



WORLD
LEISURE
ORGANIZATION

2006 WLC HANGZHOU

BOOK OF ABSTRACTS



9th World Leisure Congress

Congress Abstracts: Oral and Poster Presentations

Oral Session 1

Monday October 16th, 11:00-12:30

(1A) Leisure Concepts and Theory

Silva, A.M., Brazil

0236 - The Contemporaries' Corporal Practices: Research and Social Intervention
Presupposes

Hur Taekyun, Korea

0143 - Decision Making Differences in Leisure and Work Activities: On the Perspective of
Prospect Theory

博士 朱寒笑 朱, China

The Research of China Urban Leisure Sports- Service Organisation System

Wu Heng-Chieh "Jamie", United States

0210 - Leisure: A Dialogue Between Aristotle and Confucian

Tan Jiangong, United States

0126 - Applying the Characteristics of Life Span to Study Leisure Activities in China

(1B) Leisure Motivations and Constraints

Khemthong, Supalak, Australia

018 - Perceptions of Leisure Activities: A Comparison Between Women With And Without
Chronic Conditions

Lu JY, Canada

060 - Perceived constraints on participating in walking or hiking along the Trans Canada
Trail

Lee Hoon, Korea

0174 - The Relationships among Acculturation, Self-Esteem, and Leisure
Participation of Foreign Workers in Korea

Breen, L.A., Canada

0209 - Finding A Balance: Educating On The Benefits Of Casual Leisure For Mental
Health & Well-Being

Stodolska, M., United States

011 - New hierarchical model of constraints at the societal level: An empirical
exploration of constraints experienced by Kenyan athletes with disabilities.

(1C) Leisure, Impacts and Benefits

Coleman, D.J., Australia

0178 - Teachers' Use Of Leisure To Cope With Work Stress: Breaking Away

Marafa L.M., China

0175 - Perceived Benefits of Hiking as an Outdoor Recreation Activity

Shin Jong-Hwa, Korea

0333 - The Rise of the Well-being Trend in Korea and its problems

Coles, R.L., United States

078 - Youth, Crime, Schools, and Recreation

(1D) Leisure Policies

Liou Tzili, Chinese Taipei

025 - The Development Trend of Leisure Education in Taiwan

Cox, Ted, Canada

0318 - Quebec Leisure Policy - an overview and its impacts on local communities

Duranleau, Françoise, Canada

0245 - Quebec Government Involvement and Orientations in Leisure Development

Jamieson, L.M., United States

0115 - Policy Models in Sport and Leisure: Global Comparative Analysis

Costa, George, Greece

0101 - Trends And Retention Techniques in Municipal Recreation Programs In Greece

(1E) Cultural Development

Drew, Catherine, Canada

0291 - Sustaining Cultural Development Within A Long Term Care Facility - An Interdisciplinary Approach

Pesavento, L.C., United States

027 - Leisure and Cultural Arts: A Successful Culture-Intensive Swiss Summer Camp for Adolescents

Wu Ting-Bing, United States

0215 - Organizational Missions, Relevance, and Commitment to Cultural Diversity as Keys to Greater Minority Involvement with Outdoor Recreation, Environmental Education and Careers

Beaudoin, T., Canada

0238 - The Musée de la civilisation de Québec a museum in the heart of the city

Freysinger, Valeria, United States

057 - Leisure and Social Development: A Study of Minority Intercollegiate Athletes in the U.S.

(1F) Sport Theory and Concepts

Lavigne, Marc-Andre, Canada

0316 - A Profile of Sports Officials in the Province of Québec: Socio-demographic Characteristics, Motivations, Attitudes and Perceptions

Lindfelt, Mikael, Finland

031 - Relating postmodern religion to sport – a new opening?

Choe Sokho, Korea

0225 - The Globalisation of Sport and A City's Image Enhancement - 2010 Chuncheon 11th World Leisure Congress

Yifei Xie, China

0255 - Analysis of Theoretical Elements for Developing Sports Leisure and Entertainment with Chinese Characteristic

Oral Session 2

Monday October 16th, 14:00-15:30

(A) Leisure Concepts and Theory

Xiaoning Zhang, China

0269 - Analysis of Leisure and Leisure Sports

Jingdong Dai, China

0263 - Leisure: Soul's Freedom

Zhao Jing, Canada

090 - An Experimental Comparison of Celebrity Spokespersons' Attributes on Attitudes toward the Ads and Future Interest.

Paulsen, R.D., United States

0205 - Hidden outcomes of including indigenous knowledge in planning processes

(B) Leisure Motivations and Constraints

Hinch, T.D., Canada

0206 - Interactions of Activity, People and Place: A Study of the Leisure Experience of Athletes Participating in the World Masters Games

Ji H., Korea

0121 - Leisure Constraints of the Married Korean Females

Chon T.J., Korea

0286 - A Study of Leisure Constraint Analysis of Practice and Field Rounding for Married Male Golf Participants in Korea

Tsai Lucetta, Chinese Taipei

037 - The Women's Movement and Their Leisure in the Case of Taiwan

(C) Leisure, Impacts and Benefits

Hsu S. Y., Chinese Taipei

0161 - Leisure Benefits and Self-Actualization among the Leaders of Adventure Education in Taiwan

Huang C., United States

0116 - Inquiring Method and Inquiry Conversion: A Comparative Analysis of Three Inquiring Methods

Caofurong, M.

0276 - Recreation and Tour of the Dialectics Relate to and its Social Function Resolution

Van der Klashorst, E., South-Africa

0222 - Recreation: A Right, not a Privilege. Starting a Recreation Program with a Piece of Chalk

Lo Yuan-Hung, Chinese Taipei

0299 - A Study of Impacts on Self-perception and Leisure Benefits of Joining Social Clubs: College Students in Hsin Chu as examples.

(D) Leisure Policies

Jamieson, L.M., United States

0119 - Emerging National Policy in Sport and Leisure: A China Case Study

Thibault, André, Canada

0154 - The Contributions of Municipal Leisure Services in the Development of Municipal Public Policy : A Case Study of the City of Trois-Rivières

Flores, R., Canada

0170 - Reaching the Hard to Reach – Improving Access to Recreation for Families Living with Low-incomes

San Salvador del Valle, Roberto, Spain

0235 - Bilbao & 'Guggenheim Effect': A Leisure Integral Development Practice?

Lavigne, Marc-André, Canada

068 - Why and when do decision-makers pay attention to us? : A study of the agenda-setting of parks and recreation in a municipal context.

(E) Lifestyle and Leisure Pattern

Yoon Soyoung, Korea

0200 - Preliminary Research of the Measure for Leisure life style

Tang Xue-Bin, China

0403 - A Study of the Leisure/Recreation Activities and Recreation Demands of Taiwan

Hsu Y.C., Chinese Taipei

042 - Taiwanese Adolescent Girls Perceptions on Sport and Recreational Spaces

Liu Jauda, Chinese Taipei

0141 - The investigation on Leisure Participant of junior high schools' students in Taiwan

Hsu Chien-Ming, Chinese Taipei

0320 - The Role of Autonomy Support and Need Satisfaction in Leisure Involvement

Lu Xiacong, China

0402 - Leisure and Reconstruction of the Living World: Survey of Leisure in Shanghai

(F) Work and Leisure

Roberts, K., United Kingdom

04 - Work-life balance - the sources of the contemporary problem the probable outcomes

Brown, P.R., Australia

064 - The 'Work-life Tensions' Project – Investigating Experiences of Time Among Dual-earner Parents in Australia

Sohn Y.M., Korea

0158 - Study on the Development of a Diagnosis Tool for Assessing 'Work-Life Balance' of Employees and Company

Kim Y.S., Korea

065 - The Restructuring of Labor Time Regime in South Korea

Yu P., Chinese Taipei

0127 - Does Playfulness at Work Tell the Same Story in Distinct Industries? Similar Outline, Dissimilar Influence

(G) Cultural Development

Chin-Huang Haung, Chinese Taipei

0104 - Discussing How To Estimate The Benefits Of Cultural Heritage In Rural Area

Zhang Shih-chang, Chinese Taipei

0117 - Promoting Long Stay Strategy by 2006 Taiwan Cultural Study Tour

Jialong Liu, China

0339 - Chinese Tea Culture and Leisure Culture

Yajing Zhang, China

0258 - Survey and Reflections on Developing Leisure in Ningbo, China

Zhao Yongjun, China

0338 - On the Harmony and Unify between Weapons and Entertainment

(H) Sport Theory and Concepts

Bin Zhao, China

0340 - China's Sports Tourism and Leisure Era

Jing Chen, China

0271 - On Aesthetic Features and Functions of Leisure Sports

Guang Xiao Jian, China

According to the principles of human right, try to construct the service of sport for all and harmonious society

Ai-ling Yu, China

0278 - On Shaoxing Folk Sports Culture

Oral Session 3

Tuesday October 17th, 11:00-12:30

(A) Leisure Concepts and Theory

Jinli Liu, China

0268 - Leisure Right as a Basic Human Right

Jian Huang, China

0314 - Modern leisure culture and Modern prose writing

Wen Ye, China

0349 - Comparative research on leisure Between Kunming and Hangzhou

Wanfei Wang, China

0250 - Study on Urban Residents' Leisure Life Quality Index System

Xiaoning Zhang, China

0270 - Analysis of Leisure Sports Theoretical System Construction

(B) Leisure Motivations and Constraints

Tsai E.H., China

0147 - Constraints to Active Recreation Participation Of Older People In Hong Kong

Chuang Ophelia L.J., Chinese Taipei

043 - The Relationships Between Leisure Satisfaction, Life Satisfaction, And The Aging Leisure Repertoire Of Older Adults In Taiwan

Qin Lv, China

0252 - Study on College Students' Leisure Behavior and Motive

Jiajun Lou, China

0257 - Study on Influences of Urban Residents' Leisure Activities: Comparative Analysis of Chengdu and Wuhan

Kao Joe Chin-hsung, Chinese Taipei

0166 - The Effects of Self-management upon Recreational Sport Participation and Quality of Life for the Working Women in Taiwan

(C) Leisure Consumption

Cole, Shu, United States

0123 - Behavioral Outcomes as Benefits and Impacts of a Downtown Festival

Wu Hai-Chu, Chinese Taipei

0155 - The Successful Case for Leisure Activity Promotion —The Ping-Pong Sport at Hungkuang University

Li Wei Chen, Chinese Taipei

0204 - Relationship between Vacation Lifestyle and Recreation Facility Needs

Cho Banghyeon, Korea

0198 - A Study on Participation Consumption in Ski Maniac

(D) Sport Participation Development

Wang Guo Yong, China

0223 - The Study on the Undergraduate's Participation in Leisure sports in Shanghai China

Zhang Shih-chang, Chinese Taipei

0113 - A Study on Bikeway Development and Status Quo in Taiwan

Kwo Gin-Chai, Chinese Taipei

A Study on the Satisfaction of the Player of 2005 Taiwan Sport game

Yajun Qiu, China

0272 - Analysis of the Influence of Aerobic Sports on Mental State and Psychological Health

Chin MK , United States

077 - The “Sports for All Strategies” in Guangzhou: An Integrated Model of Leisure, Sports, and Health in China in the 21st Century

(E) Sport Benefits

Solberg, Harry Arne, Norway

0151 - Local residents’ assessment of hosting major sporting events

Mason, Daniel S., Canada

084 - Sporting Events Strategies Across Cities: Comparing Melbourne, Manchester, and Edmonton

Gratton, C. , United Kingdom

0227 - Sport and Economic Regeneration in Cities

Solberg, Harry Arne, Norway

0152 - Recruiting and keeping sports fans – a case study of biathlon and cross-country skiing

Ghanbarzadeh, M, Iran

0130 - The Comparison of Two Training Methods walking and aerobic on the Premenstrual Syndrome (PMS) in High school Girls of Ahwaz City

(F) Parks and Natural Sites

Ming Zheng Jian, China

0326 - Concerning Lying Fallow and Health Preservation in Famous Didu Hotsprings

Hou J, Chinese Taipei

0213 - The Relationship between Recreation Motivation and Preference of Tour of Dongyuanshan National Forest Recreation Area, Taiwan

Lin Hung-Ming, Chinese Taipei

0162 - Climate Change and Tourism: Empirical Evidence from National Park in Taiwan

Oral Session 4

Tuesday October 17th, 14:00-13:30

(A) Leisure Consumption

Gomes, Rui, Portugal

020 - Cultural Challenges to Leisure Lifestyles

Dhurup, M., South Africa

0107 - Customer Service Quality At Commercial Health And Fitness Centres

Liu Tien-Hsiu , Chinese Taipei

A Study of the Relationship between Customer Experience and Post-purchase Behavior—Exemplified by the Recreational Farms in Hsiaogang District

Zuguo Tian, China

0253 - Contemporatry College Students' Fashion Pursuit and Leisure Sports

Wenjian Zhang , China

0265 - Survey of White Collar's Consumption Preferences in Shanghai

(B) Cultural and Cross Cultural Analysis

Lim JS, Korea

0194 - Testing Marginality and Ethnicity Theories for North Korean Defectors in South Korea

Li C. China

079 - A Diverse Customer Service in Hong Kong Country Park Recreation

Baoling Kang, China

0327 - The Feature and the Trend of Leisure Culture in Nagzhou

Chen Fei-Ling, Chinese Taipei

0279 - The farmers' agreement with leisure agriculture policy influence on their farms' business model

Yong Ma, China

0310 - The enlightenment of cultural diversity: Analysis and discussion of Huxiang sports culture

(C) Social Capital Development

Tangsujapoj Suvimol, Chinese Taipei

0211 - Leisure and Social Development of People in Bangkok

Huang L., Australia

047 - Using Leisure to Build Social Capital in the Migration Context

Munson, Wayne W. & Dong, Erwei, United States

039 - Serious Leisure as Lifelong Learning for Development of Social Capital: Enlarging Access, Choice and Healthy Communities

Tower, J. R., Australia

0110 - Building social capital through sport venue and sport association relationships

Fain, Gerald S., United States

0330 - Leisure and Civil Society: United Nations Millennium Development Goals

(D) Sport Participation Development

Lobo, Francis, Australia

0142 - Consuming Experiences: Challenges for Sport and Physical Fitness

Hein, Vello, Estonia

0321 - Trans-contextual motivation model to predict leisure time physical activity

Haruoja, Mart, Estonia

0189 - Analysis of Estonian Youth Sport Consumption

Pesavento, Lisa C., United States

027 - A World-Class Social Development Model: GoGirlGo! A Physical Activity Initiative of the Women's Sports Foundation

Yusuf, Sarina Mohd, Malaysia

0217 - The Motives that Influence Young Malaysians Participation in Tennis

(E) Tourism, Theory and Concepts

Xu Jufeng, China

033- Analysis on Beijing Residents Behavior and Perception of tourism

Mao M., China

0298- The Research on Tourism Internationalization Of "Three Waters" In Hangzhou

Luo Zhenpeng, China

0325 - Leisure Services and Tourism

Xiaoli Lu, China

0191 - The Research of Relationship between Residents' Perceptions on Tourism Impacts and Their Participation Behaviors

Zai-yong Chen, China

0328 - On the Value of Leisure Sports

Oral Session 5

Wednesday October 18th, 9:00-10:30

(A) Cultural and Cross Cultural Analysis

Walker, G., Canada

038 - A Cross-Cultural Comparison of Leisure Styles and Constraints Experienced by Chinese and Canadian University Students

LIN Chi-Fan, France

0114 - Leisure, A Social And Intercultural Experience. The Case Of : The Development of Taiwanese Tourism In France

Liu Liping, United States

048 - Construct Place Identity through Tourism Performances: A Case of Miao Tourist Village in China

Deng, JYD, United States

067 - Residents' Attitudes toward National Parks: A Comparison between Chinese in Canada and Anglo-Canadians

Walker, G., Canada

040 - Leisure Attitudes: A Follow-Up Study Comparing Anglo-Canadians and Mainland Chinese

(B) Social Capital Development

Thibault, André , Canada

017 - Volunteers in leisure: a key to social development and a capital to invest in.

Auld, C., Australia

0106 - The impact of dispositional and organisational variables on sustained volunteerism in Hong Kong

Anderson, Stephen, United States

015 - The Amish: Leisure and Social Capital

Link, Alison, United States

0324 - Leisure Education: an Innovative Model for Social Development and Successful Prisoner Reintegration to Society

Ortega Nuere, Cristina, Spain

0233 - Leisure Observatories and their Contribution to the Integral Development of Region

Akindutire, Isaac Olu, Nigeria

0122 - Development and Utilization of Leisure Potentials in Nigeria for Economic Growth and social integration of the Citizens

(C) Tourism, Theory and Concepts

Lee Su-Hsin, Chinese Taipei

0213- Night market experience and image: Comparing a foreign residents and foreign tourist

Lengkeek, Jaap, Netherlands

0290 - The Deconstruction of the Authenticity Concepts and How to use its constituents in Heritage Tourism Development

Hannam KM, United Kingdom

0287- Contemporary Theoretical Debates in Tourism Research

Huang C., United States

0171- Modelling Resident Attitudes towards Tourism: A Structural Equation Modelling Approach

Estrada, A.E., Mexico

0145- World Heritage Sites in México: Tourism and Cultural Identity

(D) Tourism, Market and Clients

Faché, Willy, Belgium

092 - New Information and Communication Technology enable Tourists to Assemble their Tailored Holiday

Peng Lanya, China

A Study on the Leisure Tourists' Behaviours and Decision Making: A Case of China

Lee Jean Ling, Chinese Taipei

0313 -Measuring the Tourism Satisfaction of Wine Tourism Industry : A Taiwan Based Study

Lin Linda, China

0203- Possible marketing strategy of tourist attraction in China

Wang Hsiao-Lin, Chinese Taipei

Tourists' Cultural Behavior and Experience of Night Market: Case Study of Taiwan

(E) Tourism Products and Services

Wei Zhang li, China

0342- Building Leisure City in Western City: research on Chengdu leisure resource exploitation

Liu Menghua, China

050 - Leisure and Tour In Changsha of South Central China: Special-interests connection, Time Arrangement, Providing no-fills

Jiang Jingxian, China

A Study on Tourism & Leisure Distribution Channels: A Case of China

Sheng Xiao , China

0248- A study on Development and Utilization of Leisure Tourism of Part time Study and Farming. A Case Study of Nanxi river Basin in Zhejiang, China

Han zhenhua, China

0405 - Research on Leisure Hospitality Industry Development in Hangzhou , Based on Cluster Theory

Oral Session 6

Wednesday October 18th, 11:00-12:30

(A) Sport Training

Surujlal, J., South Africa

099- Job Satisfaction Of Sport Coaches - An International Comparison

Jones, C. (World Leisure Scholarship Winner), Australia

0343- Sport, Recreation and Leisure Technology Issues

WeiShang I., Chinese Taipei

The Investigation of Exercise Stages and Determinants of Exercise on Elder Population in Hualien

Jie Zhang , China

0347- "The advantaged status and roles of Common Aerobics in the Community sports"

Ghanbarzadeh, Mohsen, Iran

097- The study and comparison pulmonary function indexes and designing of exercise intensity program for personal K.S.C

Bingmei Wang, China

0256- Body Building Leisure. A Leisure Field Worth Attention

(B) Tourism, Theory and Concepts

Hritz, Nancy, United States

0208- Urban Host Community Perceptions of Tourism Market Segments: Evidence From Indianapolis

Selin, Steve, United States

096- Social Learning and Building Trust through a Participatory Design for Regional Tourism Planning

Li Monica Zhi , United States

0292- When East Meets West: Understanding Travel Experience in Transnational Space

Deng JYD, United States

05- The New Environmental Paradigm and Tourism Motivation

(C) Tourism, Developmental Strategies

Xing-quan Gu, China

0274- Study on the Characteristics of Sport-based Leisure Tourism Behavior of the Residents in Hangzhou : With Hangzhou as a case

Cui Zhe Nen, China

Building a variety and colorful traveling industry in China under the scientific way

Lai Li-Wei, Chinese Taipei

0315- An Analysis of Tourism Resource in Nantou – A Case Study in Craft Activities

Ku Yi-Ling, Chinese Taipei

Innovation study though sightseeing and cultural industry

Fan Yuh-Cheng, Chinese Taipei

0302- European “Play-mobile” - Development of its Leisure and Educational Activities

(D) Tourism Products and Services

Korkmaz, Erdem, Turkey

0284- Relation Between Outsourcing in Food and Beverage Services and Service Quality of Hotels: Sample of Antalya/Turkey

Pei Li Gen, China

0319- Building the Main Kitchen & Restaurant Work Line Connection of Tourism Hotel - The Planning Design of Hangzhou Fuchun Resort

Perng Sung-Yueh, Chinese Taipei

0201- Embodying Tourist Photographs

Kao Peng-Hsiang, Chinese Taipei

0306- Cultural Tourism in Taiwan

Oral Session 7

Thursday October 19th, 11:00-12:30

(A) Tourism, Developmental Strategies

Wang, Philip, United States

0188- Redeveloping Tourism in the Wake of a Devastating Earthquake: A Story of Two Restaurateurs

Zhou Lan Jun, China

041- Leisure Sports: An Element Which Is Not To Be Ignored In China's Tourism Development

Baoling Kang, China

0249 - SWOT analysis of and Development Strategy for Developing Convention and Exhibition Tourism in Hangzhou

Ku Yi-Ling, Chinese Taipei

0301 - Cultural Tourism and Innovative Learning of Cultural Industry

(B) Youth and Leisure

Lee J.J., Korea

0322 - A Study on the Adolescents Attitude of e-sports

HAN Ji-Sook, Australia

0131 - A preliminary research on young people's regulating a bored mood state and its association with leisure

Sivan Atara, China

089 - Personal and Social Trends in Leisure Participation: The Case of Hong Kong China

(C) Media

Gimenez Cristina, Spain

0207 - Cultural Development Through the digital Mediums: Internet Network of Networks

Koasheng Jin, China

0336- Let Digits Display Endless Joy of Sports

Lou Shanshan, China

0406 - Podcast: One of Annotation for Leisure Communication

Fang Xudong, China

075 - Try to discuss the problems and challenges of Chinese E-sport facing with and strategies of its industrialization

Fang Terrance, China

034 - Tran global Network Teleportation (TNT)

(D) Professional Development

Uvinha, Ricardo, Brazil

0156- Leisure As An Academic Element Of Local Identity And Social Responsibility In Brazil: The Bachelor In Leisure And Tourism Of The University Of Sao Paulo - USP

Quek, Adrian, Singapore

032- Developing leisure professionals – the problem-based learning approach

Wenge Peng, China

0259- Study on Physical Education, Tourism Education and the Curriculum in Colleges and Universities in and Outside China

Kao Joe Chin-hsung, Chinese Taipei

0183 -Evaluation for the Pre-job Training of Recreation Instructors in Taiwan Youth Swing Project

(E) Tourism, Market and Clients

Cho Mi-Hea, Korea

0140 - Vacationers' information search behavior

Guo Yingzhi, China

A Study on the Intensive Shopping in Chinese Outbound Tourism Market: What and Why

Lin Linda, China

0202 - Facilitating the visitation of Chinese tourists in European destination

Liu Tien-Hsiu, Chinese Taipei

0159 - A Study of the Relationship between Customer Experience and Post-purchase Behavior—Exemplified by the Recreational Farms in Hsiaogang District

Wang kun-xin, China

0350 - Analyse the four conscious actions in the travel progress of leisure subject

(F) Parks and Natural Sites

Huang Yi, United States

03 - Visitors' Perceptions of China's National Forest Park Policy, Roles and Functions

Liang Yating, United States

013 - Learning from others: A benchmarking experience of American State Park Systems

QiangSheng Si, Chinese Taipei

0407 -City Flower and leisure culture

Lo Huey-His

0353 - Fuzzy Evaluation of BOT Project Bidding Tender- The Case of Dapeng Bay National Scenic Area

Chen Chun-Te, Chinese Taipei

0303 -Service Quality Assessment on Pleasure Fish Market at the Bisha Fishing Port, Keelung

Oral Session 8

Thursday October 19th, 14:00-15:30

(A) Eco and Sustainable Tourism

Donohoe, Holly M., Canada

0118 - The Evolving Tenets of Ecotourism: a Framework for Contemporary Policy

Mohd, Abdullah, Malaysia

0112- Ecotourism Co-management for Protected Area: A Proposition for Good Governance based on Participatory Arrangement between Parks Administration and Local Operatives in Pahang National Park, Malaysia

Afrakhteh, Hassan, Iran

0243 - Tourism and Sustainable Development. Case Study: Masuleh in Talesh Mountain of Iran

Donohoe, Holly M., Canada

0172- Canadian Ecotourism Opportunities: Operational Myths and Legends

(B) Sport and Leisure Infrastructure Management

Qin Liu, China

0262 - Economic Analysis of Leisure Product Supply Model.

Chang Chi-Ying, Chinese Taipei

0148 - A Study on the Operation and Management of Recreational Club—Exemplified by the Tonyi Healthy World

Hung Yan-Jun, Chinese Taipei

0149 - A Study of the Operation and Management of Archery Club in Taiwan—Exemplified by Jianshen Club

Wu I-Chun, Chinese Taipei

0288 - A Post-Occupancy Evaluation of Indoor Court in the Multi-Purpose Gymnasium at National Taiwan Normal University

(C) Senior People

Ma Aiping, China

076- What do Chinese group outbound senior tourists care ?

Ding Nana, China

0220 - Aging People's Leisure Activities: An Analysis Of Demand And Supply Sides in Beijing

Li Ching, Chinese Taipei

0231 - The differences of recreational participation between the retiree who had lived in the retirement communities and who had been aging in place in Taipei megalopolitan area.

Shi Zou, China

0266 - Study on Features and Momentum of Leisure Sports in the Aging Society in China

(D) Youth and Leisure

Kawanishi M.K., Japan

0232- Social Missions and Development of the Community Sports Club based on the Japanese Sports Policy to the Youth's Sport and Leisure Promotion

Pereira Beatriz, Portugal

036- Toys and play in the playground of Portuguese kindergarten

Wang M. S. Xiye (Rob Kassian Memorial Travel Award Recipient) & Walker, G., Canada

056- A cross-cultural comparison of Canadian and Mainland Chinese University Students Leisure Motivations

Tantiplachiva, Kulaya, Thailand

0212- Changing Leisure Activity to Cultural Learning for Young Children and Parents

(E) Age and Disabilities

Tsai Mih-Si, Chinese Taipei

0300- A Study of Obstacles in Leisure for the Physically Impaired Persons

Stodolska, M., United States

011- New hierarchical model of constraints at the societal level: An empirical exploration of constraints experienced by Kenyan athletes with disabilities.

Khemthong, Supalak, Australia

019- Impact of Multiple Sclerosis Fatigue On Leisure Participation And Quality Of Life

Harper, S.R., United States

046- Senior Tourist Satisfaction with Amenities

(F) Economic Development

Jun Cai, China

0275 - Sports Fitness and Leisure Entertainment Industry Supply and Demand Trends in the Status Quo of Research

Xian-hong Bian, China

0312 - Economics Interpreting on Forming Mechanisms of Urban Recreational Business Space Agglomeration District(URBSAD)

Lin Luo, China

0261- Cultural Strategies for Developing Sports Industry in China

Wang lu Zhuang, China

0404- Specialization, Diversification and Internationalization of the Development of the Leisure Service Industry in Hangzhou

(G) Rural Leisure and Tourism

Tavakoli Mortaza, Iran

0355- Tourism Management in Ancient Rural Regions and Effects on Cultural Development. Case study: Sistan Region, Iran

Chen Yung Pin, United Kingdom

0304 - A Study of Leisure Agricultural Development Trend in Taiwan

Gibson, H.J., United States

051- Women's Roles in Life and Leisure in Rural Florida Revisited

Fazelnia Gharib, Iran

0354- Explanation of Integrated Planning and Management Pattern of Tourism for Rural Areas around Natural Lakes. Case Study: Parishan Lake

肖胜和 肖, China

A study to leisure tourism developing of the “farming-studying culture” --taking the “farming-studying culture” in Nanxijiang River Valley in Zhejiang Province as a case

Chuang Shu-Tzu, Chinese Taipei

030 - Perceived Impacts of Rural Tourism-- The case study in Taiwan

Oral Session 9

Friday October 20th, 9:00-10:30

(A) Eco and Adventure Tourism

Biao Li Yuan, China

0329- Safety Development and Tourism Leisure

Yankai Shu, China

0254- Study on the Sustainable Development of Leisure Tourism of Ethnic Groups' Traditional Sports in Western China

Wu Yi-Yen, Chinese Taipei

0182 - The Construction of Urban Ecotourism Indicators -Application Of Fuzzy Process Control

Sofeild Trevor, Australia

0410 - Conservation and Tourism: Getting the Balance Right. A case study of adventure tourism from Cambodia

(B) Economic Development

Fangzhe Lu, China

014- Leisure: Based on Education, Priority Given to Developing Economy and Supported by the Society

Sheng Xiao, China

0348- Study on renaissance of the old industrial region using the mechanical model driven by leisure industry

Gingo Gui, China

Characteristics of Leisure Industry Clusters in Guangdong province and Thought on its innovating development

WU C.Y, Chinese Taipei

0294- A study of health tourism economy influences in the area of Kun Ding of Taiwan

Wenming Li, China

0260- On the Mechanism for Leisure Industry Responding to Constructing Harmonious Society

(C) Leisure

Ge Tian, China

0356- The Natural Personal Status and Cultural and Individuality of a City

Cai Zheng Ming, China

0357- Chou Change and Subject Park Marketing

Liu Huimei, China

280 Leisure Education with Chinese Characteristics: Models and Strategies for a Rapidly-Developing Country

Zhou Lijun, China

Comparative Study on Adolescents' physical activity participation constraints in some areas of China and U.S.A.

Poster Session 1: Tourism

Monday October 16th, 12:30 -14:00

(A)Tourism

Chen Ying-shih, Chinese Taipei

029- Tourist Development and the Emerging Issues of an Aboriginal Preservation Area

春红 毛, China

0186- The Research on Tourism Internationalization of "Three Waters" In Hangzhou

Sun RH, China

087- The study of the development of resort hotel based on tourist behavior

Çetinsöz, Burcin Cevdet, Turkey

0105- Socioeconomical Structure of Anamur in Tourism

Hsu Y.C., Chinese Taipei

044- The Exploration of the World of J-Kin Doujins

(B)Tourism

Guoxin Wang (Henry), China

0168- Tourism Internationalization---A Strategic Change For Hangzhou To Shift For The Future

照金 劉, Chinese Taipei

0187- A Study of Motivation, Constraints, Participating Classification and Experience Nature of Sport Tourism in Taiwan

Liu Simone, China

0247- The relationship between Leisure and Tour: A case study of the Village Hotel In Changsha of South Central China

Partridge, A.M., Canada

026- The Butchart Gardens a Tourism Case Study

Wu Cheng-chieh, Chinese Taipei

0128- The Related Study of Paragliding Consumers, Activity Participating Motivation, Enduring Involvement, and Their Leisure Behavior

Poster Session 2: Sport

Tuesday October 17th, 12:30 -14:00

(A) Sport

Connaughton, Dan, United States

055- Entertainment Options, Interests in Professional Sports, and Professional Sports Consumption

Park Soo Jung, Korea

0228- Leisure Experience of Participants in Walking

Kita, T, Japan

082- Contents of Web sites in Japanese professional sports businesses-Comparison between the Baseball and Soccer

Ito, Katsuhiro, Japan

0135- A Study on the Organizational Culture of a Multi- Sports Club in Japan -From a Viewpoint of Organizational Symbolism

Horie, Shigeru, Japan

0103- Manner code violations observed at golf courses in Japan

Yamaguchi, Haruka, Japan

0167- Impact of a "Sport-for-All" event on community development: A case study of the Challenge Day in Japan

(B) Sport

Yang Feng-chou, Chinese Taipei

0136- A Study on the State of Growing of Golf Sport in Taiwan

Akiyoshi, R., Japan

0163- A study on the management of public sport facilities by private sectors

Tsai Min-Ta, Chinese Taipei

0177- Risk management of fitness clubs-in Taichung city

Chiang Ching-San, Chinese Taipei

0192- The Impact of Sport Globalization on the Local Culture

Kao Joe Chin-hsung, Chinese Taipei

0221- The Strategies and Effects of Promoting Students' Swimming Capability in Taiwan

Poster Session 3: Leisure

Thursday October 19th, 12:30 -14:00

(A) Leisure

Peng Weng, China

028- The studies of American physical leisure & recreation education in higher education.
The studies of American physical leisure & recreation education in higher education

Ye Xinliang , China

086- The Influence Study of the Customer Behavior on Urban Leisure Area

Zhang J. J., United States

0109- Community Learning Centers: Activity Preference, Participation, and Satisfaction of
Adult Participants in the United States

Lee B., United States

0111- Learn to use computers and the Internet, develop an online leisure life style: A study on
older users in China and US

Chen J.C., Chinese Taipei

Using Adventure-base counseling to discuss Team Creativity

(B) Leisure

Abdul Latif, Rozita, Malaysia

0102- Factors Preventing Participation in Physical Activity Among Working Women

Yang Feng-chou, Chinese Taipei

0137- Connection between the Leisure Services Industries and the Higher Education A Study
on the Recreation Major undergraduate' Internship in Taiwan

Sohn Y.M., Korea

0185- Effects of Personality, Health and Economic Status on the Type of Elders' Leisure
Activity

Guo Lufang, China

0179- Key Effect Factors of Leisure Behavior: Push Power and Pull Power - A Case Study of
University Students in Hangzhou

Schlatter, Barbara E., United States

093- Urban Adventure Recreation: Coming Soon to Your Community

Poster Session 4: Society and Culture

Friday October 20th, 9:00-10:30

(A) Society and Culture

Yang Feng-chou, Chinese Taipei

059- Reborn of Taiwan Kukeng Coffee Festival

Li Zhi Yin, Japan

0157- A study of exercise participants in parks from a socialization perspective in china

Jang H, Korea

0241- The Relationship between Flow and Psychological Adjustment among Internet Users

Truong Son H., Canada

088- A Critical Ethnography of 'International Development Through Sport' In Thailand

Sohn Y.M., Korea

0184- The Qualitative study on the leisure life style

(B) Society and Culture

Chang Hsiao-Ming, Chinese Taipei

0125- A Study of Adventure Recreation Mountain Hikers, Participative Behavior Model-
Case study by Mountain Hiking in Yundree Mountain

Gomes, C. L., Brazil

0242- Commitment of the Center for Leisure and Recreation Studies with the Knowledge,
Research, the Formation and the Intervention in Brazil

Cooper, C., United States

0190- Terrorism and Tourism Reactions

Connaughton, Dan, United States

070- An Analysis of the Perceived Risk and Preventative Measures of NCAA Division 1A
Football Stadium Managers in Response to Terrorism

04 - WORK-LIFE BALANCE: THE SOURCES OF THE CONTEMPORARY PROBLEM AND THE PROBABLE OUTCOMES

K Roberts

University of Liverpool, Liverpool, United Kingdom

This paper debates how and why work-life balance and an alleged encroachment of paid work into employees' own time and other areas of their lives have become high profile public issues throughout the modern world. It is argued that long hours of work cannot be the full explanation because in most countries working time has not lengthened, and the volume of complaints about time crunch is not related to actual hours worked either within or between countries. More plausible explanations can be found in a constellation of other trends, mostly operating via the demands that employers make on employees. All the evidence points to a widespread manifest demand (from employees) for shorter hours of work. However, the paper argues that this is an unlikely outcome, first, because most employees are confronted with constrained choices and the opportunity costs of reducing working time can be considerable, and secondly because many employees have access to a set of effective coping strategies – buying time, achieving and exercising time sovereignty, and modifying their social networks.

