

# A Study of the Correlation Between Leisure Benefits and Behavioral Intentions –Using Bantou Arts and Cultural Village as an Example

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## Abstract

*The main purposes of this study are to investigate the difference in the leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village, and to further investigate the correlation between leisure benefits and behavioral intentions. This study selected the visitors of the Bantou Arts and Cultural Village as research subjects. A total of 450 questionnaires were distributed, and 407 valid samples were retrieved, for a valid return rate of 90%. The data were analyzed with t-test, one-way ANOVA, and canonical correlation analysis. The results indicated that: 1) there is no gender difference in leisure benefits of visitors to Bantou Arts and Cultural Village; 2) there is no difference in behavioral intentions among visitors of different occupations to Bantou Arts and Cultural Village; 3) there is a difference in behavioral intentions among visitors of different ages to Bantou Arts and Cultural Village, and the purchase intentions of those aged 40~50 is higher than that of those under 20; 4) there is correlation between visitors' leisure benefits and behavioral intentions, suggesting that the higher the visitors' leisure benefits, the higher their behavioral intention.*

**Key Words:** Leisure benefits, Behavioral Intention, Bantou Arts and Culture.

## Introduction

### Research Background and Motives

In an era of a knowledge economy, the public demand methods and locations for stress relief from life, working environments of global competition, the rapid pace of life, and heavy work pressures, to have an opportunity to relieve physical and psychological stress. Leisure recreation has become the best approach for a modern society to relieve stress in life. With increased incomes and the implementation of the 5-day work week by the government, people's arrangements of life expenditures and time, ideas, and social concepts have been significantly changed. The study by Kao (1995) indicated that, when family income increases, the cultural expenditures of education, entertainment, leisure, health, tourism, etc., as well as service expenditures are increased. People will transform their basic living requirements for food, clothing, housing, and transportation to place emphasis on leisure life. Maslow's Theory of Needs also indicates: when the biological needs of individuals are met, they will yearn for a higher level of satisfaction and actualization. Driver (1997) emphasized that, leisure benefits are the positive changes in the needs of individuals or substantial environments, including interpersonal relationships, physical fitness, prevention of social problems, and stabilization of communities. In the individual aspect, leisure benefits are a unique experience of psychological satisfaction, such as a good feeling at the end of activities and a sense of intimacy with friends, which are similar to that of families, and a sense of invigoration.

Bright (2000) suggested that leisure benefits include 5 aspects: psychological perspective, biological and psychoanalysis perspectives, sociological perspective, economic perspective, and environmental perspective: 1) psychological perspective: improvement of self-concept, reflection of personal value, and experiences of achieving the summit; 2) biological and psychoanalysis perspectives: cardiovascular health, disease management, and mental and physical rehabilitation; 3) sociological perspective: improvement of social stability, family unity, and cultural identity; 4) economic perspective: employment, income, and reduction of NHI payment; 5) environmental perspective: environmental maintenance and conservation.

Iwasaki (2006) assessed leisure benefits, and suggested that leisure can provide the global population with opportunities to live a valuable and meaningful life, which can help improve quality of life. To pursue a better life, the public is willing to spend time and money on leisure recreation. According to the statistics from the annual tourism statistical report of the Tourism Bureau of Taiwan in 2010, on average, a person travels 5.6 times year in Taiwan. Owing to the Taiwanese' general demand and importance attached to leisure recreation, leisure recreation has become an indispensable part of the life of modern people. Therefore, this study intends to investigate whether the differences in background variables of visitors in Bantou Arts and Cultural Village lead to differences in their leisure benefits, which is the first research motivation.

Fishbein and Ajzen (1975) indicated that public adoption of a specific behavior is subject to individual behavioral intention. The so-called behavioral intention refers to individuals' subjective probability judgment for adopting a specific behavior, which reflects individuals' intention to conduct a specific behavior, and is a required process of any behavioral performance before the performance of a behavior is determined (Ajzen and Driver, 1991).

The stronger the individuals' intention to engage in a specific behavior, the more likely they will engage in such a behavior. Therefore, behavioral intention is usually used to predict or explain actual behaviors. Baker and Crompton (2000) suggested that, if operators in the tourism industry can fully understand tourists' behavioral intentions, it will be beneficial to the development of their marketing and operational strategies, and have a positive effect on the long-term operations of organizations.

