

創造樂在其中的高爾夫球友：從心流體驗探討

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摘 要

為了量測業餘球友從事高爾夫運動時的愉悅感，進而找出高爾夫產業發展的利基優勢，本研究從大量的文獻中發掘出心理學所使用的「心流體驗」與高爾夫玩家所追求的境界十分貼近，透過將運動者的身心因素、技術因素與環境因素當作自變數，而心流體驗及球場上的表現做為依變數而發展出的概念性研究架構，並以結構方程模式 (SEM) 分析 91 個以問卷調查法蒐集自台灣北、中、南數個高爾夫俱樂部的隨機樣本，本研究獲致結果如下：一、運動者的身心因素與技術因素顯著地影響其心流體驗的產生；二、環境因素對於業餘玩家心流體驗的影響並不顯著。上述結果顯示球友的內在層面遠比外在因素對其心流體驗的產生要來得重要，故對相關的休閒產業經營者而言，如能將經營的重心從過去龐大的場地維護支出轉而投注於更貼心的服務品質上，使運動休閒活動的參與者於賽前能夠獲得自信心或生理狀況的提升，將有助於球友獲得更愉快的休閒體驗並產生持續參與的動力。

關鍵詞：心流體驗、高爾夫球友、運動休閒、結構方程模式分析

What Makes an Enjoyable Golfer~ From the Aspect of Flow Experience

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Abstract

The psychological theory of “Flow” was adapted to measure the enjoyment level of leisure golf players. A conceptual model with latent variables of “psychological and physical condition”, “skill”, and “environment” was established to assess the flow experience and the performance of leisure players in Taiwan. Structural equation modeling (SEM) analysis conducted on data from 91 valid questionnaires indicated good reliability of the measurement model. The empirical results were concluded as following: First, “psychological and physical condition” and “skill” positively influenced “flow experience”. Second, “environment” did not significantly influence the flow experience of leisure golfers. This suggests that the sportscape rather than the environment of a golf course should be properly managed to offer both the tangible and intangible products such as the professional service to build the self-confidence or the superior accommodation for pampering the physical conditions of the players.

Key words: flow state, golf player, sport in leisure, SEM