

網站內容評估之研究：臺灣與大陸之比較

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摘要

本研究旨在分析、比較台灣民宿與大陸農家樂網站之建置情況。透過整理網站評估的研究理論，配合實際觀察民宿網站，發展適合民宿網站之評估模型。本研究依據台灣觀光局列舉之合法民宿名單，作為民宿網站觀察樣本。大陸方面由浙江大學陸均良教授提供之農家樂網站名單，作為農家樂網站觀察樣本。採用文獻分析法制定網站構面、功能及其操作型定義，並設計適於本研究之網站評估模型，再以內容分析法進行網站內容評估與編碼，並依據王石番(1991)提出之「兩人間相互同意度和信度係數」，檢視內容分析之信度。研究結果顯示：台灣民宿網站與大陸農家樂網站在功能廣泛程度明顯不足，可能是因為建置與維護網站的成本考量，業者自行架設網站，卻未從顧客的立場設計網站功能，導致無法滿足顧客之需求。然而，高功能廣泛程度有助保留顧客，故兩岸業者若能提升功能廣泛程度，並以顧客觀點建置與發展網站功能，也許能提升民宿/農家樂在住宿市場的競爭力。本研究建議民宿與農家樂業者在建置網站時，可加強網站功能，如：視訊、圖片與文字介紹、線上訂房、...等，以吸引並提升遊客訂房之意願。

關鍵詞：民宿、內容分析法、網站評估模型

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