

中文摘要

伴隨著虛擬實境的進步，已經為台灣觀光業帶來許多遊客，尤其在疫情的衝擊使全球觀光旅遊大停擺，虛擬實境的應用使人們能在家中體驗觀光，彷彿置身旅遊景點。虛擬實境的體驗可以使使用者能夠完全融入，並且完全專注，使他們感覺就像身臨其境一般，並且可以了解觀光景點的歷史讓使用者願意重遊此地。個體在享受活動中所產生的心流體驗，讓體驗者們希望能夠停留於當下的活動中擁有更長的時間，並且期待再次體驗這種愉悅的感受。因此，這種心流體驗對於旅遊消費者的參與意願也扮演著重要的驅動角色。

本研究探討虛擬實境體驗、心流體驗和重遊意願之間的關係，特別是探討心流體驗在虛擬實境體驗和重遊意願之間的中介作用。採用問卷調查法來收集資料，並使用李克特五點量表來進行填答，而採用 SPSS 22 來進行資料分析。研究將採用簡單線性迴歸方式分析虛擬實境體驗、心流體驗和重遊意願間的關係，而採用層級迴歸方式分析中介作用。研究結果如下：VR 體驗對重遊意願、VR 體驗對心流體驗、心流體驗對重遊意願皆有顯著關係，心流體驗對 VR 體驗與重遊意願為部分中介。

關鍵字：虛擬實境體驗，心流體驗，重遊意願

Abstract

With the advancement of virtual reality (VR), Taiwan's tourism industry has attracted many visitors, especially amidst the global tourism halt caused by the pandemic. The application of VR allows people to experience tourism from home, as if they were actually at the tourist destinations. VR experiences enable users to fully immerse themselves, focusing entirely on the experience, creating a sense of presence akin to being physically present at the destination. Furthermore, users can gain insights into the historical aspects of tourist attractions, making them willing to revisit these places. The flow experience generated by individuals during the activity makes them wish to stay in the moment longer and anticipate experiencing this pleasure again. Therefore, this flow experience plays an important driving role in the participation intention of tourism consumers.

This study explores the relationship between VR experience, flow experience, and revisit intention, particularly investigating the mediating role of flow experience between VR experience and revisit intention. Data was collected through questionnaire surveys using the Likert five-point scale, and analyzed using SPSS 22. Simple linear regression was employed to analyze the relationship between VR experience, flow experience, and revisit intention, while hierarchical regression was used to analyze the mediating effect. The results are as follows: VR experience has a significant relationship with revisit intention, as well as with flow experience. Flow experience partially mediates the relationship between VR experience and revisit intention.

Keywords : Virtual Reality experience, Flow experience, Willingness to revisit