0011 - NEW HIERARCHICAL MODEL OF CONSTRAINTS AT THE SOCIETAL LEVEL: AN EMPIRICAL EXPLORATION OF CONSTRAINTS EXPERIENCED BY KENYAN ATHLETES WITH DISABILITIES.

M Stodolska, J Crawford

University of Illinois, Champaign, IL, United States

Introduction: The purpose of this study was to investigate the constraints to the development of elite sport for people with disabilities in Kenya and to develop a constraints model that would constitute an extension of the model developed by Crawford and Godbey in 1987. **Methods:** Interviews were conducted in 2003 in Nairobi, Kenya with 5 athletes on the Kenya Paralympic Team and 5 administrators supporting the Kenya Paralympic team. A grounded theory research design was utilized to analyze the collected data.

Results: Six major themes were identified with respect to the constraints faced by athletes and administrators. Issues related to coaching, equipment, facilities, negative attitudes toward people with disabilities, ethnic favouritism, and lack of financial resources proved to be the biggest constraints identified by the respondents. Based on these findings we developed a hierarchical model of leisure constraints at the societal level and put forth propositions that explain its operation.

Discussion: The results provide a support for the need to consider constraints not only from an individual, but also from a societal perspective. Simultaneous interventions at all levels of the hierarchy are necessary in order to provide long-term and sustainable solutions to barriers experienced by disabled individuals.

0013 - LEARNING FROM OTHERS: A BENCHMARKING EXPERIENCE OF AMERICAN STATE PARK SYSTEMS

Yating Liang, Lowell Caneday

Missouri State University, Springfield, MO, United States

Introduction: The U.S. state park systems have been developed in all fifty states and they are important natural, cultural, social, historical, environmental, and economic resources for the nation. Most state park systems have seen considerable changes in recent years. As a result, most state park systems have demonstrated a need for an assessment of best management practices. The purpose of this study was to apply benchmarking techniques within state park systems and to develop a benchmarking model appropriate for such systems.

Method: Six state park systems participated in this study and they were Oklahoma, Arkansas, Georgia, Indiana, Missouri, and North Carolina. A three-step Delphi technique identified the benchmarking performance measures. A K-means cluster analysis identified the appropriate benchmarking partners. A self-administered questionnaire was designed to collect the data for the

eight categories of benchmarking performance measures. The results were analyzed using descriptive and qualitative analysis procedures.

Results: The Delphi technique resulted in the eight categories of benchmarking measures: financial support, concessionaires, marketing and public information, maintenance, planning, public involvement and constituent understanding, staffing and personnel, and stewardship. A seven-cluster solution was identified, which distinguished the 50 state park systems and clarified the state park systems that were similar and dissimilar. This study also resulted in an eight-step benchmarking model for state park systems.

Discussion: This study represented the first attempt to use benchmarking techniques for evaluating state park systems. This study also established a baseline for defining categories that can be used to evaluate state park systems and to identify the best management practices in those categories. Furthermore, the benchmarking model developed in this study can be applied by other state park systems and potentially by other levels of governmental entities for decision-making and providing higher quality services for the public.

0014 - 休闲：教育为本，经济先行，社会支持

Lu Fangzhe

Wuhan University, Wuhan, China

休闲，作为21世纪一种健康和谐的生活理念和方式已经受到了人们日益广泛的关注。借此次世界休闲大会在杭州举办的契机，本文试图从教育、经济、社会三个方面来探讨休闲生活方式实现的方法和手段。休闲活动的实现依赖于有钱、有闲、有兴趣这三个基本条件。金钱为休闲提供经济能力和物质基础，闲暇为休闲提供时间上的可能性，而兴趣则为休闲指导方向。如何实现这三个基本条件则有赖于教育、经济和社会三方面的支持。教育提高人的素养和内涵，培养人们高雅的休闲兴趣，使休闲活动健康，不落俗套；经济发展增长物质财富，使人们的休闲活动有充足的资金支持；社会通过增加、延长假期，为人们的休闲活动提供充裕的时间，并依靠国家、集体和个人的力量为大众营造一个舒适的休闲环境（包括硬件设施和软件设施）。这三者中，教育为本，经济和社会为两翼，只有这三个方面互相联系，紧密支持，才有可能真正实现健康和谐的休闲方式和理念。

0015 - THE AMISH: LEISURE AND SOCIAL CAPITAL

Stephen Anderson¹, Cari Autry²

¹University of Florida, Gainesville, Florida, United States, ²Arizona State University, Phoenix, Arizona, United States

Imagine a life with no cell phones, email, cars, and television. Few communities exist in the US where such simplicity is the foundation of a culture. However, one that has existed for almost three hundred years is the Amish community. This community encompasses a self-sufficiency separated from all the technological advances upon which mainstream society is so dependent. How does it remain so grounded in beliefs, culture and community? What role does leisure play in this culture and its sense of community? In an effort to gain a better understanding of the Amish community as an “outsider” or “English”, the first author, as a participant observer, lived with an Old Order Amish family. In the oldest tradition of qualitative sociological inquiry, the first author conducted ethnographic research within an Amish community; focusing on family, culture, leisure, and social capital. Three major themes were constructed from the data. The most notable includes the ethic of self-containment in the Amish community being supported by their social capital. They believe in a close-knit community where trust, mutual concern, and reciprocity abound. The social capital in this community is grounded in their generosity. Second, the Amish do not separate work and leisure. They view leisure not as an activity, but as an opportunity to help others. Thus, we see a theme of their work and leisure directed toward helping the community and building social capital. The third theme involves consumerism and is divided into dichotomous sub-themes. On one end of the continuum, the Amish avoid consumptive behaviors and events which are believed to be antithetical and detrimental to their community. They ride in buggies because they believe the life connected with the automobile breaks down the family unit and the basic structure of the community. However, no matter the simplicity or protective factors

surrounding their culture, consumerism is creeping into their lives. And foremost, this consumerism is increasingly infiltrating the lives of the Amish children and youth through leisure. Nevertheless, there is something beautiful about their simple life. Visiting them is like stepping back in time and easy to lose oneself in the serenity of their generosity.

0017 - VOLUNTEERS IN LEISURE: A KEY TO SOCIAL DEVELOPMENT AND A CAPITAL TO INVEST IN

André Thibault

Université du Québec à Trois-Rivières, Trois-Rivières, Canada

Volunteering in leisure is the most important field of citizen engagement in many countries and is an important mould for the development of social capital. Over the past five years, we have conducted a large research on leisure volunteers in many fields of leisure activity (more than 1800 participants), which aimed at collecting data and knowledge relevant to the construction of a comprehensive model of volunteers and volunteerism in leisure.

This model shows the internal and external motivations of volunteers, which defines the quality of volunteering experience. It also points at the environment of this experience constrained and facilitated by the community, the organization and the users of leisure services.

A comprehensive action plan is derived from this model in order to enhanced and preserve this social capital essential to social development

0018 - PERCEPTIONS OF LEISURE ACTIVITIES: A COMPARISON BETWEEN WOMEN WITH AND WITHOUT CHRONIC CONDITIONS

Supalak Khemthong, Tanya Packer

Centre for Research into Disability and Society, School of Occupational Therapy, Curtin University of Technology, Perth, Western Australia, Australia

Introduction: A number of theories address the role of leisure participation in health-related quality of life, but most leisure studies have measured frequency of leisure participation without examining the role of different types of leisure. In addition, no studies have examined the perceptions of women with and without chronic conditions with regards to their classification of leisure activities. This pilot study aimed to compare those perceptions of women with and without chronic conditions.

Methods: This study recruited 24 women with and 24 women without chronic conditions aged between 25 and 64 to participate in a telephone survey. The survey contained 61 leisure activities, generated from previous studies. Participants were asked to classify each activity by indicating whether each activity represented mostly physical, social, educational/creative, or passive leisure. Items which achieved 60% agreement on one of the four domains, were selected and included in a cluster analysis. The resultant dendrograms, identified the most representative items for each domain for each group of women.

Results: No significant differences were found between the two groups on the demographic variables of age, education level, and marital status, however different dendrograms emerged for the two groups. Women with chronic conditions agreed on 41 items in three domains whereas those without chronic conditions agreed on only 29 items divided into four domains.

Discussion: Different classifications of leisure participation were found. Women with chronic conditions view many more activities as physically demanding than those without. They did not classify any activities as educational/creative. Living with a chronic condition appears to alter perceptions of the demands and rewards of participating in activities. This has important implications for future studies of interventions.

0019 - IMPACT OF MULTIPLE SCLEROSIS FATIGUE ON LEISURE PARTICIPATION AND QUALITY OF LIFE

Supalak Khemthong, Tanya Packer

Centre for Research into Disability and Society, School of Occupational Therapy, Curtin University of Technology, Perth, Western Australia, Australia

Introduction: An estimated 15,000 Australians have Multiple Sclerosis (MS) with MS fatigue being the most common and least well-managed symptom. MS fatigue has a negative impact on performance of daily activity and health related quality of life (HRQoL) especially in women. Previous research has proposed that leisure participation enhances HRQoL in many populations, but no research has been conducted in women living with MS fatigue. Nor has the impact of leisure participation on MS fatigue and HRQoL been investigated. This study examined the relationships between frequency and type of leisure participation, fatigue, and physical and mental health in women with MS.

Methods: One hundred and forty eight women with MS, aged 25-64, were selected using consecutive sampling and voluntary response. Sixty participants completed a demographic questionnaire and three measurement scales: the Fatigue Impact Scale (FIS), the Medical Outcome Study Short Form (SF-36), and the Classification of Leisure Participation Scale (CLP). Relationships between each domain, the two scores on the SF-36 and the three domains of the FIS were analysed using Spearman rank correlations.

Results: Higher fatigue scores (three domains) were related to lower levels of physical and mental health ($r = -0.33$ to -0.72 , $p < 0.05$). Higher frequency of physical leisure was related to higher levels of physical health ($r = 0.29$, $p < 0.05$). Higher physical fatigue scores were also associated with lower frequency of physical leisure ($r = -0.26$, $p < 0.05$).

Discussion: This study provides the first evidence that frequency of engagement in physical leisure may be related to lower fatigue impact (physical functioning). Whether fatigue causes loss of physical activity or physical activity protects against fatigue cannot be determined in a cross-sectional study, however this relationship does indicate a need for further investigation.

0020 - CULTURAL CHALLENGES IN LEISURE LIFESTYLES

Rui Gomes

University of Coimbra, Coimbra, Portugal

Introduction: There is an important transition in the social significance of dieting from the eighteenth-century to the world of mass consumption. In a consumer culture body assumes a new individual and social significance. It becomes the site of personal strategies of balance, health and quality of life. Jogging, slimming, keep-fit, and dieting programs are designed to promote health. The management and molding of the body has become increasingly central to the presentation of self-image, and this has been backed up by a growing industry catering for dieting and general body care. We analyse consumption in relation to the construction of distinct lifestyles. The stress placed on appearance by advertising, diet industries, fashion and sport icons put forward strong and limited images of what bodies should be. The emphasis is upon the consumption of leisure goods and services which contribute to various aspects of body maintenance and image such as diet, sport, clothes, and health clubs.

Methods: We examine how food advertising stresses the importance of body image and how they create a convincing link between health and body shape. A documental *corpus* of two advertisement campaigns of bran flakes and yogurt products was used, from which some relevant semiotic materials, including images, concerning the body and health were selected. We proceed to the discursive analysis.

Results and Discussion: Advertisement places health and body care on the individual responsibility. Health is idealized as self-governed lifestyle choice. Physical activities and food are presented as the best way we have to control our body and our life, while the control of body is qualified as an ethical project, the way to reach moral integrity. Values such as glamour, vitality, sensuality, youthfulness, beauty and so on give meaning to food products. Advertisement campaigns are addressed towards the middle class who are predisposed to regard the body as a project to be improved.

0025 - THE DEVELOPMENT TREND OF LEISURE EDUCATION IN TAIWAN

子利;T.L 刘;Liou, 德弘;T.H. 曹;Tsao

Pingtung University of Science and Technology, Pingtung County, Taiwan

This study focuses on policy, provision teaching and research in this area, attempting to explore the historic and present situation of leisure education in Taiwan. This study mainly adopts documentary analysis and interview techniques to gather information. The documents collected in this study included official ones concerning leisure education policies, such as laws and regulations, communiques, statistical datum and White Papers, as well as unpublished projects and programmes, research reports and theses, books, journals, articles, newspapers, internet documents and other publications in relation to leisure education. Semi-structured interviews were carried out with three types of elite individuals: officials of the central and local government in Taiwan who were responsible for promoting the activities and delivery of leisure education, in order to understand their views of the processes of formation and the effect of the fulfillment of policies of leisure education; related specialists and scholars in the field of leisure education, to explore current research and teaching in the field in Taiwan and their views of its future development; and directors of NPOs and NGOs currently involved in the promotion of leisure education.

It is suggested that leisure education is highly likely to continue to exist mainly in combination with adult education to which its focus has shifted, away from schools, becoming the main trend of lifelong learning. In the Taiwanese context, it would appear likely that NPOs and NGOs will increasingly lead the promotion of leisure education, with government continuing to plead resource limitation. It is anticipated by most of our respondents that leisure education services will develop toward professionalisation. It is contended that in the 21st century, leisure education needs global perspectives and local plans that give consideration to indigenous circumstances. The current, dominant model of leisure education sees it as integrating with other elements or subjects, within the formal education system, as well as provision for the elderly, women's education, family education and labour education. Its idealistic and improvement-oriented ethos needs rethinking in a democratic society seriously pursuing equity with respect of individual, ethnic, class, gender, religious, or (dis)ability group access to the human right to experience leisure education.

0026 - THE BUTCHART GARDENS A TOURISM CASE STUDY

A Partridge

The Butchart Gardens, Victoria BC, Canada

In 1904, on an island off the west coast of Canada, the first seeds were planted in what 102 years later was to become Canada's most visited, privately owned attraction. From a simple leisure passion, an institution was born that would affect the social, cultural and economic development of the province of British Columbia and indeed Canada, and even North America. Today tourism is of vital importance and it is through the creation of sustainable attractions that inspire and challenge the intellect that regions and countries can move forward.

It is said that gardening is the fastest growing leisure activity in North America. I would like to tell the story of our gardens, "The Butchart Gardens", to illustrate the remarkable impact on all aspects of development that a hobby can have.

In 2004 Canada recognised the achievements of the Butchart family and designated The Butchart Gardens as a National Historic site for the importance it has had on the tourism industry "a remarkable combination of three aspects of Canadian gardening history".

As well as an oral presentation I will have a DVD playing to illustrate the progression of The Gardens.

0027 - A WORLD-CLASS SOCIAL DEVELOPMENT MODEL: GOGIRLGO! A PHYSICAL ACTIVITY INITIATIVE OF THE WOMEN'S SPORTS FOUNDATION

L.C. Pesavento, D.A. Lopiano, V. Bushey, M.A. Snyder

¹Chicago State University, Chicago, Illinois, United States, ²Women's Sports Foundation, East Meadow, New York, United States, ³GoGirlGo! Initiative, Chicago, Illinois, United States, ⁴Women's Sports Foundation, East Meadow, New York, United States

In an effort to combat the alarming physical and psychological health hazards affecting girls in the United States, the Women's Sports Foundation launched GoGirlGo! in 2001. The initiative aims to get one million inactive girls to participate in regular physical activity and keep another one million currently active girls ages 8-18 from dropping out of physical activity. This national education and awareness campaign gives adults and girls tools to enable girls to live an active lifestyle and educate others. The physical activity system for U.S. youth has disintegrated over the last 30 years. Parents' fear for the safety of their children limits after-school leisure and free play. Organized sports in public recreation centers are often expensive and not accessible to economically disadvantaged children. Mandatory daily physical education is also disappearing from schools. Even girls who do have access to sports and safe neighborhoods are more likely than boys to drop out of sport and physical activity by the end of their high school years. The result is a generation of sedentary youth with girls more adversely affected than boys; 1 out of 6 is overweight. Physical activity is key to reversing this trend. Since 2001, the GoGirlGo! curriculum has advanced the lives of almost 500,000 girls. They have made positive changes in their attitudes toward physical inactivity and health-risk behaviors such as smoking, drinking, drug use, sexual activity and disordered eating. Successful pilot community projects have been launched in Chicago and Atlanta; each girl receives her own *GoGirls! Guide to Life*, in which champion female athletes deliver messages on sports, fitness, nutrition and the ways in which they have confronted health-risk situations. This provides the basis for weekly discussions during the sport season on risk behavior topics, team-building and role-modeling activities that encourage personal responsibility to self, teammates, and their community. In 2005, a Healthy Hispanic Girls Initiative was launched as part of the Chicago pilot project. All educational materials are being translated into Spanish. This creative and successful initiative will show how U.S. girls have embraced "access, choice and healthy communities" for themselves.

0028 - THE STUDIES OF AMERICAN PHYSICAL LEISURE & RECREATION EDUCATION IN HIGHER EDUCATION

WenGe Peng

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America is recognized as a strong country in the fields of sports. Its physical leisure, recreation education in higher education has turned into a professional field with obvious characteristics of multiple disciplines aiming at different levels and covering various courses, which are integrating as well as unique. It is closely related to leisure area including sport, management, tourism and healing health and so on. Furthermore, it cultivates a lot of professionals on physical leisure & recreation specialty for the huge markets of American sport industry. **Based on research methods such as literature, Internet and statistics**, this essay describes the current situation and the history developments majoring in PE College or Department with physical leisure & recreation education. **It also puts forward suggestions**, which are beneficial learned as reference by physical leisure & recreation education whose areas are a few in Chinese mainland. **As follows:** (1) The Sector of Education of People's Republic of China should decentralize the power of setting up specialties and to begin this by changing names, Thus, the PE college of higher education will cultivate professionals on physical leisure & recreation specialty from the perspective of leisure & recreation. (2) Introducing advanced foreign educational resources and the implementation of the Sino-foreign cooperative teaching and practice of sponsoring and localization model. Consider Chinese cultural traditions, social structure and social needs as the basis to develop this piece of virgin land, so that we can make sports, leisure and recreation the educational process of keeping healthy, lighting up the passion of doing sports and self-education for Chinese people.

0029 - TOURIST DEVELOPMENT AND THE EMERGING ISSUES OF AN ABORIGINAL PRESERVATION AREA

Chen yingp Shih¹, Wei Kuan-Chu²

¹*Asia university, Taichung, Taiwan*, ²*Nanhua university, Chayi, Taiwan*

Dan-da Forest Area is a mountainous area located on the central part of Taiwan, with the height of 2~3 thousand meters above sea level. This area has long been the ancestral settlement for the aboriginal Bu-non people. It is attractive with its beautiful forests, mountain lakes, and the ancient hunting trails. Nowadays, mountain climbing and camping activities, and cross-field jeep tours, all emerged around places like the "rainbow lake" in this mountain area. However, the necessary services and management for the tourists are still lacking. The local leaders and chiefs of several Bu-non tribes all wish to upgrade the entire tourist service in the area. It is hoped that blooming tourism could bring jobs to the aboriginal communities and boost the local economy. This research team ("The Ecotourism Association of Taiwan") has conducted meetings with local leaders and chiefs of the Dan-da Forest Area, upon their requests and with the help of the government's research funds. This research has focused on the Da-ma-luan area, the first important traffic stop of the Dan-da Forest Area. After some in-depth interviews and fieldworks, this research has found that four major issues have emerged concerning their tourist development: The ongoing policy of the Forestry Department of the government has decided to let Dan-da forest area be part of the National Eco-trails System. The so-called "soft tourism" is what the government officials really had in mind. Therefore, under this policy, rather than promoting those exciting mountain tourist activities that young people preferred, mountain hiking and agriculture-based tourist service has now become the future direction of the official tourist planning. This new direction, in fact, has created much confusion among the local leaders. Due to natural disasters and economic declines, the aboriginal people depended more and more upon outside assistances and governmental aids. Therefore, the modern-style social organizations have emerged amongst the local communities, in order to apply for official funds and related aids and to provide social services. However, these social organizations sometimes inadvertently became competing groups for the funds and aids. After a period of time, conflicts and acrimonies have been created between them. The stable social structure that previously existed, and the traditional spirit of sharing that were once cherished, now need to be re-established. In terms of cultural issues, the "tourist perspective" of the tribal cultures and rituals has pushed the young people of the tribes to renew their own self-esteem and self-understanding. The young people began to return to their own tribes from the cities. Their willingness and interests to learn from the elders of their own ancestral rituals, music, and craftsmanship and hunting skills have also been much raised. This situation has created much confidence in developing their tourism amongst the tribal people. The elders in the tribes now need to think more seriously on how to hand-down their unique local knowledge and traditional skills. The most heated debate is centered around "hunting" and the "joint-management" of their traditional territory. Hunting has been regarded as an important part of the tribal culture. Many rituals are actually related to their annual hunting season. However, the act of hunting, especially on certain specified animals, is outlawed by the government, and hunting has been deemed evil by the natural conservation and animal preservation groups. Thus there emerged the issue of territory rights of the tribal people. This touchy issue must also be resolved, before further tourist development become possible.

0030 - PERCEIVED IMPACTS OF RURAL TOURISM-- THE CASE STUDY IN TAIWAN

Shu-Tzu Chuang, Chien-Lin Liou

Nation University of Kaohsiung, Kaohsiung, Taiwan

Tourism development is used increasingly to enhance rural and regional economies, and rural tourism is a new tendency in Taiwan rural society. Much of recent literatures on the development of world tourism have concerned the impact of tourists on the host community. As countries and regions within nations turned to tourism to raise people's income, employment and living standards, and as a means of ending dependency on limited range of primary products for export, so that various pressures from tourism and its associated development have begun to affect the local residents. The land use of the areas designed to be used by visitors' is changed; traditional cultural may be altered; and the whole characters of a town or village may be destroyed as well. In the last decade, the rural tourism has

become more and more important industry in Taiwan. Community-based rural tourism and -theme farms are the two most important rural tourism types in Taiwan. In this study, we choose two rural villages as our study areas. We investigate residents' attitudes toward rural tourism development, by means of a questionnaire which composed economic, social and environmental impacts, was conducted during the spring of 2005 at two regions. 280 questionnaires were distributed to local residents in Tong-siao and Nan-chuang. The response rate was 84.3%. We then adopt descriptive statistics, chi-square and F-test to analyze the results. Finally, we concluded that there are significant differences of impacts in both social and environmental dimensions between two study areas, however, it is insignificant for the economic impact. As a whole, there are more positive than negative impacts to the rural tourism in economic, social and environmental dimensions. Meanwhile, the majority of residents in both study areas showed high supports in local tourism development.

0031 - RELATING POSTMODERN RELIGION TO SPORT – A NEW OPENING?

M Lindfelt

Åbo Akademi university, Åbo, Finland

Traditionally the concepts of religion and sport have reflected the view of these features in our common understanding of religion on the one hand and sport on the other hand. They should not, at least from an European perspective, be mixed. One could, however, argue that this divided view of sport and religion is a product of how the typical "enlightenment thinking" wants us to understand concepts as religion and sport. This view does not reflect the view of how the relationship between sport and religion was viewed in the ancient Olympic games, and the question to be raised is if this traditional view still holds for the late-modern or post-modern societies. Are there new ways of relating religion and sports that overcomes the traditional divided view of these concepts? The world is changing rapidly. New ways of understanding life occurs, and more traditional ways of thinking and grasping the reality seems more and more uncertain. In the wide culture of sport, this is seen in different ways. New kinds of sports are developed and new attitudes towards sport can be noticed. Is this development due to changing attitudes towards sport in a more profound sense? In this paper the starting point is taken from some recent theoretical perspectives put forward by the sociologists Zygmunt Bauman and Danièle Hervieu-Legér concerning the conceptual understanding of religion in the post-modern society. From the perspectives of understanding characteristic features in post-modern religion, the focus is put on how sport and sporting activities can be understood as religious features. Are we talking about sport as pseudo-religions, or should we in fact consider some ways of experiences sport and sporting activities as religious in the full sense of the word? Or, should we as a third option, as stated in the Olympic Charter § 2, consider sport as a philosophy of life, or view of life as I would prefer to talk about?

The main question is if post-modern ways of understanding religion has new openings for us to evaluate sport and sporting activities in a new way. The question is dealt with by taking on mainly philosophical, conceptual analysis.

0032 - DEVELOPING LEISURE PROFESSIONALS – THE PROBLEM-BASED LEARNING APPROACH

Adrian Quek, Ada Chia

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Singapore's leisure industry is expected to grow rapidly in the next 10 years. With this increase comes a rise in demand for professionals in the leisure industry. To date, there is no formal education to produce trained practitioners in the field of sports and leisure management. This paper outlines how problem-based learning (PBL) will be adapted in the diploma in sports and leisure management to cater to this need. The one-day-one-problem approach, adopted by Republic Polytechnic, delivers the curriculum in a way that triggers active engagement and knowledge construction. It explains how incorporating industry-related issues and practices allow students to better understand and address these areas of focus. It also looks at the benefits the industry stands to gain with the infusion of these graduates.

0033 - ANALYSIS ON BEIJING RESIDENTS BEHAVIOR AND PERCEPTION

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Introduction: Beijing is an important tourist market for most destinations all over China, even for many destinations in the world. Yet we cannot find any research on its residents' behavior and perception. This research makes a survey on this topic, try to get an outline of Beijing residents' behavior and their perception. Further more, the research have done some in-depth work to get an further answers on peoples' tourism product preference, the travel and tour time for choice, the attitude that go on a tour in the Golden Week, the consume value on tourism, the tourism perception, the evaluation of destination and its' reasons, rather than the common research on demography character and spatial distribution.

Methods: We designed our questionnaire in May 2004, focusing the problems on the problems we want to research. The investigation was carried on in May 1-7, 2004, by some senior students at community and scenic spots Totally 300 questionnaires was issued, and 229 samples was valid. Excel was used to analyze the data.

Discussion: High frequency of travel to suburbs or to other faraway places, demonstrate that leaving home to have a tour or a leisure travel has already become the normal regulations consumer goods for common Beijing resident. Travel activity has become an important part of residents' live. The whole family tour is the most important form of tour, this is a little different from the fact in many west countries. The reasons of this are different culture, different life style and different economic degree. School vacations become the most important time for people to travel. People explain exactly the reason they like or don't like to travel in Golden Week. This demonstrates the Golden Week vacation system is significant, but still need to be improved. The high evaluation on the quality of tourism products, especially on tourism environment than prices and distances, etc. showing that the Beijing residents are becoming mature tourists

0034 - TRAN GLOBAL NETWORK TELEPORTATION (TNT)

Terrance Fang, Sha Huang, Xiao Ying Tang

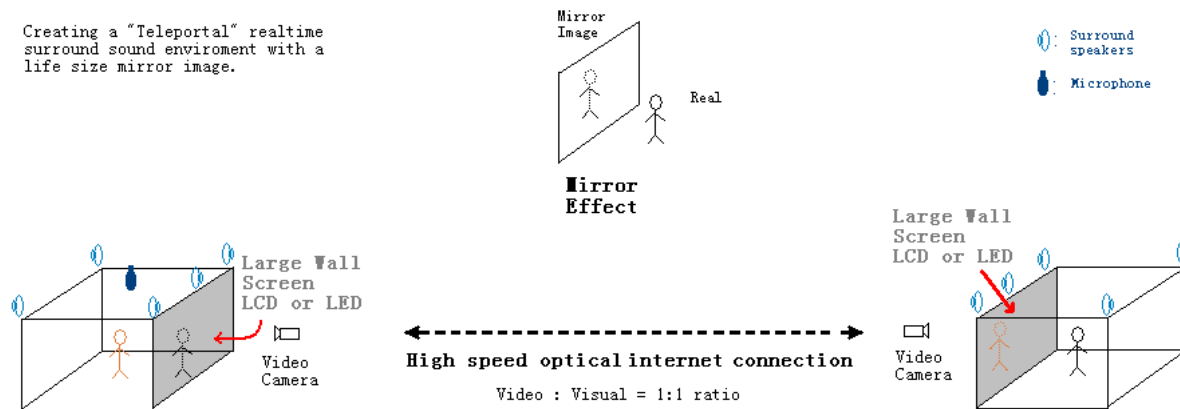
Song Dynasty co. Ltd., Hangzhou, China

R&D of "Tran global Network Teleportation" usage in linking tran global Leisure Congregation.

With the rapid Development of Online Network capabilities, "Video teleconferencing" had been common in the business & news industries, linking individuals or group of individuals together without physical presence. What I propose here are to utilise high speed internet connection to connect/divide an event into two or more congregations in other part of the world, i.e.; DJ concerts(DJ Tiesto, ID&T's Sensation), Gorillaz's Performances, where constant physical presence is not a priority or could be split in two or more parts(as in video conference meeting).

In addition to the conjunction of event locations, "Teleportals" could be setup producing a mirror image of visual and surround sound(high speed optic connection) creating realtime mirror image environments.(See mirror.gif for illustration.)

Creating a "Teleportal" realtime surround sound enviroment with a life size mirror image.



With the setting up and finally usage of "TNT", events can be jointly organised globally and thus more global exchange. Increasing sources of consumers = Increase capacity of event = Operational cost can be reduce = Lower ticket prices for consumer

0036 - TOYS AND PLAY IN THE PLAYGROUND OF PORTUGUESE KINDERGARTEN

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The purposes of this study was: a) to understand the role of toys in promoting the free play among the Portuguese children; b) to know the toys the children prefer if they had the chance to play.

We developed a programme of 'the promotion of free play among the Portuguese children' which, 16 traditional and equivalent modern toys were selected. We left them in the playground for one week. Every child had the chance to explore and play them freely in the playground. We collected the data by direct observation with a systematic register.

Despite most Portuguese children did not know the toys very well, they learned very quickly to play with them. They enjoyed themselves and played with each other in the playground. We found that children's play was associated with the development of motor skills (run and jump). Traditional games seemed to be more linked with cooperative play. Modern games were more associated to individual play and more specific motor skills.

Many playgrounds in Portuguese kindergarten and primary schools are leave unused. Children should be given the opportunities to play which could help them to develop motor, emotional and social skills.

Keywords: Play, Playground, Children, Kindergarten.

0037 - THE WOMEN'S MOVEMENT AND THEIR LEISURE IN THE CASE OF TAIWAN

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Various classifications have been used to describe leisure constraints including internal/external (Searle & Jackson, 1985), personal/social (Boothby, Tungatt & Townsend, 1981) and antecedent/intervening (Henderson, Stalnaker & Taylor, 1988; Jackson, 1988; Shaw, Bonen & McCabe, 1991). Conceptual models pertaining to leisure constraints in the past appear to describe constraints and barriers to recreation activities and leisure behaviours. However, constraints now require further conceptual definition, especially as they relate to particular groups, such as women. The study of women's leisure must, therefore, explore in depth the leisure constraints they face, given that constraints on girls and women's leisure are often qualitatively different from those faced by boys and men. Whether in economic, legal, or political issues, women in Taiwan still do not receive the same attention and treatment as men. However, their awareness of their right is gradually being reinforced through the women's liberation movement. Subsequently, this paper focuses on an

examination of how women negotiate leisure participation in this cultural convergence of East and West.

0038 A CROSS-CULTURAL COMPARISON OF LEISURE STYLES AND CONSTRAINTS EXPERIENCED BY CHINESE AND CANADIAN UNIVERSITY STUDENTS

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Numerous studies of leisure behaviour have been conducted in many parts of the world, but little overtly cross-cultural research exists, in which similarities and differences in leisure are compared between cultures using the same instrument in a single investigation. In the context of investigating cultural identities and leisure, this study compares leisure styles and perceived leisure constraints among a sample of Chinese university students (N = 187) and Canadian university students (N = 199). Respondents identified their four most frequent and four most enjoyed leisure activities and then completed an inventory of leisure constraints items. Following a sequence of classification procedures designed to identify general patterns within the data, including a conceptual typology of activities, factor analysis, and cluster analysis, respondents were assigned to empirically-derived groups based on their leisure styles (a combination of frequent and enjoyed activities). The analysis revealed remarkably large differences between Chinese and Canadian students, both in bivariate tests and when controlling for gender, e.g., at the most basic level of classification (N of groups = 2; "active" and "passive"), only 18.2% of Chinese males and 13.0% of Chinese females were allocated to the "active" leisure lifestyles group, compared with 56.0% of Canadian males and 71.0% of Canadian females. Further data analysis revealed similar culturally-based differences in the experience of constraints to leisure and in relationships between leisure styles and constraints. Thus, the study determined that, while gender played a part in shaping leisure behaviour, far more of the variance was explained by cultural differences between the Chinese and Canadian respondents.

0039 SERIOUS LEISURE AS LIFELONG LEARNING FOR DEVELOPMENT OF SOCIAL CAPITAL: ENLARGING ACCESS, CHOICE AND HEALTHY COMMUNITIES

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The purpose of this panel is to discuss serious leisure as lifelong learning for the development of social capital, or how leisure as learning can enlarge access, choice and healthy communities, one of the three conference themes (i.e., Social Development). Leisure has been conceptualized as learning, in both eastern and western perspectives, since classical times. The ultimate aim of leisure as learning was for human and societal improvement. Contemporary leisure theorists have argued that in the efforts to create a learning society, the emphasis on lifelong learning has shifted from individual and societal improvement to a focus on human capital, or the economic and vocational aspects of learning. It has been suggested that "serious leisure" be considered a vehicle to achieve social capital aims, or those that focus on the social networks and norms in family, community and civic life. Serious leisure as lifelong learning has the potential to enhance individual and societal benefits, and to help those often excluded from the mainstream of society overcome barriers to participation.

