

**H
R
A
L**

**The Journal of
Human Resource
and Adult Learning**

HRAL is listed in EBSCO & ULRICH'S
DIRECTORIES of Refereed Publications



<http://www.hraljournal.com>

ISSN 1817-2105

VOLUME 13 * NUMBER 1 * June 2017 issue

CONTENTS

- 1 * *A Profile of Project Manager Work Engagement: A Field Survey*
..... **Tom Henkel, Jim Marion, Debra Bourdeau**
- 9 * *Ethical Decision-making Before and After Ethics Education: The Impact of Teaching Format*
..... **Miao-Ling Fang**
- 18 * *Market Segmentation for Ecotourism in Nepal National Parks*
..... **Tzu-Cin Shu, Narendra Prasad Pradhan**
- 26 * *The Influences of Motivations, Past Experiences, Destination Image, Event Image, Satisfaction,
and Intentions on Participation in Taiwan Road Running Events*
..... **Ming-Hsien Wu, Chao-Chin Liu**
- 39 * *Pitfalls to Avoid in a University-Sponsored VITA Program*.....**Liz Diers, Susan Dana**
- 43 * *Distance Learnin: Preparation & Practice for the Adult Learner* **Serena A. Flores**
-
-

The Influences of Motivations, Past Experiences, Destination Image, Event Image, Satisfaction, and Intentions on Participation in Taiwan Road Running Events

Ming-Hsien Wu, Department of Sports and Recreation, Meiho University, Taiwan
Chao-Chin Liu, Corresponding Author, Department of Sports and Recreation,
Meiho University, Taiwan

ABSTRACT

This study investigates the factors influencing participant satisfaction levels and their potential to participate in road running events in Taiwan. Through a review of relevant literature, this paper explores the relationship between participant motivation, past experience, destination image, event image, satisfaction, and intent to participate in Taiwan road running events. A questionnaire was developed for this quantitative study to examine the relationship between the levels of satisfaction and intentions of race participants. A total of 2,000 questionnaires were distributed to respondents who had participated in Taiwan road running events between October 16, 2015, and February 28, 2016, of which 1,556 valid questionnaires were collected. The data were analyzed using SPSS 17. The results revealed the following: (1) event participants' motivation, past experience, destination image, and event image were positively related to their satisfaction levels and intentions; (2) 56.6% of the variation in race event participants' satisfaction can be explained by their destination image (48.9%), event image (7.5%), and motivation (0.2%); and (3) 57.6% of the variation in intent to participate in race events can be explained by participants' level of satisfaction (40.8%), past experience (12.7%), motivation (3.3%), destination image (0.5%), and event image (0.2%). In conclusion, these results increase the understanding of the relationships between participants' motivation, past experiences, destination image, event image, satisfaction, and intent to participate in road running events. The results show that satisfaction, destination image, event image, and past experiences play a key role in participants' behavior during road running events. Organizers and operators of road running events should consider these factors in assessing participants' demand for such events, with a view to strengthening special features offered by an event and being cognizant of the destination image and event imagery offered to participants. This may allow organizers and operators to optimize the event experience for participants and achieve differentiation in the road running event market.

Keywords: *motivation, past experiences, destination image, event image, satisfaction, intention*

INTRODUCTION

In recent years, an increasing number of people have become enthusiastic about participating in road running events and marathon events in Taiwan; correspondingly the number of road races and marathons has significantly increased. The explosive growth of road running events is evident as Taiwan

is currently one of the world's four top marathon countries; the other three being the United States, Germany, and Japan. The rapid development of Taiwan's road races is represented by the sum of half marathons, marathons, and ultra-marathons reaching 427 in 2015, and 637 in total, when including all other road running events (Liu, Tung, Huang & Chen, 2016). Taiwan has "the highest density of marathons" (Zeng, 2013) in the world based on area and population.

Shipway and Jones' (2007) empirical study of marathon participants showed that those who identify with the activity of running in marathons or road running events strengthen their intent to travel to participate in marathons. Marathon participants need to make significant personal effort to complete the event, persevere in activities by training and competing, obtain benefits in endurance by participating, and develop the "career structure" associated with long-distance running (Shipway and Jones, 2007). In addition, runners follow behaviors of a special road running subculture, resulting in homogeneity of clothing, behavior, and values of the group (Shipway and Jones, 2007). Runners "running as serious sport tourism", are considered to be in serious leisure pursuit mode (Shipway & Jones, 2007; Stebbins, 2007). In summary, it is important to explore participation behavior in road running events, understand which factors affect participants' behavior toward road running events, and explore the relationship among these factors that interact with each other as an important reference to promote road race activities.

This study focuses on participant behavior related to road running events in Taiwan, investigating the relationship between participants' motivations, past experiences, destination image, event image, satisfaction, and intent to participate in Taiwan road running events. The findings may provide useful insights for establishing a road running sports tourism policy, and help operators and organizers of road running events to develop strategies for product planning, services, and marketing, in addition to improving service quality.

