A Study of Relationship Among Tourist Attraction, Recreation Experience, Satisfaction, And Loyalty In Leisure Agriculture Area

[1]Hsiao-Ming Chang, [2]Li-Chu, Chang Liao, [3] Ling-Ching Su

[1]Professor, School of Physical Education, Putain University, China
[2]Department of Exercise and Health Promotion, Chung Chou University of Sciences and Technology, Taiwan
[3]Associate Professor, School of Management, Putain University, China
Corresponding author: Ling-Ching Su,

ABSTRACT: *The purpose of this study is to understand the relationships between agricultural attraction, recreational experience, satisfaction and loyalty. In this study, a total of 644 effective questionnaires were collected by convenience sampling. Through the descriptive statistics and partial least squares (PLS) statistical analysis, the research results show that the agricultural attraction and satisfaction of leisure agriculture area have a predictive effect on the loyalty to the tourists in the destination. According to the results, the research not only gave the suggestions for the government tourism sectors, but also provides the direction for the future research.*

KEYWORDS: *agricultural attraction, recreational experience, satisfaction, loyalty, and leisure agriculture.*

I.   INTRODUCTION

In recent years, under the guidance of the government of Taiwan, some traditional agriculture has been transformed into "leisure agriculture", which has led to another form of leisure and tourism. Leisure agriculture is a way of management to improve agricultural production structure, production and marketing activities, improve farmers' income and flourish rural society. On the one hand, it continues to maintain agricultural management, and on the other hand provides opportunities for leisure and recreation, which is a new form of agricultural management developed in recent years. Therefore, the leisure agriculture, based on the "agriculture" and "rural" resources, can be found in the leisure agriculture. For this reason, the tourists' participation in the process of participation is the "participation experience". Although it is important for tourists to participate in the experience, it is very important for the tourist area based on "agriculture" to attract visitors, that is, whether they have the attraction of tourism and recreation. Gunn (1988) pointed out that destination attractiveness is a critical indicator for tourism development, and he believes that if the destination is not attractive, it will not attract tourists to travel, so the destination attractiveness is the core of every tourist attraction [1,2]. Previous studies have pointed out that if tourists are attracted by the special attributes provided by the tourist sites, it will affect the satisfaction of tourism and the local dependence on specific tourism real estate [3,4]. The feeling and emotion caused by tourists' expectation and actual experience and participation in tourism will improve the satisfaction of tourism [5]. In addition, according to previous studies, it is agreed that satisfaction will affect loyalty. Loyalty refers to the wishes of visitors to revisit and the intention to recommend the destination to others [6,7]. Based on the above analysis, we can understand the influence of the tourist area on the attraction of the tourist area, and the experience and satisfaction of the destination will affect their loyalty to the destination. Therefore, the purpose of this study is to analyze the influence of the attraction of the leisure agricultural area to the tourists' recreation experience, satisfaction and loyalty, and hope that the results of the analysis can provide the reference for the development of leisure agriculture.

II.   LITERATURE REVIEW

Mayo and Jarvis [8] define the attractiveness of the destination as the destination itself, which can provide the value of to satisfy and feel the benefits of the individual, which is the sum of the perception, perception and cognition of the individual herself. Victor [9] pointed out that "attraction" is the initial motivation for tourists to choose destinations. The core factors of destination attractiveness will enable them to get the benefits of tourism destinations [9], and generate demand and attention [10]. They will go to experience attraction and choose different destinations according to their interests and preferences [11]. Vengesayi [12] pointed out that the destination attractiveness has three major components: (1) tangible destination (associated with the essence of travel attraction core products, such as the nature environment, historical and cultural attractions; (2) to provide services and facilities (such as accommodation, restaurants, and entertainment

facilities, transportation, security, and communications); (3) related factors (e.g., residents friendly culture and service oriented). Therefore, from the above composition, tourists are also evaluating the attractiveness of the destination when evaluating the local services, facilities and residents' friendliness. Because consumer satisfaction is generally associated with certain or uncertain expectations, and from the Theory of Expectation Confirmation [13], consumers will compare the services they receive and the services they anticipate, the results may determine whether they are satisfied or dissatisfied with [14,15], and the satisfaction is a reference for the next purchase or use product. In tourism, tourists' expectations are formed by the attributes of destinations, such as politeness, friendliness, convenience, fair price, efficient management and organizational stability, which are necessary components of service process [12]. Because tourists' expectations for destinations are not just services, they also want to have a satisfying travel experience. Although many researches and discussions about tourism experience refer to the whole tourism process, it is pointed out that the most important tourist experience is at destination [16]. Besides, in the study of tourism, it is also found that the destination attractiveness will affect the loyalty of the tourists [17,18]. Therefore, the following three hypotheses are put forward in this study.

