

公共空間忠誠度研究-以科博館戶外晨間活動者為例

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摘要

The study of users' loyalty was originated from the literatures of consumer-behavior studies on brand loyalty. This concept was applied from user market concept toward landscape designer's and participants' approach. The aim of the study is to provide future management approaches for decision makers through the measurement of loyalty and identification of influential factors on the users. A statistical approach, Principle Component Analysis (PCA), is applied to classify as four attitudes as high, potential, pseudo, and low classes. A survey of 385 valid questionnaires is recorded and collected by the courtyard of the National Museum of Natural Science. The results show that the higher loyalty factors have the following characteristics: factors of spatio-temporal distance, place attachment, and obligated dedication. There are some indicators of green spaces, fresh air etc. better than that of loyalty from high to low, respectively. According to the impression of the museum, the tourists of higher loyalty agree that "physical activities release tense for better health" and "natural scenic views should be preferred". In addition, open spaces are not allowed to introduce more anthropogenic facilities.

關鍵字：leisure management, market location, outdoor recreation, Principle Component Analysis (PCA), place attachment