探討台江國家公園旅遊動機與旅遊滿意度之影響

Explore the impact of Taijiang National Park’s tourist motivation on its tourist satisfaction

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摘要

本研究之目的在於探討影響台江國家公園遊客滿意度之重要因素，並探
究遊客的旅遊動機對其旅遊滿意度之關聯性，以台江國家公園遊客為研究對
象，採便利抽樣方式進行問卷的調查，共計發放 250 份問卷，有效回收問卷
為 206 份，以 SPSS 12.0 統計軟體進行敘述性統計、信效度分析、多變量變異
數分析及迴歸分析。研究結果發現：(一)不同年齡層及職業在文化動機上有顯
著性差異；(二)人口統計變項在旅遊滿意度上並未發現具顯著性的差異影響；
(三)旅遊動機的四個構面對旅遊滿意度是具有正向顯著性的影響；最後則根據
本研究之分析結果提出相關具體建議，以作爲台南市政府觀光部門及台江國
家公園對於未來從事規劃管理工作與舉辦產業活動等之參考。

關鍵詞：台江國家公園，旅遊動機，旅遊滿意度
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Abstract

The purpose of this study is to explore the important factors which influence visitors’ satisfaction of Taijiang National Park, and also explore the relationship between tourists’ travel motivation and their travel satisfaction. There were 250 visitors in Taijiang National Park surveyed by a convenient sampling and 206 questionnaires were valid. We progressed a descriptive statistics, reliability and validity analysis, MANOVA, and regression analysis. The results of this study showed that (a) there was a significant difference of the cultural motivation existed in different ages and occupations; (b) there was no significant difference of tourist satisfaction effected by demographic variables; (c) the four dimensions of travel motivation had a significantly positive effect to the tourist satisfaction. Finally, according to the results of this study, some specific recommendations were proposed, which can be served as a reference for planning, managing, and organizing related industrial activities in the future by the department of Tainan City Government Tourism and the Taijiang National Park.

Keywords: Taijiang National Park, tourist motivation, tourist satisfaction