H1: Agricultural attraction have positive effect on recreational experience.
H2: Agricultural attraction have positive effect on satisfaction.
H3: Agricultural attraction have positive effect on loyalty.

As tourists go to leisure agriculture area, they mainly enjoy the experience of agriculture in the field and in the countryside. According to the Recreation Experience Preference (REP) developed by Driver in 1977, the tourist recreation experience can be divided into 19 types: enjoying nature, physical fitness, eliminating tension, escaping physiological pressure, learning outside, sharing the same value, independence, promoting family relations, introspection, understanding new friends, get along with considerate people, accomplishment / irritation, physical rest, teaching / leading others, taking risks, reducing risk, creativity, nostalgia, and pleasant atmosphere [19]. In the field of tourism research, that the tourism experience contains the influences and personal outcomes both before the trip and after the trip [20]. According to Stamboulis and Skayannis [21] pointed out that a tourism experience is generated through the act of travelling to a destination away from the tourist's home, learning about its attributes, and enjoying its activities. Tung and Ritchie [22] defined tourism experience as "an individual's subjective evaluation and undergoing (i.e., affective, cognitive, and behavioral) of events related to his/her tourist activities which begins before (i.e., planning and preparation), during (i.e., at the destination), and after the trip (i.e., recollection)". Tynan and McKechnie [23] suggested that experience includes three stages: pre-experience, on-site experience, and post-experience. Pre-experience occurs when tourists search for information regarding recreational areas before they plan to visit. The most important experience is derived from on-site experience, which positively affects tourist satisfaction and loyalty [24].

H4: Recreational experience have positive effect on satisfaction.
H5: Recreational experience have positive effect on loyalty.

Baker and Crompton [5] pointed out that satisfaction is a psychological feeling and emotion caused by tourists' expectation and actual experience before the tour and produces a positive and negative satisfaction degree because of the quality of service and special attributes of a tourist destination. Yoon and Uysal [25] pointed out that the measure of the satisfaction of tourists refers to the satisfaction of the tourists' expectations, the value of the tourism and the comparison with the experience of the past tourist areas. Hui, Wan and Ho research pointed out that in the project of tourist satisfaction assessment, such as personnel service, overall convenience, price, accommodation and diet, goods, scenic spots, culture, climate and image as the measure of [26]. Hepworth and Mateus [27] pointed out that consumers are willing to re purchase or recommend products to others and make positive word of mouth, called loyalty. Zeithaml, Berry and Parasuraman [28] studies point out that loyal consumers will recommend other people, tell others the positive meaning of their products, encourage relatives and friends to consume, and consume in the future. In the study of tourism consumption behavior, it is also found that satisfaction has a positive effect on loyalty. Therefore, sixth hypotheses are proposed in this study as follows:

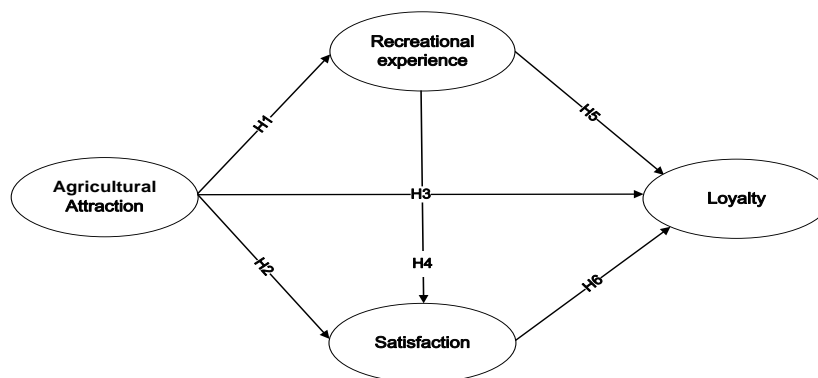H6: Satisfaction have positive effect on loyalty.

