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Abstract Abstract
The purpose of the study was to understand the settings of the tourism supply and tourism demand of the development of rural tourism in Tien-Wei Road Garden. Both the in-depth interview and questionnaire survey were used in the study. The former method was to explore the perceptions and ideas of the tourism suppliers. The latter method was to find the characteristics, motivations, and satisfaction of the visitors. The total subjects of the questionnaire were 387 and the major findings were concluded as follows:
1.Both the suppliers and demanders of the tourism resources agreed that the diversity of flower products was the major attraction of the Tien-Wei Road Garden. However, the visitors did not generate the same degree of satisfactions towards the recreational facilities of the area as the suppliers expected.
2.The tourism resources of the area were not well integrated; therefore, the planning of the area was suggested to link all the resources to increase the attractiveness of the area.
3.Most of the types of travel to the Tien-Wei Road Garden were family tours. The married respondents had more expenditures than those who were single.
4.The respondents who lived in the central parts of Taiwan had more travel motivations to the Tien-Wei Road Garden than those who lived in the southern parts and northern parts of Taiwan.
5.Higher percentages of the group visitors had curiosity about the Tien-Wei Road Garden than other types of the visitors. However, the individual visitors coming with families or friends to Tien-Wei Road Garden had more demands on local recreation than those of group visitors.
Keywords: Rural tourism, Tien-wei Road Garden, Travel motivations, Travel satisfaction
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