**中國科技大學補助教師參加校外研習結案報告**

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| 研 習 心 得 報 告 |
| 職於2020年1月19日至23日赴日本名古屋參加Asia-Pacific Conference on Business & Social Science國際研討會，本屆研討會係以「智慧城市(SMART CITY)」為對國際學者徵求論文發表與交流，本次 觀管系謝理仰以AI 應用投稿經研討會雙盲審查，獲得接受並申請前往發表。本次發表之AI 應用主要聚焦在自由行的線上旅行社研究，摘要如下:In this study, the behavioral intention of individuals to use online travel agencies’ (OTAs’) air ticket and hotel booking systems was investigated using the technology acceptance model. OTAs have emerged from a change in people’s travel preferences from purchasing package tours from travel agencies to independent travel and the increasingly diverse and advanced online travel information and online transactions. The far-reaching Internet enables tourists to book flights and hotels from OTAs, which is increasingly common. Airlines and hotels have participated in OTAs to further increase their exposure to consumers, improving flight and hotel occupancy rates and thus increasing operating incomes. The author of the present study investigated consumers who used the air ticket and hotel ordering systems of OTAs. An online questionnaire was used as the research tool, and SPSS was used to conduct statistical analyses: personal attribute analysis, Pearson correlation analysis, and regression analysis. The results revealed that air ticket and hotel ordering systems of OTAs can rapidly respond to consumers’ needs. Customers are willing to contact service personnel and enquire about relevant information. Additionally, customers are willing to recommend air ticket and hotel ordering platforms to their family and friends. Pearson correlation and regression analyses revealed that perceived ease of use, perceived usefulness, and acceptance attitude of OTAs’ air ticket and hotel ordering systems are positively correlated with behavioral intention to use these systems. 在研討會中聽取許多國外學者發表各種智能專業的研究，包跨2020東京奧運場館智能、交通智能、競賽智能、運動智能、人臉辨識、無人機、生活智能、觀光智能、物聯網等研究發表。備註：一、研習心得報告請用電腦繕打。二、**研習結案報告請先上傳**（校園入口網→其它類E化系統→研討會心得上傳**），連**同補助教師參加校外研習申請表及結案報告一份，並經系主管簽章後，送人事室核銷。 |
| 報告人簽章 | 系所主管簽章 | 人事室主任簽章 |
| 　　年　月　日 | 　年　月　日 | 　年　月　日 |