at Taoyuan Campus 2013.01.21 研發處轉	2012.11
外貿協會 CMP 種子師資培訓班	2011.06
教資中心於 2009 年 5 月 8 日在桃園校區 Q501 會議室辦理為期 2 小時的教師教學知能研習會活動	2009.05
IRS 即時反饋系統教育訓練研習活動(二)	2009.03
外貿協會舉辦會展產業專業師資培訓班	2008.06
結構方程式 SEM 研習營	2005.08
Faculty member participated in the Teaching Achievement Result Sharing Seminar Organized by School of Tourism and TLRC in Q501 on December 20, 2022.	111 .12

Teaching Outcome: Thesis Advising

Article Title	Publication Date
金門在地人對於發展陸客觀光政策態度之研究: 張婷婷 100	2016.07
在地人與陸客之接觸衝突與調適策略之研究: 許懿慧 100	2016.07
遊客在不同情境下之擁擠知覺、遊憩衝突與調適行為之研究: 李岱涓 100	2015.07
金門職業婦女休閒行為、涉入程度與流暢體驗之探討與研究 : 汪詩潔 100	2014.07
咖啡官能品評之研究: 李承修 100	2014.07
退休族群休閒生活流暢體驗之研究: 陳淑芬 100	2014.07
智慧型手機對於旅遊者旅遊資訊蒐集,旅遊參與行為與旅遊體驗影響: 陳正中 100	2013.07
旅客及台灣遊客赴金門旅遊之旅遊目的地意象之研究: 吳佳霖 100	2011.06
島嶼觀光行銷關鍵成功因素-以亞太地區為例: 陳家欣 100	2011.06
陽明山登山自行車者的遊憩衝突、調適行為與管理機制關係之研究:國立體育大學 林俐吟 100	2010.09
國人海外旅遊尋路策略之研究:銘傳大學觀光研究所 應福民 100	2010.09
自行車樂活者的個人價值、生活型態與休閒涉入對其選擇模式之影響:休閒遊憩管理學系 王湘鈞 游利盈 鍾茗惠 謝伊婷 100	2010.05
地方政府對產業觀光行銷手法之效益比較—以台灣五大區域為例:休閒遊憩管理學系 楊軒羽 劉倩毓 陳玉枝 王海琳 林雨柔 100	2010.05
2010 臺北國際花卉博覽會對台灣之國際觀光產業經濟效益與觀光形象之研究:休閒遊憩管理學系 龔澤宏 陳品佑 汪光粟 徐浩雅 楊玉琳 100	2010.05
桃園國際機場之於亞太地區國際機場競爭力分析:休閒遊憩管理學系 吳家蓁、吳芳綺 許雅茹、楊雅婷 鄒惠德 100	2009.05
極限運動休閒者內在動機、持續涉入程度與休閒效益關係之研究 :休閒遊憩管理學系 路尹薰 梁惠惠 郭瀚忠 賴儀禎 100	2009.05
九份地區觀光發展衝擊之研究:觀光學院/休閒遊憩管理學系 林俐吟、吳俊興、許勝發 100	2008.06
大眾運輸工具對旅客之觀光影響發展—以台北捷運為例:觀光學院/休閒遊憩管理學系 張惠茹、簡驪蓉、鍾妙宜、徐愛雯 100	2008.06
導覽解說方式與學習效果關係之研究: 以故宮博物院為例:休閒遊憩管理學系 曹齊芸 黃沛晴 黃怡婷 李欣蓓 陳啟邦 100	2008.05
台灣地區退休族群之再學習行為研究, 銘傳大學觀光研究所:觀光所 林銘輝 100	2008.03
建構國際青年自助旅客來台觀光意象-以地區型觀光市鎮為例:觀光所 柯美鈺 100	2008.03
旅行社運用關係行銷及其行銷績效之研究, 銘傳大學觀光研究所:觀光研究所 陳秀香 100	2007.08
遊客對花蓮原住民慶典之觀光意象、體驗與涉入程度關係之研究:觀光所 黃惠真 100	2007.06

