

*Full Length Research Paper*

# Elucidating leisure constraints and experience, satisfaction and revisiting willingness among tourists to Dong-Shi Fisherman's Wharf in Taiwan

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**This study explores exactly how leisure constraints and experiences, satisfaction and revisiting willingness are related among tourists to Dong-Shi Fisherman's Wharf in Taiwan. Five hundred questionnaires are sent out. Of 500, a response rate of 81% was received. Statistical methods of *t* test, one-way ANOVA and path analysis of Lisrel are used for analysis. Results indicate that tourists differ in leisure constraints with respect to their marriage status. In particular, single tourists show higher leisure constraints than married ones in terms of transportation constraints. Additionally tourists of different occupations differ in leisure experiences.**

**Key words:** Leisure constraints, satisfactions, revisiting willingness.

## INTRODUCTION

The pace of modern life has created high levels of daily stress, highlighting the role of leisure in alleviating such tension and improving the overall quality of life. Leisure participation is an important barometer of living standards in a nation, explaining why quality of life and leisure participation are closely related (Kao, 2000). Jackson (1990) defined a constraint as deterring individuals from participating in an activity that they enjoy. Reducing leisure constraints is thus essential to attract many tourists to a particular destination. Therefore, this study explores factors associated with reducing the leisure constraints of tourists to a fisherman's wharf in order to ensure its further development.

Leisure experience refers to the psychological and physiological perceptions of tourists after they have participated in a leisure activity. Harper (1986) defined leisure experience as referring to the perceptions of the leisure activity, not including those of prevent expectations

or those of post-event recall memory. Earlier, Mannell (1980) defined leisure experience as the immediate perception that a leisure participant feels, including emotions, impressions and opinions. Leisure experience refers to the comprehensive psychological and physiological perceptions that individuals feel when participating in a leisure activity. As tourists are the focus of the tourism industry, developing a tourist spot must highly prioritize their leisure experiences. Therefore, this study also evaluates tourist perceptions of the leisure experience at the Dong-Shi Fisherman's Wharf in Taiwan, including its flaws, to ensure a satisfactory leisure experience among tourists.

Dong-Shi Fisherman's Wharf is an important tourist spots in promoting the development of the tourism industry in Chia-Yi County of western Taiwan, as evidenced by the tremendous amount of investment from the local public and private sectors. With the establishment of Dong-Shi Fisherman's Wharf, whether the planned design and related service sector satisfy the leisure expectations of tourists warrants further study. Tourist satisfaction provides a valuable reference for relevant governmental units and the private sector involved

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in tourist development and construction. Kotler (2000) posited that business management must strive to satisfy consumer demand, and the marketing concept must also satisfy tourist expectations to ensure profitability. Sweeney and Soutar (2001) defined consumer satisfaction as an emotional reaction towards a specific commercial deal, which depends on consumer expectations of products or services, thus reflecting the correlation between consumer expectations and practical results. This study explores the degree of satisfaction among tourists to Dong-Shi Fisherman's Wharf. Results of this study provide a valuable reference for the Tourism Department of Chia-Yi County Government to enhance the quality of service and degree of tourist satisfaction with the Dong-Shi Fisherman's Wharf.

In terms of satisfying the demand and expectation levels of tourists after their visit a high degree of satisfaction originates from the leisure experience exceeding expectations. However, tourists do not necessarily need to be lured again for a repeat visit. The major factors that effectively utilize tourism resources to create a unique tourist appeal must be identified. Kozak (2001) asserted that a repeat visit reflects the willingness of tourists to revisit a certain destination in the same country. Hence, attracting tourists to revisit the same spot is an important barometer to evaluate success in the tourism industry. This study also explores how tourist leisure constraints and experiences, the degree of satisfaction and willingness to revisit are related.

