

國立臺灣海洋大學
環境生物與漁業科學學系

碩士學位論文

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淡水漁人碼頭遊憩行為與效益之分析
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Benefit at Tamshui Fisherman's Wharf

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摘 要

針對淡水漁人碼頭，透過問卷調查與實地勘查，瞭解遊客之遊憩行為，並利用旅遊成本法(TCM)與條件評估法(CVM)評估其發展遊憩所衍生之經濟效益，結果摘要如下：

- 一、來遊前的動機以「為了放鬆心情，減輕工作壓力」為最高，其次為「為了遠離嘈雜的都市，享受寧靜的大自然環境」；而來遊後的滿意度仍以「為了放鬆心情，減輕工作壓力」為最高，其次為「可提供自然步道、悠閒的休憩空間」。
- 二、願意支付額(WTP)方面：受訪遊客每年願意到此旅遊平均為 2.67 次，其中男性受訪者為 3.07 次，明顯高於女性的 2.26 次；平均願意支付額為 1,066.83 元，其中男性受訪者為 1,148.60 元，明顯高於女性的 980.20 元，顯示男性遊客願意在休閒活動上花較多的錢。
- 三、願受補償價格(WTA)方面：受訪遊客的平均願受補償價格為 4,899.04 元，其中男性受訪者的願受補償價格 6,943.93 元遠高於女性的 2,732.67 元，此顯示男性受訪者較女性更重視休閒活動的權利。
- 四、實證結果顯示旅遊成本法之遊憩效益為 3,858.73 元/年/人；條件評估法之遊憩效益為 2,258.87 元/年/人。淡水漁人碼頭遊客人次若以 2,127,241 人來估算，其經濟效益：旅遊成本法為 82 億 845 萬元，條件評估法為 48 億 516 萬元，顯示本漁港在多功能利用上可發揮顯著之經濟效益。

關鍵詞：淡水漁人碼頭、旅遊成本法、條件評估法、遊憩效益

Abstract

This study uses questionnaire and field survey method to investigate the visiting behaviour of tourists at Tamshui Fisherman's Wharf. In addition, the study attempts to quantify the economic benefit accrued from the tourism using the travel cost method (TCM) and contingent valuation method (CVM). The results are summarized as followed:

1. The first and foremost motivation for visiting the attraction is “to mitigate the work pressure and relax”. The second most common motivation is “to enjoy the natural environment and to escape hectic city life”. The first and foremost satisfactory level is the same as motivation, ie. “to mitigate the work pressure and relax”. Next is “to offer the natural walk and the tranquillity?”.
2. In terms of willing to pay (WTP), the tourist's average preparedness to travel to Tamshui Fisherman's Wharf per year is 2.67 times. The frequency of visits by male tourists is 3.07 times per annum, which is higher than that of female tourist (2.26 times). The male interviewee's average WTP is NT\$ 1,066.83 which is higher than female interviewee's average of NT\$980.20. It suggests that males are prepared to pay more money for the leisure activity.
3. In terms of willing to Accept (WTA), the tourist's average WTA is NT\$ 4,899.04. The male interviewee's average WTP is NT\$ 6,943.93 which is higher than the female interviewee's average of NT\$ 2,732.67. It suggests that males pay more attention to the right to do the leisure activity.

4. The results of analysis shows that tour benefit based upon TCM is NT\$ 3,858.73 per year per person; and that the tour benefit based on VCM is NT\$ 2,258.87 per year per person. If tourists number 2,127,241, the economic benefit is NT\$ 828,450,000 based on TCM, and NT\$ 485,160,000 based on VCM. In summary, there is significant economic benefit derived from the multiple use of Tamshui Fisherman's Wharf.

Key words: Tamshui Fisherman's Wharf, travel cost method, Contingent Valuation Method, tour benefit