

# 露營者遊憩動機、持續涉入與休閒效益關係之研究

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## 摘要

露營活動具高度自主性、自己 DIY 搭帳篷、體驗野外生活及接觸大自然等特性，有別於一般傳統的休閒遊憩活動，是國內常見的戶外休閒遊憩活動之一。目前國內已有數個大型的露營場地，提供露營活動者遊憩及學習的機會，尤其在暑假旺季時，更可見營區的數目供不應求，可見國人對野外的遊憩活動有高度的需求。本研究即針對此一活動，瞭解露營活動參與者之遊憩動機、持續涉入與休閒效益，並進一步探討上述三個變數的關係。本研究採用問卷調查法，針對國內二個大型的露營場地——龍門露營區及走馬瀨露營區的之露營者，於 96 年 7 至 9 月間實施問卷調查，總計回收 396 份有效問卷。

研究結果發現露營者的遊憩動機以逃離紓壓為主，在持續涉入方面以吸引力為要，而休閒效益則是以生理效益最顯著。另經因素分析結果，遊憩動機分「逃離紓壓」、「社交互動」、「增進健康」及「學習體驗」四個構面；持續涉入情形分為「中心性」、「吸引力」、「自我表現」三個構面；在休閒效益部份則分成「心理效益」與「生理效益」二構面。另以線性結構模式分析三項變數的關係，本研究發現遊憩動機會正面影響持續涉入；持續涉入會正面影響休閒效益；遊憩動機對休閒效益亦會產生正向影響。

關鍵詞：露營、遊憩動機、持續涉入、休閒效益、結構方程模式

## A Study on Relationship among Recreation Motivation, Enduring Involvement and Benefit of leisure in Campers

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## ABSTRACT

Camping enables the campers to cultivate a strong sense of independence, set up a camp by themselves, experience the outdoor life and get closer to nature. It's quite different from the traditional recreational activities. Camping was one of the popular outdoor recreational activities around the world. Here in Taiwan, there are some large-scale camping locations which provide the campers with physical challenges and learning opportunities. During summer vacation, however, there are no sufficient camping spots for the campers. The main purpose of this research is to find out the recreation motivation, enduring involvement, and

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benefits of leisure among the campers. Moreover, this study will explore further the relationship among the three variations. We collected 396 copies of usable questionnaires which were distributed to the campers in Lonmen and Tsou-Ma-Lai farm camping areas during July to September in 2007.

The results show that the main reason motivating the campers to join the camping activity is that they want to get away from pressure and relax themselves. Attraction is the main force that drives the campers to get involved in such an exciting activity. The benefits of camping is to help the campers stay healthy. In terms of the factor analysis, the recreation motivation can be divided into four aspects: relieving pressure, enhancing social relations, improving health and learning from hands-on experiences. The enduring involvement is composed of three dimensions: centrality, attraction, and self-expression. The benefits of camping include physiological and psychological ones. In this study, motivation is significantly positively related to enduring involvement . Enduring involvement is significantly positively related to benefits of leisure. Motivation is significantly positively related to benefits of leisure.

Key words: camping, recreation motivation, enduring involvement, benefits of leisure, structural equation modeling