

兩岸遊客對我國國家風景區旅遊動機、旅遊意象、遊客滿意度與目的地忠誠度關係之
研究

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摘要

In this study, using convenience sampling to obtain samples, a total of 340 valid questionnaires were obtained, go to Sun Moon Lake National Scenic Area of the cross-site visitor survey. SEM analysis of the results through a model of good explanatory power and fit, on behalf of the national scenic area can be applied to satisfaction surveys to provide a better approach. Research results, individual visitors can understand both sides of the key destination loyalty effect, the Taiwan tourists to reach the destination from the tourist image of the total loyalty of the best; mainland tourists through tourist satisfaction over the total loyalty of the best shows the cross-strait tourist destination loyalty effect on the difference between the National Scenic Area management unit may refer to the results of the knowledge of individual visitors to increase market demand for tourist rate. And then, to preference of tourists from different backgrounds differential display, cross-strait tourist destination on the tourist satisfaction and loyalty of the evaluation significantly associated.

關鍵字：Cross-strait visitors, National Scenic Areas, Destination loyalty, SEM(Structural Equation Modeling)