

國立臺灣師範大學 107 學年度博士班招生考試試題

科目：中英文文獻評析

適用系所：運動休閒與餐旅管理研究所

注意：1.本試題共 14 頁，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則依規定扣分
3.本科目試題共有兩大題，第一大題自第 1 頁起至第 7 頁，第二大題自第 8 頁起至第 14 頁，敬請各位考生詳閱。

一、請參閱試題第 2 頁至第 7 頁學術期刊文獻全文，並回答下列問題。

除了第（一）題以外，第（二）至第（四）題都請用中文回答。

（因 References 不影響答題所以省略。）

（一）請根據文章內容訂定一個 英文主題。（5分）

（二）請以中文 500 字以內寫出本文之摘要。（15分）

（三）除了運用統計數據以外，質性研究中講究的 trustworthiness 與 量化研究中要求的 validity 有何差異？（15分）

（四）為何作者在文末會強調 “qualitative interpretive research is not only an ‘art’ but also a ‘science’ ”。（15分）

（第二大題請參閱第 8 頁至第 14 頁）

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1. Introduction

Recently, we presented a paper about a grounded theory of Belgian holiday makers (Decrop, 1998) to colleagues. While the focus of the study was on the holiday makers' decision-making processes, the discussion quickly evolved to the epistemological and philosophical debate between positivism (more inclined towards quantitative research) and interpretivism (whose topics are better approached by qualitative methods). One colleague asked to what extent a qualitative approach was more than just "pre-scientific". This question gave rise to this paper since this is a typical reaction which confronts a large number of qualitative researchers in tourism.

Nowadays, qualitative methods are widely used in market research and are gaining large acceptance in the social sciences. In travel and tourism research, anthropologists and sociologists have been turning to qualitative approaches for a long time (e.g. Boorstin, 1964; Cohen, 1972, 1973; Graburn, 1976; MacCannell, 1973, 1976; Smith, 1977). This is not the case for researchers from economy, geography, psychology or marketing. Riley (1996) notes that "the majority of tourism marketing research has relied on structured surveys and quantification" (p. 22). The subordinate and exploratory nature of qualitative research is explicitly recognized: qualitative techniques are used to provide information for developing further quantitative research. The best indication of the prevalence of quantitative research is found in tourism journals (for a review, see Riley & Love, 1997). Among the major journals, only the *Annals of Tourism Research* offer enough space to "stand alone" qualitative articles. Elsewhere, qualitative methods are often used as a forerunner to quantitative techniques. There are more reasons for this lack of consideration of qualitative research.

A first explanation is the persistence of the domination of the positivist paradigm in many areas of tourism research. Positivism considers reality to be "objective", tangible and single. Interest is focused on what is general, average and representative so that statistical generalization and prediction are possible. Positivists do not have a lot in common with interpretivists' claim for a multiple and socially constructed reality and their focus on what is specific and unique in order to understand and generate interpreted meaning. They further blame qualitative research for lacking rigor and validity.

But problems related to qualitative approaches do not only result from the endurance of the positivist paradigm. Interpretivist researchers, on their side, often fail to explain and justify how and why their qualitative approaches are sound. The methodological introduction of papers is mostly limited (sometimes by space constraints) to describing the research design

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or (and) mentioning reliability and validity criteria, but without showing how these criteria are implemented. Moreover, positivists lack familiarity with qualitative terms and interpretivists fail to explain them, which results in confusion and misconceptions. For example, consider how well-known “constant comparison” (Strauss & Corbin, 1990) is when compared to “factor analysis”!

In this paper, we do not want to go into the qualitative vs. quantitative research debate. We think that methodological eclecticism is desirable: research questions or, more precisely, the relationship between the knowledge (phenomenon) and the knower (person or thing possessing the knowledge) must direct the choice of appropriate research design and methods. In this paper, we want to help bridging the gap between positivist and interpretivist tourism researchers by:

1. Listing the criteria by which a qualitative study’s trustworthiness can be assessed;
2. Proposing triangulation as a way to make qualitative findings more sound, and to gain larger acceptance of qualitative tourism studies.

