

THE RESEARCH OF THE ALLURE FACTORS OF THE TRAVEL AROUND TAIWAN ISLAND VIA BICYCLE PREFER

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1. ABSTRACT

Following the Lohas, Green Energy Saving and Rest on Weekends three topics. Leisure activity was already became a most importance area, especially the cycling is the popular in Taiwan, it can strengthen a human body significantly and reduce air pollution.

Taiwan is a small island and it has an extensive road system making so it easy to travel from place to place, the government encourage people attending the Leisure activity of cycling. In increasing numbers, people are making the travel around Taiwan Island via bicycle. It's a fun and interesting way to explore the island .Why the making the travel around Taiwan Island via bicycle is fun? What's the allure in the travel around Taiwan Island via bicycle?

In this study, we focus on the professional of making the travel around Taiwan Island via bicycle opinion and we use the EGM method to find the travel around Taiwan via bicycle's allure, than we make questionnaire to ask the 20 people had making trips around Taiwan via bicycle and 20 people have not shown their opinions of the allure factors. Finally the data of experiment were analyzed by Quantification method I and T-test. This study offered the designers the different point of views of users of the trips around Taiwan via bicycle and we can find some allure factors to design the product about the trips around Taiwan via bicycle.

Keywords: *Kansei engineering, Bicycle, EGM, Quantification method I*

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2. INTRODUCTION

In 2008 the economy was very depression so people change and regulate their life for instance economize on energy and exercise to add resistance..... So now ride the bicycle around the Taiwan 's island is very popular. More and more people attend this activities so the government build the road of bike for everyone and in 2010 Taiwan will done 2800km bike's road .

In Taiwan the government promote traffic be safely & conveniently so the bicycle team rounded the island together regularly. Some blog and news report some information about bike around the island, so the bike around the island became popular and why the bike team rounded the island again and again?

3. LITERATURE REVIEW

3.1 The definitions in tourism with bicycle

Using the bike to attend the tourism or in the trip the bike play an important role. It can apple some different experience for people and the foreign country develop the tourism with bike and they hope it can to promote the economy in village.

Some professional have view point themselves about the tourism with bicycle:

1. Lumsdon 2000 :

The transportation not only traffic tool but also can make another purpose for instance it can add plasticity for tourism.

2. Mason& Leberman 2000:

It is not easy to plan the tourism things, especially some leaders has different view point so the government make policy hardly, the leader always have to think about sociality, environment andeconomy.

3.2 Recreation Experience

is meaning when you to play any activities you got the special experience so Recreation Experience is showing your psychology when you attend the trips, sometimes the trip makes happiness in their minds.

1. Driver and Tocher (1970)

They thinks tourism is experience in psychology& physiology and it can relax your body and your mind

2. Ittelson (1978)

Recreation Experience establish tourism and environment. Different tourism and environment make different Recreation Experience.

4. METHOD

In this study we using EGM method to search what is the fascinated elements the around the Taiwan island then using Quantification method I to test we must to be.

Research method and planning because using bicycle have to some times to finish the activity so in this study we separate three 3 steps in bicycle activity



1. Before the round-island 2. In the round-island 3. After the round-island



Figure1: Three steps in bicycle activity

After these steps, we got the EGM table as following

We will discussed the three steps to ask professional what's the factors attracting people round the island with bikes.

