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A Study of Sport Tourist's Participate Motivation, Travel Experience, Perceived Value and Behavioral Intention in Marine Sport Tourism

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Abstract- The purpose of this study was to analyzed marine sport tourism participate motivation, travel experience, perceived value, behavioral intention of tourist. A total of 1219 valid questionnaires were conducted in Penghu, Taiwan, and non-randomized survey was conducted for tourists who participated in marine recreational activities. After the descriptive statistic and analysis of PLS, the results show that marine sport tourism attractions will directly affect the travel experience and perceived value of tourist, and the above two variables will also affect the behavioral intention of the tourist for the destination. Based on the above findings, this study not only advises on marine recreational operations and managers, but also provides research for future researchers.

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I. INTRODUCTION

The Taiwan area is surrounded by the sea, with abundant marine resources, very suitable for the development of marine leisure oriented sports. Penghu is the largest Islands in Taiwan, has abundant natural resources, including natural tourism resources (marine ecology and wildlife, beaches, intertidal zone, islets, unique basalt geological), cultural tourism resources (rural area, fishing village, temples, historical and cultural monuments), provide an important foundation for tourism development (Wu & Chang, 2013, 2014). Due to the strong northeast monsoon in winter, there is a distinct difference between the tourist season and the busy season in Penghu area. At present, the tourism industry in the Penghu, in the season of tourism, most with water based activities, and these activities are related to sports, such as diving, snorkeling, banana, water motorcycles, air extraction parachute et al (Chang Liao, Yang, & Chang, 2015). Gibson, Attle, and Yiannakis (1998) pointed out that the sport tourism is definition individual for participate sport activities, spectate sports event, or visit tourist attractions, leave resident or work place to travel, its purpose is to participate in the competition or leisure. The tourism product is different from the essence of the product, with no entity, the main product is "experience", so consumers in the experience of the process, whether it is worth the heart feeling, and whether to buy(revisit), is a part of tourism industry's most wanted to know. Based

on the above description, this study reviews the relevant literature found that tourism participation motivation, travel experience and perceived value have influence on behavioral intentions (Zeithaml, Berry, & Parasuraman, 1996) for tourists, therefore use empirical analysis to verify, hoped that the findings of this study can be the theoretical basis and practice of marketing for people participate in marine sports tourism activities to provide reference.

II. LITERATURE REVIEW

Tourism motivation is the main reason for people to engage in tourism activities, Crandall (1980) defines tourism motivations based on the individual's need for recreational recreation, which leads to the individual's engaged in recreational activities and directs the activity towards a particular goal to meet the needs through recreational behavior. According to Crompton and McKay (1997), "tourism motivation is conceptualized as a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals" (p.427). Baloglu and McCleary (1999) divide tourism motivation into such factors as relaxation and avoidance, stimulation and adventure, knowledge motivation, social motivation and prestige motivation. Yoon and Uysal (2005) put forward the thrust factors such as excitement, intellectual education, relaxation, family reunion, escape, safe and fun, leaving home and enjoying the scenery. In term of the sport tourism participation motivation, Saayman, Slabbert, and Merwe (2009) study tourists travel motivation of two marine destinations in South Africa. The results revealed both common and different motivational factors when comparing the two marine destinations with one another as well as with other studies conducted. The following motivational factors overlap for the two destinations: escape and relaxation, destination attractiveness, and site attractiveness as well as personal attachment. Merwe, Slabbert, and Saayman (2011) study travel motivations of tourists to selected marine destinations, the result found that motivation includes: destination attractiveness, escape and relaxation, time utilization, and personal attachment.

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Tourists are motivated to understand the reasons for their participation in tourism, and then the most important is their experience at the destination. Travel experience for the individual through the tourism process of participation and experience, and travel process in a variety of humanities, natural environment and other information generated after the interaction of feelings and feelings, and this feeling by the passengers themselves by the social conditions, cultural background (Ryan, 1995; Wearing & Wearing, 1996; Larsen, 2007; Walls et al., 2011). Morgan (2007) study points out that the sport tourists experience at the destination, which includes: social interaction, cultural interactive, social identities, personal meaning, achievement and hedonic pleasures. In some tourism studies, it is found that the motivations of tourists' participation will affect their experience at the destination. The main reason is that their experience is consistent with the motivation, even higher than expected, and the value of their feelings will be higher and more positive (Lo & Lee, 2011; Prebensena, Woo, & Uysal, 2012; Prebensena, Woo, & Uysal, 2014).

