

運輸計劃

季刊

第三十八卷 第一期

中華民國九十八年三月三十日出版

(本卷共計四期，預定出版時間為九十八年三月三十日、
六月三十日、九月三十日及十二月三十日)

TRANSPORTATION PLANNING JOURNAL

Quarterly, Vol. 38, No. 1

March 30, 2009

(Publish dates for Vol. 38: March 30, June
30, September 30, and December 30,
2009)

本季刊內容不代表本所意見

The views expressed in the Journal are not necessarily those
of the Institute of Transportation.

目 錄 Table of Contents

園區物流業的顧客關係管理對顧客忠誠度之影響	林祥生・傅玉琳	1
The Effects of Customer Relationship Management on Customer Loyalty for the Science Park Logistics Service ProvidersHsiang-Sheng Lin and Yu-Lin Fu		
建成環境對兒童休閒旅次的影響—臺北市之實證研究	林楨家・游紫朋	41
Built Environment Impacts on a Child's Leisure Travel: Empirical Study of TaipeiJen-Jia Lin and Tzu-Pen Yu		
應用賽局理論研擬高速鐵路通車後之國道客運競爭策略	石豐宇・謝正宏	69
Applying Game Theory on Strategic Planning of Freeway Buses in Competing with High Speed Rail Feng-Yeu Shyr and Cheng-Hong Shieh		
國道 5 號雪山隧道車流特性之研究	林豐博・蘇振維	85
Traffic Flow Characteristics in and near the Shea-San Tunnel on National Highway 5 Feng-Bor Lin and Cheng-Wei Su		