

台灣廟宇節慶休憩行為之研究-以台南學甲慈濟宮 上白醮謁祖祭典活動為例

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摘 要

上白醮謁祖祭典暨刈香活動具特色為藝陣，其表現極具文化習俗觀光效益。隨著社會型態改變，準備耗時且費力之真人藝閣逐漸在臺灣各地的廟會活動中消失中，臺灣各地此類節慶展出之藝閣活動越來越少，不過學甲地區依然維持傳統，每年均維持一定數量的真人藝閣演出，重要因素：地民眾熱情投入與外來香遊客參與，致使研究這些參與上白醮謁祖祭典節慶之香遊客休閒行為-參與真人藝閣動機、休憩涉入程度及地方依附三構面間關係，可以提供內化的休憩本質於廟會慶典的意涵。方法乃使用問卷調查進行採便利抽樣，有效問卷計 315 份，有效問卷回收率為 96.92%，數據透過描述性統計分析、變異數分析、相關分析及迴歸分析，結果顯示：1.香遊客對真人藝閣之參與動機與涉入程度具有顯著相關及線性關係。2.休憩涉入程度與地方依附間具有顯著相關及線性關係。3.真人藝閣之參與動機與地方依附間具有顯著相關及線性關係。

總之，研究結果可知三者構面互相間之線性關係，彼此間存在因果的關係，由此線性因果的依據可提出具可信與有效的建議，作為相關單位及民間廟宇地方人士日後規劃祭典活動如何更有效強化地方文化、增加經濟效益及善用觀光資源之參考與方針。

關鍵詞：祭典節慶、真人藝閣、涉入、地方依附

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Leisure Behavior of Shangbaijiao Festival from Tzu Chi Temple, Syuejia District Tainan Taiwan

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Abstract

The ceremonial festival of Tzu Chi temple, Syuejia district Tainan Taiwan, it provides the local economy from the benefit of culture tourism effect. The main topic explores the relationship between people and its own custom by means of some festival activities, children's performance pavilion, it will be found why visiting the place through some style in the leisure behavior.

The results showed through quantitative analysis with the questionnaire indicate that there are some differences and relationship in some background and constructs. There are some explanation as follows : 1. there are absolutely significant differences from participatory background compared with three constructs through ANOVA analysis. 2. It tells correlation between constructs each other from three ones, participation motivation x leisure involvement, participation motivation x place attachment, leisure involvement x place involvement through Pearson analysis. 3. Above pair they show simple regression significantly each other.

To sum up, the causal relation came from regression analysis they provide recommendations and references for the characteristic festival about ancestor ritual, which are applied they increase economic benefit for the locality.

Keywords: Ceremonial Festival, Children's performance pavilion, Leisure involvement, Place attachment.

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