H1. The participate motivation of tourists has an influence on their travel experience.

H2. The participate motivation of tourists has an influence on their perceived value.

Dodds, Monroe, and Grewal (1991) argue that perceived value is an exchange of product or service quality and money costs, and consumers' perceived value will further generate the purchase intention, so the purchase intention depends on perceived benefits and values. Perceived value is regarded as an indicator of willingness to participate again and is the basis for the decision-making of the consumer's consumption process (Parasuraman & Grewal, 2000). Schmitt (1999) points out that when the product or service can satisfy the more customer value, it will bring higher customer satisfaction, and customer satisfaction is positively related to the behavior of the repurchase. From this perspective, the value of tourism can be said to tourists for tourism destination products and services, in the

actual experience of tourists after the products and services for the benefit of the value. The study indicates that customer perceived value will positively affect loyalty, and when the customer perceives positive quality of service, it will make a positive performance (Zeithaml, 1988; Fredericks & Salter, 1995). In some studies of the tourist experience, also found that tourists in the destination experience will affect their future visits and recommended to other people's behavioral intentions (Altunel & Erkut, 2015; Prayag, Hosany, & Odeh, 2013).

Behavior intention is often used to measure the future behavior of the index, Oliver (1980) put forward the model of causal cognitive decision satisfaction, satisfaction evaluation and judgment for the purchase behavior generated will affect the behavior intention. Zeithaml, Berry, and Parasuraman (1996) point out that the behavior intention of customer retention index is whether the company can succeed, when customer perceived service quality is high, the store's intention is positive, including the others or appreciation of this store, increase customer loyalty and increase consumer is willing to pay a higher price; on the contrary, when the customer perceived the service quality is low, the store's intention is negative, including criticism or complain about this store, into another store consumption, so to predict a person's behavior, behavior intention is often accurate measure. The tourist destination choice behavior, include visit and with the evaluation of tourism product and the future behavioral intention (Chen & Tsai, 2007), in related research, also the empirical "perceived value" is to predict the future behavior intention (Chen, 2008; Chen & Chen, 2010; Cronin, Brady, & Hult, 2000; Petrick, 2004).

H3. The more positive the travel experience of tourists at destination, the higher their perceived value.

H4. The more positive the travel experiences of tourists at destination, the higher their behavior intention.

H5. The higher the perceived value of tourists at destination, the higher their behavior intention.

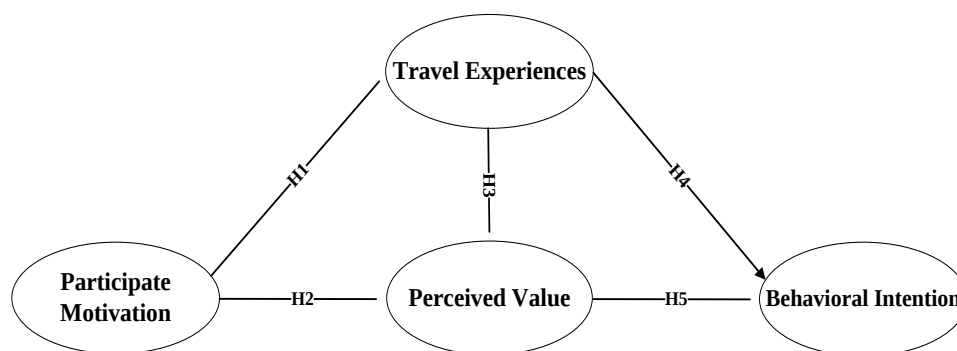


Figure 1: Hypotheses Model

III. METHOD

a) Research Area

Penghu is located in the Taiwan Strait between China and Taiwan, is located in the Taiwan Strait on a group of islands, east of Taiwan Island about 50 km west from the Eurasian continent about 140 km, composed of 90 islands, the total area of about 128 square kilometers. Marine recreational activities in Penghu include water motorcycles, high-altitude tractors, mandarin ducks, snorkeling, diving, banana boats, donuts, yachts, canoeing, sailing and wind and waves.

b) Subject and Sampling

In this study, residents of the island of Taiwan province to Penghu national scenic area participate in marine recreational activities and more than 20 years of age of tourists as the research object, using convenience sampling method, questionnaire survey was conducted on I-Man beach in Magong city. Before survey, researcher and assist students, will ask the tourists they whether engaged in marine recreational activities, and can cooperate fill in questionnaire, if answer "yes", after to implementation. In this study, a total of 1400 questionnaires were survey, 1237 questionnaires were collected, 18 incomplete questionnaires were filled out, and 1219 valid questionnaires were received. The effective questionnaire rate was 87.07%.

