

# 國立高雄餐旅大學 觀光研究所博士班 旅運經營管理研究資格考參考書目

## 【書籍類 Books】

Book	Author	Year	Publisher
<b>Tourism Marketing: A Strategic Approach</b>	Nilanjan Ray Raj Kumar Dilip Kumar Das	2017	Apple Academic Press
<b>Marketing for Hospitality and Tourism</b>	Philip T. Kotler John T. Bowen James Makens Seyhmus Baloglu	2016 (7 <sup>th</sup> Edition)	Pearson
<b>The Business of Travel Agency &amp; Tour Operations Management</b>	A. K. Bhatia	2012	Sterling Publishers
<b>Tourism: Principles, Practices, Philosophies</b>	Charles R. Goeldner J.R. Brent Ritchie	2017 (12 <sup>th</sup> Edition)	John Wiley & Sons

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## 【期刊類 Journal Papers】

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- **Huang, L.**, Chang, W., & Chen, C. W. 2017. Do Switching Barriers Exist in the online Travel Agencies? *Journal of Tourism & Hospitality*, 6(1), 265.
- Xiang, Z., Du, Q., Ma, Y., Fan, W. 2017. A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 58, 51-65.
- Buckley, R., Mossaz, A.C. 2016. Decision making by specialist luxury travel agents. *Tourism Management*, 55, 133-138.
- Adenekan (Nick) Dedeke. 2016. Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism Management*, 54, 541-554.
- **Huang, L.**, & Chuang, C. M. 2013. The development of an optimal multi-channel strategy model for travel agencies' tourism business excellence. *Journal of Travel & Tourism Marketing*, 30(7), 732-753.