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RESEARCH ON THE RELATIONSHIPS AMONG PARTICIPATION MOTIVATION, PARTICIPATION ATTITUDE AND REVISIT INTENTION IN THAI GOLF TOURISM: A STUDY BASED ON MEDIATION MODEL

Ke Sun[*] and Chih-Cheng Fang

National Institute of Development Administration, Thailand

Corresponding author:
Ke Sun
sun.ke@stu.nida.ac.th

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ABSTRACT

In tourism research, golf tour as part of sports tourism, belongs to special interest tourism (SIT) and has become an international luxury sports tourism product. With the rapid development of golf tourism, the research in the field is increasingly focusing on the relationships among the factors influencing the development of golf tourism. To better prove the practicability and operability of the theoretical framework, the paper uses the intermediary model to test the relationships among the influential factors. Taking Thai golf tour as the analysis object, this research, with the aid of structural equation model, attempts to reveal the relationships among tourists' participation motivation, participation attitude and revisit intention for golf tourism. With statistics obtained from 398 valid questionnaires, the reliability of the data and the validity of the structural equation model are analyzed and examined by using SPSS 23.0 and AMOS 22. The results have shown that among the factors influencing the development of Thai golf tourism, participation motivation and participation attitude have significant positive effects on revisit intentions, and the relationship between participation motivation and revisit intention has partial mediating effects. This relationship is corroborated by the samples. This study has some important economic implications for golf destination management in Thailand. If golf tourism destinations in Thailand can help tourists develop a positive attitude towards returning to Thailand by meeting their participation needs, it can improve their revisit intentions.

Keywords: Golf tourism; revisit intentions; participation motivation; participation attitude; SEM; bootstrap

1. INTRODUCTION

Golf touring is a leading project for developing sports tourism. For that reason, many companies or organizations are analyzing the golf tour market in order to develop and market better golf tourism products.

Being a successful and profitable sports tourism product, golf touring has won the devoted attention of tourism development departments in many countries (Moital and Dias, 2012). In golf tour projects which combine golf and tourism for a leisure vacation, playing golf is the main activity. Since golf tourists have a higher expenditure level and belong to the high value-added market, golf tours have been heavily promoted by many tourist destinations (Moital et al., 2013).

According to International Association of Golf Tour Operators (IAGTO) global statistics, Thailand is one of the most popular golf tour regions, ranking seventh in the world, and is the first to have become one of the top ten golf tour countries in Asia (Top 100 Golf Courses, 2018). With the rapid development of the golf tour market in recent years, countries in many parts of the world are competing in golf tourism by exhibiting their local characteristics to attract tourist groups of different characteristics.

As golf has become one of the most popular sports tourism programs in the Thailand, Tourism Authority of Thailand (TAT) has also realized the high economic value of golf tourists and made it a priority to attract them. As early as 2015, TAT believed that Thailand was the center for golf in Asia (Tourism Authority of Thailand Newsroom, 2015). In view of this, this study will, from the perspective of multi-dimensional dynamic development, use the structural equation model (SEM) to analyze and reveal the relationships among the three mutually influencing variables of participation motivation, participation attitude and revisit intentions in Thai golf tourism. On the basis of clarifying the structure of the latent influencing factors in Thai golf tourism with Bootstrapping, the study will supplement and expand the current research in the field of Thai golf tourism and provide more theoretical and empirical basis for future in-depth studies.

There are some shortcomings in the existing researches on Thai golf tourism. Most researches on attitude focuses individually on short-term consumption behavior, behavioral motivation of golf tourists (Kim and Ritchie, 2012), golf tourists' return to the same destination for golf playing (Correia et al., 2007), satisfaction of golf tourists (Petrick and Backman, 2001), overviews of golf tourists (Kim et al., 2008), etc. However there have been few studies on the relationships among golf tourists' motivation, attitude and revisit intention, and a complete theoretical system has not been established. In light of this, this paper will explore the relationships among motivation, attitude and revisit intention, especially the mediating role of golf tourists' participation attitude in participation motivation and revisit intention.

This research has great theoretical and practical significance. From the theoretical perspective, the influence mechanism of golf tourists' participation attitude on their revisit intention and the empirical research in it can be helpful in establishing a related theoretical mechanism and in providing a theoretical basis for the management and overall development of Thai sports tourism. From the practical perspective, golf tourism is becoming increasingly popular, but there is still confusion as to how golf tourism enterprises can attract more tourists for multiple visits. This study will supplement and expand the current research in Thai golf tourism and provide more theoretical and empirical basis for future in-depth researches.

2. RESEARCH OBJECTIVES

The objectives of this research are to:

1. Describe the characteristics of current golf tourists in Thailand.
2. Explain the factors influencing the development of Thai golf tourism and their mutual relationships and construct the mediation model of golf tourism development.
3. Explore the mediating relationships among participation motivation, participation attitude and revisit intention by using Bootstrap.