Research Objectives

1. Investigate the relationship between participants' motivations, past experiences, destination image, event image, satisfaction, and intent to participate in road running events.
2. Predict road running event participants' satisfaction by their motivations, past experiences, destination image, and event image.
3. Predict road running event participation intent by participants' motivations, past experiences, destination image, event image, and satisfaction.

LITERATURE REVIEW

Relationship Between Participants' Motivation, Satisfaction, and Intent

Kim, Sun, and Edward (2008) explored the motivation of people attending cultural events, assessing the roles of motivation in predicting satisfaction, and found a strong and positive direct impact of motivation on the importance of activities; however, a direct effect on satisfaction was not evident, indicating that participating in the activities has an indirect effect on satisfaction. Thien and Mui (2012) found that motivation and satisfaction are positively related to Vietnamese audiences. Yun and Rosenberger III (2014) investigated the loyalty of Australian rugby fans and found a positive relationship between motivation, recognition, and satisfaction. The results of other studies have similar conclusions (Fink, Trail, & Anderson, 2002; Madrigal, 1995; Mahony, Nakazawa, Funk, James, & Gladden, 2002; Trail, Anderson, & Fink, 2000; Tucker, 2011). Based on these findings, we posit our first hypothesis: Participants' motivation positively affects participants' satisfaction with sports events (H1).

Theoretical and empirical studies support a positive correlation between runners' attitudes to involvement in races and participation behaviors (Beaton, Funk, Ridinger, & Jordan, 2011). Via a multiple linear regression analysis, Funk, Jordan, Ridinger (2011) and Kaplanidou (2007) found that activity motivation is associated with satisfaction, and involvement could explain 30% of the runners' commitment and 31% of their future intentions to participate; thus, road running participants' motivations have significant influence on the intent for future participation. The unique structure involving intrinsic motivation, event characteristics, and physical activity can directly affect the participants' commitment to participate and future intentions (Beaton & Funk, 2008; Kaplan & Maehr, 2007). Therefore, based on literature review results, we posit the following hypothesis: Participants' motivations positively affect their intent to participate in events (H2).

Relationship Between Participants' Past Experience, Satisfaction, and Intent

Past experience influences a visitor's intent to return to a destination, as choosing familiar destinations is considered less risky. Gitelson and Crompton (1984) pointed out that past destination experience can reduce the risk of being potentially dissatisfied. In addition, Baloglu (1999) found that familiarity (past experience and information visits familiarity) will positively affect the destination image and satisfaction; the results are supported by Milman and Pizam (1995) and Fakeye and Crompton (1991). Other studies have shown that early experiences positively impact specific attributes of outdoor leisure destination images (Ahmed, 1996), and destination attractiveness (Hu & Ritchie, 1993) further affects event participants' overall satisfaction. Chon (1989) found that tourists choose whether or not to visit destinations based on security, attractiveness, and shopping facilities—and with significant differences in attitude; the study showed visitors' satisfaction was significantly higher for previously visited destinations. Therefore, based on literature review results, we posit the following hypothesis: Participants' past experience positively affects participants' satisfaction in events (H3).

Past meta-analytic studies indicate that past experience can be used as a predictor of future behavior (e.g., Hagger, Chatzisarantis, & Biddle, 2002). Ajzen (2002), in his theory of planned behavior, stated that past behavior plays an important role in weight loss behaviors (e.g., Bagozzi & Warshaw, 1990), travel behavior (e.g., Lam & Hsu, 2006; Sonmez & Graefe, 1998), and participation in sporting events (e.g., Cunningham & Kwon, 2003). These aforementioned studies have shown that past behavior can directly predict intent and behavior. Research on intent to participate in sports events show that past behavior is an important study variable (Kaplanidou & Gibson, 2010). In this study, past experience describes previous involvement in sporting events (Kaplanidou & Gibson, 2010). Therefore, based on literature review results, we posit the following hypothesis: Participants' past experience positively affects participation intent and behavior in events (H4).

Relationship Between Participants' Event Image, Destination Image, Satisfaction, and Intent

In the study of tourism, the destination affects the image of events because it is related to the event provided by experienced providers (Hinch & Higham, 2004), and the destination image predicts tourism behavior (Baloglu, 1999; Chen & Tsai, 2007) and sport tourism behavior (Chalip, Green, & Hill, 2003; Gibson, Qi, & Zhang, 2008; Kaplanidou, 2007; Kaplanidou & Vogt, 2007). Destination image and destination cognitive measure (Crompton, 1979), intent to visit destinations (Chen & Tsai, 2007), and satisfaction and intent to revisit a destination are closely related (Bigné, Sanchez, & Sanjez, 2001; Chalip et al., 2003). In the literature of tourism, the concept of destination–motivation fit (Goeldner & Ritchie, 2009) highlights the close relationship between tourists' motivation levels (push factors) and their

satisfaction with destination features (pull factors). Sport tourists participate in events located in the destination that has the potential to meet their needs and goals. A positive perception of a destination will determine intent to revisit (Kaplanidou & Vogt, 2007); similarly, the destination image affects the decision to participate in sports events again (Bigné et al., 2001; Kaplanidou, 2007; Kaplanidou & Vogt, 2007). Therefore, based on literature review, we posit the following hypotheses: Participants' events imagery (H5) and destination image (H6) positively affect participant satisfaction with events.