Figure 1 hypotheses model

III. METHOD

3.1 Research area
      Dahu township is the largest town in Miaoli County in Taiwan. It is the main origin of strawberry in Taiwan. Strawberry is not only a wealth for Dahu, but also the form of tourist orchard developed is more famous for leisure agriculture. Citrus, orange, persimmon, pear, jujube and plum are very famous, and citronella oil and silk are the unique products of Dahu township. The establishment of Dahu Winery, more combined with the local emerging hot springs hotel, B & B, tourism orchard and agricultural products, set up a whole agricultural tourism area, provide tourists to enjoy the scenery of the pastoral scenery, and experience the joy of fruit picking, and enjoy the wine making process of strawberry wine, so that visitors experience the environment full of rural flavor.

3.2 Subject and sampling
      This research is based on tourists in Dahu tourist area of Miaoli, Taiwan. The convenience sampling method was adopted in from February 11 to 12, 2017, and a questionnaire survey was conducted at the Dahu Leisure Winery, the Dahu Chateau hot spring hall and the strawberry culture hall around the entrance. A total of 700 questionnaires were sent out, totally 660 questionnaires were collected, 16 questionnaires were not valid, and 644 valid questionnaires were collected. The effective questionnaires were 92%.

3.3 Questionnaire
      This research tool is divided into five parts. The first part is " agricultural attraction scale", and this part is 20 questions. It is mainly based on the present situation of tourism resources in Dahu and is made up by the study of the related tourism attraction [2,3,4,6,7,9]. The second part is the "recreational experience scale". There are 17 questions in this part, which mainly refer to the study on the relationship between ecological activities and recreation experience [29,30] and related recreational experience [19]. The third part is the "satisfaction scale". There are 19 questions in this part, which mainly refer to the research on the study of tourist satisfaction [5,25,26]. The fourth part is the "loyalty scale". There are 4 questions in this part of the scale. The study is mainly made up by the research on consumer behavior [27,28]. The above four scales were measured by Likert Five-point scale, respectively from "very agreed", " agreed ", "common", "disagreement", "very disagree", respectively, to give 1 to 5 of the scores. The fifth part is demographic variables, including living area, gender, age, marital status, education level, occupation and personal monthly income.

3.4 Data analysis method
      In this study, collected effective questionnaires, use statistical analysis steps are as follows: 1. use SPSS For Windows 22 software, the frequency distribution and percentage of descriptive statistics, to analyze the demographic variables of tourist. 2. use Warp PLS 6 statistical software with partial least squares (PLS) to analyze the tourist attraction, recreational experience, satisfaction and loyalty scale reliability and validity, as well as analyzed the four variables between causal relationship. In the reliability test, the values of composite reliability (CR) and Cronbach's α determine reliability, the criteria for value of CR and Cronbach's α must be equal to or greater than .70 [31,32]. Validity is based on whether the factor loading is equal to or greater than .50, in order to determine whether the latent variables have convergent validity [33]. The discriminant validity of the test is adopted in Chin [34] pointed out the individual latent variable extraction of average variances extracted (AVE) to the square root of at least equal to or higher than .50 and is greater than the potential variable and other potential variables in the model. Unlike the statistical analysis of SEM using PLS for LISREL, it usually takes a consideration of path coefficient, that is, the standardized path coefficient. When the standardized path coefficient is reach statistically significant and consistent with the expected direction of the research hypothesis,

the research hypothesis is supported. And the results of path coefficient and R^2 value between latent variables can show the degree of adaptation between structural models and empirical data. Therefore, the R^2 value higher, that model of explanatory power is more better [31,33,34]. According to the above description, in this study the model structure relationship analysis, depends on: (1) whether the standardized path coefficient reaches statistical significance; (2) the explanatory power of the model in R^2.

IV. FINDING

4.1. Respondent characteristics analysis

Of the 644 valid samples collected in this study, the number of male is 338 (52.5%)female is 217 (51.8%); 524 (81.4%) unmarried and 338 (52.5%) educational level is universities. In terms of age, the number of 21-30 years old is the largest, at 404 (62.7%); and over 51 years old only 52 (8.1%). In terms of occupation, the number of students is the largest, at 318 (49.4%); and only 40 (6.2%) is medical industry. In terms of average monthly income, NTD 20001 - 40000 is the highest, at 302 (46.9%), and over 800001 is the lowest, at 54 (8.4%).

