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抽印本

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寺廟之遊客滿意度及再訪意願結構方程模式之調查研究
-以台南市大天后宮為例

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摘要

台灣的寺廟兼具宗教信仰及休閒遊憩兩種功能，著名的寺廟不但是地方的信仰中心，更被中央政府指定為國家歷史古蹟，每年至該寺廟拜拜、觀光的國內外遊客人次相當多，寺廟活動逐漸被視為台灣重要的觀光活動之一，因此，寺廟的休閒遊憩儼然成為地方觀光另一個重要發展項目，但寺廟與休閒遊憩相關的文物及空間設施是否會影響遊客的滿意度及再訪意願？本文乃以一級古蹟台南市大天后宮為研究對象，首先透過遊客問卷調查，以宗教、文物、空間等三構面來衡量遊客滿意度，再根據問卷調查結果，建立滿意度及再訪意願的結構方程模式。本文結果顯示，大天后宮屬全國性觀光景點，到訪者明顯具有觀光動機；由本文所建構之大天后宮最佳結構模式，顯示宗教構面及空間構面對於遊客滿意度有顯著正向影響，其中以慶典活動及建築風貌之影響程度最高，但文物構面對遊客滿意度的影響並不顯著；而遊客滿意度對再訪意願也有顯著正向影響。

關鍵詞：寺廟、遊客滿意度、再訪意願、結構方程模式
A Structural Modeling of Visitors’ Satisfaction and Revisiting Willingness - A Case Study of Grand Matsu Temple in Tainan
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Abstract

Taiwanese temples have the multi-functions of religious belief and tourism. A famous temple which is a center of religious belief is often designated as a national historic site by the central government. There are many domestic and foreign visitors who visit these historic sites based on belief and tourism. Thus, the temple is the tourist attraction. However, it is questionable that cultural and historical relics and spatial landscapes of a temple can influence visitors’ satisfaction and willingness. In this paper, Gand Matsu temple, a first-class historic site, is used as a study case. Through questionnaires, three components including religion, cultural and historical relics and space are adopted to measure the visitors’ satisfaction. And the structural modeling between satisfaction and revisiting willingness is developed further. The analysis results show that Gand Matsu temple is a national scenic site and visitors possess the apparent sightseeing motivation. In the proposed model, the components of religion and cultural and historical relics have the significant and positive influence on visitors’ satisfaction. Especially, the celebration activities and architectural style have higher degree of influence. But, the religion and cultural and historical relics have no significant influence. The visitors’ satisfaction has the notable effect on revisiting willingness as well.

Keywords: temple, visitors’ satisfaction, revisiting willingness, structural equation modeling