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Abstract
The purpose of this research is to explore tourist’s coastal recreational satisfaction in the initial construction stage of Dapeng Bay National Scenic Area. Due to different types of recreational facilities and activities, three independent research bases, Dapeng Camping Area, Chingjhou Rest Area, Liouciou Scenic Area are decided. The research using questionnaire to investigate the tourists who participated coastal recreation to understand their coastal recreational satisfaction and revisiting willingness. Moreover, arrange interview with coastal recreation owners to find out their operating difficulties.

Research questionnaire use Likert five-point scale and convenient sampling method. The valid sample size in Dapeng Camping Area is 388. Reliability Cronbach’s α value is 0.92. The valid sample size in Chingjhou Rest Area is 352. Reliability Cronbach’s α value is 0.90. The valid sample size in Liouciou Scenic Area is 362. Reliability Cronbach’s α value is 0.93. This research use SPSS 10.0 statistic software to run descriptive statistic, reliability analysis, T-test and ANOVA. And after that through coastal recreation owner’s interview to make the research more profundity.

From questionnaire findings show tourists that participate coastal recreation in Dapeng Bay National Scenic Area mainly are male, single, teenager, high educated, students, low pay, living in southern Taiwan. Their travel traits show they have been here more than four times, by motorcycle, getting information from relatives and traveling with friends. Their revisiting willingness is high. In each research base, the highest coastal recreational satisfactions are: In activity are windsurfing, coastal wooden trail and tidal flat activity. In facility are trail maintenance and tree planting. In service is parking convenience.

Through the questionnaire and interview data concludes suggestions below:

1.Expanding promotion strategy in highly income, not student and habitation is not in south.
2.Increasing recreational facilities that suitable for both adult and child.
3.Suggest recreation owner construct facilities in theme. And enhance accommodation and food service.
4.Travel information sources depend on tourism advertising, relatives and friends. The administration should enhance promotion in internet or television.
5.High revisiting willingness and low satisfaction shows the unique and irreplaceable feature of Dapeng Bay National Scenic Area. But the recreation facility and service should be enhanced.
6.Deregulation is the most urgent thing to be improved from the point of view of coastal recreation owners.

7.Recommending administration not to operate before the recreation area well construct. It can avoid tourist's negative impression, declining revisiting willingness and discrediting whole image and not to become negative public praise.
Advisory Committee Wei Yuan Jin - advisor

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