In addition to exploring how leisure constraints and experiences, as well as the degree of satisfaction among tourists to Dong-Shi Fisherman's Wharf differ with respect to various background variables, this study also examines how leisure constraints and experiences, satisfaction and the intention of tourists to revisit are related.

In previous research, Wu et al. (2004) revealed, in "The study of travel motivation, expectation, experience, satisfaction and willingness to revisit of Yushan" that the revisiting willingness and the travel motivation presented correlation with the expectation of service facilities and the satisfaction of the experience. Chang (2008) indicated, in "A study of relationship among attractions, recreation experiences, recreation satisfaction, and revisiting willingness" that the "attraction" of Tahu appeared significant positive correlation with the "leisure experiences", "satisfaction", and "revisiting willingness" of tourists, but further analysis of the causation relation among these factors were not presented. Kim et al. (2009), in the research of "Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travelers", experienced the revisiting willingness of Japanese tourists with structural model, including the potential factors of involvement, brand equity of the destination, satisfaction, and the purpose of visiting the destination, as well as established a structural model with good reliability and validity, but without the analysis on

leisure constraints, leisure experience, satisfaction, and revisiting willingness. As a result, this study tends to analyze the factors of leisure constraints, leisure experiences, satisfaction, and revisiting willingness and expects to make up the insufficiency in previous research. And To attract more tourists to visit Dong-Shi Fisherman's Wharf, however promote the local economic prosperity.

### **Purpose of the research**

Based on the above motivations of the research, the purpose of the research is stated as follows. First to explore the difference among leisure constraints, leisure experiences and degree of satisfaction of tourists to the Fisherman's Wharf with different background variables. Second to explore the relationship among leisure constraints, leisure experiences, satisfaction and intention of revisit of tourists' to the Fisherman's Wharf.

## **LITERATURE REVIEW**

### **Leisure constraints**

Little (2002) defined a constraint as whatever or whoever deters or limits individuals from participating in a selected activity. Leisure constraints refer to causes that deter or limit tourists from visiting Dong-Shi Fisherman's Wharf.

### **Leisure experience**

Experience refers to an individual's realization, perceptions or emotions towards something or personal participation (Joy and Sherry, 2003). Leisure experience refers to the psychological and physiological comprehensive perceptions that individuals feel when participating in a leisure activity.

### **Satisfaction**

Satisfaction refers to the positive opinions or perceptions that individuals experience after participating in leisure activities, or the satisfaction that individuals feel towards an ongoing leisure activity or sensuous experience. This positive sense of satisfaction originates from individual satisfaction based on conscious or unconscious demand (Beard and Ragheb, 1980).

### **Revisiting willingness**

Parasuraman et al. (1985) defined loyalty as the consumer behavior to repurchase or recommend it to others by

publicly praising it. This study examines two factors affecting the intention to revisit. The appeal of a scenic spot refers to the leisure perception that tourists have towards local natural resources and environmental facilities so as to willingly revisit again. Cultural appeal refers to the lure that tourists experience from the cultural features of Dong-Shi Fisherman's Wharf.

## METHODOLOGY

### Construction of research model

Based on the literature reviews and the inference, the causation relation among factors in revisiting willingness, including leisure constraints, leisure experiences, and satisfaction, is shown as the following:

1. Leisure constraints are the negative factor in directly affecting the revisiting willingness, or indirectly influencing it with leisure experience or satisfaction.
2. Leisure experiences, as a positive factor, would directly affect the revisiting willingness, or indirectly influence it with satisfaction.
3. Satisfaction is a positive factor in revisiting willingness and would directly affect it.

The tourists to the Dong-Shi Fisherman's Wharf serve as the study subjects. From June 1 to July 31, 2009, a pilot study using purposive sampling was implemented to pre-test our questionnaires. A total of 250 questionnaires were distributed, among which, 205 were deemed valid, or a response rate of 82.0%. From August 1 to November 30, 2009, formal questionnaires were sent out. Five hundred questionnaires were distributed, with 405 of those deemed valid, or a response rate of 81%. Given the excellent return rate of the questionnaires, the survey data were used for statistical and analysis purposes.