3. THE SCOPE OF THE STUDY

1. Golf tourism, participation motivation factors (including spiritual motivation, attraction motivation, curiosity motivation, physical motivation, emotional motivation), participation attitude factors and revisit intention.
2. Population scope: according to the most popular golf courses in Thailand in 2018 selected by International Association of Golf Travel Operators (Top 100 Golf Courses, 2018), the top 10 most popular clubs in the surveyed areas were selected, surveying 400 people.
3. Time range: the research and data analysis were conducted from January 2019 to June 2019.

4. LITERATURE REVIEW

This paper holds that the factors influencing the development of golf tourism include participation motivation, participation attitude and revisit intention. The research model is mainly based on Ajzen's (1991) Theory of Planned Behavior.

On the basis of Theory of Reasoned Action (TRA), Ajzen (1991) put forward the Theory of Planned Behavior (TPB) to solve the limitations of behavior research. TPB has been integrated into the theoretical model as an independent variable by adding the factor of perceived behavioral control so as to expand the applicable scope of TRA. TPB assumes that perceived behavior control has an indirect relationship with behavior through intentions, or perceived behavior control has a direct relationship with behavior, and that there are mutual relationships among behavioral attitude, subjective norms and perceived behavior control through its influence on subjective behavioral intentions. The three factors are also the main determinants of intention, because they affect intention in different fields of behavior, and attitude is used to explain behavior (Westaby, 2005). Ajzen's (1991) research also pointed out that intention identifies the motivating factors that affect behavior and that people will put great effort into performing behavior, which shows that motivation is related to behavioral intention. Ajzen and Fishbein (1980), separately from Ajzen (1991) also believes that personal attitudes to behavior are determined by behavioral intentions, suggesting that cognitive motivation may affect emotional attitudes. Thus, the mutual influence of other factors also plays an important role, and attitude is an important determinant influencing behavior.

4.1 Revisit intentions

The establishment of the theory of reasoned behavior and the theory of planned behavior and their application in the studies of social behavior have been proved by scholars to be of great importance to revisit intention (Armitage and Conner, 2010). The studies on tourists' revisit intention show that revisit intention can serve as an intermediary between attitude and behavior and that there are different determinants in different situations. When the constituent factors of revisit intention are insufficient, its mediating effect will be weakened, resulting in the direct influence of attitude on behavior (Baker and Crompton, 2000; Baloglu and Uysal, 1996; Petrick and Backman, 2001; Baloglu, 2000; Li et al., 2010). Revisit intention is important to measure the competitiveness of a particular destination and can lead to the occurrence of actual behaviors (Lee, 2015). Thai scholar Rittichainuwat et al. (2002) argued that the attitudes of the destination including quality, service, value, accommodation and catering, have a great influence on the revisit intention of tourists visiting or participating in leisure activities in Thailand. Ramírez-Hurtado and Berbel-Pineda (2015) identified the factors that motivated golf tourists to revisit a golf tourism destination: socio-demographic variables, the characteristics of golf tours, the main purpose of the trip and attitude to the travel experience.

4.2 Participation motivation

Some research theories show that motivation and driving factors are different. Motivation includes the interaction between driving factors and internal and external environments while driving factors are only factors motivating behavior. Gnoth (1997) argued that "participation motivation is an intrinsic drive driven by the needs of sports tourism, influenced by social concepts and norms, and directly influencing sports tourism behavior". Motivation is taken as the most critical factor in understanding tourist behavior in the study of leisure vacations. According to research literature, some scholars studying the relationship between motivation and revisit intention think that participation motivation is the main condition for participation and the internal motivation directly driving people to take part in activities (Crompton, 1979). Baloglu et al. (2014) argued in his study on Jamaican tourist destinations that motivation is an important criterion to measure tourists' revisit intention. Kay's research shows that motivation has an indirect influence on behavioral intention, since it is important to show affective image factors in measuring motivation (Kay, 2009). Similar studies also support the significant effect of motivation on revisit intention. Thus, participation motivation is the key variable determining the development of golf tourism.

Sports tourism is mainly driven by participation motivation. Golf tourism in each region has its own characteristics or advantages for its special sports resources. Participation motivation is affected by various factors. The main components are as follows:

Motivations of golf tourists are different and can be divided into three categories: motivations that inspire tourists to participate in golf playing actively or in person; motivations that drive tourists to watch professional golf championships; motivations that encourages tourists to make golf the main activity of travel and to choose to relax at golf resorts (Tassiopoulos and Haydam, 2008; Kim and Ritchie, 2012). Petrick carried out a survey on the psychological characteristics of golf tourists in 2002. He pointed out from the perspective of social motivation that people participating in sports tourism also have the motivation to interact with others. The motivation can stimulate individual behavior, push participants into the state of activity, and activate

participants' interest, playing a driving role. The motivation also includes spiritual motivation, and the scale of the motivation is measured by such factors as passing the time, overcoming boredom, following one's inclinations, reveling, changing environment, and seeking stimulation. Correia and Pintassilgo (2006) argued that the fundamental motivation influencing golf tourists is golf course and competition conditions and that it is a kind of individual-centered motivation, such as loneliness, challenge, competition, achievement and entertainment. Shahrin and Marzuki (2018) discovered a number of other factors, such as seeking innovation and knowledge, rest and relaxation, dreams and prestige.

