

Crowding Perception Impact On Purchase Intension- Tourist In Backcountry Setting

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Abstract

Under the trend of global traveling, the cost of traveling has been lower than ever. More and more people can afford the cost and enjoy the amazingness of their journey. However, along the trend of growing visitors, the massive increasing visitors and the quality of the recreation site are normally contradicted. In order to not feeling crowded, finding the “highest common factor” for the tourism development and the suitable numbers of visitors should be a critical concern for human race. Therefore, this research is going to combine theories from crowding perception, studying how do environment and human factors affect crowding perception, and how would crowding perception influence purchase intension.

Therefore, the research selected Sun-Moon Lake, as the study area, and the author collects data through distributing questionnaires, analyzing with SPSS statistic software. This research will follow the introduction sequent, discussing “what are crowding perception factors”, “How do they matter” and “how does crowding perception influence tourist’s purchase intension”.

In the end of the research, this paper discovered five crowding perception elements and two elements that influence tourist’s purchase intension; they are “Visiting Frequency”, “Temporary Staying Time”, “Other tourist’s Behavior”, “Situation Factor”, “ Extraversion Openness characteristics”, as well as “Motivation” and “Crowding Perception”. In further study, this research discovered that crowding perception shows negative impact on

tourist's purchase intension, meaning that tourists do not necessarily react positively in term of purchasing. Therefore, in the final part of the research, this paper conclude a few fair suggestions for government, vendors and tourists to consider, how to improve crowding experiences, in order to form a better quality and sustainable environment that benefit businesses, tourists and nature.

Key word: Crowding Perception, Purchase Intension, Sun-Moon Lake, Backcountry, Tourism