

A Study of Relationships among the Sport Tourism, Brand Awareness and Brand Loyalty - Taking 2010 Su

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ABSTRACT

The purposes of this study were to reveal the sport tourism, brand awareness and brand loyalty on 2010 Sun Moon Lake Swimming. The market structure of the international tourism was change that consumers has different needed and understood who increased needing for sports tourism vacation, sports tourism is that tourism industry has great potential. This study employed purposive sampling method to survey, 500 questionnaires were given out and were 500 received back, then screened out the 19 invalid ones for a total of 481 valid questionnaires. The effective recycle rate of the questionnaire is 96%. The collected data were analyzed by analysis of descriptive statistics, one-way ANOVA, t-test, Pearson's correlation. And finally, structural equation modeling (SEM), were used to perform path analysis, which all models exhibited decent fit. The results were: 1. Sports tourism in age, professional, personal income, swimming age, times of participation, purpose of participation was significant difference reported. 2. The brand loyalty of sport tourism participator in age was significant difference reported. 3. Sport tourism will positively affect brand awareness. 4. brand awareness will positively affect brand loyalty. 5. Sport tourism will positively affect brand loyalty.

Keywords : Sun Moon Lake Swimming、sport tourism、brand awareness、brand loyalty

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