Mills and Morrison (1985) argue that attraction motivation refers to individuals' pursuit of entertainment and enjoyment of tourism services. The media's promotion of tourist destinations is so attractive that people cannot resist the temptation. To free themselves from worry or save their time and energy, they may travel by following the arrangements of their companies, travel agencies or clubs, which can highlight their identity and status and make them appear to be people of taste. Ryan (1998) believes that curiosity motivation in tourism is mainly to enrich individual experience, improve oneself, engage in personal pursuits, experience pollution-free environment, be close to and return to nature, etc. McIntosh (1992) carried out a study in 1992 and argued that physical motivation refers to an individual's desire to participate in physical activities or exercises for relaxation, health, rest or recovery. Panksepp (2005) argued that emotional motivation is activated when an individual is suddenly stimulated by external environmental factors so as to produce curiosity, excitement and other emotions and a desire to have a good time with family and friends, cultivate family affection, visit relatives and friends, and exchange feelings, etc. Mutanga et al. (2017) pointed out that motivation is the search for entertainment and information in order to experience natural life and regulate emotions.

Pearce and Caltabiano (1983) did a study in 1983 and pointed out that the motivation of incidental participation refers to the motivation of individuals on business trips to participate in sports in their spare time is for investigation, internship, training and study. Business trips of this kind are similar to business travels. However, the destination of a business trip may remain unchanged. It might be concluded considered that the higher the score of incidental participation motivation in the subsequent questionnaire, the higher the probability of repeated participation in golf tour.

The significance of participation motivation for golf tour is reflected in the model by measuring five indices including spiritual motivation, attraction motivation, curiosity motivation, physical motivation and emotional motivation, which may be reflective indices. Incidental participation motivation might directly influence revisit intention.

4.3 Participation attitude

The psychological concept of attitude has become a focus of tourism research as a result of the importance attached to the concept of satisfaction in researches on tourists' consumption behavior, since satisfaction can explain the influence degree of attitude (Pearce and Packer, 2013). Attitude is one of the key determinants of tourists' behavioral intention (Sangpikul, 2018). Some scholars have proved the correlation between tourism attitude and behavior (Choi et al., 2015; Lee and Jan, 2015). However, few studies have proved this association in golf tourism (Li and Wang, 2017; Goh et al., 2017), and it has been demonstrated that this link is relatively weak (McKercher and Tse, 2012; McDonald et al., 2012). In a 2009 study on participation attitudes in sports tourism, Bowen and Clarke (2009) pointed out that attitude is taken as independent psychological phenomenon from the perspectives of psychology, social psychology and marketing. In order to better understand the consumption demand of tourists and make up for the lack of research on tourists' attitude towards sports tourism, some scholars have proposed that attitude refers to tourists' evaluation of sports tourism products and services. In 1991, Fisher and Price showed that revisit intention might influence tourists' participation attitude, which is a key factor to improve and influence tourists' participation attitude and well-being. When cross-cultural interaction and participation satisfaction are considered as variables that affect tourists' attitudes, test results will show a positive and negative correlation. This indicates that the relationship between revisit intention and attitude also has positive and negative correlative effects on the measurement of different dimensions (Fisher and Price, 1991). Visitors who have a positive attitude toward a particular location will frequently visit that destination. Therefore, participation attitude will positively influence revisit intention among golf tourists (Kim et al., 2015).

One of the purposes of this research is to explore the influence of variables on revisit intention in golf tourism and interpret the results in the whole testing process. Thus, based on the previous judgment and the above-mentioned literature review, this theoretical proposition can provide a reference for subsequent research hypotheses and the hypothesis model and hypothesis relationship of this research can therefore be derived as shown in the figure below:

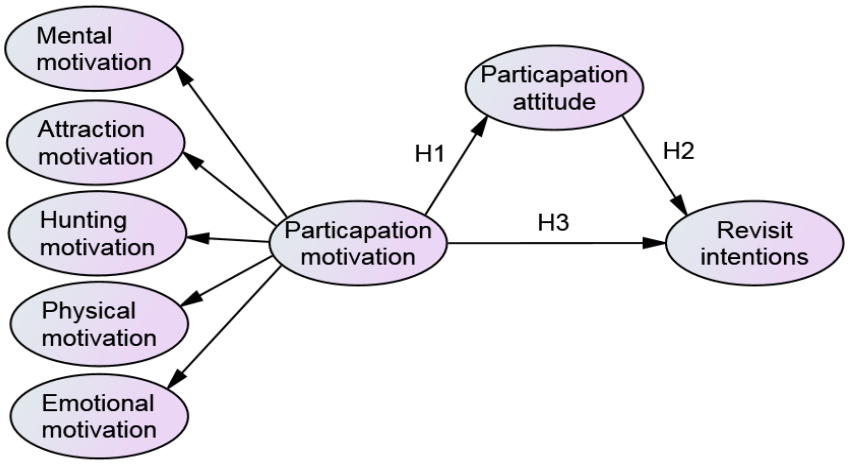

Figure 1: Hypothesis Model

5. RESEARCH HYPOTHESES

Hypothesis 1 (H1): participation motivation in golf tourism has an impact on participation attitude.
Hypothesis 2 (H2): participation attitude in golf tourism has an impact on revisit intention.
Hypothesis 3 (H3): participation attitude plays a mediating role in the influence of participation motivation on revisit intention.

