URN etd-0407109-183715-1245
Author Lin Da Chun
Author's Email Address No Public.
Statistics This thesis had been viewed 40 times. Download 29 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Study On Tourist's Travel Motivation And Travel Satisfaction In Nan-Jhou Tourism Sugar Refinery
Date of Defense 0000-00-00
Page Count 136
Keyword
Sugar Tourism Refinery
Travel Motivation
Satisfaction

Abstract
The purpose of this research is to understand the motive that visitors travel to the Nan-Jhou Sugar Refinery and the importance and satisfaction of the facilities and service quality. Also, construct the classification of facilities and service quality by tourism operation system. According to importance-performance analysis, this items can offer us how to refine them. This research approach questionnaire investigation, and the participants are tourists of the sugar refinery. The effective sample is 413. The results of the study are as follows: First of all: tourists' background, Male, thirty one to forty years old, married, engaged in service industry, education of junior high school, inhabit south Taiwan and have thirty~fifty thousand income; Second, tourists' travel characteristic. First time to come, transportation is the personal car, staying in half of a day, travel companion is families and relatives, their families and relatives introduced them to this place. Third, tourist motive. The factor is analyzed and extracted out “Self-achievement”, “Society contact”, “Relax”, “Engaged in creating”, “Rich life” “Social forces”and “Studying together”. Fourth, the former three items of the importance is convenience for parking, traffic and traffic signal system; The former three items of satisfaction is scenery of country, ice cream and mini tourism train. The last but not the least : I.P.A and SWOT analysis. The result shows that at present the project of improving as factory guiding, amusement park, food and beverage facility, serve quilty of food and beverage.
Advisory Committee Wei Yuan Kin - advisor

Files etd-0407109-183715-1245-001.pdf

indicate access worldwide
Date of Submission 2006-07-26