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Abstract ABSTRACT
Love River is one of the famous tourism hotspots in Kaohsiung city. Because recreational development of Love River is important to urban tourism of Kaohsiung city, it is necessary to understand the waterfront facility and service quality from the view of tourists. Thus, the main purposes of this research is to understand the tourist's motivation, tourism image , image cluster ,importance /satisfaction of facility and service quality, also, their relations are discussed. In addition, based on the results of importance-performance analysis linked with SWOT mode, suggestions of improving priorities of the facility and service quality are provided. The range of research is from Kaohsiung bridge to Chung-Cheng bridge. Questionnaire was used to obtain data. 397 effective surveys were received. The descriptive statistics, factor analysis, cluster analysis, one-way ANOVA, correlate analysis, regression analysis, and importance-performance analysis were included. The results are as followings:
1. The majority of tourists are from southern Taiwan and Kaohsiung city. Moreover, most tourists show high-willing for revisiting.
2. Scenery appreciation is the first position in the motivation descriptive analysis. Five motivation factors were generated from 16 variables through factor analysis. These five factors include relaxation, exploration, convenience, social interaction, and popularity. It is found that different tourist's socioeconomic and activity characteristics show significant differences to the five motivation factors. It also is found that the motivation factors have significant correlation with tourism- image factors, importance and satisfaction dimensions.
3. Most impressed tourism image is the charming nightscape. Four tourism image factors were generated from 23 variables through factor analysis. These four factors include sensational-humanity feeling, recreational-function service, dinning atmosphere, and traffic convenience. It was found that different tourist's socioeconomic and activity characteristics show significant differences to the four tourism image factors. Tourism image factors show significant influence to the integrated satisfaction.
4. Four image clusters are obtained through cluster analysis. These four clusters are named as convenient arrival, functional pursuit, integrated characteristic experience, convenient sensational feeling. It is found that these four clusters show significant differences to the four tourism image factors, importance and satisfaction dimensions.
5. By using importance-performance analysis, it is shown that toilet sanitary, parking spaces, traffic signs/interpretation service, emergency rescue system, and ecosystem are the priorities to be

improved.
Keywords: riverfront, tourism image, satisfaction.
Advisory Committee Yu-Jen Chiang - advisor

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