Tourist behavior in Hakka Cultural Parks

Simon Wang¹, Chih-Yung Tsai¹,2* and Ying-Chien Chu¹

¹Department of Tourism and Leisure, National Penghu University, Penghu Hsien, Taiwan.
²No.300, Liu-Ho Rd., Makung City, Penghu County, Taiwan, R.O.C.

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In recent years, the culture industry has been a popular topic for international research and discussion, influencing the social and economic development policies of advanced countries. Both government and private sectors must consider the changing trends of globalized and localized industries to actively promote culture industry development and combine human and economic perspectives to create high value-added products and services. The analytical results of this study indicate that revisit intention was associated with recreational satisfaction. Furthermore, recreational satisfaction was associated with leisure benefits. Culture parks must be able to provide locations and services for tourists to relax and get away from life's pressures. Once this is accomplished, tourists' recreational satisfaction and revisit intention increase and the principle of sustainable management can be achieved.

Key words: Service quality, leisure benefits, recreational attractiveness, recreational satisfaction, revisits intention.

INTRODUCTION

With changing social patterns and the implementation of two-day weekends, people in Taiwan who have enjoyed material abundance have begun asking for spiritual abundance. Gradually, a new trend in leisure activities has risen. This trend is beneficial to the local economy and to preserving the sustainable development of local cultures. In response to Taiwan's participation in the World Trade Organization, it is important to assist local culture industries in changing their operation patterns. New operation patterns include planning and developing a recreation and tourism industry unique to a specific location, promoting planning and discussions of communities, local sectors, and culture industries, and promoting “industrialized culture and culturalized industry” so that, via marketing and packaging, the local culture industry can be known worldwide.

Service quality is an important factor in the service industry. Because the service industry primarily provides intangible products and services, service quality is very important. In their attempts to understand customer expectations and cognitive perceptions of service quality after consumption, industries often use all kinds of methods to investigate customer appraisals of service quality. Based on the results of this study, managers adjust operation strategies and conduct quality control to enhance service quality and to be more successful. Parasuraman et al. (1985) suggested that services have four characteristics, including: intangibility, indivisibility, non-storability, and heterogeneity. They showed that customers are highly uncertain and wary when they cannot see or sample the services, and organized 10 factors of evaluation as the following: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibility. After revising the original evaluation table twice in 1991 and 1994, Parasuraman et al. (1985) condensed the 10 evaluating factors to five. Customer uncertainty can usually be reduced by maintaining quality relationships, and their expectations for future continuing interactions and transactions can be influenced (Crosby et al., 1990). Therefore, establishing good relationships with customers is the primary task for the service industry. Maintaining good relationships is another important issue. The first purpose of this study is to investigate tourists' recreational satisfaction and revisit intention from the perspective of service quality.

Attractiveness is the most important factor of tourism; it
motivates tourist travel and also tourism products. Walsh-Heron and Stevens (1990) suggested that attractiveness is a pattern within a region, and the focus is on the region, the locations, or the activities. Therefore, recreational attractiveness is a prearranged display that attracts local citizens or tourists. Amusements are provided for consumers to leisurely spend their time. Facilities and services are provided to satisfy the needs and interests of tourists. The second purpose of the study is to investigate tourists’ recreational satisfaction and revisit intention for the culture park from the perspective of recreational attractiveness.

Leisure benefits, which are subjective, can be divided into four aspects including: psychological benefits, physiological benefits, social benefits, and educational benefits. The psychological benefits of participating in different leisure activities include opportunities and values of approval and recognition, and also through the change in roles, one can obtain a sense of achievement. The physiological benefits of recreation are that it helps maintain regular exercises and keep the physical fitness level to improve physical fitness and reduce cardiovascular diseases. Social benefits include leisure activities, which function as social lubricants. Adults participating in leisure activities who share the same hobbies can easily cultivate friendships and family bonds. The educational benefits of recreation provide diverse interest fields. The desire for knowledge and creativity can be satisfied through formal or informal participation. The third purpose of this study is to investigate tourists’ recreational satisfaction and revisit intention for the culture park from the perspective of leisure benefits.

