

驛菊 GO – 鐵馬飛騎綠油遊

中文摘要

近年來，腳踏車旅遊在台灣相當盛行，台灣本島的相關研究也不勝枚舉，但是以澎湖為例的研究卻是寥寥可數。而大多數人對於澎湖的印象，都停在國際花火節、海上活動。因此，本研究旨在於探討旅客來澎湖從事自行車旅遊的意願，並鼓勵旅客在澎湖從事綠色旅遊。本研究使用問卷調查法，以隨機抽樣方式及網際網路進行問卷調查，研究對象為澎湖觀光客。問卷採用李克特五點式評量法(Likert Scale)。第一份問卷主要是研究各個年齡層的旅客是否喜歡以自行車旅遊的方式遊玩澎湖，第二份問卷則是藉由自製的一部以自行車遊玩澎湖的宣傳影片來了解遊客來澎湖騎自行車旅遊之意願以及澎湖發展自行車旅遊之潛力。在量化研究中，文件的內部可信度係數(Cronbach 的 Alpha 係數)為.958。第二份問卷可信度係數(Cronbach 的 Alpha 係數)為.924。來自台灣各地區 149 位之觀光客 (54 位男性，95 位女性，問卷有效率為 99.3%)的結果顯示，70.6%的旅客認為澎湖適合從事樂活相關活動，且有相當高的意願騎乘自行車 (61.3%)。第二份問卷是以 pre-test 的方式提供給 197 人進行調查(71 位男性，126 位女性，問卷有效率為 98.5%)，在 95%的信心水準之下，後測的平均數高於前測，且標準差為.502、平均差為.0397，成對檢定結果 $t=-12.63$ 、自由度為 196、 $p=.000<.05$ 。研究結果發現受試者在看影片前和看影片後，來澎湖的意願有明顯增加。最後，本組提出雙 B 計畫，提供日後研究者之參考研究。

關鍵字：澎湖、自行車、自行車旅遊、永續旅遊

Cycling – a sustainable mobility

Abstract

Background: Cycling enthusiasm has grown in Taiwan during the past years and received many related researches. However, studies of cycling in Penghu are very limited. Most people are impressed by the international firework festival and water activities in Penghu. The growing need for a more diversified and sustainable travel brings us to the study of whether Penghu has the potential for cycling tours market. **Method:** the questionnaire was designed with 5-point Likert Scale and paired-sample t test. Questionnaire was administered to a total of 350 Penghu's tourists from different parts of Taiwan, of which, 149 participants (54 males, 95 females, return rate 99.3%) in the first and 197 participant (71 men, 126 women, return rate 98.5%) in the second questionnaire. In the quantitative study, the internal reliability coefficient (Conbach' s Alpha) of 5-point Likert Scale items in the questionnaire were $0.958 > 0.7$ and $0.924 > 0.7$. The mean score on the pretest was 3.58 (SD = .79), and the mean score on the posttest was 4.08 (SD = .81). A significant increase from pretest to posttest was found ($t(197) = -12.63, p < .001$). **Results:** Based upon the result, a high 70.6% of the respondents agree on Penghu environment is suitable for bike tourism of LOHAS leisure; 61.3% tourists are willing to riding bicycle in Penghu; 80.7% tourists approve the concept of LOHAS; 50.7% tourists are willing to participate in the bike tour package in Penghu. However, 43.3% tourists would like to travel by bike in Penghu because the information about the traffic and the routes is sufficient. There will be 74% market value if the industries of cycling tours in Penghu are developed. Overall, Penghu has the potential to develop cycling tours. In the end, a Twin B project is proposed for future research.

Keywords: Penghu, cycling, cycling tour, sustainable travel