

台南市歷史文化財遊客人數時間序列模式建構與實證

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摘要

本研究以台南市八處歷史文化財過去八年（1999 年至 2006 年）之遊客人數作為基礎資料，嘗試建構得以適切解釋遊客人數變化的時間序列模式。並依據確認後之模式進行遊客人數預測，藉以驗證模式建構之正確性。經由研究結果發現，在所建構的四項 ARIMA 模式之中，以 $ARIMA(3,2,1)(1,2,1)^{12}$ 模式，較能適切反映及預測台南市歷史文化財遊客人數的增減趨勢。至於模式預測方面，雖然受到特定大型節慶活動之影響，形成預測配適值與實際值兩者之間有所誤差。惟就整體資料的長期變動方向而言，應仍可提供部份之觀察與思考。此亦同時顯示，在歷此文化財遊客人數模式建構的課題方面，依然具有諸多深入探討之空間與價值存在。

關鍵詞：歷史文化財、時間序列、ARIMA 模式、預測

The Construction and Practice of Time Series Analysis Model for Visitors' Number of Historic Asset in Tainan City

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ABSTRACT

This study uses visitors' number of eight historic assets in Tainan city to analyze and explain the change of visitors' number during 1999 to 2006. To do this, we use time series analysis model to forecast visitors' number in the future. The result shows the $ARIMA(3,2,1)(1,2,1)^{12}$ model could explain and forecast the trend about the change of visitors' number of historic asset in Tainan city more powerful than another three ARIMA models. For model forecast, because of the impact of special festival activities, there are error exist between forecast value and real value. But for the change of long-term data, it still provides a part of observation and thinking. Furthermore, it also reveals the topic of model construction and practices for visitors' number still need to do more research. in the future.

Keywords: historic asset, time series, ARIMA model, forecast