4.2 Analysis of reliability and validity of scale
4.2.1 Agricultural attraction

From the results of Table 1, the reliability and validity of the agricultural attraction scale of this study is good. First, in terms of strawberry culture factor, the factor loading of each item is reach .70, CR is.87, Cronbach, s Alpha coefficient is .82. Second, in terms of landscape diverse, the factor loading of each item is reach.70, CR is .87, Cronbach, s Alpha coefficient is. 79. Third, in terms of close nature factor, the factor loading of each item is greater than .70, CR is .85, Cronbach, s Alpha coefficient is.77. Fourth, in terms of local characteristics factor, the factor loading of each item is greater than .70, CR is .83, Cronbach, s Alpha coefficient is.73. Fifth, in terms of high popularity factor, the factor loading of each item is greater than .80, CR is .80, but Cronbach, s Alpha coefficient is .53. Although the Cronbach, s Alpha coefficient has not reached the standard, other indicators have been achieved, so this factor does not delete.

Table1. Analysis of reliability and validity of agricultural attraction scale

Latent Variables	Items	Factor Loading	CR	Cronbach, s Alpha
Strawberry culture	14.Strawberry picking has the function of intellectual education.	.75	.89	.85
	15. Experience the cultural season of strawberry.	.82		
	16.There is a real understanding of the situation of strawberry planting.	.74		
	17.The landscape outside the strawberry garden is pleasant to meet the people's sensory needs.	.76		
	4. Can experience the fun of picking strawberries.	.71		
	11. A variety of strawberry products can be purchased.	.70		
Landscape diverse	1. The landscape is beautiful along the line.	.82	.87	.79
	2. There are many scenic spots along the line, and there are various choices of leisure experience.	.84		
	3. Appropriate geographical location, convenient transportation and high accessibility.	.82		
	9. The local climate is pleasant.	.70		
Close nature	10.Close to nature, make the body and mind feel comfortable.	.75	.85	.77
	18.Can feel the good air that you don't have in the city.	.80		
	19. The experience of picking strawberries to improve the feelings of friends and relatives.	.76		
	20. Can experience the life of the countryside deeply.	.77		
Local characteristics	5.Can experience the characteristics of Hakka culture.	.75	.83	.73
	6.Can experience the simple life of the country.	.80		
	12. Enjoy hot spring fun.	.77		
	13. Enjoy the gourmet food of the Hakka.	.77		
High popularity	7.Advertising is well known.	.81	.80	.50
	8.The public facilities are perfect and the living function is convenient.	.81		

4.2.2 Recreational experience

From the results of Table 2, the reliability and validity of the tourist attraction scale of this study is good. First, in terms of released body and mind factor, the factor loading of each item is greater than .60, CR is.87, Cronbach, s Alpha coefficient is .82. Second, in terms of novelty experience, the factor loading of each item is greater than .70, CR is .83, Cronbach, s Alpha coefficient is. 70. Third, in terms of social interaction factor, the factor loading of each item is greater than .70, CR is .85, Cronbach, s Alpha coefficient is.73. Fourth, in terms of increase new knowledge factor, the factor loading of each item is greater than .70, CR is .82,

Cronbach, s Alpha coefficient is.70. Fifth, in terms of high cultural experience, the factor loading of each item is greater than .80, CR is .84, but Cronbach, s Alpha coefficient is .61. Although the Cronbach, s Alpha coefficient has not reached the standard, other indicators have been achieved, so this factor does not delete.

