

中國文化大學商學院觀光事業學系  
碩士論文

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

台灣觀光目的地意象之研究-東西方  
及首次與重遊觀光客之比較

Taiwan's Image as a Tourist Destination: The  
Perspective of Eastern and Western  
Tourists as well as First-Time  
and Repeat Visitors

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