

## 2025 年運動休閒與餐旅管理國際學術研討會

### 海報發表（一）

2025 年 5 月 17 日（六）14：30—15：30

教育學院大樓 2 樓

編號	發表題目
1-1	邁向永續之路—以科技接受模型結合環境計畫行為理論探討 Z 世代旅客預訂環保旅館之行為意圖
1-2	休閒活動在文化適應中的角色——以在台陸生為例
1-3	赴美留學對臺灣學生運動員生涯轉換之影響
1-4	走進綠色餐廳：探討 Y、Z 世代消費者的價值、動機與阻礙
1-5	An Exploratory Study on Reality Puzzle Game Design in the Context of Smart Tourism
1-6	Body Image Perception and Self-Esteem Among Young Japanese Women: A Comprehensive Psychological Exploration
1-7	以體驗場景理論探討獨立咖啡館顧客滿意度與品牌忠誠度之影響因素
1-8	智能科技引領下的旅館業：探討智能旅館特點品質對旅客消費意願之影響——以知覺價值作為中介變數
1-9	當舞會遇上虛擬實境：探討使用者之沉浸感、臨場感、心理所有權及心流體驗
1-10	女性影展觀眾體驗滿意度與忠誠度關係之研究
1-11	台灣實境解謎遊戲平台之遊戲資訊揭露現況探究
1-12	從動態參與理論探討 Instagram 短影音對餐旅學習成效之初探
1-13	阻力運動對老年人睡眠品質的影響：隨機對照試驗的系統性文獻回顧
1-14	「心盛舒活方案」對高齡者心理與生理健康的影響——以綠色健走與自然療癒為介入方式
1-15	建構健康數據服務平台－高齡預防醫學健康照護服務需求調查
1-16	旅遊行程設計師的文化資本對高端客製化旅遊產品成功關鍵的影響
1-17	綠色消費態度與綠色獎勵活動設計認同之關聯

編號	發表題目
1-18	連鎖咖啡廳的社交互動與服務品質探討-以路易莎為例
1-19	北台灣高齡者之休閒體驗、心理舒服與休閒滿意度之關聯性研究
1-20	雙薪父母之性別角色態度、親職壓力與休閒品質關係之研究
1-21	臺灣侍酒師簡史
1-22	肢體障礙者在旅遊和旅宿業中的潛在工作職位的可用性初探
1-23	消費者對剩食餐廳的購買意願與願付價格之研究—以知覺價值為中介變數
1-24	大巨蛋營運及其鏈結探討
1-25	A study of definition in football skill: From the viewpoint of Merleau-Ponty' s phenomenology
1-26	What is 'Onko-chishin (Bridging old and new)' in Sports Ethics? : From a Viewpoint of Epistemology and Politics of Knowledge
1-27	巴西柔術在臺發展簡史
1-28	天母棒球場裁判室使用後分析
1-29	因應世界羽球聯盟排名制度之參賽策略調適：以台灣男子單打選手為例之文件分析

# 2025 年運動休閒與餐旅管理國際學術研討會

## 海報發表（二）

2025 年 5 月 18 日（日）13：00—14：00

教育學院大樓 2 樓

編號	發表題目
2-1	我國運動教練的制度推進：淺談《特定體育團體建立運動教練資格檢定及管理辦法》之修法方向
2-2	被操控的信任：新媒體透明／不透明性的雙刃劍
2-3	女性小編在男子高中籃球隊的日常書寫：以泰山高中為例
2-4	Marketing and Promotion Strategies of Road Running Events: A Case Study of Taiwan's Four Major Marathons
2-5	以競技成功因子觀點分析臺灣冰球國家隊參賽 2025 年哈爾濱亞洲冬季奧運
2-6	2025 雙北世界壯年運動會後勤管理處服務重要程度認知之研究
2-7	運動和認知行為介入對高度手機使用者的影響
2-8	高齡者身體活動、久坐行為與力弱風險之關聯性
2-9	頭頸癌患者的運動行為與其影響因素之探討
2-10	高齡者午睡行為模式對靜態行為及身體活動量之差異研究
2-11	不同乳癌分期病友化療期間運動介入之效益分析
2-12	12 週阻力與有氧運動介入對高齡者肌力與體能的影響 ~以臺北市中山區為例
2-13	MV 舞蹈課程的休閒效益探討
2-14	消費者對於星宇航空機艙內部體驗式行銷應用之滿意度與再購意願之影響
2-15	探討以資本預算決策方法評估旅館經營模式之決策分析
2-16	日本酒創新對消費市場之影響-以日本酒臺灣進口貿易商及日本酒臺灣消費者之觀點初探
2-17	澎湖群島永續旅遊發展之路：觀光業者與遊客的視角初探

編號	發表題目
2-18	板橋國民運動中心銀髮族體驗價值之研究
2-19	日本國內旅遊業中間置時間與空間有效利用的案例研究
2-20	日本於疫情後小型健身房的行銷 4P 分析
2-21	探討運動動機與休閒阻礙對參與者願付價格之影響-以八卦導引課程為例
2-22	台灣龍洞與日本沖繩潛水店比較之研究
2-23	一位非科班歌仔戲演員生涯歷程之個案研究
2-24	成功老化、活躍老化與幸福感的關聯性研究
2-25	運動介入對高齡者功能性體適能與認知功能的影響~以臺北市中山區為例

**2025 International Conference of Sport, Leisure and Hospitality  
Management  
Poster Presentations II  
2025 / 5 / 18 (Sun.) 13:00 - 14:00**