Table2. Analysis of reliability and validity of recreational experience scale

Latent Variables	Items	Factor Loading	CR	Cronbach,s Alpha
Released body and mind	1. Enjoy nature and stay away from civilization.	.82	.87	.82
	2. Relieve the pressure of work, responsibility, and relieve the body and mind.	.82		
	4. Enjoy the scenery of nature.	.77		
	5. Get inspiration and inspiration.	.64		
	6.Breathe fresh air.	.79		
	7.Satisfy curiosity and freshness.	.72		
Novelty experience	3. Learn some knowledge about strawberries.	.73		
	14.Leave a good memory and share it with others.	.76	.83	.70
	15.Enjoy the unique feelings of the Strawberry park.	.87		
Social interaction	10.Increase the opportunity to interact with others.	.99	.85	.73
	11.Contact others and expand interpersonal relationships.	.97		
	12.Increase the opportunity to get along with friends (or children) and promote intimacy.	.81		
Increase new knowledge	13.To understand the local cultural relics.	.97	.82	.70
	16.Augmented news.	.97		
	17.The mood is more relaxed and comfortable.	.96		
Cultural experience	8.Experience the local living environment, customs and people's feelings.	.97	.84	.61
	9. Enjoy a distinctive restaurant or diet.	.98		

4.2.3 Satisfaction

From the results of Table 3, the reliability and validity of the satisfaction scale of this study is good. First, in terms of produce service factor, the factor loading of each item is greater than .60, CR is.87, Cronbach, s Alpha coefficient is .82. Second, in terms of hospitality service, the factor loading of each item is greater than .70, CR is .87, Cronbach, s Alpha coefficient is .82. Third, in terms of personal service factor, the factor loading of each item is greater than .80, CR is .91, Cronbach, s Alpha coefficient is.85. Fourth, in terms of environmental landscape factor, the factor loading of each item is greater than .70, CR is .88, Cronbach, s Alpha coefficient is.82.

Table3. Analysis of reliability and validity of satisfaction scale

Latent Variables	Items	Factor Loading	CR	Cronbach,s Alpha
Product service	9.Food and beverage prices.	.77	.87	.82
	14.Parking convenience	.65		
	15.The degree of friendliness of the residents.	.63		
	16.The Strawberry Garden price.	.76		
	18.The price of strawberry.	.85		
	19.Souvenirs, special products price.	.80		
Hospitality service	12.Tourism route indicators.	.77		
	10.Travel information services.	.79	.87	.82
	11.Food and beverage service.	.83		
	13.Accommodation provides service.	.70		
	17. The tourist attractions explain the good quality of the sign.	.71		
Personnel service	6.The service attitude of tourist attractions.	.91	.91	.85
	7.Catering staff service staff attitude.	.90		
	8.Souvenirs sell staff attitude.	.81		
Environmental landscape	1.The perfection of the facilities for the tourist attractions.	.73	.88	.82
	2.The environment is clean and sanitary.	78		
	3.The surrounding landscape.	.85		
	4.The degree of beautifying the plants along the way.	.82		
	5.A combination of architecture and landscape.	.63		

4.2.4 Loyalty
From the results of Table 4, the reliability and validity of the resisting willingness scale of this study is good, the factor loading of each item is greater than .80, CR is.89, Cronbach, s Alpha coefficient is .84.

Table4. Analysis of reliability and validity of loyalty scale

Items	Factor Loading	CR	Cronbach's Alpha
1. I'd like to come back to Dahu.	.86	.89	.84
2. I would like to recommend friends and relatives to travel to the Dahu.	.89		
3. I would like to travel again as long as the strawberry season begins.	.87		
4. I would be happy to suggest something that needs to be improved.	.68		

4.3 Discriminant validity analysis

Table 5 shows that the AVE square roots of all the potential variables in this study model are between .74 and .89, which is greater than .70, and each latent variable of AVE are greater than the standard values associated with all relations, and in accordance with the test standards. Therefore, the measurement model of this study has good discriminant validity.

Table 5 Result of discriminant validity analysis

Variables	AA	RE	SA	RW
AA	**.71**			
RE	.68	**.77**		
SA	.61	.67	**.81**	
LO	.43	.40	.47	**.83**

Note: 1. Square roots of average variances extracted;
2. Agricultural attraction (AA), recreational experience (RE),
satisfaction (SA), and loyalty (LO).

