

休閒農業遊客遊憩動機、遊憩體驗及遊憩滿意度之關聯性分析-以飛牛牧場為例

夏榕文, 徐嬌春

國際企業學系

管理學院

victor@chu.edu.tw

摘要

Leisure farming industry is the emerging transformation of Taiwan's traditional farming industry. Leisure farming is one of the important policies of agriculture development in our country. It is also a kind of recreation industry. Leisure farming possesses rich agriculture products, culture resources of the rural area, rich farmlands, and natural landscape. In recent years, leisure farming business performance are quiet different. Many leisure farming are facing the poor performance problem. Therefore, it is interesting for researcher to investigate how to increase travelers' recreation experience and recreational satisfaction.

The research aims to the relationships among recreation motivation, recreation experience, and recreation satisfaction. Samples were selected from the tourists in Flying Cow Ranch. 205 effective questionnaires were collected. Multi-regression analysis is used to test the hypotheses.

The findings showed that: (1) the learning oriented motivation has significantly positive influence on entertainment experience. (2) the relaxed feelings motivation has significantly positive influence on educational experience, escapist experience, and esthetic experience. (3) the exploring novelty motivation has significantly positive influence on entertainment experience, educational experience, escapist experience, and esthetic experience. (4) the learning oriented motivation, the relaxed feelings motivation, and the exploring novelty motivation all have significantly positive influences on recreation satisfaction.

The findings of the study will offer references to the managers of different kind of agriculture tourism and propose some future research directions.

關鍵字：recreation motivation, recreation experience, recreation satisfaction