

鐵道旅遊吸引力、遊客滿意度與行為意向之研究

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摘要

本研究在探討參與鐵道套裝旅遊遊客之特性及鐵道套裝旅遊之吸引力、遊客滿意度與行為意向之關係，根據研究結果提出具體的建議，以供鐵道套裝旅遊經營者行程經營管理與發展之參考。本研究共蒐集161份有效樣本，問卷包含鐵道旅遊吸引力、遊客滿意度、行為意向及遊客特性四部份，並將調查資料以獨立樣本t考驗、單因子變異分析及結構方程模式等統計方法進行分析。研究結果顯示：不同性別、平均月收入與常使用的旅遊交通工具的遊客對鐵道旅遊吸引力有顯著差異；鐵道旅遊吸引力對遊客滿意度有正向影響；鐵道旅遊遊客滿意度對行為意向有正向影響，此顯示當遊客的滿意度愈高，忠誠度愈高；另外，遊客滿意度除能顯著影響遊客的行為意向外，同時也具中介效果，擔任鐵道旅遊吸引力的中介作用而影響鐵道套裝旅遊遊客的行為意向。本研究的貢獻是提出鐵道套裝旅遊遊客行為意向模型，相對於高速鐵路的便捷性，建議傳統鐵道由純運輸功能轉型至兼具休閒功能，並強化鐵道套裝旅遊之吸引力，如平溪、內灣、集集鐵道的懷舊之旅；阿里山的登山鐵道。藉由對遊客滿意度的顯著正向影響，提高遊客重遊意願，傳統鐵道產業也可蛻變為休閒產業。

關鍵詞：鐵道旅遊；吸引力；滿意度；行為意向

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