6. METHODOLOGY

Employing both quantitative and qualitative methodologies, this paper studied the development mode of Thai golf tourism based on international sports tourism. First, exploratory factor analysis (EFA) was conducted to identify the potential factor structure of golf tourists' revisit intentions and well-being, to verify the structure and to ascertain the measurement model through Confirmatory Factor Analysis (CFA). During CFA analysis, the correlation degree and constituent reliability of each factor and factor reliability were respectively checked (Vigneron and Johnson, 1999), and the statistical technique of structural equation model (SEM) was used to test the hypothetical relationship between the constructs presented in the proposed research model. When intermediary effect was analyzed in SEM Bootstrap operation, the confidence interval (CI) of indirect effect was obtained by Bootstrap.

7. RESULTS

The tools of this study include two partial questionnaires. The first part was to measure 32 items concerning motivation, attitude and revisit intentions. The measurement items were all based on the mature scales of previous researchers and slightly revised according to the actual situation of the case. The items for measuring the motivation for participation originate from Teo et al. (2015). The items for measuring participation attitude were derived from Yu et al. (2009), and the items for measuring revisit intentions were derived from Devine and Devine (2005), Zaichkowsky (1985). All items were measured using the Likert 5-point scale, from 1 (Absolutely disagree) to 5 (Absolutely agree). The second part of the questionnaire was about the socio-demographic characteristics of the respondents, including gender, age, education level, income and nationality.

7.1 Data analysis

Questionnaires were distributed from January to June 2019. After the questionnaires were collected, the following were removed: questionnaires that did not answer the questions, that showed obvious answer patterns, that had the same answer choice for all the questions or that gave two or more answers to single-choice questions. Of the 440 questionnaires distributed, 42 were invalid; the effective recovery rate was 90.45% as shown in Table1.

Table 1: Questionnaire Distribution and Collection

Questionnaire issuance	Sent	Collected	Recovery rate	Effective quantity	Efficient
Investigation team	221	206	93.21%	198	89.59%
Commissioned	113	100	97.87%	98	86.73%
Personally distributed	106	106	100%	102	96.23%
Total	440	412	93.64%	398	90.45%

The questionnaires were distributed proportionally according to the ranking status of the clubs. In terms of the valid questionnaires of each golf club, Ayudhya Links Golf produced the greatest number of valid samples, with 74 in total, and Laguna Phuket Golf Club had the fewest, with 25 valid samples as shown in Table 2.

Table 2: Respondents of Each Golf Club (N = 398)

Golf Club	Frequency	Percent	Golf Club	Frequency	Percent
Ayudhya Links Golf	74	18.59%	Rajpruek Golf Club	26	6.53%
Alpine Golf and Sports Club	49	12.21%	Blue Canyon Golf Club	55	13.82%
Thai Country Club	45	11.31%	Red Mountain Golf Club	43	10.8%
Navatanee Golf Course	28	7.04%	Phuket Country Club	26	6.53%
Royal Gems Golf City	27	6.78%	Laguna Phuket Golf Club	25	6.28%
Rajpruek Golf Club	26	6.53%	Rajpruek Golf Club	26	6.53%

The basic data of golf tourists were statistically analyzed to describe the category, characteristics and proportional distribution of the samples, with descriptive statistical results of six variables including gender, age, nationality, household income, education and occupation as shown in Table 3.

Table 3: Statistical Table of Demographic Status of Samples

Characteristic	Subdivision	Number of samples	Percentage (%)
Gender	Male	327	82.2
	Female	71	17.8
Age	less than 20	26	6.5
	21-30	73	18.3
	31-40	112	28.1
	41-50	120	30.2
	51-60	39	9.8
	more than 61	28	7.0
Country	Thailand	61	15.3
	China	51	12.8
	Japan	120	30.2
	Korea	46	11.6
	US	20	5.0
	UK	32	8.0
	Canada	16	4.0
	France	17	4.3
	Australia	13	3.3
	Russia	22	5.5
Educational level	Primary school	4	1.0
	Junior high school	14	3.5
	High school	47	11.8
	Bachelor degree	235	59.0
	Master degree or above	98	24.6
Career	Corporate Director/Manager	92	23.1
	General staff of the company	180	45.2
	Professional technicians	35	8.8
	Student/Minor	31	7.8
	Free Career/Service Personnel	33	8.3
	Other	27	6.8
Household income	Less than 20,000 US$	54	13.6
	20,000 US$ - 30,000 US$	103	25.9
	30,000 US$ - 40,000 US$	142	35.7
	40,000 US$ - 50,000 US$	71	17.8
	More than 50,000 US$	28	7.0

It can be seen from the demographic distribution of the effective questionnaires that in terms of gender, 327 male golf tourists account for 82.2% of the effective samples, and 71 female golf tourists account

for 17.8% of the effective samples. The large gender gap suggests that tourists who take part in golf tours in Thailand are primarily male.