權重 100	
阿美族豐年祭經濟休益之評估-以馬太鞍阿美族部落為例:觀光學院/休閒遊憩管理學系 陳姿華、蔡佩蓉、藍芳霆、劉若蕾、吳怡亭	2007.06
比較團體旅遊與自助旅行對旅行者產生的休閒效益之差異性:觀光學院/休閒遊憩管理學系 葉家伶、謝佳凌、李靜宜、吳孟璇	2007.06
遊客對金門國家公園展示館解說服務重視度與滿意度之研究:觀光研究所 陳淑靈	2007.04
公務人員使用國民旅遊卡消費行為之研究-以金門地區為例:觀光研究所 黃漢鎮	2006.08
離島居民休閒行為與休閒阻礙之研究 以金門地區為例:觀光研究所 歐陽嚴讚	2006.08
國際觀光客對台灣觀光夜市之觀光意象、旅遊體驗與旅遊購後行為關係之研究:觀光所 蘇影倫	2006.06
來華國際青年旅遊者之生活型態、旅遊類型以及旅遊風險認知對其旅遊滿意度影響之研究:觀光所 江佩洵	2006.06
遊客參與生態旅遊之認知、體驗滿意度對其願付價格影響之研究-以福山植物園為例:觀光學院/休閒遊憩管理學系 陳瓊樺、姚宜君、張桂菁、高雅茗、邱鈺婷、林保伶	2006.06
台北市立動物園親子遊客之動機、滿意度與購後評估關係之研究:觀光學院/休閒遊憩管理學系 陳姿蓉、蕭宇伶、呂雅芸、林家瑩、施瑜鈞	2005.06
居民與遊客對生態旅遊衝擊態度之相關研究-以關渡自然公園為例:觀光學院/休閒遊憩管理學系 林芸茜、蔡侑芝、張秀卿、蔡廷宜、吳佳慧、黃筱惠	2005.06

Research Achievements : Journal Article

Article Title	Journal Name	Author	Category	Publication Date
虛擬實境對觀光客拜訪景點旅遊意願之影響	觀光休閒學報	張軒瑄	TSSCI	2022.01
觀光客仇視心態與民族優越感對旅遊意願影響之研究	人文社會學報	張軒瑄	TSSCI	2022.01
Is virtual reality technology an effective tool for tourism destination marketing? A flow perspective.	Journal of Hospitality and Tourism Technology	Chang, H.H. & Chiang, C.C.	SSCI	2022.01
Virtual Reality, YouTube or Social Media? Assessing Promotional Effects on Tourism Destination.	Journal of Vacation Marketing.	Chang, H.H.	SSCI	2021.10
Motivation factors driving travel intention in the Controlled Pandemic	Asian Journal of Business Research	Sageng, C.W., Ting, H.,		2021.09

Control: Perceptive from Malaysian and Taiwanese Travellers		Chang, H.H. Leong, C.W., & Ting, H.B.		
Effect of tourist-to-tourist encounters: increased conflict or reduced social distance?	Journal of Hospitality & Tourism Research	Chang, H. H. & Bai, S.	SSCI	2021.05
Effect of tourist-to-tourist encounters: increased conflict or reduced social distance?	Journal of Hospitality & Tourism Research	S.Bai.& H.H. Chang	SSCI	2021.05
路跑者「認真性休閒」、「地方依附」、「親環境行為」表現之間的關聯性分析 Modeling the Relationships Among Runners' Serious Leisure, Attachment, and Pro-Environmental Behavior.	觀光旅遊研究學刊	林莉萍、張軒瑄		2019.12
Encounter Experiences among Tourists at Attraction Sites: An Application of Social Contact Theory	Asian Journal of Business Research	Chang, H.H. & Chiang	SCI	2019.09
Comparison between wayfinding direction descriptors of local and tourist preferences.	Co-Creation and Well-Being in Tourism	張軒瑄	TSSCI	2017.07
Flow Experience in the leisure activities of retirees.	Loisir et Soci é t é /Society & Leisure	張軒瑄	SSCI	2017.07
The comparison of flow experience in retirees ' serious and casual leisure participation.	World Leisure Journal	張軒瑄	SSCI	2017.01
觀光客對於尋路方向指引資訊偏好之偏好研究。 The Study of Tourist's Preference towards Wayfinding Directional Descriptors, Journal of Tourism and Leisure Studies.	觀光休閒學報	張軒瑄	TSSCI	2016.08
Gender Differences in Leisure Involvement and Flow Experience in Professional Extreme Sport Activities	World Leisure Journal	Hsuan Hsuan Chang	SSCI	2016.03
在地人對陸客來台觀光發展之衝擊認知與支持態度-觀光依賴程	觀光休閒學報 Journal of Tourism	張軒瑄	TSSCI	2015.08

