

The Impact of the Higher Education at Academic and Cultural Platform to Participants - A Comparative the International Conference between Taiwan and Croatia

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Abstract

In this study, as doctoral graduate students who participated positive action in international academic presentation between the International Conference on Engineering Education (ICEE2015), and 2015 International Symposium on Cultural Differences (ISCD2015) and 2014 International Symposium on Urban Construction of Rural Culture (ISUCRC2014). This study aims to investigate the impact of International Conference between Taiwan and Croatia Country. After the participation, there are summarized at detailed records, observation, analysis, and aggregate, study research of the three conferences in industry, government, academic research and training of situation. It gets ideas and thoughts to participate in international learning experience, academic exchanges worldwide situation in the region of the countries. This study found that three sessions of proceeding from the paper submission, modification, transportation arrangements, booking travel and accommodation, applying grant, the agenda of Conference and workshop, welcome reception, opening ceremony and thematic papers published seminars, site management, exchange of experts, visiting travel event, banquet dinner party they also have a significant different. This study is tangible to enhance citizen diplomacy, international perspective, and national academic standards. On the intangible outcomes of self-learning attitude adjustment, the spirit of action research, the assist of essay writing, the potential help of international perspective, the effectiveness and inspiration are unmatched. All of experiences to participants in the process cumbersome procedures login, application, registration and other detailing the process are learn. This information should help graduate students and scholars participated in similar International activities and Conference.

Keywords: ICEE; ZSEM; Science and Technology; International Conference

1. Introduction

Since the government education departments and policy-oriented science and technology sector (Ministry of Education, Science and Technology, 2013), became the teaching of the goals of the universities to encourage students to actively participate in the research work is the main direction of Schools Teaching Excellence program, therefore, Graduate School or graduate school professors encourage investment in academic research, active research and actively participate in various seminars, in collaboration with foreign universities, exchange students, visiting scholar, short-term training, team teaching, academic papers published to promote an international perspective, to strengthen Taiwan's global visibility, expand international perspective.

2014 Taiwan government and universities at all levels handled a total science and engineering, industrial engineering, medicine, education, class, international class and other categories involved in learning a total of 32 major items (Ministry of Education, 2015), which compared with international papers Symposium notably the Ministry of Education -2015, schools nationwide hospital management seminars, in that 24 to 25 August National Ilan University was held, the school invited the public private hospital chief Secretary, Bursar and related business contractors participating together, as large school hospital management together ideas, while elaboration of the three seminars topics.

First, School fund investment planning and benefit sharing how schools through fundraising and investment to expand the size of school funds, and in the use of school before the school funds of foreign investment evaluation, program planning and administrative operations.

Second, Domestic Cases of international cooperation in running schools share school how to combine the Government to promote openness and deregulation free economic demonstration zone, in break through the existing framework of the Act, to promote educational innovation, with international cooperation to link foreign university resources, thereby changing Innovation university business model.

Third, Case Study of the subsidiary bodies, to enhance teaching effectiveness and enrich the school to apply for financial resources to establish subsidiary bodies, such as the investment, according to the law difficult to accept different ways of government agencies entrusted, cooperative ventures, etc., which may face it with application programs provide valuable Experience Sharing (Ministry of Education, 2015), which is the impact of school management and breakthroughs.

In addition, comprehensive care for Cerebral Palsy International Symposium on Advances: Invite the world new developments cerebral palsy treatment care for children, and scholars in related fields provide the exchange of experiences and possibilities for cooperation, and to educate future have professional staff in the field, WTO international applause and praise (the Ministry of health and Welfare, 2015).

Agriculture for local consumption International Symposium on 2015, in order to solve the plight of the competition due to the small scale of farming and produce, and further enhance the country's food self-sufficiency rate, in addition to food safety issues in recent years have been valued by people all over the world, and the spirit of agriculture for local consumption, in addition to shortening the food miles, but more important is the focus on the process of growing food, caring for the environment and strengthening agricultural education in the spirit of food, access to international sources of active participation (COAG, 2015).

Love from Taiwan- Taiwan vocal, international standards and international participation in the seminar NGO, it is the young international exchange event, based in Taiwan, the world beckons, and promote all of humanity, peace, solidarity, cooperation in the new model (Ministry of Education, Department of State, 2015). 2015 International Symposium on the status and prospects of economic cooperation between Taiwan and India, for January 2011, the two governments are assigned Chinese Economic Research Institute and the Indian Council for Research on International Economic Relations (ICRIER), on Taiwan, India sign economic cooperation agreements consistent feasibility study for a period of two years (ECA) expanded. In this study, in addition to the two sides during the exchange of information, there is mutual exchange visits. By the China Economic Research Institute research team traveled to India and ICRIER research team to communicate, expect to take this opportunity to let the people of India have a better of understanding of economic development, and contribute to Taiwan and India deeper exchanges and recognize (CIER, 2013). The above listed International Symposium on Taiwan in recent years in relation to education, medicine, and agricultural production, international cooperation, international youth participation and other indicators of organized revolutionary, in addition to being enthusiastic participation of international experts, will facilitate the future development of Taiwan and make decisions that affect the forward-looking international cooperation.

