

THE INVESTIGATION OF STRATEGIC OPERATION MODEL FOR LEISURE FARM INDUSTRY

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ABSTRACT

The basic leisure agriculture function was to provide the public about agriculture and leisure for experiencing tourism and recreation places or businesses collectively. A product or service patterns belonged to the leisure travel market. The main characteristics of leisure agriculture combined sightseeing, agricultural resources, agricultural production, rural life and rural ecological balance "Sansei integration" concept. It provided new leisure activities for people traveling options. Type of Leisure Farm included experiencing agriculture farm, ecological farms, holiday farms and rural tourism farms. Researches pointed out that leisure agriculture had the following functions: recreational function, education function, social function, economic function, eco-friendly and health function.

The main purpose of this study was to investigate the literatures of scholars have proposed. What were the main variables or factors that generated huge influence on recreation motivation, behavioral intentions and recreation satisfaction? On the other hand, there was no literatures pointed out the relationship among recreational satisfaction revisit intention and actual behavior of consumer. Therefore, this study further explored the relationship among these four variables.

There were three purposes of this research:

- 1. To investigate the effect of leisure farm visitor's recreation motive for recreation satisfaction.*
- 2. To investigate the effect of leisure tourist recreation satisfaction to behavioral intention.*
- 3. compare different demographic variables in quality of service, leisure recreation motivation , recreation satisfaction and revisit intention.*

Keywords:

1. INTRODUCTION

The basic leisure agriculture function was to provide the public about agriculture and leisure for experiencing tourism and recreation places or businesses collectively. A product or service patterns belonged to the leisure travel market. The main characteristics of leisure agriculture combined sightseeing, agricultural resources, agricultural production, rural life and rural ecological balance

"Sansei integration" concept (Bigne, Sanchez, Sanchez, 2001)). It provided new leisure activities for people traveling options. Type of Leisure Farm included experiencing agriculture farm, ecological farms, holiday farms and rural tourism farms. Researches pointed out that leisure agriculture had the following functions: recreational function, education function, social function, economic function, eco-friendly and health function. In addition, it was noted in leisure farm features

contained economic function, social function, education function, environmental function, recreational function, medical function and cultural heritage features. These features were consistent with the needs of modern leisure (Fishbein, Ajzen, 1980).

When tourists travel satisfaction was high, the willingness to revisit was high, too (Baker & Crompton, 2000). In China, the relevant researches of leisure farms found that there was significant positive correlation between tourist satisfaction and willingness to revisit and visitor satisfaction could effectively predict willingness to revisit. To understand visitor satisfaction, It would help to improve revisit intention of tourists (Fornell, 1992).

Baker and Crompton (2000) pointed out that the feeling of satisfaction from the psychological and emotional health after a personal and interactive destination generated. If the experience of visitors exceeded expectations, expectations of tourist satisfaction or service shown a positive reaction, there would be a positive influence (Carpenter, 2008) on the future behavior. In addition, customer satisfaction was the best indicator of corporate profits (Kotler, 1988). Therefore, understanding the factors that affect tourist satisfaction would help leisure agriculture industry to develop strategies to enhance tourist satisfaction (Garbarino, Johnson, 1999).

Mannell and Kleiber (1997) pointed out that leisure satisfaction mode indicated the opportunity to motivate the individual was the best way to influence their future behavior. Affecting customer satisfaction to a satisfactory behavior would no longer affect their motivation at all from the formation of a leisure satisfaction feedback mode. From Mannell and Kleiber modes found motivation factors for Pre-satisfaction. Howard and Sheth (1969) found significant opportunities for recreation affected satisfaction. In this study, the most important was the effect of the impact between consumer motivations recreation, behavioral intention, the impact on recreational satisfaction and revisit wishes of visitors.

2. LITERATURE REVIEW

Leisure agriculture combined tourism and leisure industry in a ring. in Taiwan, used to call leisure agriculture, while in mainland China used the word "agritourism" or "sightseeing agriculture", which meant agriculture and natural resource-based, use of rural equipment and space for agricultural production

sites, agricultural business activities, natural ecosystems, human resources in rural areas, etc.(Chrchill, Surprenant, 1982) The recent economic growth also made agriculture and rural leisure tourism function more complete, and promoted a new type of industrial agriculture for rural development. Development of leisure agriculture not only fully developed agricultural resources, adjust and optimize the industrial structure and increase farmers' income, but also promoted the exchange between urban and rural areas and achieved development and new socialist countryside construction of urban and rural coordination (Kozak, Rimmington, 2000).