The data collected from the proper measurement of behavioral intentions will be extremely close to actual behaviors. In other words, to predict individual behavior, behavioral intention is a reliable measurement variable (Engel, Blackwell, and Miniard, 2001). Therefore, in the field of leisure recreation, researchers also predict visitors' future attitudes, and examine the pros and cons of operational and marketing strategies, as based behavioral intention. Specifically, if tourists are satisfied with services, products, and overall perceptions offered by travel destinations, their behavioral intentions will be positive, such as advocacy of word-of-mouth, revisit, purchase, consumption, etc., which tend to be beneficial to travel destinations. On the contrary, if their behavioral intentions are negative, such as complaints, criticism, negative advocacy, conversion to leave, etc., the images of travel destinations may be severely affected and operators must invest greater efforts and time to change image and attitudes.

Visitors' behavioral intention is an importance reference index for travel destinations to successfully retain visitors, as visitors' behavioral intentions may be affected by many factors. Ha and Jang (2010) emphasized that, behavioral intentions should be measured based on the dimensions of intentions to revisit, word-of-mouth, recommendation intentions, and purchase intentions; in addition, they found the relationships among perceived value, satisfaction, and behavioral intention. Margee (2008) suggested that there are antecedent variables affecting behavioral intention.

By understanding visitors' behavioral intentions, the image and attractiveness of travel destinations can be examined, and service quality can be improved to achieve the long-term objectives of increasing visitors' revisit intentions and reduce churn and change rates. Based on the motivations above, this study investigated the differences in the behavioral intentions of visitors to Bantou Arts and Cultural Village, and

further investigated the correlation between leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village, which is the second research motivation.

## Research Purpose

Based on the research motivations mentioned above, the specific purposes of this study are, as follows:

- 1) To investigate how the differences in background variables lead to the differences in leisure benefits and behavioral intentions of tourists to Bantou Arts and Cultural Village.
- 2) To investigate the correlation between leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village.

## Explanation of Terms

### Leisure Benefits

Cheng, Wu, and Chen (2007) defined leisure benefits as non-monetary benefits, which cannot be measured by money. Leisure benefits are individual subjective experiential perceptions, and are assessed based on whether an individual perceives the achievement of leisure objectives and obtains various benefits during participation in leisure activities. The Leisure Benefits Scale was divided into two factors: balanced life experience – refers to visitors' obtainment of benefits, such as pleasant mood, relaxation, increased life joy, elimination of fatigue, and obtainment of satisfaction. Sound philosophy of life – refers to visitors' perception of making friends, exchanging affection with companions, understanding the feelings of companions, getting close to more people, expanding knowledge and interests, and enriching life.

### Behavioral Intention

Li (2010) suggested that behavioral intention refers to individuals' possibility to engage in certain behaviors. It can be used to predict the development of subsequent behaviors, as well as to reflect individuals' willingness to engage in a specific behavior. The Behavioral Intention Scale was divided into two factors: recommendation to revisit – refers to visitors' intention to convey good word-of-mouth, share feelings about the visit, and recommend to other people to visit Bantou Arts and Cultural Village after spending their time there, as well as their intention to revisit. Purchase intention – refers to visitors' perception of high commodity prices in Bantou Arts and Cultural Village, and the maintenance of future intentions to visit and shop there.

## Research Method

### Research Subjects

This study selected the visitors to Bantou Arts and Cultural Village as the subjects, and conducted pre-test of the questionnaire survey in August 2011, where pre-test questionnaires were distributed and returned at Bantou Arts and Cultural Village. In terms of the conditions of the date and return of pre-test questionnaire distribution, a total of 300 questionnaires were distributed, and 300 questionnaires were returned. After 24 invalid questionnaires were excluded, there were 276 valid questionnaires, for a valid return rate of 92%. After invalid items were excluded, the pre-test questionnaire was encoded.

The formal questionnaire was developed after item analysis, reliability analysis, and validity analysis, were performed. The formal questionnaires were distributed from September to October, 2011, at the Bantou Arts and Cultural Village. There were 450 questionnaires distributed, and 450 questionnaires were returned. After 43 invalid questionnaires were excluded, there were 407 valid questionnaires, for a valid

return rate of 90%. Babbie (1973) suggested that the survey data cannot be analyzed and reported until the return rate is at least 50%. The return rate of 50% is deemed acceptable, 60% is deemed good, and 70% is deemed very good (Kuo, 1993). Therefore, under the situation where the return rate of the questionnaire was very good, statistical analyses can be performed.

