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關係之研究

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論文提要內容：

觀光是全球日產值達 20 億美金的產業，每年吸引了全球 10 億人口。隨著經濟的成長及所得的增加，使得國人出國人數增加導致專業領隊在旅遊市場的需求量相對增加，領隊在團體套裝旅遊中為最主要與團員接觸的員工，領隊的表現對於團員認知其服務品質有非常大的影響。

自我效能較高的人，會激勵自己去克服困難、排除障礙，而不需要藉助於他人的幫助，克服工作上的困難，進而影響其工作態度，因此欲了解領隊的自我效能高低對於工作態度的關係為何，故本研究擬以旅行業領隊人員的觀點切入，探討工作特性認知、自我效能與工作態度三者之關係。

本研究採用便利抽樣進行問卷調查，以受雇於台北市旅行社之專業領隊人員為研究對象。問卷共發放 450 份，回收 328 份，扣除填答不完整之問卷 41 份後，有效問卷為 287 份。

本研究使用 SPSS 12.0 版統計軟體做為分析工具，而統計方法包括，敘述性統計、項目分析、信度分析、相關分析、單因子變異數分析及簡單迴歸分析。研究結果發現：一、工作特性認知正向影響工作態度；二、自我效能正向影響工作態度；三、工作特性認知正向影響自我效能。

關鍵詞：工作特性(job characteristic)，自我效能(self-efficacy)，工作態度(job attitude)，領隊(tour leader)

The Relationship between the Cognition of Job
Characteristic and Job Attitude
for Tour Leaders.

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ABSTRACT

Tourism is a US\$2-billion-a-day industry, engaging 1 billion people, every year, across the world. It is responsible for a third of global trade in services. There has been dramatic growth in outbound travel in recent years, fuelled by the region's rapid economic growth and rising income levels. Traveling has become as a general mood that is more and more popular in these years. Because the increasing number of traveling, the requirement of professional leaders growing up in the market relatively. The function of the tour leader within the group is considered to be indispensable by the tourists themselves, and the quality of the tour leader can be a crucial variable; his or her presentation can make or break a tour.

For someone who has higher the self-efficacy, he could encourage himself to overcome difficulties and breach obstacles, which can work independent without other's help to achieve his job attitude. In order to understand the relation between self-efficacy and job attitude, this research plans to use the viewpoint of tourist leaders to study the relation between cognition of job characteristic, self-efficacy and job attitude.

This research adopts with convenient sampling. The research subject is tour leaders who work in Taipei City. 450 questionnaires were issued in total, and 328 questionnaires were collected, 287 questionnaires were valid due to 41 answering incomplete questionnaires.

After the survey of all questionnaires, SPSS 12.0 was used for the data analysis. The statistics used involved descriptive statistics, reliability analysis, correlation analysis, ANOVA, and regression analysis.

The results indicate that: (1) There is a positively relation between the cognition of job characteristic and job attitude for tour leaders. (2) There is a positively relation between the self-efficacy and job attitude for tour leaders. (3) There is a positively relation between the cognition of job characteristic and self-efficacy for tour leaders.

Key Words: job characteristic, self-efficacy, job attitude, tour leader.

