

Research on Relationship of Lifestyles, Recreational Characteristics, and Recreational Experience among Winery Visitors

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ABSTRACT

The object of this study is to investigate the lifestyles, recreational characteristics, and recreational experiences of visitors coming to the wineries. Visitors, who call at the wineries in Dahu, Hsinyi, Checheng, Puli, have been spot-checked and 443 effective questionnaires are acquired. Not only have the methods of SPSS for Windows 10.0 been adopted but statistical and predictive analyses made by One-Way ANOVA Analysis, Independent-Samples t Test, Pearson's Correlation Analysis, Paired-Sample t Test are also represented. In addition, the Important Performance Analysis is used to analyze the items of products and services provided by each winery. We demonstrate that visitors with different backgrounds and different recreational characteristics show apparent differences in life style and satisfaction. The positive relations between revisiting tendency and satisfaction are also revealed. According to the analysis of service gap and IPA, "price" is the most evident service gap; "the process of service" is the item which can be maintained. Furthermore, the price and popularization should be most improved. These suggestions are offered to wineries for improvements.

Keywords : Winery ; Lifestyle ; Recreational Experience ; Recreational Characteristics ; Importance-performance analysis

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