In terms of age, the subjects in this study were mainly between 30-50 years old, accounting for 54.8% of the effective samples. Adding together subjects in the categories of 31-40 years old and 41-50 years old finds a similar proportion of respondents, accounting for 28.1% and 30.2% of the effective samples respectively; 21-30 years old account for 18.3% of the effective samples. Respondents 20 years and under accounted for only 6.5% and 61 years and over for 7%. It can be seen that golf tourists are mainly young and middle-aged people while younger and older people are less involved in golf tourism.

In terms of the nationality of the participants, most golf tourists in Thailand are Asian, and most of them are Japanese tourists, accounting for 30.2% of the effective samples, followed by domestic Thai tourists, 15.3% of whom travel to other places where they are not permanent residents. Chinese and Korean tourists are similar in proportion, accounting for 12.8% and 11.6%, respectively. Few golf tourists are from Europe and America, while Canada and Australia have the fewest tourists. Countries with less than 5 golf tourists traveling to Thailand were not included in the statistical results. These statistics show that most of those who make golf tours to Thailand are still Asian tourists.

In terms of income, the annual income of golf tourists is mainly between 20,000 and 20,000 US dollars, accounting for 61.6% of the total. Tourists with incomes between 20,000 and 30,000 US dollars account for 25.9% of the effective samples, 30,000 to 40,000 US dollars account for 35.7%, 40,000-50,000 US dollars account for 17.8%. Tourists with income below 20,000 US dollars and over 60,000 US dollars occupy the smallest proportions, accounting for 13.6% and 7%, respectively. This suggests that few people with lower income participate in golf tourism in Thailand.

In terms of education level, the proportion subjects with junior high school and below is the smallest, accounting for only 1%, and more than 80% of the golf population have educations at undergraduate and postgraduate. With regard to occupations, managers and corporate employees account for a slightly larger proportion, accounting for 45.2% and 23.1% of the effective samples respectively. According to the information given in the questionnaires, other occupations such as professional and technical personnel, free occupations as well as students and service personnel made up a relatively small proportion of golf tourists. An additional. 6.8% of the golf tourists do not engage in the above-mentioned occupations.

7.2 Reliability analysis

Table 4 shows that the overall Cronbach's α of the scale is 0.949. Table 5 shows that Cronbach's α of each dimension is higher than 0.8. When the acceptable reliability value is 0.7, the scale is more reliable (Hair et al., 1998).

Table 4: Case Processing Summary

		N	%	Cronbach's α	N of Items
Cases	Valid	398	100.0	0.949	32
	Excluded[a]	0	.0		
	Total	398	100.0		

[a] Listwise deletion based on all variables in the procedure.

Table 5: The Result of Reliability in Scale

Variable	Cronbach's α
RI	.891
PM	.856
PA	.871
MM	.844
AM	.874
HM	.847
BM	.848
EM	.874

Note: RI = revisit intentions; PM = Participation motivation; MM = Mental motivation; AM = Attraction motivation; HM = Hunting motivation; BM = Physical motivation; EM = Emotional motivation; PA = Participation attitude

7.3 Validity analysis

The sample data needed to be tested for their suitability for the method, and KMO (Kaiser Meyer Olkin) was used as an indicator for the test. The closer KMO is to 1, the more suitable the data are for factor analysis. According to the test, the KMO value of the total samples is 0.943, indicating that the samples in the study are sufficient and far exceeded the minimum sample limit required by factor analysis (KMO > 0.5). The chi-square

value of the spherical Bartlett test for the total samples is 8172.931(P < 0.001), and the cumulative variance interpretation is 67.956%, indicating that some common factors between matrix and data are suitable for factor analysis as shown in Table 6 and Table 7.

Table 6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.943
Bartlett's Test of Sphericity	Approx. Chi-Square	8172.931
	df	496
	Sig.	.000

Table 7: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.797	39.992	39.992	12.797	39.992	39.992	4.653	14.540	14.540
2	2.825	8.829	48.820	2.825	8.829	48.820	4.117	12.867	27.406
3	2.000	6.251	55.071	2.000	6.251	55.071	3.604	11.262	38.668
4	1.547	4.834	59.905	1.547	4.834	59.905	3.328	10.399	49.068
5	1.389	4.339	64.244	1.389	4.339	64.244	3.072	9.599	58.667
6	1.188	3.712	67.956	1.188	3.712	67.956	2.973	9.289	67.956
7	.855	2.671	70.627						
...	...	...	...						
32	.167	.523	100.000						

Then, each construct was tested with the principal component analysis method in factor analysis. Factor rotation adopted the maximum variance method, and factor extraction used eigenvalues greater than 1 as shown in Table 8.

