

An Empirical Study on Segmentation of Tourism Image in the Northeast Coastal National Scenic Area

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【 Abstract 】 The purpose of this study was to segment the target markets using the tourism images for the Northeast Coastal National Scenic Area. A questionnaire measuring tourism images for the coast scenic areas was developed based on Standardized Image Measurement Tool. The result of a factor analysis revealed that four dimensions could be extracted from the original image measurement: natural amenities, sentimental amenities, cultural-local amenities, and recreational activities. Using the four image dimensions as cluster variables, visitors to the Northeast Coastal National Scenic Area were then categorized into five market segments: knowledge exploration, recreation participation, natural wonder, cultural interest, and landscape sightseeing. The characteristics of the four market segments were described and the differences among them were compared based on the four image dimensions and demographics. Based on the results of the study, suggestions regarding marketing planning were proposed for the administration.

【 Keywords 】 Tourism Image, Segmentation, Service Marketing

壹、緒論

台灣地區四面環海，富涵多樣化的海岸景觀與資源，極適合發展海洋型遊憩活動；目前已成立十座國家級風景區，其中東北角海岸、東部海岸、澎湖、大鵬灣與馬祖等五座均具海洋資源特色，提供遊客從事海濱休閒活動的機會。以東北角海岸國家風景區為例，該區內山海景觀交錯、灣岬相間，涵蓋海蝕地形、沙灘、沙丘、草原、山野與龜山島生態等自然景觀，而且境內的漁村風貌、古道、遺址、燈塔、寺廟等人文資源亦具有吸引力，遊客數量已由88年的71萬多次，成長至90年的144萬多次（觀光局，2000；2002），二年期間的成長率超過100%，足見海岸型旅遊市場之發展潛力。由於東北角海洋國家風景區位於台灣東北部，鄰近基隆、宜蘭、台北縣等地區，形成帶狀遊