Before going into this, it should be pointed out that those issues of trustworthiness and triangulation are not relevant for any qualitative researcher. Qualitative research entails different paradigms. Denzin and Lincoln (1994) outline “five moments” that include different sets of ontological, epistemological and methodological stances. While corresponding to an historical evolution, these five moments are still in operation and all are legitimate in various disciplines. Issues of trustworthiness and triangulation are only relevant to researchers operating in the second and parts of the third moments, that is in post-positivism, interpretivism and constructivism. Soundness and triangulation are a non-issue for researchers operating in other paradigms (feminism, (post-) structuralism, critical theory, cultural studies,2). The example of Hirschman (1992) writing about her own struggles with cocaine addiction while still being an academic speaks for itself.

2. Criteria of trustworthiness

Qualitative approaches are criticized because of their lack of rigor and credibility. Both reliability and validity are put into question since homogeneity of data and coefficients of determination cannot be computed. It is not the usefulness of qualitative data that is at stake here, but rather the criteria by which the trustworthiness of a qualitative study can be judged. This issue of soundness goes beyond the quantitative/qualitative debate: ‘All research must

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respond to canons that stand as criteria against which the trustworthiness of the project can be evaluated' (Maxshall & Rossman, 1995, p. 143). Lincoln and Guba (1985) have developed four precise criteria for qualitative inquiry that parallel the quantitative terminology:

1. Credibility (internal validity): How truthful are particular findings?
2. Transferability (external validity): How applicable are the research findings to another setting or group?
3. Dependability (reliability): Are the results consistent and reproducible?
4. Confirmability (objectivity): How neutral are the findings (in terms of whether they are reflective of the informants and the inquiry, and not a product of the researcher's biases and prejudices)?

The previous criteria are very useful in establishing canons for qualitative research. However, they must not be limited to contemplation, they rather need to be implemented in research designs. This is done through triangulation. Next to triangulation, there are other techniques that help enhancing the trustworthiness of qualitative analysis, like testing rival explanations, looking for negative or atypical cases, or keeping methods and data in context (Patton, 1990). The credibility of the researcher is also at stake because it affects the way findings are received. Issues of training, experience, perspective, status, and presentation of self in the research project should be addressed.

3. Triangulation

Based on the triangle analogy, triangulation implies that a single point is considered from three different and independent sources. Derived from topography and first used in the military and navigation sciences, the concept has been fruitfully adapted to social science inquiry. Campbell and Fiske (1959) introduced the concept, as a synonym for convergent validation, in the presentation of a multimethod/multitrait matrix. Authors like Webb et al. (1966), and Jick (1979) refined triangulation as mixing qualitative and quantitative methods, advocating that both should be viewed as complementary instead of rival camps. Later, triangulation received more attention in qualitative research as a way to ground the acceptance of qualitative approaches (Denzin, 1978; Rossman & Wilson, 1985).

Triangulation means looking at the same phenomenon, or research question, from more than one source of data. Information coming from different angles can be used to corroborate, elaborate or illuminate the research problem. It limits personal and methodological biases and enhances a study's generalizability. Denzin (1978) identifies four basic types of triangulation.

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By combining data sources, methods, investigators, and theories, triangulation opens the way for richer and potentially more valid interpretations. The researcher can also “guard against the accusation that a study’s findings are simply the artifact of a single method, a single data source, or a single investigator’s bias” (Henderson, 1991, p. 11). Triangulation should be considered from the very start of the research design, but “it is in data analysis that the strategy of triangulation really pays off” (Patton, 1990, p. 464).

3.1. Data triangulation

Data triangulation involves the use of a variety of data sources in a study. There are more ways to achieve this. First, different types of material can be collected. Next to primary data resulting most often from interviews or (and) observations, secondary data are an important source of information for the qualitative researcher. Documents can be of multiple types (textbooks, novels, promotional material, minutes of meetings, newspapers, letters, etc.). They are found in libraries, shops, documentation centers, and in personal, institutional or organizational archives. Next to written material, photographs, films, videos and music are valuable documents. Data triangulation has often been used, while not always in explicit terms, in recent qualitative tourism research. For example, Markwell (1997) uses data from photographs and travel diaries, next to observation and interview transcripts, to investigate the dimensions of photography in a nature-based tour. In their study of tourism marketing images of industrial cities, Bramwell and Rawding (1996) triangulate data from committee papers, promotional brochures and structured interviews.