0040 - LEISURE ATTITUDES: A FOLLOW-UP STUDY COMPARING ANGLO-CANADIANS AND MAINLAND CHINESE

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This study examines Mainland Chinese and Anglo-Canadian's leisure attitudes, and it compares these attitudes with those of Anglo-Canadians and Chinese in Canada as reported in Deng, Walker, and Swinnerton's (2005) study. Data from 132 Mainland Chinese and 198 Anglo-Canadians visiting, respectively, a Chinese Forest Park and a Canadian National Park were obtained. Factor analysis of the Leisure Attitude Scale (Ragheb & Beard, 1982) resulted in four useable sub-scales: cognitive, affective, behavioural / preference, and behavioural / leisure education. A MANOVA and follow-up

ANOVAs revealed that Anglo-Canadians and Mainland Chinese had significant and large effect size differences in their cognitive, affective, and behavioural / preference leisure attitudes, with the former group being higher in each instance. These findings were not unexpected, as: (a) leisure in Mainland China has traditionally, and under communist rule until quite recently, had a negative connotation; and (b) Chinese people's achievement goals are typically to attain wealth, reputation, longevity, and morality and, consequently, they place greater emphasis on higher education and a strong work ethic than on leisure. In order to compare our behavioural leisure attitude findings with Deng's et al., an averaged score was first calculated, and then t-tests of this and the other two leisure attitudes were conducted. Results indicated that our study's Mainland Chinese participants had a significantly lower cognitive leisure attitude mean score than Deng's et al. Chinese in Canada participants. This finding held true irrespective of whether those in the latter group were less or more acculturated. Thus, it appears that cognitive leisure attitudes is key, with Mainland Chinese becoming much more positive about the benefits of leisure after coming to Canada but while still less acculturated, and becoming less positive—albeit not nearly to the same degree as felt initially—while in Canada but after having become more acculturated. This proposition is congruent with Deng's et al. description of the “overshoot” phenomena.

0041 - LEISURE SPORTS: AN ELEMENT WHICH IS NOT TO BE IGNORED IN CHINA'S TOURISM DEVELOPMENT

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Introduction: The paper is intended to understand the possible benefits of leisure sports in developing China's tourism. Although the benefits have been recognized in western countries, there is still more research needed to confirm the significant roles of leisure sports in China's future tourism. We suggests that the tour model—“sightseeing + leisure sports” will benefit consumers, travel agencies and destinations.

Methods: The features of China's tourism were reviewed. Particular examples from China's present tour model were taken. The nature of leisure sports and the extent of its impacts on China's tourism were identified.

Results: Most Chinese people think their expenditure on tourism is worthwhile if they could visit as many places as possible in a short holiday. In order to meet customers' need, tourist agencies provide products such as “Three-day Tour in Hainan”, or “Five-day Tour in Yunnan” and the like. However, consumers, tourist agencies and destinations all fail to get their expected benefits.

Discussion: Sightseeing is China's main present tour model, however, it is confirmed not to be successful. In order to get more consumers, tourist agencies can do nothing but compete against the price as they are providing the same products. Destinations fail to get their expected benefits as tourists often stay in a place for one day or even half of a day. Tourists are just sightseers without freedom and their tour schedules are decided by tourist agencies. Most tourists can not enjoy their tours and think there is no relaxation in this way.

We define leisure sports as “activities engaged in for the purpose of relaxation or enjoyment with physical exertion as the priority.” Such activities as fishing, camping, surfing, diving, bushwalking, swimming, biking are not based on formal competition and lack a formal set of rules. If tourist agencies develop a model of “sightseeing + leisure sports”, e.g. extending the “Three-day Tour in Hainan” into “seven-day or ten-day tour”, consumers and tourist agencies would make more choices and this would promote further growth of destinations' third industry.

0042 - TAIWANESE ADOLESCENT GIRLS' PERCEPTIONS ON SPORT AND RECREATIONAL SPACES

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The study explored adolescent girls' perceptions on sport and recreational spaces. James' (1998) "girls activity survey" was modified for cultural differences. The population was 10th and 11th grade girls of two Hualien senior high schools. Data were collected in January 2004. Both quantitative and qualitative data were analyzed. The results indicated that girls preferred inactive public spaces such as shopping centers, teahouses, and fast food restaurants. The space girls felt least self-conscious were their bedrooms. They perceived that boys occupied all sporting spaces as well as internet cafés and game arcades. Most girls didn't like sex-segregation policy for school sporting spaces. Lastly girls provided four reasons explaining why boys' physical fitness levels were better than girls. Reasons included boys' greater interest in sport; societal expectations about appearance; myth about their inappropriateness in sport genetically; girls' preference for passive alternatives. Three conclusions were drawn: (1) School and community sport and recreational spaces were gendered. (2) Schools and communities should provide gender segregation options for girls at least in the junior or high school stage. And (3) Girls' sport constraint was mainly structural or ideological, for example, the myth of born inappropriate for sport. Implications and suggestions were made for practice and future research.

Keywords: Adolescents, gendered, leisure, physical fitness, space

0043 - THE RELATIONSHIPS BETWEEN LEISURE SATISFACTION, LIFE SATISFACTION, AND THE AGING LEISURE REPERTOIRE OF OLDER ADULTS IN TAIWAN

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This study examined the relationships between leisure satisfaction, life satisfaction, and the aging leisure repertoire. Subjects (N = 252), ranging in age from 55 to 92 years, were selected from rural towns located in east Taiwan. Data were gathered through a self-administered instrument consisting of leisure satisfaction, life satisfaction, leisure repertoire indexes (Mobily, Lemke, & Gisin, 1991), and selected demographic variables. Results showed that both leisure satisfaction and life satisfaction were related to repertoire size. Persons with larger repertoire tend to be younger with higher education level. Regression analysis indicated psychological dimension of leisure satisfaction and self-perceived health can predict one's leisure repertoire, yet with low explanation power. Results of the findings implied that leisure satisfaction and life satisfaction, the important aspects of the subjective wellbeing of older adults, are not contingent upon maintenance of larger leisure repertoire throughout their later life. Future research should target more on rural and financially disadvantaged seniors.

Keywords: Older adults, activity, leisure repertoire, leisure satisfaction, life satisfaction

0044 - THE EXPLORATION OF THE WORLD OF J-KIN DOUJINS

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Johnnys fans are followers of Japan's popular male idol groups, such as SMAP, TOKIO, V6, and Kinki Kids. J-Kin doujins are girls who create and self-publish slash fiction about those Johnnys' idols for female readers. Their works tend to be full of gay love fantasy to the idols. A socio-cultural approach was used to explore the world of J-Kin doujins. Specifically, this study examined the dynamics of their motives, experiences, and benefit/cost outcomes of being a doujin. In-depth interviews of 12 doujins provided the qualitative empirical data. An extended dramatic model (Celsi, Rose, & Leigh, 1993) was employed to explain their macro-environmental and inter- and intra-personal influences and motives. Major findings included: (1) their motives were diverse and complicated. (2) The motivation to continue was complexly influenced by efficacy motives, the creation of a new self-identity, group camaraderie, and heighten experience. (3) Their world tended to be underground. And (4) their daily lives were pervasive and inseparable of their idols and fiction.

Keywords: Camaraderie, fans, J-Kin doujin, motives, self-identity, slash fiction

0046 - THE INFLUENCE OF SELECTED VARIABLES ON OLDER ADULT VISITORS' SATISFACTION WITH TOURIST EXPERIENCES

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Older adults are a large and influential group in American society. Older persons can derive enormous benefits from participation in recreation and leisure programs. Older adults represent a large group of participants for the recreation, leisure and travel profession, not only because older adults enjoy increasingly good health, as well as have the money to spend on recreation and travel, but also are demonstrating a greater willingness to spend their money on leisure pursuits. Leisure and tourist programs should be planned in such a manner as to provide an opportunity for older persons to be active, provide pleasure, are satisfying, rewarding and are an expression of their individual needs and preferences. Changes in lifestyle have resulted in different attitudes concerning pleasure travel. Research on the travel characteristics, trip planning variables and trip behavior of older adults may assist recreation professionals and travel and tourists managers and planners to understand the older adult vacation travel market better.

This research was designed to determine the influence of selected socio-demographic variables, variables related to decision making and trip planning variables on the satisfaction with the quality and number of amenities and leisure activities of older adult visitors to North Carolina. Through factor analysis of satisfaction with the quality and number of amenities in North Carolina yielded one factor, Amenities. Factor analysis of sixteen leisure activities participated in by visitors to North Carolina yielded five factors: 1) Sightseeing/Nature Activities; 2) Relaxation Activities; 3) Sport Activities; 4) Outdoor Adventure Activities; and 5) Spectator Activities. Through the use of secondary data 3,225 participants from the 1989 North Carolina Visitor Survey were included in the research. Multiple regression analysis were used to determine significant influences. Results indicated the variables that related to decision making influenced satisfaction with amenities and the leisure behavior of older adults visitors more than socio-demographic and trip planning variables.

Results of this study could assist leaders in the travel and tourism industry make sound management decisions in allocating resources which could more effectively accommodate the diversity which exists among the older adult pleasure travel market. A clear understanding of what behavior is desired is essential to the successful promotion of any vacation traveler. Understanding older adult travel behavior may also influence the nature of tourist developments.

0047 - USING LEISURE TO BUILD SOCIAL CAPITAL IN THE MIGRATION CONTEXT

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Themes of ethnicity and race have become a major area of leisure research following the significant increase in the number of migrants immigrating to countries such as Britain, Australia, the United States and Canada. As migration involves a change in social space from original society to new society. The social status or position of migrants would be modified in the new social space. This may influence leisure patterns. Migrants also seek opportunities in the host country by accumulating and learning new social, cultural, symbolic and economic capitals, which this study argues is part of the phenomenon of acculturation. Migrants could adopt or be forced into different acculturation strategies, such as assimilation, integration, separation, or marginalisation. However, social factors, such as social norm of trust and reciprocity, belief, and so on, as the significant level of acculturation, are ignored in existing acculturation measurements. As well as social network, solidarity and social value, these social factors are included in social capital theory by Bourdieu. Recent research has found leisure and recreation activities play an active role in facilitating social network development and relationships, and building and generating "bridging" and "boundary-spanning" types of social capital in some social contexts. The purpose of the study reported in this paper is to explore whether leisure facilitates the separation mode or eases the integration mode of acculturation in the migration context. The paper is based on the preliminary analysis of quantitative survey data collected from 200 Taiwanese migrants in Brisbane, Australia by snowball and convenience sampling methods. Raw data was coded into SPSS and Correlation and ANOVA were used to analyse and compare the

relationship between leisure and social capital in two acculturation modes. It is anticipated that the survey data will confirm early anecdotal reports which suggest Taiwanese migrants use leisure to maintain their original social capital in the separation acculturation mode, and that leisure as a facilitator generates new social capital within the host Anglo-dominated Australian society in the integration acculturation mode. This paper would like to be presented as a research based presentation. Presentation style will be oral presentation by Microsoft Power Point software for a 15-minute period, including a short discussion.

0048 - CONSTRUCT PLACE IDENTITY THROUGH TOURISM PERFORMANCES: A CASE OF MIAO TOURIST VILLAGE IN CHINA

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The purpose of this research is to examine the influences of environmental changes on self-identity among the ethnic people in tourism communities and how the place identity is being (re)constructed within the context of tourism performance. It seeks to do so through ethnographic research methods. The research is based upon field research carried out at Dehang Miao tourist village in Western Hunan, China during the summers of 2004 and 2005, with a further extended period between May and August 2006. In many ways it is the product of a very stereotypical fieldwork experience. The material presented here was collected through a mixture of participant observation and formal and informal interviews with a broad range of the Miao ethnic minorities. Place identity is defined as “a sub-structure of the self-identity of the person consisting of cognitions about the physical world in which the individual lives” (Proshansky, 1995). What this study is suggesting is that over the last 15-20 years, a much more rapid pace of cross-cultural exchange and interaction has led to a more richly textured set of categories, within which the dividing line between self and other shifts continuously, and by context. Conceptions of identifications with the place are critical components in power games and identity politics. Nevertheless, locals are not merely the passive objects of tourists ‘gaze’ or tools of hegemonic manoeuvre. Instead, as the finding of this study suggests self-subjectivity and cultural identity among locals are reclaimed and asserted during the process of tourism performances. In tourism studies literature on ‘social and cultural impact’ to local communities is relatively plentiful, but the nexus between tourism performance and place identity among ethnic groups has not been yet discovered. The research provides the foundation for rethinking cultural identity as something that is necessarily politically determined, or rooted in primordial attachments to the place. Moreover, enactment of tourism performances can be considered as means of identity enactment as well as a form of resistance to hegemonic groups.

0049 - RECREATION FOR INDIVIDUALS WITH DISABILITIES: BENEFITS TO INDIVIDUALS AND COMMUNITIES

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This presentation will focus on the role of recreation for individuals with disabilities and its contributions to the social development of the individual and the community. Results from a literature review will be reported, along with anecdotal information gleaned from practitioner’s working in the field of therapeutic recreation. Practice-based examples documenting the contributions will be highlighted. These “best practice” examples will provide program details so that communities without programs for individuals with disabilities might replicate them. Information will include determination of participant needs, staffing recommendations, adaptive equipment, facility accessibility, interfacing with other staff, transportation, and funding recommendations.

0050 - LEISURE AND TOUR IN CHANGSHA OF SOUTH CENTRAL CHINA: TIMELY INTERDEPENDENCE, STRUCTURAL CONNECTION, PROVIDING ENJOYMENT

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The desire to participate and experience in tour casually represents a key factor behind the recent and rapid growth of tourism leisure. Researches by experts for leisure tour on its marketing and influence shaped the way in which economists & philosophers in China Mainland have defined tourism leisure or leisure tourism, but few scholars have explored, in detail, the mechanics of the main relationship between Leisure and tour, the former usually considered inclusive of the latter in terms of time.

Using the Five Star's Village Hotel (Nongjiale here is translated as the Village Hotel by the Municipal Government's Tour Bureau) in Changsha, which is the capital of Hunan Province and premier Centre of Entertainment in South Central China, as a case study, this paper investigates interdependence of time and structural connections between Leisure and Tour, and tests the assumption that Leisure and tour must be bridged by the recreation in order for the latter to succeed. Given Changsha 's successful association with leisure activity, special-interests and time-coexisting built up leisure and tour in suburb, the strategic providing of no-fills but the expected spiritual enjoyment allows this tourism leisure to convey a novel life-style to vacationers from citizen', as well as the resting activity to tourists. Thus contrary to the popular notions that recreation must function as only bridge between leisure and tour, this paper argues that time arrangement and spiritual enjoyment of guests is necessary for companies to build a good relationship between leisure and tour in the case of the Village Hotel in Changsha.

Keywords: cultivated providing, leisure-tour, Nongjiale, tourism leisure, leisure tourism

0051 - WOMEN'S ROLES IN LIFE AND LEISURE IN RURAL FLORIDA REVISITED

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In Florida over 1 million people live in rural communities (ERS/USDA, 2000), most are women over age 65 (Current Population Survey, 1998). The well-being and leisure of older women living in rural Florida was the focus of this study. A mailed questionnaire with open and closed ended questions about their leisure, community roles, and attitudes towards rural life was sent to a systematic random sample of 266 older women who resided in rural communities (pop < 1500); 114 (43.8%) were returned. Respondents were mostly white (89.6%), married (59.4%), with a mean age of 70.2 (SD 9.9); on average they had lived in their communities 29.2 years (SD 22.9). Their leisure was centred on reading for pleasure (76.5%), socializing with friends/family (68%), community organizations (63.1%) and religious activities (59.2%). Their community participation was service- (42.8% volunteered weekly) and church-centred (72% attended weekly). They valued living in a rural community, regarded it as less stressful and friendlier; felt it was a lifestyle that should be preserved, and thought rural communities needed more opportunities for economic development. They felt women were more active than men in community leadership. Their informal ties were significantly related to stronger feelings about the importance of rural values ($\beta = .745$, $p < .0001$) and the need to preserve rural lifestyles ($\beta = .856$, $p < .0001$). Informal and formal ties were linked to the need for economic development ($\beta = .353$, $p < .05$; $\beta = .399$, $p < .05$; $\beta = .224$, $p < .05$), although informal ties were more strongly associated with a belief that new development was needed ($\beta = .683$, $p < .005$). The strength of the attitudes associated with strong informal ties runs counter to previous studies where formal ties were associated with community improvement (Liu & Besser, 2003). The fact these women were active in their communities and had strong informal ties reveals some of the complexities associated with social capital. Future research should examine the intensity of these ties as the ties associated with family and friends might generate more powerful feelings about community than mere participation in community activities alone.

0055 - ENTERTAINMENT OPTIONS, INTERESTS IN PROFESSIONAL SPORTS, AND PROFESSIONAL SPORT CONSUMPTION

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Sport tourism is a rapidly growing segment of the sport industry. When studying the behaviors of sport tourists, market demand and consumer psychology have been the primary emphasis; consumer lifestyle is another important psychographic aspect that affects sport tourist consumption and should be considered when attempting to formulate marketing strategies. Although there is a general consensus on the importance of lifestyle segmentation, this procedure has received little attention, which may have been in part due to the complexity and unfamiliarity involved with quantifying and categorizing an immense range of lifestyle variables. The purpose of this study was to investigate consumer entertainment options, and their hierarchical relationships with interests in spectator sports consumption. The antecedent influence of consumer sociodemographics on these relationships was also examined. Research participants ($N=525$) were residents of a major southern U.S. City, who completed a questionnaire that was designed to measure the topical issues. The questionnaire included 8 sociodemographic variables, 13 common entertainment options, 13 spectator sport interest variables, and 10 spectator sport consumption variables. Factor scores derived from factor analyses were utilized in the hierarchical regression analyses, which revealed the existence of sequential relationships among sociodemographics, entertainment options, interests in spectator sport events, and spectator sport consumptions. Sociodemographic, entertainment option, and spectator sport interest variables were found to be related to each other, and there were hierarchical relationships among these variables with spectator sport consumption variables. These findings further emphasize the importance of studying consumer entertainment options as one aspect of lifestyle and studying consumer interests in spectator sports when formulating marketing strategies to promote sport tourism.

0056 - A CROSS-CULTURAL COMPARISON OF CANADIAN AND MAINLAND CHINESE UNIVERSITY STUDENTS' LEISURE MOTIVATIONS

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To date, "very little cross-cultural comparative research of any kind has been undertaken in the field of leisure studies" (Chick & Dong, 2005, p. 179). Although self-determination theory (SDT; Deci & Ryan, 1985) has served as the basis for empirical studies of leisure motivations (Baldwin & Caldwell, 2003), and has been employed as a framework to explicate leisure motivations (Mannell & Kleiber, 1997), SDT's cross-cultural applicability as it applies to the leisure domain has yet to be investigated. Thus, the purpose of this study was to examine: (1) the reliability, validity, and structure of a modified version of SDT as it applied to Canadian and Mainland Chinese university students' leisure overall; and (2) whether different types of SDT motivations differed significantly, both between and within these same two groups. A convenience sample of Canadian ($N = 170$) and Chinese ($N = 229$) students completed an on-site questionnaire asking them their reasons for doing what they did during their spare time. Twenty one items, representing seven SDT-based motivations (i.e., intrinsic, integrated, identified, introjected reward and punishment, external reward and punishment) were rated using a seven-point Likert scale. Cronbach alphas were calculated, certain items were deleted, and sixteen usable scales were developed. Reliability (using van de Vijver & Leung's, 1997, procedure) and validity (using CFA, $CFIs \geq .94$; $SRMRs \leq .06$; $RMSEAs \leq .08$) of the SDT framework was supported for both groups, as was the self-determination continuum postulated by Deci and Ryan. ANOVAs were performed with, as expected, Canadians being significantly ($p < .01$) higher than Chinese on three motivations: identified, introjected reward, and introjected punishment. ANOVAs were also conducted within-group, with both Canadians and Chinese being highly intrinsically motivated, high to moderately integrated, identified, and introjected reward motivated, and low introjected punishment, extrinsic reward, and extrinsic punishment motivated. In conclusion, these findings suggest that SDT, as it applies to the leisure domain, is applicable across cultures, but important similarities and differences in leisure motivations also exist.

0057 - LEISURE AND SOCIAL DEVELOPMENT: A STUDY OF MINORITY INTERCOLLEGIATE ATHLETES IN THE U.S.

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Around the world, sport is a popular leisure activity. In the United States, intercollegiate sport is “big business”, a major source of entertainment or leisure for many. While (intercollegiate) sport has been identified as a context of social, cultural and economic development, it has also been identified as a site for the (re)production of social inequalities (Carrington, 2004; Hylton, 2005; Kimball & Freysinger, 2003; Scraton, 2001). For example, in the last few decades in the U.S., the National Collegiate Athletic Association (NCAA) has come under fire for the low graduation rate of student-athletes, and in particular, of African American student-athletes (Edwards, 1983; Harris, 2000; Sperber, 2000). NCAA basketball and football coaches counter charges that they exploit African American student-athletes by arguing they are providing college opportunities that would otherwise be denied students who happen to have elite athletic talent. Moreover, while the college graduation rates for African American student-athletes are indeed low, they tend to be higher than graduation rates for African American student-non-athletes. If African American students' graduation rates lag behind white students' rates because of their lower socioeconomic background (MacLeod, 1987); inadequate pre-college preparation (Rich, 2001; Greene, 2001; Furr 2002); and/or their feelings of social alienation and limited support at predominantly white institutions (Adler & Adler, 1991; Davis, 1991; Furr, 2002) how do we account for the higher graduation rates of African American student-athletes who often come from the same backgrounds as their non-athlete peers? This study explores that question. In-depth semi-structured face-to-face interviews were conducted at a predominantly white NCAA Division I university with African American student-athletes and African American student-non-athletes. Results reveal differences in financial assistance, networking, academic support, and identity that may help explain the disparity in graduation rates that exists between African American student-athletes and African American student-non-athletes – and the dialectic of constraint and opportunity in leisure.

0059 REBORN OF TAIWAN KUKENG COFFEE FESTIVAL

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Kukeng town was renowned for planting coffee tree from 1895 to 1945 as Taiwan was occupied by Japan. Unfortunately it had been declined gradually since World War II ended. The local government is in a planed way to develop the sightseeing agriculture according to the success of rebuilding Kukeng coffee tree. In addition, the municipal government held the Taiwan Coffee Festival (TCF) repeatedly from 2003 to 2006. Significantly, TCF brought tremendous programmed recreation to visitors and new sightseeing business to local people. Moreover TCF strongly establishes the related leisure service business such as trial test coffee cafeteria, local food, beverage family style restaurant, and agricultural hostel nearby Huashan area. Practically it stimulates village life experience for the specific region during holidays and builds up new type of recreation business and raises the tourism volume.

This research is probed into through documents, collected newspapers, magazines, field investigation, and photo explanation. The purpose is to study the disappearance, rebirth, rises, and the vision of the future of the coffee related recreation industry in Kukeng. The conclusion of this research shows that the local non-profitable organization (NPO) and not-governmental organization (NGO) successfully expedited the emergence of tourism business and a brand-new community culture in Kuken . The TCF also create the mutual benefits between small town business and community culture simultaneously.

Finally, this monograph proposes a new strategy to combine with Kukeng township coffee industry, programmed recreation, and economy as equally important. The TCF experiences really provide the countryside and agricultural area that they currently face declining under the industrial competition as reference. In conclusion the successful experience of the TCF in Kukeng should not only bring tourists to the locality, but also popularize this successful sightseeing agriculture recreation tactics to the

declining countryside where the situation is similar to and furthermore, the value of tourism and recreation reborn will be well created and expanded.

0064 - THE 'WORK-LIFE TENSIONS' PROJECT – INVESTIGATING EXPERIENCES OF TIME AMONG DUAL-EARNER PARENTS IN AUSTRALIA

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The goal of achieving a healthy and sustainable balance between work, family, community and personal life has become a priority for many individuals. Yet historical changes in family structures and labour market reforms are putting work on a collision course with other life domains, resulting in high levels of reported time pressure and stress – particularly among parents who combine work and caring responsibilities. If working parents are as stressed as research suggests, then how is time experienced by these individuals and couples? This question is addressed through a review of selected findings from the 'Work/Life Tensions' project.

Using the Experience Sampling Method, we report on data gathered via personal data assistants (PDAs) from 173 working parents (6778 time use surveys) with a view to providing 'in situ' interpretive information on women's and men's activity contexts and their subjective experience of time over a 7-day period. Data from a screening survey completed by the same sample of parents is also used to compare levels of 'time crunch' between two age cohorts which indicate significantly lower levels of time pressure among those aged 52-57 when compared with those aged 25-30.

By understanding better the experience of work-life tensions in time crunched households, we aim to demonstrate associations between time use, life-course experience, individual wellbeing and healthy communities.

0065 - THE RESTRUCTURING OF LABOR TIME REGIME IN SOUTH KOREA

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This paper examines how labor time historically has been restructuring, questioning how enough labor time is humanized in South Korea. This is to reveal the social costs lying behind the historical process of labor time and then make clear why labor time is not humanized yet. In first, this deals with the change of labor time regime from 'long labor time' to 'flexible labor time' and also analyzes 'the Factory Saemaeul Movement' and 'the New Management Strategy' as the specific areas in which each phase has been represented. Lastly, this will try to trace the path of how these characters concluded with Brazilization of Labor in South Korea and will examine why 'Free time is increasing' hypothesis should be rejected. In conclusion, labor time was oppressively organized as the long labor time regime by developmental state making it state's motto to reach the economic growth and the flexible labor time regime by Neo-liberal Capital holding a decisive edge over the state since the early-1990s. The result of these changes is adding more fuel to 'Brazilization of Labor' in South Korea. That's why labor time is not humanized yet.

KEY WORDS : Labor Time Regime, Factory Saemaeul Movement, New Management Strategy, Brazilization of Labor

0066 - PERCEIVED CONSTRAINTS ON PARTICIPATING IN WALKING OR HIKING ALONG THE TRANS CANADA TRAIL

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Recreational trails provide numerous benefits and opportunities for trail users and the communities that they pass through and as a result many communities have initiated trail development in hopes of attracting visitors and enhancing local recreational opportunities. In a number of instances the trail users never materialized and trail advocates were left wondering what went wrong. Unfortunately the literature provides few clues as most trail research to date has focused on describing trail users and

their impacts on trails with little attention directed towards understanding the constraints and barriers that prevent people from using trails. This study explores Winnipeg residents' perceptions of constraints on their use of the Trans Canada Trail for walking or hiking. The second set of objectives was to further this field of research by developing a classification of respondents according to their TCT use patterns (current participant, uninterested non-participant, potential participant, ceasing participant) and comparing the perceived constraints across the groups. Results of a self administered (mail out questionnaire (n= 432, 27% response rate) indicated that the demographic variables including age, education, and income showed significant differences between groups. Exploratory factor analysis identified four dimensions of constraints: personal, temporal, structural and antecedent. The results also showed that the nature and importance of perceived constraints varied between groups. In conclusion, the study provided the first opportunity to assess the perception of trail use constraints on participants as well as non-participants, and segmenting non-participants into subgroups. Second, the study identified four dimensions of trail use constraints, which is a different classification of factors than found in earlier studies. The findings also supported the "negotiation" and "balance" proposition proposed by Jackson, et. al (1993)

0067 - RESIDENTS' ATTITUDES TOWARD NATIONAL PARKS: A COMPARISON BETWEEN CHINESE IN CANADA AND ANGLO-CANADIANS

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Canada's population has become increasingly diversified. The People's Republic of China was the leading country of birth among individuals who immigrated to Canada in the 1990s. Ethnic and racial diversity has important implications for evolving public policy involving the provision of leisure/recreation services, resource and land management. This paper examines the similarities and differences between Chinese in Canada ($n = 178$) and Anglo-Canadians ($n = 160$) in their attitudes toward national park roles and functions and policy. Results indicate that the response patterns for the two groups with reference to a large number of items measuring the attitudes toward national parks were similar. However, attitudes held by Chinese group toward national park policy were significantly different from those held by the Anglo-Canadian group. That is, the Chinese respondents were less likely than their Anglo-Canadian counterparts to support Park Canada's policy on the protection of ecological integrity of park resources and environments. In the case of national park roles and functions, the two groups did not differ in attitudes toward national parks as places for the protection of ecological integrity and as places for the provision of leisure opportunities, while they did differ in attitudes toward the non-market values of national parks. Explanations for similarities and differences between the two groups in their attitudes toward national parks were provided. Practical implications and future research needs were discussed.

Keywords: national parks, Canada, China, attitudes, policy

0068 - WHY AND WHEN DO DECISION-MAKERS PAY ATTENTION TO US? : A STUDY OF THE AGENDA-SETTING OF PARKS AND RECREATION IN A MUNICIPAL CONTEXT.

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Political power lies in the capacity to define the problems that will require political attention and in the definition of solutions that political leaders will implement to correct them. The formulation of public policies is a complex process in which many factors – including actors, institutional setting and environmental conditions – influence the decision-making process. These factors determine why a specific subject will, or will not, attract the attention of public officials and appear on the agenda of decision-makers.

In city halls, parks and recreation often compete with other municipal services to get political attention. Too few studies have tried to explain how Parks and recreation department managers get their issues on the front line. Using Kingdon's model of policy streams (1995), this presentation therefore seeks to explore the characteristics of the problems, the solutions and the political environment in which parks and recreation policies are adopted.

The presentation reports the findings of a survey to which 310 mayors, city counsellors and parks and recreation department managers participated. The questionnaires were sent to a selection of municipalities in the province of Quebec, Canada, during the fall of 2004.

The results show significant differences between politicians and managers mostly regarding the perception of their respective role in the process. Also, the agenda setting process could be qualified as technocratic: Parks and recreation managers have an important influence on the political agenda, while citizen and leisure associations have limited access. The size of the city, the state of volunteer associations as well as the mode of delivery of services used respectively by the parks and recreation department also constitute determining factors in the agenda-setting process of parks and recreation policies.

0070 - AN ANALYSIS OF THE PERCEIVED RISK AND PREVENTATIVE MEASURES OF NCAA DIVISION 1A FOOTBALL STADIUM MANAGERS IN RESPONSE TO TERRORISM

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On September 11, 2001, life in the United States became much more complicated and uncertain. The events of that fateful day changed the way Americans perceive the threat of terrorism by making what was once unforeseeable become reality. This new foreseeable threat carries with it legal implications for those who own or operate sport stadiums and arenas. Based on its association with the globalization of western economy and culture, American sport remains a symbolic target of terrorism. As such, sport venues carry an increased risk of terrorist attack. Professional and college sports leagues have recognized terrorism as a foreseeable threat and have acted accordingly. Representatives from the NFL, NHL, MLB, NBA and NCAA collaborated with the International Association of Assembly Managers (IAAM) and produced the *Best Practices Guide* that provides measures that can be taken by facility managers to protect against terrorism. Further, the IAAM, in cooperation with the U.S. Department of Homeland Security, offers a free *Terrorism Awareness Training Course*. However, sports leagues like the NFL and organizations like the NCAA do not dictate security policy to the stadiums and arenas that house their teams. After all, most sport stadiums and arenas are owned by individuals or municipalities. Thus, sport facility managers are under no obligation to adopt these measures. The purpose of this study was to analyze (a) the degree to which football stadium managers that house the 119 Division 1A NCAA football programs perceive the risk of a terrorist attack at their facilities, and (b) the preventative measures implemented by the stadium managers to guard against a terrorist attack. Research participants ($N=69$) completed a questionnaire that included demographic questions, and terrorism perception and prevention variables in a 5-point Likert scale. Descriptive statistics indicated that 47% have never received training regarding terrorism. Yet, they strongly agreed that terrorism poses a foreseeable threat to their stadiums ($M=4.3$). However, t-tests suggest that staff training to guard against terrorism ($M=0.13$) and application of the IAAM's Best Practices Guide ($M=0.76$) is lacking.

0075 - TRY TO DISCUSS THE PROBLEMS AND CHALLENGES OF CHINESE E-SPORT FACING WITH AND STRATEGIES OF ITS INDUSTRIALIZATION

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By using the methods of documentary and logical analysis, this paper discuss the problems and challenges of Chinese E-sport facing with, also analyzes the strategies of E-sport's industrialization. Introductions of E-sport's religion, development, concept and category are made to help check out and analyze the problems of Chinese E-sport: the resistance from society, the level of the professionalization is low, the industry chain hasn't formed yet; Accordingly, strategies are given: spreading the E-sport knowledge to the public to win their understanding and supporting, Working out some policies and paying more attention to the management of E-sport participants; Establishing some games which are full of brand effect to draw on a big sum sponsor; Speeding the process of E-sport's professionalization, developing the market, trying to find out the model of making money. At last, speeding up the Industrialization of E-sport.

0076 - WHAT DO CHINESE GROUP OUTBOUND SENIOR TOURISTS CARE?

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The purpose of this study is to investigating the factors Chinese senior Group Outbound tourists care most when they travel abroad. The study is mainly qualitative with discussing to the members of three focus groups of which each consisting of four to eight senior tourists who travelled abroad from Beijing within the past two years. The service factors senior outbound tourists care most during their travel Journeys in aspects of transportation, itinerary, food, accommodation, optional tour and shopping are discussed. The results from those discussions conveys the physical requirements and cultural preferences of Chinese senior tourists Based on the items senior outbound tourists care most, several suggestions for future outbound tourist product designing have been raised. The research forms the foundation of further study in the field.

0077 - THE "SPORTS FOR ALL STRATEGIES" IN GUANGZHOU: AN INTEGRATED MODEL OF LEISURE, SPORTS, AND HEALTH IN CHINA IN THE 21ST CENTURY

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Since 1995, the Chinese Government has developed the "Fitness for All Program" (FAP) by implementing various strategies to promote leisure, health and wellness within the next 15 years. Guangzhou is the third biggest city in China in terms of economic prosperity, cultural diversity and political impact. However, the current health and wellness of people in that major city is not optimistic. Results from a health and fitness study in 2004 showed that the incidence of adult and adolescence obesity is 16% and 7% respectively (Centre for Disease Prevention and Control of Guangdong Province, 2004). There are more than 7,000 types of sports facilities, including 210 large public sport stadiums in the city. According to Liu & Lu (2002), badminton, table tennis, swimming, Tai Chi, aerobic dancing, tennis, golf, and hiking are their most popular leisure activities and sports. The Government has set goals to elevate the city to be the Sports and Entertainment Center in China. According to "Fitness for All Program" (FAP), the "Sports for All Strategies" included: 1) annual evaluation of communities' sports events held and public sport facility development; 2) development of a physical fitness monitoring system and network; 3) support and development of various community leisure and sport organizations; 4) enforcement of investment on public sport stadiums for the public's leisure activities.