Chalip et al. (2003), who explored the relationship of U.S.A. and New Zealand residents with motor sport television advertising, destination advertising to shape destination image, and travel intent, found a significant correlation between destination image and visit intent, concluding that, even tourism destination image could be influenced by event image. The impact could be positive or negative depending on the images of the events and the destination. Funk, Toohey, and Bruun (2007) also found that positive destination image has a strong association with participation for international marathon runners. Thus, the image of the destination and the event is an important variable to understand intent. Perhaps the importance of the destination image is the inherent nature of sport tourism participants. Hinch and Higham (2001) pointed out that destination image includes three dimensions: activity, space, and time; while Weed and Bull (2004) claimed that interactions, activities, and places are closely associated with sports tourism motivation and participation. Therefore, based on literature review, we posit the following hypotheses: Participants' events imagery and destination images positively affect participation intent and behavior in events (H7 & H8).

Relationship Between Participants' Satisfaction and Intent

Tourist literature claims that satisfaction has been shown to predict strong behavioral intentions of future travel trips (Baker & Crompton, 2000; Bigné et al., 2001; Lee, Graefe, & Burns, 2004). Satisfaction is also an intermediary variable between quality of service (Lee et al., 2004), attitude (Ekinci & Hosany, 2006), and destination image (Bigné et al., 2001; Chen & Tsai, 2007) affecting behavioral intent. On the leisure aspect of sport tourism, Kaplanidou and Vogt (2007) stated that satisfaction did not predict the intent and behavior of active sport tourists to revisit the destination of a sporting event. However, the study focused on non-recurring events, which may affect tourists' participation intent and behavior; participants can distinguish and evaluate the sporting event and destination, particularly when the event is recurrent in nature. However, according to past research, satisfaction has a positive impact on participation intent and behavior (e.g., Bigné et al., 2001). Previous studies have also shown that satisfaction affects attitudes, causes attitudes to change (Oliver, 1980), and has a strong positive impact on attitudes and behaviors (Gomez-Jacinto, Martin-Garcia, Bertiche-Haud Huyze, 1999). Thus, highly satisfied individuals are expected to exhibit participation intent and behavior, as satisfaction is a positive driving force to participate in sports events again (Petrick, Morais, & Norman, 2001). Therefore, based on the literature review results, we posit our final hypothesis: Participants' event satisfaction positively affects participation intent and behavior in events (H9).

METHOD

Research Framework

Comprehensive aforementioned theories and literature form the basis of this research framework (Figure 1).