4.4 Analysis of structural model

Figure 2 shows that the path coefficients are standardized regression coefficients (β value), first, "agricultural attraction" has positive effect on "recreational experience" (β1=68, p<.01), "satisfaction" (β2=28, p<.01) and "revisit willingness" (β3=21, p<.01). Secondly, "recreational experience" has positive effect on "satisfaction" (β4=.49, p<.01), but no positive effect on "revisit willingness" (β5=.06, p=.08) Finally, it is found that "satisfaction" has positive effect on "revisit willingness" (β6=.31, p <.01).
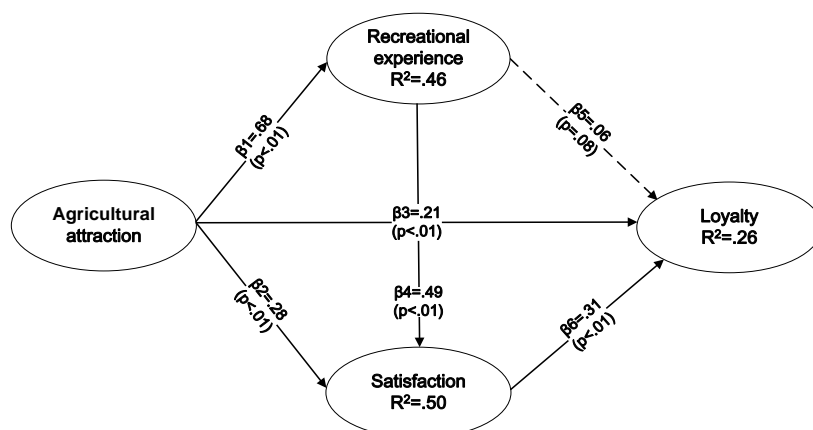

Figure 2 Structural model

In terms of model explanatory power, the R^2 value represents the prediction ability of the research model, that is, the percentage of variance explained by exogenous variable for endogenous variable, representing the prediction ability of the research model. The higher R^2 value, the prediction ability is higher [33]. In addition, from the effect of each variable in figure 2, it can be found that the explanatory power of "agricultural attraction" for "recreational experience" is 46%, and the explanatory power of "recreational experience" for "satisfaction" is 50%. The last three latent variables have 26% explanatory power for "loyalty".

V.   CONCLUSION AND IMPLICATION

5.1 Discussion

The purpose of this study is to analyze the influence of agricultural attraction, recreational experience and satisfaction on tourists, loyalty in leisure agriculture area. The results show that agricultural attraction has a positive effect on tourists' recreational experience, which shows that strawberry culture, landscape diverse, close nature, local characteristics, and high popularity are the main reasons for attracting visitors in Dahu leisure

agricultural areas. According to the view of Theory of Expectation Confirmation [13], for the reason of the attraction of leisure agriculture, the tourist will produce the expected experience for the destination, and the local service [14,15]. Therefore, the more attractive the tourists recognize in the leisure agriculture area, and to the destination to find that the actual scenic spots are the same as expected, so their recreation experience is higher and more positive, so hypothesis 1 is to be confirmed. In addition, tourists' expected services are in line with their expectations and needs, so their satisfaction with the destination service is higher, so hypothesis 2 is also confirmed. The above analysis results not only meet the relevant research results [16,17,18], but also confirm that tourism attractiveness has a positive effect on tourists' recreation experience and satisfaction. Although tourist attraction has an induced effect on tourist behavior [8,9], it influences the willingness of visitors to the destination, the willingness recommends to others, and the suggestions for the improvement of the destination [10,11]. In this study, it is found that the attraction of the leisure agriculture area has a positive effect on the loyalty of the tourists. It shows that after the actual experience of the agricultural area, the attraction of the local agricultural area is found to be in line with their expectation, and the future their loyalty to the agricultural area will be higher, so hypothesis 3 is confirmed. The above results also support relevant studies, pointing out that tourism attractiveness affects tourists' loyalty to destinations [17,18].As tourists visit the leisure agriculture area for tourism and leisure activities, what they want most is released body and mind, novelty experience, social interaction, increase new knowledge, and cultural experience. When tourists gain the above experience, that is to reach their desired goals, they will affect their feelings about the product service, hospitality service, personnel service, and environmental landscape provided in the leisure agriculture area. From the results of this study, the tourists' recreation experience is good and positive, so they are very satisfied with the service in the leisure agriculture area, so the hypothesis 4 is confirmed. The results are also similar to the related research that the tourist experience at the destination will affect their local service assessment [24], which is satisfied or dissatisfied. However, the results of this study did not find that tourists' recreation experience had no direct effect on their loyalty, so hypothesis 5 had not been confirmed. Finally, it is found that satisfaction has a positive effect on loyalty. Therefore, the hypothesis 6 is confirmed, and it also supports the relevant research [27,28] that the tourist satisfaction of tourists will affect loyalty. The above results show that the higher the satisfaction of tourists in the product service, hospitality service, personnel service, and environmental landscape in the leisure agriculture area, the more they will visit the local will in the future and the willingness to recommend the agricultural area to others. Although tourists' satisfaction has a positive effect on loyalty, the most important reason is the influence of tourists' recreation experience in the agricultural area.