## Research Tools

### Questionnaire Compilation

This study modified the scale of leisure benefits developed by Kao (1995) and Huang (2007), and designed a Leisure Benefits Scale for Bantou Arts and Cultural Village. The Leisure Benefits Scale was divided into two factors: balanced life experience and sound philosophy of life. Moreover, this study modified the behavioral intention scale developed by Tsai (2005), and designed a Behavioral Intention Scale. The Behavioral Intention Scale was divided into two factors: recommendation to revisit and purchase intention. Moreover, the Advising Professor was invited to perform expert discriminant validity. After revisions were made, the scales of Leisure Benefits and Behavioral Intention were developed according to the research motivations, research hypotheses, and issues to be investigated. The measurement was based on a 5-point Likert scale, ranging from 5 (strongly agree) to 1 (strongly disagree).

### Item Analysis

This study adopted internal consistency criteria and correlation analysis, and used SPSS for Windows 18.0 to perform statistical analyses, in order to screen the scale items. The results of internal consistency of Leisure Benefits and Behavioral Intention Scales showed that, the CR value of each item reached significance and the correlation value was  $>.30$ ; therefore, all items were retained.

### Validity Analysis

The results of the factor analysis revealed that, the factor loading of each item was  $> 0.30$ , and the eigenvalue of each factor was  $> 1$ , which meet the requirements for factor analysis. The explained variance of the Leisure Benefits Scale and Behavioral Intention was 59.68% and 74.32%, respectively, suggesting that the validity of the scales was good.

### Reliability Analysis

After factor analysis of the Leisure Benefits Scale, 1 item was removed, and two sub-scales were developed. Items 5, 4, 6, 8, 3, 9, and 7 belonged to factor 1 (balanced life experience), while items 13, 11, 12, 1, 10, 15, 16, and 14 belonged to factor 2 (sound philosophy of life).

After factor analysis on Behavioral Intention Scale, 1 item was removed, and two sub-scales were developed. Items 2, 3, 1, 4, and 6 belonged to factor 1 (recommendation to revisit), while items 10, 9, 8, and 7 belonged to factor 2 (purchase intention). Moreover, the reliability of each sub-scale and the total scale were calculated. The Cronbach  $\alpha$  value of the Leisure Benefits Scale was between .892 and .902, while that of the Behavioral Intention Scale was between .884 and .925; therefore, the reliability of each scale was good.

### Data Processing

After conducting the questionnaire survey, this study excluded invalid questionnaires in order to arrange and analyze data. In addition, this study used SPSS for Windows 18.0 to perform statistical analyses. T-test, independent sample one-way ANOVA, and canonical correlation, were performed to test the issues to be investigated in this study. The significance level of the various statistical tests in this study was set at:  $\alpha < .05$ .

## Results and Discussion

### 1. Comparison of the Differences in Leisure Benefits of Visitors of Different Genders to Bantou Arts and Cultural Village

To investigate the differences in leisure benefits of visitors of different genders to Bantou Arts and Cultural Village, this study divided the visitors to Bantou Arts and Cultural Village into male and female visitors, and used t-test to analyze the difference in leisure benefits of visitors of different genders to Bantou Arts and Cultural Village, as shown in Table 1.

Table 1 Summary of t-test on Leisure Benefits of Visitors of Different Genders to Bantou Arts and Cultural Village

Item	Male (n=200)	Female (n=207)	t value	p value
	Mean (SD)	Mean (SD)		
Balanced life experience	4.22(.53)	4.30(.52)	-1.72	.09
Sound philosophy of life	3.97(.56)	4.02(.59)	-.84	.40

According to the analysis of Table 1, there was no difference in balanced life experience or sound philosophy of life of leisure benefits in visitors of different genders to Bantou Arts and Cultural Village, suggesting that there was no gender difference in leisure benefits of visitors to Bantou Arts and Cultural Village.