A second way to triangulate data is to write field notes during and immediately after each interview or observation session. These notes are especially useful as they shed additional light on the textual content or indicate specific questions that do not directly appear in the interview transcripts. Things to be observed are not limited to verbal activities. Non-verbal behavior, communicational aspects (audience reaction) and global elements (group behavior, body gestures, combined verbal and non-verbal, etc.) often give precious clues if not direct insight. Elements of the environment (weather, atmosphere, setting, furniture, etc.) can also be usefully described.

3.2. Method triangulation

Method triangulation entails the use of multiple methods to study a single problem. This can be different qualitative methods or a combination of qualitative and quantitative techniques (but not in a hierarchical order like qualitative exploration and quantitative inference). Since each method has its own limits and biases, and single methodologies result in personal biases,

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using multiple methods paves the way for more credible and dependable information. Projective techniques are particularly useful to triangulate the more conventional interviewing and observational methods. Projective techniques are indirect means of qualitative questioning that enable the informant to ‘project’ beliefs and feelings onto a third person, to an inanimate object, or into a task situation (Haire, 1950). The basic assumption is that the informant interprets information on the basis of his own preoccupations, needs, and values, which can be hidden or latent. Projective techniques are characterized by the ambiguity of the proposed material (questionnaires, pictures, drawings, etc.) or situations (stories, events, etc.). Again, examples of method triangulation are found in the recent tourism research literature: Markwell (1997) used both participant observation and semi-structured interviews; Corey (1996), and Marti (1995) carried out focus groups (with content analysis) and structured questionnaires (with quantitative analysis), and Dann (1996), open-ended interviews and photo-driving.

3.3. Investigator triangulation

Investigator triangulation is concerned with using several different researchers to interpret the same body of data. Next to the investigator’s subjective understanding, gender, race and culture can also bias qualitative analysis. This type of triangulation takes a lot of extra effort and time. The best solution is to work in a team. Independent investigators can also be asked to examine a part of the data and to confirm or invalidate prior interpretations. This should meet the dependability requirement, i.e. that, under the same circumstances, the same interpretation would occur. Investigator triangulation should also include ‘member checking’, i.e. informants are invited to read their transcripts and (or) a summary of the analysis provided by the researcher, and to comment on it. Any remark, disagreement with interpretations, or additional information should be reintroduced in the analytical process. Again, this may enhance the credibility of the analysis. A last type of investigator triangulation is letting an auditor (‘devil’s advocate’) regularly review the data gathering and analysis processes to confirm adherence to sound research practices. This is to ensure a consistency of rigor in the qualitative research process (Lincoln & Guba, 1985). In his investigation of travel-related prestige, Riley (1995) took particular care in triangulating investigators. On one hand, he invited interviewees to determine whether his findings were accurate reflections of their conversation. On the other hand, he asked a neutral qualitative analyst to review his transcripts to confirm the plausibility of his interpretations.

Theoretical triangulation involves using multiple perspectives to interpret a single set of data. One might examine interviews with holiday makers from different disciplinary angles: anthropology, psychology, sociology, marketing or economics. Even within one field,

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multiple theoretical perspectives may be considered: so in psychology, behavioral, cognitive or Gestalt psychology. Related to the above disciplines, different research perspectives (e.g. ethnography, phenomenology, symbolic interactionism, etc.), which have their own theoretical implications, could be triangulated.

In the inductive analytical process of building a theory, multiple sources of evidence should be brought together to define a construct or a causal relation. One should wonder if each new data chunk corroborates or opposes the emerging theory. This is in line with Glaser and Strauss' (1967) principle of permanently asking questions and making comparisons. Confronting emerging hypotheses with existing theories (no matter whether they are based on quantitative or qualitative approaches) and searching for alternative explanations further help to make conclusions more sound. In their investigation of residents' attitudes towards a new tourist enclave in Puerto Rico, Hernandez et al. (1996) confronted emerging findings to three theoretical frameworks for understanding locals' reaction to tourism.

