

The Marketing Study of Owanta National Forest Recreation Area

蕭鈴珍、何偉真 ; 邊瑞芬

E-mail: 9601122@mail.dyu.edu.tw

ABSTRACT

This research was conducted through questionnaire survey to study the marketing strategy of Owanta National Forest Recreational Area (abbreviated as Owanta below). Data obtained through questionnaire were analyzed and conclusions were drawn from relevant opinions. This study resulted in some specific marketing suggestions for Owanta which could be served as references to the administrative management as well as practical marketing applications. In this study, the investigations were carried out from random samples of tourists who had paid visit to Owanta. The data were analyzed by frequency analysis, t-test and one-way ANOVA. The results showed that there were significant differences between 4P marketing combination proposals with different tourists' background. 1. There were significant differences on the satisfaction level of 4P marketing combinations with different tourists' background. 2. There were significant differences on the satisfaction level of place and price combinations with different tourists' background. 3. There were significant differences on various tourist characteristics with different tourists' background. 4. There were significant differences on the satisfaction level of place and price combinations with different tourist characteristics. According to the findings and suggestions concluded by this marketing research, several marketing strategies were provided to the administrative offices of Owanta in order to advance the quality of domestic recreational forest park as well as to promote the tourists preference for recreational forest area. In addition, the proposed marketing plans aimed for encouraging the tourists to learn the importance of ecological conservation and then to sustain the nature resources.

Keywords : Owanta National Forest Recreational Area ; combination proposal ; customers' satisfaction level

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv	英文摘要.....	iv
要.....	v	誌謝.....	vi	目錄.....	vi
錄.....	ix	圖目錄.....	xi	表目錄.....	xi
錄.....	xii	第一章緒論 第一節研究背景.....	1	第二節研究動機.....	1
象.....	3	第三節研究目的.....	3	第四節研究範圍與對象.....	3
大國家森林遊樂區之概況.....	7	第二章文獻探討 第一節森林遊樂區.....	5	第二節研究地區-奧萬大國家森林遊樂區之概況.....	7
相關文獻研究.....	16	第三節行銷研究之相關概念.....	10	第四節森林遊樂區相關文獻研究.....	16
設.....	22	第三章研究方法 第一節研究架構.....	21	第二節研究假設.....	22
法.....	23	第三節問卷設計.....	22	第四節資料蒐集與分析方法.....	23
分析.....	26	第四章研究結果與討論 第一節正式問卷發放範圍.....	26	第二節信度分析.....	26
證.....	29	第三節遊客背景樣本分析.....	27	第四節問卷次數分析.....	29
議.....	59	第五節顯著性差異分析.....	39	第六節假設驗證.....	59
錄.....	67	第五章結論與建議 第一節結論.....	65	第二節建議.....	67
錄.....	83	參考文獻.....	78	附錄.....	83

REFERENCES

- 一、中文部份 1. 王鑫(1998)。生態旅遊的經驗與本土做法。生態旅遊推廣講義。 2. 王鑫(2000)。生態旅遊與永續旅遊。台大地理環境資源學系。 3. 王國瑞(1999)。森林遊樂。台北市:正中。 4. 王麗娟、謝文豐(2000)。生態保育。台北市:揚智文化。 5. 方世榮(1998)。行銷學。台北市:三民書局股份有限公司。 6. 台灣省交通處旅遊事業管理局(1986)。奧萬大森林遊樂區規劃。 7. 李貽鴻(1995)。觀光行銷學。台北市:五南。 8. 沈進成、謝金燕(2003)。宗教觀光吸引力、滿意度與忠誠度關係之研究-以高雄佛光山為例。南華大學旅遊事業管理研究所。 9. 何森元(2002)。探索林務局推動環境教育現況及未來發展需求。國立臺灣師範大學環境教育研究所碩士論文。 10. 周文賢(1998)。行銷管理:市場分析與策略規劃。台北大學行銷管理上課講義。 11. 邱麗珠(1998)。結合城市行銷理念之規劃程序研究。成功大學都市計畫研究所碩士論文。 12. 邱博賢(2003)。觀光意象、滿意度與行為意向間關聯之研究-以宜蘭地區四大休閒農場為例。世新大學觀光研究所碩士論文。 13. 洪世全(1995)。服務品質、服務價值與顧客滿意度的關係。國立台灣大學商學院研究所碩士論文。 14. 洪慎