0078 - YOUTH, CRIME, SCHOOLS, AND RECREATION

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The purpose of this paper is to show positive effects of after-school recreation programs. A full 40% of a schoolchild's waking hours is discretionary time. On school days, prime time for violent juvenile crime is 3:00-6:00 p.m. Incarcerations for youth per 100,000 people are US-455, China-111, Great Britain-97, & Sweden-44. Good after-school programs really work, keeping kids safe, out of trouble & helping them learn to get along with others & succeed in school & life. Rigorous studies now show after-school programs can reduce juvenile crime & violence, reduce drug use & addiction, cut other risky behaviours like smoking & alcohol abuse, reduce teen sex & teen pregnancies, & boost school success & high school graduation. Examples from across the nation make clear that community green spaces and after-school recreational programs make a difference. Prevention has been a primary goal of law enforcement & others in related fields who seek to divert youths from antisocial behaviours at an early age. Comprehensive strategies involving health, family, employment, education, & recreation can play an important role in preventing juvenile delinquency.

0079 - A DIVERSE CUSTOMER SERVICE IN HONG KONG COUNTRY PARK RECREATION

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The purposes of this study were to (a) identify recreation use patterns, trip profiles, and socio-demographic characteristics of a culturally diverse sample of Hong Kong country park recreational visitors; (b) test the internal consistence of cultural values, service quality, and related measures; and (c) examine the differences of cultural background, perceived service quality, satisfaction, and related variables among different cultural groups.

During the years of 2005 and 2006, we surveyed visitors to the Pokfulam Country Park near metropolitan Hong Kong. Using purposive sampling at sites known to be heavily used by visitors with diverse cultural backgrounds, we obtained a sample of 253 Hong Kong residents, 153 mainland China visitors, and 233 Anglo visitors (overall $n = 702$).

All our multi-item indices exhibited high levels of internal consistence. We found that cultural values, experience, perceived service quality, and satisfaction significantly differed among cultural groups, but perceived crowding and behavioural intentions showed no differences. Results suggest that Kahle's List of Values (LOV) is an acceptable instrument to measure cross-cultural values in the context of park and recreation. Findings also suggest that it is important for managers to understand and appreciate cultural differences in ways of experiencing and enjoying the outdoors, as well as the impact of these differences on visitor satisfaction.

0082 - CONTENTS OF WEB SITES IN JAPANESE PROFESSIONAL SPORTS BUSINESSES: COMPARISON BETWEEN THE BASEBALL AND SOCCER-

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【Introduction】 The percentage of Japanese people using the Internet increased by 1.7 points compared with the previous year to 62.3%, indicating a continuous increase since the beginning of the survey. In this study, we investigated the contents of Web sites of professional teams of baseball and soccer, which are typical professional sports in Japan, and analyzed the similarities and differences between baseball and soccer teams. 【Methods】 The Web sites of these teams were examined concerning 28 items prepared by partly modifying the items used by Hayashi for a read-through survey of the Web sites of professional soccer teams in various countries (2002). The official Web sites of the teams were accessed, and all contents and services were examined. The survey was performed between March 20 and March 27, 2006. 【Results and Discussion】 The "team profile" was included in the contents more frequently in the Web sites of baseball teams ($p < 0.05$). In contrast, "services to the local community and local information" ($p < 0.01$) and "information concerning team-sponsored lesson schools" ($p < 0.01$) were included more frequently in the Web sites of soccer teams, probably because contribution to the local community and society was a concept of the establishment of the soccer. Six items, i.e., "team goods information", "on-line purchase of team goods", "fan club information", "information on newly arrived goods", "team schedule", and "ticket information", were found in the Web sites of all teams of both leagues. These are considered to be essential contents of Web sites run by the teams of the 2 major Japanese professional sports. Concerning similarities, "information concerning the ballparks or soccer fields and access to them", "information concerning cell phone sites", and "information concerning subordinate ball clubs" were provided in the Web sites of most teams of both leagues. The contents of the Web site of each team are expected to change rapidly in the future. We will continue monitoring them with evaluation of the management strategy of each team.

0084 - SPORTING EVENTS STRATEGIES ACROSS CITIES: COMPARING MELBOURNE, MANCHESTER, AND EDMONTON

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The practice of using sporting events as engines of tourism and economic development has become customary for many cities around the world. The development of leisure-focused strategies, such as sporting events, is closely linked to the geographical, social, and political history of the city. However, little comparative research has explored the differences and similarities of such strategies across cities. The purpose of this paper is to compare 3 cities - Edmonton, CAN; Manchester, UK; and Melbourne, AUS - that have adopted a sporting events development strategy. This study employs a range of qualitative sources, including archival records, policy documentation, media reports, and other city documents to develop historical analyses of each of the cities, in order to explore how and why each city has adopted a sporting events strategy. Edmonton is a relatively young, isolated northern Canadian city that has been economically prosperous. With an economy riding on the backbone of the oil and gas, and manufacturing industries, the city has pursued a strategy of leisure centred service activities in order to attract tourists and investment. Manchester underwent severe economic and social declines in 1970's and 80's. In order to counteract these forces, and attract jobs, tourism, and capital, the city has turned to leisure-led regeneration efforts such as sporting events like the Commonwealth Games. Melbourne is a relatively young city that has experienced both times of growth and economic recession. This city has long used leisure and sporting activities as part of cultural and economic growth, but has more recently tied those strategies to urban regeneration and tourism development. While each has pursued a growth strategy focussed on leisure-led entertainment activities, there does not appear to be any overarching themes or explanations as to why these cities adopted a sporting event strategy for economic, social, and tourism development. Thus, we suggest that further research be undertaken to explore the groups driving these strategies, and the rationales underlying the use of sporting events.

0086 - THE INFLUENCE STUDY OF THE CUSTOMER BEHAVIOR ON URBAN LEISURE AREA: A CASE STUDY OF SHANGHAI

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According to the forecast of WTO in the late of 2004, Chinese leisure industry will be the biggest industry in the following 5 to 10 years, so studies on the theory of leisure study and leisure industry become more and more important. The study based on the view of consumer's behavior is not only important but complicated as well, but the previous research on the leisure study is not satisfactory, for the process is difficult and meanwhile the result fluctuates very fast. Even so, the study must be continued, the achievement has a stronger enlightenment to both the basic theory and practical application.

By using the method of academic research and demonstration study, the author analyzes the restricted and influenced factors on consumer's behavior. Based on the analysis of the several factors, a leisure behavior model is formed. According to the model, the author concluded the characteristics of leisure behavior. Contrasting these characteristics with the behavior of sightseeing, we could see the differences between urban leisure behavior and sightseeing behavior which makes important effects to the development and management of urban leisure industry.

During the demonstration research, the author concludes the general characteristics of citizen's leisure behavior and classifies the leisure areas according to the investigation in Shanghai. Then the author chooses five typical leisure areas to investigate consumer's behavior and meanwhile puts forward some new tactics on the development and management of various leisure areas. At last, the author sums up the ways of adjustment and optimization.

The keystone of this dissertation is to study the leisure areas' development and the adjustment of functions through the analysis of consumer behavior of citizen. The research subject is citizen, the direction is residents' consumer behavior, the target is urban leisure areas, individual and the family dwelling has not involved. It concludes Pedestrian Street, shopping mall, urban green land, scenic

spots and historical sites, theme park, etc. Recreation place of sports and resort should be in the research range, for the type of recreation place is single and resort involves timeshare resort, resort hotel, club, etc, the consumption subject is much complicated, the two haven't enlarged.

0087 - THE STUDY OF THE DEVELOPMENT OF RESORT HOTEL BASED ON TOURIST BEHAVIOUR

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The article analyzed the present status and problems of the development of resort hotel, then gave some suggestions to it through the analysis of tourist behaviour. The reasons why the author chose tourist behaviour to analyze are as follows. firstly, tourist behaviour is a kind of familiar representation, and even more, the status of resort hotel can represent travel supply, so the study to analyze resort hotel with tourist behaviour contrastively will bring more innovative ideas to today's resort development; Secondly, customer-oriented marketing requires studying tourist behaviour, which will do great beneficial action to the development of resort hotel and the design of resort products. In the article the study of tourist behaviour accounts for sizeable proportion, because the variety and complexity of tourist behaviour requests the author going deep into the study. During the analysis of tourist behaviour the author had tried to research tourist behaviour from macro and micro aspects, and hope to get more reasonable conclusion by it. Following this, the author displayed the analysis of resort hotel against tourist behaviour, by which the author found several measures to improve on the development of resort hotel, such as orientation, location, and product design. In one word, the author wants to realize the contact without space of demand and supply by carrying out the measures.

0088 - A CRITICAL ETHNOGRAPHY OF 'INTERNATIONAL DEVELOPMENT THROUGH SPORT' IN THAILAND

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Introduction: 'International development through sport' (IDS) is an emerging field of study that explores the role of sport in development initiatives around the world. If sport is to be used as a tool towards achieving development goals it is important to examine the concept of IDS and to link current theories with practice. The purpose of this presentation is to provide an analysis of the IDS movement and findings from a critical ethnography conducted in collaboration with a University of Alberta international student practicum called Play Around the World. This program sends students to plan and implement sport and play programs for underserved populations of children and youth in Thailand.

Methods: The methodology utilized in the study was critical ethnography. During the summer of 2005 data was collected in Chiang Mai, Thailand. Data collection methods consisted of observations, field notes, reflective journaling, and in-depth interviews. The researcher was a participant-observer during three months of volunteer work, followed by two months of interviews with Thai community members.

Results: Preliminary findings indicate that sport can be used effectively to enhance child development; however, as a development tool, IDS programs must consider issues of culture, knowledge, capacity building, and sustainability.

Discussion: Participatory processes that rely upon local knowledge and capacity are needed in order to work towards sustainable sport and play programs. The context of sport, play, and child development must be considered to increase the cultural relevance and appropriateness of IDS programs in diverse settings. Further research is needed to explore the potential of social development and community self-empowerment through IDS.

0089 - PERSONAL AND SOCIAL TRENDS IN LEISURE PARTICIPATION: THE CASE OF HONG KONG

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Like many modern societies, Hong Kong society has been undergoing rapid changes in its economy and industry which affected the leisure of its population. This paper examines the trends in leisure participation and perceptions of the society. Based on two territory-wide surveys and two large-scale studies undertaken and lead by the author over the past decade, the paper portrays the major leisure activities undertaken by people and their views towards the role of leisure in their lives. Gender and age differences in leisure participation are highlighted and special attention is given to adolescents being the major consumers of the leisure industry.

Results indicate three key trends. These are: the popularity of mass media activities, the increase use of home-based facilities and the popularity of social and family-based activities. Among adolescents, results also indicate a decrease in different forms of active leisure. Overall, the results highlight the blend of global influences with the local characteristics of Hong Kong being a place where East meets West. Specific implications are drawn to the possible benefits of leisure education for enhancing the notion of active leisure among adolescents.

090 AN EXPERIMENTAL COMPARISON OF CELEBRITY SPOKESPERSONS' ATTRIBUTES ON ATTITUDES TOWARD THE ADS AND FUTURE INTEREST

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This study examines several attributes of celebrity spokespersons in advertising. More specifically, credibility, attractiveness, expertise and identification with the celebrity are examined with regard to attitudes toward the ads and future interest in the product or service. The hypotheses imply that celebrity endorsers' credibility, attractiveness, expertise, and identification with the viewers enhance the attitudes toward the ads and future interest in the product or service. Therefore, the independent variables are credibility, attractiveness, expertise and identification; the dependent variables are attitudes toward the ads and future interest. The study, which was carried out in a university in Canada, used survey and experiment as its methodology. A pretest survey was designed to select the appropriate celebrities for the study, and then, an experiment was conducted to test the hypotheses. Results showed that perceived expertise and identification had significant effects on both attitudes toward the ads and future interest in the product or service. Increased credibility had significant effects on future interest about the product of service but not on attitudes toward the ads, while increased attractiveness had significant effects on attitudes toward the ads but not on future interest about the product or service. Implications of advertising strategy and limitations of this research were discussed.

0091 - A METHODOLOGY FOR INNOVATION AND IMPROVEMENT OF LEISURE AND TOURISM SERVICE

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In this paper we present an empirical study that resulted in a methodology on the one hand for researching the customers' expectations and perception of service, and on the other hand for innovating and improving the quality of leisure and tourism service.

Part I of the paper focuses on the customer side of the service-system. In this methodology study we used different methods for researching customers' service expectations and perceptions in different service settings: customers in-depth interviews, customers surveys, (administrated before and after service delivering), in-depth interviews and surveys with front line employees, middle and top management.

Part II of the methodology study focuses on the service provider side of the service system: which strategy is effective when an organisation want to improve and innovate the quality of its service? In this part of the study we used workshops and educational sessions with executives on different levels.

We have studied different leisure and tourism service sectors in different countries: a touroperator, a ski-resort, 6 holidayclubs, 5 holiday villages, 41 travel agencies, 14 cultural centres.

In most methodologies about service quality the focus is only on measuring service quality. In our SERVIM-methodology we integrate measuring and actions for improvement of service quality. Furthermore we relate strategies for improving quality and for enhancing innovation.

0093 - URBAN ADVENTURE RECREATION: COMING SOON TO YOUR COMMUNITY

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Rock climbing, mountain biking, canoeing, kayaking, and rafting generally require participants to travel considerable distance to unique geological locations in order to participate in these activities. This is changing, however, as there is a new trend in the United State towards the provision of adventure recreation experiences in urban areas. The purpose of this poster presentation is to explain the benefits of local adventure recreation, to discuss how to start grass roots efforts for similar facilities in their communities, and to explore programming implications for recreation managers and physical educators. Having adventure recreation provisions close to home helps address several problems faced by Americans today. Cooke (2004, October) reported in *U.S. Travel and Tourism Outlook and Trends* that people are choosing to stay closer to home for recreation purposes. This may be in response to rising fuel costs and fast-paced lifestyles, especially among families with small children. Keeping up with daily schedules of work, extra curricular activities, and civic obligations has come at the expense of longer vacations to far-away places (Cooke, 2004,). Having outdoor adventures close to home also addresses the concern that children are spending too much time indoors, surrounded by technology such as video games and the Internet (Louv, 2005). The creation of mountain bike trails, white water parks, and rock climbing facilities frequently begins through grass roots organizations such as the Land Trust Alliance. Bonds, in-kind donations, and grants often fund the construction of these areas. Programming implications include quality instruction for new users, potential trail use conflict, as well as safety and liability concerns. Adventure recreation opportunities, if well planned and maintained, have the potential to increase physical activity and improve the quality of life in communities by bringing exciting, non-traditional recreation opportunities close to home.

0096 - SOCIAL LEARNING AND BUILDING TRUST THROUGH A PARTICIPATORY DESIGN FOR REGIONAL TOURISM PLANNING

Steve W. Selin, Chad Pierskalla

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Collaborative approaches to the planning and management of the leisure, tourism, and natural resource systems have grown in popularity over the past two decades. However, our understanding of how collaboration forms and how to build the capacity of collaborative management efforts lags behind developments in the field.

This practice and research-based presentation reports on a deliberative planning approach used in developing a comprehensive trail management plan for the Monongahela National Forest in West Virginia, USA. A research team from West Virginia University convened a two day trails workshop that engaged a diverse mix of recreational trails stakeholders including planning staff of the United States Forest Service, the managing authority of the Monongahela National Forest. The two day workshop brought together twenty-four participants, including business owners, environmentalists, equestrian club members, mountain bike enthusiasts, state tourism authority staff, wilderness advocates, state transportation officials, and a representative of the National Park Service.

The conference presentation will describe the search conference model used to facilitate the workshop including a unique peer reference system used to select participants for the trails workshop.

Results from both participant observations conducted during the workshop and an exit survey will report on the level of social learning and trust-building that occurred during the workshop.

Implications of the study project for regional planning and future research will be discussed. Collaborative management approaches have potential to promote social learning and reduce the level of conflict associated with regional development. This potential will only be realized through thoughtful assessment of deliberative planning techniques.

0097 - THE STUDY AND COMPARISON PULMONARY FUNCTION INDEXES AND DESIGNING OF EXERCISE INTENSITY PROGRAM FOR PERSONAL K.S.C

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This basically – applicant research about epidemiology of some of basic pulmonary function indexes " including vital capacity-force vital capacity-force expiratory volume one secant-maximal voluntary ventilation (VC-FVC-FEV1-MVV) which is implicated on the personal of KOUZESTAN STEEL CO with age average of 32-60 in AHWAZ " using digital divvies spirometry HI 601 in 2003-2004 profiting the prolieties physical education faculty of shahid chamran university and financial credits of research assembly of KOUZESTAN STEEL CO.

METHODS: The basic goal of this research is to identify some pulmonary function indexes among male KOUZESTAN STEEL CO which is a community research up to 175 as community of injury from all personal which has been aces CO and in multiple levels assisted " based on this research. The result of pulmonary function indexes has following specifications A. Normal, B. Abnormal, C. Disease. In the one level of this research 'the result of three groups is analyses and evaluated in three independent stages. In second level of analyzing and evaluating of data" to compute the intensity of sport program exercise for determine and evaluate the heart rate intensity and (VO2.max). The protocol exercises test (Elected) is used to determine safety intensity in independent group of 15 members and by using treadmill unit.

RESULTS/ DISCUSSION: It is calculated and resulted by using of :t independent test and dependent t and also with r.pearson equate to 0/0001 "based on the result earned vital capacity-force vital capacity-force expiratory volume one secant-maximal voluntary ventilation (VC-FVC-FEV1-MVV) and has a meaning full and obvious difference in normal group in comparison with abnormal and diseases group. All details in this paper are, to the best of my knowledge, correct and all authors listed have agreed to its contents and authorship.

0099 - JOB SATISFACTION OF SPORT COACHES – AN INTERNATIONAL COMPARISON

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Introduction: Intensified global competition has resulted in great pressure being exerted on sport organizations to reassess their productivity goals and to become more competitive. This has resulted in a change of conditions in the work life of employees at these organizations. Sport coaches, who are among the primary employees in sport organizations are also subject to these global shifts. The present study attempted to compare the job satisfaction between samples of coaches from Japan, United States (US) and South Africa (SA). It also investigated which factors influenced the job satisfaction of coaches.

Methods: In the present study, results reported by Chelladurai and Ogasawara (2003) were used for comparison purposes. The sample in this study consisted of a random sample of coaches listed in the NCAA Division I and Division III directories, Japanese coaches secured from Japanese University directories and South African coaches from regional, provincial and national sport organizations. A questionnaire was completed by each of the selected coaches. To compare the levels of satisfaction experienced by the coaches in the different groups, an ANOVA test was utilised. Thereafter, multiple pair-wise comparisons (Scheffe) were done to establish which groups differed significantly.

Results and discussion: Eleven pre-determined facets of job satisfaction which were identified by Chelladurai & Ogasawara (2003) were used. The Cronbach alpha reliabilities of the extracted facets in all the groups were above the reliability benchmark level of 0.70 (Nunnally, 1978). The 4 groups differed significantly on all the facets ($p < 0.05$). The biggest difference was in terms of athlete's academic success, where both SA and Japanese coaches were less satisfied than coaches from Division I and III. The multiple pair-wise comparisons revealed that SA coaches were significantly more satisfied than coaches from the other groups in terms of the supervision, facilities, media and community support, pay, team performance and amount of work facets. The highest satisfaction experienced by all groups of coaches was in respect of the coaching job. This seems to suggest that coaches derived most satisfaction from situations that they had most control over.

0101 - TRENDS AND RETENTION TECHNIQUES IN MUNICIPAL RECREATION PROGRAMS IN GREECE

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The purpose of the present research was to investigate the trends and retention techniques of sport services of Municipal Organizations for Exercise and Youth (M.O.E.Y). The sample of this study consisted of 303 citizens of the City of Komotini which is located at the prefecture of Rodopi at Eastern Greece. 135 men and 153 women (missing-15) of all ages, members or not. The questionnaire used in this study included 29 multiple-choice or closed questions. The construction of this was based on the questionnaire of Michalopoulos M., Argyropoulos E. & Costa G. (1998). The questionnaires were distributed to the members right after the completion of their exercise. Citizens that were not enrolled at the programs were recruited at the prefecture of Rodopi on a walk-in basis. The factor analysis revealed five factors: 1) quality of instructors, 2) functionality, 3) availability and program provision, 4) other services and 5) location. The results confirmed also the structural validity of questionnaire of Michalopoulos M. et al. (1998). The reliability of questionnaires was checked calculating "Cronbach a" for all the questions $\alpha = .86$. The content of the 19th question corresponds to six statements and the question about health was the most popular 65,3%, the content of the 20th question corresponds to nineteen statements which were between six and seven of the 7-scale. The participation in fitness programs and skill learning was mostly at afternoon hours, 3times per week on Monday/ Wednesday/ Friday. By increasing the number of activities offered during the above time zones MOEY will be able to gather more citizens. An ideal situation or a goal for the MOEY would be to include in its yearly planning events such as "bring a friend" for the first day of each month, where enrolled members will bring along a non member. Also, the organization could charge selectively programs that have higher costs of operation, or included de-marketing techniques by leaving free of charge the non popular time zones and charging for participation the most popular. Finally, MOEY could construct or lease gyms or use school gyms in various regions of city and highly populated villages, in order to satisfy all citizens with their "neighbourhood" gym.

0102 - FACTORS PREVENTING PARTICIPATION IN PHYSICAL ACTIVITY AMONG WORKING WOMEN

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Most people today need to be more active, but certain groups face added challenges. Working women have many reasons for nonparticipating in physical activities which contributed to sedentary lifestyle. Working women's reported that certain events, pressures and situations impede their ability to become and remain physically active. Barriers to physical activity are diverse and include issues of skills/resources, psychosocial, support, personal well being, time and condition factor. The main objective is to identify the factors that hindering participation in physical activity among working women and to identify the differences between private and government sector of working women due to barrier factors which impede them for participate in physical activity. The sample of this study involved 210 working women's from both occupation sectors. Questionnaire adapted from previous study by Zhu et. al, (2001). Reliability of the instruments was 0.856. Data was analyzed by using independent sample t-test because this study used two samples means differ reliably from each other to test the

hypothesis. There was no significant difference in barrier factors for physical activity participation among private and government sector. Time (3.23) was the barriers among these women and skills/resources (1.91) was the last source of barriers for both occupation sectors. Only two factors showed the differences among subject regarding to time and support factor rather than four factors were showed no differences. The result of the investigation shows the need for further promotion of physical activity within working women community.

0103 - MANNER CODE VIOLATIONS OBSERVED AT GOLF COURSES IN JAPAN

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【Introduction】 Many Japanese enjoy golf as a life-time sport today. Presently, the golf-playing population in Japan exceeds 10 million, and the annual number of golf course users in man-days reaches about 90 million. Golf has a large market as a sports business. This study was performed to obtain information concerning the state of manner code violations at Japanese golf courses. The subjects were golf course managers.

【Methods】 A questionnaire was mailed to 767 randomly selected golf courses in Japan, and responses were obtained from 394 (recovery rate :51.4%). The investigation period was from March 30 to April 16, 2006. The data obtained were analyzed using SPSS ver.12.0J for Windows.

【Results and Discussion】 Of the golf course managers who responded to our questionnaire, 81.2% answered that they often observed manner code violations. They mentioned a total of 515 cases of manner code violations, the commonest of which was "slow play" (21.2%), followed by "inappropriate clothing" (14.4%), "littering the course with cigarette butts and trash" (10.5%), "not repairing divot holes and ball marks" (9.9%), "not repairing bunkers" (5.0%), "smoking in no-smoking areas" (5.0%), "being late for the round" (3.7%), and "driving carts onto the course" (3.3%). Manner code violations related to "time" such as "slow play" and "being late for the round" were suggested to be made frequently at Japanese golf courses. In this study, however, the data were obtained from golf course managers, and further evaluation based on opinions of clients and caddies is also necessary.

0104 - DISCUSSING HOW TO ESTIMATE THE BENEFITS OF CULTURAL HERITAGE IN RURAL AREA

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The primary function of agriculture is to supply food, fiber, and industrial materials for mankind. However agriculture can also provide public goods and cause externalities. The positive externalities such as amenity value of the landscape, biological diversity, cultural heritage, food security, rural lifestyle and economic activity can contribute to social welfare. In general, we always underestimate the agricultural efficiencies and only focus on the product value. The article looks at the scarce concern of estimating the recreational benefits of cultural heritage based on the agricultural industry. For example, the flowers industry of Tien-Wei highway garden in Chang-Hua County of Taiwan, in addition to providing production value, it also attracts many tourists to visit the garden and generates recreational benefits. This is the cultural heritage of rural industry from agriculture.

We can apply a nonmarket goods appreciation method, contingent valuation method (CVM) to evaluate the nonuse value of cultural heritage, including existence value, bequest value and option value. An on-site model of the travel cost method (TCM) is adopted to estimate the recreational benefits of cultural heritage, and calculate the consumer surplus based on tourists' expenditure in the event. These are a cardinal utility of tourists. Furthermore, we use factor analysis to extract these perception and preference factors among respondents based on multi-attribute utility theory (MAUT). This is an ordinal utility of visitors. The cultural heritage of rural industry stands as one component of multifunctional agriculture. The value of cultural heritage has been ignored and the total benefits have been underestimated. The benefits of environmental resources should be considered, so that the optimal allocation of resources can be made, and the social welfare can be maximized.

0105 - SOCIOECONOMICAL STRUCTURE OF ANAMUR IN TOURISM

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This study was done in the aim of whether Anamur-which is located in the Middle Mediterranean Region-is ready for tourism in socioeconomic way, in the need of alternative tourism centers are a result of condensation of beach tourism in certain places. The assumptions were made in this study that whether tourism would be a main sector while it is an alternative one in a world of globalisation which enables underdeveloped countries to succeed in this way where agriculture is still the main dynamic in Anamur economy. In the research, the answers were searched within the point of view of Anamur people's sociologic structure. Face to face survey technique was applied to 1058 people in research process. At the end of the research, the data was evaluated by SPSS programme and frequency analysis, factor analysis, t test, variance analysis (ANOVA), and correlation regration was done. As a result, Anamur is sufficient enough in the development of tourism by having present touristic values, but transportation and the lack of the assets on the substruction and superstruction and the lack of advertising are the main problems of the touristic progression of the town. Moreover the prosperity resulted from the income of strawberry and banana prevents the development of tourism sector in the town In order to overcome this problem, the need of tourism education for local people is a must.

0106 THE IMPACT OF DISPOSITIONAL AND ORGANISATIONAL VARIABLES ON SUSTAINED VOLUNTEERISM IN HONG KONG

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Despite acknowledgement of the major economic and social contributions made by volunteers, little is known about the antecedents of long term volunteerism. The issue of sustained volunteerism has assumed international significance as governments have adopted a range of 'third way' type strategies resulting in increased pressures on nonprofit organisations to deliver services. However, many such organisations experience substantial problems in recruiting and retaining volunteers as these policy initiatives have coincided with decreasing levels of volunteer participation. The focus of much research on volunteer behaviour has been on dispositional attributes (e.g., values motivations). However, it has been recognised more recently that the organisational context of volunteering is crucial to the volunteer experience. Contemporary research now utilises a number of organisational variables (e.g., personnel practices and policies, management styles). However, few studies have examined how organisational and dispositional determinants of sustained volunteerism may interact.

The purpose of this study was to examine the impact of a range of dispositional and organisational variables on sustained volunteerism as well as to test the theoretical model of sustained volunteerism (Penner, 2002). Data were collected by a self-administered questionnaire distributed to volunteers in nonprofit organisations in HK eliciting 325 responses. The data were analysed by factor analysis and multiple regression. The results indicated that the predictive ability of dispositional and organisational measures varied depending on the dependent measure of sustained volunteerism employed. Furthermore, the results suggested preliminary support for the utility of the Penner model.

This study makes a contribution to knowledge by utilizing an untested theoretical model of sustained volunteerism. Secondly, little research on leisure issues has occurred in the Asian cultural context and this is especially so for volunteer research. As nonprofit organisations in multi-cultural societies deal with the dislocation between their increasing responsibilities and decreasing levels of volunteering, the results may provide directions to the means by which volunteers can be more effectively recruited and importantly, retained.

0107

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0109 - COMMUNITY LEARNING CENTERS: ACTIVITY PREFERENCE, PARTICIPATION, AND SATISFACTION OF ADULT PARTICIPANTS IN THE UNITED STATES

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Over a decade ago, the U.S. Congress authorized the establishment of the 21st Century Community Learning Centers (CCLC) to open schools and public facilities for broader use by communities. These centers offer a wide range of educational and recreational activities to adults residing in the communities to enhance knowledge, skills, career, health, fitness, and quality of leisure. Few studies have investigated the content and quality of activities offered in such community centers. This study was intended to examine the extent of activity preference, program offerings, attendance level, and satisfaction of adult participants (as well as the sequential relationships between these variables). Based on a comprehensive review of literature, a survey was designed to assess the four indicated variables for each of 12 activity categories. A total of 552 parents from 50 centers responded, of which 75% were female and 25% were male. The majority (70%) of participants resided in moderately sized households and approximately 50% had household incomes less than \$30,000 (USD). In general, respondents preferred all program offerings, with 70% or more preferring seven of the activities (i.e., arts; cultural/social; health/nutrition; reading; sport, exercise and recreation; and technology). A majority of centers (80%) provided reading and literacy, whereas other activities were usually provided by 50 to 65% of centers. One-sample t-tests revealed that program attendance was all significantly greater than 3.0 on a 5-point Likert scale ($p < .05$), with reading, sport/recreation, cultural, arts, and technology activities being most attended. In addition, mean satisfaction scores were significantly greater than 4.0 on a 5-point Likert scale ($p < .05$). Hierarchical regression analyses revealed that significant ($p < .05$) sequential relationships existed among activity preference, offering, attendance, and satisfaction, with 20-50% of variance explained. Findings suggest that community programs should prioritize reading, sport/recreation, cultural, arts, and technology activities when formulating curriculum and schedule. Satisfying preferences of adult participants was more likely to be transferred into higher program attendance and perceived quality.

0110 - BUILDING SOCIAL CAPITAL THROUGH SPORT VENUE AND SPORT ASSOCIATION RELATIONSHIPS

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The capacity for sport to contribute to social capital is well established (Hemingway, 1999; Jarvie, 2003) but there is some debate regarding the how sport institutions make this contribution (Arai & Pedlar, 2003; and Dyerson, 2001). Community sport clubs and associations often build relationships in their communities that contribute to social capital by being hubs of social exchange and connection (Driscoll & Wood, 1999). However, there appears to be limited understanding of the key constructs that influence relationships in community sport and what can be done by partners to optimise the contribution of these constructs.

This research explored the relationship between community sporting organisations and sport venues to identify the key constructs that influence their relationships. A questionnaire utilising an importance – performance analysis (IPA) was used to identify the constructs that influence these relationships. The IPA results identified the relationship constructs of commitment, communication, cooperation, leadership, quality, shared goals / values and trust as being the key to relationship success. The ratings for the performance of these key relationship constructs had medium to large correlations with relationship outcomes such as the sense of community ownership and pride, and increased community involvement and support. These results demonstrate that relationships with highly performing relationship constructs are able to have a significant community impact.

Community sport associations and sport venues have great capacity to contribute to social capital by managing their relationships more effectively and working collaboratively. A focus on managing the key relationship constructs will assist community sport providers to more effectively manage their relationships and generate benefits in their communities. These benefits, based on growth in

community sport programs that enlarge community access and increase choices, will ultimately facilitate healthy and socially connected communities.

0111 - LEARN TO USE COMPUTERS AND THE INTERNET, DEVELOP AN ONLINE LEISURE LIFE STYLE: A STUDY ON OLDER USERS IN CHINA AND US

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There is a clear trend toward the ubiquitous adoption of computer-based information communication technology. Rapid diffusion of computer-based technologies has a profound implication to people's live, work, and use of leisure, including those older adults. Learning to use computer and the Internet may not only offset some age-related declines, but also become a key factor in allowing many older adults to live independently, work productively, and continue making contributions to the society. However, learning how to use computers and actual use of computers may vary by a given cultural environment. Little is known about the relationship between cultural differences and constraint encountered by older adults in learning to use computers and the Internet. The purpose of this study is, by comparing older computer users in the US and China, to examine differences and commonalities of older users in two nations, and further to explore constraints and motivations in learning how to use computer-based communication technologies.

Data were collected through in-person interviews. The sample were stratified and conducted in six cities in the US and China. Respondents were asked questions regarding their motivations, constraints, and perceived leisure in the use of computers and the Internet. Measurements of motivation and constraint were operationalized with a five-point Likert-type scale. Exploratory factor analyses and reliability tests were used to construct compositional indexes and examine their internal consistency. Results showed that statistically significant differences (involving both positive and negative factors) existed between the two groups of respondents. Research limitations and implications of the study were discussed in the end.

0112 - ECOTOURISM CO-MANAGEMENT FOR PROTECTED AREA: A PROPOSITION FOR GOOD GOVERNANCE BASED ON PARTICIPATORY ARRANGEMENT BETWEEN PARKS ADMINISTRATION AND LOCAL OPERATIVES IN PAHANG NATIONAL PARK, MALAYSIA

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Protected areas such as national parks conceived ecotourism as a leisure pursuit that implicated natural resources conservation. In most cases, however, the popularity of ecotourism evaded the conception due to increasing demand for tourism supply upon its natural resources. The connotation of ecotourism and its good practices have been overlooked. Increasing tourist arrivals and recreational pattern by tourists in parks become uncontrolled and unsupervised. The issues of safeguarding those resources have been compromised to fulfil the needs of various types of tourists on-site and the economics interests of tourism industry. At this juncture, the management faces the problem of dealing with tourists, controlling direct impacts and visitors' behaviour which can be widespread. At present and in the past, the government and park's management is solely responsible and is the main decision maker. Direct involvement of the local community is pertinent through jointly managing and administering the resources since they are the benefactor of the industry. A study was conducted in Pahang National Park, Peninsular Malaysia using the management and local institutions including several operators associations and individual operators to identify and determine the issues and concern related to the use of the natural resources and ecotourism, functions of the stakeholders as custodian, the elements and factors related to co-management approach. The various level of co-management activities were also determine where participation that benefited both players and the conservation of resources were also highlighted for continuing upscaling of such management practice and sharing of responsibilities. This co-management procedure can be adopted for future stewardship of Pahang National Park where a good governance is needed.

0113 - A STUDY ON BIKEWAY DEVELOPMENT AND STATUS QUO IN TAIWAN

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Taiwan is famous for its bicycle industry and is known as the kingdom of bicycle manufacturing; however, it has never been a kingdom of cyclist (Chang, 2004). There are twenty-three million residents in Taiwan and 6 million own cars and twelve million motorcycles; however, only own 1.1 million own bicycles, the average Taiwanese has only 0.05 bicycle, compared to an average resident having 1.6 bicycles in the Netherlands. Taiwan needs to make a lot of improvement. The reasons that Taiwanese do not cycle could be divided into four issues, they are climate, insufficient bikeways, safety, and bicycle stolen problem.

