



THE ASSESSMENT OF MARKETING STRATEGY OF  
TOURISM DEVELOPMENT IN TAOYUAN CITY, TAIWAN

CHE-JEN CHUANG

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY IN TOURISM DEVELOPMENT  
GRADUATE SCHOOL MAEJO UNIVERSITY

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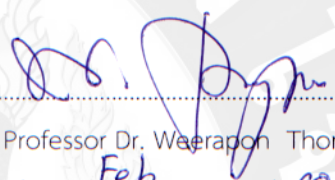
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THIS DISSERTATION HAS BEEN APPROVED IN PARTIAL FULFILLMENT  
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IN TOURISM DEVELOPMENT

APPROVED BY

Chair

  
(Associate Professor Dr. Weerapon Thongma)  
28 / Feb / 2017

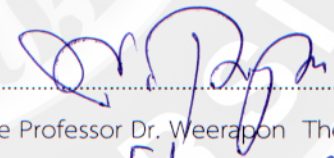
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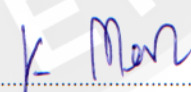
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