One of the decisive factors that diminishing the quality of cultivated land resources and cultivated land resources was the decreasing amount of labor that carried holdings and agricultural utilization of natural resources. Leisure agriculture development would help improve the income of farmers, make migrant rural labor force to come home (Lane, 1994)). In order to achieve encouraged farmers to come back their homes and make a living directly engaged in the line of work. And the development of leisure agriculture also brought rural residents and cultural quality improved. As a practical activity of leisure agriculture tourism, and this development could not only meet the people's growing cultural needs while carrying forward traditional Chinese culture, but also improve the quality of national culture that play an active role (Weinberg, 1984).

Requirements of the new rural construction contained the development of production, affluent life, civilization, clean and tidy village and democratic management function (Silva, Weinberg, 1984). The essence of socialist new rural construction was to solve the value-added agricultural production and farmers' income and rural problem. Therefore, to achieve the new rural construction, it was necessary to adjust the industrial structure in rural areas. The development of leisure agriculture and sightseeing agriculture would result in the development of tourism of related industrial chain. Although in many poor areas, due to its unique geographical and cultural resources as well as the original ecological environment attracted, many cities tourists like to come and stay (Pine, Gilmore, 1998). Therefore, the local government noticed the development of tourism as a good way to escape poverty. The development of rural tourism on local economic development and improve people's living standards played an important role. The researches in the area of tourism

development all demonstrated great significance to the local new rural construction (Yoon, Uysal, 2005).

Leisure Farm management structure contained a wider range, hence operators often difficult to determine the appropriate business strategy, regardless of the amount of capital investment、the work of human application、needs of facilities、marketing strategies、innovative product development and the amount of farms estimation of management (Manning, 1986). It all required specialized knowledge and skills to make decisions. The first problem was facing a shortage of leisure farm or leisure agriculture professional manpower, lack of innovation and product development capabilities as well as independent management. Farms needed for industry and cross-industry alliance (Engel, Blackwell, Miniad1993). However, Leisure Farm operators currently contained individual farmers, marketing group, farmers associations. Foundation of cooperating other different types of business arena, which was a difficult decision for alliance strategy. Therefore, to promote the results leisure farm Alliance was significantly important for managers of farm(Deci,1975).

Crandall (1980) pointed out that recreation motivation was based on the individual needs of recreation, caused individuals to engage and maintain the recreational activities and guide to make this kind of activity toward a target of an internal process, whereby through the occurrence of recreation activity behavior to meet the recreational needs of the individual. Silva and Weinberg (1984) pointed out that motivation must contained two properties, the strength of behavior (intensity) and the direction of action. It referred to the individual to pursue or avoid a particular situational behavior and the effort paid. Weinberg (1984) further noted that intrinsic motivation referred to the individual in the absence of any acceptance of extrinsic rewards, continued to participate in an event, and individual investment fun and joy at the event itself was an inherent motivation

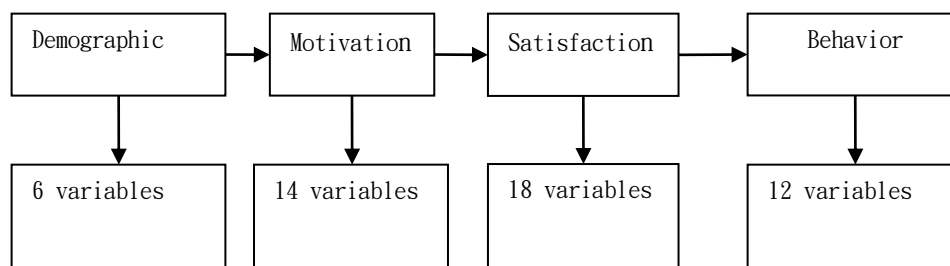
(Uysal, Weaver, 1995). Intrinsic motivation could be defined that the individual performing an activity, the activity itself as well as participating in the process of pleasure and satisfaction.