2. Literature Review

Currently an international conference on how to handle relevant research literature almost none all have king Wang, Chuan-Der (2010) to promote education classes to explore the case study patterns, correlations Learning Motivation and Learning Satisfaction, belonging to the promotion of research education courses, rather than to discuss how to apply for the seminar to do. Chao, Cheng-Yu (2000) study compared the audience satisfaction of the public and public private baseball stadium; its research direction for the satisfaction of public and private interaction study, although somewhat similar nature, but this study and discuss topics different. But many studies to investigate service quality of literature. Therefore, this study will explore the research literature relevant to the content quality of service is divided into two parts, the first part of the definition of the origin and quality of service; the second part is conference satisfaction research.

2.1. The origin and the definition of quality of service

Founded in 1937, American Marketing Association (AMA), as early as in 1960 the service is defined as: pure sales or associated with general merchandise sales and offers a variety of activities benefit or satisfy exist. Li, Can-Yuan (2007) discussion on service quality and relevance of customer satisfaction and loyalty.

The results found that: service quality to customer satisfaction have significant positive effect relationships, Service quality of customer loyalty have significant positive impact on the relationship between customer satisfaction and loyalty exist have significant positive effect relationship exists.

Sasser, R., Olsen, P., and Wyckoff, D, D., (1978) Suggested three different attributes (levels of material, facilities, and personnel) all apparently dealing with the process of service delivery, They also believes that service quality and service level have similar concepts. It is classified as expected service level and perceived service level. Oliver, R.L. (1981) then satisfied that the service quality is different from the standards, service quality is a continuity of the things consumers for evaluation, and satisfactory water guidelines are consumer reaction to a temporary thing. Parsuramanet, A., Zeithaml, V.A., and Berry, L. L. (1988) pointed out that the quality of service for the delivery process and the extent of the pros and cons between service provider and Customer Communication arising from the level of service.

In this study, the quality of these services Aggregated relevant literature and studies have found that service quality is a subjective perception of consciousness, unlike the objective qualities or entities, its service perception, psychological feelings varies Zhu, Yi- Rou (2012). As everywhere in Lin, Li- Gang (2011), the quality of service is defined as a method of providing the needs of others in the tournament's behavior, can directly or indirectly provide valuable services to the needs of those who may be attached to the product or entity without attachment, to increase customer the interest and satisfaction; reference service quality measure dimensions, namely: Mercy Needs, Impression, Attitude, Efficiency and Spot Reaction, five facets as a judge for international comparison of differences based Conference.

2.2. The Conference of Satisfaction

Concept was first used by customer satisfaction Cardozo (1965) proposed that the wishes of the customer to improve customer satisfaction will increase spending again, but also to buy other products. Customer satisfaction is pursued by many companies index, but also the management of the most important evaluation Index .Oliver (1981) considers consumer satisfaction is dependent on the experience acquired or consumer products make evaluations surprise, is an immediate response. Kotler, P., (1999) believes that customer satisfaction is the desired functional properties of consumer products and personal perception of the product, compared to the two to form a satisfactory level, as a function of the difference between perception and expectations. Hempel, D.J., (1997), to achieve customer satisfaction is the extent of the expected benefit of the product or service. Oliver (1993), customer satisfaction comes from the features of the product or result of perception, and expectations of individual products. Zeithaml, V.A., Bitner, M.J., (2000), service quality and customer satisfaction can be considered as a separate service level contacts can also be seen as a holistic level.

Zhao, Zheng -Yu (2000), proposed gap customer satisfaction is the result of the product before buying expectations and after the purchase of both the front and rear of cognitive comparison. Wang, Wen-Rui (2006) customer satisfaction for the reaction degree gap "expected" and "practical" two. If the actual experience and expected, even beyond expectations, the customer will be satisfied, on the contrary, it is not satisfied. Related literature aggregated satisfaction discuss customer expectations for pre and post degree of actual feelings, perception gap between the two to each other, Zhu, Yi- Rou (2012). Cited as a measure of satisfaction dimensions, namely: Convenience, Venues Facilities, Agenda, Human Allocation and Students Performance; five facets as a judge for international comparison of differences based Symposium.

3. Research Methods

In this study, over the years participated in a number international conferences and academic papers published, the situation is most commonly encountered are, (1) to participate personally wrote papers will be published, and (2) lead the Department to teach school students to participate in the conference , because (3) Taichung as sustainable eco-tourism Association chairman positions, so often need to participate in issues related to the conference, and (4) lead the tourists to go abroad to participate in various international conferences, such as the Rotary, Lions, Kiwanis, Red Cross, etc. social groups.

So how to handle various types of conferences are curious and interested in this issue, in order to further explore his differences, especially in the recent participation of this paper will be published several times, conducted qualitative record of action and research analysis, application academic literature experts and scholars over the years, the exhibition services for handling and customer satisfaction-oriented, import-oriented service and satisfaction handled international conference r, as discussed direction and research background.