度與接觸經驗之調節效果 Host Community Perception of Tourism Impacts and Supportive Attitudes towards the Arrival of Chinese Tourists: Moderating Effect of Tourism Dependence and Encounter Experience.	and Leisure Studies			
台灣地區退休族群之再學習動機、消費行為與學習阻礙關係之研究	觀光旅遊研究學刊	張軒瑄	TSSCI	2015.08
在地人對陸客來台觀光發展之衝擊認知與支持態度－觀光依賴度與接觸經驗之調節效果	觀光休閒學報	張軒瑄	TSSCI	2015.08
Which One Helps Tourists Most? Perspectives of Tourists using Different Navigation Aid.	Tourism Geographies	Chang, H. H.	SSCI	2015.07
台灣退休族群之再學習動機、消費行為與學習阻礙關係之研究。 The Study on Continuing Learning Motivation, Consume Behavior and Learning Berries of Retirees in Taiwan.	觀光旅遊研究學刊 Journal of Tourism and Travel Reaserch	張軒瑄、林家葆 (Hsuan Hsuan Chang, Chi-Pai Lin)		2015.06
Which One Helps Tourists Most? Perspectives of Tourists using Different Navigation Aid.	Tourism Geographies	Chang, H. H.	SSCI	2015.03
登山自行車者與登山健行者的衝突因子、遊憩衝突與調適行為關係之研究 The recreation conflict and adaptive behaviors - the comparison between mountain climbers and bikers.	國家公園學報 Journal of National Park	張軒瑄、林俐吟 (Hsuan Hsuan Chang, Li-Yen Lin)	TSSCI	2014.07
從業人員與居民對於開放陸客來台的觀光發展衝擊認知 Employees and residents of mainland tourists to Taiwan to open a tourism impact cognitive development	地政學訊特刊 Lands special school news	張軒瑄 (Hsuan-Hsuan Chang)		2014.05
Wayfinding Strategies and Tourist Anxiety in Unfamiliar Destination.	Tourism Geographies	HSUAN-HSUAN	SSCI	2013.10

		CHANG		
從永續觀光與旅遊生命週期觀點 論述九份地區觀光再發展策略 The Research on Tourism Redevelopment Strategy of Jiufen Area from the Perspective of Sustainable Tourism and Tourism Destination Life Cycle	休閒與遊憩研究 Annals of Leisure and Recreation Research	張軒瑄、林俐 吟 (Hsuan Hsuan Chang, Li-Yen Lin)	AHCI	2013.07
外籍自助旅客於陌生城市旅遊之 尋路行為研究	戶外遊憩研究 Journal of Outdoor Recreation Study	張軒瑄 Hsuan-Hsuan Chang	TSSCI	2013.06
Wayfinding Strategies and Tourist Anxiety in Unfamiliar Destination.	Tourism Geographies	HSUAN- HSUAN CHANG	SSCI	2013.01
The Research on Tourism Redevelopment Strategy of Jiufen Area from the Perspective of Sustainable Tourism and Tourism Destination Life Cycle	Annals of Leisure and Recreation Research	Hsuan Hsuan Chang, Li-Yen Lin		2013.01
Cross-Cultural Comparison of International Tourist Destination Images	Tourism Culture & Communication	Hsuan-Hsuan Chang		2012.12
Nationality' s differences in youth tourists' traveling risk perceptions and satisfactions within Taiwan	Nationality' s differences in youth tourists' traveling risk perceptions and satisfactions within Taiwan	HH Chang		2011.07
陽明山登山自行車者的衝突敏感 性、遊憩衝突與調適行為關係之 研究 The recreation conflict and adaptive behaviors of mountain bikers - the case of Yangminshan National Park.	觀光休閒學報 Journal of Tourism and Leisure Study	林俐吟、張軒 瑄、高俊雄 (Li-Yin Lin, Hsuan-Hsuan Chang, Chin- Hsung Kao)	TSSCI	2011.03
居民與遊客對生態旅遊衝擊認 知、行為意向與管制措施關係之 研究-以關渡自然公園為例 The tourism impact, behavior intonations study - the comparison	休閒與遊憩研究 Annals of Leisure and Recreation Research	張軒瑄、林俐 吟 (Hsuan Hsuan Chang, Li-Yen Lin)		2010.08