c) Questionnaire

This study is divided into four parts, the first part is the "marine sports tourism participate motivation scale", the main purpose is to understand the reason of tourists participate in marine sports tourism, this part of the scale consisted of 12 items, and 2 factors, respectively "ocean climate comfort" and "active challenge and stimulation". This part of the scale is referred relate tourist participate motivation study to the of the reference preparation. The compilation of this part of the questionnaire is mainly based on the relevant research on the motivation of tourism participation (Chang Liao, Yang, & Chang, 2015). The second part is the "travel experience scale". The main task is to understand the tourists they travel in Penghu, in the process, for attractions, environment, activities, personnel service experience, this part of the scale consisted of 18 items, and 4 factors, respectively "activity experience" and " cultural experience" and " attractions service" and "goods and services", and compiled the scale mainly refer to the relevant study of tourism experience and service (Ryan, 1995; Wearing & Wearing, 1996; Larsen, 2007; Walls et al., 2011; Wu & Chang, 2013, 2014). The third part is the "perceived value scale". The main purpose is to understand the tourists they think paid money, time, and efforts whether it is worth the travel in Penghu, this part of the scale

consists of 3 questions, and compiled the scale mainly refer to the relevant study of perceived value (Dodds, Monroe, & Grewal, 1991; Zeithaml, 1988). The fourth part is the "behavioral intention scale". The main purpose is to understand the revisiting willingness of Penghu, or the future will recommend to other local marine recreational activities of the wishes of the people, this part of the scale consisted of 3 items, the and compiled the scale mainly refer to the relevant study of behavioral intention (Zeithaml, Berry, & Parasuraman, 1996). The above four questionnaires were measured by Likert five-point scale, from "very agree" (5 points), "agree" (4 points), "ordinary" (3 points), "not agree" (2 points), to "very not disagree" (1 points). The fifth part is participants their basic personal information, includes: gender, age, education level, marital status, monthly income, occupation, and average number of runs per week.

d) Data Analysis

In this study, collected effective questionnaires, use statistical analysis steps are as follows: 1. use SPSS For Windows 22 software, the frequency distribution and percentage of descriptive statistics, to analyzed the population distribution of background variables of tourists. 2. use Warp PLS 5 statistical software with partial least squares (PLS) to analyzed the marine sport tourism participate motivation, travel experience, perceived value and behavioral intention scale reliability and validity, as well as analyzed the four variables between causal relationship.

IV. RESULT

a) Respondent characteristics analysis

Among the 1426 respondents, there were 518 males (42.5%) and 687 females (56.4%). In the marital status, 349 are married (28.6%) and 697 unmarried (57.2%). In the age, 21-30 are 746 (61.2%), 31-40 years old are 279 (22.9%), 41-50 years old are 151 (12.4%), 51-60 years old are 40 (3.3%), 60 years old and above are 2 (.2%). In the monthly income per person (US\$ 1=30 NT\$), there are 302 people (24.8%) per month below NT.20000, NT. 20001-40000 are 395 people (32.4%), NT. 40001-60000 are 209 people (17.1%), NT. 60001-80000 are 64 people (5.3%), NT. 80001-100000 are 25 people (2.1%), NT. 100001(and more than) are 18 people (1.5%), and 201 (16.5%) non-income. In the occupation, there are 440 students (36.1%), soldiers, police, civil servants and teachers have 127 (10.4%), financial services industry are 82 (6.7%), industry and commerce services are 137 (11.2%), manufacturing industry are 67 (5.5%), business are 80 (6.6%), free occupation are 73 (6%), retired and materfamilias are 53 (4.3%), doctors and nursing staff are 33 (2.7%), information and electronics industry are 58 (4.8%), transportation industry are 16 (1.3%), agriculture and

fisheries are 8 people (.7%), and in other industries but not demonstrated 41 (3.4%).