3.1 The Research Motivation

In this study, the position of research participants, participated in an international conference for all types of quality of service, the state, schools, venues, agenda, the way, number of participants and other factors, as the observed qualitative research the subject, most of the participants expect to be satisfied with the quality of service, cross over to investigate the participants to attend international conference "Mercy Needs" to correspond "Convenience", "Impression" to correspond "Venues and Facilities"; in "Attitude" to measure "Agenda Planning" to "Efficiency" corresponding to "Human Allocation", if there is pre-processing conditions to achieve compliance with the service conference, and "Spot Reaction "to correspond "Students Performance "if the guest need assistance, computer equipment abnormal or increased demand for services, whether dealing with personnel immediately to help solve difficult to measure as a basis for of this study.

3.2. Research Purposes

This study attempts to identify problems and the current situation, differences and correlation of facets study to investigate organized by "International Conference papers", whether in the service convenience venues and facilities, agenda planning, manpower planning, personnel performance, whether there Conference papers to meet international standards, service quality, customer satisfaction and meet the customers' expectations, based on three school Zagreb School of Economics and Management (ZSEM) in Croatia, Nan Jeon University of Science and Technology in Taiwan and Chinese Culture University, Taiwan, for example, to host an international conference service quality and satisfaction, makes the following research purposes:

First, the conference process from paper submission, paper modifications, transportation and accommodation arrangements, appointments, travel at their own expense, transfer related information, concern and services.

Second, the workshop agenda, Assembly Location, will pre-session, welcomed the Council or the opening ceremony, the papers published and seminars, site management, exchange of experts, visit travel, dinners and so the overall image of the stadium facilities, significant professional attitude and agenda planning differences.

Third, the purpose and contribution of this study: actively involved in academic research, tangible national diplomacy, expand international perspective, strengthen national academic standards.

In the academic international network of mature generations, expand their horizons, strengthen professionalism, is necessary to ensure academic quality, the purpose is to train scholars (researchers) self-learning attitude adjustment, actively involved in the spirit of research and writing for the papers have great help, in addition to the consolidation of virtually academic institutions and the protection of international renown reputation, their effectiveness is unparalleled. In this study experience when participating in the seminar, the need to go through all the red tape, login, application, registration process; to provide future students, professionals and scholars to participate in similar activities reference materials, as well as countries go through reference to international Conference.

3.3. Research Design

According to research motivation, purpose and related literature review, this study proposed architecture, first with "descriptive analysis" service quality and to explore differences in the case of satisfaction of the participants, and finally by "canonical correlation comparative" analysis of international conferences and participation satisfaction of the relevant circumstances are studied architecture diagram shown in Figure 1.

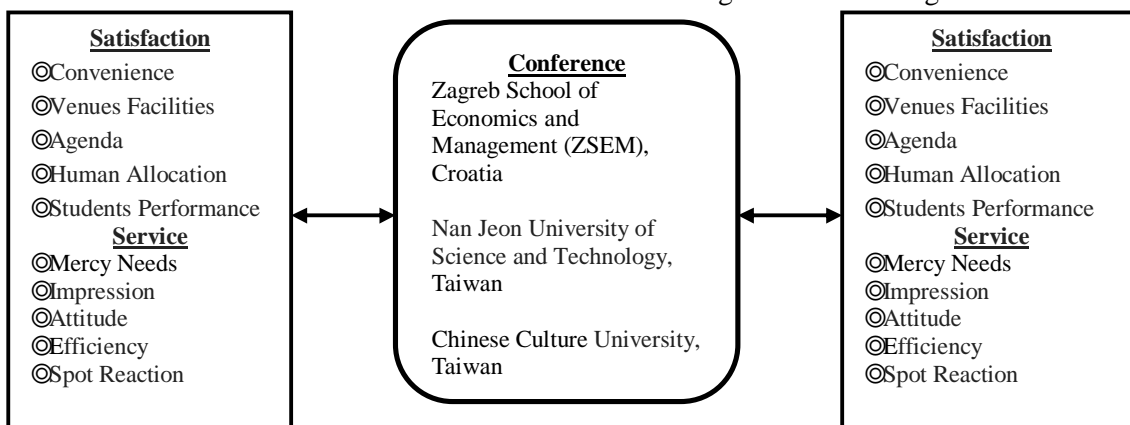


Fig.1. Conference Services and Satisfaction Compare

Discussion on the basis of comparative literature construct five dimensions of service quality and satisfaction of the five facets of satisfaction with five cross-comparative analysis of the three schools Zagreb School of Economics and Management (ZSEM), Croatia, Nan Jeon University of Science and Technology and Chinese Culture University in Taiwan, For International Conference type, cross-service quality and satisfaction of the comparative analysis. In this study, the aggregated overall performance discussed in this paper three international conference organizers, as shown in Tables 1 to Table 6.

