URN etd-0407109-183718-1470
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Statistics This thesis had been viewed 46 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The investigation of the market demand of international tourist hotels wedding banquet packages U+AD An empirical study in Tainan and Kaohsiung region
Date of Defense 0000-00-00
Page Count 124

Keyword
International Tourist Hotel
Wedding Banquet
Market Demand
Consumers Behavior

Abstract
According to the study conducted by Tourism Bureau, Republic of China in its report, 2002 to2006 Monthly Report on Tourist Hotel Operation in Taiwan, the majority portion of revenues of the international tourist hotels comes from food and beverage services. The majority income of food and beverage comes from wedding banquet packages.

The purpose of this quantitative study was to investigate the wedding banquet packages demand in southern Taiwan. In this study, the theory of “EKB Model” of Engel、Blackwell、Miniard was applied to develop the survey. The survey included demographic information, key factors for selecting a wedding banquet, major wedding banquet packages preferred. After a pretest, the formal questionnaires were distributed to 550 participants, with 412 valid questionnaires. Descriptive statistics、One-Way ANOVA、T-test、Chi-square Test Analysis were applied for data analysis.

The results revealed that when selecting the wedding banquet, the most important factors include hygiene and secure, followed by wedding banquet package information provided by the restaurants and the restaurant ability to follow and accomplish the contact. Besides, when plan the wedding banquet, most of the participants gathered information from their relatives, friends and their parents and used internet to gather information. The results of this study could provide valuable information for wedding banquet sale marketing. The limitation of this study and recommendations for further study were also discussed.
Advisory Committee Hsu-I Huang - advisor

Files No Any Full Text File.
Date of Submission 2008-07-20