### 2. Comparison of the Differences in Behavioral Intentions by Visitors of Different Occupations

To investigate the differences in the behavioral intentions of visitors of different occupations to Bantou Arts and Cultural Village, this study divided the occupations of visitors into military, civil, and educational servants, agriculture and industry, business industry, service industry, students, and others. Moreover, one-way ANOVA was conducted to analyze the differences in the behavioral intentions of visitors of different occupations, as shown in Table 2:

Table 2 Summary of One-way ANOVA Analysis on the Behavioral Intentions of Visitors of Different Occupations to Bantou Arts and Cultural Village

Factor dimension	N	Recommendation to revisit		Purchase intention	
		M	SD	M	SD
Military, civil, and educational servants (1)	61	4.27	.58	3.45	.71
Agriculture and industry (2)	50	4.31	.58	3.61	.74
Business industry (3)	54	4.25	.52	3.58	.65
Service industry (4)	96	4.32	.50	3.66	.76
Students (5)	85	4.22	.58	3.34	.65
Others (6)	61	4.32	.62	3.53	.89
F value		.42		2.05	
P value		.84		.07	

According to the analysis of Table 2, there was no significant difference in recommendation to revisit or purchase intention of behavioral intentions of visitors of different occupations to Bantou Arts and Cultural Village. The reason might be that visitors suggested that commodity prices were acceptable, and it was a good place to spend leisure time; therefore, there was no difference.



### 3. Comparison of the Differences in Behavioral Intentions of Visitors of Different Ages to Bantou Arts and Cultural Village

To investigate the differences in behavioral intentions of visitors of different ages to Bantou Arts and Cultural Village, this study divided their ages into under 20, 21~30, 31~40, 41~50, and above 50.

In addition, one-way ANOVA was performed to analyze the differences in behavioral intentions of visitors of different ages to Bantou Arts and Cultural Village, as shown in Table 3:

Table 3 Summary of One-way ANOVA Analysis of Behavioral Intentions of Visitors of Different Ages to Bantou Arts and Cultural Village

Factor dimensions		Recommendation to revisit		Purchase intention	
Background variables	N	M	SD	M	SD
Under 20(1)	52	4.28	.65	3.26	.75
21~30 (2)	127	4.24	.51	3.49	.71
31~40 (3)	122	4.32	.57	3.54	.75
41~50 (4)	65	4.38	.53	3.71	.75
Above 51(5)	41	4.12	.54	3.61	.71
F value		1.69		3.01	
P value		.15		.02*	
Post-hoc comparison				4>1	

\*p<.05

According to the analysis of Table 3, there were differences in the purchase intention dimension of behavioral intentions of visitors of different ages to Bantou Arts and Cultural Village. The results showed that the purchase intention of visitors aged 41~50 was higher than that of those under 20.

The possibly reason is that the economic status of visitors aged 41~50 was more stable, and they did not perceive pressure when spending money to purchase commodities. Therefore, if visitors' perception of a travel destination, after travel, is positive, they can accept spending more money to purchase commodities during their revisit. The visitors aged under 20 might be students who were not economically independent; therefore, their purchase intention was lower.

Chiu (2010) also found differences in the behavioral intentions of visitors after their visit to the Kaohsiung World Games Main Stadium. Regarding the consumer behavior of tangible products, he confirmed that middle-age and elderly people were of the heterogeneous market. Moreover, under the premises of age, income, health, activity level, time, and social ability, the needs of middle-age and elderly for product categories are similar to their desires (Bone, 1991).

Leiux, Weaver, and McCleary (1994) found that the psychological characteristics of the elderly, aged 55 and above, in the travel market are different, and segment variables of marketing strategies can be developed specifically for them. It could be inferred that purchase intention of visitors is closely related to their age. This study further inferred that visitors aged 41~50 possess more abundant financial resources and family economic dominance, and these factors will affect visitors' purchase intentions.