between local residents and tourist. Leisure and Recreation Study.				
福山植物園遊客對於生態旅遊之 解說服務與環境維護願付價格之 研究 The Study of Visitor' s Willingness to Pay for Interpretative Service and Environmental Conservation: A Case of FuShan Nature Preserve Park.	觀光旅遊研究學 刊 Journal of Tourism and Travel Reaserch	張軒瑄、陳瓊 樺		2010.08
Nationality' s differences in youth tourists' traveling risk perceptions and satisfactions within Taiwan	Journal of Tourism	HH Chang		2010.07
廠商參與國際旅展之目標功能與 績效之相關研究：以航空公司及 旅行社觀點為例 The Benefit Assessment on International Travel Trade from the perspectives of airline and travel agency industry.	休閒與遊憩研究 Annals of Leisure and Recreation Research	何學庸、張軒 瑄 Shyue-yung Ho, Chin-yen Lin, Hsuan Hsuan Chang	TSSCI	2010.05
外籍旅客使用台北捷運之影響因 素分析 The Influential Factors of the International Tourists' Decision Making on Using Taipei MRT.	台灣土地研究 Journal of Taiwan Land Research	賴宗裕、張軒 瑄、陳芊灼 Tsung-Yu Lai, Hsuan Hsuan Chang, and Chien-Chuo Chen	TSSCI	2009.05
The Taipei MRT (Mass Rapid Transit) Tourism Attraction Analysis from the Inbound Tourist' Perspectives	Journal of Travel & Tourism Marketing	Chang, H.H. & Lai, T.Y. (2008)	SSCI	2009.03
遊客對金門國家公園展示解說服 務重視度與滿意度之研究 A Research on Evaluation Study of Visitors' Attitudes and Opinions towards the Interpretation Service of the Exhibition Centers in Kinmen National Park	國家公園學報 Journal of National Park	張軒瑄、陳淑 靈 (Hsuan-Hsuan Chang, Shu-Lin Chen)		2008.12
Development of leisure farms in	Journal of Travel &	Chang, Tzu-	SSCI	2003.01

Taiwan, and perceptions of visitors thereto	Tourism Marketing	Ching		
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Research Achievements : Conference Paper