### Questionnaire design

The measurement table of leisure constraints in this study is designed based on the factor model of leisure constraints, that is, personal factor, interpersonal factor, structural and environmental factors, as developed by Crawford et al. (1991) and Alam 2009. The measurement table of leisure experience is designed based on the measurement table of leisure experience created by Kuo et al. (2009). The measurement table of satisfaction is designed based on the measurement table of satisfaction created by Parasuraman et al. (1988). The measurement table of the revisiting willingness is designed based on the measurement table of the revisiting willingness among tourists to Dong-Shi Fisherman's Wharf, as created by Chang and Lee (2008). This table adopts the Likert Scale's five point scoring method. Since the scale developed by Crawford et al. is not suitable for this study, the pre-test is applied to measure the reliability and validity of the scale as well as to add/delete the questions for a suitable scale for this study, so as to reach the effective result.

### Item analysis

In this measurement table, the internal consistency effect standard method and a related analysis method are adopted; along with SPSS for Windows package software statistics used for analysis to sieve table items. The internal consistency effect standard method is implemented as follows. Analysis with the internal consistency effect standard method indicates that the CR value of each item in

the measurement tables of leisure constraints, leisure experience, satisfaction and revisiting willingness reaches a significant level and achieves a reliability value exceeding 0.30. If such is the case, each item should be retained as suggested by Alam et al. (2009).

### Validity analysis

Following item analysis, the CR value of each item in the measurement table of leisure constraints reaches a significant level and must go through factor analysis. The table of leisure constraint exceeds 1 and meets the requirements of the factor analysis, in which the variable amount of explanation exceeds 56.8%. The variable amount of explanation in the measurement table of leisure experience exceeds 64.7%. The variable amount of explanation in the measurement table of satisfaction exceeds 59.7%. The variable amount of explanation in the measurement table of revisiting willingness exceeds 69.92%.

### Reliability analysis

The Cronbach  $\alpha$  value of the measurement table for Cronbach  $\alpha$  value of leisure constraints ranges from 0.71 to 0.84; the table of leisure experience ranges from 0.78 to 0.81; the table of satisfaction ranges from 0.82 to 0.91; and the table of the revisiting willingness ranges from 0.81 to 0.92.

### Data processing

The returned questionnaires of this study are analyzed statistically with SPSS for Windows 18 package software and with the *t* test, independent sample single factor variation analysis and Lisrel 8.72 path analysis to examine the problems addressed in this study. The significance level in the statistical testing of each item in this study is set at 0.05.

## RESULTS AND DISCUSSION

### Comparison of differences in leisure constraints among tourists with different marriage statuses

The leisure constraints among tourists of different marriage statuses are examined by performing the *t* test to analyze how married and unmarried tourists differ in leisure constraints. Those tourists also differ in terms of the transportation constraint, as shown in Table 1.

Closely examining Table 1 reveals that tourists of different marriage statuses differ in the leisure constraints. As for the transportation constraint, unmarried tourists have more leisure constraints than married tourists do. Shaw (1994) found that wives perform most of the house chores regardless of whether they are working, subsequently burdening them with a high stress level. According to our results, unmarried tourists have more leisure constraints than their married counterparts since they do not have a partner to share leisure activities with; in addition, they often do not have transportation.

### Comparison of differences in leisure experiences among tourists of different occupations

Exactly how tourists of different occupations differ in

**Table 1.** Summary of leisure constraint *t* test among different marriage statuses.

Item	Married ( <i>n</i> =155)	Unmarried ( <i>n</i> =250)	<i>t</i> value	<i>p</i> value
	Mean (SD)	Mean (SD)		
Internal and external constraint	3.76 (0.56)	3.77 (0.65)	-0.10	0.92
Scenic sight facility constraint	3.25 (0.57)	3.19 (0.65)	1.02	0.31
Transportation constraint	3.32 (0.71)	3.58 (0.73)	-3.50	0.01*

\*  $p < 0.05$ ; SD= standard deviation.

