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| 論文中文摘要： | 本研究旨在探究對顧客/遊客來說，永續元素如何影響他們對設有再生能源發電站（離岸風力發電場）的旅遊地的印象和旅遊意圖。外部元素是永續溝通，即關於該旅遊地的永續資訊，而內部元素是遊客既有的環境意識。本研究另外外部及內部各設立一個干擾變數，分別為品牌形象和不確定性規避。本研究使用線上問卷進行資料收集，並使用結構方程模型（SEM）進行資料分析。透過這項研究，我們發現旅遊地形象在永續溝通和旅遊意圖之間扮演完全中介的角色，但在環境意識和旅遊意圖之間無任何中介效果。品牌形象完全沒有干擾作用，而不確定性規避則可以在環境意識和旅遊地形象之間具有干擾作用。另外，不確定性規避也可以在旅遊地形象和旅遊意圖之間具有干擾作用。透過這項研究，旅遊業者可以更好地了解如何吸引遊客參觀設有離岸風力發電場的地區。一旦居民發現這有助於當地旅遊業的發展並創造更多就業機會，他們將支持離岸風力發電場的建立，並促進其他針對可再生能源旅遊的研究。 |
| 論文外文摘要： | The present research aims to investigate how customers/visitors’ sustainableelements affect their views on the image and travel intention of the green energy generating sites (offshore wind farms). The external element is sustainability communication, i.e., sustainable information about such destination, and the internal element is visitors’ inherent environmental awareness. Two moderating variables, brand image and uncertainty avoidance are included to understand their moderating effects on the external and internal side, respectively. An online questionnaire was used for data collection, and structural equation modeling (SEM) is used to do the data analysis. Through this research, we found that the destination image can be a full mediator between sustainability communication and travel intention, but it can’t mediate between environmental awareness and travel intention. Brand image has no moderating effect, and uncertainty avoidance can moderate between environmental awareness and destination image. Moreover, uncertainty avoidance can moderate between destination image and travel intention. Through this research, tourism operators can better understand how to attract tourists to visit a destination with offshore wind farm. Once residents find this thrives local tourism industry and creates more job opportunities, they will embrace offshore wind farms and encourage more research into ways to promote renewable energy tourism. |