

A Study of the Relationships among Serious Leisure, Recreation Specialization, Participation Reward, and Sport Tourism P

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ABSTRACT

The purpose of this study aimed to defining relationships among concepts as se-rious leisure, recreation specialization, participation reward, and sport tourism participa-tive behaviors. A design of survey research with non-random sampling was used to col-lect riders ' perception and behavioral patterns, a total of 388 effective questionnaires were collected and analyzed by SPSS and LISREL statistical software. From the results of analysis, conclusions were draw as the following: 1. From the results, riders ' gender is a significant influencing factor in perceiving participation rewards. 2. Riders ' perception of serious leisure, recreation specialization, participation reward and sport tourism participative behaviors are affected by their marital status and career types. 3. Likewise, other factors, such as riders ' age, education, monthly income, where significant differences can be found among variables. 4. In conclusion, riders ' serious leisure, participation reward have a direct posi-tive effect on the sport tourism participative behavior, and recreation speciali-zation, participation reward have a direct positive effect on the serious leisure. Based on these findings, suggestions are offered to service providers, riders, and government. Further research with continuous efforts in newly developed leisure activi-ties are granted in improving the promoting the leisure participation in Taiwan.

Keywords : Serious Leisure ; Specialization ; Reward ; Sport Tourism ; Big-sized Heavy Motorcycle

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