

來台自由行旅客住宿行為意圖之研究

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摘要

隨著時代的推演及進步，在多樣化的行為模式下，偏好自主選擇的自由旅行越來越常見。住宿業者必須順應而勢，才能躋身全球之列並掌握經濟及社會的脈動。旅客透過多樣化的平台找尋住宿地點，因此，住宿業者必須找出吸引並能留住旅客的方式。本研究依據Firth and Hing (1999)及Nash, Thyne and Davies (2006)的文獻指出來台自由行旅客的住宿行為意圖受價格、位置、設施以及環保因素影響。本研究於2015 年9 月至10 月於台中航空站發放問卷，共計發出356 份，收回342 份，回收率為96.16%。透過因素分析顯示社會互動及位置對行為意圖有顯著的影響；此外，結果指出國際旅客較偏好借宿於青年旅舍。本研究結果提供台灣住宿業者對旅客行為意圖之參考並供關於來台自由行旅客的後續研究。

關鍵詞：來台自由行旅客，社會互動，地點，行為意圖

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Study of Foreign Independent Tourists' Lodging Behavioral Intention in Taiwan

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Abstract

Based on contemporary trends, favoring individual choice in a wide variety of behavioral contexts, self-directed travel is becoming more and more common. Hostelrys must respond to these trends, and reflect global, economic, and social realities. Tourists are especially adept at utilizing multiple platforms to find accommodations, so hostelrys must find ways to attract and retain their customer base. This study, based on the research of Firth and Hing (1999); Nash, Thyne and Davies (2006), demonstrates that Tourists' choice of accommodation is increasingly based on price, location, facilities, and ecological factors. Accordingly, consumers nowadays are concerned not only with physical space, but with atmosphere and design, which attract not only initial interest but also repurchase consumption. This study was conducted in September and October 2015 in the vicinity of Taichung Airport. 356 questionnaires were distributed, of which 342 were returned, for a response rate of 96.16%. Through factor analysis, it was determined that social interaction and location had the most significant effects on consumer behavior. Moreover, it was found that international tourists more often prefer to stay at youth hostels. The results of this research will be useful to Taiwan's hotel industry as well as to further research on foreign independent tourists' purchasing behaviors.

Key words: Foreign Independent Tourists, Social Interaction, Location, Behavioral Intention

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