

## The research of service quality, tourist satisfaction, recreation benefit and after tour behavior – the case of Kaohsiung dragon boat race activity

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### Abstract

In recent years, the demands for the tourist leisure are increased due to people have higher living quality. Moreover, the activity for the festival which celebrates the holiday in local becomes a way to attract the tourist, to mold city image, and to lead other constructions in the city. The main purpose of this research is to investigate the influence of service environment, personnel service, and activity service to the tourist satisfaction and the recreation benefit. Total 754 convenience samples were collected by trained personnel in the place of Love River in Kaohsiung during the dragon boat race activity. The findings showed: (1) The service environment, the personnel service, and the active service had significant positive relationships to the tourist satisfaction, the recreation benefit, and after tour behavior; (2) The tourist satisfaction had mediating effect between personnel service, service environment, active service and after tour behavior; (3) The recreation benefit had mediating effect between personnel service, service environment, active service and after tour behavior.

*Keyword: service quality, tourist satisfaction, recreation benefit, after tour behavior*

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