Dann (1977) reveled the concept in tourist recreation motivation and interpreted as two forces. The research noted that tourists produced travel behavior due to "push" and "pull" forces. Heavy promotion to increase tourists desire was "push" and destinations attraction was "pull". Personal inner desires were the first puller, such as rest, relaxation and escape, knowledge, health, family and education-related (Dick, Basu 1994). The other external pull factors, such as recreation areas attractive, food, entertainment, natural scenery, weather, culture and shopping and so on.

The role of push force in recreation motivation was to promote to meet individual for individual to engage in lifting factor for recreational activities. The priority job for leisure farm managers was creating the driving force to meet the needs of individuals (Zeithaml, Berry, Parasuraman, 1996). This demand driving force made customer to engage in recreational activities and created motives. For leisure travel motivation, study results indicated that motivation of casual visitors was divided into physical and mental relaxation and recreation (Driver, Brown, 1975). For example, visitors of the Sun Moon Lake National Scenic Area tourists mainly focus relaxing and experience the local specialties as well as learning and ability as a main focus.

3. METHODLOGY

This study utilized questionnaires as a research tool, divided into recreation motivation, behavioral intentions, recreation satisfaction, and willingness to revisit the basic information. Therefore, this survey contained five parts. The questionnaire used Likert five scale with a 1-5 level that represented strongly disagree, disagree, general, agree and strongly agree. The questionnaire was designed as follows:



The main purpose of this study was to investigate the literatures of scholars have proposed. What were the main variables or factors that generated huge influence on recreation motivation, behavioral intentions and recreation satisfaction? On the other hand, there was no literatures pointed out the relationship among recreational satisfaction, revisit intention and actual behavior of consumer. Therefore, this study further explored the relationship among these four variables.

There were three purposes of this research:

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2. To investigate the effect of leisure tourist recreation satisfaction to behavioral intention.

3. compare different demographic variables in quality of service, leisure recreation motivation, recreation satisfaction and revisit intention.

4. RESEARCH FINDINGS

According to empirical statistical hypothesis testing , previous studies and literature review, the casual farm business operation impact on consumer behavior of the result was in line with each stage of the use of casual farm needs of marketing approaches were summarized as follows:

Factors	1	2	3
Conversion busy mood	.748	.217	.072
Increase the feelings of friends and family	.737	.174	.086
Relieving pressure	.689	.355	-.141
Get pleasure from leisure	.687	.263	.293
A breath of fresh air	.679	.073	.194
Away from the crowded city	.616	-.132	.303
Facilities	.359	.695	.046
Satisfy my curiosity	.400	.657	.336
Freshness	.051	.633	.286
Enjoy the beauty of nature	.311	-.007	.755
Understand the natural ecology	.107	.302	.714
Maintaining good health	.217	.266	.606
Internet, TV media coverage	.029	.21	.249
Are attracted landscape	.39	.32	.257

Motivation variable "converter hectic mood", "increase the feelings of friends and family", "relieving stress," "have fun leisure", "fresh air" and "away from the crowded city" and other variables in the factor analysis, which were higher than the contribution value 0.5, those can be formed of these variable into factor "leisure motivation factor". "Facilities", "fresh" and "satisfy my curiosity", these 3 variables were grouped into one factor "company

motivational factor." In addition, the motivation variable of "enjoy the beauty of nature," "Understanding natural ecology", "to maintain good health," the main component analysis, which factors contribution values were higher than 0.5, it can be formed to one factor "healthy motivational factor". But the "Network", "television media coverage" and "scenery was interesting" variables were discarded due to lack of contribution.

Factor Analysis of Satisfaction

Factors	1	2	3
Catering Services	.768	.253	.102
Featured Products	.698	.117	-.067
Events	.554	.276	.139
explain	.543	.108	.253
Souvenir photo environment	.536	-.097	.093
Relax the mind	.158	.801	-.021
Precipitation thoughts	.324	.766	-.006
Away from the hustle and bustle of the city	-.051	.700	.308
Increase in relation to friends and family	.192	.579	-.302
Increase life fun	.198	.539	.057
The natural environment	.366	-.008	.892
Overall cleanliness	.194	.076	.875
The overall landscape	.362	.196	.589
Overall atmosphere	.124	.192	.553
Geographical environment	.042	.041	.525
Willing to continue to participate	.314	.228	.118
Important environmental protection	.291	-.011	.183
Air Quality	-.025	.110	.231

protection" and "air quality" were discarded due to lack of variable contribution.