Table 8: The Result of Factor Analysis of Each Construct

Variable	CPV (%)	KMO	Bartlett
RI	71.128	.870	1195.802
PM	70.282	.815	722.302
PA	72.993	.811	829.192
MM	68.182	.811	634.928
AM	67.019	.873	939.032
HM	68.804	.806	655.834
BM	68.758	.820	645.569

7.4 Measurement model analysis

In SEM, in order to evaluate the overall model fitting of the measurement model, goodness of fit index (GFI) was used as the model fitting criterion through Confirmatory Factor Analysis (CFA). According to Hair et al. (2010), "in CFA, factors or structures require theoretical basis, so it is necessary to test the matching degree between the specification and the reality of data, mainly the analysis of the measurement model". Before analyzing the structural model, the measurement model should be analyzed. Only when the measurement model can correctly reflect the research constructs or potential variables will the correlation analysis of these constructs or potential variables be meaningful (Thompson et al., 1990). Therefore, confirmatory analysis allows researchers to know whether the hypothesized measurement theory can be confirmed.

Table 9 showed the AVE value is between 0.598 and 0.711, which is greater than 0.50, conforming to the standard (Hair et al., 1998). All models conform to the standard, so the structures have convergent validity.

Table 9: Composite Reliability and Average Variance Extracted Values for the Structural Model

Construct	C.R.	AVE
RI	11.118	.711
PM	7.939	.536
PA	72.993	.811
MM	68.182	.811
AM	67.019	.873
HM	7.103	.682
BM	68.758	.820

C.R. = critical ratio; AVE = average variance extracted

7.5 Structural model analysis

For model measurement, absolute goodness of fit and relative goodness of fit were selected as the goodness of fit indexes of model integration according to Breckler (1990). The fit indexes adopted include CMIN/df, NFI, RFI, IFI, TLI, CFI, PRATIO, RMSEA, etc. With the critical ratio test (C.R. > 1.96, p < 0.001), their non-standardized regression weights are all significant. These values indicate that the 71 observed variables are significantly represented by their respective underlying constructs, as is shown in the model in Figure 2 below:

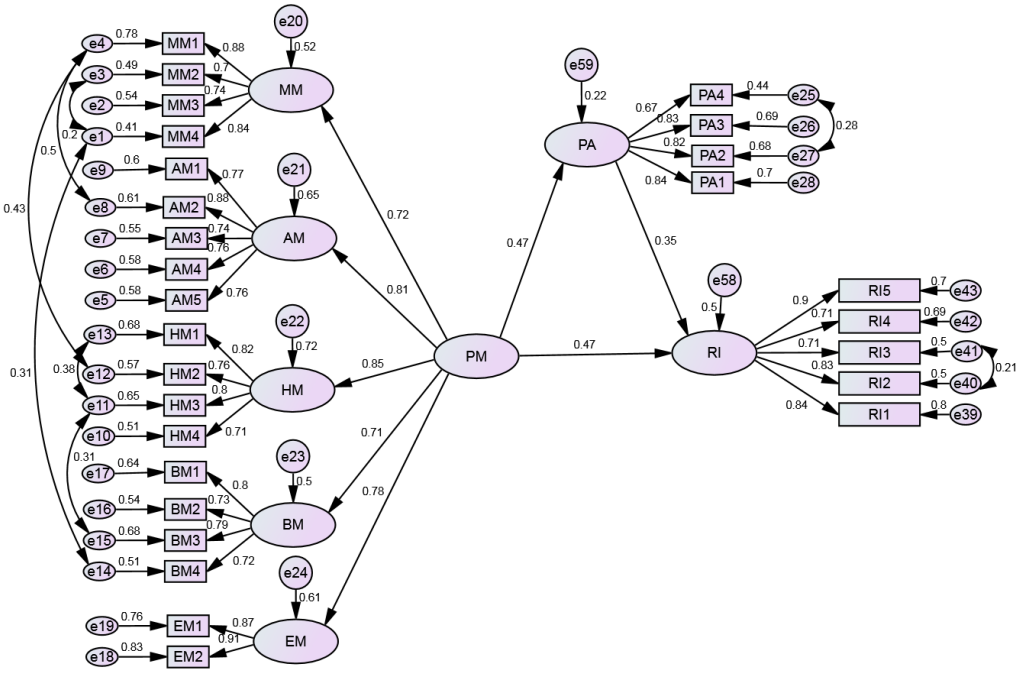

Figure 2: Mediation Model

According to the output diagram of the amended SEM conceptual model, the chi-square goodness of fit test shows that the model can fit the data well. After the model is amended, the chi-square test gives a value of X^2 (N = 398, df = 334) = 437.472, p < 0.001. Baseline comparison shows that the values of NFI, RFI, IFI, TLI and CFI are close to or more than 0.9, ranging from 0.887 to 0.983 (Table 10). In addition, according to Hair et al. (2010), when the sample size is greater than 250 and the observed variable is greater than 30, CFI = 0.983 and RMSEA = 0.021, the model fits well.