5.2 Conclusion
     Based on the above analysis results, this study has the following suggestions. According to the purpose of this study, and after discussion, this study has the following conclusions: 1. the agricultural attraction in the leisure agricultural area is the main attraction for attracting visitors. The more attractive and more able to meet the expectations of tourists, the more positive the recreation experience is, the higher the satisfaction is, the higher the loyalty to the destination.

5.3 Implication
1. According to the results of this study, the "agricultural attraction" of recreational agricultural areas is related to "recreation experience", and the quality of recreation experience is also related to satisfaction. Therefore, for the leisure agricultural area industry, the marketing promotion of tourism must clearly shape the local characteristics, such as this study is strawberry, combined with other agricultural products and experience itinerary. It let visitors to understand that tourism in the region can gain the experience of physical and mental release, novelty, social interaction, or new knowledge. When these experiences are satisfied, they can increase their satisfaction and increase their willingness to revisit.
2. In this study, we find that the four factors of product satisfaction, product service, hospitality service, personnel service and environmental landscape are the most influential factors to tourist loyalty. Therefore, it is suggested that the industry of leisure agriculture should not forget to strengthen the diversification and innovation of the products in the marketing and promotion of tourism, and to improve the convenience of the service and the reasonable price of the products. The continuous improvement of the quality of service, the maintenance of the landscape and the development of the related recreational resources can help tourists to engage in recreational activities in the leisure agricultural area and recommend them to others.
3. The core interest of the leisure agricultural park is "the experience of agriculture", so the experience created by the product provider is different from the ordinary life experience of the tourists. It is mainly to keep them in the environment of the countryside, to release the pressure of the body and mind, to enhance the new knowledge, and to have a good interaction with friends and friends and others in this environment. And it can touch the crops, experience the rural culture and meet the new leisure needs.

5.4 For future research

From the analysis results of this study, all factors predicted by this study predict the loyalty of tourists is not high (26%). The main reason may be that in the preparation of the questionnaire, the subject matter is too complicated to affect the answer of the subjects. In addition, in terms of satisfaction questions, the items of the quality of service are merged together. Therefore, it is suggested that the following researchers, first, in the compilation of scale, can measure the items of service quality and satisfaction separately. Secondly, in the sampling, it can be carried out in a few places with more tourists in the leisure agricultural area, in order to achieve the overall sampling, without the existence of the sample gap.