### 4. Canonical Correlation Analysis of Leisure Benefits and Behavioral Intentions of Visitors to Bantou Arts and Cultural Village

This section aimed to investigate the canonical correlation between leisure benefits (balanced life experience and sound philosophy of life) and behavioral intentions (recommendation to revisit and purchase intention) of visitors to Bantou Arts and Cultural Village, as shown in Figure 1 and Table 4:

## Canonical Correlation Pat

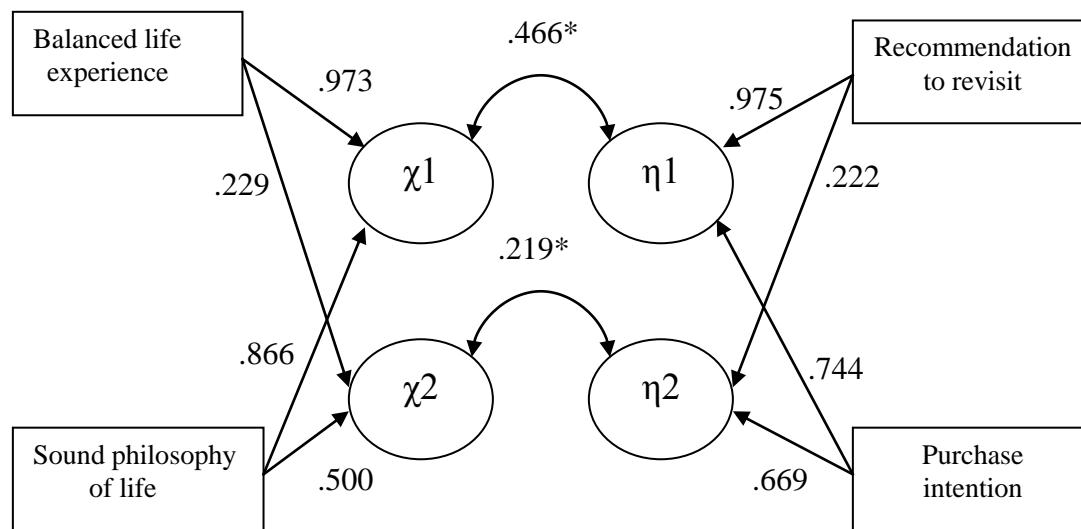


Figure 1 Canonical Correlation Paths of Leisure Benefits and Behavioral Intentions of Visitors to Bantou Arts and Cultural Village

## Analysis of Statistical Results

The canonical correlation between leisure benefits (balanced life experience and sound philosophy of life) and behavioral intentions (recommendation to revisit and purchase intention) of visitors to Bantou Arts and Cultural Village is shown in Figure 1 and Table 4.

### Canonical Correlation Analysis

As shown in Figure 1 and Table 4, the correlation analysis results of X variables ( $X_1$ =balanced life experience;  $X_2$ =sound philosophy of life) of leisure benefits of visitors to Bantou Arts and Cultural Village, and their Y variables ( $Y_1$ -recommendation to revisit;  $Y_2$ = purchase intention), showed that: three groups of canonical factors ( $\chi_1, \chi_2$ ) were extracted from X variables, and three groups of canonical factors ( $\eta_1, \eta_2$ ) were extracted from Y variables. The canonical correlation between the first extracted canonical factors  $\chi_1$  and  $\eta_1$  was .466 ( $P < .05$ ), and that between the second extracted canonical factors  $\chi_2$  and  $\eta_2$  was .219 ( $P > .05$ ).

Table 4 Summary of the Canonical Correlation Analysis of Leisure Benefits and Behavioral Intentions of Visitors to Bantou Arts and Cultural Village

X variables	Canonical correlation		Y variable	Canonical correlation	
Leisure benefits	$\chi_1$	$\chi_2$	Behavioral intention	$\eta_1$	$\eta_2$
Balanced life experience	.973	.229	Recommendation to revisit	.975	.222
Sound philosophy of life	.866	.500	Purchase intention	.744	.669
Percentage of variance extracted	84.88	15.12	Percentage of variance extracted	75.19	24.81
Overlap (%)	35.47	.73	Overlap (%)	31.42	1.19
			$\rho^2$	.217	.048
			$\rho$	.466*	.219*

\* $p < .05$

### Analysis of the Explained Variance of Canonical Factors

As shown in Table 4, the canonical correlation between leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village showed that there was one group of canonical factors.

#### Group 1 Canonical Factors

The first canonical factor ( $\chi_1$ ) of X variables could explain 46.60% ( $\rho^2 = .217$ ) of the total variance of ( $\eta_1$ ) of Y variables. The first canonical factor ( $\eta_1$ ) of Y variables could explain 21.90% of the variance of Y variables. Therefore, with the first group of canonical factors ( $\chi_1$  and  $\eta_1$ ), X variables could explain 31.42% of the total variance of Y variables.