**Table 2.** Summary of the analysis of different in leisure experience among tourists of different occupations.

Aspect of factor	n	Cognitive experience	Environmental facility experience	Transportation facility experience
		Mean (SD)	Mean (SD)	Mean (SD)
Students	62	3.67 (0.49)	3.60 (0.60)	3.92 (0.60)
Military personnel, public servants and teachers	69	3.60 (0.57)	3.37 (0.62)	3.76 (0.56)
Laborers	71	3.49 (0.52)	3.20 (0.59)	3.78 (0.53)
Farmers	49	3.61 (0.63)	3.55 (0.66)	3.72 (0.68)
Businessmen	69	3.63 (0.61)	3.33 (0.59)	3.74 (0.66)
Others	85	3.67 (0.48)	3.46 (0.61)	3.73 (0.56)
<i>F</i> value		1.07	3.89	0.99
<i>p</i> value		0.38	0.01*	0.43

\*  $p < 0.05$ ; SD= standard deviation.

leisure experiences is examined by categorizing them as students, military personnel, public servants and teachers, laborers, farmers, businessmen and others. These groups differ in terms of environmental facility experience, as shown in Table 2.

Closely examining Table 2 reveals that tourists of different occupations differ in terms of environmental facility. This table also indicates that students have more leisure experiences than laborers do. This finding suggests that diverse factors, e.g., personal emotions, environment, personal perceptions and thinking mode, may

affect the leisure experience. By adopting consumer psychology and social behavior theory of consumers as the basis of marketing strategy, Schmitt (1999) devised five modes of experience, that is, perception, emotion, thinking, action, and association. The ability to manipulate these five modes of experience properly would allow us to anticipate the unforgettable experiences of consumers. Therefore, based on findings of previous studies and this study, we can infer the leisure experiences of tourists' warrants a detailed examination in order to elucidate such experiences of tourists of different occupations.

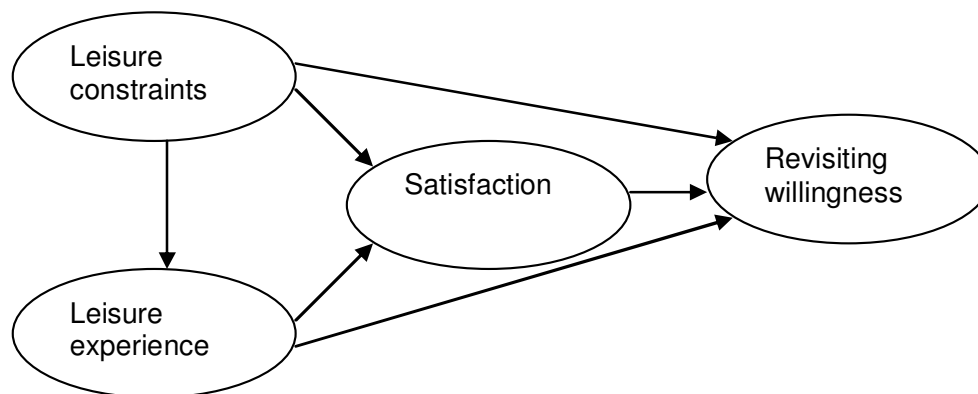
### **Structural equation modeling analysis of leisure constraints, leisure experiences, satisfaction and revisiting willingness among tourists**

#### ***Testing of the hypothesis model***

Factor analysis of this study has established that internal and external constraint (X1), scenic sight facility constraint (X2) and transportation constraint (X3) are observation variables of leisure constraint; cognitive experience (y1), environmental facility experience (y2) and transportation