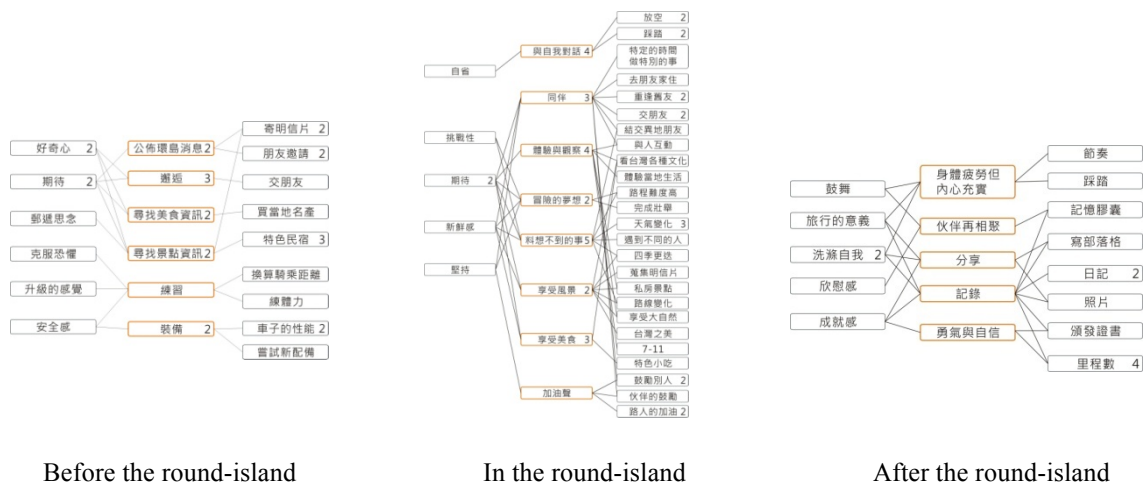


Figure2: The factors attracting of three steps

EGM table

we organized seven feelings from the EGM chart, and we listed the actual phenomenon and the abstract meanings of these seven feelings as the main material of this questionnaire.

A. Before the round-island : Novelty、 promote for every things myself

B. In the round-island : Surprise、 Experience、 unique、 Auto criticism

C. After the round-island : The sense of travel

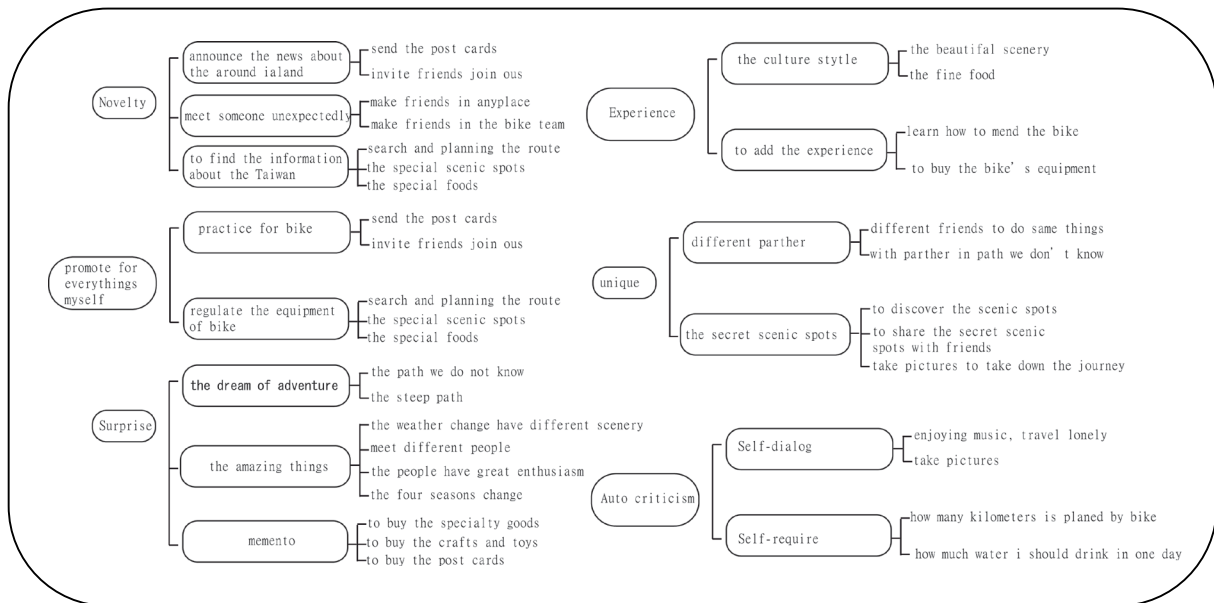


Figure3: The seven feelings in rounding island with bicycle

5. QUESTIONARY AND ANALYSIS

5-1 Questionnaire and Analysis

Questionnaire object is divided by two groups: the people had the round-island tour and the people don't have it. We explore what are the different feelings for the round-island tour between two groups. The final samples included 15 males and 5 females with the round-island tour, and 17 males and 9 females without the round-island tour.

Questionnaire content is divided into 3 parts: before the round-island, in the round-island and after the round-island. The tested uses the theory of Likert Scale 5 Step to evaluate how is big impact from the median level project to the two groups' feeling through the intensive grade 5-1 , then ticks off the most representative behaviors. At last, the test should give the grade from 7 to 1 according to 7 feeling for the importance of round-island tour, 7 is most important and 1 is least. This case will be analyzed and discussed by the quantitative I and T-test.

Result: this part will be analyzed through two groups included people with round-island tour and without round-island tour.

