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Abstract
Alishan, the well-known tourist attractions in Taiwan, is one of the 8 Flagship Sites promoted by the government. Its extraordinary scenery has attracted visitors to experience the beauty of railway, sunrise, sea of clouds and cherry blossoms festival. Besides, the unique history in this area makes it the most preferable tourist spot for tourists especially those from mainland China. Obviously, Alishan has played a significant role in Taiwan tourism industry. However, the challenge facing the managing institution is how to maintain these features, attract tourists to come for visit and obtain expected recreation experiences, and further actively recommend to others. This study attempted to explore visitors' characteristics and consumption behaviors. By examining their travel motivation and classifying them into groups, visitors' characteristics, travel behaviors, information search and after-purchase behaviors are to be identified. Furthermore, the IPA analysis is used to discover the gap between expected and perceived recreation experiences, and accordingly areas for improvement are to be found.

A questionnaire survey method is used to collect data, which are analyzed using factor analyses, cluster analysis, one-way analysis of variance, discriminant analysis and Chi-square analysis. A total of 392 respondents are comprised of the sample. Visitors were classified into four groups based on their travel motivation: recreation and knowledge pursuit, adventure pursuit, relaxation experiences, cultural experiences. Concerning variables of socio-demographics and travel characteristics, partial significant differences existed among the four motivation groups. The significant differences among groups were also found on variables of information source and after-purchase behaviors. No significant difference was found on travel behaviors. The results of the IPA analysis indicated experiencing railway culture as the area need to be improved, especially for the location and settings of railway carriages. Last, recommendations towards marketing Alishan forest railway were made.
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