Table 10: Intermediate Model Fitting Index

	X^2	P	CMIN/df	NFI	RFI	IFI	CFI	RMSEA
Original	655.911	.000	1.918	.905	.895	.952	.952	.048
Modified	437.472	.000	1.310	.937	.928	.984	.984	.028

According to the data, all the fit indexes of the amended mediation model reach the standard. Table 11 shows that the estimated value of the standardized parameter of participation motivation to participation attitude is 0.646, with the standard error of 0.099, and the t-value is significant (p < 0.01). The estimated value of the standardized parameter of participation attitude to revisit intention is 0.513, with the standard error of 0.082, and the t-value is significant (p < 0.01). The estimated value of the standardized parameter of participation motivation to revisit intention was 0.958, with the standard error of 0.133, and the t-value is significant (p < 0.01).

Table 11: Standardized parameter estimates for the structural model

			Estimate	S.E.	C.R.	P
PA	**<---**	**PM**	.646	.099	6.515	***
RI	**<---**	**PA**	.513	.082	6.281	***
RI	**<---**	**PM**	.958	.133	7.184	***

*p < .05. **p < .01. ***p < .001.

7.6 Bootstrap Mediation test

Kelloway and Santor (1999) pointed out that there are three types of mediated relationships, that is, complete mediation, partial mediation and no mediation, and the main test method is progressive regression analysis. When SEM is used to analyze mediating effect, the confidence interval (CI) of the indirect effect is mainly obtained by Bootstrap. If the confidence interval does not contain 0 and reaches statistical significance at the average significance level of α, that is, $p < 0.05$, there is mediating effect (Mackinnon, 2008). Thus, the analysis of indirect and direct effects in SEM judgment is based on Kelloway's research as shown in Table 12.

Table 12: Standardized Indirect Effects

	Confidence interval		Significant level	Mediating effect
Indirect effect	95%	⊆0	Below	NO
	95%	⊄0	Achieve	YES
Direct effect	95%	⊆0	Below	Completely
Total effect	95%	⊄0	Achieve	Partially

Sorce: Kelloway and Santor, 1999

In the hypotheses, participation attitude acts as part of the mediating variables between participation motivation and revisit intention. Thus, based on the model established before, Bootstrap is used to analyze whether participation attitude is a mediating variable.

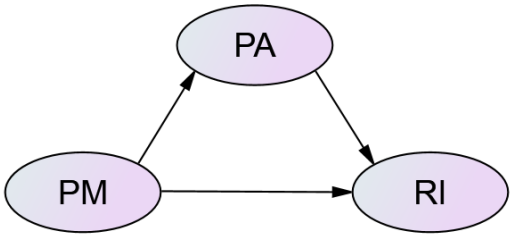

Figure 3: Mediation Model

Lisrel, Mplus, AMOS, etc. can be used for the application and operation of SEM Bootstrap. As AMOS is relatively simple, this paper used SEM Bootstrap in AMOS to calculate the mediation model and the comparison model respectively, according to the estimated value of maximum likelihood (ML). The standardized indirect effect of participation motivation (PM) and revisit intention (RI) is 0.111-0.249, which excludes 0. The standardized indirect effects reach a significant level as shown in Table 13.

Table 13: Standardized Indirect Effects

		PM	PA
Lower Bounds (BC) (Group number 1 - Default model)	RI	**.111**	.000
Upper Bounds (BC) (Group number 1 - Default model)	RI	**.249**	.000
Two Tailed Significance (BC) (Group number 1 - Default model)	PA	...	...
	RI	.001	...

Note: PM = participation motivation; PA = participation attitude; RI = revisit intentions

Table 14 shows the standardized direct effects. As is shown, the value from participation motivation (PM) to participation attitude (PA) is 0.367-0.546, from participation attitude (PA) to participation intention (RI) is 0.243-0.482, and from participation motivation (PM) to participation intention (RI) is 0.339-0.587, all of which do not contain 0. The standardized directs effects reach a significant level.

Table 14: Standardized Direct Effects

		PM	PA
Lower Bounds (BC) (Group number 1 - Default model)	PA	**.367**	.000
	RI	**.339**	**.243**
Upper Bounds (BC) (Group number 1 - Default model)	PA	**.546**	.000
	RI	**.587**	**.482**
Two Tailed Significance (BC) (Group number 1 - Default model)	PA	.003	...
	RI	.003	.001

Note: PM = participation motivation; PA = participation attitude; RI = revisit intentions

The total standardized effects from PM to RI are 0.550-0.724, excluding 0. The standardized direct effects reach a significant level as shown in Table 15.

Table 15: Standardized Total Effects

		PM	PA
Lower Bounds (BC) (Group number 1 - Default model)	RI	**.550**	.243
Upper Bounds (BC) (Group number 1 - Default model)	RI	**.724**	.482
Two Tailed Significance (BC) (Group number 1 - Default model)	PA	.003	...
	RI	.002	.001

Note: PM = participation motivation; PA = participation attitude; RI = revisit intentions

Table 16 shows the confidence interval (0.111-0.249) of the indirect effects (0.165, 0.355 × 0.464 = 0.165), which do not contain 0 and reach a significant level ($p < 0.05$), indicating that participation attitude has a mediating effect. When the direct effect is 0.474, the confidence interval (0.339-0.587) does not contain 0 and reaches a significant level. The confidence interval (0.550-0.724) of the total effects (direct effect (0.165) + indirect effect (0.474) = total effects (0.639)) does not contain 0 and reaches a significant level, which indicates that participation attitude has partial mediating effect between participation motivation and revisit intention.

