

賞櫻遊客遊憩行為模式之研究－以阿里山櫻花季為例

吳國清¹

李宗鴻²

雲林科技大學休閒運動研究所

雲林科技大學休閒運動研究所

摘要

本研究從賞櫻遊客之觀光意象、吸引力、滿意度及遊後行為之關係建構賞櫻行為模式。於 2007 年 3 月 14 日至 3 月 31 日期間，在阿里山國家森林遊樂區，以等距抽樣之方法抽取樣本，進行問卷調查，共發放 480 份問卷，實得有效問卷 461 份。將所收集資料以 SPSS12.0 進行描述性統計分析，以 LISREL 8.70 進行驗證性因素分析及結構方程模式之分析。研究結果顯示，遊客以女性居多，佔 52.3%；年齡以 21 至 30 歲者居多，佔 31.5%；教育程度以大學居多，佔 54.2%；職業以軍公教人居多，佔 20.2%；居住地以雲嘉南地區居多，佔 35.8%；個人月收入以 2 萬~4 萬為最多，佔 38.2%。實證分析結果顯示，賞櫻遊客的觀光意象及吸引力皆顯著地直接影響滿意度；間接影響遊後行為；吸引力及滿意度顯著的直接影響遊後行為。滿意度在賞櫻遊憩行為模式中具有顯著的中介效應。

關鍵詞：觀光意象、吸引力、滿意度、遊後行為

Assessing the Behavioral Model of Hanami—the Case of Bolssoms in Alishan

Kuo Ching WU

Tsung Hung LEE

Graduate School of Leisure & Exercise Studies,

Graduate School of Leisure & Exercise Studies,

National Yunlin University of Science & Technology

National Yunlin University of Science & Technology

ABSTRACT

This study assessed the behavioral model of Hanami using latent variables of tourism image, destination attraction, satisfaction, and after-travel behavior. A total of 461 valid questionnaires are collected using systematic sampling method from 1 to 14 March to 31 March 2007 at Ali-Shan Forest recreation area. The descriptive statistics of characteristics and socio-demographic were analyzed by SPSS 12.0 for windows. The confirmatory factor analysis and structural modeling analysis were analyzed by LISREL 8.70 for windows. Mainly descriptive findings were as follows: 52.3% were female ; 31.5% aged from 21 to 30 years old ; 54.2% were college educated ; 20.2% were government employees ; 35.8% lived in the Yunlin, Chiayi and Tainan areas ; 38.2% had monthly incomes of NT \$20,001 to 40,000. Empirical results indicated that tourism image and destination attraction significantly affected the satisfaction directly, and affected the after-travel behavior indirectly. Destination attraction and satisfaction significantly affected the after-travel behavior directly. Satisfaction were significant mediating variable in this Hanami behavioral model.

Key words: Tourism image, destination attraction, satisfaction, after-travel behavior