

中國文化大學商學院觀光事業學系
碩士論文

Master of Business Administration Thesis
Master program, Department of Tourism Industry
College of Business
Chinese Culture University

大陸來台旅客之旅遊體驗、滿意度
與重遊意願之相關性分析

The study of the Relationship among travel experience,
satisfaction and revisit intention of Mainland
Chinese tourists in Taiwan

指導教授：林棋凡

Advisor: Chi-Fan Lin, Ph. D

研究生：程泳昌

Graduate Student: Yung-Chung Cheng

中華民國 100 年 6 月

June, 2011