

The Influence on Ecotourism Cognition to Wetlands Environmental Impacts Environmental Attitudes and Environmental.....

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ABSTRACT

The main purpose of the research was discussing what The relation on ecotourism cognition to wetlands environmental impacts, environment attitudes and environment sensitivity. This research applies Confirmatory Factor Analysis(CFA) of the Structural Equation Modeling(SEM), using convenient sampling to investigate the tourist of Changhua county Han-pao wetland. It sends out 600 copies and 548 copies back. After getting rid of 58 invalid copies, it estimated 490 valid copy total. Through the analysis, the consequence is below. First, in the feeling level, the appreciation level and the caring level of tourist ecotourism cognition , the ecotourism tourist pay much attention to the wetlands ecotourism in the caring level. Second, in the environment envelopment, the source using and the environment percept, the ecourism cognition tourist pays much attention to wetlands ecological environment the source using. Third, the caring level, the appreciation level and the feeling level of the environmental sensitivity will have positive effect and negative impact. The ecotourism tourist will cause positive effect and negative impact to the wetlands ecotourism. Fourth, the environment development, the source using and the environmental cognition the environmental attitude, the ecotourism tourist have positive effect in the environment development, the source using and the environment.

Keywords : Ecotourism Cognition、 Environmental Impact、 Environmental Attitude、 Environmental Sensitivity

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