

A Herb Foods Visitor Need and Satisfaction – Case Study of Changhua Tianwei Road Garden Restaurant Restaurant Operators

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ABSTRACT

This A herb foods visitor need and satisfaction – case study of Changhua Tianwei Road Garden Restaurant operators. With the farmland tail country agriculture executive and go to the visitor of farm consumption for the interview is measured object, the executive adoption quality turns an interview to carry on a data collection, the visitor carries on a questionnaire method partially, get 85 valid questionnaires. This management strategy which studies the analysis executive of the main study, participate the type of factor and activity with visitor recreation, the cognition degree produced to the vanilla from the visitor the census taking variable、need、satisfaction its relativity makes description covariance analysis, make reference to by providing the marketing policy of the executive management. This research derived with the following main four results: 1. Executive mostly is male, the age range lies among 35-50 years old, farm management attribute is individual proprietorship, land part is from have, conduct a way to combine the flower seedling wood dining management by compound type, mostly have to develop vanilla ware by oneself, and take wholesaling selling as to assist, hold the large festival activity less. 2. Suggested the operator industry should begin, the development innovation product from the formulation product price localization, molds the self- management style characteristic, caters to the festival to celebrate engages in regular promotion to conduct, to face many Yuan pipelines marketing, the parallel connection gathers promotion the local resources conformity regional network. 3. The visitor's recreational activity participates, the information source is mostly recommended with friends and relatives companion, the recreational companion is known as the majority of the colleague's friend, the most work on recreational activity watches a television, the recreational property takes amusement as a main recreational type, most visitors are all satisfied with an own leisure. 4. Be known as the majority of the female in the census taking variable, university educational background, Taichung, Chang-hua, Nantou is lord, single many and student is lord, income with 25,000 dollars following. 5. Most visitors all like and is satisfied with the vanilla that the recreational farm provides ware.

Keywords : herb ; cognition ; need ; satisfaction ; leisure farm

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