

Whitewater Rafters' Encounter Norms^{***}

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【Abstract】 This study investigated rafters' personal encounter norms, social encounter norms, as well as their consensus of the norms. A three-choice format was used to identify if norms actually exist. The study population was rafters floating at Hsiukuluan River in Taiwan from July 2001 to June 2002. Thirty-five sampling days were randomly selected. 2653 valid questionnaires were obtained by using in-person interviewing. Five results were summarized as follows. First, the majority of the rafters do not have personal encounter norms. Secondly, rafters are concerned more about boat encounters that affect their rafting experience than people encounters. Thirdly, male, higher education, higher income, and experienced rafters have a higher percentage of obtaining encounter norms. Fourthly, the consensus of the norms is low. Finally, social encounter norms are influenced by past experiences and the expectations of encountering a boat. Three conclusions were drawn. (1) The social encounter norm is not an appropriate indicator for social carrying capacity in high-use areas. (2) Rafters are able to identify and differentiate encounter norms. (3) The study confirms the results of high-use area encounter norm studies and proves that three-choice format approaches are a better measurement method. Implications and recommendations were mentioned and discussed.

【Keywords】 Encounter norms, norm intensity, norm crystallization, three-choice format

壹、前言

規範性的研究 (normative research) 應用在戶外遊憩已有二十年歷史。此研究對現代戶外遊憩經營管理架構產生幫助，包括可接受的改變程度 (LAC)、遊憩機會序列 (ROS)、遊客衝擊管理模式 (VIM)、容許量評估程序 (C-CAP)、以及遊客體驗暨資源保護模式 (VERP) (McDonald, 1996)。Heywood (2000) 將規範研究分為三類：1. 結構規範方法 (The Structure Norms Approach)；2. 評估標準方法 (The Evaluative Standards Approach)；3. 行為的方法 (The Behavioral Approach)。在結構規範方法研究中，以探討