Current research topics related to the culture industry include the development of the culture industry (Currid, 2009; Uyanik, 2008; Vitali, 2005), local culture developments (Ku and Liu, 2004; Yang and Hsing, 2001), digitalization of the culture industry through the internet (Camkara, 2007), art and culture (Aoyama, 2007), the creative culture industry (Banks et al., 2000), expansion of the culture industry (Yang, 2009), marketing of the culture industry (Crewe and Beaverstock, 1998; Kearns and Philo, 1993), the Hakka culture industry (Hsieh, 2005), and leisure benefits from the tourist perspective (Huang, 2007). However, there is very little research on the relationship between the operation of the culture park and tourist experiences. Through the park’s service quality and recreational attractiveness, this study conducts analyses on the tourist recreational satisfaction and revisit intention for the results of this study to be referenced for related businesses and government agencies when making policies on park operations.

Literature review

Service quality vs. recreational attractiveness

Liao (2003) found that the service quality of the Dong-Feng Bikeway Green Corridor bicycle path affects its recreational attractiveness. The recreational attractiveness would be affected by recreational service quality in terms of environmental planning, closed bikeway design, service facilities, management, and promotions. Chang and Lin (2007) found that service quality of leisure farms influences their recreational attractiveness. Similarly, Wong et al. (2004) suggested that the recreational attractiveness of parks is that they provide a place to relax in a clean environment with aesthetic panoramas. From a tourist perspective, service quality is the best under these circumstances. This study proposes Hypothesis 1:

H$_1$: Service quality has a high correlation with recreational attractiveness.

Service quality vs. recreational satisfaction

Akama and Kieti (2003) and Hui et al. (2007) suggested that the service quality of the Marine Ecology Educational Park influences tourist recreational satisfaction. Tourists primarily felt the tangibility of the service quality; the attitudes of the staff and the accuracy of the information given could be improved. This is influential on recreational satisfaction. Spreng et al. (2009) considered that spring hotel staff provided reliable information and had caring attitudes which affected customers’ re-creational satisfaction. This study proposes Hypothesis 2:

H$_2$: Service quality is highly correlated with recreational satisfaction.

Leisure quality vs. revisit intention

Shen (2005) suggested that the service quality in these parks would affect their revisit intention. The performance of the staff, the reliability of information services, the staff’s caring attitudes, and the quality of equipment affect tourist intention. Ho and Lee (2007) considered that digitalized tourism services influence customers’ behavior intention. Choi and Chu (2001) found that good service quality impresses tourists, which results in excellent word-of-mouth recommendations, and increases tourists’ revisit intention. The management authority of the National Scenic Area can make plans to enhance physical and mental satisfaction of tourists. Ha and Jang (2009) suggested that service quality directly influences behavior intention. This study proposes Hypothesis 3:

H$_3$: Service quality is highly correlated with revisit intention.

Leisure benefits vs. recreational satisfaction

Mannell and Iso-Ahola (1987) and Allen (1990) indicated that psychological benefits of leisure and travel experiences
come from two forces: relief from routine pressure and sleeping. Reichel and Haber (2005) considered that obtaining social, psychological, educational and physical satisfaction affects recreational satisfaction. Enjoying a recreational area increases physical, psychological, educational, and social aspects of satisfaction. Tsai and Ho (2008) suggested that outdoor recreational activities (e.g., mountain-climbing, exploratory educational activities and skiing) provide leisure satisfaction. Greater the leisure benefits cause higher recreational satisfaction of a recreational area. This study proposes Hypothesis 4:

H₄: Leisure benefits are highly correlated with recreational satisfaction.

Leisure benefits vs. revisit intention

Hightower et al. (2002) considered that the process of leisure recreation can improve physical and mental conditions and affect travel intention. Hsu (2008) considered that all the leisure benefits affect tourist revisit intention. Where tourists gain the greatest satisfaction psychologically, physically and socially, they have greater revisit intention. Huang et al., (2009) considered that to increase the number of older tourists, the number of tourists during non-holidays must be increased so that the elderly can obtain health benefits, which influences their revisit intention. This study proposes Hypothesis 5:

H₅: Leisure benefits are highly correlated with revisit intention.

Recreational attractiveness vs. recreational satisfaction

Vittersø et al. (2000); Alexandros and Jaffry (2005) considered that the attractiveness of a recreational area can increase tourist satisfaction to a tourist recreational area. Yu and Goulden (2006) suggested that attractiveness is a characteristic of a destination and an invisible force that generates interests in tourists. Therefore, attractiveness has a positive influence on recreational satisfaction. The attractiveness of tourist locations consists of scenery, participation, memory, services and facilities that can satisfy customers. Fan (2007) considered that the level of recreational attractiveness affects tourists’ recreational satisfaction. Li and Chen (2009) found that the attractiveness of a recreational area affects tourists’ attitude towards such recreational activities. This study proposes Hypothesis 6:

H₆: Recreational attractiveness is highly correlated with recreational satisfaction.