Article Title	Journal Name	Author	Publication Date
The Marketing Effects of Virtual Reality Experiences on Promoting Tourism Destinations.	2019 Travel and Tourism Research Association Conference	1. H.H. Chang	2019/06/21
The advertisements effects on festival and destination marketing: comparison study between old and new social media	2019 Travel and Tourism Research Association Conference	H.H. Chang & Tsoi Yee Anna Fong	2019/06/01
Taiwan' s Study of Online Game as the Leisure Behavior.	2018 LARASA International Congress List of Speakers	H.H. Chang	2018/10/01
Taiwan' s Study of Online Game as the Leisure Behavior.	2018 Hospitality, Leisure, Sport and Tourism Summer Conference	H.H. Chang	2018/08/01
A study on the effect of crowding tolerance on travel experience-using nationality as the moderator	2018 Asia Pacific Tourism Association	H.H. Chang	2018/07/01
Coping and co-creating strategy to overcome tourist-to-tourist encounter by using Critical Incident Technique.	2017 Travel and Tourism Research Association Conference	H.H. Chang	2017/06/01
Tourist-to-Tourist Encounter effect: more conflicts or less?	2017 Travel and Tourism Research Association Conference	H.H. Chang	2017/06/01
Flow experience in the leisure activities of retirees.	2016 LARASA World Leisure Congress	H.H. Chang	2016/06/01
來台外籍旅客之衝突認知與調適行為之研究	2015 第 17 屆休閒、遊憩、觀光學術研討會暨國際論壇	胡家豪、張軒瑄	2015/10/01
不同文化遊客之擁擠知覺、遊憩衝突與調適行為之研究	2015 第 17 屆休閒、遊憩、觀光學術研討會暨國際論壇	李貸玉、張軒瑄	2015/10/01
The safe or unsafe destination-the cross culture comparison study.	2015 6th Advanced in Tourism Marketing	Chang, H. H.	2015/09
Whether or not the local is helping the tourists to visit the tourism destinations.	2015 6th Advanced in Tourism Marketing	Chang, H. H.	2015/09

台灣人會不會越幫越忙? 外籍觀光客對於在地人提供之尋路路徑指引訊息偏好之研究。	ADCS 第九屆亞洲設計文化研討會	張軒瑄	2015/05
Importance-Performance Analysis of Tourism Infrastructure in Taiwan-the perspectives of Inbound Tourists.	ADCS 第九屆亞洲設計文化研討會	H.H.Chang & Plavina.	2015/03
觀光從業人員與居民對觀光衝擊影響認知比較性研究。	2014 第 16 屆休閒、遊憩、觀光學術研討會暨國際論壇	徐莉棋、張軒瑄	2014/09
退休族日常生活中的流暢體驗：個體差異、認真休閒、地點和社會接觸相互作用之分析。	2014 第 16 屆休閒、遊憩、觀光學術研討會暨國際論壇	陳淑芬、張軒瑄	2014/09
人格特質與休閒選擇對休閒無聊感影響之研究。	2014 第 16 屆休閒、遊憩、觀光學術研討會暨國際論壇	李岱涓、李貽鴻、張軒瑄	2014/09
Wayfinding Experience of using different Navigation Aids: the perspectives of international tourists	The 2014 Travel and Tourism Research Association Annual Conference	H.H. Chang	2014/06
Gender Differences in the Leisure Involvement and Flow Experience Toward the Extreme Sport Participations	he 2013 Leisure Studies Association Annual Conference; U.K.: Manchester.	H.H. Chang	2013/06
極限運動參與者之參與動機、休閒涉入與休閒效益關係之研究	第 11 屆運動與休閒管理國際學術研討會，臺北市，國立臺灣師範大學。	林俐吟、梁惠惠、張軒瑄	2011/05
外籍自助旅客於臺北市觀光景點尋路策略之研究	第 11 屆運動與休閒管理國際學術研討會，臺北市，國立臺灣師範大學。	林俐吟、張軒瑄	2011/05
Wayfinding to tourist destination in Taipei by using Taipei MRT	2010 APTA annual Conference, China: Macau.	Chang, H-H & Wumg, C.	2010/07
A study on applying the Scenic Beauty Estimation (SBE) method to analyze the landscape tourism image of Taipei MRT	2010 APTA annual Conference China: Macau.	Chang, H-H & Lai, T-Y	2010/07
A study on applying the Scenic Beauty	2010 Asia Tourism	Chang, H.H. &	2010/05

