

Exploring the Planning and Design Principles of Gardening Places from Push-Pull Theory

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The push and pull factors of gardening places can be used as design principles of spatial requirements to enhance the participant's motivation, attraction, and satisfaction, provide an evaluation indicator for the potential of gardening places, and promote the quality of agricultural tourism. The first purpose of this study is to capture the pull and push factors of gardening places. The secondary purpose is to explore the influence of personal background variables on the pull and push factors. This study used the interview content to develop 82 questions on push and pull factors of gardening places, assessing the importance level through a seven-point scale. Three hundred ninety-one valid questionnaires were obtained at Calligraphy Greenway in Taichung City. This study indicated that the four core pull factors were natural and friendly environment, comfortable and convenient environment, multiple gardening activities, and suitability for parent-child activities through exploratory factors analysis. Health and educational motivations were the push factor. In addition, a natural

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environment is the most responsive to health and educational motivations. Female was significantly more concerned with environmental factors than males. The married respondents are more concerned with suitability for parent-child activities than other marital statuses. According to the study results, the five major push and pull factors are the guiding principles for evaluating the potential of gardening. The push and pull factors can improve the shortcomings of the gardening places, attract tourists, and promote agricultural economics.

Keywords: *agricultural tourism, gardening, push-pull theory, natural environment, parent-child activities*

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