Bikeway Status Quo in Taiwan

- 1、 The bikeway development in Taiwan is a top-down procedure
- 2、 Taiwanese government usually stresses the environmental level
- 3、 There are three kinds of bikeways in Taiwan.
- 4、 Bikeway in Taiwan shared by bicyclists, hikers, and joggers (Yen, Shuijen, Shiu, Chiao & Liao, 2002; Wang, 2004).
- 5、 Segregation of special bicycle lanes from major traffic.
- 6、 There are 98 bikeways in Taiwan, and are sport development
- 7、 The differences of recreational cyclists in national scenic bikeway and local bike lane.(Chang & Chang, 2005)
- 8、 Bicycle parking has been a transportation problem, especially at Mass Rapid Transit (MRT) stations (Tsao & Lin, 2004).
- 9、 Men account most of the bicycle path usage (Krizek, Johnson, Tilahun, 2004; Liao, 2003), and most of the cyclist are 20-30years old, mostly are college-level students (Lo & Lin, 2006).

Finally, the long term objective in Taiwan must be to achieve cycling levels similar to those in the Netherlands and Denmark, where some local governments record up to 30% of all trips made by bicycle.

0114 - LEISURE, A SOCIAL AND INTERCULTURAL EXPERIENCE, THE CASE OF: THE DEVELOPMENT OF TAIWANESE TOURISM IN FRANCE

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This research looks at the importance of France in Taiwanese outbound tourism and the possibilities for its development. The analysis relates to the evolution of Taiwanese tourism in France, from 1979 to the present day, as well as the causes of this phenomenon in the Taiwanese society. It considers the economic and sociological upheavals of Taiwanese society and its accelerated westernization in terms of levels and living conditions. The study also examines the supply and demand of Taiwanese tourism towards France. It highlights the capital role played by the travel agency in the development of this Taiwanese tourism in France. Since 1994, France has been the most popular European destination for Taiwanese tourists. Nevertheless, this leading position tends to be exhausted because of the increasing competition of the other European countries and the rest of the world. Our study on the development of Taiwanese tourism in France is founded on a series of general observations drawn from the study of the total statistics available as well as on the inquiries which we carried out toward Taiwanese tourists and Taiwanese specialized agencies. It appears that our description of the evolution of Taiwanese tourism is very similar to the current organization and characteristics of tourism in the People's Republic of China. In this respect, the experimental role played by Taiwanese tourism can allow for an observation and prediction of the development of Chinese tourism in France.

0115 - POLICY MODELS IN SPORT AND LEISURE: GLOBAL COMPARATIVE ANALYSIS

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The purpose of this study was to explore global themes prevalent in an exploration of government policy regarding sport and leisure. Through a multi-method approach, involving semi-structured interview, context development, and documentary analysis, the role of national policy on sport and leisure was examined with particular attention to the impact the policy had on local sport and leisure service provision. The study, an emerging design involving 10 countries, featured elicitation of major themes associated with responses to interviews, review of cultural context information, and examination of documents demonstrating actual policy and implementation strategies. In each country, access was secured to interview national policy officials who referred the researcher to state/provincial and local officials who were responsible for managing sport and leisure service delivery systems. Interviews investigated the basic structure and function of national policy on sport and leisure. Thematic analysis of global themes revealed an emerging model for policy attributes reflecting European, Asian, Latin, and Middle Eastern cultural context. These influenced a particular country and the manner in which policy reflected cultural ideology and service provision. It was found that, while national policy attributes varied from country to country in many significant ways, the policy model labels that emerged through the study were key influences on the way in which services were created and provided at the local level. Themes based on these models were strong reflection of the hegemonic structure of each country, and regardless of the multicultural aspects of most countries, these themes prevailed and reinforced strong cultural dictates. It is suggested that, regardless of the manner in which policy is developed, either through research, comparison to other countries, or through a grass roots effort, cross-cultural sport and leisure development within a country is more challenging than previously indicated in earlier studies.

0116 - INQUIRING METHOD AND INQUIRY CONVERSION: A COMPARATIVE ANALYSIS OF THREE INQUIRING METHODS

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Introduction: Advertising conversion research studies are commonly used to evaluate the efficiency of advertising campaigns. The purpose of this study is to investigate the relationships among three inquiring methods: website inquiry, reader-service-card (Crissy & Marple, 1963) inquiry, and personal (telephone/email) inquiry and their subsequent inquiry conversion, which might be crucial to the successful marketing and economic development of tourism destinations.

Methods: The data for this study were obtained via a mailed survey conducted for a city Visitors and Convention Bureau in North Central Florida. A total of 1200 surveys were mailed over a 12-month period. Respondents returned 442 surveys.

Results: There are minor significant differences among the three groups in terms of age, gender, marital status, and significant differences in highest level of education. The overall conversion rate is 27%, however it varies among different groups: website inquirers (45.2%), personal inquirers (57.9%), and reader card inquirers (20.4%). Reader-card inquirer-converted visitors generate more revenue per party per visitation than the other two groups.

Discussion: Marital status is significantly related to conversion rate, while education levels have a minor significant correlation with conversion rate. Reader- card inquirers have the highest percentage of not having read the brochure. The travel information that inquirers received has different influence over their decision of travelling to the destination. Read-card inquirers reported the largest influence, while website inquirers stated least influence. For tourism marketing practitioners, reader-card inquirers deserve much attention not only because of their percentage among all inquirers but also because of the apparent contradictions related with this group.

0117 - PROMOTING LONG STAY STRATEGY BY 2006 TAIWAN CULTURAL STUDY TOUR

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For a long time, the Study Tour has been misunderstood as a travel product. Normally, people think that the study tour will focus either on traveling or studying abroad. In truth, the study tour has three primary goals, which includes study and travel opportunities as well as the acquisition of knowledge.

The purposes of the program are for foreign students to learn Chinese while experiencing the sights and sounds of Taiwan's famous landmarks. The program also attracts more foreign students to Taiwan thus promoting tourism.

The program will be hosted by NGO King Car Education Foundation, assisted by the language center at Chung Hsing University, and Richmand International Travel & Tours Company will be held responsible for any tour-related activities. With the working in concert of these three organizations, the Taiwan Cultural Study Tour will step ahead in comparison to any other study tours and incomparable in price and quality. King Car Education Foundation will earn US\$48,813 in the summer vacation alone. Chung Hsing University's dormitory will be rented out to foreign students, taking advantage of the available teaching resources during summer vacation.

The program will recruit 100 participants who are foreign students between the ages of 15 to 30 years old. The study tour runs from July 1st, 2006 to August 31st, 2006. The registration fee each person is US\$1,250 due to the subsidy of US\$4,688 from the National Youth Commission and a subsidy of NT\$3,125 from the Tourism Bureau. Students who register within the first 50 will also receive a 10 percent discount on costs. We strongly believe that this program will attract many diverse foreign students.

0118 - THE EVOLVING TENETS OF ECOTOURISM: A FRAMEWORK FOR CONTEMPORARY POLICY

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The rise in ecotourism popularity coincides with voluminous definitional discourse. Confusion amongst public and private sector stakeholders results from the disparate nature of these definitions. Confusion also arises from the severe difficulty of translating and employing their key elements into decision-making. In the absence of a common definition and key tenets' set, the challenge is to provide operational guidance to mature and emerging ecotourism opportunities in Canada, in China, and elsewhere in the developed and developing world. Further, a key companion concern related to this definitional void is the largely non-existent ledger of planning/management controls and standards. As a consequence, ecotourism may be on a precarious course; a course burdened by risk. The ethics and tenets upon which it is conceptualized, the natural environment upon which experiences depend, and the legitimacy of the surrounding industry and economy are threatened.

This research paper introduces and defines key ecotourism tenets - tenets that reflect foundational underpinnings. Tenets are empirically derived from select contemporary definitions associated with public and private sector agencies and actors, and from critical academic discourse. A variety of international, national, and regional institutional contexts are represented, including those shared at "The World Ecotourism Summit of 2002" and in the "Québec Declaration of Ecotourism of 2002". In summary, such key tenets should be used to inform policy development and practice. The research should be of interest to government representatives appreciative of natural and cultural heritage and the opportunities they proffer. It should be of interest to tourism representatives appreciative of advances in "product delivery and acceptance". And finally, it should be of interest to consumers of ecotourism concerned with "experience legitimacy".

0119 - EMERGING NATIONAL POLICY IN SPORT AND LEISURE: A CHINA CASE STUDY

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The management of Sport for All programs differs in many countries; however, each country has a particular way in which sport and leisure opportunities are made available not only to elite athletes, but also the general citizenry. A study of China, as a part of an international study of sport and leisure policy, reveals very unique and important approaches to this emerging power in sport and leisure. The purpose of this study was to elicit how the national government in mainland China is initiating sport and leisure policy in the country. The study was enabled through the development of semi-structured interviews of a wide range of national governmental officials and managers of sport and leisure endeavours. Respondents were asked to describe the nature of sport and leisure in the country, to identify the main purposes of existing and proposed sport and leisure policy in the country, and to identify various impacts on tourism, prevention of crime, youth, and specialized targets for participation. Citing previous direct associations with an effort to improve physical fitness in the country, policy efforts were believed to be emerging to include a wide range of leisure pursuits intended to get more resident involved in an increasingly active lifestyle. It was noted that one of the means to accomplish this was to identify more ways to deliver services through local community resources. Through investigation and development of policies, the effort to strengthen local communities was made, and at the time of the research, efforts were improving. By providing "guidelines, goals, missions, and penalties", policy attributes have emerged that will allow for local communities to improve training, programs, and participation. For the most part, sport and leisure policy impacts were not yet measured due to the more recent changes in organization of sport and leisure at the national level. It is recommended that there be continual review as this policy direction emerges and influences a wider range of sport for the general citizenry.

0121 - LEISURE CONSTRAINTS OF THE MARRIED KOREAN FEMALES

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Instruction: A good number of today's married females in Korea pursue professional careers with higher education and fewer children. However, they can hardly find time for leisure, and even when they find some, they tend to spend most of it doing non-physical activities such as TV watching, sleeping and loafing. It is noticeable that females are less engaged with sport activities than males. This study is aimed for exploring what discourages the married females in Korea from doing sport vs. non-sport activities.

Methods: A total of 239 married Korean females aged between 27 and 37 were surveyed with print questionnaires. The new leisure constraint scale developed by Ji and Lee(2003) was used in the study. The data were analyzed employing descriptive analysis, factor analysis, and t-tests.

Results: The average age of the subjects was 33, and most of them were educated up to college level. Almost a half of the subjects were full-time housewives and the other half were part-time or full-time employees. The constraint items were grouped into 6 factors: difficulty, self-consciousness, lack of time, facility inconvenience, physical barriers, and cognitive dissonance. The t-tests revealed that the subjects tended to stop sport activities due to the difficulty of the activity itself, lack of time, facility inconvenience, and cognitive dissonance more likely than in the case in which they stop non-sport activities. Also, the reasons the subjects were discouraged from starting such up-to-date sport activities as MTB, sky-diving, and wind-surfing were found to be lack of time and difficulty of the activity itself.

Discussion: The findings of this study identified what kinds of participant constraints should be considered critical from the service providers' point of view. It is important because when they successfully help the participants overcome those constraints, their programs will become more successful in attracting the particular population group.

(0122) DEVELOPMENT AND UTILIZATION OF LEISURE POTENTIALS IN NIGERIA FOR THE ECONOMIC GROWTH AND SOCIAL INTEGRATION OF THE CITIZENS

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With the large number of leisure resort centres already developed and yet to be developed in Nigeria, the country is expected to occupy an enviable position in the comity of nations reputable for their tourist attractions in the world. This paper examines the historical and cultural perspectives of Nigeria with emphasis on the vast leisure potentials found all over the country; the rationale for leisure activities for the citizens, irrespective of their professional callings; the development and utilization of the leisure potentials for economic growth and social integration of Nigerians; and the major constraints in the development and utilization of recreational opportunities in Nigeria.

0123 - BEHAVIORAL OUTCOMES AS BENEFITS AND IMPACTS OF A DOWNTOWN FESTIVAL

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Recent studies suggest that the amount of revenue generated is not sufficient to justify the benefits and impacts of a festival because festivals also provide residents and visitors an opportunity to have a shared experience. Ultimately what mattered was not how much revenue had been generated, but rather how much residents and visitors were willing to pay to have the festival. In this sense, it is imperative for festival organizers to have more loyal and supportive participants. Therefore, the literature needs to provide guidance for festival organizers in determining what they can do to generate repeat visitation and positive word-of-mouth communication. Improved service quality and visitor satisfaction have been proven to lead to these behavioral intentions in the marketing and tourism literature. However, in the context of festivals, research in this area is limited. This study empirically examined the model of service quality – visitor satisfaction – behavioral intentions using data collected from 177 participants at a downtown festival. Results of the structural equation modeling analysis revealed that service quality not only directly impact behavioral intentions but also indirectly impact behavioral intentions through visitor satisfaction, and it had the largest total amount of effect on behavioral intentions. If repeat visit is used as a measure for the festival's success, organizers of the festival should focus on providing both a quality festival and a satisfactory experience since both of them directly impact behavioral intentions. However, more effort should be on service quality because, 1) service quality has a much larger total impact on behavioral intentions than satisfaction; 2) second, quality of the festival is directly under the control of management while visitors' satisfaction, though directly influenced by quality, is often affected by factors that are brought in by visitors, such as their mood on that day. The visitor's mood is oftentimes beyond what the management can do to ensure a satisfactory experience. From the management perspective, improving the quality of the festival will result in increased repeat visits and positive word-of-mouth communications.

0125 - A STUDY OF ADVENTURE RECREATION MOUNTAIN HIKERS' PARTICIPATIVE BEHAVIOR MODEL- CASE STUDY BY MOUNTAIN HIKING IN YUNDREE MOUNTAIN

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The purpose of this study is aimed to construct a new adventure recreation tourism behavior model based on Robinson (1992b) adventure recreation model. The study includes some variables, such as the adventure recreation participative motivation, risk cognition and decision making, flow experience, consequent estimation, and perceived positive influences after finishing the activity. The Adventure recreation behavior Scale was used to measure the hikers'. The questionnaires were given to hikers' in Yundree Mountain, and non-random sampling method is used. 649 effective questionnaires were collected. Seven hypotheses were tested. LISREL (Linear Structural relationships) was used to test the model. After testing, four results are shown: 1. There is a direct positive effect on risk cognition and decision making for mountain hiking in the hikers' participative motivation. Moreover there is also a direct positive effect on flow experience. 2. There is a direct

positive effect on flow experience in hikers' risk cognition and decision making for mountain hiking. However, there is no direct positive effect on consequent estimation. 3. There is a direct positive effect on consequent estimation in hikers' flow experience during mountain hiking. 4. There is a positive effect on perceived positive influences after finishing the activity in hikers' consequent estimation. Based on these findings, the study not only gives some suggestions for adventure or program managers, but also supports research orientation for future researchers.

Keywords: Adventure, adventure recreation, experience, mountain hiking,

0126 - APPLYING THE CHARACTERISTICS OF LIFE SPAN TO STUDY LEISURE ACTIVITIES IN CHINA

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With the progress and quick growth of the Chinese economy. The People's Republic of China is stepping into a new stage of leisure in the twenty-first century. In present-day China, leisure activities are becoming a major part of daily life; more and more Chinese citizens are beginning to observe and learn the enjoyment and benefits from leisure activities for their mental and physical health. The purpose of this article is to apply leisure psychologist *Iso-Ahola's* models on the relationship between leisure activity and life span. This article will also combine leisure activities' characteristics with the features of Chinese people in those people's growing and developing process to analyze and recognize activities of people in different life stages.

"Life span", in this article, will be divided into seven major stages which are pre-education age, elemental education age, early adolescence age, later adolescence age, early adulthood, middle adulthood and later adulthood. In addition, referring to the developmental trend of leisure service in the U.S. will help this article to seek and study the characteristics of leisure activities in each of stages in which people appear. Finally, this article will assist readers to understand the relationship between leisure activities and the relative stages of human life, and will show which leisure activities would be the best chances for them.

0127 - DOES PLAYFULNESS AT WORK TELL THE SAME STORY IN DISTINCT INDUSTRIES? SIMILAR OUTLINE, DISSIMILAR INFLUENCE

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In this study, the authors draw on the positive affect mechanism to account for the relationship between playfulness and work outcomes. Based on the survey study of 1,493 professionals from four industries—art and media (n=346), education (n=521), high-tech (n=319), and manufacturing (n=307), they attempt to identify the connection profile between playfulness and work outcomes and then distinguish the differential influence of adult playfulness and organizational playfulness climate on behavioral (innovative behavior, job performance) and affective (job satisfaction) work outcomes in different industries. Results tell us that playfulness is a positive indicator to work outcomes to professionals. Comparing adult playfulness and organizational playfulness climate, the former has a greater impact on innovative behavior; the latter plays a more significant role in job performance and job satisfaction. Moreover, playfulness gives better prediction of professionals' work outcomes in art and media and manufacturing industries than education and high-tech industries. From academic perspective, this article sheds a light on the link between playfulness and work outcomes through cognitive process and the influence of the work setting in I/O psychology. The findings have value in implications for personnel selection, motivation and identity. Further discussion and suggestion are provided.

Keywords: adult playfulness, organizational playfulness climate, job satisfaction, innovative behavior, job performance, art and media, education, high-tech, manufacturing

0128 - THE RELATED STUDY OF PARAGLIDING CONSUMERS' ACTIVITY PARTICIPATING MOTIVATION, ENDURING INVOLVEMENT, AND THEIR LEISURE BEHAVIOR

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The purpose of this study was aimed to a linear relationship model to confirm paragliding consumers' motivation, enduring involvement, and their leisure behavior. The paragliding participation behavior Scale was used to measure the paragliders. One hundred ninety fore paragliders were selected from eleven flight areas in Taiwan, during March and April 2006. Three hypotheses were tested. LISREL (Linear Structural relationships) was used to test model. The results showed: 1. Consumers' motivation (stress reduction, risk taking and challenge, and natural with inter-personality relationship) has a direct positive effect on enduring involvement in paragliding. 2. Enduring involvement in paragliding mediated all the relationships between consumers' motivation and leisure behavior of paragliding. There has a direct positive effect on leisure behavior (innovativeness, knowledge, media use, and opinion leadership) . 3. Enduring involvement in paragliding has a direct positive effect on leisure behavior. Propositions based on the theory consumer behavior literature and the theory of causal chain of consumers' motivation-enduring involvement-leisure behavior (Ray, 1997) were supported. Further, this research also offers managerial implications for leisure service planners and implementers.

Keywords: consumer motivation, consumer behavior, leisure behavior, enduring involvement, paragliding

0130 THE COMPARISON OF TWO TRAINING METHODS WALKING AND AEROBIC ON THE PREMENSTRUAL SYNDROM (PMS) IN HIGH SCHOOL GIRLS OF AHWAZ CITY

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Purpose of this study is comparison the effects of aerobic and walking exercises during 8 weeks on premenstrual in High school non athlete girls students of Ahwaz city. The examinees were grouped randomly to three consists "aerobic group" (25 students). "walking group" (25 students) and "control group" (25 students). Having finished the reexamining stage, filling the premenstrual syndrome questioner and gaining the primarily results , the aerobic group did aerobic exercises for 8 weeks and 3 sections in each week, each section lasted 45 min. The maximum for heart beating was 70 percent. The walking group during 8 weeks walked 30 min each day for 5 section in each week with normal, fast and slow paces. The control group didn't do exercises. Having finished the second stage, the examinees filled the premenstrual syndrome questioner after 4 weeks for the second time and after 8 weeks for the third time. To analyses of data of ANOVA and Tukey test that was in the level of $\alpha \leq 0/05$. The results were as follows. There was a great decrease in the physical and mental symptoms of PMS of the walking group and only in the physical symptoms were the same of the aerobic group. Comparing the results of the aerobic group with that of the walking group and control group then was a great decrease in the physical symptoms of PMS. It is walking group there wasn't such a great decrease of symptoms as compared with the aerobic group. According to the results of this research we can say that decrease the physical symptoms of PMS of the aerobic group was greater than the other groups.

Key words: premenstrual syndrome, aerobic exercises, walking, high school girls

0131 - A PRELIMINARY RESEARCH ON YOUNG PEOPLE'S REGULATING A BORED MOOD STATE AND ITS ASSOCIATION WITH LEISURE

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It has been found that young people experience boredom both in and out of school and surprising, large numbers of youth appear to be bored, unmotivated, and unexcited about their lives. The psychological benefits of leisure have been found to contribute to a person's well-being and

happiness. It has been acknowledged by several researchers that leisure helps to reduce negative moods such as depression, anxiety, and anger as well as loneliness, boredom and stress. As a result, leisure can be seen as a prospective area of study to assist young people to relieve or escape from their feelings of boredom.

Although there is evidence supporting the psychological benefits of leisure, to date there has been very little research that has investigated whether people use leisure in their daily encounters, and especially to counter the unpleasant moods that often result in boredom. Moreover, the current findings from leisure research have only resulted in conflicting results in regard to young people's use of leisure that have often been linked with their experiencing boredom.

Therefore, the purpose of this study was to explore young people's leisure usage to help moderate a bored mood state. A psychological theory, mood regulation, was adopted to provide a theoretical background to explore human behaviour which is used to moderate a bored mood states. The data was collected from university students, aged between 18 and 21 years, in focus groups. A total of six leisure related categories were developed to ascertain the relationships between the leisure usage and boredom relief behaviour; (a) computer and media use, (b) eating, (c) socialising, (d) physical activity, (e) outdoor activity, (f) household chores and (g) hobby. Boredom relief leisure elements were initially explained through Mannell and Kleiber (1999)'s 'keeping idle hands busy' and 'pleasure-relaxation-fun' theory. Participant's opposite viewpoints on the benefits of leisure were found in relation to moderating their bored mood state.

0135 - A STUDY ON THE ORGANIZATIONAL CULTURE OF A MULTI- SPORTS CLUB IN JAPAN -FROM A VIEWPOINT OF ORGANIZATIONAL SYMBOLISM-

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In Japan, Ministry of Education, Culture, Sports, Science and Technology (MEXT) has been promoting to establish multi-sports clubs in communities. The purpose of this study is to examine the organizational culture of the multi-sports club in Japan.

Theoretical background of this study is based on organizational symbolism(Dandridge et al., 1980). In order to examine the organizational culture of the multi-sports club, symbols and symbolism are investigated in this study. Kakogawa Sport Club (KSC, non-profit organizaion) is selected as a case in this study. KSC was established by the support of MEXT and Kakogawa City in 1999. Fieldwork was performed from June 2000 to September 2005. Indepth interviews were conducted to managers and members. Content analyses were applied to the date obtained from indepth interviews, literatures, bulletins and so on.

As a result of the fieldwork and indepth interviews, there are various symbols in KSC. Those symbols in KSC function as follows; (1) sharing the concepts and the goals of KSC among members, (2) building and strengthening members' loyalty to the club, (3) maintaining membership, (4) restraining conflicts and troubles among members and (5) maintaining the club system. It is concluded that these symbols have been playing various function in KSC, while the organizational culture of KSC has been formed through the symbolism.

0136 - A STUDY ON THE STATE OF GROWING OF GOLF SPORT IN TAIWAN

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The beginning of golf sport in Taiwan can be traced back to the year 1919, when the sport was first played at Tam-shui golf court. After sixty years of development, the number of golf courts has grown up to 22. Furthermore, in the following 9 years from 1980 to 1989, 83 golf courts were applied for construction, and 64 have been admitted to operate in the meantime. Hence, with more and more golf courts, unsurprisingly there were more people joining the sport. Based on a rough estimation, the popularity of golf sport has grown up to more than 650,000 in 1990s, which were just less than 10,000 back in 1920s. Furthermore, according to the latest demographic data, the number of golf court goers has risen up to over 2 million, growing up in an astounding speed of 15 % per year. The aims of the study were to explore the prosperous growing popularity of golf sport in Taiwan, Asia. The study was

conducted with methods of literature review and data analysis, (1) to explore the rapid growth of golf courts as well as their goers after World War II, (2) to reveal the possible reasons, and (3) to discover the inter-relationships among professional golf players, amateurs and players for recreational purposes; moreover, it would discover the relationship between golf courts and proportions of population among the four metropolitan cities in Asia--- Taipei, Shanghai, Tokyo and Seoul. The results of the study show that the rapid growth of golf court goers in Taiwan can be related to economical development and the increase on personal income; besides, the effect of growing values of golf court passes has lead to the rapidly growing number of golf courts, the raise of proportion of population of gold court goers, the enlargement of totality of daily goers, and the decrease on the average cost of admission fee. Further, compared with other Asian metropolitan areas such Tokyo, Seoul, Shanghai, and Singapore, the capacities of golf courts in Taiwan are relatively low; that is, there is still room for increase on the capacity of sports population in comparison with the above-mentioned four cities. The study also discovers that the continuous state of golf sport prosperity in Taiwan can be positively expected; thus, it is highly suggested government institutes, profit institutes or non-profit sport institutes, spare no effort to develop golf sightseeing, golf tourism, and gold coaching and learning schools, which can satisfy and create recreational products from golf sport. Besides, it is highly expected that Taiwan can share the economical prosperities brought by golf sport with other countries and promote the popularity of golf sport in eastern Asia.

0137 - CONNECTION BETWEEN THE LEISURE SERVICES INDUSTRIES AND THE HIGHER EDUCATION: A STUDY ON THE RECREATION MAJOR UNDERGRADUATE' INTERNSHIP IN TAIWAN

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The leisure service internship of the recreation major undergraduate' in Taiwan is the bridge between their potential workplaces and their college. By the internship, students may accumulate their working experiences, establish self-confident and promote their competitive ability. In order to respond to the increase human resources demand of leisure industry, approximately 60 leisure services and recreation management departments have been setting up in the recent decade in Taiwan. As these departments in higher education came to rational maturity, the student internship has been established in abundance. The students in internship are connected to the leisure service industries with the academic organizations; these internships have provided new developed human power to fulfil the seasonal need of leisure service industries.

The purpose of this study was to explore the contents of students' internship in Taiwan's leisure departments. The methods of this research included the analysis of inquiry documents, collection of information, and interviews from leaders in the vary settings of internship sites. According to the research, the demand of manpower is at a lofty peak with seasonal characteristic. As a result of most students in Taiwan's leisure departments carried out the internship in summer vacation. Findings also indicated that the customers of summer leisure service industries increased sharply. The category of organization and working content that students carried out the internship is very diverse. In the internship, the students could not only apply what they had learned from school but also obtained the specialized knowledge. It was suggested by this study that colleges should plan the internship curriculum with leisure service organizations by avoiding students to contact single service content before their graduation.

In order to fulfil and promote the internship programs, the students, as trainee in internship site should respond their working situation regularly to college authorities and professors. In addition, schools should set up a platform for a useful ideas interchanging for both schools and entrepreneur. Moreover, the internship programmers in high organization need to work more on to build connections between the leisure service industries and academic theories in order to establish a suitable internship system for training specialized talent in commercial recreation and creating a business oriented direction for leisure education.

0140 - INFORMATION VALUE AND SEARCH BEHAVIOR

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Information that has a direct effect on individuals may have them actively engage in a search for information about a product because individuals with a felt need for information value will be more likely to notice information than those with no such need (Finn, 1984). Thus, providing information that satisfies the consumer's need in terms of information value is often the key to inducing a purchase decision and to promoting sales. Understanding information value in the tourism situation is also crucial to efficiently deliver relevant information to potential tourists. To account for the relationship between information value and information search behavior, this study suggests that a psychological and motivational approach to unveiling information value should be made on the basis of fundamental and attentional states through information search. This study investigated whether information values were significantly related to search behaviors including the type of information search and the extent of information search (i.e., the number of information sources used, the amount of time spent searching for information). The results reveal that perceived multi-dimensional information value should allow vacation and resort marketers to identify specific areas of information value that need attention to improve vacationers' information search and facilitate their subsequent decision making.

0141 - THE INVESTIGATION ON LEISURE PARTICIPANT OF JUNIOR HIGH SCHOOLS' STUDENTS IN TAIWAN

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After the government of Taiwan launched the policy of taking a break in the weekend, the youth and their parents had much time and opportunity to join the leisure activity. Leisure activity had many benefits, such as relaxing, eliminating stress, and also building the body shape of students. Thus, the purpose of this study was to understand the leisure participant of junior high schools' students in Taiwan. The subjects were 15 junior high schools selected by the author in Taiwan and the participants were 1,603 students (age 13-15). The instrument was the questionnaire of leisure activity created by Weissinger & Iso-Ahola in 1992. The collected data were analyzed by descriptive statistic, such as average, standard deviation, and percentage. The results were following: 1) there was just 22.5% students had time to take part in the leisure activities which were static state activities, such as listening activity, computing activity, participating social-related activity, and watching games on TV, and also had 36.5% students never attended the leisure activities. 2) The male participants enjoyed the types of leisure activities, such as static state activities and dynamic state activities, and the female ones enjoyed the static state activities, such as reading activity, listening activity or watching game on TV. In conclusion, the type of leisure activity that junior high schools' students in Taiwan enjoyed was the static state activity, and the percentage of joining leisure activity in the weekend was almost 20%. It suggested that the students of junior high schools needed to attend the sporting activity or traveling activity with their parents that can provide them healthy, strong, and also enhance their relationship.

Key words: leisure participant, junior high school students

0142 - CONSUMING EXPERIENCES: CHALLENGES FOR SPORT AND PHYSICAL FITNESS

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This paper draws on the work of Pine and Gilmore (1999). It applies their model of economic progression to sport and physical fitness. The model espouses four economic distinctions of commodities, goods, services and experiences. With commodities being fungible, goods tangible, services intangible, and experiences memorable, each variable is presented in hierarchical order differentiated by competitive position and relevance to the needs of customers. Experiences are customised and marketed at a premium price based on the value offered. The paper uses the

development of footwear used for sport and physical fitness to illustrate the four economic distinctions. Later, it expands into diverse areas of sport and physical fitness to emphasise the distinctions. The landscape of the experience realms is further elaborated as having four aspects: entertainment; educational; escapist and aesthetic. The paper provides descriptive evidence to how sport and physical fitness fit into the template of the four economic distinctions and within the experience realms. Where there is a blurring of boundaries in the realms as in a sports spectacle such as the opening ceremony of an Olympic Games entertainment, educational, escapist and esthetic aspects merge of provide the richest experiences. The paper concludes with Pine and Gilmore (1999) adding a fifth distinction – guided transformations – that unlike the previous levels are individual. The implications for sport and physical fitness promotion are to advance the marketing of experiences for individuals with a view to progress towards transforming lifestyles.

Reference:

Pine, J. B. & Gilmore, J. H. (1999). *The experience economy*. Boston, MA: Harvard Business School Press.

0143 - DECISION MAKING DIFFERENCES IN LEISURE AND WORK ACTIVITIES: ON THE PERSPECTIVE OF PROSPECT THEORY

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PURPOSE: The present research was designed to examine human decision making tendencies of leisure activities: Especially, it compared the decision making patterns of leisure and works in the perspective of the prospect theory (Kahneman and Tversky 1979) proposing that people would prefer risk-aversion decisions in gain-framed choices and risk-seeking decisions in loss-framed choices. The previous research related to the theory has been exclusively focused only on work-related contexts.

METHOD: In two experiments, participants were given with several choices (from high probability with small gain or loss to low probability with large gain or loss) in each decision making context related to either leisure or work. The work contexts described decisions in stock and venture investment, prize winning, and legal issues, but the leisure contexts described decisions in sport activity, movie selection, travel, and anniversary celebration.

RESULTS: The results revealed significant decision differences between work-related and leisure-related contexts. People preferred risk-averse decisions in gain and risk-taking decisions in loss in the work-contexts, supporting the prospect theory. In contrast, people preferred risk-taking decisions in gain and risk-averse ones in loss in the leisure contexts.

DISCUSSION: The present findings suggest that people could go through divergent decision making procedures between work and leisure activities, and different psychological goals and mechanisms would underlie the decision making differences. Theoretically, the prospect theory should be questioned in leisure contexts.

0145 - WORLD HERITAGE SITES IN MÉXICO: TOURISM AND CULTURAL IDENTITY

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Mexico had established, since its first Tourism Policy, three main tourism destinations: colonial cities, archaeological sites, and beaches. Through the years, this original classification has changed, according to promotional strategies.

In 1987, Mexico inscribed its first site in the UNESCO's World Heritage Sites List. Since then, there are 25 accepted sites by UNESCO. Many of these sites have converted into major tourism spots, however, not all of them had been properly promoted to preserve its original landscape and cultural identity.

A tourism destination is more than the geographical site. It is composed by its surrounding environment. While trying to cater exactly what the tourist demands, cultural identity could be at risk. Mexican tourism destinations are no the exception, specially reflected in handicrafts, folklore, gastronomy, and traditions. However, national policies and regulations have been working to avoid

lack of authenticity, feature well sought by the modern tourist, desperate to have new experiences, far away from those built artificially.

This paper examines some sites inscribed at UNESCO's World Heritage list, and the concrete actions taken to transform them into tourism destinations, as well as efforts engaged to keep their cultural identities.

0147 - CONSTRAINTS TO ACTIVE RECREATION PARTICIPATION OF OLDER PEOPLE IN HONG KONG

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Much research has demonstrated that regular participation in active recreation provides physical, psychological, and social benefits for individuals. However, a large proportion of the older people in Hong Kong have sedentary lifestyles. As well, increasing life expectancy will continue to expand the number of older people missing the benefits of activity. To promote healthy leisure lifestyles and the quality of life of the older population, there is a need to understand their experiences and constraints associated with active recreation participation.

The present study explored the factors that constrained older people's participation in leisure activities, in particular, in active recreation. Individual in-depth interviews were conducted with 66 people aged 65 and above. In addition, 11 staff members from government and non-government organizations that provided leisure services for older people were interviewed. Data from the interviews were analyzed to identify dominant themes using constant comparison method. Findings of the current study showed that most of the study participants were aware of the benefits of active recreation and wanted to be active. However, a number of age-related physical, social, psychological, cultural, and structural factors and other non-age related factors prohibited their participation. A lack of sense of entitlement played an important role in suppressing the leisure interest of older adults. Men seemed to have more social and psychological constraints than women in organized active recreation participation. Public providers were constrained by a lack of financial support from the government and a resulting lack of human resources.

0148 - A STUDY ON THE OPERATION AND MANAGEMENT OF RECREATIONAL CLUB—EXEMPLIFIED BY THE TONYI HEALTHY WORLD

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Recreational club has recently, with the aid of economic prosperity and government promotion, become a booming industry. Mainly serving the purpose of recreation, this type of club, characterized for its high-quality service as well as its concept of membership management, has gained popularity. The issues regarding the consuming conflict and the operation-management interaction, however, are constantly brought up when more and more clubs come into being and compete for the market quota. In consequence, it is worthwhile to underline the club operation and management.

