

生態旅遊課程對提升生態旅遊有何幫助？—以合歡石滬生態旅遊活動個案為例

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摘要

How ecotourism can be promoted by the ecotourism course? - a case study of the ecotourism activity in Weipei stone weir

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Abstract

The purpose of this study was to understand what an ecotourism course can do to the promotion of ecotourism. Samples came from the students who took the ecotourism course in three semesters (from March 2011 to May 2012) were observed during the course and the outdoor coast ecotourism activities, which was held in the Ho-Van fishweir in Ho-Lung, Miao-Li county, Taiwan. 132 questionnaires were collected from 136 that were issued and 126 were selected without those invalid ones. The involvement of the activity and the recreational experience and the supporting for ecotourism were compared among different subsamples. The frequency analysis and the comparison test were utilized by the SPSS 12 statistical package. Results show that after taking the course and the coastal ecotourism activity, the students tend to have deeper experience and eager to acquire the knowledge of the ocean ecology. Knowing and supporting the importance and necessity of ecological guiding and interpretation. Tending to obey and support the rules of the activity of ecotourism. At the same time, the college students also providing a less worrier activity for the elementary students with an outdoor coastal ecotourism.

Key words: ecotourism, recreation experiences, environmental attitudes.

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