

An Empirical Study on the Effectiveness of Computer-Mediated Tour Information *

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【 Abstract 】 This study was undertaken to assess the effectiveness of computer-mediated tour information for increasing awareness, interest, and likelihood to visit a certain travel destination. An experiment, in which hypothetical tour information was provided for browsing subjects, was conducted to understand their responses. Meanwhile, the effects of four information items and three socio-economic variables on informational effectiveness were examined. The results of an empirical test provided supports for the hypotheses presented in this research. The experimental results also revealed that traffic information had a significant effect on subjects' interest in a tour destination. Activity and tour-package information were not individually significant; however, these two factors still contributed to the impact via interactions with each other. In addition, the subjects' gender interacts moderately with some other factors.

【 Keywords 】 Effectiveness of tour information, experimental design, hypothetical tour information system

壹、前言

隨著週休二日政策實施，國民主遊風氣蔚為風潮，旅遊資訊之需求與提供亦受到重視。許多文獻指出：消費者對於旅遊據點的印象產生，受到觀光旅遊資訊的影響（例如：Ross, 1993；Selby & Morgan, 1996）。旅遊資訊喚起或強化潛在遊客旅遊據點印象，作為決策媒介角色的重要性不言而喻。Mansfeld (1992)彙整眾多研究說明了旅遊資訊與旅遊據點印象，以及與據點選擇三者之間的關係。Milman 與 Pizam (1995)發現民眾對旅遊據點較為熟悉者持有較正面的印象與前往意願；Schneider與 Sonmez (1999)亦獲得類似的結論。因此，旅遊資訊的有效與否攸關遊客是否受到吸引而前往旅遊據點觀光與消費。而旅遊資訊有效與否又將如何評估？