

A Study on the Customer 's Motivation of Recreation, Satisfaction, and Revisiting Willingness at the Hou-Li-Ma-Chang

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ABSTRACT

In recent years, the national income increases make people's life type attitude change gradually with economic growth. This research regards selects HouLi Horse area as study area. The purpose of this research is to investigate the relationship among visitors ' travel motivation, satisfaction and willingness to revisit of HouLi Horse area visitors, and to analyze the attributes of Houli service facilities for future improvement and the factors to visitors ' willingness to revisit. A structured questionnaire was designed to collect the empirical data from the visitors. By means of convenience sampling, a total number of 475 valid samples were obtained. The results are as follows.

1. Most respondents are women, 31-50 years old, high school student, 30,000 income per month, live in the adjacent area.
2. Among travel motivation items, ' getting more opportunities with families and friends ', going outside ', and ' enjoying the natural landscape ' are the three highest motivation. On the other hand, ' increasing relationship with families and friends ', exercising and taking a walk ', and ' relaxing ' are the three highest satisfaction.
3. It revealed upright direction between motivation and satisfaction, expectation and satisfaction, satisfaction and willing to revisit by Pearson correlation analysis. The travel motivation was higher, the satisfaction and the willingness revisit were also higher.
4. Comparison between expectation and satisfaction, expectation was greater than satisfaction.

Keywords : motivation、 satisfaction、 anticipation、 revisiting willingness

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