

臺鐵郵輪式列車旅遊體驗量表之建構

張亦騏* 徐夢姿

東海大學餐旅管理學系

(收件日期：101年6月5日；接受日期：101年8月30日)

摘要

鐵路的營運面臨強烈衝擊與挑戰，許多國家的鐵路公司利用本身的資源，強化鐵路列車本身的特色與吸引力發展觀光，賦予鐵路列車新的使命—創造獨特的旅遊體驗，增加載客率並提升營運績效。體驗是旅遊活動的核心，而Schmitt(1999a)提出的體驗行銷概念具有完整的策略架構，企業可採用體驗行銷策略為顧客創造獨特的消費環境，並傳達令消費者難忘的體驗，引發消費者與企業之間的深度連結。本研究根據體驗行銷概念及相關文獻，以感官、情感、思考、行動及關聯體驗五項體驗模組與七項郵輪式列車體驗媒介建構適用於衡量遊客搭乘郵輪式列車旅遊體驗之量表。本研究於2011年4月至6月於四條臺鐵郵輪式列車開行之路線進行問卷發放，採用便利抽樣於回程車廂中請遊客填答，共發出472份，回收427份，回收率達90.47。驗證性因素分析後，刪去解釋力不佳之題項，配適度指標皆達到標準，旅遊體驗量表為二階衡量模型，五項體驗模組確實收斂於旅遊體驗構面，五項體驗模組則各有其合適之衡量指標。本研究建立之量表可做為未來研究之基礎及臺鐵評量體驗行銷執行成效之用，利用體驗行銷策略將郵輪式列車發展為具有臺灣特色之旅遊方式。

關鍵詞：臺鐵郵輪式列車、旅遊
體驗、體驗行銷策略模組、驗證
性因素分析

*通訊作者：ychanguk@yahoo.com

The Development of Tourism Experience Scale for TRA Cruise-Style Train

Yevvon Yi-Chi Chang* and Meng-Tzu Hsu

The Department of Hospitality Management, Tunghai University, Taichung, Taiwan

(Date Received: June 5, 2012; Date Accepted: Aug.30, 2012)

Abstract

The operation of the railway is facing a strong impact and challenges. Railway companies in many countries are using their own resources to strengthen their own character and attractiveness of the train to develop tourism and also give the train a new mission - to create an unique travel experience, increase the passenger occupancy rate and enhance operating performance. Schmitt (1999a) proposed the concept of experiential marketing which has a complete strategy framework. Enterprises can use experiential marketing strategy for the customers to create an unique consumption environment and convey a memorable experience to the consumers. In this study, the scale fit to measure the tourists' cruise train travel experience was established based on the concept of experiential marketing. A total of 472 questionnaires were distributed to tourists in their return journeys in 4 sections of TRA cruise-style train tours and the total of effective questionnaires were 427. By deleting the unsatisfactory explanatory items, the measurement model was analyzed with the CFA and the reliability and validity estimation were all reached the standard. The results demonstrated that the five experience modules indeed converged to the dimensions of tourism experience and each has its appropriate metrics. To conclude, the scale established in this study can be used as the basis of future studies and estimating the effectiveness of Taiwan Railway Administration experiential marketing as well as developing the cruise-style train tours as the special characteristics of Taiwan's tourism.

Key words: Cruise-style train, experiential marketing, tourism experience, confirmatory factor analysis

*Corresponding author: ychanguk@yahoo.com