Estimation (SBE) method to analyze the landscape and tourism image of Taipei MRT.	Forum, Taiwan: Huilen	Lai, T.Y	
以景觀美質評估方法分析台北捷運場站之景觀與觀光意象之研究	2010 銘傳觀光研討會	張軒瑄、賴宗裕	2010/03
航空公司競爭力指標之初探	2009 航太學會/民航學會聯合學術研討會	何學庸、張軒瑄	2009/12
A study on applying the Scenic Beauty Estimation (SBE) method to analyze the landscape and tourism image of Taipei MRT.	The International Symposium on City Planning	Chang, H.H. & Lai, T.Y	2009/03
The Measurement of Taipei MRT (Mass Rapid Transit) Tourism Attraction from the Inbound Tourists' Perspectives	The 2007 Incheon International Tourism Conference & 62nd TOSOK Academic Symposium & Research conference	Chang,T.C. and Lai, T.Y	2007/07
捷運對國際觀光客的吸引力分析	2007 土地研究學術研討會—城鄉治理與永續發展	賴宗裕、張紫菁、陳芊灼、朱沛婕	2007/06
影響國人搭乘捷運的因素分析	2007 土地研究學術研討會—城鄉治理與永續發展	陳芊灼、賴宗裕、張紫菁、李婉菁	2007/06
The Taipei MRT (Mass Rapid Transit) Tourism Attraction Analysis from the Inbound Tourists' Perspectives	The 13th Annual Conference of the Asia Pacific Tourism Association & the 5th CRIHE conference	Chang,T.C. and Lai, T.Y	2007/05
遊客對花蓮原住民慶典之觀光意象、體驗、與涉入程度關係之研究。	2007 年台灣觀光旅遊休閒發展學術研討會。台北：醒吾技術學院。	張紫菁，黃惠珍	2007/01
旅行社運用關係行銷及其行銷績效之研究	2007 年台灣觀光旅遊休閒發展學術研討會。台北：醒吾技術學院。	張紫菁，陳秀香	2007/01
The influence of international tourist's nationality on tourism image of Taiwan tourism night market	The 2006 Intentional Conference of Tourism Development and Impacts	Chang,T.C. and Su, Y.L.	2006/11
The Measurement of .Internaitonal	The 12th Annual	Chang, T. C., and	2006/07

Tourists' Images of Taiwan Tourism Night Market-An Empirical Assessment	Conference of the Asia Pacific Tourism Association	Su, Y. L.	
An Empirical Study on Measuring International Young Tourists' Risk Perceptions of Traveling in Taiwan	The 12th Annual Conference of the Asia Pacific Tourism Association	Chang, T. C., and Jiang, P. X.	2006/07
台北市立動物園親子遊客之動機、滿意度與購後評估關係之研究	特殊旅遊及海峽兩岸三地觀光旅遊學術研討會	張紫菁、呂雅芸、蕭宇伶、陳姿蓉、林家瑩、施瑜均	2006/03
The Development of Recreational Boating Industry	The 11th Annual Conference of the Asia Pacific Tourism Association	Chang, T. C., and Chang, G. W.	2005/07
銘傳大學生參與休閒運動行為、動機與阻礙因素之研究	海峽兩岸觀光學術研討會	張紫菁、郭雅婷	2005/03
美國農村民宿產業經營管理策略之分析	第二屆地政學術研討會	張紫菁	2004/09
Recreational Boaters' Awareness to Low Lake Michigan Water Levels	The 10th Annual Conference of the Asia Pacific Tourism Association	Chang, Tzu-Ching	2004/07
Recreational Boaters' Awareness to Low Lake Michigan Water Levels.	The 10th Annual Conference of the Asia Pacific Tourism Association, Nagasaki, Japan.	Chang, T.C	2004/06
Profile of visitors to winery tourism in Michigan.	The 14th Northeastern Recreation Research Symposium, Bolton Landing, New York.	Chang, T.C., & Kim, M. K.	2002/08
Monitoring and tracking marinas in Michigan in 1994, 1999, 2000 and 2001.	The 10th Graduate Student Leisure Research Symposium, Waterloo, Ontario, Canada, Department of Recreation and Leisure Studies, University of	Chang, T.C.	2002/08

	Waterloo.		
The application of marketing mix strategies to leisure farm management in Taiwan.	The 8th Annual Conference of the Asia Pacific Tourism Association, Dalian, China.	Chang,T.C.	2002/06
Transformation of the Rural Community in Taiwan: Toward a Sustainable Development of Leisure Agricultural Park.	The 62nd Annual Meeting of the Rural Sociology Society, Chicago, Illinois, Rural Sociology.	Tsung-Yu Lai, a. Tzu-ching Chang	1999/08