Recreational attraction vs. revisit intention

Recreational attractiveness encourages tourists to visit because the activities have special tourism and recreational incentives. Bigné and Andreu (2004) considered that recreation which has unique characteristics attracts tourists. Derek et al. (2005) considered that when an organization has unique attractiveness, then the working intention of the staff would increase. Chen and Lee (2006) and Liu and Shih (2009) found that the attractiveness of festivals make tourists intend to revisit the recreational area. The combination of unique characteristics makes tourists have the intention to revisit the recreational area. Chou (2008) considered that recreational attractiveness of the recreational area would affect the tourist revisit intention. This study proposes Hypothesis 7:

H₇: Recreational attraction is highly correlated with revisit intention.

Recreational satisfaction vs. revisit intention

Jang and Feng (2007) considered that in the travel industry, from the perspective of tourists, recreational satisfaction can directly affect tourist travel intention. Chen and Chen (2010) found that regardless of destination, a relationship clearly exists between tourist revisit intention and recreational satisfaction. Tourist recreational satisfaction and revisit intention are positively correlated. Tourists may feel satisfied by recreational experiences and have the intention to revisit. Ryu et al. (2008) considered that product services, restaurant and hotel services, staff services, and environmental sceneries, are the most influential factors of satisfaction. Williams and Soutar (2009) considered that when a recreational area satisfies tourists, revisit intention significantly increases. This study proposes Hypothesis 8:

H₈: Recreational satisfaction is highly correlated with revisit intention.

RESEARCH METHODS

Research framework

Figure 1 show the research framework used in this study, along with the determinants of each variable.

Service quality

Most scholars agree that services are intangible because they are more like performances, not objects (Parasuraman et. al. 1985). Service quality refers to simultaneous occurrence of production and consumption. Therefore, service providers are affected by different people, time, locations, and objects and have different experience in service. Hsu (2000) considered service quality to be the evaluation of the provision of services and the satisfaction level of the service expectations from consumers.
Recreational attraction

Hu and Ritchie (1993) pointed out that the attractiveness of destinations is determined by tourists’ thoughts, opinions, and insights on how satisfying the location is in reference to specific needs. Lee et al. (1995) found the attractiveness of tourism resources to include scenic locations and natural scenery, which can generate a “draw-off” effect on tourists.

Leisure benefits

Leisure benefits are a subjective concept. Ajzen (1991) pointed out that leisure benefits and goal achievements include participation in leisure activities. Kao (1995) considered that leisure benefits include participation in leisure and recreation activities can improve physical and psychological conditions and satisfy individual needs.

Recreational satisfaction

Recreation is participation in meaningful and enjoyable activities, including indoor and outdoor activities, and dynamic and static activities. Kozak and Rimmington (2000) considered that tourists’ recreational satisfaction is very important, especially for successful destination marketing. Recreational satisfaction affects destination choice and revisit intention. Yoon and Uysal (2005) suggested that tourists use their own travel experiences to evaluate the recreational satisfaction of the destination.

Revisit intention

Revisit intention refers to subjective judgments about the future or specific actions or behaviors that consumers may take towards attitude objects (Blackwel et al., 2005). Intention refers to the tendency of an individual’s possible actions, which can be used to predict behavior. Folkes (1988) stated that intention refers to an individual who makes subjective judgments about future possible actions.

Data collection and questionnaire design

Using a random sampling method, this study selected currently operating culture parks in Kaohsiung County to conduct field investigations. After explaining the entire study plan to each tourist and obtaining their consent, questionnaire surveys were conducted through interviews. The questionnaire for this study consisted of six parts which included: (1) Service quality: The service quality scale developed by Parasuraman et al. (1985) was used in this study and has been frequently used by related scholars including Martin-Cejas (2006) and Spreng et al. (2009). (2) Recreational attractiveness: The recreational attractiveness scale was developed by FanChiang (2002). (3) Leisure benefits: The leisure benefits scale developed by Philipp (1997) was used. This scale has been frequently used by scholars, including Hightower et al. (2002) and Reichel and Haber (2005). (4) Recreational satisfaction: The Recreational satisfaction scale developed by Cronin and Taylor (1992) was used. (5) Revisit Intention: The intention scale was developed by Dodds et al. (1991). Chang (2006) used the scale to evaluate the revisit intention to a farm. (6) Individual variables: gender, age, level of education and number of visits.