**Table 3.** Indices of the adaptation testing of total models.

Matching of total model		Ideal index value	Findings of this study
Measuring of absolute suitability	$\chi^2/df$	1-3	2.85
	GFI	>0.9	0.96
	RMSEA	<0.1	0.05
Measuring of increased suitability	AGFI	>0.9	0.92
	NFI	>0.9	0.98
	CFI	>0.9	0.99
Measuring of concise suitability	RMR	<0.1	0.04
	PNFI	0~1	0.52
	PGFI	0~1	0.42

**Figure 1.** Construction research model.

facility experience (y3) are observation variables of leisure experience; service quality (y4), environmental facility (y5) and leisure value (y6) are observation variables of satisfaction; tourism appeal (y7), and cultural appeal (y8) are observation variables of revisiting willingness. These factors are used to explore the structural relationship among the potential variables of internal and external constraint, leisure experience, satisfaction and revisiting willingness.

The total adaptation indices of the models of this study are  $\chi^2/df=2.97$ ,  $GFI=0.95$ ,  $RMSEA=0.08$ ,  $AGFI=0.90$ ,  $NFI=0.86$ ,  $CFI=0.88$ ,  $RMR=0.06$ ,  $PNFI=0.56$ , and  $PGFI=0.52$ . Above indices are all within the range of acceptance (Chiu, 2003).

This finding suggests that the total adaptation of model in this study is reliable as shown in Table 3 and Figure 2 of the following relationship structure model.

### Measurement model analysis

As the composition of all measured variable reliability, composite reliability (CR) refers to the internal consistency of conceptual indices. A higher reliability

indicates a higher internal consistency of these indices.

Fornell and Larcker (1981) suggested that the value exceed 0.6. Table 4 indicates that the composite reliability of potential variables in the model is larger than 0.6 and the coefficient ranges from 0.71 to 0.87. This finding that the internal consistency of the model in the study is acceptable. Moreover, average variance extracted (AVE) calculates the transforming explanation of each measurement variable in potential variables towards that potential variable. A higher AVE implies a higher reliability and contraction validity of the potential variable. Fornell and Larcker (1981) suggested that the value exceed 0.5. Table 5 indicates that all variable AVE in the model have a standard value exceeding 0.5 and its value ranges from 0.51 to 0.77. Seen from composite reliability and average variance extracted, the internal consistency in the model has achieved reliability and stability.

### Adaptation testing of basic model

Table 6 summarizes the basic adaptation of the relationship model between variables in Figure 2. According to