Table 1: Conference Comparison

Category	ZSEM ICEE 2015	Nan Jeon University ISCD 2015	Chinese Culture University ISUCRC 2014
Title	2015 International Conference on Engineering Education (ICEE 2015)	2015 International Symposium on Cultural Differences (ISCD 2015)	2014 International Symposium on Urban Construction of Rural Culture (ISUCRC 2014)
Country	Zagreb, Croatia	Tainan, Taiwan	Taipei, Taiwan
Specialty	Engineering Education	Hospitality Cultural	Environment Community Building
Dates	From Jul, 20, 2015 to Jul, 24, 2015	From Feb, 10, 2015 to Feb, 12, 2015	From Jun, 05, 2014 to Jun, 07, 2014
Type	Congress	Congress	Congress
Registration Fee	From 250 to 635 USD	300 NTD	Free

Source: This study aggregated.

Go to unfamiliar city or country, need assistance and guidance, can be successfully the arrival of an international conference venue. For three fields international conference of this study, the organizers of the "Mercy Needs" and "Convenience" to "service" and "satisfaction," Cross comparison of results see Table 2.

Table 2: The Mercy Needs and Convenience to Services and Satisfaction Cross Comparison

Category	ICEE 2015	ISCD 2015	ISUCRC 2014
Mercy Needs and Convenience	<ol style="list-style-type: none"> 1. From Jul, 20, 2015 to Jul, 24, 2015; 5 days. 2. The trip of about 10 days, to be ordered flights, accommodation and payment of registration fees. 3. Arrive unfamiliar country in urgent need of hospitality navigation. 4. Venue location must be very clearly, signs, venue map, and reception students. 	<ol style="list-style-type: none"> 1. Only participated in Paper presented: 1 day. 2. Driving to the conference venue. 3. For driving tour, the road map, reception students. 4. The need seminar venue distribution. 	<ol style="list-style-type: none"> 1. Only participated in Paper presented: 1 day. 2. Domestic travel is relatively simple. Set their own high-speed rail tickets direct to Taipei and take a taxi. 3. The workshop location, route by bus route. 4. The need seminar venue signs, road signs and reception students.
Services and Satisfaction	<ol style="list-style-type: none"> 1. When applying for registration, accommodation information for participants reference. 2. Flight, transportation, registration fee themselves. 3. Arrival foreign country, need to receive tours, airport no reception, no welcome sign, no signs, deal with their own very inconvenient. 4. Non-compliance with international etiquette, the participants impolite and unfriendly. 	<ol style="list-style-type: none"> 1. Application brochure clearly marked on the road map, the highway route. 2. Repeat told from the highway to the school has set up a temporary signs along the road, guided by their own drive to. 3. With parking signs, site signs, road signs. 4. Each line corner has 2-3 students as reception, the elevator door there are two receptionist services. It was very intimate and, in line with international etiquette. 	<ol style="list-style-type: none"> 1. Application pamphlets have marked from the station to reach the Chinese Culture University in Taipei bus route. 2. The entrance features an international seminar with participants of red cloth. 3. Parking and venue signage and reception lounge. 4. The publication venues have student guide, very friendly and being respected.

In Table 3, we conducted with the venues and facilities against image corresponding to the service and satisfaction results of cross-comparison. The organizers, co-organizers and sponsors with the poor, the meeting could not proceed smoothly, the guests have left the school and the country is not good impression.

Table3: The Impression and Venues Facilities to Services and Satisfaction Cross Comparison

Category	ICEE 2015	ISCD 2015	ISUCRC 2014
Impression and Venues Facilities	<ol style="list-style-type: none"> 1. Rent the venue at Westin Hotel. 2. Westin Hotel has 43 years of history, a large scale but aging facilities, especially in, the paper published three venues, the equipment is very old and platform is not stable. 3. The venue has 2 billboards; one for ICEE Conference of billboards, Another for the host school ZSEM of billboards, and an international conference is really shabby. 4. At the Westin Hotel on the first floor restaurant, use sumptuous lunch, very impressive. 	<ol style="list-style-type: none"> 1. In their school library on the 9th floor of the International Conference Hall. 2. Venue layout complete with red cloth, agenda billboards, looked magnificent. 3. The General Assembly seat, divided VIP area, guest area, student area. For participants to feel respected. 4. The venue has a master of ceremonies, and guides the agenda, program clarity. 5. Venue students prepare drinks and coffee, friendly service. 6. Foreign guests, attended the banquet, papers published who enjoy a meals. 	<ol style="list-style-type: none"> 1. The use of the city campus conference hall on the 6th floor. 2. Venue layout complete with red cloth, agenda billboards, looked magnificent. 3. The venue has a master of ceremonies, and guides the agenda, program clarity. 4. Foreign guests, attended the banquet, papers published who enjoy a meals.
Services and Satisfaction	<ol style="list-style-type: none"> 1. The pre-school the balcony on the second floor banquet held lively and natural, in line with European style, simple meals and drinks, pleasant conversation participants. 2. Venue rent Westin Hotel venue, Set up a simple audio playback system. 3. Westin Hotels has 43 years long history, large-scale but old equipment is not suitable for holding of a Congress. 4. The Banquet and Closing Ceremony was held in Zagreb Dverce Palace. Small space, many unknown persons came, the food is not enough. 	<ol style="list-style-type: none"> 1. Held in the school library on the ninth floor of International Conference Hall, Venue luxurious bright, first-class equipment. 2. Audio and video playback systems and video recording equipment is perfect. 3. The seat comfort, fixed seat, couch there is a small folding table. 4. The spacious hall style, with light demand speaker, can control switch, very humane, impressive. 5. The number of meals, according to the register prepared without error. 	<ol style="list-style-type: none"> 1. Campus in the city held a small space, less space, but volume moderate. 2. Personnel access is concentrated in the back door, the impact of meetings to a minimum. 3. There are three published venue, clarity, door and licensing agenda, clear and understandable. 4. The number of meals, according to the register prepared. 5. Because the venue computer equipment, ready to dine another classroom.

