

金門山后聚落遊客的懷舊情感對負責任環境行為之影響：兼論地方依賴與地方認同的中介效果

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摘要

金門由於較晚開放解嚴，使得島上得以保持完整的傳統閩南式聚落，不僅形成當地特殊的風貌，也是相當珍貴的文化襲產。山后聚落是金門目前保留最完整的傳統聚落，也是金門第一個開放觀光的聚落景點，需要管理單位及遊客的重視才得以永續發展。故本研究為瞭解遊客在金門山后聚落的遊憩行為，以懷舊情感、地方依賴、地方認同做為前置變項來探討其對負責任環境行為的影響，同時分析四個變項間之因果關係，進而瞭解地方依賴、地方認同在此關係模式所扮演之中介角色。經便利抽樣共回收 346 份有效問卷，藉由結構方程式的分析結果發現，懷舊情感會正向且顯著地影響地方依賴、地方認同與負責任環境行為；地方依賴則正向且顯著地影響地方認同，亦即當遊客對某地方的依賴程度越高時，其對於當地的認同也相對強烈；而地方認同亦正向且顯著地影響負責任環境行為，換言之，當遊客對此景點有情感上的認同時，越會表現出負責任的環境行為。此外，地方依賴在懷舊情感與地方認同間扮演了中介的角色，而且地方認同也中介了懷舊情感與負責任環境行為間的關係。根據上述結果，本文提出實務上之管理意涵與建議，供相關單位與後續研究者參考。

關鍵字：地方依賴、地方認同、負責任環境行為、遺產觀光、懷舊情感

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然而有關懷舊情感的分類亦有其他學者提出不同方式，如 Baker 與 Kennedy (1994)將其分成真實懷舊、模擬懷舊和集體懷舊等三種類別，建議後續研究者尚可透過其他的懷舊構面來探討其與地方依賴、地方認同和負責任環境行為之間的關係，以瞭解其差異情形。

3. 研究變項建議

根據過往文獻可知，人們的懷舊情感能正向影響其涉入程度(Muehling & Pascal, 2012)、體驗價值(Chen et al., 2014)與滿意度(Chen, 2014)等，上述變項亦可能是影響地方依賴、地方認同與負責任環境行為之前因或後果變項(Chiu et al., 2014; Kyle et al., 2003; Lee, 2011)，建議後續學者可嘗試將上述變項納入探討，以建構更完整之遊客負責任環境行為模式。

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The Influence of Nostalgia Tourism on Environmentally Responsible Behavior, and the Mediating Effects of Place Dependence and Place Identity: A Case Study of Kinmen Shanhou Settlement

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Abstract

Due to late implementation of the repeal of Martial Law in Taiwan, Kinmen has been able to maintain a more complete traditional southern Fujian settlement. This has not only formed a special local feature, but also a very precious legacy. Shanhou Settlement, the most complete and famous traditional settlement, is the most popular settlement destination in Kinmen, which needs special attention from management agencies and tourists to its sustainable development. This study examines the causal relationships among nostalgia, place dependence, place identity and environmentally responsible behavior (ERB), as well as the mediating effect of place dependence and place identity. A total of 346 tourists who had visited Shanhou Settlement were surveyed. Structural Equation Modeling was used to determine the relationships among the variables and the mediating effects. Results have shown that nostalgia had positive effects on place dependence, place identity and ERB. In addition, place dependence had a positive effect on place identity, while place identity also had a positive effect on ERB. Moreover, place dependence was found to have exerted a

significant effect on mediating the relationship between nostalgia and place identity. In the meantime, place identity mediated the effect of nostalgia on visitors' ERB. Management implications and recommendations for the administrators of Shanhou Settlement and future researchers have subsequently been provided.

Keywords: place dependence, place identity, environmentally responsible behavior, heritage tourism, nostalgia