

國立澎湖科技大學應用外語系

專題論文

Satisfaction Measurement and Revisit

Intentions: A Case Study of Qingwan Cactus Park in Penghu

青灣仙人掌公園遊客滿意度及重遊意願調查

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摘要

目前國民對於觀光旅遊之需求有逐漸攀升的趨勢。在國內旅遊中，由於澎湖群島開發的早，除了珍貴的自然資源外，人文資源也十分豐富，形成絕佳的渡假環境，廣受遊客喜愛。青灣仙人掌公園相較遊訪澎湖其他自然風景區，互動性、教育知識性以及園區規畫完整度更高，並且結合了自然、人文、景觀、古蹟、動植物、DIY 等多項旅遊資源，自開幕來逐漸成為遊客必訪的景點，也是政府目前極力推展的一大觀光魅力據點。本研究以澎湖青灣仙人掌公園的遊客為對象，採用當面發送問卷方式發放共 500 份問卷，回收 413 份有效問卷，有效回收率為 82.6%，問卷收回後使用 SPSS 統計軟體進行信度分析。這份研究從旅遊動機、滿意度、重遊意願分析遊客對青灣仙人掌公園評價及分析青灣仙人掌公園未來的走向。

關鍵字：澎湖、青灣仙人掌公園、行前期望、實際體驗、旅遊動機、遊客滿意度、重遊意願

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Abstract

Currently there has been an increasing demand on tourism and travel for local citizens. Due to the early development in domestic tourism, Penghu Islands is well-known for its rich natural and cultural resources. Indeed, Penghu has become one of the most popular tourist attractions to visitors. Comparing other scenic areas in Penghu, Qingwan Cactus Park is relatively new and it possesses well-equipped facilities with its more interactive and educational programs. There are natural and cultural landscape, historic monuments, animals and plants, and DIY areas in Qingwan Cactus Park. Since its opening in 2015, Qingwan Cactus Park has gradually become a popular and must-visit place. The purpose of this study is to examine factors influencing tourists' visit to Qingwan Cactus Park. The participants of this project are visitors at Qingwan Cactus Park. The research method of this study is through distributing questionnaires when tourists visited Qingwan Cactus Park. The total number of questionnaires is 500, including 413 valid questionnaires; the effective rate is 82.6 percent. After collecting questionnaires, the SPSS statistical software reliability analysis was used. It is intended to figure out the future trend of Qingwan Cactus Park through analyzing various factors, including tourism motivation, satisfaction and revisit intention.

Keywords: Penghu, Qingwan Cactus Park, forward expectations,

**practicalexperience, tourism motivation, tourism satisfaction and revisit
intention**