

A Study on Visitors to Recreational Farm Regarding Perception of
Ecotourism, Recreation Experience, and Willingness to Revisit

黃秀卿, 賴以軒, Lu-Sheng, Chen, Chia-Ming Chang

Technology Management

Management

franky@chu.edu.tw

Abstract

The main objective of this study is to verify the impact relation between perception of ecotourism, recreation experience, and willingness to revisit for the visitors to recreational farms. A questionnaire survey was conducted on the visitors to four recreational farms. A total of 400 questionnaires were distributed, and 342 effective questionnaires were collected. Statistical analysis of the data from this study shows: 1. perception of ecotourism directly and positively affects recreation experience; 2. perception of ecotourism directly and positively affects willingness to revisit; 3. recreation experience directly and positively affects willingness to revisit. Finally, the study will provide managerial suggestions for businesses

Keyword : recreational farms, visitor, perception of ecotourism, recreation experience, willingness to revisit