RESULTS

This study presents a statistical analysis performed on each of the hypotheses, examines each hypothesis, and discusses the results (Figure 2).

Statistical analyses

One hundred and sixty questionnaires were sent out and a total of 156 were returned. The valid response rate reached 91.8%. The analysis results are as shown in Table 1. The majority of the respondents were females. The majority of the respondents aged were 30-31. The majority of the respondents had a university degree (57.1%). The majority of the respondents had visited the

Figure 1. Research framework.
Figure 2. Results of model analysis.

Table 1. Demographic analysis.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>57</td>
<td>36.5</td>
</tr>
<tr>
<td>Female</td>
<td>99</td>
<td>63.5</td>
</tr>
<tr>
<td>Age (Years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 20</td>
<td>5</td>
<td>3.2</td>
</tr>
<tr>
<td>21-30</td>
<td>95</td>
<td>60.9</td>
</tr>
<tr>
<td>31-40</td>
<td>33</td>
<td>21.2</td>
</tr>
<tr>
<td>41-50</td>
<td>21</td>
<td>13.5</td>
</tr>
<tr>
<td>Over 51</td>
<td>2</td>
<td>1.3</td>
</tr>
<tr>
<td>Level of education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior school</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>High school</td>
<td>18</td>
<td>11.5</td>
</tr>
<tr>
<td>Junior colleges</td>
<td>22</td>
<td>14.1</td>
</tr>
<tr>
<td>University</td>
<td>89</td>
<td>57.1</td>
</tr>
<tr>
<td>Institute</td>
<td>23</td>
<td>14.7</td>
</tr>
<tr>
<td>Number of visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once</td>
<td>73</td>
<td>46.8</td>
</tr>
<tr>
<td>Twice or more</td>
<td>83</td>
<td>53.2</td>
</tr>
</tbody>
</table>

park two or more times.

Validity and reliability analyses

This study used the partial least squares (PLS) statistical method and the bootstrap re-sampling method to examine the degree of significance of a path in a structural model.

There were 156 responses to the questionnaires, which was more than the minimum sample number of 30 suggested by the PLS. Using the PLS to conduct a model test was sufficient. The average number of the model, the standard error, and the factor loading are shown in Table 2. In the majority of cases, each item’s factor loading is more than 0.7. According to the reports by Fornell and
Table 2. Tests of the measurement model.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Loading</th>
<th>Residual</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service quality</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangibility</td>
<td>0.770</td>
<td>0.407</td>
<td>0.267</td>
</tr>
<tr>
<td>Reliability</td>
<td>0.897</td>
<td>0.195</td>
<td>0.223</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.868</td>
<td>0.246</td>
<td>0.216</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.838</td>
<td>0.298</td>
<td>0.215</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.916</td>
<td>0.160</td>
<td>0.247</td>
</tr>
<tr>
<td><strong>Recreational attractiveness</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relax</td>
<td>0.835</td>
<td>0.302</td>
<td>0.411</td>
</tr>
<tr>
<td>Recreation space</td>
<td>0.754</td>
<td>0.432</td>
<td>0.292</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.787</td>
<td>0.380</td>
<td>0.328</td>
</tr>
<tr>
<td>Education environment</td>
<td>0.634</td>
<td>0.598</td>
<td>0.281</td>
</tr>
<tr>
<td><strong>Leisure benefits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physiological benefits</td>
<td>0.897</td>
<td>0.196</td>
<td>0.348</td>
</tr>
<tr>
<td>Psychological benefits</td>
<td>0.844</td>
<td>0.288</td>
<td>0.313</td>
</tr>
<tr>
<td>Educational benefits</td>
<td>0.762</td>
<td>0.419</td>
<td>0.276</td>
</tr>
<tr>
<td>Social benefits</td>
<td>0.812</td>
<td>0.341</td>
<td>0.263</td>
</tr>
<tr>
<td><strong>Recreational satisfaction</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall satisfaction</td>
<td>1.000</td>
<td>0.000</td>
<td>1.000</td>
</tr>
<tr>
<td><strong>Revisit intention</strong></td>
<td>1.000</td>
<td>0.000</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Larcker (1981) and Nunnally (1978), the composite reliability should be higher than 0.7 and the average variance of the constructs extracted should be higher than 0.5. The composite reliability and average variance extracted (AVE) of the convergent validity of the model were higher than the threshold values, indicating that the internal consistency of the measurement tool designed by this study was acceptable.

