

旅客對導覽解說滿意度之研究—以國立故宮博物院為例

劉元安, 陳沛悌, 張文娟, 王淮真

休閒遊憩規劃與管理學系

觀光學院

pchen@chu.edu.tw

摘要

The purpose of this study is to investigate the performance of interpreters and audio/video-aid interpretation at the National Palace Museum, Taiwan. We tried to build up a baseline to the visitors attributes i.e., demographics, expectance and satisfaction rating to find out the relationships between visitors' demographics/expectation and corresponding satisfaction rating. The objectives of this study will be attained by identifying the segments first. The findings could be used as the guidelines of strategic planning, operational planning, strategic development and marketing for the National Palace Museum as well.

關鍵字：demographic , interpretation, satisfaction, National Palace Museum