

Effects of the Crowding Perception and Leisure Participating' Personality on the Intention to Travel to the Spot once...

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ABSTRACT

Leisure, recreation and tourism has become an indispensable part of modern life recently, therefore, this study had been conducted domestic tourism activities of the general public to explore the effect of visitors' crowding perception on intention of returning to visit, and finally discuss the regulative effect of internal or external control personality on the relationship between visitors' crowding perception and intention of returning to visit. This study used questionnaire survey method, by simple random sampling, 500 questionnaires were distributed, and 466 valid questionnaires were collected, and used data analysis methods included reliability analysis, factor analysis, regression analysis and hierarchical regression analysis. The findings are that the visitors' crowding perception has a significant negative effect on intention of returning to visit, and that the majority of people are still willing to return to visit on the moment of crowding, but personality has not significant regulative effect on visitors' crowding perception and intention of returning to visit.

Keywords : personality characteristics、crowding perception、revisit intention

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