

Exploring Recreational Cyclists' Environmental Preferences and Satisfaction: Experimental Study in Hsinchu Technopolis

張新立, 張馨文

Leisure and Recreation Management

Tourism

hwchang@chu.edu.tw

Abstract

This study investigates two groups of recreational cyclists' environmental preferences for, and satisfaction with, existing cycling facilities in a technopolis. An in-depth examination of inter-group differences in demand for recreational cycling was done and based on the personal characteristics, cycling experiences, and cycling resources. An omnibus test was conducted to examine whether there were any differences between the two professional groups in terms of their environmental preferences for cycling facilities. Additional analyses were conducted to examine the importance that cyclists placed on environmental factors, as well as their levels of satisfaction. Significant inter-group differences were found regarding to the environmental preferences and significant within-group differences were also found regarding to the importance ratings of the environmental components, as well as their ratings of satisfaction with those components. The results provide valuable information for evaluating the efficiency of governmental resource allocations and, by extension, providing guidelines for an appropriate cycling policy when constructing recreational cycling facilities.

Keyword : Technopolis; Recreational cyclist; Environmental preference; Redit analysis; Importance and Performance Matrix