

STUDY ON THE RELATIONSHIPS AMONG SERVICE QUALITY, SATISFACTION, AND
BEHAVIOR INTENTION OF ECOTOURISM: USING KINMEN NATIONAL PARK AS AN EXAMPLE

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Abstract

With the implementation of the Taiwan government' s tourism policy and increased travel demand by local people, ecotourism has become popular, resulting in various issues of travel quality. Upon this background, this study analyzes Kinmen National Park, investigates key ecotourism promoted in Taiwan, and explores Service Quality, Satisfaction, and Behavior Intention after travel. According to research findings, there is a significant difference between tourists' expected service quality and perceived service quality. Tourists' perceived service quality is significantly superior to their expected one. In addition, tourists are satisfied with overall service and have strong behavioral intention to revisit a place and encourage others to participate in ecotourism.

Keyword : Ecotourism, Service Quality, Behavior Intention