4. Conclusion

Qualitative research is often qualified as 'bricolage' or 'art', in contrast with quantitative research, which is honored as being rigorous and scientific. In this paper, we have shown that this is not the right debate. If we accept the principle that science is not a question of numbers but of reasoning, a qualitative study can be as sound as a quantitative one. The tourist researcher must not only be conscious of the criteria which make a qualitative study trustworthy, but s/he has to implement them. Triangulation can help this. Refining the earlier concepts of corroboration and validation, triangulation consists of confirming qualitative findings by showing that independent sources converge on them, or at least, do not oppose them. Denzin's (1978) four basic types of triangulation were described and illustrated in this paper. This list is not exhaustive: triangulation is above all a state of mind, which requires much creativity from the researcher. The search for convergence is the motto, in order to make propositions more sound and valid. Moreover, authors should mention explicitly how the data are triangulated in the methodological discussion of their papers. This would help convincing readers that qualitative interpretive research is not only an 'art' but also a 'science'.

Two additional points were addressed in this paper. First, issues of trustworthiness and triangulation are or may be not relevant for qualitative researchers operating in paradigms other than post-positivism, interpretivism and constructivism. Second, triangulation is not the only criterion for good qualitative research and it does not ensure that findings are interesting and give appropriate answers to research problems.

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二、請參閱試題第 9 頁至第 14 頁所附文章回答下列問題。

- (一) 請依據所附文章及摘要內容，訂定五個關鍵字，並說明這些關鍵字訂定的原因為何？(20分)。
- (二) 請依據研究問題，分析此研究抽樣方法的合宜性，並論述可以採用的分析方法與選擇該項分析方式的原因為何？(30分)。

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摘錄自 Jacobsen, J. K. S., & Munar, A. M. (2012). Tourist information search and destination choice in a digital age. *Tourism Management Perspectives*, 1, 39-47.

Abstract

This study provides empirical evidence of self-reported impacts of selected electronic and other information sources on international tourists' destination choices regarding a popular, mature and mainstream summer holiday location. It is shown that traditional information provisions such as direct word-of-mouth, Web 1.0 sources and own experience are highly resilient and influential when tourists to a well-known destination area decide where to spend their summer holiday. Moreover, results indicate a complementary nature of Web 1.0 and Web 2.0. In this context of destination decision-making, utilitarian information values seem more relevant than socialisation opportunities.

1. Introduction

Information search is considered crucial to tourists' destination choices. Sources of information can be both external and internal, the latter gathered from the latent cognitive system (e.g., Hansen, 1972). Characteristically, repeat visitors to a place may not always wish to collect additional information from external sources as they can rely much on past experiences, while external information search seems typical for newcomers to a destination (e.g., Fodness & Murray, 1997). External search consists not only of collecting information from the marketplace but also from a variety of more or less independent or unbiased sources such as news media, guidebooks, and acquaintances. It is also maintained that information and communication technologies (ICT) may have a considerable and increasing impact on several tourism aspects. From supply of products to information search processes and consumption patterns, tourism experiences and their preparations are assumed to be progressively transformed by advances of ICT (e.g., Buhalis, 1998; Buhalis & Law, 2008). Expansion of computer use, developments of the Web and increased ICT skills in the population at large have helped tourists in the Western world to reach higher levels of self-organisation.

Gradually, numerous tourists have also become more independent of intermediaries such as traditional travel agencies and tour operators. The direct sale of travel products has increased for various reasons, including a general appeal of independent travel, often lower costs due to supply and price transparency through the Internet, and easier on-line booking. Direct selling accounted for 64% of online travel sales in the European market in 2008, while intermediaries accounted for only 36% (Marcussen, 2010). One may say that the information

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age has resulted in the advancement of a new type of empowered individual: the ICT-skilled tourist.