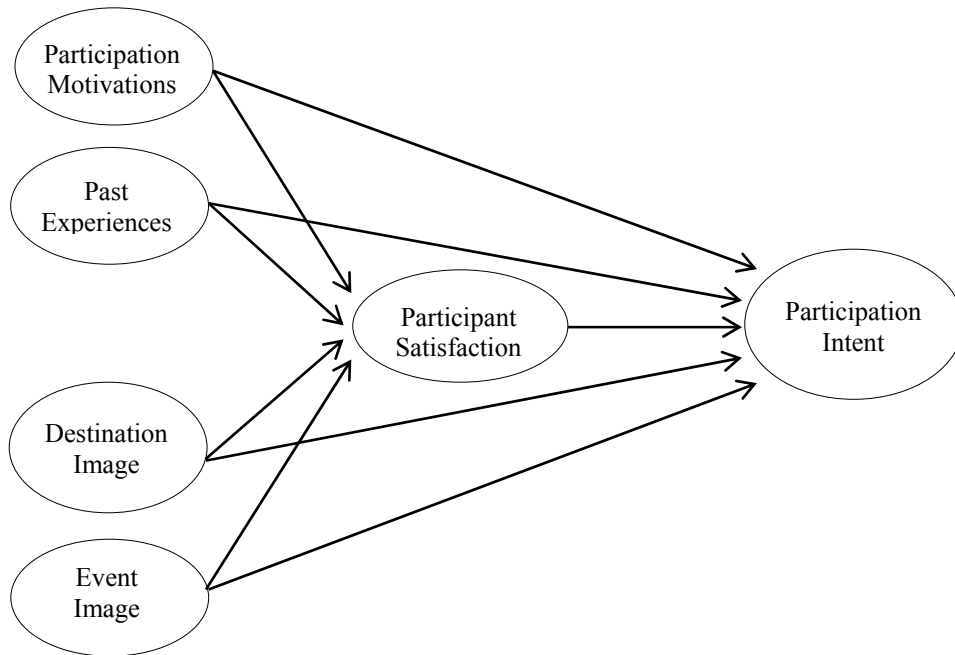


Figure 1: Study Framework

Data Collection

This study targeted road running event participants who participated in Taiwan road running events. A purposive convenience sampling and convenient method were adopted to collect data from those aged 18–59. A total of 2,000 questionnaires were distributed to people who had participated in Taiwan road running events held from October 20, 2015, to February 25, 2016, of which, 1,556 valid questionnaires were collected. The demographic analysis of questionnaire responses comprised of: 948 males (60.9%) and 608 females (39.1%), whose average age was 35.63 (SD=10.68) years old, and the age group of 31-40 years showed the highest proportion. The yearly rate of participation was an average of 5.96 (SD=8.52) times, and each year 2-4 times was the highest proportion. Age groups and yearly rate of participation are shown in Table 1.

Table 1: Participants' Demographics and Participation Behaviors Analysis N=1556

Variable	Category	Frequency	Percentage
Gender	Male	948	60.9%
	Female	608	39.1%
Age Group M=35.63 SD=10.68	20 years old & below	92	5.9%
	21-30 years old	459	29.5%
	31-40 years old	529	34.0%
	41-50 years old	312	20.1%
	51 years old & over	164	10.5%
Yearly Rate of Participation M=5.96 SD=8.52	1 time /year	331	21.3%
	2-4 times /year	575	37.0%
	5-10 times /year	444	28.5%
	11-20 times /year	158	10.2%
	21 times & over	48	3.1%

Instrumentation

A questionnaire was developed for this quantitative research to examine the relationship between motivations, past experiences, destination image, and event image that can affect satisfaction and intent to participate in events. The development of the questionnaire was based on relevant literature regarding motivations (Agrusa, Kim, & Lema, 2011; Havenar & Lochbaum, 2007; Nettleton & Hardey, 2006), past experiences (Kozak, 2001; Petrick et al., 2001; Vogt & Andereck, 2003), destination image (Baloglu & McCleary, 1999; Echtner & Brent Ritchie, 1993; Gartner, 1993), event image (Andreu, Bigné and Cooper, 2000; Gwinner, 1997; Jago, Chalip, Brown, Mules, & Shameem, 2003), satisfaction (Baker & Crompton, 2000; Petrick et al., 2001; Yoon & Uysal, 2005) and intent (Baker & Crompton, 2000; Engel, Blackwell & Miniard, 2000; Qi, Gibson, & Zhang, 2009). The questionnaire consisted of six sections: Motivations Scale, Past Experiences Scale, Destination Image Scale, Event Image Scale, Satisfaction Scale, and Intention Scale. Analysis of the six scales revealed that: (1) the critical ratio values and total correlation coefficients for each item reached a significant level, showing discrimination in the construction of the scale; (2) factor analysis showed that the total cumulative reading of the six scales explained 76.04–83.59% of the variance, showing all research instruments had construct validity; (3) reliability analysis showed that each scale's Cronbach's alpha coefficients was above .90, suggesting that the internal consistency was acceptable (Chiou, 2010). The above three scales demonstrated sound discrimination, validity, and reliability, and that they are suited to measure participants' opinions regarding the motivations, past experiences, destination image, event image, satisfaction, and intent to participate in road running events.

Data Analysis

SPSS version 17.0 was used to provide descriptive statistical analysis of participants' demographics and participants' behaviors. The Pearson's correlation coefficient was used to analyze the relationship between road running event participants' motivations, past experiences, destination image, event image, satisfaction, and intent to participate in road running events in Taiwan. Stepwise regression analysis was selected to predict road running event participants' satisfaction and participation intent by their motivations, past experiences, destination image, and event image. Before undertaking stepwise regression analysis, tests were conducted on the hypotheses which includes the level of satisfaction's normal distribution, independency of independent variables autocorrelation, and linear modeling's goodness of fit (Kleinbaum, Kupper, & Muller, 1988).

RESULTS AND DISCUSSIONS

Analysis of the Types of Road Running Event Participants

As shown in Table 1, the average rate of participation in road running events per year as reported by participants is 5.96 (SD=8.52). Regarding the types of road running events (Table 2), the one with the highest percentage is half marathon (24.57%), followed by marathon (16.82%), 6-10 km (17.25%), 11-20 km (13.29%), 5 km or less (11.88%), ultra marathon (8.31%), and triathlon (7.88%). The analysis shows that participants favor half marathons, 6-10 km, and marathons.

Table 2: Summary of Types of Road Running Participants in the Study**N=1556**

Types of Road Running Events	n	%	M*	SD
Ultra Marathon	330	8.31	.91	2.12
Marathon	668	16.82	4.50	8.88
Half Marathon	976	24.57	3.45	4.31
11-20 km	528	13.29	1.50	2.38
6-10 km	685	17.25	1.79	2.53
5 km or less	472	11.88	1.31	2.96
Triathlon	313	7.88	.62	1.43

*M is the average participation numbers of types of road running participants.

