

# A Study of Enduring Involvement Model: Base on Mountain Hiking Adventure Recreation

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## ABSTRACT

Due to the rapid development of foreign and domestic adventure recreation activities, several overseas scholars have tried to construct adventure recreation model. Most of the scholars still focus on the correlation and difference among the variables and the difference of demographic statistics in participation behavior and they rarely validate adventure recreation model by cause-and-effect model or develop the theoretical model with explanatory capacity on adventure recreation behavior. Thus, it is important to construct and validate adventure recreation participation behavior model for adventure recreation researchers, adventure recreation theory introducers, activity planners and promoters and adventure recreation participants. The main contribution of this research is to construct and validate enduring involvement model of mountain hiking adventure recreation. This research is based on Robinson's (1992b) adventure recreation model and follows enduring involvement degree suggested by McIntyre (1989) and Schuett(1993), and the researcher extends the above model and designs the research variables, including participation motive, risk cognition, decision-making, experience, assessment of participation result, positive influence of feeling after participation and enduring involvement to explore enduring involvement model of mountain hiking adventure recreation. This research used questionnaire to survey the mountain hikers of Yuanze Mt., Hoping Township, Taichung County by convenient sampling on the mountaintop. There were 213 valid questionnaires returned. The data were analyzed with SPSS 12.0 for Window and AMOS 5.0 for Windows. The result demonstrates that " participation motives " will positively influence " risk cognition and decision-making " ; " risk cognition and decision-making " will positively influence " the experience " ; " the experience " will positively influence " positive affect " ; " positive affect " will positively influence " enduring involvement " . This model can elaborate and describe the mountain hikers ' enduring involvement model of adventure recreation.

Keywords : adventure recreation ; enduring involvement ; mountain hiking

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