#### Group 2 Canonical Factors

The second canonical factor ( $\chi_2$ ) of X variables could explain 21.90% ( $\rho^2 = .048$ ) of the total variance of that ( $\eta_2$ ) of Y variables. The second canonical variable ( $\eta_2$ ) of Y variables could explain 21.90% of the variance of Y variables. Therefore, with the second group of canonical factors ( $\chi_2$  and  $\eta_2$ ), X variables could explain 1.19% of the total variance of Y variables.

### Canonical Correlation Structure Coefficients<sup>3</sup> (Loading Analysis)

According to the results of the statistical analyses above, leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village were composed of two groups of canonical factors. Group 1 factors could explain 46.60% of the variance, while group 2 factors could explain 21.90% of the variance. In the variables (X) of leisure benefits of visitors to Bantou Arts and Cultural Village, the coefficients of two correlation variables balance life experience and sound philosophy of life of the first canonical factor ( $\chi_1$ ) were .973 and .866, respectively. The coefficients of two correlation variables balance life experience and sound philosophy of life of the second canonical factor ( $\chi_2$ ) were .229 and .500, respectively. In the variables (Y) of behavioral intention of visitors to Bantou Arts and Cultural Village, the coefficients of two correlation variables recommendation to revisit and purchase intention of the first canonical factor ( $\eta_1$ ) were .975 and .744, respectively. The coefficients of two correlation variables recommendation to revisit and purchase intention of the second canonical factor ( $\eta_2$ ) were .222 and .669, respectively. According to the group 1 canonical correlation coefficients, balanced life experience and sound philosophy of life of X variables could better explain recommendation to revisit and purchase intention of Y variables through group 1 canonical factors.

According to the results of the statistical analyses above, the leisure benefits of visitors to Bantou Arts and Cultural Village were composed of two groups of canonical factors, which explained 68.50% (46.60% + 21.90%) of the total variance of behavioral intention. The total variance was mainly explained by group 1 canonical factors. The results showed that there is a correlation between leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village. The higher the leisure benefits of visitors to Bantou Arts and Cultural Village, the higher their behavioral intention.

Based on the above, the leisure benefits of visitors to Bantou Arts and Cultural Village affect their behavioral intentions. Chang (2006) suggested that perceived travel quality has a significant and positive effect on visitors' recommendation and revisit intentions. Chung and Lo (2008) studied the relationship between experience and behavioral intention, and found that positive word-of-mouth and purchase intention can be used to measure behavioral intention. Moreover, visitors' experience has a positive effect on their behavioral intention. Su and Chin (2008) found that perceived value has a positive effect on behavioral intention after travel, suggesting that the higher the visitors leisure benefits, the higher their behavioral intention. Therefore, higher perceived leisure benefits of visitors to Bantou Arts and Cultural Village will increase their recommendation to relatives and friends to visit, and further affect their positive behavioral intention of revisit and purchase intentions. Consequently, in order to trigger visitors' purchase



intention, it is necessary to develop their leisure benefits for the visit before conveying good word-of-mouth and increasing revisit intention.

## Conclusion and Suggestions

### Conclusion

This study investigated the differences in leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village, and examined the correlation between leisure benefits and behavioral intentions of visitors. Based on the results, the conclusions are as follows:

- (1) There is no gender difference in the leisure benefits of visitors to Bantou Arts and Cultural Village.
- (2) There is no difference in behavioral intentions of visitors of different occupations to Bantou Arts and Cultural Village.
- (3) There are differences in the purchase intentions aspect of behavioral intention of visitors to Bantou Arts and Cultural Village. The purchase intention of visitors aged 41~50 is higher than that of those aged under 20.
- (4) There is a correlation between leisure benefits and behavioral intentions of visitors to Bantou Arts and Cultural Village. The higher the visitors' leisure benefits, the higher their perceived behavioral intention.

### Suggestions

- (1) This study found that the purchase intentions of visitors aged under 20 is lower. Bantou Arts and Cultural Village is advised to offer affordable products for visitors aged under 20 in order to attract the purchase intentions of the younger generation.
- (2) As leisure benefits of visitors have a direct effect on their behavioral intention, Bantou Arts and Cultural Village is advised to strengthen the planning of facilities and contents of activities to enable visitors to perceive the leisure benefits developed for their visit.

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