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Author Hsieh Wen Kai
Author's Email Address No Public.
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Abstract
The study was to explore the demographic data, travel motivations, and the interpretative demands of the visitors of the “Toacheng Leisure Farm”. A surrey consisting of 493 subjects was conducted for the study. The findings of the surrey indicated that most of the respondents were unmarried females aged between 20 and 40, and most of them were working for service industry and commercial businesses. Most respondents were with undergraduate degrees and with personal monthly income: NT. 20,001~40,000. The travel characteristics of the visitors were “first time travel to the destination” and participating in group tours with size of 13 partners and more. Moreover, the primary motivation of the visitors was “release and relax”. Most of the visitors strongly demanded “ personal interpretive service”, “self-guide trails” and “guidebooks”. The visitors also showed their interests in the interpretive themes about “the environmental awareness, ecology, experiencing the beauty of the nature and respecting the life”. The demographic data of the different visitors have significantly differences with their factors of “social interactions”, “experiencing the agriculture” and “relax and release”. The travel motivations of the visitors have significantly correlation with the demands of interpretive services the agricultural farms. The visitors with different “travel motivations ” have significantly differences in the degrees of demands for “media” and “themes” when employing the interpretive services.
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