ICT and the Internet are partly employed for practical pre-departure purposes such as travel planning, booking, and payment of tourism products (Hyde, 2008). In addition to accounts from acquaintances and in print media, ICT and the Internet are among sources utilised for the pleasure of anticipating impending holidays (e.g., Parrinello, 1993). Also second generation websites based on participatory and interactive software solutions – the Web 2.0 phenomenon – have possible impacts on tourist information search behaviour (Musser et al., 2007).

Earlier research has found that many tourists wisely combine various available information sources (Fodness & Murray, 1998). In addition to long-established and commonly recognised tourism information sources such as guidebooks and other destination specific material, news media, travel companies, knowledge passed on directly from acquaintances/family and own experience, this study encompasses information from electronic social networks and blogs, two main types of social media considered increasingly relevant (e.g., Huang et al., 2010; Volo, 2010; Wenger, 2008), and examines their relationship to destination choice. Although several studies of tourists' information search for destination choices have been conducted, there is still a deficiency of empirical studies that include tourist assessments of possible impacts of Web 2.0 and selected electronic social media on tourist information search and acquisition (e.g., Xiang & Gretzel, 2010) for destination choice in the context of well-known, mature and mainstream holiday locations with large numbers of international summer vacationers. Consequently, this article examines tourists' information searches – including the relationship to some electronic social media – among peak season Scandinavian holidaymakers in Mallorca, Spain. The study measures tourists' subjective knowledge and has three main objectives:

1. Provide empirical evidence of the self-reported impact of certain information sources including some Web 1.0 and 2.0 platforms on tourists' destination decision-making.
2. Discuss central variables such as first-timers versus repeaters and tourists' level of independency in relation to selected information source impacts on their holiday location selection.
3. Contribute to expanding the knowledge-base on information search in a digital age.

2. Literature review (略)

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3. Background to Mallorca as a tourism destination (略)

4. Methodology

4.1. Sample

Participants in this study comprise Danish- and Norwegian-speaking leisure tourists who were passengers on selected international direct scheduled (non-charter) flights of the airlines Air Berlin, Cimber Air and Norwegian Air Shuttle returning from Mallorca to airports in Denmark and Norway. The survey was accomplished on six selected days, mixing different days of the week, from 10 July to 7 August 2010. Averagely, each survey day included three flights. The study thus covers the peak summer holiday season for Scandinavians, from the end of June until early August. A screening question was first asked in order to identify passengers in the target category. Prospective respondents were then requested to complete a self-instructing questionnaire, which was returned to the administrative staff.

The questionnaire was available in Danish and Norwegian. It was translated from an English original by the research team and its assistants, which encompassed speakers of a range of languages. Due to financial limitations, tourists from other Nordic countries were not included in the survey. The questionnaire items were partly selected on the basis of personal interviews with people of various ages, most of them with experience from summer holidaymaking in the European part of the Mediterranean. Also, three drafts of questionnaire formulations were tested on a small number of people from Denmark and Norway and discussed within the multilingual and multi-national research team and with other travel survey experts.

The exact response rate among those who were asked to fill in the questionnaire is not known, for several reasons. Firstly, numbers of passengers on the selected flights and their distribution in terms of travel parties were not known. Additionally, children were excluded from the sample but numbers of children on the flights were not known. The reply percentage was also influenced by the fact that couples mostly filled in one questionnaire. Some 23 questionnaires were rejected because they were incompletely filled in. Based on notes from the survey staff, the response rate is roughly stipulated to be just over 45%. This is considered satisfactory since airport surveys typically have response rates between 40% and 70% (Rideng & Christensen, 2004). The effective sample size is 405.

