

## 摘要

隨著各國經濟的發展，觀光旅遊業產值隨之成長，現已是全球重要產業之一，根據世界觀光旅遊委員會(World Travel & Tourism Council, WTTC)的統計資料顯示已貢獻全球 10%GDP 產值(經濟部國際合作處，2019)。在後疫情時代，旅遊業應該如何拉攏旅客、增進國內旅遊，提升旅遊業景氣是一項值得關注的議題。過去有文獻分別探討了旅遊意象、旅遊體驗及行為意圖之關係，主題有自然風景區、文創園區等，然而缺乏探討消費者實際行為，像是旅遊時的消費支出、停留時間等，本研究目的以文創園區為研究標的，探討目的地意象、體驗價值及消費行為之間的影響。本研究調查三個月內有參訪過「華山文創園區」、「審計 368 新創聚落」、「駁二藝文特區」之遊客，以便利抽樣法進行調查，並採取網路與實體問卷發放。研究結果顯示，目的地意象對體驗價值有正向影響，然而目的地意象對消費行為無直接影響關係，需要透過體驗價值中介，才會對消費行為有影響，因此體驗價值對目的地意象與消費行為擔任完全中介的角色。本研究建議文創園區可以將園區整體營造的更有氛圍，規劃好參訪路線，使遊客有更好的體驗，增加消費意圖。

**關鍵詞：**文化創意園區、目的地意象、體驗價值、消費行為

## ABSTRACT

In the context of global economic development, the tourism industry has emerged as one of the most crucial industries. In the aftermath of the COVID-19 pandemic, attracting tourists, promoting domestic tourism, and enhancing the prosperity of the tourism industry has become a pressing issue. Existing literature has examined the relationships between destination image, tourist experience, and behavioral intentions across various settings, including natural scenic areas and cultural and creative parks. However, scant attention has been paid to the actual consumer behavior during tourism, such as consumption expenditures and length of stay. Against this backdrop, the present study focuses on cultural and creative parks and investigates the interplay between destination image, experience value, and consumer behavior. Specifically, this study adopts a convenience sampling approach to survey tourists who have visited the "Huashan 1914 Creative Park," "Shen Ji New Village," and "Pier-2 Art Center" within the past three months. Both online and physical questionnaires were distributed to collect data. The findings of this study reveal that destination image has a positive impact on experience value but does not exert a direct effect on consumer behavior. Instead, experience value plays a mediating role in the relationship between destination image and consumer behavior. The study suggests that cultural and creative parks should improve the overall atmosphere and plan visitor routes to enhance visitor experience and increase consumer willingness to spend.

**Key words: Cultural and creative parks, destination image, experiential value, consumer behavior.**