

Tourist Attractions and Tourist Loyalty to the 2013 World Baseball Classic in Taiwan

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ABSTRACT Understanding the experiential outcomes of tourist support is becoming increasingly important for developing practicable marketing strategies for the 2013 World Baseball Classic. The present research paper proposes a conceptual framework to explicate the causal hypotheses regarding the relationship among experiential marketing, perceived experiential value, tourist satisfaction, and tourist loyalty. To collect the relevant data for the research, the questionnaires were sent to the respondents to collect and analyze the substantial material of the study and further to investigate tourist support for the 2013 World Baseball Classic. A structural equation modeling approach is used to test and validate the hypothesized relationships. The results show that tourist motivation had statistically significant effects on attractions, satisfaction and loyalty. Tourist attractions had a statistically significant effect on satisfaction. The present study provides an in-depth understanding of the repurchase decision-making intentions of tourists attending the 2013 World Baseball Classic. The findings can assist 2013 World Baseball Classic practitioners in developing more practical marketing strategies.