Given the economic concerns, people intend to establish clubs, where they are able to share their interests with those who have a lot in common. Thus, the self-contained social group is, by definition, known as club (Buchanan 1965). This study is to research on the concept of club, whose definitions are usually overlapped between one and another. The definitions offered by scholars always have such characteristics in common as membership, recreational facilities and similar interests, etc. In conclusion, club is defined as a social group, contained, semi-contained or open, in which people with similar interests and tastes participate in a series of recreational activities by membership.

It can hardly sort out a variety of clubs without the established criteria, insofar as the definition differs a lot when being approached from different perspectives. This study brings together the research from many scholars and figures out the best method by which the club is defined, that is, according to the region differentiation. As a result, the clubs fall into five major categories: 1. countryside club, 2. community club, 3. metropolitan club, 4. hotel club, and 5. sports club.

This study is concerned about the Tonyi Healthy World specified by its four affiliated branches: Mawudu Resort in Hsin Chu, Guguan Resort in Taichung, Ken Ting Resort in Kenting, and Mediterranean City Club in Tainan. Resources for data collection, including document collection, in-depth interview, observation and on-site investigation, will encounter the semi-structural interview first and then both internal and external analysis. Furthermore, a better understanding of the operation and management within the Tonyi Health World will be employed in practice.

Following the in-depth interviews, this study falls into two categories: operation and management. First with regard to operation, the findings are: 1. a shift from close membership to semi-open membership, 2. reputation built-up, which can be achieved by personal experiences and advertising, 3. response to customer service, which should appear customer-oriented and multifunctional, 4. on-site location, which needs to take the risk of natural disaster into consideration, and 5. on-site characteristics. Second, the findings as for management are: 1. the turnover rate of staff, which results in a lack of devotion, and 2. the lack of detailed facility manual. In addition, it is suggested that the usage of facility be carried out for the future reference when each facility is purchased and managed.

Key Words: Club, Tonyi Healthy World, and Industrial Analysis

0149 - A STUDY OF THE OPERATION AND MANAGEMENT OF ARCHERY CLUB IN TAIWAN—EXEMPLIFIED BY JIANSHE CLUB

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Thanks to the 2004 Athens Olympics, the archer team from Taiwan ended up with one golden metal and one bronze metal. Not only did this extraordinary performance rewrite the Olympic history, but it also drew considerable public attention to archery, the game once fairly strange to Taiwanese. In spotlight, archery becomes popular overnight, attracting more and more people into this game, and it thus maintains a high participation. Archery, as a recreational activity, entertains a great amount of population, regardless of their age and fitness. In addition, it also benefits people physically, psychologically and socially. Taiwan society is encountering the trend of club-booming, which results in a variety of clubs in health and fitness, but the archery club is, on the other hand, slim. Only in the city of Yonghe locates an archery club. Accordingly, this study will investigate the Jianshen Club, the only one archery club in Taiwan, through the semi-open interview about its operation mode and management strategy, in hope of contributing to the further development of archery club in the future.

This study relies on SWOT analysis, pointing out the internal weakness and threats within the club operation and management as well as offering valuable suggestion and strategy. The recommended options are: 1. facility rental service, which makes the expensive facilities affordable by ordinary people and saves their bucks; 2. on-site location, which can be set in the rented apartment given the high price of purchasing land; 3. incorporation with other industries, such as hotel, café, fitness center and etc.; 4. visible entrance to the building, which can be achieved by turning the first floor into a shop; 5. reducing expense by making use of natural light and natural ventilation.

The development of archery club in Mainland China has been rapid and stable, and the club chain has been widely accepted and also dominated the market, such as Shangong Archery Club in Shanghai, Cupid Archery Club in Shanghai, Lianhua Archery Club in Tianjin, and Oriental Dragon Archery Club in Beijing, all of which are operated and managed in an alliance with bar or café. In the contrast, Taiwan is now in the early stage of archery club, where the alliance has yet to set up. Providing the linkage is to establish throughout Taiwan, coupled with recreational resorts, there will be a great chance predicting a brighter future for archery club.

Key words: Archery, Club, Operation, and Management

0151 - LOCAL RESIDENTS' ASSESSMENT OF HOSTING MAJOR SPORTING EVENTS.

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Major sporting events can create a wide range of impacts for the host cities and nations. By this we mean economic revenues and costs, but also “soft” impacts that are difficult to measure in monetary terms, for example festival atmosphere and pride from successful hosting of a prestigious event. This paper is a meta-analysis that focuses on local residents' attitudes towards the hosting of mega events, such as the Olympic Games, FIFA's World Cup soccer finals and other international championships of a great size. It presents second hand data from a wide range of surveys that have been conducted in former host cities and nations, as well as in applicant cities and nations. The empirical data covers opinion polls constructed as hypothetical referendums, but also surveys aiming to investigate whether the residents' were willing to support the events financially. The data shows that the majority of people welcome the idea of hosting such events, and also a growth in support during the preparation years. In general, the support was considerably higher after the events were finished than when the idea of hosting them emerged for the first time. This pattern both applies to residents within the host destination as well as the rest of the nation. Hence, the ownership of such events does not seem to be restricted to the host city. The surveys revealed that a substantial proportion of people would have been willing to fund the events by earmarked taxes if this was necessary. The paper also analyses which factors that formed residents' attitudes towards the events. The results were ambiguous with regards to whether expectations of economic gains influenced their attitudes and assessment.

0152 - RECRUITING AND KEEPING SPORTS FANS – A CASE STUDY OF BIATHLON AND CROSS-COUNTRY SKIING

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It is well known that sporting activities nowadays generate more revenues than ever before. As a consequence of this, many sport governing bodies are willing to take major steps to improve the popularity of their sport, with the aim to increase their proportion of the revenues. Biathlon and Cross-country skiing are sports that have introduced new competitions and/or altered the existing ones, hoping to climb on the popularity ladder. This paper documents that the efforts have paid off in terms of higher popularity and increased revenues. It also reveals that Biathlon has been the more successful of the two sports.

The paper also analyses the reason for this difference by means of elements from stakeholder theory. Biathlon has been characterised by solidarity between competitors, officials and others involved in the sport. The international “Biathlon-family” has stood united behind the International Biathlon Union (IBU) when new competitions have been introduced. The most successful competitors have given the World Cup priority and have participated in the majority of these competitions. This has been very important since an attractive World Cup in itself is a very effective promotion instrument for the sport.

Such solidarity has not characterised the internal relationship within the “Cross-country skiing family”. Instead, severe disagreements have occurred, mainly between competitors and officials representing the International Ski Federation (FIS). On some occasions the competitors have even threatened to boycott World Cup events due to disagreements regarding the introduction of new competitions. The best competitors have not been willing to participate in World Cup events, to the same degree as Biathlon-competitors has done. Local event organisers have more power in cross-country skiing, than in Biathlon, which has made it difficult for FIS to represent the sport as united as IBU have done. The problems have made it difficult for Cross-country skiing to promote its sport as effectively as Biathlon.

0154 - THE CONTRIBUTIONS OF MUNICIPAL LEISURE SERVICES IN THE DEVELOPMENT OF MUNICIPAL PUBLIC POLICY : A CASE STUDY OF THE CITY OF TROIS-RIVIÈRES

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In the province of Québec, evolutions in political, economical and social stakes have led the municipal governments to become much more open and transparent in the development of their policies. Today, there is an ideological change which is occurring within the public action sphere where citizens and society are included in the process. This change has required an evolution in the attitudes, the thought process and the actions of elected officials and municipal administrators.

Because of the values that they hold and their proximity to citizens and community organizations, leisure services are generally given the mandate to coordinate municipal policies that deal with social or community issues. This is the case for the leisure services for the city of Trois-Rivières which participates in a discussion and consultation process that contributes to the development of its family and social development policies.

Our 2005 study primarily tried to measure the contributions of the leisure services in the development of these policies. In this study, interviews were done with 26 people who participated in the policy development process.

A content analyse of the interviews was done to verify if the city of Trois-Rivières leisure service administrators had a significant input in the development of the family and social development policies. Based on the results, they have a significant influence on process and development of the policies, specifically by the roles they played within the executive committees, by the link that they maintained between the committees and the municipal administration, and by the leadership that they hold with other municipal services.

0155 - THE SUCCESSFUL CASE FOR LEISURE ACTIVITY PROMOTION: THE PING-PONG SPORT AT HUNGKUANG UNIVERSITY

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The policy to physical education in schools, Hoping 123 Engineer, was promoted by ministry of education in Taiwan, and focused on one person one sport, one school one sport team. It increased a lot of population to participate the sport on regularly and also improved the fitness of students in Taiwan. Hungkuang University was one of the schools which followed the strategy to promote leisure activity for a long time, such as the ping-pong activity. In addition, the numbers of joining this activity had significantly raised and the performance of it had achieved to the high level as competition. Thus, it's a successful institution to promote leisure activity. In this study, the purpose was to explore the strategies of promoting ping-pong activity in Hungkuang University, and the research methods were the interviews and document analysis. The results of this study were the strategies of promoting ping-pong activity, such as the faculty, the teachers, and the coaches of physical education department to promote it. Furthermore, the equipment of school, the multiple programs of ping-pong, the competitions inside school, and the management of school team were also introduced how to support this activity promotion. In addition, the strategies outside the school were explained, like connecting with the community, taking part of the competition, serving the members of the community, and providing the facility to create the sport programs. To conclude, the strategies to promote ping-pong activity were supported by the resident and students, and the ideal of continuing management promoting it was also assisted by the members inside or outside school, but the budget was the biggest problem to promote it. In the future, the direction to spread this sport was to collect more professional members, such as the best ping-pong players, to enhance teaching effectiveness of leisure activity.

0156 - LEISURE AS AN ACADEMIC ELEMENT OF LOCAL IDENTITY AND SOCIAL RESPONSIBILITY IN BRAZIL: THE BACHELOR IN LEISURE AND TOURISM OF THE UNIVERSITY OF SAO PAULO - USP

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The relevance of leisure in academic level of studies is already a fact in Brazil, recognizing in general way this element for appreciation of local cultural elements and the reaffirmation of the identity of a society. Since 5th World Leisure Congress occurred in Sao Paulo, in 1998, relevant studies comes systematically being produced from different areas of knowledge, such as Physical Education, Tourism, Plastic Arts, Scenic Arts, Occupational Therapy, Social Sciences among others, propagated in regional and national meetings. Coherent with this Brazilian experience, it starts to be offered since 2005 in the University of Sao Paulo the Bachelor in Leisure and Tourism, a public program of four years graduation in the city of Sao Paulo aiming a scientific formation in interdisciplinary knowledge, connected with reality and the community around the campus. Local and university actors were involved in the creation of the program following yearnings of the society, developing courses related to matters like citizenship and inequality, technology and society and quality of life and spatial occupancy, among others. These contents are estimated under a rigorous academic and scientific formation, with a broad vision of human life, nature, culture and science. The students are encouraged to act with local communities, using different methodologies that put them as a protagonists in the comprehension of the complexity of natural, cultural and social environment, raising the leisure as a fundamental field in the improvement of the quality of social life and civil rights of local population. The objective of this paper is to discuss the creation and results from this program, reporting aspects linked to Brazilian experience in the formation on leisure studies. As a methodological procedure, it is used a combination between bibliographical, documentary and field focus, verifying national and international books/articles related to the subject as well as official documents from Brazilian government. It will be presented results demonstrating a significant commitment from the university with the local reality, in an action marked for the professional ethics and social responsibility.

0157 - A STUDY OF EXERCISE PARTICIPANTS IN PARKS FROM A SOCIALIZATION PERSPECTIVE IN CHINA

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Key words: exercise participants, parks ,socialization, china

A number of middle-aged and elderly have been involved in exercise and sport activities in parks in Beijin . The purpose of this study was to investigate the exercise participants in parks from socialization respective in china. The Jingshan Park in Beijing was selected from 163 parks in Beijing due to the location, accessibility and the number of participants. Fieldworks were conducted from March 2nd to 4th, 2006.

Exercise participants in the park can be divided into individual participants and group participants. Furthermore, group participants can be divided into registration group, voluntary group and neighbourhood groups. Twelve group were active in visited of exercise and sport such as T'ai Chi, martial arts (WuShu), gymnastics, dance and so on.

Individual participants were involved in running, martial arts, badminton and so on. A sport map of the park was draw by field works. In addition, the influence of significant others and socializing were discussed based on the interview of the group leaders and field works.

0158 - STUDY ON THE DEVELOPMENT OF A DIAGNOSIS TOOL FOR ASSESSING 'WORK-LIFE BALANCE' OF EMPLOYEES AND COMPANY

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This study was pursued with a view to developing a scale for 'Work-Life Balance'. To this aim, questions to be used for the scale were prepared through literature study, FGI, and telephone research, and 990 Korean adults were the subject of the survey. Based on the results of the survey research, the structure of components of 'Work-Life Balance' scale, and the validity and reliability of the scale were analyzed. The 'Work-Life Balance' scale was largely divided into three including the 'Work-Life Balance' scale of employees, the 'Work-Life Balance' scale of corporate culture, and the 'Work-Life Balance' scale of a corporate support system. First, the 'Work-Life Balance' scale of employees comprised general assessment components for the harmony of work-family, harmony of work-growth, and harmony of work-life. Second, the 'Work-Life Balance' scale of corporate culture comprised WLB corporate will, WLB leadership, WLB communication, and WLB work cultural components. Third, the 'Work-Life Balance' scale of a corporate support system comprised family support system, leisure support system, growth support system, work support system, and other support system components. Lastly, in order to identify the validity of the 'Work-Life Balance' of employees, the concurrent criterion-related validity was analyzed.

0159 - A STUDY OF THE RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE AND POST-PURCHASE BEHAVIOR—EXEMPLIFIED BY THE RECREATIONAL FARMS IN HSIAOGANG DISTRICT

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According to a survey undertaken by Council of Agriculture, the employee population engaging in the traditional agriculture has, due to the varying socio-economic structure, decreased from 954,000 to 597,000 during the last decade. Upon its participation in WTO, Taiwan government has been calling for the agriculture to shift from the traditional industry to the third industry, in hope of bringing in new opportunities for agricultural population.

This study works on the recreational farms in Hsiaogang district, that is, the Old-Papa Recreational Farm, Prague Recreational Farm, City of Sky Recreational Farm and Caltrop Garden Recreational Farm, in particular. Through a survey on the visitors' background, this study is mainly to address the personal experiences of the visitors and further suggest whether those experiences will affect the future visit. Moreover, it aims to: 1. describe the visitors' characteristics and their consuming behaviors, 2. discuss the experiential differences among various visitors, 3. investigate the relationship between visitors' lifestyle and their recreation experiences, 4. explore the relationship between the recreation experience and the post-purchase behavior, 5. map the milieu of lifestyles, and 6. analyze the types of recreational farms as well as the lifestyles.

The findings, with respect to the types of the recreational farms and the characteristics of visitors, result from the abovementioned analysis: the female singles dominates the consuming population, with their education background ranging from high school to college as well as their working experience in service industry. Besides, speaking of the relationship between the lifestyle and the types of recreational farms, it is suggested that Prague Recreational Farm has more to do with the fashion, Caltrop Garden Recreational Farm has more to do with the belief, Old-Papa Recreational Farm has more to do with the social and westernized lifestyle, and the City of Sky Recreational Farm has more to do with personality.

Finally, many scholars have pointed out that the experience plays a significant role of transferring customer's response to the operator, so how to take advantage of customers' experiences turns out to be critical to marketing promotion. Accordingly, this study dwells on both the experiential theory and the survey analysis, and provides comprehensive suggestions for a variety of diverse recreational farms. Hopefully, it will benefit the design and the plan of a recreational farm as well as improve its competitiveness.

Key Words: Recreational Farm, Experiential Sales, Lifestyle, and Post-purchase Behavior

0161 - LEISURE BENEFITS AND SELF-ACTUALIZATION AMONG THE LEADERS OF ADVENTURE EDUCATION IN TAIWAN

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The adventure education had not been considered as a part of school curriculum till 1991 in Taiwan. Recently, the adventure-based activities have been promoted by various groups and organizations by the way of providing the business training programs for employee and managers, student camps, and adventure-based counseling. The function of adventure education has attracted much attention.

There is a great deal of research on the participants of adventure-based activities rather than on the leaders concerning leisure benefits. Some research concentrates on leading skills and effective leadership, but that on the leaders' leisure benefits and self-actualization is extraordinarily limited. Consequently, more research is necessary in terms of investigating leisure benefits and self-actualization among the leaders of adventure education.

Leisure is considered as a key factor that leads to peak experiences. According to Abraham Maslow, peak experience is highly related to self development. Whether the activity leading is regarded as a type of leisure and causes benefits for the leaders is concerned. Three dimensions of leisure benefits, including physical, psychological, and social benefits are addressed and investigated. Maslow's theory of the need hierarchy is applied to study leaders' self-actualization. Ten dimensions of self-actualization are measured and analyzed.

This research uses the survey research method with a self-administrated questionnaire. The research population is the leaders who has experienced in leading adventure-based activities for at least one year in Taiwan. The data are collected in March, 2005. The major research findings include: (1) the leaders do receive a high level of leisure benefits; (2) the frequency of activity leading is positively related to leisure benefits with certain years of activity leading; (3) social benefits and the mental benefits are positively related to self-actualization.

0162 - CLIMATE CHANGE AND TOURISM: EMPIRICAL EVIDENCE FROM NATIONAL PARK IN TAIWAN

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This paper investigates the relationship between the number of tourists and the climate conditions on the through the case of Kending National Park in Taiwan. We utilize the time-series data (1998~2005) and Ordinary Least Square method to examine that the effect of climate conditions on the number of tourists. The empirical results show that the temperature and rainfall have significantly influence to the number of tourists. More specifically, the number of tourists increases about 4.8% when the average monthly temperature increases 1 degree centigrade ceteris paribus. Furthermore, the total monthly rainfall decreases 1 millimeter will increase 0.04% tourists.

The study provides empirical evidences to assist the recreation planners, resource managers, and climate change policymakers efficiently tourism demand in the national park. Measurable effects of climate on the number of tourists are relevant for economic efficiency analysis in terms of maximizing visitors, but the trade-off between nature resources protection and the benefit from the stream of tourists exist. Improved climate forecasts would enhance the efficiency of the visitation in national park decision by minimizing uncertainty.

(0163) A STUDY ON THE MANAGEMENT OF PUBLIC SPORT FACILITIES BY PRIVATE SECTORS

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The purpose of this study was to examine the characteristics and the differences of management in various types of public sport facilities by private sectors. Due to the change of the local autonomy law in 2003, three private sectors were selected to manage three public sport facilities owned by the Tokyo Metropolitan Government. Interviews were conducted to the three managers of the private sectors. Three private sectors are consisted of a private corporation, a fitness corporation and a public agency. Results indicated that all three sectors conducted daily routine activities for the maintenance of the facilities, although service quality and promotional efforts for users were different by the type of sectors

0166 - THE EFFECTS OF SELF-MANAGEMENT UPON RECREATIONAL SPORT PARTICIPATION AND QUALITY OF LIFE FOR THE WORKING WOMEN IN TAIWAN

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This study attempted to explore how self-management influences the working women in their recreational sport participation and the quality of life. Cluster sampling was employed to select 650 working female from 13 types of companies in Taipei, Taiwan. 608 self-administrated questionnaires were effectively collected. According to data analysis, research findings are as following.

1. More than 45% of working women participating recreational sport at public venues within walking distance, with family or friends, take less than one hour once a week during weekday or weekend, spend less than 30 dollars per month.
2. The modes of self-management toward recreational sport participation significantly differ among different groups of working women. For those with higher education, single, aged 20-30, show self-management by more intention, effort, and determination in participating recreational sport.
3. The averaged level of quality of life for working women in Taipei is well. The more recreational sport participation frequency, the better quality of life they perceived. However, for a specific recreational sport participation, when more than 1 hour spent, the longer the worse.
4. Self-management positively significantly correlates to the quality of life in terms of psychological, social, and physical aspect.

The evidences of this study show that self-management have significant effects upon recreational sport participation frequency and the quality of life. The capability of self-management on recreational sport participation should be integrated and educated while working women are encouraged to participate recreational sport and enhance quality of life.

0167 - IMPACT OF A "SPORTS-FOR-ALL" EVENT ON COMMUNITY DEVELOPMENT: A CASE STUDY OF THE CHALLENGE DAY IN JAPAN~

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Although the social impact of "Sport-for-All" events on community development is significant, the influence of "Sport-for-All" events are temporary especially after the event. This paper examines the impact of a "Sport-for-All" on the community development through a case study of the Challenge Day.

Challenge Day takes place every year at the last Wednesday of May. Its main idea is to suggest the persons to break their daily routine and practice any kind of physical activity for at least 15 consecutive

minutes. During this day cities about the same size will establish a friendly competition trying to move the highest percentage of persons in relation to its number of inhabitants.

A questionnaire survey was conducted by using a stratified random sample of adults living in a town with 12 hundreds population which participated in "Challenge Day 2004". The questionnaire was mailed to 2000 adults 4 months later after the Challenge Day, and 891 questionnaires were obtained. The response rate was 44.5%. Factor analysis, t-statistic and analysis of variance were applied to the data obtained.

As a result of analysis, there were 5 factors in the social impact: "sport town", "participation of residence", "sport promotion", "economic impact", and "sport environment". Findings also showed that participants had higher points on "sport town" and "participation of residence" than non-participants had. Most participants at the event feel that the Challenge Day enhanced the recognition of town name as well as the involvement in sport activities in communities.

Consequently, it is clear that "Challenge day" has the impact on the recognition of the importance of sport participation as well as the sport promotion. Future tasks should focus on the increase of participants with a variety of personal attributes and lifestyle.

0168 - TOURISM INTERNATIONALIZATION---A STRATEGIC CHANGE FOR HANGZHOU TO SHIFT FOR THE FUTURE

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The purpose of this presentation is to expose the diagnostic findings about Hangzhou as a tourist destination with a situation analysis, and argue about why tourism internationalisation is a must choice for Hangzhou to compete in the world market and how to make a strategic change for the future.

The presentation is a summary of the Tourism Development Plan for Hangzhou. The methodologies include: 1. overall site studies inside and outside of Hangzhou, including regional key destinations such as Shanghai, Yellow Mountain, and such water towns as Zhou Zhuan and Wuzhen; 2. four seminars respectively for government officials, hoteliers, attraction managers, and tour operators and guides; 3. questionnaire surveys in two cities of Spain-- Barcelona and Madrid, and two in China-- Hangzhou and Shanghai; 4. workshops for all the stakeholders.

Conclusions:

1. Hangzhou's tourism has come to the crossroad in that domestic tourism sees stagnation in growth and competitive position is weak in international marketplace.
2. A strategic change must be made to sustain its tourism growth and survive the competitive environment both inside and outside of China. Tourism Internationalization is recognized to be the best strategic solution.
3. Objectives and integrated strategies are set based on a development model analysis.
4. A comprehensive strategic and action plan is provided with regard to policy-making, marketing, infrastructure and product updating, social support system renovation, destination image rebuilding, organization reconstruction, etc.

0170 - REACHING THE HARD TO REACH – IMPROVING ACCESS TO RECREATION FOR FAMILIES LIVING WITH LOW-INCOMES

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Participation in leisure is essential for social development but often individuals without discretionary income are excluded.

The City of Edmonton, Alberta, Canada is becoming a recognized national leader in providing recreation services to families with low-income. The City has developed and implemented a new Strategy to ensure all citizens, regardless of income are able to enjoy the health and well-being benefits of participating in recreation and leisure activities.

In 2004, the City re-examined the way it delivered services to individuals with low-incomes. As a result, a new comprehensive approach was developed to reduce systemic barriers, provide additional opportunities and improve supports to increase participation in recreational opportunities for citizens living with low-income. The Strategy known as the Access to Recreation Strategy for Low-Income Edmontonians was developed throughout 2004 & 2005. Implementation of this Strategy began January 1, 2006. Qualifying low-income individuals receive unlimited, no charge admissions to all City recreation facilities; four registered program opportunities for children and youth and three for adults and seniors at 25% of the regular cost of the program and extra program materials required to complete the course.

Since the inception of the new Strategy, recreation participation rates have skyrocketed. Admissions to recreation facilities have increased by 244% as compared with last year. This is an increase of 37,493 more admissions as compared to 2005. Consistent with increased admissions, registered program numbers continue to grow. From January – May the total number of program registrations were 2,243 registrations as compared with 1,121 registrations the same time last year. This is exactly double the amount of program registrations when compared with last years figures.

0171 - MODELLING RESIDENT ATTITUDES TOWARDS TOURISM: A STRUCTURAL EQUATION MODELLING APPROACH

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Introduction: Given the magnitude of understanding of residents' support for tourism development, it is not surprising that considerable research has been devoted to this topic. However, most findings are inconsistent and even contradictory. Most studies in this area remain descriptive and lack theoretical foundations (Jurowski, 1994). Adapted from Gursoy, Jurowski and Uysal (2002), a theoretical model based on social exchange theory is proposed.

Methods: The data were collected by randomly surveying residents in a rural North Florida county by computer-assisted telephone interviewing in 2004. A total of 600 interviews were completed. After listwise deletion, 475 usable questionnaires were analyzed.

Results: The LISREL 8.52 structural equation analysis package was utilized to analyse the proposed model. The maximum likelihood method of estimation and the two-stage testing process were employed. The evaluation of goodness-of-fit indices supports the proposed model. The data support six significant paths in the model.

Discussion: This model provides general support for social exchange theory in resident attitudes studies. Perceived benefits show direct positive influence on residents' support for tourism while perceived costs have direct negative influence on their support for tourism. This study extends resident attitude studies by introducing more community related constructs. This model shows that community attachment, community concern and community outlook have significant indirect effects on support for tourism. Community attachment is an important factor in how residents perceive benefits and costs in this study. Perceived benefits mediate the effects of both community concern and community outlook on support for tourism. Future studies need to be conducted to replicate the findings and to test the model in different communities.

0172 - CANADIAN ECOTOURISM OPPORTUNITIES: OPERATIONAL MYTHS AND LEGENDS

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Ecotourism is growing. It is a robust component of the World's largest economic sector – tourism and recreation. Canada is sharing and contributing to this growth largely because of her rich ecological and landscape diversity. Each of her thirty-nine “natural regions” and each of her twenty-nine “natural marine regions” is, potentially, an ecotourism stage for the public and private sectors. As a consequence, it is important that management guidance be provided at this time to ensure that ecotourism is sustainable and has minimal negative impact. In this context, the application of “Ecotourism Principles or Tenets” (Nature-based; Preservation/Conservation; Environmental

Education; Sustainability; Distribution of Benefits; Ethics/Responsibility) would move us in the right direction. These items have been defined in an earlier research stage, and are to be published in the Journal of Ecotourism, November 2006.

Research is progressing on an initial test of ecotourism provider sensitivity to these key principles and tenets. The sensitivity test consists of the content analysis of the explicit advertising associated with twenty-five private sector providers and their ecotourism opportunities. The selection process is guided by criteria related to information availability and access, experiences offered, and a balanced spatial reach across Canada's natural regions. The attention afforded the explicit advertising placed at dedicated web sites is strongly supported by antecedent research. It indicates that ecotourism participants or consumers are extremely disconcerting, and have the capacity to more rigorously search for and critically judge such information before participating. In essence, it is in the best interests of both the provider and the ecotourism participant to be well-informed and to make decisions sensitive to the principles or tenets. Results indicate no clear agreement amongst Canadian providers as to what ecotourism means in practice. As such, benefits unique to this tourism type are being lost in application, the natural environment is increasingly at risk because principles and tenets are not informing or guiding operations, and the legitimacy of the Canadian ecotourism industry may be perceived as being compromised. Future research is intended to directly consult with Canada's key providers. The intention is to remove barriers to the development and use of national standards – standards of care related to the protection of Canada's natural environment.

0174 - THE RELATIONSHIPS AMONG ACCULTURATION, SELF-ESTEEM, AND LEISURE PARTICIPATION OF FOREIGN WORKERS IN KOREA

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The purpose of this study was to examine the relationships among leisure participation, self-esteem, and acculturation of recently arrived Korean-Chinese workers in Korea. The participants were Korean-Chinese workers, the ages of 20 and over who resided in Korea. The sample size for this study was 284. Correlation Analysis, ANOVA and Multiple Regression were used for the statistical analyze. The result indicated that there are relationships among leisure participation, self-esteem, and acculturation of recently arrived Korean-Chinese workers in Korea.

Keywords: Leisure participation, Self-esteem, and Acculturation of recently arrived Korean-Chinese workers in Korea.

0175 - PERCEIVED BENEFITS OF HIKING AS AN OUTDOOR RECREATION ACTIVITY

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It is perceived that psychological benefits motivate people to seek for outdoor experience in addition to social and biological benefits. Individual needs are usually influenced by one's socio-demographic situation, past experience, personal attitudes and values among other factors. In this study, a web-based survey (n=146) assessed individual perception and satisfaction of hiking activities, and the participation in hiking groups. Enjoying the nature and escaping from physical pressure are the most important outcomes perceived by respondents whereas developing leadership skills and family togetherness are least important. Paired-T Test determined that a significant proportion of respondents were not satisfied with their needs of enjoyment.

Implications of unsatisfactory experience in relation to environmental, personal and other factors are discussed. Cluster analysis identified five subgroups of participants in hiking activities among the respondents as: 1) low demand on all benefits; 2) inactive youngsters; 3) young working adults with diverse interests; 4) active naturalist; and 5) well-educated working class, enthusiastic hikers. Furthermore, age is not the most significant factor in cluster formation, instead, socioeconomic status and trip related factors highly contributed to the classification. The perception of psychological benefits also varied across the subgroups. Their roles, changes and prospects are also discussed based on the research findings.

KEYWORDS: Attitudes; Hiking experiences; Psychological benefit; Satisfaction.

0177 - RISK MANAGEMENT OF FITNESS CLUBS-IN TAICHUNG CITY

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The purposes of this study were to explore the difference of present condition between the risk management of fitness clubs in Taiwan to foreign countries, and to recognize the limits and defects in Taiwan.

That would provide information to fitness clubs in Taiwan and the choice of which fitness clubs of customers. The methods were to observe the operation of risk management and interview with the managers of three fitness clubs: Mandara, Alexander, and Fitness one. The results were to provide adequate solutions for risk management of fitness clubs in Taiwan. The limits were the hidden side of company benefit, and it would restrain the researcher to collect the data, that would increase the difficulty of this study.

0178 - TEACHERS' USE OF LEISURE TO COPE WITH WORK STRESS: BREAKING AWAY

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Life, including work time (e.g. teachers, police), is increasingly stressful for many people. Leisure helps lessen people's stress and reduce its impacts, maintaining health and enhancing life satisfaction (Coleman, 2004; Iwasaki, 2003; Iwasaki & Mannell, 2000). However, processes whereby these benefits are delivered are complex. Although theorising and research have sought to understand how leisure helps people cope with stress generally (life events, hassles, life transitions) less research has been conducted into workplace leisure and the ways that leisure might be used to alleviate work-stress.

Australian elementary school teachers (N = 185), of whom just over 75% were women, answered survey questions about their approaches to work and life and the strategies that they applied to alleviate work stress. The teachers' leisure oriented responses were identified and analysed using qualitative coding procedures to discover the main ways that teachers used leisure to cope with teaching stress.

Teachers' leisure responses to stress included seeking a better *balance between work and leisure* especially by *reduction of over time work effort* (which could be taken as confirming that for many, teaching was stressful), being '*selfish*', engaging in *hobbies*, participating in *relaxing leisure activities* (lunch breaks, shopping, dining, music, reading), participating in *physical activity*, *socialising* with colleagues and with family and friends, and *making teaching fun*. There was some variation in the leisure coping approaches of stressed and not so stressed teachers.

Many teachers see teaching as stressful and compensate, in part, by breaking away from work to leisure activities. Engagement in a typical variety of leisure lifestyles and activities occurs during nonworking times, at school during teaching breaks but also while teaching.

0179 - KEY EFFECT FACTORS OF LEISURE BEHAVIOR: PUSH POWER AND PULL POWER: A CASE STUDY OF UNIVERSITY STUDENTS IN HANGZHOU

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University student is one of the special groups which the leisure behaviour studies focus on. Some scholars (Ellis and Rademacher, 1987 ; Adler, 1991 ;) have thoroughly studied the leisure behaviour of university students by gauge examination and data analysis. In China, the leisure behaviour study of university students is still in its starting phase, lacking both studying quantity and methods, and remaining a weak point of theoretical study. Most of them are either only general description of the existing situation and trend (Tang Dianquan, 2002; Yang Zhihong, 2005 ;), or focusing on the study of leisure education (ShanZhentao2000; Jiang Xianping, 2005 ;). Very few researches go deeply into the factors of leisure behaviour of university students based on genuine data gained from field survey (Li Qingfeng, 2003、2004 ;). Obviously, this situation of study in this field does not match with the

great leisure life demand of university students. It can not give effective guidance on the leisure behaviour of university students and give effective suggestions about improvement of university students' leisure lives to the government, school and leisure product producers. Summarizing the key effect factors of university students' leisure lives will help us to identify the direct and most effective way to influence the leisure behaviours of university students. Based on the literature review and the practical research, we conclude 23 effect factors of the motivation of university students' leisure behaviours and divided all these effect factors into two parts: push power and pull power. Data were collected from 987 university students in 9 universities which locate in Hangzhou China. The subjects were selected from a sample of 1350 respondents (response rate of 83%) on the basis of valid competence questionnaires (134 profiles were invalid). The survey was taken at 1st March to 15th March, 2006. Using Spss 10.0 to analyze the data, we got some conclusions. 1) the key effect factors of push power; from all the factors, individual factors are higher valued than around atmosphere factors, and we conclude a push power radius model. 2) the different factors force of different leisure behaviours. 3) the key effect factors of pull power.