Relationship Between Road Running Event Participants' Motivations, Past Experiences, Destination Image, Event Image, Satisfaction and Intent

Analysis based on the correlation coefficient matrix (Table 3) shows that road running participants' motivations, past experiences, destination image, and event image have significantly positive correlations ($p < .05$) to participants' satisfaction and intent to participate in road running events, with correlation coefficients ranging between .403 to .710. The results are similar to those of relevant literature, as the satisfaction of road running events is significantly correlated with participants' motivations (Fink et al., 2002; Kim et al., 2008; Thien & Mui, 2014), past experiences (Ahmed, 1996; Baloglu, 2001; Hu & Ritchie, 1993; Milman & Pizam, 1995), destination image (Kaplanidou & Vogt, 2009), event image (Jago et al., 2003; Xing & Chalip, 2006). The intent to participate in road running events is also significantly correlated with participants' motivations (Beaton, Funk, Ridinger, & Jordan, 2011; Funk et al., 2011), past experiences (Kozak, 2001; Petrick et al., 2001; Vogt & Andereck, 2003), destination image (Chen & Tsai, 2007; Gibson, Qi, & Zhang, 2008; Kaplanidou, 2007; Kaplanidou & Vogt, 2007),

Table 3: Summary of Pearson Correlation Coefficient for the Relationship Between Road Running Event Participants' Cognition of the Benefits, Impacts, and Sustainability of Events

Variables	M	SD	PM	PE	DI	EI	PS
Participation motivations (PM)	5.70	.77					
Past experiences (PE)	5.33	1.06	.555**				
Destination image (DI)	5.59	.86	.576**	.513**			
Event image (EI)	5.68	.84	.516**	.448**	.710**		
Participants' satisfaction (PS)	5.81	.86	.480**	.403**	.689**	.699**	
Participation intent (PI)	5.87	.85	.606**	.605**	.643**	.617**	.661**

** $P < .01$; * $P < .05$ (two-tailed)

Stepwise Regression Analysis of Road Running Event Participants' Satisfaction Based on Their Motivations, Past Experiences, Destination Image, and Event Image

Relevant factors for road running event participants' satisfaction cognition were selected according to stepwise regression analysis results. The chosen variables included participation motivations (PM), past experiences (PE), destination image (DI) and event image (EI). From the road running event participants' satisfaction fixed standard, residual figures in frequency histogram, and normal probability distribution, the collinearity between normal distribution and independent variable matched the variance inflation factor. VIF=2.30 and the maximum CI was 25.32 ($CI < 30$) (Kleinbaum, Kupper, & Muller, 1988). Thus, no significant collinearity exists among independent variables in this research, and the test for residual autocorrelation (Durbin-Watson $D=1.844$) revealed no autocorrelation. An equation was

generated from all influencing factors of road running event participants' satisfaction analyzed by stepwise regression (Table 4).

Table 4: Regression Coefficient of Road Running Event Participants' Satisfaction N=1566

Model	R2	F	Unstand. Coefficients	Standard Coefficients	t	Collinearity		Durbin-Watson
						Toler	VIF	
Intercept			1.045		8.84*			1.844
Destination image (DI)	.489	1487.63*	.420	.411	17.02*	.48	2.09	
Event image (EI)	.564	265.53*	.360	.363	14.33*	.44	2.30	
Participation motivations (PM)	.566	7.94*	.065	.059	2.82*	.65	1.55	

*Dependent variable = Participants' satisfaction; *p < .05*

$$\text{Participants' satisfaction} = 1.045 + .420 (\text{DI}) + .360 (\text{EI}) + .065 (\text{PM}) + e (.103)$$

The above equation reveals that road running event participants' satisfaction can be explained by their participation motivations, past experiences, destination image, and event image. The total explained variance is 56.6%, with destination image being the most significant factor in explaining variance (48.9%), followed by event image (7.5%) and participation motivations (0.2%). Foregoing results show that destination image is the most salient factor impacting the satisfaction of road running event participants, while past experiences is less obvious. The results of this study are similar to those of previous studies (Fink et al., 2002; Kim et al., 2008; Thien & Mui, 2014; Tucker, 2011; Yun & Rosenberger III, 2014; Kaplanidou & Vogt, 2009; Jago et al., 2003; Xing & Chalip, 2006). The results of this study show that destination image and event image are particularly evident for road running event participants' satisfaction in Taiwan. However, the study also found that participants' past experience in road running events was not significant influences to participants' satisfaction, which results are different from the past researches (Ahmed, 1996; Baloglu, 2001; Chon, 1991; Fakeye & Crompton, 1991; Gitelson & Crompton, 1984; Hu & Ritchie, 1993; Milman & Pizam, 1995). The results of this study show that past experiences is not a major factor of satisfaction in road running events.

