

A Study on Tourist Satisfaction of Setting Attribution of Coastal Recreational Activities a Case of Da-peng Bay

劉厚華、黃世明

E-mail: 9511349@mail.dyu.edu.tw

ABSTRACT

The study was based on the developing base of the Dapeng Bay as well as the tourists who traveled to the inland gulf of the Dapeng Bay National Scenic Area. To investigate the difference between the degree of importance and satisfaction that tourists placed on the physical, social, managerial, and activity facilities setting attributes in Dapeng Bay Coastal Recreation. The study was analyzed according to 390 valid questionnaires obtained during May in 2006 through random, sample and realistic research, and the researchers applied descriptive statistics, One-Sample T-Test, One-Way ANOVA and Paired-sample T-Test statistics. The findings were as follows : 1. The tourists who traveled to Dapeng Bay coastal recreation were mainly those who were young, unmarried, with higher educational background, students, with lower income, and from the northern area of Taiwan. The sources of the traveling information the tourists obtained were mainly from the sightseeing promotion and the traveling agencies. The tourists came here for traveling with good friends to enjoy the natural landscape in Dapeng Bay and coastal recreational activities near by. Most tourists have possessed the experience of coastal recreational activities, but few of them have obtained the professional and skilful training. 2. The average of the degree of importance the tourists placed on the setting attribute was between that of a little important and very important. Most tourists put great emphasis on the safety of water activities, while caring little about the interaction among tourists. 3. The average of the satisfaction that tourists have toward the setting attributes was between satisfaction and dissatisfaction. Most tourists are more satisfied with the specious coastal recreation under careful planning and are less satisfied with the current managerial environment that fail to match up with the real situation. 4. The satisfaction of overall evaluation tourists placed on the setting attributes in Dapeng Bay was between a little dissatisfied and a little satisfied. 5. The degree of importance that the tourists placed on the dimension of the setting attribute was between a little important and important, while the satisfaction was between a little satisfied and a little dissatisfied. The four dimensions of the evaluation of the setting attribute that the tourists placed was shown significantly negative differences, indicating that the degree of importance the tourists placed on the setting attribute outweigh the satisfaction of real experience. 6. The results of the investigation of the research hypothesis were : (1) The variance of tourists' different individual background : gender, age, marital status, educational background, and the technical training of coastal recreation, which showed significant differences in the degree of the importance on the dimension of the setting attribute. (2) The variance of tourists' different individual background : gender, age, marital status, educational background, occupation, residence, and both the experience and the technical training of coastal recreation, which showed significant differences in the satisfaction on the dimension of the setting attribute. (3) The variance of tourists' different individual background : age showed significant difference in the overall satisfaction of the setting attribute. 7. To utilize the Importance-Performance Analysis (IPA), we found the items urgently needed to be improved are the cleanness of sea water, the cooperation of the facility design and the environment, watching the recreation activities on the water, and the reasonable ticket price of the water activities, and so on, which can serve as a reference for related agent to plan the development of coastal recreation.

Keywords : Coastal recreation, Setting attribution, Satisfaction

Table of Contents

封面內頁 簽名頁 授權書	iii	中文摘要	iii
.....iv 英文摘要	ivvi 誌謝	vi
.....viii 目錄	viiiix 圖目錄	ix
.....xi 表目錄	xixii 第一章 緒論...	xii
.....1 第一節 研究背景與動機	11 第二節 研究目的	1
.....2 第三節 研究問題	23 第四節 研究範圍與對象	3
.....3 第五節 名詞解釋	33 第二章 文獻探討	3
.....5 第一節 大鵬灣基地概況	55 第二節 海域遊憩區之定義與內容	5
.....11 第三節 滿意度理論相關研究	1118 第四節 影響海域遊憩區環境屬性之探討	18
.....23 第三章 研究方法	2335 第一節 研	35

研究架構.....	35	第二節 研究假設.....	36	第三節 問
卷設計與操作性定義.....	37	第四節 問卷抽樣.....	42	第五節 問
卷修正.....	44	第六節 統計方法.....	47	第四章 研
究結果.....	50	第一節 問卷信度分析.....	50	第二
節 樣本之描述性統計分析.....	51	第三節 假設驗證分析.....	62	第五
章 討論與建議.....	87	第一節 研究結果摘述與討論.....	87	
第二節 相關建議.....	105	參考文獻.....		
...111 附錄.....	118			

