

The Study of Evaluating the Effectiveness of the PR Strategy and in the Leisure Industry —A Case of the Asia Pacific Resort

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Abstract

The rapid global economical growth, as well as the participations in the 2-day weekends, the need for recreation and the leisure industry has also promptly grown. The industry has also diversified to accommodate the need. Amongst all, geothermal resources have grown to be one popular choice, as well as a important recreation. Its great lucrative potential has made the traditional 4PS is no longer fit. The business must have bi-directional interaction to understand the true need of customers in order to bring profits. However, domestically, there were only two publications related to the recreation industry, and researches are leaning towards theories of mass media, public relations, and business model and strategy. Therefore, this research will be based the individual studies of *Asia Pacific Resort* in new Bei-Toe. The research focused on the public relations, operation strategy, and the analysis on the

1. The main consumer group are married females age between 20 to 29 in the commercial industry, received college or higher education, whose monthly income range between 30K to 50K.

2. Overall, bi-directional is most effective. Gender, age, education, marital status, occupation, and income are also effective. Media coverage also brings public attention.

3. Besides the posters, bi-directional methods are most well received, including promotion strategy. Besides TV and press conferences, all other channels impact the 4Ps model. “Spending factors”, “past experiences”, “overall effectiveness”, and “post-spending rating” impact the 4 categories. In addition, “Promotion response” and “future confidence” are most obvious when handled by news media and public

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announcements. “post-spending satisfactory” and “revisit spending” does not provide obvious result

Keywords : Asia Pacific Resort, Public relation, The Study of Evaluating the Effectiveness of the PR Strategy

休閒產業公關策略效益評估之研究

—以亞太溫泉生活會館為例

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摘 要

因應全球經濟快速發展，造成國人收入所得攀升，也逐漸重視生活品質。加以週休二日的正式施行，造成國民對休閒遊憩的需求日增，休閒旅遊事業更逐漸成為策略性明星事業。在眾多休閒遊憩選擇中，溫泉旅遊已成為頗受歡迎的旅遊選擇。另因為休閒產業市場龐大商機，目前有為數不少企業競相投入，在競爭環境下，傳統行銷組合 4Ps 已不符所需，行銷上 4Ps 應擴展為 6Ps，增加權力(power)及公關(public relations)，經營與運作才能得到最大利益。因為公共關係有助於企業形象的建立與維持，加上資訊蓬勃發展以及運動休閒活動的選擇與對象提高，漸使民眾對一般的行銷策略視若無睹，唯有透過雙向溝通與互動，才能真正打動消費者的心。然反觀國內相關研究，公共關係與休閒事業相關之研究僅有 2 篇；而研究內容多以大眾傳播理論、公共關係理論、運作模式及策略為主，而針對公共關係效益進行評估的研究付之闕如。因此，本研究將以新北投地區之亞太溫泉會館為個案對象，探討休閒事業公共關係策略與運作概況，並評估其公共關係執行效益。為達本研究之研究目的，採用以下研究方法：(一)深度訪談法；(二)問卷調查法：以自編之量表為研究工具，以了解其對亞太公關策略之知曉/理解程度，評估其公關效益；(三)文件分析法：彙整所應用之公關策略執行與運用，以探析休閒產業公關之應用並建構問卷。研究結果發現：(一)人口結構：女性、20-29 歲、從商、已婚、大專教育程度與月收入在 3-5 萬元為主，且與北投區溫泉會館消費族群幾乎皆是相同的，顯見亞太鎖定的主流目標對象是正確的。然亞太消費者似有所偏重，有必要開拓目標族群，以成功發展更合宜策略，吸引更多

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的族群；(二)人口變項對公關運作認知影響分析：性別、年齡、教育程度、職業與對於溫泉新聞關心度的不同，皆會對於公關模式運作部分面向造成影響，而職業與對於溫泉新聞關心度的不同意會造成差異是與其他文獻不同之處，值得進一步探討(三)除海報外皆以雙向對等模式得分最高；除電視與記者會外，其餘管道對於四種認知皆有影響；「影響消費原因」、「過去經驗」、「整體效益」與「消費後評價」對於四種認知皆有影響；「宣傳效果」與「未來信心」在新聞代理與公共資訊兩模式中達顯著差異；「消費後滿意」與「再度消費」則皆未達顯著差異。

關鍵詞：亞太溫泉會館、公關、公關效益評估