Table 4 presents the descriptive in papers published processes and efficiency comparison, as well as participate tour, experience the local culture, customs and habits overall performance.

Table4: The Efficiency and Human Allocation to Services and Satisfaction Cross Comparison

Category	ICEE 2015	ISCD 2015	ISUCRC 2014
Efficiency And Human Allocation	<ol style="list-style-type: none"> Optional tour 50 Euros to Plitvice National Park sightseeing, smoothly. Go to Europe to participate the Congress, the second highest cost is the cost of the hotel, the organizers provide accommodation only reference we stayed seven days, the organizers should be coordinated hotels offer discounts or preferential treatment. The city tour Technical Museum, in accordance with the travel itinerary. Trip to Zadar and Zagreb, smoothly. 	<ol style="list-style-type: none"> No Optional tour, each department has visited the school, the teaching facilities and teaching achievements. The agenda of the day, no accommodation problems. Reception of foreigners come to Taiwan published papers, free sightseeing Chiku Wetlands black-faced spoonbill conservation center, car was responsible for the reception, the local guide. The study certificate issued attends Congress. Certificate issued papers published, and indicates the title papers. 	<ol style="list-style-type: none"> No Optional tour, each department has visited the school, the teaching facilities and teaching achievements. The agenda of the day, no accommodation problems. The study certificate issued attends Congress. Certificate issued papers published, and indicates the title papers.
Services and Satisfaction	<ol style="list-style-type: none"> The paper was published divided into three groups, three venues respectively, provided the host 1 person, person in charge of reporting and playing time control. I've seen the simplest one paper published. Option tour 50 Euros to Plitvice National Park sightseeing, 7:00 at the Westin hotel collection, only one person as a tour guide and a staff responsible for assisting, as the distance is too far, cannot keep a lot of guests, the scenery is beautiful, but very hard, human shortage. Trip to Zadar, the organizers arranged two local commentators responsible for guiding a brief introduction port facilities and scenery; we wander along the streets and experience the local life Croatia. 	<ol style="list-style-type: none"> The paper was published, divided into three groups, three sites were, and people have the introduction, the moderator, and commentator. Come to Taiwan published papers Foreigners, including Japanese, Korean, Hong Kong, entertain free sightseeing Chiku Wetlands black-faced spoonbill conservation center, car was responsible for the reception, the local guider, human sufficient. During a Congress to celebrate the Lantern Festival in Taiwan, Organizers free reception of foreign attends, watch Yanshuei Beehive Firecrackers. Local teachers as narrator, it is at home. The complete papers published immediately issue papers published certificates, papers stated the title. Very efficient. 	<ol style="list-style-type: none"> The paper was published, divided into three groups, three sites were, and people have the introduction, the moderator, and commentator. The General Assembly first papers published report, the same venue, the staff immediately replaced venue quickly indeed. The Conference report is divided into groups, hospitality group, site group, equipment group, chaired group published, comment group, the General group. Division of labor supports each other rapidly. The complete papers published immediately issue papers published certificates, papers stated the title. Very efficient.

International conferences agenda planning and professional attitude, corresponding to three schools services and satisfaction cross comparison analysis, see the Table 5.