REFERENCES

- 一、中文部分
- 1.方苑工程顧問公司(1998),澎湖國家風景區近岸海域遊憩活動經營管理規劃設計,交通部觀光局澎湖國家風景區管理處委託。
 - 2.內政部(1983),台灣沿海地區自然環境保護計畫,內政部。
 - 3.交通部觀光局(2006),中華民國九十五年觀光年報,台北:交通部觀光局。
 - 4.邱文彥(1997),台灣地區近岸海域遊憩活動之現況調查及制度研究,國立中山大學海洋環境學系。
 - 5.邱立文(1990),森林遊樂區設施維護管理與遊客滿意度分析之研究-以蕙蓀林場為例,國立中興大學森林學研究所碩士論文。
 - 6.施夙玲(1987),海域遊憩活動設施設計之研究-以龍洞灣為例,國立台灣大學園藝學研究所碩士論文。
 - 7.施夙玲(1988),海域遊憩活動設施計畫,台北:地景企業有限公司出版部。
 - 8.政大統計所(1991),國民旅遊模式及遊憩行為分析,交通部觀光局。
 - 9.侯錦雄(1990),遊憩區遊憩動機與遊憩認知間關係之研究,國立台灣大學園藝研究所博士論文。
 - 10.侯錦雄、姚靜婉(1997),市民休閒生活態度與公園使用滿意度之相關研究,戶外遊憩研究,10(3),頁1-17。
 - 11.張啟良(1987),遊憩品質之研究-以森林遊憩區為例,國立成功大學碩士論文。
 - 12.黃淑美(1996),遊客對北海岸風景特定區住宿設施及服務的偏好與滿意度之研究,東海大學景觀學研究所碩士論文。
 - 13.陳麗如(1994),遊客對海灘遊憩區環境屬性需求之研究-以墾丁國家公園南灣海灘遊憩區為例,逢甲大學建築及都市計畫研究所碩士論文。
 - 14.蔡伯勳(1986),遊憩需求與滿意度分析之研究-以獅頭山風景區為例,國立台灣大學園藝研究所碩士論文。
 - 15.鄭嘉玲(1986),台灣觀光果園經營型態與遊客滿意度之研究,國立台灣大學園藝研究所碩士論文。
 - 16.蕭瑞貞(1999),遊客重遊行為與其對遊樂區屬性忠誠度關係之研究-以劍湖山世界為例,逢甲大學土地管理研究所博士論文。
 - 17.顏月珠(1999),現代統計學(四版),台北:三民書局。
 - 18.擬定大鵬灣風景特定區計畫書(1999),122頁 內政部。
 - 19.衍生工程顧問公司(1990)大鵬灣遊憩區開發計畫。
 - 20.衍生工程顧問公司(1992),風景區開發建設環境影響評估研究一以屏東縣大鵬灣遊憩區開發計畫為例。
 - 21.中央營建顧問研究社(1997),大鵬灣風景特定區整體發展規劃設計上、下冊,中央營建顧問研究社規劃。
 - 22.屏東科技大學人文社會教育中心(1999),大鵬灣風景特定區之人文資料調查研究,第一篇大鵬灣歷史建構,1-123頁。
 - 23.屏東科技大學森林系(1998)大鵬灣國家風景區紅樹林生態調查與復育計畫105頁。
 - 24.林珮如(2000)大鵬灣南平沙嘴聚落的漁村生活文化研究,台南師範學院鄉土文化所碩論。
 - 25.袁榮茂(2001)地方發展計畫及其能動性的探討:以大鵬灣地區觀光開發為例,發表於《地理學與區域發展學術研討會》,彰化師大地理系.199-219頁。
 - 26.屏東科技大學森林系(2004)琉球風景特定區陸域植物資源調查及研究報告書。
 - 27.民享環境生態調查有限公司(2004)琉球風景特定區生物資源調查研究報告書。
 - 28.國立成功大學近海水文中心(2002)大鵬灣風景區海域安全資訊及管理系統建置工程前置作業工作成果報告。
 - 29.國立成功大學地球科學系(1999)大鵬灣沈積環境先驅研究成果報告。
 - 30.長川工程顧問有限公司(1997)大鵬灣國家風景區資源搜集、調查及電腦管理系統之建構。
 - 31.陳平軒(2003)遊客對休閒農場住宿設施與服務的認知及滿意度之研究-以宜蘭縣庄--為例,國立政治大學地政研究所碩士論文。
 - 32.蕭麗玲(2003)2004台灣花卉博覽會遊客滿意度之分析,國立中興大學農業推廣教育研究所碩士論文。
 - 33.陳俊男(2003)七股鹽場鹽山遊客之遊憩動機、遊憩環境體驗與遊憩滿意度之研究,南華大學旅遊事業管理學研究所碩士論文。
 - 34.王貞怡(2003)獅頭山風景區遊客特性、遊憩活動偏好與滿意度關係之研究,世新大學觀光管理研究所碩士論文。
 - 35.郭文德(2002)月眉育樂世界馬拉灣水上樂園遊客滿意度之調查研究,朝陽科技大學休閒事業管理研究所碩士論文。
 - 36.蔡家瑞(2002)國道休息站服務區服務品質與遊客滿意度之研究~以西螺區為例,朝陽科技大學休閒事業管理研究所碩士論文。
 - 37.田家駒(2001)生態旅遊地區遊客環境識覺與行為之研究-以福山植物園為例,國立臺灣大學地理環境資源學研究所碩士論文。
 - 38.葉茂生(2001)澎湖吉貝島遊客對海域遊憩活動滿意度之研究,世新大學觀光管理研究所碩士論文。
 - 39.李錫銘(2002)顧客滿意度調查,品質月刊38(4),71-80。
 - 40.吳明隆 2003 SPSS 統計應用學習實務:問卷分析與應用統計。台北:知城數位科技。
 - 41.林進田(1993)抽樣調查:理論與應用。台北:華泰。
 - 42.中興工程顧問股份有限公司(1997)獎勵民間參與大鵬灣國家風景區開發審查規定之研擬。
 - 43.呂以榮(2002)問卷設計、訪談及態度測量,譯自A.N.Oppenheim 原著一版,臺北市:六合。
 - 44.陳正昌(2000)行為及社會科學統計學--統計軟體應用,巨流圖書公司。
 - 45.派克工程顧問有限公司(2002)大鵬灣國家風景區內社區環境改善工程先期規劃。
 - 46.上境科技股份有限公司(2002)大鵬灣國家風景區環境影響評估環境現況基本資料調查、搜集及分析」正式成果報告。
 - 47.吳聰裕(2005)高雄市健康體適能俱樂部服務品質與會員整體滿意度之研究。
 - 48.中興工程顧問股份有限公司(1998)大鵬灣國家風景區水域活動規劃及經營管理規範。
 - 49.林珮如(2000)大鵬灣南平沙嘴聚落的漁村生活文化研究,台南師範學院鄉土文化研究所碩士論文。
 - 50.鄭志輝(2003)墾丁地區休閒渡假旅館經營策略與經營績效關係之研究,長榮大學經營管理研究所碩士論文。
- 二、英文部份
1. Barbara, A. Almanza, William Jaffe & Lingchun Lin (1994). Use of The Service Attribute Matrix to Measure Consumer Satisfaction, Hospitality Research Journal, Vol.17, No.2,1994, PP.63 - 68.
 2. Cardozo, Richard N. (1965). An Experimental Study of Consumer Effort, Expectations and Satisfaction, Journal of Marketing Research, No.2, August, (1965), PP.244-249.
 3. Chris, Ryan (1995). Researching tourist satisfaction: issues, concepts, problems, London and New York: Routledge.
 4. Day, Ralph L. (1977). Alternative Definitions and Designs for Measuring Consumer Satisfaction, The Conceptualization

