

The Inference of Tourism Image on Tourist's Behavioral Intention on Taiwan's Coastal Scenic Area: Testing the Mediating Variable of Tourists' Satisfaction

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【 Abstract 】 The purpose of this study is to investigate the relationship between destination image and tourists' behavioral intention on Taiwan's Coastal Scenic Area. In this study we first attempted to establish a conceptual model of causality based on literature review. Next, we interviewed 654 participants and administered a questionnaire. Finally, we analyzed the causal relationships among various variables and tested hypotheses using a linear structural relation model. This study aimed to examine and to simplify the relationship among "image", "quality perception", "satisfaction", and "behavior" for tourists of the coastal destination. This empirical study indicated that images of natural sceneries and social-cultural are the direct antecedent of holistic image and tourists' satisfaction. The study also identified satisfaction as a mediating variable between tourism images and behavioral intention. Furthermore, images of recreational activities and holistic images are the key factors for tourists' satisfaction. This also shows that satisfaction might indirectly influence the behavioral intention of tourists. The results suggest marketing strategies for the destination's administration.

【 Keywords 】 Tourism image, satisfaction, behavioral intention.