Stepwise Regression Analysis of Road Running Event Participants' Intent Based on Their Motivations, Past Experiences, Destination Image, Event Image, and Satisfaction

Relevant factors for road running event participants' intent were selected according to stepwise regression analysis results. The chosen variables included participation motivations (PM), past experiences (PE), destination image (DI), event image (EI), and participants' satisfaction (PS). From the road running event participants' participation intent fixed standard, residual figures in frequency histogram, and normal probability distribution, the collinearity between normal distribution and independent variable matched the variance inflation factor. VIF=2.69 and the maximum CI was 29.97 (CI<30) (Kleinbaum, Kupper, & Muller, 1988). Thus, no significant collinearity exists among independent variables in this research, and the test for residual autocorrelation (Durbin-Watson D=1.956) revealed no autocorrelation. An equation was generated from all influencing factors of road running event participants' intent analyzed by stepwise regression (Table 5).

Table 5: Regression Coefficient of Road Running Event Participants' Future Intent N=1566

Model	R ²	F*	Unstandard Coefficients	Standard Coefficients	T*	Collinearity		Durbin-Watson
						Toler	VIF	
Intercept			.550		4.90			1.956
Participants satisfaction (PS)	.437	1208.49	.316	.319	13.42	.434	2.30	
Past experiences (PE)	.574	499.02	.218	.274	13.88	.632	1.58	
Participate motivations (PM)	.607	130.05	.208	.190	9.09	.562	1.78	
Destination image (DI)	.616	34.44	.103	.102	4.13	.401	2.49	
Event image (EI)	.620	15.48	.099	.101	3.93	.372	2.69	

*Dependent variable = Participants' intention; *p < .05*

$$\text{Participants' intent} = .550 + .316 (\text{PS}) + .218 (\text{PE}) + .208 (\text{PM}) + .103 (\text{DI}) + .099 (\text{EI}) + e (.103)$$

The above equation reveals that road running event participants' intent (PI) can be explained by participants' satisfaction (PS), past experiences (PE), participation motivations (PM), destination image, and event image. The total explained variance is 62.0%, with participants' satisfaction being the most significant factor in explaining variance (43.7%), followed by past experiences (13.7%), participation motivations (3.3%), destination image (0.9%), and event image (0.4%). Foregoing results show that road running event participants' satisfaction and past experiences are the salient factor impacting participants' intent, while the destination image and event image of are less obvious. The results of this study are similar to those of previous studies (Baker & Crompton, 2000; Bigné, Sanchez, & Sanjez, 2001; Lee et al., 2004; Petrick, Morais, & Norman, 2001). The results of this study show that participants; satisfaction (Bigné et al., 2001; Petrick et al., 2001), past experiences (Cunningham & Kwon, 2003; Kaplanidou & Gibson, 2010; Lam & Hsu, 2006; Sonmez & Graefe, 1998), destination image (Bigné et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008; Funk, Toohey, & Bruun, 2007), and event image (Chalip et al., 2003; Hinch & Higham, 2004) are particularly evident for road running events participants' intent in Taiwan. The results also show that participants' satisfaction and past experiences are the most important factors that impact intent to participate in road running events.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The main findings of this study reveal that road running participants' motivations, past experiences, destination image, and event image have a significantly positive correlation with participants' satisfaction and intent to participate in road running events. Furthermore, 56.6% of the variation in road running event participants' satisfaction was explained by their participation motivation, past experiences, destination image, and event image, with destination image being the most significant factor in explaining variance (48.9%), followed by event image (7.5%), and participation motivation (0.2%). In addition, 62.0% of road running event participation intent can be explained by participants' satisfaction, past experiences, participation motivation, destination image, and event image, with participants' satisfaction being the most significant factor in explaining variance (43.7%), followed by past experiences (13.7%), participation motivation (3.3%), destination image (0.9%), and event image (0.4%). In conclusion, these results can help to increase the understanding of the relationships among the motivations, past experiences, destination image, event image, satisfaction, and intentions of road running event participants. Additionally, destination and event images play a significant role in participants' satisfaction

with road running events. Additionally, participants' satisfaction and past experiences play a key role in participants' intent to participate in road running events.

Recommendations

The results of this research can help operators and organizers understand the important factors influencing participants' satisfaction and participation behavior regarding road running events. The study shows that satisfaction, destination image, event image, and past experiences can play a key role in participants' behavior. Organizers and operators of road running events should consider these key factors when assessing participants' requirements for road running events, strengthening special features, being cognizant of both destination and event imagery, and improving service quality and content of road running events to enhance participants' satisfaction and encourage future participation. These considerations would allow organizers and operators to optimize the event experience for participants and achieve differentiation in the road running event market.

