

A Study of the River Tracing Adventure Recreation and Involvement Model

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ABSTRACT

This study aimed to discuss the involvement model of the participants of river tracing adventure recreations. Taiwan has made a great progress regarding this activity; however, there is still lacking of relevant researches, data and works. Most of the previous researches focused on the similarities and differences between each variable, as well as the differences between the demographic statistic variable and participation behaviors, while the number of theory models explaining adventure recreation behaviors under different circumstances is still small. Hence, the main contribution of this re-search is to construct and validate an enduring involvement model of adventuresome recreational river tracing. This study is based on Hsiao-Ming Chang (2006) adventure recreational model, and analyzes the participation behaviors of river tracing adventure recreation participants based on the current domestic river tracing adventure recreation samples. Furthermore, it constructed and verified the river tracing adventure recreation involvement model. The findings are as follows: 1. The motivation of river tracing adventure recreation participants has a positive influence on the risk awareness and decisions of river tracing adventure recreation participants. 2. The motivation of river tracing adventure recreation participants has a positive influence on the experience results of this activity. 3. The risk awareness and decisions of river tracing adventure recreation participants have a positive influence on the experience results of this activity. 4. The experience results of this activity and its influences have a positive influence on participants' involvements.

Keywords : River Tracing、Adventure Recreation、Involvement

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