

生活型態、旅遊動機和阻礙因素對國小教師參與海外旅遊意願影響之研究

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摘要

國小教師擁有穩定的收入，有固定的週休例假日及寒暑假，隨著國人休閒意識的提升，對旅遊業者而言，其是旅遊市場中重要的客群。本研究目的即在瞭解國小教師參與海外旅遊的現況、生活型態、參與海外旅遊之動機與阻礙因素，以及影響參與意願之因子，以提供相關建議。首先根據文獻回顧及半結構式訪談，彙整影響意願之動機及阻礙因素，並據此設計成問卷。於96年8月期間以當面發問卷方式，計回收404份有效問卷。

研究結果顯示國小教師未來一年有意願者高達81.9%。教師生活型態依序為「家庭生活取向」、「社交活躍取向」、「健康促進取向」、「追求流行取向」；參加旅遊動機主要為「學習體驗」、「舒壓放鬆」、「健康促進」、「擴展社交」；而旅遊阻礙因素主要為「環境阻礙」、「心理阻礙」、「經濟阻礙」、「支持阻礙」。另以二元羅吉特迴歸法分析，本研究發現國小教師年齡30歲以下、生活型態屬社交活躍取向型、舒壓放鬆動機及經濟阻礙是重要因素。

關鍵字:生活型態、旅遊動機、休閒阻礙

Factors Associated with Elementary School Teachers' Life Style, Motives and Constraints in Overseas Travel Intention

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Abstract

Due to the elementary school teachers have steady incomes, have two-day-off weekends and have winter and summer vacations, so with the greater concerns on leisure life, as to tourist industry, it is an important guest in tourism market. This research aims to understand the factors of present situation, life style, travel motivations and leisure constraints on the

overseas travel intension for the elementary school teachers, and the factors of influence on the overseas travel intension are proposed relevantly for offering tourist industry. According to the literature and the half structural formula interview, at first, this research collected the factors of travel motivations and leisure constraints on the overseas travel intension for the elementary school teachers, and design into a questionnaire in view of the above. This research implemented questionnaire survey to the elementary school teachers during July - August of 2007, counted and retrieved 404 usable samples via the questionnaire survey. The result of study shows the elementary school teacher who has overseas travel intention is up to 81.9% in the following one years. The life styles of teachers were labeled as “ family life orientation ”, “ social activity orientation ”, “health enhancement orientation ”, and “ pursue prevailing orientation ” in order ; the motivation factors of overseas travel intention were delineated and named as“ learning and experiencing ”, “ smooth over the pressure and relax” , “health enhancement” , and “social expanding ”; and the leisure constraints factors are mainly from the “ environment constraint ”, “ psychology constraint”, “ economy constraint”, “ support constraint ”. The results from the Binary Logit Model pointed out that the considerable influence factors of overseas travel intension for the elementary school teachers including under the age of 30, social activity orientation, smooth over the pressure and relax and economy constraint.

Keywords:

elementary school teachers, life style, travel motivations, leisure constraints, overseas travel intention