

Study on Recreation Site Choice Behavior: Application of Stated Preference Model*

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【 Abstract 】 This study developed a conjoint model to examine public preferences for recreation sites and to compare relative importance of site attributes which may influence their site choice behavior. Eighteen combinations of five site attributes were simulated. The respondents were asked to give a preference score or preference ranking to every alternative of these recreation sites. The conjoint choice model was estimated for the preference score and preference ranking data. It showed that the alternative rankings derived from mean preference scores and median of preference ranking was highly correlated. The relative importance of site attributes was similar in both models. The most important attribute affecting site choice behavior was the quality of recreation facilities and services, followed by natural landscape resources, total cost of the trip, and cultural landscape resources. The opportunity for engaging in water-based and/or land-based recreation activities was the least important attribute.

【 Keywords 】 Recreation choice behavior, conjoint analysis, stated preference, preference score, preference ranking.

壹、前言

我國自八十七年起開始實施隔週休二日，國人休閒時間增加，外出旅遊之機會也將比以往更多，為因應隔週休二日之實施，政府相關部門亦推出各種短期旅遊行程，以引導國人之休閒旅遊活動健康的發展。然而週休二日最大的特點在於每次休假之時間由一天增加為兩天，若再配合上正常應有的工作休假，假期則可能延長至二、五天的時間，國人可以利用這段時間從事較長程之定點式休閒度假活動，這類遊憩型態的改變，對國內目前規模較大之停留型遊憩區