

大型會展活動對於城市印象的影響-以2010台北國際花卉博覽會為例

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摘要

The purpose of this study is to propose and examine a research model that can capture affective and cognitive components influencing travelers' recommendation and revisit intention through affecting their perceived destination image. A survey of 398 participants found partially support for the model. The results indicated that participants' perceptions of destination image could be a strong predictor of their recommendation and revisit intention. Factors assisting in building affective images (e.g., perceived enjoyment) as well as cognitive images (e.g., perceived tangibles, perceived responsiveness) were found to be critical components significantly influencing participants' perceptions of destination image. Theoretical and practical implications of the results were discussed.

關鍵字：convention and exhibition; 2010 Taipei International Flora Expo; destination image; service quality