Table 5: The Agenda and Attitude to Services and Satisfaction Cross Comparison

Category	ICEE 2015	ISCD 2015	ISUCRC 2014
Agenda and Attitude	<ol style="list-style-type: none"> 1. From Jul, 20, 2015 to Jul, 24, 2015; 4 days. Registration fee USD360, about NTD 11,213. 2. Optional tour to Plitvice National Park, Euros 50, about NTD 1,723. ZEER welcome to attend school tea party. 3. At 09:00 Opening Welcome address by the organizers president. Simple and comfortable opening ceremony, the venue no particular arrangement, but solemn. 4. Presentation of the General Assembly will be history, it was founded in 1994. 5. Management expert lectures. 6. The Paper presented. 	<ol style="list-style-type: none"> 1. Have the opening ceremony participants included Japanese, Korean, Hong Kong and more than 640 teachers and students to participate. 2. When foreign guests invited to the opening speech, Yan Shuei District Mayor speech. 3. Thematic speech. Lectures divided into three sessions, the first distance learning venue hall, library hall on the 7th floor of the second and third lines classroom hospitality venue. 4. The paper was published divided into three sessions. The introduction person as Head of the Department of subjects, as well as moderator and commentator. Ask the audience enthusiastically positive feedback. 	<ol style="list-style-type: none"> 1. The experts and scholars from around the world, including China, 268 people attended. 2. The General Assembly has planned the opening ceremony, inviting New Taipei City Deputy Mayor thematic speech. 3. After the thematic speeches, performed Topic: urban and rural landscape; change, impact, derived from the National Taiwan University Professor Lin Chien-Yuan introduction. 4. The paper was published divided into eight sessions: A1, A2, B1, B2, C1, C2, D1, and D2; Have the introduction people, moderator and commentator. Ask the audience enthusiastically positive feedback.
Services and Satisfaction	<ol style="list-style-type: none"> 1. Host country: Zagreb Zadar Croatia hosted school: Zagreb School of Economics and Management referred ZSEM (Building Leaders in the Europe) is an Economics and Management School, the school chairman of: Maja Martinovic PHD, Principal: Duronjavro PHD warm and friendly school seriously. 2. ZSEM School Department a total of nine; teachers a total of 90 people, including PHD 77 people, MBA4 people, JD1 people, MSC 8 people, the school participated in skills competitions all over the world have brilliant performance in recent years. 3. The General Assembly established in 1992, 1994 in Taipei, Republic of China, for the first session of the International Symposium on the 20th of this year, international recognition of academic status, which is considered the world's highest academic seminar session. 4. The paper will be published international papers for a total of 191, 174 audits Have adopted, to Croatia published a total of 63 experts and scholars to participate in a total of 231 people, the length and the number of years to break the record. 	<ol style="list-style-type: none"> 1. The College of Applied Life is responsible for hosting, Faculty of Education, Kumamoto University, Japan, and South Korea, Japan Kurume University, Jeonju University assist. 2. The chairman - Huang Cong-Liang, vice chairman - Vice President Wang Jun-Hui, chief secretary - Zhang Shi-Yu and Shen Hao-Yu served. Convener- Dean of College of Life Application - Tsai Ju-Gu. 3. Submission of papers 167, 123 audits has adopted the number of published papers and special papers total 38, published 35 posters. A total of 640 experts, scholars and students who, over the years to break the record length and number of people. 4. The keynote speech: Japan Kumamoto University Professor Dong Hui, Japan Kurume Yoichi Yoshida assistant professor, associate professor and Korea Jeonju University complement Jiang hearing meters. 5. In this study, a review of statistics through papers and posters published authors include: 10 professors, 6 associate professors, 17 assistant professors, 1 doctor, doctoral students 9, master 84 people, director 2, 7 lecturers people, experts 1. 6. The papers published the album made a booklet and made into DVD. 	<ol style="list-style-type: none"> 1. The theme of the seminar: urban and rural landscape - change, impact, derived, mitigation, creative, green energy, renewable terms to explore, very forward-looking strategy. 2. Department of Urban and Environmental Planning cum Municipal Institute of China is responsible for hosting, they are the elite of domestic municipal planning. 3. Submission of papers more than 10 articles, 92, thematic review papers and published a total of 55 by the rest of posters published. A total of 268 experts and scholars who, over the years to break the record length and number of people. 4. In this study, a review of statistics through papers and posters published authors include: 7 professors, 11 associate professors, 15 assistant professors, Dr. 1, 5 doctoral students, graduate students 36 people, three people director, principal 1 people, one continent, South Korea 1. 5. After the publication of the papers published in a booklet and made into DVD.

A successful international conference, the organizers need enthusiasm, co-organizer with, sponsors division of labor, to provide proactive service and friendly attitude, will be a perfect performance, as shown in Table 6.

Table 6: The Students Performance and Spot Reactions to Services and Satisfaction Cross Comparison