REFERENCE

[1].   Gunn, C. A. Tourism Planning (2d ed). New York: Taylor and Francis; 1988.
[2].   Gunn, C. A. Tourism planning: Basics, concepts, cases. London: Taylor and Francis; 2004.
[3].   Hou, J. S., Lin, C. H., and Morais, D. B. Antecedents of attachment to a cultural tourism destination: The case of Hakka and Non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. Journal of Travel Research, 2005; 44(2): 221-233.
[4].   Lee, C. F., Huang, H. I., and Yeh, H. R. Developing an evaluation model for destination attractiveness: sustainable forest recreation tourism in Taiwan. Journal of Sustainable Tourism, 2010; 18(6): 811-828.
[5].   Baker, D. A. and Crompton, J. L. Quality, satisfaction and behavioural intentions. Annals of Tourism Research, 2000; 27(3): 785-804.
[6].   Chen, C. F., and Tsai, D. C. How destination image and evaluative factors affect behavioral intentions. Tourism Management, 2007; 28(4): 1115-1122.
[7].   Qu,H., Kim L. H., and & Im, H. H. A model of destination branding: Integrating the concepts of the branding and destination image. Tourism Management, 2011; 32(3): 465-479.
[8].   Mayo, E. J., and Jarvis, L. P. Psychology of Leisure Travel. Boston: CBI, 1981;191-223.
[9].   Victor, T. C. Marketing Implications for Attractions. Tourism Management, 1989; 10(3): 229-232.
[10].   Becken, S., and Simmons, D. G. Understanding energy consumption patterns of tourist attractions and activities in New Zealand. Tourism Management, 2002; 23(4): 343-354.
[11].   Benckendorff, P., and Pearce, P. L. Australian tourist attractions: The links between organizational characteristics and planning. Journal of Travel Research, 2003; 42, 24-35.
[12].   Vengesayi, S. Tourism destination attractiveness: The mediating effect of destination support services. The Business Review, 2010; 16(2): 170-185.
[13].   Oliver, R. L. A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, 1980; 27:460-469.
[14].   Parasuraman, A., Zeithaml, V. A., and Berry, L. L. Alternative scale for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. Journal of Retailing. 1994; 70(3): 201-230.
[15].   Rust, R. T., and Olivers, R. L. (Eds.). Service quality: Insights and managerial implications from the frontier. Service quality: New directions in theory and practice. Thousand Oaks, CA: Sage, 1994; 241-268.
[16].   Trauer, B., and Ryan., C. Destination image, romance and place experience- An application of intimacy theory in tourism. Tourism Management, 2005; 26: 481-491.
[17].   Goeldner, C. R., and Ritchie, J. R. Tourism: Principles, Practices, Philosophies (10th Eds.). New York: Wiley, 2006.
[18].   Petrick, J. F., and Backman, S. J. An examination of golf travelers' satisfaction, perceived value, loyalty, and intentions to revisit. Tourism Analysis, 2002; 6(3), 223-237.
[19].   Driver, B. L., Brown, P. J., and Peterson, G. L. Benefits of Leisure. Stage College, PA: Venture Publishing, 1991.
[20].   Clawson, M., and Knetsch, J. L. Economics of outdoor recreation. Baltimore, MD: Johns Hopkins,1966).
[21].   Stamboulis, Y., and Skayannis, P. Innovation strategies and technology for experience based tourism. Tourism management, 2003; 24(1): 35-43.
[22].   Tung, V. W. S., and Ritchie, J. R. Exploring the essence of memorable tourism experiences. Annals of Tourism Research, 2011; 38(4): 1367-1386.
[23].   Tynan, C., and McKechnie, S. Experience marketing: A review and reassessment. Journal of Marketing Management, 2009; 25(5/6): 501-517.
[24].   Hosany, S., and Witham, M. Dimensions of cruisers' experiences, satisfaction, and intention to recommend. Journal of Travel Research, 2010; 49(3): 315-346.
[25].   Yoon, Y., and Uysal, M. An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. Tourism Management, 2005; 26(1): 45-56.
[26].   HUI, T. K., WAN, D. and HO, A. Tourists' satisfaction, recommendation and revisiting Singapore. Tourism Management, 2007; 28(4): 965-975.
[27].   Hepworth, M., and Mateus, P., Connecting customer loyalty to the bottom line. Canadian Business Review, 1994; 21(4): 40-43.
[28].   Zeithamal, V. A., Berry, L. L. and Parasuraman, A. The behavioral consequences of service quality. Journal of Marketing, 1996; 60(April): 31-46.
[29].   Chang, T. C. Development of leisure farms in Taiwan, and perceptions of visitors thereto. Journal of Travel & Tourism Marketing, 2003; 15(1) :19-40
[30].   Shihming Hsu, S. M., Hsieh, P. H., and Yuan, S. T. Roles of 'small- and medium-sized enterprises' in service industry innovation: a case study on leisure agriculture service in tourism regional innovation. Service Industries Journal, 2013; 33 (11) :1068-1088
[31].   Fornell, C., and Larcker, D. F. Evaluating structural equations models with unobservable variables and measurement error. Journal of Marketing Research, 1981; 8(1): 39-50.
[32].   Nunnally, J. C., and Bernstein, I. H. Psychometric theory (3rd ed.). New York: McGraw-Hill, 1994.
[33].   Hair, J. F., Black, W. C., Babin, B. J., and Anderson, R. E. Multivariate data analysis (7th ed.). Englewood Cliffs: Prentice Hall, 2010.
[34].   Chin, W. W. The partial least squares approach for structural equation modeling. In G. A. Marcoulides (Ed.), Modern methods for business research (pp. 295-336). Mahwah, NJ: Lawrence Erlbaum Associates, 1998.