

身心障礙旅遊者自我效能與旅遊意願關係之研究 -以家庭支持為干擾變數

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摘要

隨著無障礙旅遊環境愈來愈便利，身心障礙者旅遊逐漸受到關注。然而身心障礙者旅遊動機面臨個人及家庭因素挑戰，過去相關研究十分缺乏。本研究目的在於探討身心障礙旅遊者的自我效能對旅遊意願之關係，並檢測家庭支持在自我效能與旅遊意願之間關係的干擾效果。本研究以身心障礙人士、行動不便老人為受測對象採用問卷調查法進行研究。有效問卷 331 份，回收率為 92%。使用 t 檢定、單因子變異數分析、皮爾森相關分析、多層級迴歸分析檢定研究假設。研究結果呈現自我效能對旅遊意願具有顯著正向影響；家庭支持對自我效能和旅遊意願不具有干擾變數效果。本研究建議積極增強身心障礙旅遊者的自我效能感，將會有助於增進外出旅遊的意願。根據本研究結果提出政府、公共利益團體及身心障礙家庭實務及未來的研究建議。

關鍵詞：自我效能、旅遊意願、家庭支持

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The Relationship between Self-Efficacy and Travel Intention of Disabled Tourist: The Moderating Effect of Family Support

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Abstract

As the barrier-free tourism environment becomes more and more convenient, recent years have been increased attention to tourism for disabled tourist. However, comparatively little research has focused on the travel motivation of disabled tourist is challenged by personal and family factors. This study was to examine the relationship between self-efficacy and travel intention of disabled tourist, as well as to investigate the moderating effect of family support in the relationship between self-efficacy and travel intention. Methods of questionnaire was used to collect data and survey through from the disabilities and the elderly with mobility difficulties. A total of 358 questionnaires were distributed, and 331 valid questionnaires were returned, leading to a return rate of 92%. The study used t- test, one-way analysis of variance (ANOVA), Pearson's correlation analysis and multilevel regression analysis for hypothesis testing. Results shows the self-efficacy significant positively affect travel intention, but family support has no moderating effect on the impact of self-efficacy on travel intention. This study suggests that actively enhancing the self-efficacy of disabled tourists will help increase their intention to travel. Managerial implications for government, public interest groups and families with disabilities are proposed and suggestions for future studies are provided.

Keywords : Self-efficacy 、 Travel Intention 、 Family Support

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