

尋求新奇對重遊意願影響之研究—以記憶猶新作為干擾變數

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摘要

在觀光旅遊產業中，喜愛尋求新奇的遊客，即使在過去的研究對於遊客重遊意願之間不但有正向而且也有負向的影響，尚未能由既有文獻加以釐清。因此，本研究之目的在於瞭解遊客尋求新奇對於重遊意願的影響，並且進一步研究遊客尋求新奇對於重遊意願是否會受到記憶猶新干擾效果的影響。本研究透過問卷調查方式，進行預試與正式的測試，針對大陸來臺的旅行團以及臺灣出國旅客為樣本，共收集1129份問卷，利用結構方程模式驗證各項假設，結果發現尋求新奇對遊客重遊意願有正向影響，然而，尋求新奇對遊客重遊意願之影響會受到記憶猶新正向干擾效果的影響。再者，大陸與臺灣遊客尋求新奇對於重遊意願的影響受到記憶猶新正向干擾效果影響無顯著差異。本研究進一步釐清尋求新奇對於重遊意願此一關係，換言之，遊客有較高的尋求新奇感則重遊意願越高。如果遊客旅遊建立起穩固且好的記憶或回憶，遊客重遊同一目的地的意願也可能提高。此外，如果旅行業不斷以行銷方式喚起重遊客先前體驗之記憶，對於不同類型遊客皆能維持鮮明旅遊的記憶，或許能引發高尋求新奇感的重遊意願。本研究最後提出結論與建議，除對重遊理論加以延伸解釋外，也提供旅行業者以及旅遊目的地管理人員行銷實務上之建議。

關鍵詞：尋求新奇，記憶猶新，重遊意願

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