

風險溝通與旅遊倫理關係之研究

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摘要

未來就業潛力，Bill Gates 定義旅遊業為本世紀的目標之一，趨勢大師John Naisbitt 也認為旅遊業、電信業和資訊科技業為21世紀三大經濟的重要組成部分（College of Charleston, 2012）。儘管網路科技推動了「全球化」（Levitt, 1985）跨越國界，但是當國外旅遊，面臨語言、政治、法律、環境和文化上的差異時，旅遊事故頻傳、糾紛不斷。旅遊是現代生活中的重要需求，本研究探討，透過風險溝通是否可有效地影響旅遊者行為合乎旅遊倫理，以降低出國旅遊的風險。本研究架構以風險溝通為自變數，風險確認為中介變數，旅遊倫理為因變數，以便利取樣方式，對在台擁有出國旅遊經驗的旅遊者進行問卷調查，回收有效問卷387份，以SPSS15.0階層迴歸等工具進行統計分析。驗證結果得知：風險溝通對風險確認具有正向的影響；風險確認對旅遊倫理具有正向的影響；風險確認對風險溝通與旅遊倫理之正向關係雖具中介效果，但假設僅部份成立，因為如果旅遊者擁有了足夠的風險資訊，就能了解風險資訊之危害程度的影響，隨即提升旅遊倫理品質，並不需要再經過風險確認的過程。根據以上結論，本研究對實務上的建議為：公務機關應及時揭露國際間重大風險；旅遊業者應提供充足的旅遊資料；道德倫理觀念應從基礎教育紮根。希望經由良好的風險溝通工作，警示旅遊者遵循旅遊倫理，擁有一趟安全又愉快的旅行。

關鍵詞：風險溝通、風險確認、旅遊倫理

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