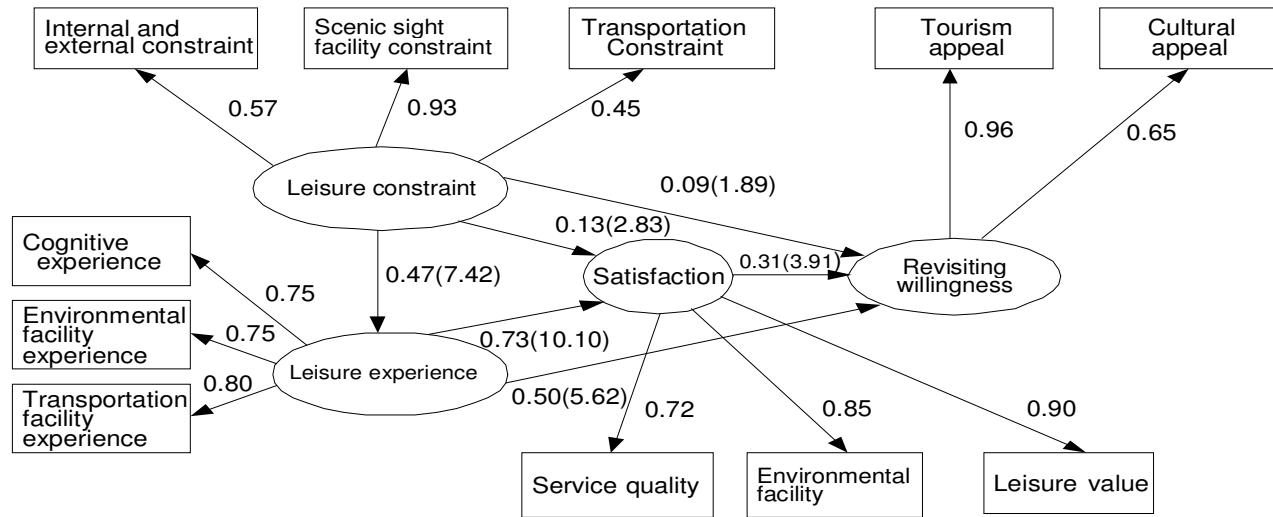


Figure 2. Estimated results of relationship models. Note: () value is  $t$  value.

Table 4. The parameter-estimating table of the total research mode.

Variable	Observation	Variance factor bearing	Composite reliability	Average variance extract
<b>Leisure constraint</b>				
Internal and external constraint	X1	0.58	0.78	0.51
Scenic sight facility constraint	X2	0.93		
Transportation constraint	X3	0.45		
<b>Leisure experience</b>				
Cognitive experience	y1	0.75	0.71	0.55
Environmental facility experience	y2	0.75		
Transportation facility experience	y3	0.80		
<b>Satisfaction</b>				
Service quality	y4	0.72	0.71	0.55
Environmental facility	y5	0.85		
Leisure value	y6	0.90		
<b>Revisiting willingness</b>				
Tourism appeal	y7	0.96	0.87	0.77
Cultural appeal	y8	0.65		

this table, its error change is a positive number and positive value. Its standard error is  $<2.58$ . Its error change and  $t$  value reaches a significant level. The related absolute value between parameters cannot approach 1. Factor bearing cannot be lower than 0.5 or higher than 0.95. The observation variable of the estimation model and  $t$  value  $>1.96$  of potential variable reaches a significant level. Its factor bearing ranges from 0.45 to 0.96. Except for the factor bearing of the geographical environment of the leisure constraint, the other

items reach a level of suitable adaptation. This finding suggests that the observation variable can determine the potential variable effectively. Its adaptation table is within an acceptable range of acceptability.

Analysis results for this structural model involve a direct effect and indirect effect. Indirect effect refers to the potential self-changing item indirectly affecting the potential dependent variable via the medium of the dependent variable and the medium variable. The direct effect and indirect effect of all variables function as statistically

**Table 5.** The basic adaptation indices of linear relationship mode between variables.

Parameter		Estimated value	t value	Standard error	Error change	Error change t value
Increase life joy	←Leisure constraint	0.57	-	0.058	0.63	10.89
Access to nature	←Leisure constraint	0.93	7.15	0.110	0.13	1.20
Geo-environment	←Leisure constraint	0.45	9.31	0.062	0.80	12.82
Mental release	←Leisure experience	0.75	-	0.038	0.44	11.38
Life and interaction experience	←Leisure experience	0.75	16.76	0.039	0.42	10.89
Novel experience	←Leisure experience	0.80	18.17	0.036	0.37	10.20
Tour environment	←Satisfaction	0.72	-	0.040	0.49	12.25
Transportation facility planning	←Satisfaction	0.85	14.28	0.041	0.27	6.53
Scenic sight beautification	←Satisfaction	0.90	14.70	0.040	0.21	5.28
Eco-environment	←Revisiting willingness	0.96	-	0.047	0.10	2.11
Internal and external appeal	←Revisiting willingness	0.65	13.01	0.045	0.58	12.84

**Table 6.** The summary of the explanations of all items in the return-oriented path analysis.

Independent item	Satisfaction	Revisiting willingness
<b>Leisure constraint</b>		
Direct effect	0.13*	0.09
Indirect effect		0.04*
Total effect	0.13*	0.13*
<b>Leisure experience</b>		
Direct effect	0.73*	0.50*
Indirect effect		0.23*
Total effect	0.73*	0.79*
<b>Satisfaction</b>		
Direct effect		0.31*
Indirect effect		
Total effect		0.31*

p<0.05.

analyzed in the foregoing.