b) Analysis of reliability and validity of participation motivation

Table 1: Summary of Confirmatory Factor Analysis of Participate Motivation

Latent variables	Observe variables	Mean	SD	Factor loading	CR	Cronbach's α	AVE
Water activities safety and excitement	11. Water activities are safety	4.01	.76	.66	.82	.74	.53
	10. The seabed is not polluted	4.14	.74	.59			
	4. have professional coaches and service staff	4.01	.78	.67			
	7. Provision of marine sports facilities and equipment	4.13	.71	.68			
	12. A variety of aquatic activities	4.09	.72	.66			
	13. the activity adventure and excitement	3.93	.71	.69			
Comfortable environment and climate	1. The weather is pleasant in summer	4.04	.74	.69	.84	.78	.57
	2. The seawater is clear	4.03	.75	.70			
	8. The beach space is spacious	4.21	.71	.67			
	9. Air quality is good	4.24	.68	.67			
	5. Can watch the ocean landscape	4.17	.71	.71			
	6. The ecological resources are abundant	4.14	.72	.68			

Table 2 analysis of the results show that the two factors of the composite reliability are more than .80, Cronbach's α value is also .70 or more, showing a good reliability (Hair et al., 2010). In terms of validity, the

values of observe variable are more than .70, and the average variance extraction (AVE) is above .50, so the validity of this scale is good (Fornell & Larcker, 1981).

c) Analysis of reliability and validity of Travel Experiences

Table 2: Summary of Confirmatory Factor Analysis of Travel Experiences

Latent variables	Observe variables	Mean	SD	Factor loading	CR	Cronbach's α	AVE
Activity experience	8. The equipment is safe and well	4.01	.72	.71	.80	.79	.56
	9. Service personnel instruction skill is good	3.98	.72	.74			
	10. Exciting and challenge	4.03	.73	.79			
	11. Provided me highest funny	4.05	.73	.75			
	1. Let me body and mind relief	4.03	.72	.71			
Cultural experience	4. Let me contact different folk custom and culture.	4.06	.70	.73	.81	.72	.52
	2. Let me feel newly experience	3.95	.67	.76			
	3. Let me have opportunity for interact with others.	3.95	.70	.79			
	5. Let me taste the delicious and famous snacks	4.13	.71	.76			
	7. Accommodation makes me comfortable and satisfied during the trip	4.04	.72	.72			
	6. Traffic makes me comfortable and convenient during the trip	3.96	.75	.72			
Scenic spot service	17. Tourist attractions are provided with travel information	3.93	.73	.77	.78	.73	.58
	13. Tourist attractions, natural environment, beautiful landscape	3.87	.68	.72			
	12. The tourist attractions are well equipped	3.80	.68	.76			
	14. Environmental cleaning of tourist attractions	3.86	.71	.79			
Commodity Services	18. Souvenirs are plentiful and the price is reasonable	3.75	.86	.81	.82	.77	.61
	15. Reasonable price of food and beverage	3.74	.86	.82			
	16. The tourist service personnel in the scenic spot have a good attitude	3.97	.74	.71			

Table 3 analysis of the results show that the four factors of the composite reliability are more than .80,

Cronbach's α value is also .70 or more, showing a good reliability. In terms of validity, the values of observe

variable are more than .70, and the average variance extraction (AVE) is above .50, so the validity of this scale is good.

d) Analysis of reliability and validity of Perceived Value and Behavioral Intention

Table 3: Summary of Confirmatory Factor Analysis of Perceived Value and Behavioral Intention

Latent variables	Observe variables	Mean	SD	Factor loading	CR	Cronbach's α	AVE
PV	1. Money	3.89	.69	.82	.84	.72	.64
	2. Time	3.94	.68	.82			
	3. Effort	4.03	.66	.77			
BH	1. In the future, I want to visit Penghu again	4.14	.72	.80	.79	.71	.56
	2. Will recommend friends and family to Penghu Tourism	4.16	.69	.78			
	3. Compared to other islands, Penghu is still a priority	3.88	.76	.76			

Table 4 analysis of the results show that the perceived value and behavioral intention factors of the composite reliability are more than .70, Cronbach's α value is also .70 or more, showing a good reliability. In terms of validity, the values of observe variable are more than .70, and the AVE is above .50, so the validity of this scale is good.

e) Sstructural equation model analysis

This study uses PLS to analyze the relationship between the three factors of "participate motivation", "service satisfaction" and "leisure benefit". The structural equation model and the result are shown in Fig.2. In Figure 2, the value on the line indicates that the path coefficient is a normalized regression coefficient (β value), where the "participate motivation" have a positive effect on "travel experience" ($\beta = .61$, $p < .01$) and "perceived value" ($\beta = .26$, $p < .01$); then "travel experience" have a positive effect on "behavioral intention" ($\beta = .42$, $p < .01$), finally "perceived value" have a positive effect on "behavioral intention" ($\beta = .32$, $p < .01$).

