

To Explore the Influences of Tourism Website on Serious Leisure Quality and Website Loyalty Based on Sports Tourism Concept

Yu-Ho Chou^{*}

(Date Received: April 15, 2010; Date Accepted: October 20, 2011)

【Abstract】 In a review of literatures, only a few past studies were to explore the cause-effect influences between tourism-website and serious-leisure. Furthermore, leisure time for people is getting more and more due to economical prosperous and the policy of Two-days-off in a week. Thus, there is a tendency toward taking the sports tourism as the traveling goal for traveling activists. The above reasons urged the motive of this study to examine the relationship between tourism-website and serious-leisure base on the sports tourism concept. The two variables customer-value and service-quality of tourism-website were taken as antecedents, the variable serious-leisure-quality was taken as mediated variable, and the variable website-loyalty was taken as effect variable in the cause-effect model of this study, and their relationships were subjected to testing by the structural equation modeling (SEM). In this study, the participants were bicyclists with serious-leisure-quality and were recruited from the north coast of New Taipei City. A total of 468 valid questionnaires were collected for analysis. The findings of this study indicated that website-customer-value and website-service-quality had positive effects on website-loyalty and the path coefficient were 0.37 and 0.32; customer-value and service-quality of website had positive effects on serious-leisure-quality and the path coefficient were 0.57 and 0.42; and serious-leisure-quality had positive effects on website-loyalty and the path coefficient was 0.63. Although the results indicated that website's customer-value and service-quality both would have the significantly directly influence on the website-loyalty, then the two variables could have even more pronounced influence on website-loyalty via improving the effects on serious-leisure-quality. Thus it may be known the serious-leisure-quality was the mediator in the cause-effect model of this study.

【Keywords】 Sports tourism, Website customer value, Website service quality, Serious leisure quality, Website loyalty