

# The Relationships of Personality traits, Recreation involvement, and Place attachment Among Recreationists to Nan-Jhuang

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## ABSTRACT

This research was aimed at exploring relationship among personality traits, recreation involvement, and place attachment among recreationists to Nan-Jhuang Miao-Li. Using a convenience sampling method, the sample was go to Nan-Jhuang area, and selection have been engaged in recreational activities for the study of visitors. 450 questionnaires were distributed. A total of 431 completed questionnaires were returned. The questionnaires information was examined by Descriptive statistic, reliability test, one-way ANOVA, Pearson correlation and stepwise multiple regression to analyze data. A majority of the visitors visited Nan-Jhuang number of times in the past with 1-3 times, The most go recreation sites is a Nan-Jhuang street, The residence time in the Nan-Jhuang for 1-4 hours, engaging in recreational activities in order to stroll the main Nan-Jhuang street. The result indicated that: 1. There were significant differences in recreation involvement with not varied behavior of recreational visitors. 2. Visitors' place attachment varied with number of times visiting Nan-Jhuang during the previous year and number of hours staying at Nan-Jhuang during the previous year. 3. There was a significant positive relationship between visitors' personality and recreation involvement. 4. There was a significant positive relationship between visitors' personality and place attachment. 5. There was a significant positive relationship between visitors' recreation involvement and place attachment. 6. Visitors' personality, recreation involvement and behavior of recreational show significant prediction power in place attachment. Finally, according to the findings, comprehensive discussion and recommendation were offered to leisure and recreation practitioner and future researchers.

Keywords : personality ; recreation involvement ; place attachment

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