

住森林飯店賺健康？以質性角度探索影響森林飯店再訪意圖之因素

2026 年 3 月

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摘要

隨著臺灣於 2025 年正式邁入超高齡社會，國人健康意識與預防醫療觀念逐漸提升。健康旅遊可提供恢復活力、減少疲勞及放鬆身心等功能，已成為大眾重要的旅遊動機之一，亦是旅遊產業的重要發展方向。學者指出，科技產品的普及與都市化，讓自然環境成為人們旅遊時所嚮往的場域；而在新冠疫情後，人們更渴望健康。全球健康高峰會於 2020 年亦指出人們與大自然互動的體驗極為珍貴。

根據部門調查，臺灣林地面積占本島總面積高達 55.1 %，而臺灣又以觀光立國，旅宿業在觀光產業中佔有相當地位。森林飯店兼具自然環境、療癒資源與健康休閒功能，而在這樣森林情境下，顧客會產生什麼樣的感知價值？依 80/20 法則，飯店經營者特別重視再訪顧客的經營。回顧相關文獻可發現，學者提出多種感知價值模型，顯示人類心理與消費行為的複雜度。因此，本研究旨在了解顧客選擇森林飯店的動機，探討影響顧客再訪意圖的因素，以及在森林情境中顧客所產生的感知價值，並分析其中與健康知覺相關的面向。

本研究透過質性研究，採立意抽樣並以半結構訪談法訪談 7 位受訪者，使用主題分析法歸納出不同主題。研究結果顯示，顧客選擇森林飯店的動機主要包括：服務面向、心靈面向與主題性面向；並產生功能價值、情感價值、條件價值以及認知價值等四種感知價值。其中部份主題如：不適症狀改善、身心放鬆與自然環境體驗等，皆與健康感受有相關性。此外，受訪者表示，由於森林飯店提供自在舒適的空間、交通便利性、遠離都會繁忙的環境、心靈安定感、以及經營者理念，讓他們願意再訪或推薦給親友。

本研究旨在探索森林飯店情境下顧客的旅遊動機，並分析在森林情境中所產生的感知價值如何影響再訪意圖。研究結果可補充臺灣森林飯店情境之相關研究，並提升及擴充其在健康旅遊情境中之適切性。同時為森林飯店在產品設計、營運管理與服務策略提供參考建議。

關鍵詞：健康旅遊、價值感知、主題分析法、消費價值理論、注意力恢復理論

Staying in Forest Hotels for Health? A Qualitative Study of Factors Influencing Revisit Intention

March, 2026

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Abstract

As Taiwan officially enters a "super-aged society" in 2025, public health awareness and the concept of preventive medicine have steadily increased. Wellness tourism, offering functional benefits such as restoring vitality, reducing fatigue, and relaxing the mind and body, has become a primary travel motivation and a key developmental direction for the tourism industry. Scholars have noted that urbanization and the prevalence of technology have made natural environments highly sought-after sanctuaries; furthermore, the post-COVID-19 era has intensified the global longing for health. The 2020 Global Wellness Summit also explicitly stated that experiences involving interaction with nature are incomparably precious.

According to government surveys, forest land accounts for 55.1% of Taiwan's total area. Given Taiwan's focus on tourism, the hospitality sector plays a pivotal role within the industry. Forest hotels integrate natural environments, healing resources, and health-leisure functions. However, what kind of perceived value do guests develop within such "forest contexts"? According to the 80/20 rule, hotel operators prioritize cultivating repeat customers. Previous literature has proposed numerous models of perceived value, reflecting the psychological and behavioral complexity of consumers. Therefore, this study aims to understand the motivations for choosing forest hotels, explore factors influencing revisit intentions, and identify the perceived values triggered in forest settings, specifically those related to health perception.

This study employed a qualitative approach; conducting semi-structured interviews with seven participants selected through purposive sampling, and utilized thematic analysis to categorize emergent themes. The findings reveal that motivations for choosing forest hotels

include service, spiritual, and thematic dimensions. Four types of perceived value were identified: functional, emotional, conditional, and epistemic value. Specifically, themes such as "improvement of physical discomfort," "physical and mental relaxation," and "natural environment experiences" were found to be significantly correlated with health perceptions. Furthermore, participants indicated that comfortable spaces, transportation accessibility, escaping urban busyness, spiritual tranquility, and the operator's philosophy are key drivers for revisiting or recommending the destination to others.

The purpose of this research is to explore travel motivations in the context of forest hotels and analyze how the resulting perceived value affects revisit intentions. The results contribute to the existing literature on Taiwan's forest hotel settings and enhance their applicability within the wellness tourism framework. Finally, this study provides practical recommendations for product design, operational management, and service strategies for forest hotel practitioners.

Keywords: Wellness Tourism, Perceived Value, Thematic Analysis, Theory of Consumption Values (TCV), Attention Restoration Theory (ART)