Venue		Education Building 2F	
<b>Moderator</b>		<b>Dr. Tseng, Yu-Hsien Dr. Chang, Chih-Han</b>	<b>Dr. Hsia, Ping-Feng Dr. Huang, Tim Ting-Yen</b>
2-1	<b>Wang, You-Chi</b> Advancing the Coaching Certification System in Taiwan: A Brief Discussion on the Amendment Directions of the "Regulations on the Qualification Examination and Management of Sports Coaches Established by Designated Sports Organizations"		
2-2	<b>Sun, Man-Ching; Lin, Po-Hsiu</b> Manipulated Trust: The Double-Edged Sword of Transparency/Opacity in New Media		
2-3	<b>Chin, Yong-Wen; Lin, Po-Hsiu</b> Writing the Everyday as a Female Editor in a Boys' Basketball Team: Self-Narrative from Taishan High School, Taiwan		
2-4	<b>Chen, Hsiao-Pei</b> Marketing and Promotion Strategies of Road Running Events: A Case Study of Taiwan's Four Major Marathons		
2-5	<b>Lin, Yi-Chen</b> Analyzing Taiwanese Ice Hockey National Team Participation in the 2025 Harbin Asian Winter Games Through Key Success Factors		
2-6	<b>Lin, Li</b> Importance of Logistics Service for World Masters Games 2025 Taipei & New Taipei City		
2-7	<b>Hwang, Huei-Lih; Yen, Tzu-Yin</b> Effects of Exercise and cognitive behavioral interventions on Highly Smartphone Users		
2-8	<b>How, Swee-Lim; Chen, Jia-Ren; Lai, Ting-Fu; Liao, Yung</b> Associations Between Physical Activity, Sedentary Behavior and Dynapenia in Older Adults		
2-9	<b>Chou, Yu-Shan</b> Exploring Exercise Behaviors and Influencing Factors Among Head and Neck Cancer Patients		
2-10	<b>Lin, Cheng-Chieh</b> Differences in Sedentary Behavior and Physical Activity among Elderly with Different Napping Patterns		
2-11	<b>Chan, Un-Kei; Tsai, Hsiu-Hua</b> The Benefit Analysis of Exercise Intervention during Chemotherapy for Patients with Different Stages of Breast Cancer		
2-12	<b>Chen, Shu-Ting; Yu, Li-Chin; Yu, Mei-Hua; Yuan, Lu-Fang</b> The Effects of 12-Week Resistance and Aerobic Exercise Intervention on Muscle Strength and Physical Fitness in Older Adults - A Case Study of Zhongshan District, Taipei City		
2-13	<b>Huang, Ying-Yu; Lin, Po-Hsiu</b> Discussion on the leisure benefits of MV dance courses		

Venue		Education Building 2F	
<b>Moderator</b>		<b>Dr. Tseng, Yu-Hsien Dr. Chang, Chih-Han</b>	<b>Dr. Hsia, Ping-Feng Dr. Huang, Tim Ting-Yen</b>
2-14	<b>Lung, Yu-Lin ; Athena H. N. Mak</b> The Impact of Customers' Satisfaction and Repurchase Intention with Cabin Interior Experience Marketing Applications in Starlux Airline Industry		
2-15	<b>Chien, Hao-Chuan; Fang, Chin-Yi</b> Exploring Decision Analysis of Hotel Business Models Using Capital Budgeting Methods		
2-16	<b>Hsieh, Tai-Ting; Athena H. N. Mak</b> The Impact of Japanese Sake Innovation on the Consumer Market –A Preliminary Exploration from the Perspectives of Japanese Sake Import Importers and Consumers in Taiwan		
2-17	<b>Wang, Cheng-Chi; Athena H. N. Mak,</b> Exploring Sustainable Tourism Development Models in the Penghu Islands: Perspectives of Tourism Operators and Tourists		
2-18	<b>Zhang, Ting-Yi; Wang, Liang-Hsuan; Hsu, Chien-Yu; Hsiao, Dai-Huan; Yang, Jun-Ye; Luo, Wen-Hong; Kao, You-Ting</b> A Study on the Experiential Value of Senior Citizens at Banqiao Civil Sports Center		
2-19	<b>Tanei, Shigeharu; Chang, Yuen-Chen; Jiang, Wen-Ping; Shih, Mei-Fen; Lin, Po-Hsiu; Chu, Wen-Tseng</b> 日本國內旅遊業中閒置時間與空間有效利用的案例研究－服務業中對多任務工作的必要性		
2-20	<b>Shuji Fukugauchi; Lin, Po-Hsiu</b> Marketing 4P Analysis of Small Gyms in Japan After the Pandemic		
2-21	<b>Yeh, Chia-Wen; Fang, Chin-Yi</b> Exploring the Influence of Sport Motivation and Leisure Constraints on Participants' Willingness to Pay -A Case Study of Bagua Daoyin Courses		
2-22	<b>Chen, Lien-Chao; Lin, Po-Hsiu</b> A Comparative Study of Dive Shops in Longdong, Taiwan, and Okinawa, Japan		
2-23	<b>Hsu, Liang-Yu; Lin, Li-Jung</b> Case study of career development for a non-professionally trained Taiwanese opera actor/actress		
2-24	<b>Chang, Wen-Jung; Yueh, Kuan-Yu; Tseng, Yu-Chen; Chen, Jie-Hou; Hsieh, Mei-Li</b> Relationships among Successful Aging, Active Aging, and Happiness		
2-25	<b>Yu, Li-Chin; Chen, Shu-Ting; Yu, Mei-Hua; Yuan, Lu-Fang</b> The Effects of Exercise Intervention on Functional Fitness and Cognitive Function in Older Adults - A Case Study of Zhongshan District, Taipei City		