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Abstract
The main purpose of this research is to understand the opinion of tourist of Baolai Hot Spring Area and Bulao Hot Spring Area which are located in Maolin National Scenic Area. The relationships among tourist's demographic, motivations, tourism image, importance/satisfaction of facility and service quality were discussed. In addition, proposing the improving priorities of facility and service quality by the results of importance-performance analysis linked with SWOT mode is included. Questionnaire was used to obtain data and 586 effective surveys were received. The results are as following:
1. The majority of tourists are from southern Taiwan and stay two days of Baolai Hot Spring Area. The majority of tourists are from Kaohsiung country/city and stay one day and two days /one night of Bulao Hot Spring Area. Moreover, most tourists show high-willing for revisiting.
2. Relaxation is the first position in the motivation descriptive analysis of Baolai Hot Spring Area, and reliving is the first position in the motivation descriptive analysis of Bulao Hot Spring Area. The common motivation factors of both Baolai and Bulao Hot Spring Area are learning/health, communication, self-expression, and relaxation. There are two more individual motivation factors of Baolai Hot Spring Area which are leaving the normal life and leisure factors, and two more individual motivation factors of Bulao Hot Spring Area are social/leisure and health care of hot spring. It is found that different tourist's demographic and activity characteristics show significant difference to the motivation factors of both Baolai and Bulao Hot Spring Area.
3. Relaxed atmosphere is the most impressed tourism image of Baolai Hot Spring Area, and briskness of the air is the most impressed tourism image in Bulao Hot Spring Area. Both common tourism image factors of Baolai and Bulao Hot Spring Area are rural-natural amenities, outdoor activities amenities, local atmosphere, and hot spring experience. One more tourism image of Baolai Hot Spring Area is local specialty and activity which is different from local specialty and service of Bulao Hot Spring Area. It is found that different tourist's demographic and activity characteristics show significant difference to the tourism image factors of both Baolai and Bulao Hot Spring Area. Furthermore, the satisfaction dimensions and tourism image factors show positive influence to the integrated satisfaction of both Baolai and Bulao Hot Spring Area.
4. It is found that different tourist's demographic and activity characteristics show significant difference to the four satisfaction dimensions of both Baolai and Bulao Hot Spring Area. Furthermore, by using importance-performance analysis, it is shown that expense and

transport-convenience are the priorities to be improved. Moreover, sanitary of spa environment and safety-preserved of recreational spot of Baolai Hot Spring Area, sanitary of the environment of Bulao Hot Spring Area are the priorities to be improved.
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