

Influence of International Mega Sport Event Towards Cognition of Economic,  
Social-Cultural and Environmental Impact for Residents: A Case Study of  
the 2009 Kaohsiung World Games

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Abstract

The main objective of this study is to verify the impact relation between perception of ecotourism, recreation experience, and willingness to revisit for the visitors to recreational farms. A questionnaire survey was conducted on the visitors to four recreational farms. A total of 400 questionnaires were distributed, and 342 effective questionnaires were collected. Statistical analysis of the data from this study shows: 1. perception of ecotourism directly and positively affects recreation experience; 2. perception of ecotourism directly and positively affects willingness to revisit; 3. recreation experience directly and positively affects willingness to revisit. Finally, the study will provide managerial suggestions for businesses

Keyword : recreational farms, visitor, perception of ecotourism, recreation experience, willingness to revisit