

國立臺灣師範大學 107 學年度碩士班招生考試試題

科目：管理學(含餐旅管理)

適用系所：運動休閒與餐旅管理研究所

注意：1.本試題共 2 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。

一、解釋名詞：請解釋說明下列餐旅業常見的名詞，僅寫出中文翻譯者將不予計分。

(每一小題 7 分，共 35 分)

(一)Restaurant layout

(二)Perpetual inventory

(三)Yield costs

(四)Purchase specification

(五)Jaycustomer behaviors

二、請問何謂 Hospitality Management，包括那些產業？(10 分) 另外，請舉出五種 Hospitality Management 的實際做法。(10 分)

三、請依照以下摘要，列出研究對象、樣本數、研究方法與研究結果。(15 分)

Jang et al. (2017) examines the role of top managers' values and leadership in advancing environmental sustainability. It also investigates the effects of stakeholder engagement on restaurants' environmental sustainability and assesses the impact of related practices on restaurant performance. A web-based survey was administered to collect data from top-level restaurant managers in the United States. The sample was selected from panels recruited by a research company specializing in panel surveys. Invitation emails were sent to 2500 managers and 240 responses were returned, 218 of which were retained for final analysis (response rate: 8.7%). Structural equation modeling was used for testing hypothetical relationships among key constructs in the proposed research model: environmental values, leadership, stakeholder engagement, environmental sustainability, and restaurant performance. Findings confirmed the significant role of top management values and leadership in advancing environmental commitment. The results also demonstrated the strong impact of stakeholder engagement on restaurants' commitment to environmental sustainability. Finally, they indicated the positive influence of restaurants' environmental sustainability performance on both financial and nonfinancial performance. The study presents a theoretical framework, integrating theories or models from extant literature, and contributes to an enhanced understanding of restaurants' environmental sustainability.

(下一頁尚有試題)

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四、試舉一實際之觀光餐旅企業說明下圖各方塊之關係？(30 分)

