

國立臺灣師範大學 100 學年度碩士班招生考試試題

科目：專業論文解析

適用系所：運動與休閒管理研究所

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，否則不予計分。

- 一、在評論量化研究時，常見的審查標準為「數據的統計分析、處理和呈現是否簡明適切？」，請論述此標準的實質內涵以及重要性（20 分）。
- 二、如果要評估社區運動休閒中心的成效，請說明您會採用何種調查方法？並論述所採用之研究方法與原因以及預計可能遭遇之困難及解決途徑（30 分）。
- 三、請根據下列所附論文內容，用中文回答下列問題。
 - (一)本篇論文之適當題目為何。(10 分)
 - (二)適合此篇論文之中文關鍵字 2 個。(10 分)
 - (三)請詳細條列出此篇論之主要發現與貢獻。(30 分)

1. Introduction

The final games of Asian Baseball Championship 2007 were held in Taichung, a big city in the middle part of Taiwan, from December 1 to 3, 2007. The top four finalists are Japan, Korea, Philippine, and Taiwan. They competed for just one seat into the 2008 Olympic. Especially in Japan, Korea, and Taiwan, the final contests of Olympic qualifying tournaments were even more attractive than their own professional baseball regular games and play-offs. In Japan, according to the TV Asahi's survey, the instantaneous highest audience rating was 40.8%. It was in the upper ninth inning of Japan's last game fighting with Taiwan on December 3. The average rating (27.3%) was also still higher than that of the 2007 Japan Series (around 17.6% - 9.2% in Kanto region).

It was estimated that there were about 4,000 Japanese coming from Japan proper to watch the final games purposely. They are typically a kind of sport tourists. Nogawa et al. (1996) divided the sport tourists into three categories on the basis of travel purpose: (1) event participants, those individuals whose main purpose in traveling is to participate in an organized sport event; (2) event spectators whose primary purpose is to watch an organized sport event; and (3) sport lovers who mainly travel to participate in self-organized sports. In their study, they added a condition to a sport tourist as a temporary visitor staying at least 24 hours in the event area. Obviously, the spectators from Japan belong to the second kind of sport tourists - event spectators.

To our knowledge, there are very few empirical studies conducted on sport tourism of Japanese outbound, almost none to Taiwan. Nogawa (1992) researched Japanese sport tourists participating in the Honolulu Marathon. His findings indicated that Japanese sport tourists (event participants) were tight budgeted, atypical souvenir shoppers, less tourism-oriented participants. In this study, we explored the characteristics of Japanese sport tourists (event spectators) to Taiwan including traveling styles, expenditures, etc.

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2. Methodology

In this paper, we collected the data of the Japanese sport tourists by a written questionnaire. A team of eight assistants who trained for basic Japanese language asked the Japanese spectators in the stadium to fill out the questionnaire directly and return it to the assistants. All the respondents received a face sticker as a small gift. After deleting incomplete questionnaires, 299 valid copies were collected. The questionnaire mainly consisted of three parts: traveling consumption behavior, baseball involvement and demographics. A lot of five-point Likert-scale questions were designed for the sample subjects to circle appropriate numbers, and some questions were needed to fill in blanks.

3. Analysis of data

The main results were as the following:

- (1) Demographics: Near 70% of surveyed samples were male. Over 70% of their ages ranged from 25 to 50 years old. There were about 64% of the sample subjects who earned a bachelor degree or above. Half of the Japanese spectators came from Kanto region, 21.4% of them came from Kinki region. Most of their jobs were salaried employees (57%), and then self-employed (10.4%). About 54% of the subjects' personal annual income ranged from 3 to 5 million yen. There was about 35% of samples' family annual income greater than 10 million yen.
- (2) Baseball involvement: The majorities of surveyed samples (87.4%) regarded themselves as baseball fans. The average length of becoming a baseball stadium spectator is 21 years. Nearly all of them (96.3%) had attended the professional baseball game in 2007 at least once. Half of them (54.5%) watched the professional baseball game in 2007 by TV twice a week. We can see that the surveyed samples were very highly involved in baseball.
- (3) Traveling consumption behavior: Over half of the subjects (54.7%) came to Taiwan two days before the game. About two third of them (67.1%) came to Taiwan first time within three years. About half of the surveyed samples (51.4%) planned to stay in Taiwan for four days. The average length was near five days. There were about 53.1% of the sample subjects who purchased package tour. The average expense of package tour was about 108 thousand yen. Besides the stadium, nearly 60% of the sample subjects also went to Taipei for a short trip. Over half of the subjects (56%) came to Taiwan with friends or classmates.

4. Conclusion

This paper mainly investigated the consumer behavior of Japanese sport tourists attending Asian Baseball Championship 2007, which Japanese concerned very much. The results we obtained give Taiwan a comprehension to the Japanese sport traveling characteristics. This may be helpful to sport tourism policymaking of Taiwan.