Discriminant validity tests variables between different constructs. The correlation between variables of the same construct should be higher than those of different constructs. To pass the discriminant validity test, the square root of the AVE for an individual construct should be greater than the covariant relation between the construct and other constructs in the model (Chin, 1998). Table 3 shows the correlation coefficient matrix between the various constructs. The diagonally listed values are the AVE square roots. Table 4 also indicates that correlation coefficients between any of the two constructs are smaller than the AVE square roots of the measurement variables of the constructs. This indicates that in the measurement model, various construct variables were indeed discriminant of each other. The questionnaire surveys used in this study had sufficient discriminant validity.

Research hypothesis testing

The path coefficient between service quality and recreational attractiveness was 0.567 (t-value = 10.601). Service quality had a significant positive influence on recreational attractiveness. Thus, Hypothesis 1 was valid.

The path coefficient between service quality and recreational satisfaction was 0.125 (t-value = 2.223). Service quality has a significant positive influence on recreational satisfaction. Thus, Hypothesis 2 is valid.

The path coefficient between service quality and revisit intention was 0.110 (t-value = 1.851). Service quality had a significant positive influence on revisit intention. Thus, Hypothesis 3 was valid.

The path coefficient between leisure benefits and recreational satisfaction was 0.429 (t-value = 4.932). Leisure benefits had a significant positive influence on recreational satisfaction. Thus, Hypothesis 4 was valid.

Research model testing

This study adopted the bootstrap method suggested by Bollen and Stine (1992). In addition, the PLS did not provide estimation for goodness of fit. Chin (1998) considered that the measurement for the goodness of fit is only related to how the estimation of parameters match with the covariance samples, but is unrelated to the prediction ability of latent variables. Chin considered that R² is an index for evaluating the quality of a model. Figure 2 shows the structural model.
### Table 3. Convergent validity.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Composite reliability</th>
<th>Average variance extracted</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service quality</td>
<td>0.934</td>
<td>0.739</td>
<td>0.912</td>
</tr>
<tr>
<td>Tourist attraction</td>
<td>0.841</td>
<td>0.572</td>
<td>0.740</td>
</tr>
<tr>
<td>Leisure benefits</td>
<td>0.898</td>
<td>0.689</td>
<td>0.845</td>
</tr>
<tr>
<td>Recreational satisfaction</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Revisit</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 4. Discriminant validity.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Service quality</th>
<th>Tourist attraction</th>
<th>Leisure Benefits</th>
<th>Overall satisfaction</th>
<th>Revisit intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service quality</td>
<td>0.859</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational attractiveness</td>
<td>0.567</td>
<td>0.756</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leisure benefits</td>
<td>0.576</td>
<td>0.751</td>
<td>0.830</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational satisfaction</td>
<td>0.530</td>
<td>0.671</td>
<td>0.710</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>Revisit intention</td>
<td>0.532</td>
<td>0.636</td>
<td>0.665</td>
<td>0.747</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Note: The diagonally listed values are the AVE square roots of the constructs.

### Table 5. Path analysis.

<table>
<thead>
<tr>
<th>Direct effect</th>
<th>Indirect effects</th>
<th>Total effects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tourist attraction</td>
<td>Recreation satisfaction</td>
</tr>
<tr>
<td>Service quality =&gt; Recreational attraction</td>
<td>0.567</td>
<td></td>
</tr>
<tr>
<td>Service quality =&gt; Recreational satisfaction</td>
<td>0.125</td>
<td>0.158</td>
</tr>
<tr>
<td>Leisure benefits =&gt; Recreational satisfaction</td>
<td>0.429</td>
<td></td>
</tr>
<tr>
<td>Recreational attraction =&gt; Recreational satisfaction</td>
<td>0.278</td>
<td></td>
</tr>
<tr>
<td>Service quality =&gt; Revisit intention</td>
<td>0.110</td>
<td>0.140</td>
</tr>
<tr>
<td>Leisure benefits =&gt; Revisit intention</td>
<td>0.158</td>
<td>0.212</td>
</tr>
<tr>
<td>Recreational attraction =&gt; Revisit intention</td>
<td>0.137</td>
<td></td>
</tr>
<tr>
<td>Recreational satisfaction =&gt; Revisit intention</td>
<td>0.494</td>
<td></td>
</tr>
</tbody>
</table>
The path coefficient between leisure benefits and revisit intention was 0.158 (t-value = 1.745). Leisure benefits have a significant positive influence on revisit intention. Thus, Hypothesis 5 was valid.

