

## The Research on the visitors' Satisfaction of Penghu National Scenic Area Interpretive Media Service

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### Abstract

The purpose of this study was to understand the entire interpretive media situation and the satisfaction of the entire interpretive media in the Penghu National Scenic Area after real experience. The questionnaires were collected in Makung airport and Makung port, and the researcher chose the nearest customer after finished last questionnaires. Total of 450 questionnaires were released and deduced 10 nullify questionnaires; 440 valid questionnaires were return.

From the survey outcome, the "interpretive signs" were the visitors most frequently used in this trip, and the "personal interpretive services" were the visitors most highly used in their pass travel experiences. Although the visitors were frequently used the "interpretative sign" in the Penghu, but they were dissatisfaction with the interpretive signs had not been maintained regularly for a long time. In the evaluation of the "interpretative public", the most dissatisfaction was the interpretative folder was not easy to obtain.

**Keyword** : interpretative media service, Importance Performance Analysis, satisfaction

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