

# 花卉節慶活動之遊客體驗構面與活動 後續影響探討

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## 摘 要

地方產業節慶活動的舉辦，除了可讓參與的遊客獲得愉悅的體驗之外，亦能造成對當地社會與遊客個人不少影響。由於前人研究甚少探討節慶活動之遊客體驗構面與活動後續影響間之關係，因此本研究以參與 2010 南投花卉嘉年華之遊客為對象，探討地方產業節慶活動舉辦後，對當地社會與遊客個人之後續影響。研究結果顯示：一、遊客體驗經因素分析可萃取出「思考與行動」、「感官」、「情感」三構面；而活動後續影響則可萃取出「人際地方網絡」、「商業情緒反應」二構面。二、經描述性統計發現，遊客給予南投花卉節慶活動極高的正面評價；此活動之舉辦亦讓遊客獲得美好的回憶及正面地帶動當地的觀光及經濟。三、經皮爾森積差相關分析得知，遊客體驗與活動後續影響間有顯著正相關；俟經逐步迴歸分析得知，遊客體驗的三構面對活動後續影響之「人際地方網絡」構面有正向顯著影響，其中遊客之「思考與行動」體驗活動對「人際地方網絡」影響較高，顯示遊客的思考與行動體驗層次越明顯對遊客的人際地方網絡影響就越大。而活動後續影響之「商業情緒反應」構面部份，僅遊客體驗之「情感」及「感官」構面具正向顯著影響；兩者以「情感」體驗對「商業情緒反應」影響最高，顯示遊客情感體驗越豐富對活動的經濟商品服務構面影響就越深；反之遊客「思考與行動」體驗活動對「商業情緒反應」影響最少。因此，本研究亦提出管理建議，提供主辦單位及後續研究作參考。

**關鍵詞：**節慶活動、遊客體驗、活動影響

# An Investigation into Visitor Experiences Level and Event Impacts at Flower Festival

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## Abstract

A festival of local industry could not only give a great pleasure to the visitors but also make a great impact on local communities. Since few researches have focused on the relationships between visitor experiences and event impacts, this study targets at the visitors to Nantou Flower Festival, aims to analyze the impact of the festival on the local industry. The results of the research are as follows. Firstly, using exploratory factor analysis to discuss visitors' experiences and event impacts, we find that visitor experiences consist of three dimensions, which are "Think and Act", "Sense" and "Feel," and event impacts consist of two dimensions, which are "Business emotional reaction" and "networks of interpersonal and Local." Secondly, the descriptive statistics show that the visitors respond positively to the Nantou Flower Festival 2010. Many visitors agree that they have gained memorable experiences from the festival and that the festival increases tourism and local economic development. Thirdly, using the Pearson correlation coefficient, we find that there is a significant positive relationship between visitor experiences and event impacts. The stepwise regression analysis shows that the three dimensions of visitor experiences have made a favorable and profound impact on the "networks of interpersonal and Local" dimension of event impacts. Among the three dimensions of visitor experiences, "Think and Act" has the strongest impact on the visitors; the more the visitors think and act, the greater the event impact can be. On the other hand, the dimensions of "Feel" and "Sense" are closely related to "Business emotional reaction" dimension of the event impacts. The dimension of "Feel" has stronger impact on the visitors in comparison with "Sense"; the more the visitors feel, the greater the event impact can be. To sum up, the more the organizer provides to the visitor, the greater the event impact can be. Besides, this study offers some suggestions to the event organizers as well as to future studies.

**Key words:** Festival, visitor experiences, event impacts