The path coefficient between recreational attractiveness and recreational satisfaction was 0.278 (t-value = 3.079). Recreational attractiveness has a significant positive influence on recreational satisfaction. Thus, Hypothesis 6 was valid.

The path coefficient between recreational attractiveness and revisit intention was 0.124 (t-value = 1.607). Recreational attractiveness had no significant influence on revisit intention. Thus, Hypothesis 7 was invalid.

The path coefficient between recreational satisfaction and revisit intention was 0.494 (t-value = 6.999). Recreational satisfaction had a significant positive influence on revisit intention. Thus, Hypothesis 8 was valid.

According to the result, tourists perceive cultural parks as being more attractive if cultural parks provide more services and satisfy tourist physical and emotional needs; accordingly, tourists are more willing to participate in activities held by cultural parks, i.e. tourists are also more likely to revisit cultural parks.

Path analysis

Asher (1983) considered that the relationships between variables are determined by the total sum of direct effects, indirect effects, and spurious effects. Direct effect refers to an independent variable’s direct influence on a dependent variable without going through other intermediary variables. Indirect effect is the influence of an independent variable on a dependent variable, generated through an intermediary variable. Spurious effect refers to the third variable or a combination of a set of variables simultaneously having direct or indirect influences on two variables. Although spurious effect is part of a causal relationship, its displayed effect is quite small. Path analysis focuses on the direct and indirect effects that have significant influence (Table 5).

Recreational attractiveness

The direct effect of service quality on recreational attraction was 0.567. There were no indirect effects found, so the direct effects were equal to the total effects.

Recreational satisfaction

The direct effect of service quality on recreational satisfaction was 0.125. The indirect effect was 0.158 and the total effect was 0.283. The direct effect of leisure benefits on recreational satisfaction was 0.429. There were no indirect effects found. The direct effect was equal to the total effect. The direct effect of recreational attraction towards recreational satisfaction was 0.278. There were no indirect effects found, so the direct effect was equal to the total effect.

Revisit intention

The direct effect of service quality on revisit intention was 0.11. The indirect effect was 0.148 and the total effect was 0.25. The direct effect of leisure benefits on revisit intention was 0.158. The indirect effect was 0.212 and the total effect was 0.37. There were no direct effects found. There indirect effect was 0.137. The indirect effect was equal to the total effects. The direct effect of recreational satisfaction towards revisit was 0.494. There were no indirect effects found, so the direct effect was equal to the total effects.

Conclusion

This study discusses the effects of service quality, recreational attractiveness and leisure benefits of culture parks on recreational satisfaction and revisit intention. First, service quality had a significant effect on recreational satisfaction and revisit intention. This is consistent with Ryu et al., (2008). Tangibility and assurance are the most important factors. Tourists indicated that relevant service equipment provided by the culture parks, staff’s appearances and etiquette, and professional explanations and information services increase recreational satisfaction and revisit intention.

Second, recreational attractiveness has no significant effect on revisit intention, but does affect recreational satisfaction. Relaxation and convenience are the most important factors. Better public facilities and convenient transportation could be provided and activities that enhance physical health, relax the mind, reduce life pressure, and enhance family bonds could be offered. These can increase recreational satisfaction and revisit intention for culture parks.

Third, leisure benefits have significant effects on recreational satisfaction and revisit intention. The results are consistent with those of Reichel and Haber, (2005). Physiological benefits and psychological benefits are the most important factors. Activities can be designed to alleviate fatigue, increase happiness, enhance physical and mental health, and provide a sense of satisfaction. The more positive experiences that tourists have, the higher their recreational satisfaction and revisit will be.

Overall, the most influential factor of revisit intention is recreational satisfaction. The most influential factor of recreational satisfaction is leisure benefits. Physical and mental relaxation and bonding with friends and family are very important in modern society. This study suggests that the development of parks encourages tourist interaction and increases socialization with park staff. Through field trips, interactions among classmates can
be promoted and interactions with park staff can be increased. Students can also experience cultures to achieve teaching and socializing benefits. Visiting culture parks with provided facilities allows tourists to relax and rest from life pressure. When tourists give positive appraisal to parks and value their experience, then revisit intention may increase, which allows for the principle of sustainable management to be achieved.

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