REFERENCES

- Agrusa J., Kim, S. S. & Lema, J. D. (2011). Comparison of Japanese and North American runners of the ideal marathon competition destination. *Asia Pacific Journal of Tourism Research*, 16 (2), 183–207.
- Ahmed, Z. U. (1996). The need for the identification of the constituents of a destination's tourist image: a promotional segmentation perspective. *Journal of Promotional Services Marketing*, 14 (1), 37–60.
- Ajzen, I. (2002). Residual effects of past on later behavior: habituation and reasoned action perspectives. *Personality and Social Psychology Review*, 6 (2), 107–122.
- Andreu, L., Bigné, E., & Cooper, C. (2000). Projected and perceived image of Spain as a tourist destination for British travellers. *Journal of Travel and Tourism Marketing*, 9 (4), 47–67.
- Bagozzi, R. P., & Warshaw, P. R. (1990). Trying to consume. *Journal of Consumer Research*, 17 (2), 127–140.
- Baker, D., & Crompton, J. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27 (3), 785–804.
- Baloglu, S. (1999). A path analytic model of visitation intention involving information sources, socio-psychological motivations, and destination image. *Journal of Travel & Tourism Marketing*, 8 (3), 81–90.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26 (4), 868–897.
- Beaton, A. A., & Funk, D. C. (2008). An Evaluation of Theoretical Frameworks for Studying Physically Active Leisure. *Leisure Sciences*, 30, 53–70.
- Beaton, A. A., Funk, D. C., Ridinger, L., & Jordan, J. (2011). Sport involvement: A conceptual and empirical analysis. *Sport Management Review*, 14. doi: 10.1016/j.smr.2010.07.002
- Bigné, E. J., Sanchez, I. M., & Sanjez, J. (2001). Tourism image, evaluation variables and after purchase behavior: inter-relationship. *Tourism Management*, 22, 607–616.
- Chalip, L., Green, B. C., & Hill, B. (2003). Effects of sport event media on destination image and intention to visit. *Journal of Sport Management*, 17 (3), 214–234.
- Chen, C., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28 (4), 1115–1122.
- Chiou, H. J. (2010). *Quantitative research and statistical analysis*. Taipei: Wu Nan Book.
- Chon, K. S. (1989). Understanding recreational travelers' motivation, attitude and satisfaction. *Revue de Tourism*, 44 (1), 3–6.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and influence of geographical location upon that image. *Journal of Travel Research*, 17 (4), 18–23.

- Cunningham, G. B., & Kwon, H. (2003). The theory of planned behavior and intentions to attend a sport event. *Sport Management Review, 6*, 127–145.
- Echtner, C. M., & Brent Ritchie, J. R. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research, 31*, 3–13.
- Ekinci, Y., & Hosany, S. (2006). Destination Personality: An application of brand personality to tourism destinations. *Journal of Travel Research, 45* (November), 127–139.
- Engel, F., Blackwell, R. D., & Miniard, P. W. (2000). *Consumer behavior* (8th ed.). New York, NY: Rinehart and Winston.
- Fakeye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research, 30* (2), 10–16.
- Fink, J. S., Trail, G. T., & Anderson, D. (2002). An examination of team identification: Which motives are most salient to its existence? *International Sports Journal, 6* (2), 195–207.
- Funk, D., Jordan, J., Ridinger, L., & Kaplanidou, K. (2011). Capacity of mass participant sports events for the development of activity commitment and future exercise intention. *Leisure Sciences, 33* (3), 25–268.
- Funk, D. C., Toohey, K., & Bruun, T. (2007). International sport event participation: Prior sport involvement; destination image; and travel motives. *European Sport Management Quarterly, 7* (3), 227–248.
- Gartner, W. C. (1993). Image formation process. *Journal of Travel and Tourism Marketing, 2* (2/3), 191–215.
- Gibson, H. J., Qi, C., & Zhang, J. (2008). Destination image and intent to visit china, and the 2008 Beijing Olympic Games. *Journal of Sport Management, 22* (4), 427–450.
- Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research, 11* (2), 199–217.
- Goeldner, C., & Ritchie, J. R. B. (2009). *Tourism: principles, practices, philosophies* (11th ed.). New York: Wiley.
- Gomez-Jacinto, L., Martin-Garcia, J., Bertiche-Haud Huyze, C. (1999). A model of tourism experience and attitude change. *Annals of Tourism Research, 26* (4), 1024–1027.
- Gwinner, K. P. (1997). A model of image creation and image transfer in event sponsorship. *International Marketing Review, 14* (3), 145–158.
- Hagger, M. S., Chatzisarantis, N. L. D., & Biddle, S. J. H. (2002). A meta-analytic review of the theories of reasoned action and planned behavior in physical activity: predictive validity and the contribution of additional variables. *Journal of Sport and Exercise Psychology, 24* (1), 3–32.
- Havenar, J., & Lochbaum, M. (2007). Differences in participation motives of first-time marathon finishers and pre-race dropouts. *Journal of Sport Behavior, 30*, 270–279.
- Hinch, T., & Higham, J. (2001). Sport tourism: a framework for research. *International Journal of Tourism Research, 3* (1), 45–58.
- Hinch, T. D., & Higham, J. E. S. (2004). *Sport Tourism Development*. Clevedon, UK: Channel View Publications.
- Hu, Y., & Ritchie, B. J. R. (1993). Measuring destination attractiveness: a contextual approach. *Journal of Travel Research, 32* (2), 25–34.
- Jago, L., Chalip, L., Brown, G., Mules, T., & Shameem, A. (2003). Building events into destination branding: insights from experts. *Event Management, 8* (1), 3–14.
- Kaplan, A., & Maehr, M. L. (2007). The contributions and prospects of goal orientation theory. *Educational Psychology Review, 19*, 141–184.
- Kaplanidou, K. (2007). The role of affective event and destination image on behavioral intentions. *Event Management 10* (2), 159–173.
- Kaplanidou, K., & Gibson, H. J. (2010). Predicting behavioral intentions of active event sport tourists: The case of a small-scale recurring sports event. *Journal of Sport & Tourism, 15* (2), 163–179.
- Kaplanidou, K., & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviors. *Journal of Sport & Tourism, 12* (3–4), 183–206.