Based on factor analysis satisfaction variables "food service", "specialty products", "Activities", "explain" and "souvenir photo environment", which contribution values were higher than 0.5, these variables can be formed "internal company satisfaction factor". "Relax mind," "precipitate thoughts", "away from the noise," "increase the relationship of family and friends" and "increase the fun in life", these 5 variables were grouped one factor "leisure satisfaction factor". In addition, the variables of satisfaction "natural environment", "the overall environment clean", "overall view", "overall atmosphere" and "geography", which factor contribution values were higher than 0.5, these variables can be concluded to factor "overall environmental satisfaction factor". But "willing to continue to participate," "important environmental

Factor Analysis of Consumer Behavior

Factors	1	2
Recommended Leisure Farm views	.824	.016
Recommended advantages and characteristics	.716	.452
Recommended leisure facilities and activities	.713	.408
There are other leisure farm near will come again	-.383	.771
Willing to travel	-.093	.759
Admission fees will not affect my willingness to come again	-.147	.711
Park accepted consumption patterns	-.225	.709
Come again	-.495	.706
Will come again in the future to participate in activities	-.253	.645

Variables of consumer behavior variables "Recommended Leisure Farm scenery", "Recommended advantages and characteristics" and "recommended leisure facilities and activities", which factors contribution values were higher than 0.5, these variables were formed one factor "recommended behavioral factors." "There are other nearby Leisure Farm, will come again," "willing to

travel", "admission fee will not affect my willingness to come again", "Accept the park consumption patterns," "come again" and "participation in the future "were grouped as "consumer behavior factor". Other variables were discarded due to lack of contribution.

Multiple Regression Analysis of Motivation and Leisure Satisfaction Factors

mode		B evalu.	S.D.	Beta D.	t	Sig.
(Constant)		2.530	.297		8.521	.000
Leisure		.202	.068	.215	2.963	.003
Health		.152	.075	.177	2.028	.054
Company		.052	.044	.096	1.184	.238

The significance of company influence motivation was 0.238, nor have significant relevance.

Leisure satisfaction factor in three motivations, only leisure motivation produced significant difference. The significance was 0.003. Hence, the significance of health motivation in leisure satisfaction factor was the value of 0.054. It was not significantly correlated.

Multiple Regression Analysis of Motivation and Environment Satisfaction Factors

mode		B evalu.	S.D.	Beta D.	t	Sig.
(Constant)		3.460	.294		11.776	.000
Leisure		.230	.068	.255	3.410	.09
Health		.126	.074	.153	1.702	.001
Company		-.124	.044	-.237	-2.823	.065

Overall environmental satisfaction factors, health motivation produced significant result with value of 0.001. However, the significant value of leisure motivation was 0.09, it was not significantly

correlated. The company influence motivation only generated significant value of 0.065, it was not significantly correlated.

Multiple Regression Analysis of Motivation and Company Satisfaction Factors

mode		B evalu.	S.D.	Beta D.	t	Sig.
	(Constant)	1.318	.355		3.707	.000
	Leisure	.232	.082	.185	2.835	.005
	Health	.204	.090	.178	2.273	.024
	Company	.245	.053	.338	4.618	.06

Company satisfaction factor and leisure motivation generated significant relation. The significance value was 0.005. Moreover, the significant value of 0.024 represented that health motivation within company

satisfaction factors was significantly correlated. The significant value of company motivation was 0.06. It indicated no significant relation

Multiple Regression Analysis of Recommendation Behavior and Satisfaction Factors

mode		B evalu.	S.D.	Beta D.	t	Sig.
	(Constant)	2.583	.466		5.542	.000
	Environment	.029	.094	.024	.306	.760
	Leisure	.242	.087	.196	2.799	.076
	Company	.125	.069	.141	1.811	.012

Satisfaction with company influence affected recommended behavioral factors and produced significant and relevant result, and significant value was 0.012. However, leisure satisfaction and overall environmental satisfaction generated value of 0.076 and 0.760, there was no significant relation