憶(1995)。影響遊客對生態旅遊態度因子之探討-以陽明山國家公園為例。國立臺灣大學園藝學研究所碩士論文。 15. 柯嘉鈞(2003)。生態旅遊經營管理策略之研究。國立中興大學園藝學系碩士論文。 16. 范振德 (2005)。提升奧萬大國家森林遊樂區服務品質之研究。行政院農委會林務局。 17. 莊翰華(1998)。都市行銷理論與實務。台北:建都文化事業。 18. 郭瓊瑩 (1997)。生態旅遊與風土觀光-找尋失落的休閒倫理。1997 休閒、遊憩、觀光研究成果研究會。 19. 郭瓊瑩 (2003)。「自永續森林發展看台灣森林遊樂區之成長與蛻變」。私立中國文化大學環境設計學院景觀學系、所長兼系主任。 20. 張逸民(1999)譯。Kotler, P. & Armstrong, G.。行銷學。華泰文化事業。 21. 陳光榮(1999)。淺讀行銷。萬能學報。 22. 黃俊英(1997)。行銷學。台北市:華泰文化。 23. 黃俊英(2000)。行銷管理-策略性的觀點。台北市:華泰文化。 24. 楊冠政 (1997)。環境教育。台北市:明文書局。 25. 陳炳輝(2003)。遊客環境態度對生態旅遊影響之研究。以大雪山森林遊樂區生態旅遊為例。朝陽科技大學休閒事業管理研究所碩士論文。 26. 黎孟修(2002)。原住民對森林遊樂區開發認知之研究。朝陽科技大學休閒事業管理系碩士論文。 27. 諸葛俊(2001)。中國大陸環渤海地區都市行銷策略之研究-以大連市為例。中山大學公事所碩士在職專班碩士論文。 1. Ansoff, H. I. (1984). *Implanting Strategic Management*. Prentice Hall Englewood Cliff, N.Y. 2. Baker, D. A. & Crompton, J.L. (2000). Quality, satisfaction behavioral intentions. *Annals of Tourism Research*. 3. Drucker, P. (1973). *Management: Tasks, Responsibilities, Practices*. New York: Harper & Row, PP.64-65. 4. Etzel, M. J. Walker, B. J. & Stanton, W. J. (2001). *Marketing 12/e*, Boston: McGraw-Hill Irwin. 5. Fornell, C. (1992). A national customer satisfaction barometer. The Swedish experience. *Journal of Marketing*. 6. Fornell, C. & Wernerfelt, B. (1987). Defensive marketing strategy by customer complaint management : A theoretical analysis. *Journal of Marketing Research*. 7. Hempel, D. J. (1977). Consumer satisfaction with the home buying process: Conceptualization and measurement. In H. K. Hunt (ed.), *The conceptualization of consumer satisfaction and dissatisfaction*. Cambridge, Massachusetts: Marketing Science Institute. 8. Kolter, P. Jr. (1982). *Marketing For Nonprofit Organizations*. N. Y. Prentice-Hall. 9. Kolter, P. Jr. (1986). *Principles of Marketing, Third Edition*, Englewood Cliff, NJ: Prentice Hall. 10. Kolter, P. Jr. (1997). *Marketing Management : Analysis, Planning, Implementation and Control* (ed.), Chicago: Prentice-Hall. 11. Kolter, P. Jr. (2000). *Marketing Management, 10th ed.* Upper Saddle River, NJ: Prentice Hall. 12. Laarman, J.G. & Gregersen, H.M. (1996). Pricing policy in nature-based tourism. *Tourism Management*. 13. McCarthy, E. J & Perreault, W. D. (1994). *Essentials of Marketing: A Global Managerial Approach* 14. Oliver, R. L. (1993). Cognitive, Affective, and Attribute based of the Satisfaction Response. *Journal of Consumer Research*, 20(December). 15. Parker, C. & Mathews, B. P. (2001). *Marketing Intelligence and Planning*. Brad Ford. Vol.19, Iss.1, pp.38. 16. Pride, W. M. & Ferrel, O. C. (2000). *Marketing: Concepts and Strategies*, Boston: Houghton Mifflin. 17. Westbrook, R. A. & Oliver, R. L. (1980). Developing better measures of consumer satisfaction: Some preliminary result. In K. B. Monroe, (ed.), *Advances in Consumer Research*. 18. Woodside, A.G. & Lysonski, S. (1990). A general model of traveler destination choice. *Annals of Tourism Research*, 17, pp.432-448. 19. Western, D. (1993). Defining ecotourism. In: K. Lindberg and D.E. Hawkins(ed.), *Ecotourism: a Guide for Planners and Managers*. The Ecotourism Society.