URN etd-0407109-183707-469
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Statistics This thesis had been viewed 52 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Study on Tourists' Motivation and Place Attachment of Ecotourism estination－ A Case of Nanjenshan Ecological Reserve in Kenting National Park
Date of Defense 0000-00-00
Page Count 102
Keyword
Nanjenshan
Ecotourism
Place attachment
Tourist's motivation

Abstract
To evoke understanding of ecological protection and develop responsible travel behavior of tourists are important issues to sustainable development in ecotourism destinations. Motivation is driving power of behavior. Furthermore, place attachment refers to the functional dependence and identity expression of place to an individual person. Thus, , if the tourist's motivation and place attachment of an ecotourism destination can be known, not only can provide the functional utilization and emotional satisfaction to tourists, the methods of environment education and the visitor management strategy to the tourists of various motivation types can be dealt by the managerial sectors. The main purpose of this study is to understand the tourist's motivation and place attachment in the ecotourism destination. The results are expected to offer the managerial sectors of ecotourism destination as the reference. The study place is the Nanjenshan Ecological Reserve of Kenting National Park. Convenient sampling method was used in this study, the investigation period was from October ,2007 to February , 2008. The investigation time was 10 o'clock a.m until 5 o'clock p.m. Total 402 effective samples were obtained. Various statistical methods were conducted such as descriptive analysis, factor analysis, independent t-test, one-way ANOVA, correlation analysis, and cluster analysis. The main results are as followings:
1. The majority of tourists are the first visitation, about 4 hours Staying. Moreover, the majority of tourists reside in Southern Taiwan.
2. The five motivation factors are generated through factor analysis. The five factors include " Popular /Convenience", "Body and spirit strengthening", "famous spot", "Natural experiencing and study ", "Away from crowd". It is found that the socioeconomic and activity characteristics of tourists such as "Sex", "Age", "Marital Status", "Education", "Occupation", "Residence", " Number of frequencies for visiting the Nanjenshan", "Staying time ", "Companion type", "Whether understands the mean of ecotourism or not", "Repetitive Visitation" show significant differences to the tourist's motivation.
3. Two factors of place dependence are generated through factor analysis. The two factors include " Function of activity" and "Function of environmental attributes". It is Found that the socioeconomic and activity characteristics of tourists such as "Age", "Marital Status", "Education", "Occupation", " Number of frequencies for visiting the Nanjenshan", "Companion type", "Whether understands the mean of ecotourism or not", "Repetitive Visitation" show significant differences to place dependence. Three factors of place identity also were generated through factor analysis. These three

factors include: “Self-fulfillment”, “Place belongings”, “Conservation acceptance”. It is found that the socioeconomic and activity characteristics of tourists such as “Sex”, “Age”, ”Marital Status”, ” Education”, ”Average Individual Monthly Income”, ” Number of frequencies for visiting the Nanjenshan”, “Companion type”, “Main purpose”, “Whether understands the mean of ecotourism or not”, “Repetive Visitation” show significant difference to place identity.
4. By using correlation analysis, Motivation factors of “Natural experiencing and study”, “Away from the crowd” show significant positive correlation to five place attachment factors. “Body and Spirit strengthening” factors show significant positive correlation to “Place belongings”. “Popular /Convenience” factor shows significant negative correlation to “Conservation acceptance”.
5. Five motivation clusters are obtained through cluster analysis. These five clusters are named as “ Hot spot visiting and exercise type”, ”Nature intellectuality and emotional pursuit”, “Body and spirit smoothening type”, “Fashion-pursuit experience type”, and “Nature fashion and body strengthening type”. It is found that these five clusters show significant differences to the five factors of place attachment.
Advisory Committee - advisor

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Date of Submission 2008-07-17