Leisure constraints obviously affecting the intention of repeated visits have not been established. Its path value is 0.9 and the  $t$  value is 1.89. They do not reach a level of significance, indicating that leisure constraints do not directly affect the revisiting willingness.

As is well established, leisure constraints obviously affect leisure experience. Its path value is 0.47 and its  $t$  value is 7.42. They reach a significance level, indicating that leisure constraints directly affect leisure experience.

As is well established, leisure constraints obviously affect satisfaction. Its path value is 0.13 and the  $t$  value is 2.83. They reach a significance level, indicating that leisure constraints directly affect satisfaction.

As is well established, leisure experience obviously affects satisfaction. Its path value is 0.73 and the  $t$  value is 10.10. They reach a significance level, indicating that leisure experience directly affects satisfaction.

As is well established, leisure experience obviously affects the revisiting willingness. Its path value is 0.50 and the  $t$  value is 5.62. They reach a significance level, indicating that leisure experience directly affects the intention of repeated visits.

As is well established, satisfaction obviously affects the intention of repeated visits. Its path value is 0.31 and the  $t$  value is 3.91. They reach a significance level, indicating that satisfaction directly affects the intention of repeated visits.

As is well established, leisure constraints after satisfaction indirectly affect the revisiting willingness. The indirect effect between variables is 0.04, and the total effect is 0.13. They reach a significance level, as shown in Table 6.

As is well established, leisure experience after satisfaction indirectly affects the revisiting willingness. The indirect effect between variables is 0.23 and the total effect is 0.79. They reach a significance level, as shown in Table 6, indicating that leisure experience indirectly affects the revisiting willingness.

## Conclusion

This study explores how leisure constraints and experience, satisfaction and revisiting willingness of tourists to the Fisherman's Wharf are related. Based on the results of the study, we conclude the following: Tourists of different marriage statuses differ in leisure constraints. As for transportation constraints, unmarried tourists suffer from higher leisure constraints than married tourists do; Tourists of different occupations differ in leisure experience. As for environmental facility experience, students enjoy more leisure experiences than laborers do; and as for path analysis of satisfaction of tourists to the Dong-Shi Fisherman's Wharf, leisure constraints tend to directly affect the leisure experience and tourist satisfaction same reaction was made by Alam, 2009; Alam et al. 2010. Additionally, leisure experience tends to directly affect

the satisfaction and revisiting willingness of tourists. Moreover, leisure constraints and leisure experience tend to indirectly affect revisiting willingness among tourists. The conclusions show that leisure constraints and leisure experiences tend to directly and indirectly affect the satisfaction and revisiting willingness of tourists. Therefore, fewer leisure constraints of tourists and favorable leisure experience of tourists can increase the satisfaction, and, the satisfaction of tourists is the major factor of revisiting willingness of tourists.

## RECOMMENDATIONS

As unmarried tourists have more leisure constraints than married tourists do, we recommend that the Tourism Department of Chia-Yi County Government instruct the Public Bus Administration of Chia-Yi County to increase bus services between Chia-Yi City, Taipao High-speed Railway Station and Dong-Shi Fisherman's Wharf.

We also recommend that the Chia-Yi County Government increase the number of available public transportation vehicles to Dong-Shi Fisherman's Wharf, reduce the number of leisure constraints among tourists and enhance the leisure experience, satisfaction and intention of revisit among tourists. The model construction of this study can provide tourist hotels and tourist restaurants with reference, in order to improve service quality and increase tourist satisfaction, and further enhance the willingness of tourists to revisiting.

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