

【Session C】 4/19(Fri) 15:10~16:10

Topic : Marketing and branding strategies in tourism, Leisure and hospitality industry

Moderator : Prof. Kuo-Ching Wang (Graduate of Sports, Leisure and Hospitality Management, National Taiwan Normal University)

No	Title	Author
133	How to educate the public for low-carbon tourism in Taiwan?	Jeou-Shyan Horng Yuann-Jun Liaw* Meng-Lei Hu Chih-Ching Teng Chang-Yen Tsai
110	A Study on the Relationship amidst Brand Image, Product Satisfaction, and Purchase Intention on Green Product	Shang-Hui Li Ling-Yu Melody Wen
135	Customer loyalty modeling research of the theme park in Taiwan	Chin-Wen Wu Mei-Hua Tseng
164	An empirical study of the relationships among Experiential Value, Customer Satisfaction, and Customer Loyalty: A Case of Starbucks	Jung-Wen Hsia Ching-Wan Chao