Category	ICEE 2015	ISCD 2015	ISUCRC 2014
Students Performance and Spot Reactions	<ol style="list-style-type: none"> 1. ZSEM manpower scheduling, division of labor, space rental and restaurant contact, poor efficiency. 2. The principal landowners show a strong style, from the welcoming ceremony to personally attend the closing ceremony cordial smile and a positive attitude to show active participation, it is appreciated. 	<ol style="list-style-type: none"> 1. The College of Applied Life is responsible for hosting, Faculty of Education, Kumamoto University, Japan, and South Korea, Japan Kurume University, Korea Jeonju University help handle. But the activity of the workshop is by a Nan Jeon University of Science and Technology is responsible, clear division of responsibilities. 2. Grouping Executive Conference with chairmen and vice-chairmen, Dean served as convener lifestyle applications, command properly. 	<ol style="list-style-type: none"> 1. Organizers the municipal Department cum environmental planning, co-organized by the Alumni Association and the China Society of Urban, who is the expert to handle professional meetings, advance planning well flexible scheduling. 2. The General Assembly has a chairman, vice chairman and convener.
Services and Satisfaction	<ol style="list-style-type: none"> 1. Schools and INEER with handle ICEE Conference, with the poor, the problem appeared in INEER organizers, contact caused by poor. 2. The seminar venue no signs, no reception staff could not timely response, resulting in inconvenienced guests and not be respected. 3. National parks and Zadar tours, no activity signs, no reception staff, resulting in inconvenienced guests and not be respected. The Secretary-General of the General Assembly is not respected, a bad impression. 	<ol style="list-style-type: none"> 1. Presidency College of Applied Life as the convener, bringing together all the professors and teachers, drill beforehand, command and flexible. 2. Students have grouping, division of labor, each Division posts, each bear responsibility, service matters clear, their duties, their place. 3. With service personnel standby area, uniform distribution of temporary assignments, to sudden events can be processed immediately. 4. The workshop was attended by the guests have been properly met, for the General Assembly services feel very satisfied. 	<ol style="list-style-type: none"> 1. Alumni Association organized the division of grouping many years of experience, close co-operation. 2. There are a lot of sponsors, giving conferences funds technology, personnel and other support factors success of the Conference. 3. With service personnel standby area, Manpower temporary assignment task immediately for emergency treatment.

4. Conclusions

The present study is to investigate how to handle the international conference gap quality of service and satisfaction of the existence of, and interactions between quality of service and satisfaction, provide conference organizers handle future reference, and understand the needs of the participants, expected service levels, the actual service levels, service of quality, satisfaction, various facets of diversity, aggregated, summarized the results of this analysis, recommendations are made on how to handle international conference.

4.1. The Mercy needs and Convenience to corresponding Services and Satisfaction aspect

Croatia Zagreb ICEE reception, venue, moving lines, commentary, change field description, etc., there is a great gap between the psychological expectations, surprising the field of the international nature of Conference, whether billboards imagery, reception arrangements, guided tours, for the field description, field control sound, sound and light music, manual instructions, personnel guidance, international etiquette and so did not do, not even do their own deal with the guests, incredible. The conference in Taiwan's standards, it is very disappointing, that participated in many international conferences, also hosted the international reception many times, this is a warning, as unlikely to happen in Taiwan table 2. Nan Jeon University of Science and Technology and the Chinese Culture University in Taiwan Registration brochure clearly marked, go route, highway driving directions. Repeat inform highway interchange next to the school route, has set up a temporary signs along the way, those who drive to guide.

With parking signs, site signs, road signs. Each corner route, have two, three students served as reception; the elevator door also has two receptionist services, very intimate and friendly, in line with international etiquette.

4.2. The Impression and Venues Facilities to corresponding Services and Satisfaction aspect

Associated results reported in Table 3 illustrate the Westin hotel has 43 years of history, it is senile, although large in scale but the equipment are old, especially the papers published three venues, equipment was old, the podium will be shaking creaking. The venue has two billboards, one for ICEE Conference of billboards, another for the host school ZSEM (Building Leaders in the Europe) billboards; an international conference is really shabby.

Nan Jeon University of Science and Technology in the school's International Conference Hall, venue gorgeous complete with 2015 International Symposium on Cultural Differences s red cloth, the General Assembly agenda billboards. Look magnificent. Assembly seats, divided VIP area, guest area, student area. Let attendees of that sense of respect. The venue has master of ceremonies, and guides the agenda, program clarity; field service students prepare drinks, coffee, snacks, friendly service. Chinese Culture University gorgeous venue complete with 2014 International Symposium on Urban Construction of Rural Culture red cloth, the General Assembly agenda billboards, personal guide seat, feeling respected, the venue has a master of ceremonies, and guide the agenda, program clarity .

4.3. The Attitude and Agenda to corresponding Services and Satisfaction aspect

Associated results reported in Table 4 illustrate the ICEE2015 contribute a total of 191 papers audit articles by number are 174, the number of articles to be published and a total of 63 themes, a total of 231 experts and scholars who admitted participating in national and thesis papers the number increased year by year, the number of papers and the number of years to break the record. ISCD 2015 statistics by this study and came to power through a review of 38 published papers, 35 posters are exhibited published, author and advisor learning experience as follows: 10 professors, 6 associate professors, 17 assistant professors, Dr. 1, Dr. graduate students 9, master 84 people, director 2, 7 lecturers, experts 1. After the publication of this album with plastic papers published in book form, and fired into the DVD. ISUCR 2014 statistical contribution of this study, there are 123 papers audit articles passing through a number 92, published papers and themes a total of 55, and the rest included a poster exhibition publication. A total of 268 experts and scholars the length and the number of years to break the record. After this study statistics after examination by and published a total of 55, author and advisor learning experience as follows: 7 professors, 11 associate professors, assistant professors 15 people, Dr. 1, Ph.D. 5, Master's 36, the Director 3 people, the principal one person, one continent, one in Seoul. After the publication of this album with plastic papers published in book form, and fired into the DVD.

