

A Study of Sport Tourism Event Service Quality, Visitors' Participation Experience and Enduring Involvement

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ABSTRACT

The purpose for this research is to analyze the sport tourism event service quality, visitors' participation experience and enduring involvement. The variants in this research include service quality, participation experience and enduring involvement. By using convenience sampling, we surveyed visitors in Sun Moon Lake cycling tour as an example, collected 347 effective questionnaires. The following conclusions were reached: 1. In 347 effective samples, most visitors of sport tourism were aged between 31 and 40. There were more male visitors than female and most visitors in the midland in Taiwan. 2. There was a positive influence the sport tourism event service quality to visitors' participation experience. 3. There was a positive influence the sport tourism event visitors' participation experience to enduring involvement. The current research provides helpful information to forestry Bureau, visitors promoting associations, and future researchers.

Keywords : sport tourism、service quality、visitors' participation experience、enduring involvement

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