

# 影視旅遊者對韓國目的地形象與旅遊動機之研究

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## 摘要

In recent years, film induced tourism industry has expanded rapidly in Asia. As the result, it has boosted the local economy and this new industry is becoming the center of attention due to its developing potential. The purpose of this study is to explore the correlation between destination image and travel motivation of Korean film induced tourists. The five research objectives are: To identify the characteristics of film induced tourists; To understand the destination image of film induced tourists; To investigate the travel motivation of film induced tourists; To explore the correlation between destination image and travel motivation towards film induced tourists; To discover the significant difference of film induced tourists' characteristics towards destination image and travel motivation.

The data analyses in this study are adopted descriptive statistical, factor analysis, independent sample t-test, one-way ANOVA and pearson product-moment correlation analysis. The results are revealed as the following: The image of city facilities had significant effects on the three domains (such as psychological, plot and Korean attraction). In addition to city facilities, the tourist sites and environment had also significant differences between on the Korean attraction and Korean drama attraction; Destination image had significant influences on the socio-demographic characteristics. (such as how much time do you spend watching television programs every day, sex, marital status and age); How much time do you spend watching television programs every day, sex, marital status and the level of education had significant differences on the travel motivation.

According to the results of this article can recommend for the government to co-operate with film producers come up with a drama. Finally, there are opportunities to rise viewer' s destination image and travel motivation.

關鍵字：Film Induced Tourism; Destination Image; Travel Motivation