Overall, these three perfect performances at the International Conference on the professional point of view and the overall planning agenda.

4.4. The Efficiency and Human Allocation to corresponding Services and Satisfaction aspect

For impression seminars and lunch snacks, seminars use a sumptuous lunch at the Westin Hotel on the first floor restaurant, it is very impressive. But such a formal meeting, lunch, snacks, drinks should feature area, and signposted, especially the first day of paper will be released midday, I had to ask the staff if there for lunch at noon it? Asked three answers are not the same, is not she was responsible, or that he did not know, the seminar because of poor scheduling of human resources command imbalance regrettable as shown in Table 5. Nan Jeon University and Culture University are noon to invite foreign guests attended the banquet, the paper published by enjoy light meals, courtesy much for foreign guests, be friendly and enthusiastic, in line with international etiquette, and then expand citizen diplomacy, maintaining the friendship.

4.5. The Spot Reactions and Students Performance to corresponding Services and Satisfaction aspect

During a city tour, the scenery is very beautiful and attractive, met a student who went to Singapore when the exchange of Andrew, this is several days since the guided tours among the most responsible for the due diligence of a student. Organizer delayed 40 minutes before the city for sightseeing, nobody reception, no person trip, participants are unknowingly under the state, and no clue of the case traveled two hours before a pause in the roadside rest stop All of the participants do not know if travel arrangements on hold for a long time before the toilet, and is not a conform approach to international etiquette, it is very impolite and improper arrangement, which is the largest organizer of wrong and inappropriate.

Harbor tour itinerary back to the hotel at 21:00, which is the last of a group activity ICEE Conference, should have a perfect Ending, or invite Dr. Win make a conclusion, a beautiful blessing or a goodbye words, meet in future expectations; however, speak did not ask Dr. Win, the organizers so that all VIP baffling to leave, very disrespect and inappropriate.

Dverce Palace Gala Dinners, organizers no obvious signs, it is difficult to find the venue of the banquet, around a large circle and asked a lot of people find, relatively unlikely to occur in Taiwan. Dining begin not officially announced, some foreign guests have been first with my relatively early meal before they can get them to pick up more food, the venue is really narrow and crowded party does not comply with international standards, very regrettable, but also the end of this seminar maximum flaw, which is Taiwan's future handling seminar cited as shown in table 6 of warning.

5. The Recommendation

Maybe someday ICEE Conference held in Taiwan, I will go to attend, because once experienced participate. French philosopher Descartes said: I think, therefore I am, of course, if you have the opportunity to return to duty-bound to help, I can see the advantages and disadvantages of the conference, the conference can be measured apply knack for PhD students to participate in international academic conference, whether domestic or foreign, has the following suggestions.

First, the properties of the international academic conference to be a clear understanding and analysis of the object involved in the, country, number, contribute content, subject matter, length, etc. have adequate awareness. For his graduate research, should be pre-cognition, the heading for the International Conference to fully understand in order to maximize the effectiveness.

Second, for hosting national geography, urban, traffic, security, currency, price, customs, habits, and have a full understanding. To host the country's national conditions should be fully prepared in advance, For example I went to Croatia, but I wonder if this country has a very important scientist, the palace walls had his statue road with his name, the park has his statue, he is the famous principle of electromagnetic field master, electric motors, alternating current inventors: Nicholas Tesla, the scientist well-known, he invented the magnetic field strength coefficient, and the electromagnetic force and the suction invented the electric motor, with AC to human industrial production, power research, power transmission have great contribution.

Third, In addition to the properties international academic conference to be clear, we should also learn to recognize their self-own background and purpose of the participation. For their own learning areas of expertise should take part in order to enhance international participation, and the breadth of academic learning; seminars outside their own area of expertise is to assess whether or not to participate in foreign conference registration fees, travel costs, traffic costs, meals, accommodation fees must be considered. Travel arrangements and own work and family, have a great impact, need adjustment. Go abroad because of the high expenses, not the general graduate student can afford.

Fourth, to participate in international academic conference, before leaving the country or whether the school should be given similar workshops abroad courses, international etiquette training is a must. Will participate in international academic conference with experts and scholars from around the world gathered together graduate their demeanor unconsciously represent the country, on behalf of the school, cannot prudent. In exchanges with international experts and scholars process, they will always find a desired vision and you and appreciate the fair, we will take a measure of humility to talk with people; this were deeply appreciate the culture of their own temperament, knowledge levels increase, talk connotation growth, corresponding to retreat into the appropriate note content conversation occasion, standing and sitting posture and looked appropriate, need training, to be have high-quality national style and magnanimity, and has a depth affinity personality traits.

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3. Website Section

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- <https://www.coa.gov.tw/> Council of Agriculture, Executive Yuan R.O.C.
- <http://www.mofa.tw/> [Ministry of Foreign Affairs](#) R.O.C
- <http://www.ama.org/> American Marketing Association U.S.
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