

Research of the Tourists' Satisfaction with Hot Springs Resort — A case study of Reikei Hot Springs Resort in Guanziling, Tainan, Taiwan

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Abstract

The purpose of this study is to investigate the tourists' satisfaction with hot spring resorts. The participants are the tourists who have ever stayed in the Reikei Hot Spring Resort in Guanziling, Tainan, Taiwan. A well-designed questionnaire is the instrument of this research. After data collected, researcher used descriptive statistics, t-test and ANOVA for data analysis. Results show that (1) according to the participants' background, the majority visitors are female (63.6%). As regards to age distributions, the largest group of visitors are 21-30 years old (37.9%) and 60 years old and above are the smallest (1.6%). In household incomes, visitors who have the family monthly incomes between NT\$ 50001-70000 are the main consumer group (40.7%). To the information sources, most visitors obtain information from the Internet (39.0%) and the least visitors get information by other ways (2.2%). (2) In the comparison of the differences among demographic variables on satisfaction factors, there are significant differences in gender, age, monthly household incomes, and information sources on satisfaction.

Keyword : Hot Springs Resort, Hot Springs Hotel, Customer Satisfaction