

自行車深度旅遊體驗之設施服務研究-以淡水河自行車道為例

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摘要

In recent years, in terms of the rising interests on energy saving and carbon reduction for leisure-life style, cycling has become to turn from a simple transportation technique to a symbolic value of energy-saving, health, and recreation. In order to further develop recreational tourism, many cities have designed some unique cycling routes based on their local characteristics. In addition, to better meet their requirements of different tourists, providing diverse services is requested to be necessary. For example, providing high-quality guided tours to enrich individuals' sightseeing experience is keeping to run. The question, therefore, of how to use in-depth travel experiences to identify market segregation and how to provide better bicycle recreation are performance as important roles. Therefore, this study used Dansui River' s bicycle paths as a case study to investigate the profile of the cycling experience between Guandu and Bali Right River-Bank Park. We surveyed 387 questionnaires from bicyclists, combined with SPSS reliability analysis and efficiency analysis to create an Importance-Performance Analysis (IPA). These analyses gave an insight to the bicyclists' experience regarding to bicycle path planning, visual landscape, facility illustrations, and what bicyclists' deem as importances during their biking experiences. The result of this study has shown that the toilets, road width, and the number of illustration signs have fallen on the second category (i.e., the category of improvements to be requested). The result of this study can be referenced for the Taipei City Hall and related agencies on how to better promote their planning and management on these bike paths, as well as on their further maintains.

關鍵字：IPA, in-depth tourism, bike tour