

高雄市夜間遊憩之現況分析-以愛河下游景觀區為例*

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摘要

本研究探討目前高雄市愛河下游景觀區夜間遊憩利用型態、設施使用程度、遊客安全知覺、留宿意願與遊客滿意程度，針對夜間愛河區遊客，採便利抽樣當場回收問卷，有效問卷共451份，以SPSS統計軟體進行分析，結果發現：1.遊憩動機以休息放鬆佔36.6%最多；目的則以河濱散步佔33.0%最多；預計停留時間以30-60分鐘佔38.4%最多。2.遊客滿意度以整體沿岸環境景色(3.99)、整體夜間燈光景觀觀感(3.99)較高。3.有重遊意願的旅客佔97.8%；在非當地居民中有留宿意願者佔52.0%。4.未來期望方面以表演活動、藝術性照明、水舞表演居多。5.因素分析後發現影響遊客滿意度的主要因素，乃為夜間安全性，且遊客社經屬性確實會造成滿意度的差異。

關鍵詞：夜間遊憩、愛河、安全知覺、滿意度

Current Status and Analysis of Nocturnal Recreation in Kaoshiung City take Love River downstream Townscape Spot as an example

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ABSTRACT

Given that Love River Downstream Scenic Spot has been an important tourism resort promoted by Kaohsiung Municipal Government, this study is an attempt to investigate the patronage of nocturnal recreation, usage of facilities, safety perception, the willingness of over-night stay and tourist satisfaction. With a questionnaire survey to tourists who visited nocturnal recreation at Love River Downstream Scenic Spot, we collected 451 valid replies.

Based on the relevant literature and the empirical results of our survey, this study offers suggestions to the management of the nocturnal recreation of Lover River Downstream Scenic Spot and yields implications for the administrative authority, tourists and all the business providers around.

The main findings of this study are as follows: First, the most frequently mentioned motives of visiting the site are relaxation, getting around and doing about leisure actives. And the expected staying times ranges from 30 to 60 minutes. Second, the items which lead to higher customer satisfaction include: “overall environment for scenic of the shore.(3.99)”, “overall nocturnal lighting view(3.99)” “overall environment for clean of the shore”(3.77). Third, the most satisfactory items related to Love Boat cruising are “the night view along Love River (3.72)”, “reasonable price for river cruising (3.64)”, “the content boat crew deliver to tourists (3.63)”, “the safety of Love Boat (3.63)”. Fourth, the overall tourists satisfaction of their travel experience: 43.0% of replies are neutral, 43.0% satisfied; 97.8% of surveyed tourists are willing to revisit and 28.8% of non-local tourists are willing to stay over night. Fifth, the programs related to tourism development of Love River that most tourists look forward to are “show activity”, “lighting of artistry”, “dancing fountain show”.

Keywords: nocturnal recreation 、 Love River 、 safety perception 、 tourist satisfaction