

An Investigation of Students' Motivation to Learn and Learning Attitude Affect the Learning Effect: A Case Study on Tourism Management Students

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ABSTRACT The chimneyless industry, "tourism", is generally considered as an important development in the 21st century which has remarkable benefit in creating many job opportunities and earning foreign exchange. However, except for the beautiful scenery, the more important thing in tourism is to provide good humanism quality as well as the service quality and attitude of "customers first". To earn the tourists' heart is a top priority in tourism industry. Therefore, the concept of tourism related education is developed in the process of pursuing better service quality. This research took the students of tourism department in public and private colleges in Taiwan as the research objects to explore whether their motivation to learn and attitude has remarkable influence on the learning effect and proposed a substantial improvement direction for human education. The data was collected via questionnaire and analyzed through the statistic software SPSS for factor analysis, reliability analysis and regression analysis. The result show that 1) the motivation to learn has high correlation with the learning attitude, 2) the learning attitude has high correlation with the learning effect and 3) the motivation to learn has high correlation with the learning effect.