

【 Abstract 】 This study of visitors' loyalty is from the consumer behavior literature on brand loyalty, and applies the concept to the tourism market. The aim of the study is to provide positioning management through the measurement of loyalty and identification of influential factors on the visitors. Using a two dimensional measure, loyalty is classified as high, latent, spurious, or low. There were 385 valid records collected in the Wu-Feng-Chi Scenic Area via a interval sampling method, in examining the influential factors of visitors' loyalty.

Results of the analysis revealed that there are significant differences between the Wu-Feng-Chi visitors' type of loyalty and various factors. The distance factor found that there is a farthest distance for latent loyal visitors to visit Wu-Feng-Chi. The city size factor revealed that visitors from the county are more loyal than those from the city. There is more approval for loyal visitors of the Wu-Feng-Chi image, especially of waterfall and clear air. Regarding travel attitude, loyal visitors agree more with the statements "life can be promoted by travel and increasing work effort" and "like natural Scenic Area". The data also revealed that Wu-Feng-Chi can not allow the introduction of mechanized activities.

【 Key Words 】 Visitors' Loyalty , Tourism Market , Locationing , Management.

壹、緒論

在 1980 年之後，台灣的旅遊型態逐漸改變，遊憩資源承受相當大的旅遊開發壓力，加上企業紛紛加入遊憩之競爭市場，根據觀光局 1993 年的調查，目前台灣地區出現了五百多家公民營的風景區，因此經營管理者若想拓展其市場，則必須深入了解遊客的特性，並提供一個高品質服務的遊憩機會，以增加市場佔有率。

近年來由於國內遊憩人口流失的現象日趨嚴重，致使財政部爲了平衡我國收支逆差的壓力，打算調高觀光簽證費及機場費等觀光規費，以抑制國人出國花錢（聯合報，1993）。可是根據交通部觀光局的調查統計，民衆不是不支持國民旅遊，而是大家對旅遊地點的評價不佳（觀光局，1991），要留住國人不往外國跑，業者和主管單位實該針對遊憩市場，好好檢討其經營管理策略。

當遊憩市場進入成熟期階段，活動技術趨向成熟，各風景區間之型態相當接近，產品差異小，市場競爭愈趨激烈；加上公有遊憩區民營化之趨勢、與競爭的壓力，於是如何利用遊憩資源，有效地區隔其目標市場，及旅遊市場定位，以突