Teaching Achievements: Other Publication

Article Title	Journal Name	Author	Publication Date
The Study on Tourism Attraction analysis and Tourism Image Development of Taipei MRT System	96 學年度國科會專題研究計畫, NSC 96-2415-H-130-005-SS2	張軒瑄	2007.08
阿美族豐年祭經濟效益之評估－以馬太鞍為例	95 學年度指導大專生國科會研究	張軒瑄、劉若蓓	2007.
Construction of Taiwan Tourism Image Formation Model of International Tourists from Asian Countries	95 學年度國科會專題研究計畫, NSC 95-2415-H-130-007-SSS	張軒瑄	2006.08
遊客參與生態旅遊之認知、體驗滿意度對其願付價格影響之研究－以福山植物園為例	95 學年度指導大專生國科會研究	張軒瑄、陳瓊樺	2006.
休閒遊艇產業發展與其遊客行為之研究	94 學年度指導大專生國科會研究, NSC 93-2815-C-130-003-H	張軒瑄、張靜雯	2004.
Recreational Boaters' Awareness and Responses to Low Lake Michigan Water Levels.	East Lansing: Michigan State University.	Chang, T.C.	2003.06
行銷組合策略在休閒農場經營上之應用-以頭城休閒農場為例	國立政治大學地政研究所	張紫菁	1998.06

Research Achievements: Research Project

Project Title	Funding Source	Year/Months	Publication
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		Implemented	Date
A multi-scale approach to explore tourists' spatial/wayfinding behavior, destination image and on-site experience in urban cities: Google Map App tracking and Geo-tagged Photographs as an aid	科技部	109/08/01-111/07/31	2020.08
'Tourists' Intention to visit a destination: The role of Virtual Reality application	科技部	108/08/01 ~ 109/07/31	2019.08
The influence of Virtual Reality Advertising on Destination marketing effects and Tourim Image-the moderating effects of product involvement and acceptance of new technology	科技部	107/08/01 ~ 108/07/31	2018.08
Is it better to travel with people in the same social group? Interpersonal encounter conflicts and the touristic experiences	科技部	106/08/01 ~ 107/07/31	2017.08
The influence of tourist's Animosity, Ethnocentrism and country image on intention to visit: A study of China's image-the moderating effect of nationality and familiarity	科技部	105/08/01 ~ 106/07/31	2016.08
The Impact of encounter experiences in tourist destinations on traveling experience of international tourists: A critical incident examination	科技部	2015/08/01 ~ 2016/07/31	2015.08
The study of how foreign tourists see other tourists and their tourist-tourist encounter, conflict, and adapt behaviors while travelling in an unfamiliar city	科技部	2014/08/01 ~ 2015/07/31	2014.07
The study on how the wayfinding direction information impacts the wayfinding behavior of international tourists in unfamiliar destinations - The Cross-Culture and Sex Comparison Study	科技部	2013/08/01 ~ 2014/07/31	2013.07
The influence of navigation aids to independent traveler's overseas wayfinding behavior and anxiety - comparison among the Map, GPS-based mobile or Signpost	行政院國家科學委員會	2012/8/1~2013/7/31	2012.08
The Way-finding Behavior for the route from MRT station to nearby tourism destination from the perceptions of International Independent Travelers	行政院國家科學委員會	2011/8/1~2012/7/31	2011.08
The Way-finding Behavior for the route from MRT station to nearby tourism destination from the perceptions of International Independent Travelers	行政院國家科學委員會	2009.8.1~2010.7.31	2009.08
The Study on Tourism Attraction analysis and	行政院國家科	96,97/24	2008.08

Tourism Image Development of Taipei MRT System	學委員會		
The Study on Tourism Attraction analysis and Tourism Image Development of Taipei MRT System	行政院國家科學委員會	96,97/24	2007.08
Construction of Taiwan Tourism Image Formation Model of International Tourists from Asian Countries	行政院國家科學委員會	95/12	2006.08