Table 1: The test of two groups

	without the round-island tour		round-island tour	
Novelty	R = 0.433	B. meet someone unexpectedly (0.396)	R = 0.702	B. meet someone unexpectedly (0.502) C. to find the information about the Taiwan (0.594)
		B1 make friends in anyplace (0.506)		B2 make friends in the bike team (0.502)
promote for every things myself	R = 0.317	A. practice for bike (0.288)	R = 0.282	A. practice for bike (0.244)
		A.learn how to mend the bike(0.843)		A3.learn how to mend the bike (0.774)
Surprise	R = 0.387	B. the amazing things (0.325)	R = 0.629	A. the dream of adventure B. the amazing things (0.325)
		B4.the four seasons change (0.571) B5.people surprised encourage 0.555)		A1.the path we do not know
Experience	R = 0.54	/	R = 0.415	B. add the Experience (0.414)
unique	R = 0.442	A.different parther (0.312)	R = 0.133	/
		A2. with parther in path we don't know (0.312)		/
Auto criticism	R = 0.527	A.Self-dialog (0.399) B.Self-require (0.428)	R = 0.386	A.Self-dialog 0.337 B. Self-require (0.362)
		A2.enjoying music, travel lonely 0.399) B1. how many kilometers is planed by bike (0.516)		B1. how many kilometers is planed by bike (0.398)
The sense of travel	R = 0.247	/	R = 0.198	/

A. Before the round-island tour:

1. Novelty:

For the multiple correlative coefficient (R) of novelty, the people with round-island tour (R=0.43) and the people without round-island tour (R=0.7) are correlative. However, meet and the travel information searching have got higher points in the partial correlative coefficient of novelty, meet for the people with round-island tour (0.5) and the people without round-island tour (0.39) are correlative, but the correlation of the people with round-island tour is higher (0.59) for the travel information searching.

B. In the round-island tour:

1. Surprise:

For the multiple correlative coefficient of surprise, the people with round-island tour has the higher correlation (R=0.62). For the partial correlative coefficient of surprise, the amazing things (0.59) and the dream of adventure are relative for the people with round-island tour.

2. Experience:

The experience has got higher points for the people with round-island tour (0.41) and for the people without round-island tour (0.54). But only the experience increase is relative in the partial correlative coefficient of experience.

3. Auto criticism:

For the multiple correlative coefficient of auto criticism, the people without round-island tour (0.52) are more correlative than the people with round-island tour (0.38). Self-dialog and Self-require in the partial correlative coefficient of auto criticism are mostly equal for the both of two groups, and for the people without round-island tour, enjoying music, travel lonely and, the correlation is higher.

C. After round-island tour:

1. The sense of travel:

The multiple correlative coefficient of the sense of travel is not correlative for both of two groups.

5-2 T-test Analysis

For the items of meet of novelty, amazing things of surprise self-dialog and self-require of auto criticism, the two groups have the same recognition. Therefore, we use T-test to testify the evaluation from two groups in these 4 items.

A. Before round-island tour:

The P value (0.401) in the T-test for meet of novelty is more than 0.05, it means that two groups has the same attitude and share the same emphasis for that.

B. In round-island tour:

The P value (0.357) in the T-test for amazing things of surprise is more than 0.05, it means that tow groups has the same attitude and share the same emphasis for that.

The P value of self-dialog (0.158) and the P value of self-require are more than 0.05, but they are lower compared with meet of novelty and amazing things of surprise. So, the difference between two groups is a little larger.

6. CONCLUSION

1. From Quantification method I:(1).the novelty before round-island tour(2).the surprise and self auto criticism in round-island tourFor two groups, the correlation is higher.

2. In partial correlative coefficient of novelty before round-island tour, two groups consider meet could get the highest points in novelty. In partial correlative coefficient of surprise, two groups consider amazing things could get the highest points in surprise.In partial correlative coefficient of auto criticism, self-dialog and self-require have the similar points. In the category of self-require, "how many kilometers are planed by bike" could get the higher points. As above indicated, two groups have the same recognition for some feeling.

For the people with round-island tour, the novelty and surprise are stronger correlative (0.6-0.7) in the round-island tour by bike;

For the people without round-island tour, the novelty, specialization and auto criticism are correlative (0.4-0.5) in the round-island tour by bike.As above indicated, the people with round-island tour is familiar with the round-island tour by bike due to experience. Therefore, as the unknown things, the novelty and surprise are more attractive for them. Opposite, the options and intensity are dispersive and lower.

3. Review: Due to the insufficient samples, there are some special options that no one selected. This situation cause the numerical abnormalities in quantitative I analysis.

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