Multiple Regression Analysis of Consumer Behavior and Satisfaction Factors

mode		B evalu.	S.D.	Beta D.	t	Sig.
	(Constant)	2.255	.489		4.608	.000
	Environment	.061	.098	.048	.624	.533
	Leisure	.073	.091	.055	.806	.421
	Company	.306	.073	.318	4.204	.005

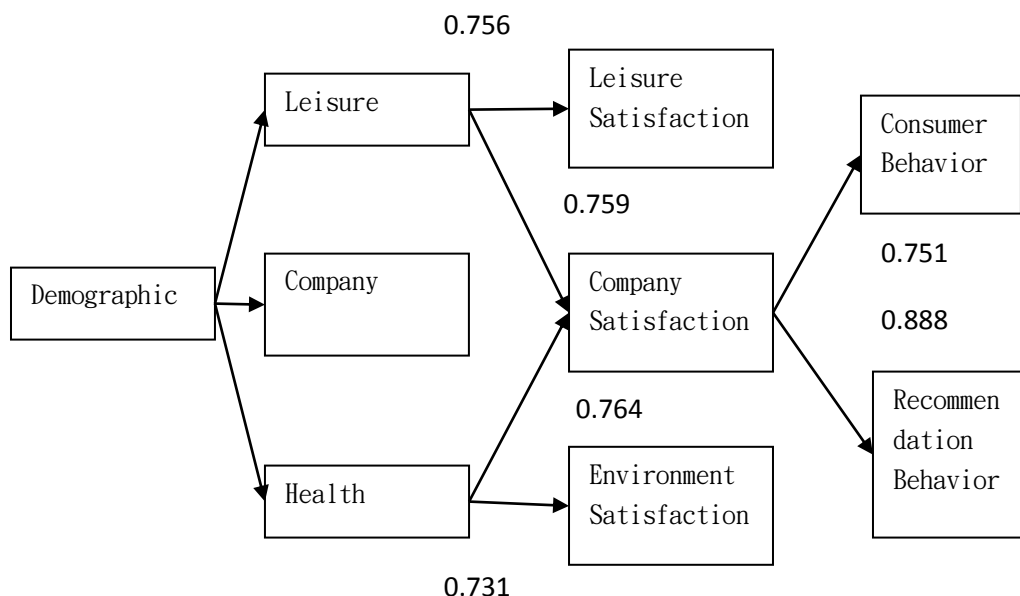
Consumer behavior factors and company satisfaction factors produced significant and relevant, and significant value was 0.005. However, leisure satisfaction and overall environmental satisfaction generated value 0.421 and 0.533, there was no significant relation.

5. CONCLUSION

According to the statistical analysis results, this study presented a clear understanding of various factors

associated with the present researches and its associated significant relations by path analysis.

Path Analysis of Demographic, Motivation, Satisfaction and Behavioral actors



There were three purposes of this research:

1. To investigate the effect of leisure farm visitor’s recreation motive for recreation satisfaction.

Leisure motivational factors for leisure satisfaction factors showed significant positive association, its value was 0.756, and leisure satisfaction factor and motivational factors had an impact on company, with degree of 0.759. Health motivational factors for overall environmental satisfaction factors produced significant positive association, the value was 0.731. And healthy motivation factors had impact on company influence satisfaction factors, with degree of 0.764. However, company influence motivation factors for leisure satisfaction factor, overall environment factors and company influence satisfaction factors had no significant association influence.

2. To investigate the effect of leisure tourist recreation satisfaction to behavioral intention.

Leisure satisfaction factors had no associated level of significance to consumer behavior factors and recommendation behavioral factors. However, company influence satisfaction factors affected leisure satisfaction factors with significant positive association with value of 0.751. Moreover, the company influence satisfaction factors generated

impact on recommendation behavioral factors to the extent of 0.888. Overall environment satisfaction factors for consumer and recommendation behavioral factors had no significantly association.

3. compare different demographic variables in quality of service, leisure recreation motivation, recreation satisfaction and revisit intention.

Based on the statistical analysis of T test and ANOVA, this study found that gender, area of residence, education and age generated significant differences to the motivational factors for leisure, company motivational factors.

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