Table 16: Summary Table of Mediation Effects

	Estimate	p-value	Confidence Interval
Indirect effect			
PM → PA→RI	0.165	< 0.05	0.111-0.249
Direct effect			
PM → PA	0.464	< 0.05	0.367-0.546
PA → RI	0.355	< 0.05	0.243-0.482
PM → RI	0.474	< 0.05	0.339-0.587
Total effect			
PM → RI	0.639	< 0.05	0.550-0.724

Note: PM = participation motivation; PA = participation attitude; RI = revisit intentions

Thus, it can be judged that participation motivation can indirectly influence revisit intention through participation attitude, which has partial mediating effect. H3 is supported.

Based on a summary of all the arguments, Table 17 shows the test results of the hypotheses.

Table 17: Hypotheses Test Results

Hypothesis	Test Results
H1: Participation motivation of golf tour has a positive impact on participation attitude.	support
H2: Participation attitude of golf tour has a positive impact on revisit intention.	support
H3: Participation attitude plays a partially mediating role in the influence of participation motivation on revisit intention.	support

8. CONCLUSION

Taking Thai golf tourism as the object of the case study, this paper attempted to construct the relationship model of participation motivation, participation attitude and revisit intention, with participation attitude as an intermediary variable, in order to reveal how the relationships among the three factors affects Thai golf tourism. While the focus is on golf tourism, the study has been carried out with an eye to how the relationships among the three factors will influence other types of sports tourism. According to the analysis undertaken in this paper, the participation attitude of golf tourists in Thailand has a significantly positive correlation with revisit intention and participation motivation of golf tourists has a significantly positive impact on revisit intention. Meanwhile, participation attitude also affects revisit intention as an intermediary variable. When participation motivation and attitude are put in the same model, both will see decrease in their direct effects on revisit intention as a result of the possible mutual influence of the two variables. However, according to the survey data, golf tourists' participation motivation has greater effect on revisit intention as the effect of participation motivation on revisit intention decreases only slightly when the effect of attitude is taken into consideration. The possible reason for this is that golf tourists' participation motivation also has a more significant positive impact on participation attitude. In conclusion, when participation motivation is great, revisit intention is likewise greater. Despite this, this paper holds that while Thai golf tourism should try every means to stimulate the participation motivation of tourists, it should also make great efforts to develop tourists'

positive attitude towards golf tour, which is conducive to the long-term development of not only golf tourism but all of sports tourism.

This study has a certain guiding significance for Thailand golf tourism marketing, and has some inspiration for improving the economic impact of Thailand golf destination management.

First, let us address the enlightening value for the target market and the positioning of the tourists. Affected by the global economy and other factors, Thailand may see decline in the frequency of the purchase of golf tourism products and a smaller likelihood of golf tourism consumers' repeat participation. If golf tourism destinations or enterprises hope to expand their market share, they should make a point of developing the consumer market for golf tourism. This study shows that because golf tourism is a special tour, tourists' travel activities are affected by participation motivation, attitude, well-being perception, revisit intentions, etc. Golf tourism enterprises can examine these influencing factors thoroughly, further develop the target market among young and middle-aged groups with higher level of education, stable occupations and stable income based on the similar or different characteristics of the tourists. Additionally, they can accurately locate golf tourism products and services that meet the needs of the target market and tourists.

Second, enlightening value for the development of special marketing strategies. According to Thailand's golf tourism driving force model, the development of golf tourism activities can bring into play the promotional role of the positive impact of tourism driving force by doing the following two things. First, it may to stimulate the tourism participation motivation of Thai golf tourists, strengthen the influencing factors in the participation motivation, and increase the travel rate to convert consumers of other sports tourism to golf tourists. Second, according to the applicability of the experience economy theory in golf tourism so as to allow those few factors to play a promotional role by spreading positive effects and reducing or inhibiting negative effects.

It is common for European and American researchers to use Bootstrap in structural equation model to test mediating effects, but only a few scholars have done so in tourism or sports tourism research in southeast Asia. In view of this, this paper has applied the quantitative research methodologies to the study of the golf tourism in Thailand. The operation principles and methods of Bootstrap could be of some academic and reference value to Thai sports tourism and even to related industries in other countries in Southeast Asia.

9. LIMITATIONS AND FUTURE RESEARCH

Future studies should focus on analyzing the impact of the respondents' heterogeneity by examining more samples using component analysis, regression, and market segmentation (Engida et al., 2018). To satisfy the increasingly demanding and heterogeneous tendencies of golf tourists, the influence of tourists' participation attitude on their revisit intentions also needs to be further explored. In addition, future research may also consider regional differences and identify their impacts on golf tourism because golf tourists of different regional origins may have different needs and motivations.

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