

# The Analysis on Tourists' Decision-Making to Island Tours- A Case Study of Penghu Islands

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**【Abstract】** Penghu, formerly known as the Pescadores Islands by the European, is located off the western coast of Taiwan. Owing to its abundant recreational resources, Penghu is very suitable for tourism development. Through participation observation and questionnaire survey, we can obtain accurate information about the specified decision-making of tourists. Analyzing the mechanism of tourists' decision-making, we can find the two facts. One is that the individual tourist has a dominated factor to decide whether to go, including experience, accompanies, or time etc.... The other is that the tourists' group has the most important purpose to act out, so the analysis on acting purpose and coordinator is very meaningful. One of the research findings is that island destinations, Penghu islands, are usually located on the lower priority to travel for mainland Taiwan's tourists, because their sites are remote. For some tourists, they take tours also influenced by the political, economic, or social policies and events which had been just happened. Finally, we compare the differences between 'one more spatial movement' and 'one more visiting intention', the former is really benefit for the tourism resource management in Penghu.

**【Keywords】** Island tours, spatial movement, decision-making, Penghu

## 壹、前言

在人類的行為中，放鬆身心的旅遊行為，可以說是自 18 世紀工業革命之後所衍生的時代產物，吾人對於這種非維生必須的旅遊行為特別感興趣。再加上目前身處的台灣是一個典型的海島，海島本就在移動行為上會有許多的侷限，但若涉及旅遊的動機需求時，卻又是熱門的移動地區，於是就興起了吾人想要了解下述的一些發問 - 人為什麼會進行島嶼旅遊？島嶼的空間對於人的旅遊行為到底有什麼意義？為什麼隔著偌大的海洋，必須要靠交通的轉運才能到達，而仍然有人趨之若鶩？因此吾人想要研究的是，為什麼遊客在經過環境資