

# A Study on the Relationship between Destination Image and Revisiting Willingness : A case of Tan-Ya-Shen Bikeway

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## ABSTRACT

This study is to discuss the relationship between the destination image and revisiting willingness among tourists who access Tan-Ya-Shen Bikeway and to analyze the differences of tourists' different participation behaviors in terms of destination image and revisiting willingness. This study focuses on tourists who access Tan-Ya-Shen Bikeway and are 18 years of age or older. A total of 560 copies were sent out, and 533 valid copies were retrieved (valid retrieval rate was 95%). The followings were yielded after the data was statistically analyzed: (1) Most of the tourists are from Taichung County, have their own bicycles, get information from their friends, choose their destination of travel according to their own will, go to Tan-Ya-Shen Bikeway by bicycle, have visited 5 times or more, ride with their family members, and ride for 1~2 hours in each session. (2) Destination images, from high to low, are psychological experience, natural environment, convenient transportation, and planning of facility; most tourists had high revisiting willingness. (3) Factors such as different places of residence, choices of travel destinations, means of transportation, frequency of visits, and partners of bike-rides show no significant differences on destination image; different sources of bicycles, sources of information, and duration of bike-rides show significant differences on destination image. (4) Factors such as different places of residence, sources of bicycles, sources of information, choice of travel destinations, means of transportation, and duration of bike-rides show no significant differences on revisiting willingness; frequency of visits shows significant differences on revisiting willingness. (5) Destination image and revisiting willingness are significantly and positively correlated. (6) Tourists' destination image can effectively predict tourists' revisiting willingness.

Keywords : destination image, revisiting willingness, bikeway, Tan-Ya-Shen Bikeway

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