0182 - THE CONSTRUCTION OF URBAN ECOTOURISM INDICATORS: APPLICATION OF FUZZY PROCESS CONTROL

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Ecotourism has been discussed for decades, while it is still an ambiguous concept for many people. In the past, most studies involved with ecotourism are focused on reservation areas, and it is usually regarded as an ecological and sustainable form of tourism industry. However, while the ideology of ecotourism is still a crucial issue, a new concept of "urban tourism" has been proposed for a recent period. Whereas urban is the main habitats of human being, it is suggested that only if can the urban areas be included in the process of making strategies of ecotourism, the notion of the sustainability of tourism areas may be achieved. Since the content of urban ecotourism is a pilot trial, it might be uneasy to have a holistic view on urban ecotourism. As a result, the purpose of this study is to analyze the proper factors composing of an evaluation system, assessing the potential of urban ecotourism in Taiwan. In addition, this paper presents the construction of fuzzy control charts for a process with fuzzy outcomes derived from the subjective quality rating provided by a group of experts. With fuzzy process control(FPC) methodology comprises an off-line stage and an on-line stage. In the off-line stage, the knowledge applied by the experts when conducting the quality rating process is acquired through a process of fuzzy regression analysis performed by neural network. In the on-line stage, the dimensions of urban ecotourism indicators are measured and the fuzzy regression model is employed to automate the experts' judgments by mapping the measured dimensions to appropriate fuzzy quality ratings. Finally, the fuzzy quality ratings of urban ecotourism are designed for fuzzy control charts and the degrees of fuzziness on the issue are indicated. The result reveals that besides bringing tourism revenue to cities, "making urban space more livable, while ensuring protection of natural resources and ecosystem that sustain us" may be more important than any other indicators.

Keyword: Urban Ecotourism, Fuzzy Regression Analysis ,Control Charts

0183 - EVALUATION FOR THE PRE-JOB TRAINING OF RECREATION INSTRUCTORS IN TAIWAN YOUTH SWING PROJECT

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This study attempted to explore the demand of recreation industry and assess the effectiveness of pre-job training of recreation instructors in Taiwan Youth Swing Project which has been implemented since 2003. The recreation industry has been growing since 1999 when Taiwan implemented the working policy of 2-day off a week. The demand of recreation service quality raises the issue of human resource's capability. 43 companies and 91 employees who participated in Taiwan Youth Swing Project were interviewed and filled questionnaire. According to the collected data and statistics, the findings are as following. Firstly, recreation industry prefer hiring those have bachelor or even master degree, aged 20 to 25, with professional training and working experiences as well as the

characteristics such as enthusiastic, optimistic, learning, friendly and authentic. For those youth after pre-job training in Taiwan Youth Swing Project, the match of competency and task requirements is their first concern when selecting the company to serve. The factors affecting the satisfaction or dissatisfaction of working life are wage/salary, directors' leadership, distance away from home, and family support.

Although most of responses from employers and employees respond positively toward the courses of Taiwan Youth Swing Project, two types of problems need improving. One is teaching quality, the other is course necessity. For those courses put on the priority list by employers but evaluated ineffective by employees need improving teaching quality. For those courses not put on the priority list and evaluated ineffective need redesigning or even deleting. Although certificate of recreation instructor is recognized as a very important facilitating factor, some mechanics should be built to make the certificate system work well. They are authorized organizations, groups of qualified trainees, and a set of well designed courses which are effective to meet industry's requirements.

Keywords: pre-job training, certificate system, human resources

0184 - THE QUALITATIVE STUDY ON LEISURE LIFE STYLE

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The purpose of this study was to investigate Korean's leisure life style. For this purpose, We took open questionnaire survey to 121 people of adults (75 of male and 46 of female). The results may be summarized as follows: First, the realistic reasons why they chose particular leisure were ranked as the convenience in approaching (18.4%), pleasure (18.4%), making charming body (8.8%), enjoying with colleagues and friends(10.9%)and self-development (8.8%). Second, important values that they chose leisure were happiness and fun (21.8%), self-development (11.7%), accessibility to time (10.6%), reasonable expense (10.6%) and relaxing the stress and refreshing (9.5%). Third, They were inclined to be envious of people who got some money through leisure (22.4%), took part in favorable leisure (17.9%), participated self-development activity (15.4%) and managed/controlled a leisure plan/time effectively (13.5%). Forth, Some leisure life was regarded as undesirable such as impulsive and show-offish consumption (23.8%), work-leisure imbalance(19.9%), pleasure oriented activity (15.6%) and passive-lazy leisure life (12.2%). Finally, Dissatisfied leisure life was ranked as ineffective leisure time management (21.2%), passive-lazy leisure life (20.5%), excessive expense (14.7%), deficiency of investment for self-development (9.0%). The study will be used as a basic data for developing leisure-life style scale. Moreover, We expect to be used our results to enhance quality of leisure life

0185 - EFFECTS OF PERSONALITY, HEALTH AND ECONOMIC STATUS ON THE TYPE OF ELDERS' LEISURE ACTIVITY

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The purpose of this study was to examine the effects of the personality, health status and economic status on the elder's leisure activity. For this, We classified leisure activities into the four types-rest activity, physical activity, social interaction activity, self-development activity. Subjects were 115 the old (52 male, 63 female) over 60 years old living in the Seoul. The results were as follows: First, personality of the elderly had an influence on the types of frequent leisure and wanted leisure. Specifically, extrovert tended to more participate in physical activity and more want to take part in self-development activity than introvert. Second, while health status of the elderly affected on the type of frequent leisure, there was no meaningful difference in wanted leisure activity. That is, healthy group was more likely to do physical and self-development activity than unhealthy group. Third, there was difference in the frequent leisure activity according to the economic status. That is, higher income group tended to more take part in physical activity than low income group. In the case of wanted leisure activity, higher income group was more inclined to want social interaction activity than low income group.

0186 - THE RESEARCH ON TOURISM INTERNATIONALIZATION OF “THREE WATERS” IN HANGZHOU

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There is a close relationship between the development of Hangzhou tourism and “three waters” , i.e. the West Lake, the Qiantang River, and the Grand Canal from Beijing to Hangzhou. For international tourism, the three waters are resources of great potentiality, due to their geographic position, historic roles in the formation of the city and rich cultural heritages accumulated throughout 2500 years. But until now, they are not sufficiently exposed in the world tourism market. It is the time to promote “three waters” to the world as tourism attractions. This study is to work out a concept plan for the development of “Three Waters” into international tourism attractions within the framework of “Oriental Capital of Leisure” for the city of Hangzhou. There are three steps in the study with appropriate methodologies. Step 1: Site study and resources evaluation. 3S technology and evaluation model are used for this purpose. Step 2: Product and landscape design. A list of suggested designs and a product line are proposed based on resource evaluation and tourism situation analysis, and then a second selection is done by means of international tourist survey and Delphi method results from selected experts. Step 3: The result of the study. A final report is presented, including resources inventory of “Three Waters” and a concept plan. The later focuses on an integrated design of landscape, service and culture. Hangzhou is a water-based city, and the West Lake is the centre of tourism and symbol of the city. To establish it as “the Oriental Capital of Leisure”, Hangzhou should capitalize on its water resources and march into the age of “Three-water Tourism”. This study comes right in time and serves as a good reference for this vision of the city Hangzhou.

0187 - A STUDY OF MOTIVATION, CONSTRAINTS, PARTICIPATING CLASSIFICATION AND EXPERIENCE NATURE OF SPORT TOURISM IN TAIWAN

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The purpose of this study is to investigate the sport tourism motivations and constraints of the citizen in Taiwan; and to analyze the profiles of their participating classification and experience nature. **Methods** of this study adopted “The scale of sport tourists’ participating motivation” and “The questionnaire of sport tourists’ experience” which were developed by the author as the instrument. Questionnaires were distributed to all the Taiwan areas that engage in sport tourism. The population was defined as the citizen in Taiwan and the subjects were recruited from the population by using stratify random sampling method. The subjects completed the questionnaires in the one year survey period of 1st August 2004 to 31st July 2005. By the end of the data collection, a total of 3,840 usable responses were included in this study.

The result shows that (1) the main motivations are “relief & social”, “focus activity attending”, “satisfy curiosities”, “exercise & healthy” and “time-killing & excitement”, and these five factors accounted for 70.38% of the variance; (2) the main constraints are “structural factor”, “service factor”, and “personal factor”, and these three factors accounted for 68.31% of the variance; (3) the sequence of sport tourism participating classification is as follows: walking (14.62%), hot spring SPA(7.82%), swimming (7.36%), playing basketball (5.80%), jogging (5.59%), playing badminton (5.16%), hiking (5.07%), biking (4.67%), playing table tennis (3.27%), and therapy SPA (2.91%); and (4) the main sport tourism experiences are concluded as “natural environmental challenge”(54.42%), “interpersonal contest”(29.01%), “artificial environmental challenge”(15.49%), and “interpersonal combat”(1.08%). Regarding the analysis in the tourism resources experience, the data is as follows: 42.70% for natural landscape experience, 41.94% for manmade cultural/entertainment experience, 13.50% for natural coastal experience, and 1.86% for manmade historic experience.

Based on the results, the suggestions and implications were raised to be a helpful reference for better understanding the demands of sport tourism while planning the relative events and policy making. The information was also presented as a guide to enhance the quality of sport tourism and the relative supply strategies.

Keywords: sport tourism, sport tourism motivation, sport tourism experience

0188 - REDEVELOPING TOURISM IN THE WAKE OF A DEVASTATING EARTHQUAKE: A STORY OF TWO RESTAURATEURS

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Tourism industry growth is integral to a region's economic development, but natural disasters such as hurricanes, earthquakes, and tsunamis can be destructive to the growth and development. The disaster area's rejuvenation (Butler, 1980) could be confusing and expensive. A catastrophic earthquake struck Taiwan in 1999, causing deaths and economic losses. Devastated at the epicenter was a popular tourist destination. Three years later, most of the tourism businesses were rebuilt. As natural disasters happen often in places where tourism is a vital economic lifeline, sharing of successful redevelopment experiences can be valuable for other areas' rejuvenation planning. This study thus relates to the Congress theme of sustainable economic development.

The purpose of this study was to examine the path of redeveloping tourism from the earthquake. Two exemplary restaurateurs in the disaster area were selected for a semi-structure personal interview. The interviews were tape recorded and transcribed verbatim, followed by Babbie's (1989) qualitative analysis, including: (a) data coding, (b) theme identification, (c) taxonomies, and (d) comparison of interviews.

The data revealed four themes: (a) earthquake damages and challenges to recovery; (b) reasons for rebuilding business; (c) redevelopment strategies; (d) opinions of government involvement in tourism redevelopment. Earthquake damages and subsequent typhoon and mudslide resulted in low attendance and cancellations, which led to poor cash flow, delayed payments, loan default, frozen assets, and credit problems. The restaurateurs rebuilt their businesses because of personal pride, a desire for success, and a commitment to their employees. Strategies to increase business and revitalize tourism included earthquake tours, redesigned menus, tourism shows, culinary exhibits, chef and management trainings, and a new regional tourism promotion board. The restaurateurs believed that government's priority should be infrastructure improvement. Government should also provide job retraining, loan assistance, and leadership for regional tourism planning. This was a story of entrepreneurs struggling to rebuild tourism, and they made a dramatic comeback. They were entrepreneurial by turning a challenge (the disaster) into an opportunity (better business and stronger tourism industry). The lesson learned from them may be useful for future redevelopment of tourism destination and regional economy from a natural catastrophe.

0189 - ANALYSIS OF ESTONIAN YOUTH SPORT CONSUMPTION

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Introduction: The goals of the present research is to describe and explain the structure of sports consumption expenses among Estonian and Russian speaking students in sport. The study focuses on the influence of social variables (gender, age, nationality, and region) and economic variables (income) involved in sports participation and sports consumption of 8 –18 year-old students in Estonia.

Methods: Socio-economic analyses of sport consumer behaviour include both social and economic components. This theoretical background helps Taks et al. (1995) in the elaboration of the status pyramids model that includes all the dimensions that need to be taken into account when a socio-economic approach is decided on.

Results: Based on the results of research and using the status pyramids model by Taks et al., a new model has been worked out which involves pyramids of nationality and gender from the social aspect and the pyramid of hindering economic situation from the economic approach. The main conclusion here is that nationality is not the hindering factor for sports participation. Relation shows that Russian youth live in families with lower average income. However, this is not really a great hindrance for their sports participation than in the case of Estonian youth. A conclusion can be drawn that in Estonia, contrary to surveys done in Finland, Belgium and Spain, the family income is one of the main hindering factors for students' sports participation.

Discussion: The question is - how to reduce the expenses on children's sports activities. It is obvious that this study could not cover all the aspects related to this wide field. The current dissertation concentrates mainly on the active students and does not reflect intensively "non-users" of sports services. It would be worthwhile to focus specifically on "non-users" and include them in a longitudinal study in order to fully understand the differences between the two groups.

0190 - TERRORISM AND TOURISM REACTIONS

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The recent terrorism acts have threatened tourism globally. As terrorists often select tourism as target, and tourism being a critical economic base for the destination community, an analysis of reactions to terrorism can add insights into crisis management. The purpose of this study is to demonstrate the critical changes in tourism due to terrorism activities. The changes included tourist reactions to terrorism threats, industries' strategies to survive the attack, and governments' approaches to revive tourism. This study thus relates to the Congress theme of sustainable economic development. Data on terrorism's impacts on tourism were collected through media reports. Additional review and analysis were conducted pertaining to (a) history of terrorist activities and the global locations of their attack, (b) tourists' reactions to the threat, (c) recovery strategies of various businesses and industries affected by terrorism, including types of impact and extends of impact, and (d) attempt to revive tourism by governments. Geographical areas directly and indirectly affected by terrorism were global and not limited to the countries where attacks occurred. Travellers' reactions to terrorism threats included changes (decreases or increase) in visitation to various destinations, to different types of attraction, length of visit, and mode of transportation. Tourism industries reacted by reducing prices, enforcing security, reducing costs, and organizing efforts to obtain government support. Government approaches to tourism recovery included safety and security enforcement, financial support for tourism businesses, tax reduction for tourism businesses, increased budgets for tourism promotion, and incentives for conventions and events. The negative impacts of terrorism on tourism were short-lived. Tourists remained confident in security, and continued to be interested in travel. Tourism industries reacted quickly by being more efficient in operations and more effective in marketing. Governments recognized the economic importance of tourism and were active in promoting travel. It was concluded that global tourism was not defeated by terrorism and continued to grow in the long term.

0191 - THE RESEARCH OF RELATIONSHIP BETWEEN RESIDENTS' PERCEPTIONS ON TOURISM IMPACTS AND THEIR PARTICIPATION BEHAVIORS

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The development of tourism has led to extensive impacts on the scenic sites and the communities, the host of which, residents, are the main receiver of the impacts. Paying attention to the residents' perceptions on tourism impacts and encouraging residents to participate in tourism are the effective means to increase the positive and reduce the negative impacts. This paper, with residents as the subject, probes into the interaction between residents' perceptions on tourism impacts and their participation behaviors, and contributes to the harmonious and all-win development of tourism, communities and residents.

This paper, through interviews of experts and case studies of the typical tourism sites, establishes the assessment scale of residents' perceptions on tourism impacts and community participation behaviors by means of statistical analyses of factors and corresponding project designs, and the examination of reliability and validity. According to this assessment scale, there are 3 dimensions and 11 items of residents' positive and negative perceptions on tourism impacts respectively, and 4 dimensions and 13 items of residents' tourism participation behaviors. It is demonstrated that this assessment scale can be used to measure residents' perceptions on tourism impacts and participation behaviors. Based on the assessment scale, this paper develops a relationship model of residents' perceptions on tourism impacts, their attitudes and behaviors. Through the analysis of structure formula, the

relationships between residents' perceptions on tourism impacts and their participation behaviors are drawn as follow:

1. Residents' positive perceptions on tourism have evident positive impact on their participation behaviors.
2. Residents' perceptions of the negative impact have evident positive influence on their tourism participation behaviors.
3. Residents' economic perceptions on the positive and negative impacts of tourism directly influence their participation behaviors. The economic influence of tourism is the main factor which can enhance residents' participation in tourism.
4. Residents' perceptions on environmental influence have no impacts on their participation behaviors.
5. In the process of tourism development, more and the first attention is paid to its economic influence, followed by the social and cultural influences and the last due is the environment impacts.

0192 - THE IMPACT OF SPORT GLOBALIZATION ON THE LOCAL CULTURE

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Taekwondo is a sport originating in Korea, it became increasingly popular in Taiwan when the Taiwan Taekwondo representatives won 2 gold and 1 silver medals in the 2004 Olympic Games. The development of Taekwondo in the world is a phenomenon of globalization in itself; this can be seen through the huge Taekowndo sport popularity in the world. It is thus worthwhile for scholars to investigate the implications that foreign sports have on the culture of a country. This analysis will accomplish this through the study of the 7th Taekwondo Festival hosted by Cheinkuo Technology University in the summer of 2005. Observations and interviews were applied in the research. After the analysis and summarization, the following facts were obtained. 1. The host school can copy the complete cultural festival conducted between Cheinkuo Technology University in Taiwan and Chung Cheong University of Korea. 2. The host school and the visiting school (Chung Cheong University, Korea) can improve their faculty and student exchange and enhance their global view and cooperative relationship through the formation of a cooperation agreement. 3. The host school is located in mid Taiwan where few international sport games are held. Therefore people of this region experienced more of the Korean Taekwondo culture as well as cultures of other participating countries. 4. Through this sport festival, the participants, coaches and staff from all over the world acquired further understanding of the local culture of Taiwan and experienced the daily life through the local interaction of the participants. This festival was helpful in bringing people of different cultures together by sharing a mutual enjoyment. This analysis concludes that the globalization of the Korean Taekowndo sport is not the expansion of cultural imperialism, but a link to connect people of the world. As long as the activities are planned and promoted carefully, conflicts between foreign and local cultures can be avoided, and in contrast, all participants can realize the benefits of the sport culture. This analysis also suggests the necessity to hold international sport games so as to enhance harmony between people of the world and to improve recognition and acceptance of the local culture.

Key words: sport globalization, sport game, culture, Taekwondo, recognition

0194 - TESTING MARGINALITY AND ETHNICITY THEORIES FOR NORTH KOREAN DEFECTORS IN SOUTH KOREA

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The purpose of this study was to examine the change of leisure participation patterns for North Korean defectors in the South Korea within the context of marginality and ethnicity theories(Washburne, 1978). North Korean defectors have experienced huge changes both socio-economically and culturally in their new lives as well as leisure participation patterns in South Korea. The hope was that the study would provide further evidence as to the applicability of either ethnicity theory or marginality theory to

leisure activity patterns because they must be a new and unique group to test the ethnicity and marginality theories.

To more deeply understand the society of North Korean defectors in South Korea, as well as their leisure activities, a qualitative study was accomplished through in-depth interviews with six general informants and two key informants from October 2006 to March 2006.

In conclusion, it can be said that the North Korean defector's leisure activities in early stage in South Korea are influenced both by socio-economic and cultural factors. Most of the North Korean defectors have difficulty in finding a stable job in South Korea, and because of the limited support from the South Korean government, it is impossible for them to have a stable life in the early stages of their life in South Korea. It is also difficult for them to adapt to the South Korean culture which is new to them, because there has been a different culture and political system developed in North Korean during the last 50 years after the Korean war. On the other hand, after they settled down in South Korea to some extent, the North Korean defectors come to receive more influence from socio-economic factors than cultural factors. Even if the North Korean defectors have stayed in South Korea for more than 5 years, economical difficulty still remains as a problem in their life including leisure activities. However, since we are ethnically the same people using almost the same language and sharing similar sensibility, it seems possible for the North Korean defectors to overcome the cultural 'otherness' and to adjust to South Korean culture.

0198 - A STUDY ON PARTICIPATION CONSUMPTION IN SKI MANIAC

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This study aims to make clear for what purpose amateur skiers, distinctive from those who participate in the skiing as one of the leisure sports, buy top priced famous brand equipment and clothes and what kind of satisfaction they draw from that choice, in order to figure out the participation-driven consumption of those who participate in the skiing. This writer conducted the in-depth interview with 5 samples, which participated in this study, collected through purposeful sampling according to the goal of this study and drew the following conclusion mainly through the derived results.

First, it was found that the reason that the participants of this study bought top price sky equipment and clothes was that they considered that they deserved the high quality equipment and clothes, and had a great self confidence in their skiing skills.

Second, the participants in this study were found to buy high priced skiing equipment and skiing clothes to show off their skiing skills to others. They were found to be equipped with advanced skiing skills and think that their skiing equipment and clothes make their skiing skill look more sophisticated. In addition, they were found to think that all those things work to draw the attention from others.

Third, participants in this study were found to be satisfied with the simple fact that they own their high quality skiing equipment and clothes, which turned out to come from the fact that their high quality skiing equipment and clothes represent not only the value of commodity but also the value of scarcity. Those findings indicate that participants draw the satisfaction that they are special from the fact itself that they are participating in the skiing with high quality skiing clothes and the skiing equipment, and furthermore, are satisfied that they join the small group of people with highly advanced skiers.

The participants in this study were found to work on temporary basis or try to earn additional income during the off-season to satisfy their desire to buy and own new equipment and clothes.

0200 - PRELIMINARY RESEARCH OF THE MEASURE FOR LEISURE LIFE STYLE

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It is true that leisure life is a critical part of modern life and is getting important in modern society. Therefore, analyzing expectations and values for leisure and researching leisure practices have meaning in measuring the quality of life. In this respect, differences between values and attitudes giving consequence to ideal leisure life and the actual way of leisure life could provoke negative influence to our life, furthermore, it could influence quality of life in negative way. Therefore,

classifying leisure life style through analyzing value of life style and the actual state of leisure precisely is very necessary. Leisure life style could be very useful standard satisfying various desires and demands related to leisure. In the research, we surveyed 3,000 people aging over 10 years, one to one interview method, asking value of life behaviors(Individualism VS Collectivism, Pro-Stability VS. Pro-Change, Static way of life VS. Active way of life, Family-centered life VS. Work-centered life) and practices of leisure life(With whom, How frequently, Where, For what) in respect of both value and behaviors. Through this survey, five groups of leisure life style have been resulted; "Time-limitation Type", "Functionalism Type", "Couch-Potato Type", "Community-centered Type" and "Discrepancy Type". This leisure life styles would provide effectual alternatives for reducing gaps between expectations for ideal leisure life and the actual life. Furthermore, this could be used for ground work to develop measure satisfying various leisure demands.

0201 - EMBODYING TOURIST PHOTOGRAPHS

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This research addresses on accounting for embodied way of using media technologies for generating tourist experiences and performing cultural identities. A great number of literature argues that media contents strongly regulate tourist experiences, tourist experiences of a place are representative to socially and culturally dominant ideologies and discourses about that place. Another important aspect of theorising tourist experiences highlights the playfulness of being elsewhere and what counts for a journey is the play with different visual representation of tourist places. It follows that tourist experiences either reflect upon the visual representation of places under the gaze of the West, or centre around the play with those visual. However, to exemplify the embodied aspect of media technologies, especially in the forms of cameras and photography, and their relations to tourist experiences, I adopt virtual ethnography to explore how photography could be exercised in an embodied manner and to observe how these embodied representation of tourist experiences provoke further social interactions through various discussions on Internet. The result leads me to consider tourist experiences as a performance assisted by media technologies as well as the networking of the human and the material. Tourist experiences are then the generative consequence of connecting and reworking of embodied engagement of a place as well as social identities, togetherness and dwelling, in which media technologies are taken as a means which affords such performance. This account on tourist experiences can also reconsider authenticity. Authenticity does not simply rely on the reconstruction of tourist places on the aspects of historical, cultural and social origins, but is built upon embodied ways of using media technologies and performing tourist experiences and identities. This research contributes to the understanding of how visibility interacts with tourists in particular and society in general. Although the visual is seen as the most important form for communication, it should be understood with its complex connections with diverse bodily senses and cultural identity.

0202 - FACILITATING MAINLAND CHINESE TOURISTS' VISITATION IN EUROPEAN DESTINATION: ON THEIR SATISFACTION, MOTIVATION, INDUCED IMAGE, EXPECTATION, PAST EXPERIENCE ON THEIR SATISFACTION, MOTIVATION, INDUCED IMAGE, EXPECTATION, PAST EXPERIENCE

Ling Lin

Li-Hu tourists attraction, Wuxi, China

The growing-importance of Mainland Chinese has attracted world's attention, in terms of prediction on Global Tourists Flow 2020 by WTO, and more and more countries have been new destinations to Mainland Chinese tourists. Currently, the whole EU has been fresh destination to Mainland Chinese tourists and obtained ADS (Approved Destination Status) since September of 2004. This paper investigated distinguished features of Mainland Chinese tourists towards European Destination on their motivation, experience, expectation, induced image and satisfaction, as well as China outbound market through identifying major stakeholders, in order to facilitate their visitation in European Destination. 122 surveys on Mainland Chinese tourists were done in three major tourists generating regions (Beijing, Shanghai and Guangzhou) after initial openness. Content analysis on six brochures from European NTO (National Tourism office) was also interpreted to further delineate Mainland Chinese tourists' induced image and expectation. Ten interviewees from Travel Agency, China

Tourism Authority and NTO from Europe participated in in-depth interview, in which they discussed image and expectation, experience and satisfaction, major stakeholders and their roles and the solutions to upgrade Mainland Chinese tourists' satisfaction. The research findings can contribute in a positive way to the debate on image of Mainland Chinese tourists, cross-cultural research, and implementation of promotion strategies from Europe as the follow-up of WTO-ETC Report (China outbound Tourism). Mainland Chinese tourists should be treated as special target group considering diversified motivation they possessed, and experience difference caused by location, age and education. Two criteria on identifying major stakeholders, information delivery and special role exerting in China context, were established in addition to the role of influencing Mainland Chinese tourists' experience and perception. The scope of solutions to enhance Mainland Chinese tourists' satisfaction, in terms of major stakeholders' role, was broadened marketing, policy-marking and leisure education. The implication of the research was of considerable help to tourism trade, tourism promoters, tour operators, NTO and tourism researchers both in Europe and China.

0203 - THE POSSIBLE MARKETING STRATEGY OF TOURISTS ATTRACTION IN CHINA

Linda Lin

Li-Hu tourist attraction, Wuxi, China

The ownership of tourist attraction in China is mostly state-owned, which determines the specific role of most tourists attraction played. In this paper, several marketing strategies will be discussed via one case study.

Radom survey towards tourists was employed to obtain the result. One or two strategies will be tested to adapt the actual situation from the result. Besides, the relationship of different stakeholders in tourism , travel agency, tourist attraction, tourism board at different level, hotel , will be explored finally.

0204 - RELATIONSHIP BETWEEN VACATION LIFESTYLE AND RECREATION FACILITY NEEDS

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Introduction: Recreational activities are gaining respect from tourists. Within the recreations market, recreational operators should plan products and services according to consumers' recreational needs. Empirical studies showed that lifestyle is a better method to segregate markets than demographics. Therefore, this study examines the relationship between tourists' vacation lifestyle and recreational facility needs.

Methodology: With respect to the scale of vacation lifestyle, this study adopted Cheng and Liu's (2003) 15-item, 6-point Likert "Taiwan domestic vocation lifestyle scale." Random sampling of tourists consisted of onsite location (Meiling Scenic Area) and offsite areas (Dong Shan Highway Rest Area and Tsengwen Reservoir Scenic Area). A total of 474 valid surveys were returned, including 282 onsite surveys and 193 offsite questionnaires.

Results: Results indicated that onsite tourists' different vacation lifestyle groups demonstrated significant difference with only three of the sub-dimensions: number of parking lots ($p = 0.009$, integrated vacation lifestyle group was higher than the socializing-oriented group), tourist service centers ($p = 0.34$) and safety warning signs ($p = 0.007$, attentive to vacation quality group was higher than family vacation socializing-oriented group). For offsite tourists, only two groups demonstrated significant differences: lodging facilities ($p = 0.001$, socializing-oriented group was higher than integrated vacation group) and activities arrangement ($p = 0.032$).

Conclusion and Discussion: With respect to the three types of facilities that demonstrated significance, the degree of need is higher in offsite tourists than onsite tourists. This could perhaps be attributed to level of familiarity tourists have of the Meiling Scenic Area as well as the degree of understanding with respect to the area's environmental location and activities. In addition to a respect for the basic infrastructure within the scenic area, this paper recommends recreational providers to further explore tourist needs and motivations so as to provide the best alternatives to tourists.

0205 - HIDDEN OUTCOMES OF INCLUDING INDIGENOUS KNOWLEDGE IN PLANNING PROCESSES

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Development of quality park and recreation programs and facilities which meet the social, cultural, and economic needs of local residents continues to be an issue in rural communities. This situation is often compounded by the many barriers, such as lack of fiscal and human resources, which are common in rural communities. Contemporary planning techniques often used in rural communities incorporate methods of collecting information from residents and community leaders (e.g., surveys, focus groups, and public meetings), but viewing this critical planning component as simply a perfunctory step hinders the potential outcomes that could result from thoroughly including indigenous knowledge in the planning process.

The purpose of this presentation is to provide case study examples of the various opportunities that may become available when a planning process is implemented which takes into consideration indigenous knowledge in all aspects of the planning process.

Three different case study examples from our work in Clare County, Michigan, United States will be presented. The case studies show demonstrate Clare County was able to develop various programs, access physical resources, and engage additional collaborative efforts by thoughtful inclusion of indigenous knowledge in the planning and decision making process.

0206 - INTERACTIONS OF ACTIVITY, PEOPLE AND PLACE: A STUDY OF THE LEISURE EXPERIENCE OF ATHLETES PARTICIPATING IN THE WORLD MASTERS GAMES

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The 2005 World Masters Games (WMG) was an international multi-sport event that attracted 21,600 registered competitors to Edmonton. As in most events of this nature, the fundamental rationale for hosting the Games was to capture economic, social and cultural development benefits. The degree to which these development objectives are generally met is, in part, dependent on the nature of the leisure experience that participating athletes have during the event yet, little is known about this experience. This presentation explores the mode of experience of visiting athletes in terms of the relative importance that they place on: 1) the activity (sport competition); 2) the social dimension (meeting new people); and 3) the place (host city). A better understanding of these dimensions of experience builds on the work of Williams, Paterson, Roggenbuck and Watson (1992) in terms of outdoor recreation contexts and it responds to Weed and Bull's (2004) call for research related to these dimensions of sport tourism experience of sport tourism experiences. A stratified random sample of 2500 registered athletes was surveyed using a web-based questionnaire. Findings show that the activity dimension of the experience was most important followed by the social dimension and then the place dimension. The relevance of these and more detailed findings will be highlighted in the presentation.

0207 - CULTURAL DEVELOPMENT THROUGH THE DIGITAL MEDIUMS. INTERNET NETWORK OF NETWORKS.

Cristina Giménez

Deusto University, Bilbao/Pais Vasco, Spain

Immersed in a world undergoing a complex and rapid transformation, culture is changing in a special way. As a reflection of social change and like a mirror, registering news forms of expression and communication, our leisure time, more and more associated with digital products given to us over the Internet, opens a door to the world at the press of a button: people that we mix with may live in counties that are far away; the products that we buy may have been made thousands of miles away and are shown within reach on our computer screen.

In my recent research which I used to obtain my PhD titled “Culture and patronage in the 21st century. New digital mediums at the turn of the century”, I analyse this subject by observing how culture is undergoing a process of transformation in our society basically due to its new channels of transmission, its mediums. This change is having a profound impact on cultural consumption and the creation of new cultural products. The construction of new knowledge and the reconstruction of existing knowledge is currently very rich: we can surf, think, recreate meanings, participate in specialised forums .. All of this will, without doubt, give results when the first post-google generation is creative and the wealth of their interconnected information provides new solutions for a world which will have an infinite number of new realities and problems. Just like parchment or paper, the Web will tend to convert itself into a new informational medium of a network of networks. We must not forget that now, at the beginning of the 21st century, all of the cultural mediums are changing and, without underestimating any of them, they all come together on the Internet which is where in the end we will all go for reference.

My research has a theoretical part and a qualitative part, using the opinions of Spanish **experts** like Miguel Zugaza, Director of the Prado Museum; Federico Mayor Zaragoza, Ex – Director of UNESCO or Joseba Arregi, Ex Minister for Culture responsible for the opening of the Guggenheim Museum Bilbao. Amongst the conclusions what stands out is the booming economic dimension of art and culture, which possibly contains the principle keys to the future. This civil society resurgence, with an overflowing market based on the new technology, places culture in a position of unstoppable development.

0208 - URBAN HOST COMMUNITY PERCEPTIONS OF TOURISM MARKET SEGMENT IMPACTS: EVIDENCE FROM INDIANAPOLIS

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Over the last decade, downtown Indianapolis, Indiana has experienced significant growth in tourism. As the city continues to develop their tourism resources, it is essential to gain an understanding of residents' opinions regarding development. There has been a proliferation of tourism impact studies drawing connections between resident attitudes of perceived tourism impacts and development.

The purpose of this study was to examine an urban population of tourism business representatives' perceptions of economic, environmental, and social impacts cultural, convention, and sport tourism may have in Indianapolis, Indiana. The tourism business industry was represented by membership in the Indianapolis Convention and Visitors Association (ICVA).

The study used a modified Urban Tourism Impact scale to examine economic, environmental, and social perceived impacts developed by Chen (2001). Analysis of the data included testing three models of structural relationships between tourism impacts and support for development in each of the tourism market segments through a confirmatory factor analysis. Multiple regressions examined which tourism impacts were significant predictors for support for tourism development and a series of analysis of variance (ANOVA) tests were used to examine any differences in support for each market segment and participant demographics.

The positive economic impacts consistently exerted influence in predicting support for tourism development in all three models. However, the social impacts played a greater explanatory role with all three market segments. The negative environmental impacts played a role in determining support for sport tourism only. Differences were found with those with a higher education level in predicting support for cultural tourism, but not convention or sport tourism. Policy makers and tourism planners in Indianapolis should monitor quality of life issues in the city for any changes and promote resident only days at attractions to remind residents of the social benefits tourism can bring to the community.

0209 - FINDING A BALANCE: EDUCATING ON THE BENEFITS OF CASUAL LEISURE FOR MENTAL HEALTH & WELL-BEING

L.A. Breen

Sunnybrook Health Sciences Centre, Toronto, Canada

A practitioner's perspective based on experience as a Recreation Therapist in Psychiatry within an acute hospital setting. Supporting references will be provided from existing research, World Leisure documentation, observations and examples from clinical practice.

This session will focus on the valuable role of casual leisure for social development through enhanced mental health and well-being of individuals and communities, with implications for future research and service applications. Given the current prevalence of mental illness and stress-related disorders, casual leisure deserves further attention for its potential to favourably impact cultural and economic development on local and global levels. The positive outcomes of serious leisure have been documented and it is agreed that related education is important. However, when people face constraints as a result of compromised mental health, the skills and resources necessary for serious leisure are often significantly challenged. Contrary to times of health, the balance needs to shift with greater emphasis given to the integration of quality "moments of leisure" into the everyday experience of living. Leisure education programs need to promote and incorporate casual leisure for balanced lifestyles. An intentional approach can be helpful because it frequently does not happen naturally on its own and a surplus of "free time" due to illness-related unemployment can add further stress. Learning to become more mindful in one's leisure life allows people to recognize and access opportunities for positive experiences that are readily available to us but often overlooked or undervalued. The psychological and social gains through positive, informal leisure enhance stability and quality of life for individuals. These lead to a more socially well community with greater levels of awareness and meaningful connections. In addition, casual leisure can serve as a catalyst, preparing individuals for engagement in more structured leisure pursuits. Finally, sustainability of benefit is possible and lies not in the duration of an activity but in the lasting impact that these "moments" of leisure have on health and development for person and community.