Non-charter tourists were chosen partly because they represent a majority of arrivals in Mallorca and partly because they are assumingly more independent and organise their own holiday journeys to a greater degree than fellow holidaymakers going for charter package tours. The choice of only direct flights was related to resources, as it would have been

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prohibitively expensive to cover all departures from Mallorca to relevant major airline hubs such as Barcelona, Amsterdam, Frankfurt, Munich and Zurich. Also, it was known that most Nordic holidaymakers in Mallorca during the peak summer season have relatively short stays and thus favour direct flights. As the study relies on self-reporting of a destination choice that for many respondents was made well ahead of the interview occasion, there is a potential recall bias or memory effect, that is, under-reporting and over-reporting. However, it is likely that possible under-reporting and over-reporting would be evenly distributed between various information sources for destination choice. Then again, possible under-reporting for reasons of social desirability might have occurred (May, 2001). For instance, tourists with individualistic mind-sets may possibly underestimate the importance of commercial sources of information (e.g., airlines, tour operators/travel agencies and hotels), as they might dislike looking upon their travel decisions as result of commercial persuasion.

The chosen procedure, including a limited number of scheduled flights on selected dates, represents sampling error (Hurst, 1994). Sampling error is encountered in such en route surveys because the sample is not a perfect representation of the test population. However, by distributing data collection over a period of four weeks and varying the days, sampling error is reduced.

Table 1 provides key characteristics of the sample. Some 41% of the respondents were first time visitors to Mallorca, and 49% had stayed more than one week in the island. Some 55% were women, reflecting an actual female majority on such tours (e.g., Jacobsen, 2002). Half of the tourists have a higher education, while quite a few were too young to have started at university/college. Half of the sample had bought only air ticket while the other half had purchased some kind of tour package including air ticket and accommodation. Some 75% stayed in hotels or similar, 17% resided in a holiday home, 4% stayed with relatives or friends, while 4% made use of other types of overnight lodgings. Moreover, three out of four tourists have a Facebook profile (Table 1), indicating a regular computer and Internet use. Mean travel party size was 4.2 persons, and mean age was 35.

4.2. Measurement

The overall purpose of the study is to provide empirical evidence of self-reported impacts of selected electronic and other information sources on destination choice. Subjective responses on the importance of various information sources for the decision to go to Mallorca were given on a five-point Likert scale ranging from zero ('unimportant') to four ('very important'). The 10 elements considered were 'own experience', 'information through Facebook', 'other information from acquaintances/family', 'hotel/apartment websites', 'reports in newspapers, magazines, radio, television', 'airline websites', 'tour operator/travel agency websites', 'guidebooks', 'websites of tourism organisations in Spain', and 'tourist blogs (not

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acquaintances)'. The items encompass Internet information sources that are commonly regarded as being among the most important for destination decision-making and include several Web 2.0 platforms.

Respondents were also asked to answer a generic question on possible importance of information from electronic social media for certain holiday decision aspects other than destination choice and rate their answers on a five-point Likert scale ranging from zero ('unimportant') to four ('very important'). The elements were 'choice of accommodation (hotel etc.)', 'choice of activities at destination', 'choice of eating places' and 'choice of tour operator/travel agency (if package tour)'. The holidaymakers were also asked about their possible affiliation with the social networking site Facebook, the foremost electronic social networking site in Scandinavia at the time of the survey. Other questions included use of electronic social media for the present tour, use of Internet during the holiday stay, whether or not they had bought a tour package, and Internet purchases of parts of the holiday tour. They were also asked about their familiarity with the destination area. Moreover, the inquiry included customary demographic variables such as gender, year of birth, and education. The simplicity that characterises most of the survey instrument resulted from interview time constraints and research focus on destination decision-making.

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Table 1
Selected respondent characteristics (percentages) (N = 344–405).

Gender	
Female	55
Male	45
Educational level	
Primary school	21
Secondary education	30
University/college	50
Age, years	
Up to 20	25
21 to 35	25
36 to 50	34
51 or older	14
Country of residence	
Denmark	61
Norway	39
Duration of stay in case area	
Up to one week	51
8–14 days	46
More than two weeks	3
Experience with case area	
First visit	41
Once before	26
Twice or more before	33
Type of journey organisation	
Bought only air ticket	49
Bought air ticket and accommodation, etc.	51
Use of information from social media for present holiday tour	
Yes	24
No	76
Facebook profile	
Yes	75
No	25
Use of Internet during present holiday	
Yes	60
No	40
Activities undertaken during visit (multiple answers possible)	
Self-organised excursion/outing	79
Organised sightseeing	7