V. CONCLUSION AND SUGGESTION

a) Conclusion

The results of the analysis show the relationship between the latent variables in the model, first, the "participate motivation" has a positive impact on the "travel experience", so that the hypothesis 1 is supported. Because tourists come to the island of Penghu for vacation, they are engaged in marine recreation activities because of the influence of local "water activities safety and excitement" and "comfortable environment and climate". Tourists in the above two motives, have met, so they in the local activity experience, cultural experience, scenic spot service, and commodity services, are a positive effect (Lo & Lee, 2011; Prebensena, Woo, & Uysal, 2012; Prebensena, Woo, & Uysal, 2014). Not only that, they think it is worthwhile to travel to Penghu, so hypothesis 2 is also set up and supports the relevant tourism studies that the higher the motivations of tourists and can be met, they

think the time, money, and physical strength is worth in the destination (Kim, Borges, & Chon, 2006; Lo & Lee, 2011).

Then the travel experience of the tourist has a positive impact on the perceived value, so hypothesis that the establishment of 3, also supports the relevant tourism research that the tourists in the destination experience is positive, and the experience is good, they perceive the value are higher. From the above results, visitors can be found in the marine recreational activities experience, is to feel the safety and excitement. On the island they also feel the fishing experience of the fishing village, as well as good tourist service, so they think it is worthwhile to spend time, money and physical strength at the destination. And this good and positive experience, so that their future to revisit and recommend to others or friends and family will be very high, so this study according to the relevant literature proposed hypothesis 4 also supported (Altunel & Erkut, 2015; Prayag, Hosany, & Odeh, 2013), and also shows the tourists in the destination the experience is very important for tourism services.

Finally, the results also find that the "perceived value" has a positive effect on the "behavioral intention". Therefore, this study is supported by hypothesis 5 proposed in the relevant literature (Chen, 2008; Chen & Chen, 2010; Chen & Tsai, 2007; Cronin, Brady, & Hult, 2000; Petrick, 2004). From the above results, tourists can be found to engage in marine recreational activities in Penghu, they think that the money, time, and physical strength spent on tourism is worth will affect their willingness to come back later and recommend to others or friends and family.

So according to the above discussion, the following conclusions can be obtained, is the tourists of participate motivation will affect them of travel experience in the destination, and their travel experience more positive, they will think this trip is worth in the destination, on the future, behavioral intention will be higher.

b) Suggestion

i. Suggestions for Government

As a result of the development of tourism mainly requires government assistance, from the results of this study, the researchers suggested that government departments should first strengthen the local marine environmental protection, urge the operators of marine recreational activities, activities do not cause pollution of the marine environment, and to ensure that tourists are engaged in the safety of activities. For the tourism industry, reasonable to regulate the price of food and souvenirs, as well as good staff services. In addition, the government should strengthen the maintenance of the destination landscape, as well as the shape of the fishing village image, and provide the necessary tourist information and personnel services.

ii. Suggestions for tourism industry

For the results of this study, marine tourism and leisure operators, the following points must comply with the implementation of the industry: (1) the implementation of marine recreational activities, safety management, to protect the safety of tourists; (2) activities continue to innovate and diverse, (3) to maintain the cleanliness of the beach, do not cause pollution; (4) the price of goods sold clearly marked, and the staff attitude is good. (5) to enhance the quality of marine recreational service staff; To enhance the tourists on the island to provide meals, public facilities, attractions, service satisfaction, to maintain the future tourists will want to revisit the island, and let them willing to recommend friends and family to the island engaged in marine recreational activities.

iii. Suggestions for future researchers

First of all, in the study of variables, due to the construction model in this study, according to the relevant literature to construct the four variables, but after the empirical, there are still insufficient places. First of all, in the participate motivation, the reaction of the respondents, the lack of interpersonal motivation to participate in the study, as well as the influence of tourism advertising, suggesting that future researchers in the motivation should further strengthen the questionnaire. In addition, in terms of experience, because some of the items referred to things, the subjects did not experience very profound, so the experience cannot fill the actual experience, it is recommended that future researchers, in the experience of the questionnaire to pay attention on tourists range of activities. In addition, the respondents also suggested that the service items may consider increase the quality of service and satisfaction factors.

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