of Consumer Satisfaction and Dissatisfaction, H. K. Kieth (ed.), Cambridge, Mass: Marketing Science Institute, 1977, PP.77-79. 5. Dorfman, P. W. (1979) Measurement and meaning of recreation satisfaction:A case study of camping, *Environment and Behavior*,11 (4) ,PP.483 - 510. 6. Engel, James F., Blackwell Roger D. & Miniard Paul W. (1986) *Consumer Behavior*(5th ed),The Dryden Press, 1986, P.158. 7. Hempel, Donald J. (1977) . *Consumer Satisfaction with the Home Buying Process:Conceptualization and Measurement*, The Conceptualization of Consumer Satisfaction and Dissatisfaction, H. K. Kieth (ed.), Cambridge,Mass:Marketing Science Institute, 1977, PP.7-8. 8. Howard, John A. & Sheth Jagdish N. (1969), *The Theory of Buyer Behavior*,New York: John & Sons Wiley, 1969, PP.27-28. 9. La Tour, Stephen A. and Peat Nancy C. (1979). *Conceptual and Methodological Issues in Consumer Satisfaction Research* , *Advances in Consumer Research*, WilliamF. Wilkie (ed.), PP.431-432. 10. Mark, Orams (1999) . *Marine Tourism :development, impacts and management*, London and New York: Routledge. 11. Metin Kozak and Mike Rimmington (2000) . *Tourist Satisfaction with Mallorca, Spain, as an Off - Season Holiday Destination*, *Journal of Travel Research*, Vol.38, February 2000, PP.260 - 269. 12. Nunnaly, J. (1978). *Psychometric Theory*, 2nd, New York: McGraw-Hill. 13. Oliver, Richard L. (1980). *Theoretical Bases of Consumer SatisfactionResearch: Review, Critique and Future Direction*, *Theoretical Developments in Marketing*, Charles W. Lamb, Jr. & Patrick M. Dunne (ed.), Chicago: American Marketing Association, 1980, P.206. 14. Ortinau, David J. (1979) . *A Conceptual Model of Post Purchase Satisfaction / Dissatisfaction Decision Process*, *New Dimensions of Consumer Satisfaction and Complaining Behavior*, R. L. Day and H. K. Hunt (ed.), Bloomington, Indiana University Press (1979) PP.35 - 40. 15. Swan, John E. & Combs Linda Jones (1976) . *Product Performance and Consumer Satisfaction: A New Concept*, *Journal of Marketing*,1976,PP.25 - 33. 16. Tim, Goodhead and David Johnson (1996) *Coastal Recreation*