- Kim, K., Sun, J. & Edward, M. (2008). Roles of motivation and activity factors in predicting satisfaction: exploring the Korean cultural festival market. *Tourism Analysis*, 13 (4), 413–425.
- Kleinbaum, D. G., Kupper, L. L., & Muller, K. E. (1988). *Applied regression analysis and other multivariable methods* (3rd ed.). Belmont, CA: Duxbury.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28 (3), 784–807.
- Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27 (4), 589–599.
- Lee, J., Graefe, A., & Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17 (1), 73–82.
- Liu, C. C., Tung, S., Huang, C. L., & Chen, H. H. (2016). An analysis of economic impact of the 2015 Kinmen Marathon on Kinmen Area. *Journal of National Quemoy University*, 6 (2), in press.
- Madrigal, R. (1995). Cognitive and affective determinants of fan satisfaction with sporting event attendance. *Journal of Leisure Research*, 27 (3), 205–227.
- Mahony, D. F., Nakazawa, M., Funk, D. C., James, J. D., & Gladden, J. M. (2002). Motivational Factors Influencing the Behaviour of J. League Spectators. *Sport Management Review*, 5 (1), 1–24.
- Milman, A., & Pizam, A. (1995). The role of awareness and familiarity with the destination: the central Florida case. *Journal of Travel Research*, 33 (3), 21–27.
- Nettleton, S., & Hardey, M. (2006). Running away with health: The urban marathon and the construction of “charitable bodies”. *Health. An Interdisciplinary Journal for the Social Study of Health, Illness and Medicine*, 10, 441–460.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460–469.
- Petrick, J. F., Morais, D. D., & Norman, W. C. (2001). An examination of the determinants of entertainment vacationers' intentions to revisit. *Journal of Travel Research*, 40 (1), 41–48.
- Qi, C. X., Gibson, H. J., & Zhang, J. J. (2009). Perceptions of risk and travel intentions: The case of China and the Beijing Olympic Games. *Journal of Sport & Tourism*, 14 (1), 43–67.
- Shipway, R., & Jones, I. (2007). Running away from home: Understanding visitor experiences in sport tourism. *International Journal of Tourism Research*, 9 (5), 373–383.
- Sonmez, S. F., & Graefe, A. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37 (4), 171–177.
- Stebbins, R. (2007). *Serious Leisure: A Perspective for Our Time*. New Brunswick: Transaction.
- Thien, H. T., & Mui, T. V. (2012). Relationship between spectator's motivations and satisfaction in sporting events at Hochiminh City. S. Bang & M. Kätow (Eds.). *The 20th EASM Conference: Sport Between Business and Civil Society*. Aalborg, Denmark: University College of Northern Denmark (UCN), 64. Retrieved from <http://easm.net/download/2012/01bcc28522c275325ce77cfbd3931a41.pdf>
- Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behaviour. *International Journal of Sport Management*, 1 (3), 154–180.
- Tucker, E. D. (2011). The effects of motivation and satisfaction of college football tourists on revisit and recommendation: a structural model. *scholarworks.umass.edu*. Retrieved from http://www.academia.edu/2471962/The_effects_of_motivation_and_satisfaction_of_college_football_tourist_on_revisit_and_recommendation_a_structural_model
- Vogt, C. A., & Andereck, K. (2003). Destination perceptions across a vacation. *Journal of Travel Research*, 41 (May), 348–354.
- Weed, M., & Bull, C. (2004). *Sport tourism: participants, policies and providers*. Oxford, UK: Elsevier Butterworth-Heinemann.
- Xing, X., & Chalip, L. (2006). Effects of hosting a sport event on destination brand: a test of co-branding and match-up models. *Sport Management Review*, 9, 49–78.

- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26 (1), 45-56.
- Yun, J. H., & Rosenberger III, P. H. (2014). Investigating the antecedents to Australian football fan loyalty: The influence of motivation, fan identification and satisfaction. This paper was accepted at the *2014 Academy of Marketing Conference*, held in Bournemouth, UK.
- Zeng, W. G. (2013, December 10). 2011 annual road race course entry 127 million. *The China Times*. Retrieved from <http://life.chinatimes.com/LifeContent/1409/20130910000399.html>