

An Integrated Analysis of Motivation and Satisfaction of Different Tourist Types on Willingness to Revisit: An Example of the Farm Resorts

Jeun-Sheng Lin*

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【 Abstract 】 The samples were randomly generated on the site, and there were 430 valid responses. The research found that the tourist demand for daytrips and overnight stays varied as to tourism motivation and the level of satisfaction. The main motivation for daytrip tourists is to learn something new from an experience with agriculture; however, the motivation for overnight tourists is to relax on the farm. While satisfaction for daytrip tourists involves farm facilities, overnight tourists are more concerned with accommodation. This study also investigated tourist motivation, satisfaction, and their interest in revisiting the farm resort using integrated analysis. The results from the structural equation modeling revealed that the goodness of fit was quite high. The motivation of daytrip tourists affects their satisfaction in a positive way; but that doesn't guarantee they'll revisit. The same was true for overnight tourists.

【 Keywords 】 Structural equation model, leisure farm, tourism motivation, willingness to revisit