

登山冒險遊憩持續涉入模式之研究

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摘要

有鑑於國內外冒險遊憩活動發展之迅速，在國外有數位學者嚐試建構冒險遊憩之模式，大多數研究者仍著重於變項之間的相關、差異，人口統計變項在參與行為上差異等，在研究上較少運用因果模式來驗證冒險遊憩模式，或是發展對冒險遊憩行為具解釋能力的理論模式。因此建構並驗證冒險遊憩參與行為模式，對冒險遊憩研究者、冒險遊憩理論的引導以及經營業者、活動的規劃及推廣者，以致於冒險遊憩參與者有其重要性。本研究主要的貢獻在於建構並驗證登山冒險遊憩持續涉入之模式，本文是以Robinson(1992b)冒險遊憩模式為基礎，再參酌McIntyre(1989)與Schuett(1993)所提及持續涉入程度，將其模式延伸，並設計研究變項，包括參與動機、風險認知與決策，從事體驗，參與結果評估、參與後感受正面影響以及持續涉入等變項，以探討登山冒險遊憩持續涉入之模式。本研究採問卷調查方式，以台中縣和平鄉鳶嘴山登山遊客為對象，於山頂採便利抽樣法進行調查，共獲得有效問卷213份，應用SPSS 12.0 for Windows以及AMOS 5.0 for Windows等套裝軟體進行統計分析，經由實證「參與動機」會正向影響「風險認知與決策」；「風險認知與決策」會正向影響「從事體驗」；「從事體驗」會正向影響「正面影響」；而「正面影響」會正向影響「持續涉入」。本模式可以解釋並說明遊客登山冒險遊憩持續涉入模式。

關鍵詞：冒險遊憩；持續涉入；登山

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