0210 - LEISURE: A DIALOGUE BETWEEN ARISTOTLE AND CONFUCIAN

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Introduction: The overwhelming majority of studies investigating the concept of leisure have been conducted in North America (Chick & Dong, 2003). While a steady increase in interest in the ethnic and cultural dimensions of leisure has been found in recent years, researchers suggested moving beyond from a description approach on differences to an understanding of why those differences exist (Meannell, 2005). As Confucianism has had a profound influence on self-construal and social interactions in Asian countries (Arcodia, 2003) and the influence of ancient Greece inheritance on contemporary meanings of leisure has been well acknowledged (Goodale & Godbey, 1988; Russell, 2002), this study aims to bridge the concepts of leisure from an Aristotle's and Confucian's perspectives.

Methods: The method used in this study is "Literary Criticism." It can be viewed as an art of making sense out of something between the words and meanings, or a process that allows re-creating the words in light of researchers' concerns (Eagleton, 1983). "*Lun Yu*," the document that records Confucian's teaching and the studies that present Aristotle's perspective of leisure were examined.

Results: The study found that while both Aristotle and Confucian emphasized leisure as an important means to achieve the ultimate happiness; however, the way to practice it was addressed differently. Aristotle believed that leisure was activities performed for their own sake and the freedom from having to be occupied; while on the other hand, Confucian provides a detailed instruction that aims to direct people's behaviors and attitudes even for their leisure. The idea of freedom in a Confucian's perspective is taken as an ultimate goal that can only be achieved through one's moral practices and self-cultivation in order to obtain the harmony with the surrounding environments, as opposed to highlighting "freedom" as a state of being and encouraging the use of leisure as a mean to explore

one's true self. This difference can also be viewed as a reflection and origin of individualism and collectivism in the two societies.

Discussion: Because leisure theories often affect and even direct leisure practices, the understanding of similarities and differences between Western and Eastern philosophies of leisure can enrich the scope of Leisure Studies and better serve populations in differential ethnic and cultural societies (Walker, Deng, and Dieser, 2005). By examining the philosophical foundations of Aristotle's and Confucian's theories, this study hopes to provide insights for policy-makers, service providers, educators, and marketers with cultural awareness to better implement their works.

0211 - LEISURE AND SOCIAL DEVELOPMENT OF PEOPLE IN BANGKOK

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The purposes of this study were to identify Bangkokians' participation in outdoor activities and leisure constraints, and to give insight into Bangkokians' social development in leisure participation during the past six months. A self-administered questionnaire was the research instrument. Subjects were 1200, 665 males (55.40%) and 535 females (44.60%), who were stratify random sampling from 14 districts in Bangkok during February 2006. Mean, standard deviation, frequency and percentage were analyzed by using computer statistical package. Results were found as follow :

1. The most frequent outdoor activity that people in Bangkok participated in everyday were walking (42.25%) and jogging (21.33%). In contraction, the less frequent activity during the past six months was going to camping (1.66 %).
2. The three priority leisure barriers to people in Bangkok participated in outdoor activities were lack of time, lack of money, and lack of opportunities to participate in outdoor activities respectively.
3. There were higher participation relationships among social interaction activity, family members and friends.

The study implies that people in Bangkok need to gain more income in order to overcome their leisure barriers and constraints. Meanwhile they prefer socially situated leisure policies and practices to create active communities, as well as to enhance their quality of life.

0213 - TOURISTS' CULTURAL BEHAVIOR AND EXPERIENCE OF NIGHT MARKET: CASE OF TAIWAN

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Night markets provide various experiences of culture, food a¹nd fashion of Taiwan life. Many foreigners view the night market as a place to explore and enjoy Taiwanese life with fun, mystery and wonder. According to Taiwan Tourism Bureau report, the most popular scenic spot is night market for foreigners. The main purpose of this research is to explore the cultural behavior, experiences and images of tourists from different regions when they visit Taiwan night market. There were 370 surveyed subjects include Southeastern Asian, Japanese, and European/American three groups. The results show that: 1. the major behaviors of night market tourists include the interacting with people, exploring novice, collecting memory materials, and buying souvenirs. The Japanese more emphasized on buying souvenirs than Southeastern Asian and European/American visitors. 2. The experience modes include sense, emotion, thinking, relation and action experience modes. The Japanese had higher emotion value, while the Southeastern Asian more emphasized on relation experience. 3. The on-site complex images include delicious snack, public facilities, well-known or not, and low price. The Europeans/Americans more concerned delicious snack, public facilities and low price than southeaster Asian people and Japanese. 4. The canonical analysis showed that the thinking experience and sense experience were correlated with the image of delicious snack..

0215 - ORGANIZATIONAL MISSIONS, RELEVANCE, AND COMMITMENT TO CULTURAL DIVERSITY AS KEYS TO GREATER MINORITY INVOLVEMENT WITH OUTDOOR RECREATION, ENVIRONMENTAL EDUCATION AND CAREERS

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Introduction: The contribution of outdoor recreation, leisure, and wilderness to human quality of life has been demonstrated in previous research. This study investigated institutional, systemic, and societal factors that complement or confound efforts to get racial and ethnic minorities involved with outdoor recreation, environmental education, and careers.

Methods: This study adopted qualitative research methods, including document textual analysis, key informant interviews, and a computer-based data analysis program (Nvivo 7), to collect and analyze data within the Boston harbor Islands national Park Area.

Results: Keys factors that emerged include organizational missions and goals; the relevance of recreation, leisure services and environmental education programs and other programs; and the competence, commitment, and sensitivity by agency managers and staff to diversity and multiculturalism in designing and presenting programs.

Discussions: Agencies and professionals need to reconcile their organizational missions and goals with the aspirations and needs of target groups; programs and activities should be relevant to minorities' lived conditions; and there should be diversity and multicultural perspectives in the presentation of programs and issues.

0217 - THE MOTIVES THAT INFLUENCE YOUNG MALAYSIANS PARTICIPATION IN TENNIS

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Background. One of the most important issues confronting sports psychologists is the motive young people assign for participating in sports (Gill, 2000). However, most of the existing research has concentrated on motives for participation in sport in general (Gill, 2000) and not for specific sports (Kolt & Capaldi, 2001). The present research attempt to contribute to the filling of the gap in knowledge regarding motives for specific sports by investigating the motives young Malaysians assign for participating in a specific sport of tennis.

Aim. The aims of the present study were twofold: first it investigated the reasons young Malaysians assign for their participation in tennis; and second to investigate the influence of demographic variables of gender, age and level of competition on the motives.

Sample. The sample comprised of 300 young Malaysian tennis players who were selected by means of convenient sampling.

Method. A modified version of Gill *et al.* (1983) Participation Motives Questionnaire (PMQ) was used as the research instrument. Each participant completed the PMQ questionnaire.

Results. The data collected was collated and statistically analysed using SPSS. Principal component analysis of the data revealed 7 motives for taking part in tennis. They were: a) Achievement & Status; b) Skills & Fitness; c) Challenge, Fun & Exercise; d) Teamwork, e) Travel & Tension Release; f) Action & Excitement; and g) Affiliation. Overall, the results also showed the influence of demographic variables of gender, age and level of competition on motives for taking part in tennis.

Conclusion. The implications of the results as they relate to the devising of strategies to encourage young Malaysians to participate in tennis are discussed, and suggestions offered for future research.

0220 - AGING PEOPLE'S LEISURE ACTIVITIES: AN ANALYSIS OF DEMAND AND SUPPLY SIDES IN BEIJING

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This paper aims to explore and examine the characteristics of demand and supply system of aging people's leisure activities by reviewing the relevant literatures of previous research in this field. On the basis of the brief introduction of leisure and aging population in the world, the author analyzed the great contribution of leisure to enhance people's life quality, especially to the aging population. Therefore, researching the leisure activities and life quality of aging people has an important social meaning, which is helpful for us to understand the demands and preferences of aging population, and help providing better and more proper leisure facilities, services and activities to them, in return of their contribution to the development of the society. The satisfaction of aging people's demands can help achieve the goal of social development from the long run and from the human-being perspective. This paper therefore chose a group of aging people in Beijing as a target population in order to analyze their characteristics of leisure activities from the perspective of demand and supply sides. Based on the analysis of status quo of leisure supplying system and the existing problems, the author proposes some countermeasures which would combine the aging people's leisure demands with leisure supplying system from three dimensions which are government, non-profit organizations, and commercial sectors

0221 - THE STRATEGIES AND EFFECTS OF PROMOTING STUDENTS' SWIMMING CAPABILITY IN TAIWAN

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Aquatic recreation is popular. Swimming capability not only promotes aquatic recreation but also ensures participants' safety. It's no exception in Taiwan which is surrounded by ocean and has more than thousands of rivers inland. Evidences show that it's effective to learn swimming during school ages. A second 4-year plan for promoting students' swimming capability has been initiating since 2005 by Ministry of Education (MOE) and Taiwan Society for Sport Management (TASSM). The goals of this plan are more than 70 % of all 3,900 schools designate swimming as required course and more than 50 % of all 3.8 million students capable of swimming in 2008. To achieve these aggressive goals, MOE and TASSM plan a set of 5 strategies, build a working network and a website (*happyswimmer*). These 5 strategies are set by 2 approaches. For the 400 schools which have already implemented swimming courses, workshops for effective instruction and evaluation for swimming capability are two major strategies. For the 3,499 schools which have no swimming pool, administrative coordination, swimming summer camps, and pool-sharing alliance are three major strategies. A group of professors with aquatic proficiency are invited to plan and implement these strategies. In 2005, 30 summer camps were held for 1,000 students who had no swimming experience, 100 schools participated the administrative coordination meeting for setting swimming as course, and 50 private business companies join and share pool with school swimming class, as well as 500 teachers participate in the workshop. By the end of 2005, the results show that 28.12% (984 of 3,499 schools) which have no swimming pools implement swimming courses. 35% of students who participate in swimming class passed the requirement, 15 meters for elementary school, 25 meters for high school. By the end of June 2006, these strategies have been initiated as planned. Results will be collected and shown in November. Strategies and goals will be evaluated and adapted if necessary for 2007.

Keyword: Aquatic recreation

0224 - THE STUDY ON THE UNDERGRADUATE'S PARTICIPATION IN LEISURE SPORTS IN SHANGHAI

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In new century, people's view on leisure is changing greatly. They pay attention to their leisure, health, and the quality of life. Leisure sport is one part of leisure activity; it is a way of relaxing as well as a civilized, healthy and scientific lifestyle. It is various, entertaining, creative, novel and adventurous. People who take up leisure sport can achieve self-realization and improve their quality of life actively and happily. The purposes of this study were to know current situation of the undergraduate's participation in leisure sports and the factors that affect their participation by questionnaire. 300 undergraduates in Shanghai University participated into this study by random. The study indicated that the student's concept on leisure, exercise and health was not so clear. Many students could not carry out a health lifestyle in their routine. The popularization of leisure, exercise and health still need long way to run.

0225 - THE GLOBALISATION OF SPORT AND A CITY'S IMAGE ENHANCEMENT - 2010 CHUNCHEON 11TH WORLD LEISURE CONGRESS -

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Sport, especially leisure sport, increasingly involves corporate capital, management and media on a global level under globalisation process of high modern society. So many different cities are devoting considerable efforts for constructing quality facilities of sport and staging sporting events to actualise enhancement of a city's image and economic development. As a result municipal governments are having begun to compete with one another for a share of urban tourism (Smith, 2001). As globalisation process is deepening, the economic, cultural and political centrality of leisure sport is increasing. The organisation of 2010 Chuncheon 11th World Leisure Congress is taking place in this social background of sport globalisation (Ryu, Cho & Choe, 2005). Chuncheon City has known as the quiet lake city for a long time. Whenever have Koreans heard of the name of the city, they have reminded a lady who have been sitting on a bench beside of a lake. During last several years the city embraced the marketing of a new image, a leisure city (Short, 1996: 448-452). The City will reinvent itself, to cast off the old images of the lake city and construct new images of a leisure city that would appeal to the changing tastes of tourists through conscious plans of investment and promotion for holding the Congress (Williams, 1998: 182-189). Globalisation processes involve multidirectional movements of people, practices, customs and ideas. Given this perceived growth in the multiplicity of linkages and networks that transcend nation-state, it is not surprising that we may be at the earliest stages of the development of a transnational culture or global culture. This process entails a shift from ethnic or national cultures to supranational forms based upon either the culture of a superpower or of cosmopolitan communication and migrant networks like McDonaldisation or Americanisation. Despite this homogenising power of McDonaldisation is strong enough to reach every corners of the world but it is not a sufficient explanation of the observed. Processes of Europeanisation, Orientalisation, Africanisation and Hispacnicisation have been and continued to be at work on a global stage (Maguire, 2001: 37-41). In this vein, *World Leisure Congress 2010 Chuncheon* will be a mega-events which will be identified from the observations; the diminishing contrasts and increasing varieties, the commingling of Western and non-Western cultures, and the subsequent emergence of a new amalgam.

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0227 - SPORT AND ECONOMIC REGENERATION IN CITIES

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Investment in sporting infrastructure in British cities over the past 20 years was not primarily aimed at getting the local community involved in sport, but was instead aimed at attracting tourists, encouraging inward investment and changing the image of the city. The first example of this new strategy was seen in Sheffield in the late 1980s with the investment of £147 million in sporting facilities to host the World Student Games in 1991. More recently, Manchester spent over £200 million on sporting venues to host the 2002 Commonwealth Games with a further £470 million on other non-sport infrastructure investment in Sportcity in east Manchester. In the British context, most of the cities following this strategy of using sport for economic regeneration have been industrial cities, not normally known as major tourist destinations (eg Birmingham, Glasgow, and Cardiff as well as Sheffield and Manchester). The drivers of such policies were the need for a new image and new employment opportunities caused by the loss of their conventional industrial base. This paper analyses the justification for such investments in sport in cities for both the USA and Europe and assesses the evidence for the success of such strategies. The 1992 Barcelona Olympics and the 2002 Commonwealth Games in Manchester are used as case studies. The paper is an update of the article below:

Gratton C, Shibli S, and Coleman R (2005), Sport and Economic Regeneration in Cities, Urban Studies, May, Vol 42, Nos 5/6, pp 985-999.

0228 - LEISURE EXPERIENCE OF PARTICIPANTS IN WALKING

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Introduction: As the government has promoted the 40-hour work week system in Korea since its introduction in July 2004, reduced working hours have resulted in increased leisure time, and leisure has been seen as a lifestyle, which functioned to transform our society from work-centered to leisure-centered. This change has led to a shift in the importance and recognition of leisure, increased desire for leisure, and even change in participation pattern, and in particular, leisure participation patterns have evolved on the strength of the well-being trend in pursuit of a healthy life, which is a new kind of culture in Korea. Among other things, 'walking' is not only easy for anyone to do without complicated leisure techniques, but also in line with the desire for a healthy life of people today. Accordingly, more people enjoy walking as a major leisure activity, and various mass media also encourage people to participate in 'walking', putting emphasis on the need and effect of 'walking' in our life.

Methods: Therefore, given transition to leisure-centered society and well-being fever as well as increase of participants and interest in 'walking', in this study an analysis was conducted on leisure experiences of participants in walking exercise, for a comprehensive understanding on experiences and psychological conditions of individual participants in walking as a leisure activity.

Interpretation and understanding on experiences from leisure activities should be based on personal viewpoints of participants, since leisure activities presume participation by individuals, and physical and psychological experiences vary by people.

Results: As a result, in this study, qualitative approach helpful to sufficiently examine personal experiences was employed in order to identify personal leisure experiences of participants in walking, instead of quantitative approach. Three men and women respectively were selected as participants for this study, who participate in walking at least 3 times a week more than a year and intend to continue. Data were collected through in-depth interviews and participatory observations, while inductive category analysis was used.

Discussion: From the findings in this study, following conclusions are obtained. First, 'walking' experiences of participants as a leisure activity were divided largely into 4 categories: physical, emotional, social and deviational experiences. Second, 'walking' experiences that participants expected as a leisure activity were divided into 2 categories: physical and emotional experiences.

0231 - THE DIFFERENCES OF RECREATIONAL PARTICIPATION BETWEEN THE RETIREE WHO HAD LIVED IN THE RETIREMENT COMMUNITIES AND WHO HAD BEEN AGING IN PLACE IN TAIPEI MEGALOPOLITAN AREA.

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Recreational activities can help retired people to adjust their life changes, to increase the life satisfaction, and to become successfully aging. In last ten years, the percentages of retiree people who live with their children have been decreased 20% more. At the same time, in Taiwan more and more retirement communities had been established. The purpose of this study is to verify the differences on the characteristics of leisure participation between retiree who lives in the retirement communities and who has been aging in place. The study selected 700 subjects who should be older than 65 years old and had retired in Taipei megalopolitan area . There were 300 subjects from the retiree who live in the retirement communities and 400 subjects from the retiree who have been aging in place. The results showed that that most of the subjects were male, the average age is 72.22 years old, high school educated, and married. Subjects had highly agreement on the perception of leisure. Most of subjects spent 22.74% of their time for leisure. Most of the recreational activities were less organized and interacted informally. The differences between two groups of the retiree included demographic variables and the characteristic of recreational participation variables. In demographic variables, age, educational level, marriage situations, and occupations before retiring were significantly different. In living situation, the years that had been living at their current home, the relations of the housemates, and numbers of people living the same houses were scientifically different. In the characteristic of recreational participation variables, the study results indicated that retiree living the retirement community had more chances to participate classes and clubs, because the community managers planned the recreational programs and help residents to set up their own interested clubs. Therefore, the retiree living in the retirement communities could recognize the importance of leisure awareness. On the other hand, the retiree who had been aging in place participated recreational activities as their connections to the society in less formal ways. However, the retiree who had been aging in place had higher scores in the perception of leisure. The study suggested that the programmers in the retirement communities should plan more informal interactions in their recreational activities. The programmers for the retiree who had been aging in place, should help them to overcome the problem on their accessibilities and design the facilities for aging people.

0232 - SOCIAL MISSIONS AND DEVELOPMENT OF THE COMMUNITY SPORTS CLUB BASED ON THE JAPANESE SPORTS POLICY TO THE YOUTH'S SPORT AND LEISURE PROMOTION

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The Japanese Ministry of Education, Culture, Sports, Science and Technology is developing the practical model policy to improving youth's physical fitness and motor ability in forty two areas across the country from 2004. The purpose of this study was to examine the social missions and developments of community sports clubs which were established by the sport promotion policy as improving the youth's participation in physical activities, sport, and leisure. In this study, the survey of leisure time investigation and the measurement of the amount of physical activities and exercise intensity by a life recorder were conducted from October 13th in 2005 to 20th, for the 76 boys and girls in elementary school, Wadamari-cho, Kagoshima, Japan. Furthermore, in this study, in order to clarify the role functions of clubs about youth sport promotion, additional investigation was conducted to the community sports clubs of 146 with the questionnaire method in June, 2006. The following results were obtained through this study. The participating group of a community sports club compared with the non-participating group had much a number of times of sport participation and the practice time, and played in active outdoors activity. The important subject of community sports club is to establishing a cooperative system with the school for promoting a youth sport more.

0233 - LEISURE OBSERVATORIES AND THEIR CONTRIBUTION TO THE INTEGRAL DEVELOPMENT OF REGIONS

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This presentation raises the question of whether the main aim of Leisure Observatories is to contribute to improve to the integral development of regions. In order to answer to this questioning, firstly, an approach to the concept of Observatory and its function within the framework of the *Information, Knowledge and Leisure Society* is carried out: a) observatories as specialised bodies for the conversion and transformation of information into knowledge and b) the role of knowledge in the leisure policies decision taking towards cultural development. Then, the actual Leisure and Culture Observatories that belong to any of the present networks are identified. Furthermore, their origin, nature, aim, mission, objectives, structure, methodology, services and addressees are analysed. Finally, an analysis and diagnosis of the gathered data and an approach to the Leisure Observatories phenomena is made. This diagnosis will allow to come to the conclusion that there is a close link between Leisure observatories and the integral development of regions, making special emphasis on their contribution to the social, cultural and economic development.

0235 - BILBAO & "GUGGENHEIM EFFECT": A LEISURE INTEGRAL DEVELOPMENT PRACTICE?

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This presentation tries to answer to the implied question in the title about the fact of whether Bilbao and the Guggenheim effect means a Leisure Integral Development Practice. Firstly, we make an approach of Bilbao and the Basque Country on figures; the polycentric system of Basque capital cities; the city of Bilbao and its metropolitan dimension and the urban transformation of Bilbao Metropolitan Area. Secondly, we draw out attention to Leisure Policies within Bilbao Metropolitan Area according to the following periods: a) 1979-1983: the origin of the Democracy; b) 1983-1991: between brick and cement; c) 1991-1999: the attractive city transformation and leisure, d) 1999-2003: the inner city transformation -the city as an leisure space for the citizenship and d) 2003-... Looking for the equilibrium between external attraction and the internal cohesion. Then, we study in depth Bilbao and the Guggenheim Effect mentioning a brief chronology of the project; the story of the agreement; meeting point; cultural roots of the project; economic development strategy; urban regeneration engine and the city and country image. Finally, we focus on the "Puppy Effect" from the "Guggenheim Effect" and conclude with the questioning: Dying of satisfaction?

0236 - THE CONTEMPORARIES' CORPORAL PRACTICES: RESEARCH AND SOCIAL INTERVENTION PRESUPPOSES RESEARCH'SAND SOCIAL INTERVENTION'S PRESUPOSES

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Introduction: This is a integrated research project financiered by Brazil Sport's Minister. Was developed in UFSC by 25 researchers.. We built teoric-metodologics subsidies to some recreation contents: Capoeira, Dance, Karatê-do, Hip-hop, Corporal Practices to maturity and to adults with cardiac affections, beside the Nature Adventures. These culture elements characterize seven Sub-projects developed, which, articulated in only one research, enable intern coherence and systematic. Our intend is investigate those corporal practices and its expressions, in different places and social groups, indicating possibilities of its re-meanings on knowledge productions area.

Methods: This is a qualitative and social research. We use the participative investigation presupposes: free questioners, direct observations, iconographies dates, interviews and others. Every one sub-projects has using this methods accordingly yours necessities.

Results: This investigation those corporal practices and its expressions, in different places and social groups, indicated that is possible re-meaning and re-building the presents relations in this practices. In this direction, was possible to observer a behavior transformation in the researched subjects. Especially a change in the form that this looking the practices of the seven sub-projects. From a markedly view to a more human view, where this practices, every all, developed in leisure space, walking to larger sensible relation, as much between the persons as much between the persons and the world around their.

Discussion: The knowledge products of this research is so many important for the Physic Education Area, well as well for the leisure studies. In a world each way more and more diving in market logic, and where the leisure follow this movement, looking for others meanings for this practices, based in solidarity, cooperation and union, is so many meaningful.

0238 - MUSÉE DE LA CIVILISATION DE QUÉBEC: A MUSEUM IN THE HEART OF A CITY

T Beaudoin

Musée de la civilisation, Québec, Québec, Canada

Musée de la civilisation is a national museum founded in 1988. It seeks to educate the public about Quebec's history and culture and to encourage the discovery of other cultures from around the world. It is a museum truly dedicated to exploring the human adventure and serving the public. It is popular, accessible, comprehensive, and focused primarily on the desire to learn, participate, and exchange and the pleasure and value of both emotion and intellect.

A key part of the urban fabric, Musée de la civilisation puts the individual, communication, and the visitor experience front and center. Its presence contributes to making the Québec City region more dynamic and vital while improving quality of life for area residents, who return time and again to visit the museum.

In 2008 and for the venue of the World Leisure Congress in Québec city, Musée de la civilisation will present a big exhibition on leisure in cooperation with the Ministère de l'éducation, du loisir et du sport de Québec.

0241 - THE RELATIONSHIP BETWEEN FLOW AND PSYCHOLOGICAL ADJUSTMENT AMONG INTERNET USERS

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PURPOSE: The purpose of the present study was to investigate the relationship of flow(optimal experience) and psychological adjustment among internet users. It was assumed that flow is one of useful concepts for describing the psychological experience and the quality of life among internet users in everyday life.

METHOD: Participant were given with flow questionnaire and psychological adjustment questionnaire(self- esteem, subjective well-being, depression, and social anxiety).

RESULTS: Study1: The correlation of flow and self-esteem(+), subjective well-being(+), depression(-) were significant. And although the correlation between flow and social anxiety(-) was non-significant, There was negative correlation tendency. Study2: T- Test results showed that participants who used internet above 10 hours a week reported significantly higher in flow experience than those who used internet below 10 hours. The group using internet above 10 hours a week were significantly more using the games involving skill-challenge construct than the group using internet below 10 hours. These

DISCUSSION: The findings of the present research show that flow is closely related to internet use. And it proposes the need for a balanced perspective to the previous addiction-biased approach toward high internet use. In research of internet use, it is necessary to include future multi-dimensional and perspective research for complete and balanced understanding of internet-related complex phenomena.

0242 - COMMITMENT OF THE CENTER OF LEISURE AND RECREATION STUDIES WITH THE KNOWLEDGE, THE RESEARCH, THE FORMATION AND THE INTERVENTION IN BRAZIL

C.L. Gomes

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The center of leisure and recreation studies (CELAR) was created by the Federal University of Minas Gerais, Brazil, in 1990 with the concern of construct and socialize knowledges about leisure and themes related. Its objective is to assemble academics, professionals and researches from different areas about important questions of Leisure in Brazil. To reach this mark are developed some experiences:

Knowledge: Your Editorial Politics seeks to contribute with the qualitatives advance of studies and to diffuse knowledge related to leisure in Brazil through books and magazines.

Research: The research group of leisure and society has three research lines about diverse themes, related to knowledge and intervention.

Formation: Develops different presential and distance courses, by internet, in the leisure field.

Intervention: Develops different projects with the community, public organs and companies from the private sector.

The most important challenges faced until the moment are related to the need of human, material and financial resources. In conclusion, this center of studies success in Brazil because of its pledge in contribute with the interdisciplinary discussion about leisure, publications, internships and pedagogical assistance.

0243 TOURISM AND SUSTAINABLE DEVELOPMENT. CASE STUDY: MASULEH IN TALESH MOUNTAIN OF IRAN

Hassan Afrakhteh

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The ancient Town of Masuleh is located in the Talesh Mountains, south west of fuman, in the province of Gilan .The high of Masuleh is 1100 meter from sea level. Gilan has a kind of Mediterranean climate with high humidity and temperature in warm seasons that is unsuitable condition for Living. In these times the Beautiful Town of Masuleh is the destination of tourists. The most important features that are attractive for tourists are the pleasant climate in the slops of mountain; original architecture and different customs, so the economic of Masuleh and its surrounding area are based on tourism activities. These activities are resulted to some consequences that are against the sustainable economic growth, and are analyzes in this paper. The data used in this study were selected from field study and some other sources. So the Masuleh were visited and there were discussions with its settlers about the aims of the research, collected data were analyzed on the basis of some sustainable development theories. The main aim of this Paper is the evaluation of the effects of the tourism activities on the sustainable development in Masuleh as mountainous area .The reasons of the above conditions are also discussed. Therefore the main hypothesis is as follows: The development of Tourism activities in Masuleh are resulted to some unfavorable consequences which are against the sustainable economic development. The primary hypothesis is confirmed by the study. The tourism activities have unfavorable consequences and the sustainable development in the surrounding area is threatened .These consequences are:

- Pollution of Masuleh River water.
- Demolishing the natural forests that lead to natural disaster (floods and soil Erosion).
- Changing the original and ancient attractive architecture of Masuleh.
- Social anomaly.

At the end some remedial viewpoints are suggested.

0245 - QUEBEC GOVERNMENT INVOLVEMENT AND ORIENTATIONS IN LEISURE DEVELOPMENT

Françoise Duranleau

Quebec government, Quebec, Canada

The aim of this presentation is to inform the participants of the evolution of leisure in the province of Quebec, the direction of the Quebec government in this matter, the responsibilities assumed by the government and the means employed in order to support its partners.

Structure of the presentation

- Government involvement in the field of recreation and sport over the last decades
- Roles and responsibilities of the partners
- Current issues
 - Inactivity
 - Volunteerism
 - Accessibility
 - Security
- Existing Challenges
 - In the recreation field
 - In the sport and physical activities fields
 - In the security field

This presentation is related to the theme of the Congress, as the mission of the province of Quebec government in the field of recreation and sport is to promote, among the population, participation in physical activities, recreation and sports in a healthy and safe setting. The objective reflected by the government involvement in the recreational and sporting domains is to guarantee that the practice of recreational activities results in a beneficial effect on the population mental and physical health, on the personal and collective well-being of the province of Quebec citizens, on their quality of life and on the civic and social development of Quebecers of all ages and backgrounds.

0247 - THE RELATIONSHIP BETWEEN LEISURE AND TOUR : A CASE STUDY OF THE VILLAGE HOTEL OF CHANGSHA IN SOUTH CENTRAL CHINA

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The desire to participate and experience in tour casually represents a key factor behind the recent and rapid growth of tourism leisure. Researches by experts for leisure tour on its marketing and influence shaped the way in which philosopher & socialist have defined tourism leisure in China Mainland, but few scholars have explored, in detail, the mechanics of the main relationship between Leisure and tour, two forms of activities usually considered mutually exclusive in terms of time.

Using the Five Star's Village Hotel (Nongjiale here is translated as the Village Hotel by the Municipal Government's Tour Bureau) in Changsha, which is the capital of Hunan Province and premier Centre of Entertainment in South Central China, as a case study, this paper investigates the management of time and function connections between Leisure and Tour, and tests the assumption that Leisure and tour must be bridged by the recreation in order for the latter to succeed. Despite Changsha's successful association with leisure activity, the functional entertainment and family built up tour in suburb, the strategic providing of no-fills allows this Leisure- tour product to convey a enjoyment life-style, as well as the resting activity to tourists. Thus contrary to the popular notions that recreation must function as a bridge between leisure and tour. This paper argues that a functioned, interconnected, and time-arranged relationship between two is necessary to promote the branded leisure-tour product in the case of Village Hotel in Changsha.

0248 - A STUDY ON DEVELOPMENT AND UTILIZATION OF LEISURE TOURISM OF PART TIME STUDY AND FARMING. A CASE STUDY OF NANXI RIVER BASIN IN ZHEJIANG

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Nanxijiang River Valley is a concentrating area of “farming-studying culture” in Zhejiang Province. The “farming-studying culture” is of great potential in tourism development, but the tourism development of the “farming-studying culture” is weak in developing degree, single in developing means, low in developing benefit. These results are caused by many causes, for instance management system problem, lacking of capital, conflict between developing and protection, but the greatest problem is having not developed tourism resources to tourism products well, especially the “farming-studying culture” is of abstract, connotative and fragmentary. This leads to greater difficulty in tourism developing of the “farming-studying culture” than other tourism resources. The paper focuses on the key problems, trying to bring forward some methods to the tourism developing of “farming-studying culture” in Nanxijiang River Valley.

0249 - SWOT ANALYSIS OF AND DEVELOPMENT STRATEGY FOR DEVELOPING CONVENTION AND EXHIBITION TOURISM IN HANGZHOU

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MICE tourism is one of the important content of the tourism in HANGZHOU. It has much advantages, such as economy, region, communication, competitiveness of tourism. At the same time, it has disadvantages, the strength of the enterprise is weak, lacking of the talented person, and so on. The development of MICE tourism in HANGZHOU, should increase the development of MICE tourism product, the MICE enterprise cooperate with the tourism department, keep good relation with SHANGHAI, build safe forecast system, and so on.

0250 - STUDY ON URBAN RESIDENTS' LEISURE LIFE QUALITY INDEX SYSTEM

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Study on the quality of leisure life studies how people use their leisure time and about the leisure opportunities and the leisure environment the society supplies. This paper sets up a set of indicators framework that consists three first-degree indicators——“leisure quality of residents”、“leisure functions of the city”、“supporting system of leisure”, nineteen second-degree indicators and lots of third-degree indicators. This indicators framework can supply a standard for evaluating the quality of urban residents’ leisure life, and some introductions for people’s leisure life.

0252 - ABSTRACT OF UNDERGRADUATE LEISURE BEHAVIOR AND LEISURE MOTIVE RESEARCH

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Purpose : Through demonstration research of leisure behavior and leisure motive of undergraduate and investigation and analysis with open style questionnaire, this paper finds out the universal present situation of undergraduates taking parting in leisure activity and common characteristics of leisure behavior ; and finds that leisure behavior of undergraduates has differences in gender, between students of liberal art and students of science and between students of city and students of countryside ; and realizes that the intrinsic demand and the motive of undergraduates taking parting in leisure activity, which may provide certain evidences for promoting undergraduates the positive and healthy leisure motive of undergraduates and guiding reasonably undergraduates participating in positive and healthy leisure behavior.

Method : Using open style questionnaire, this study carries on a random sampling investigation of 600 undergraduates from one of liberal arts colleges in Beijing(Beijing international study university), one of sciences and engineering colleges in Beijing(Beijing Institute of Technology)and one of comprehensive universities(Beijing University). At last, we recycled 567 questionnaires, and carried on the data analysis with Excel 2003.

Result : Undergraduates mainly have 27 daily leisure activities, 8 leisure activities of they often taking part in is: having sports, reading light readings, watching TV, the surfing, listening to music, playing the game, calling and going to the movie. Leisure behavior of undergraduates has certain difference in gender. Undergraduates mainly have 4 leisure motives: widening vision, gaining in experience; relaxing and resting, pressure relief; taking exercise, keeping health; sociality and friendship, contacting sentiment.

Discussion : This study is a preliminary investigation of present situation of undergraduates' leisure behavior and the leisure motive, using qualitative method. In recent years, overseas scholars think the most radical characteristic of qualitative method is that from the angle of participants, culture and the behavior of human and human community are described and analyzed. This study is not that first impressions are strongest, and is not starting with the subjective imagination, the speculation, fore-judgment, but collecting directly the data form studied undergraduates, describing and analyzing methods of what they say and do, then inducing that undergraduates mainly have 27 daily leisure activities, The leisure activities they often taking part in have 8. Undergraduates mainly have 4 leisure motives. This study indicates the level of daily leisure activities of is lower, but the main leisure motive is positive.

0253 - CONTEMPORARY UNIVERSITY STUDENT'S FASHION PURSUIT AND LEISURE SPORTS

Tian Zuguo

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Using the literature material investigation and study law, the expert interview law, the comparison analytic method to the leisure sports connotation and our country institutions of higher learning leisure sports development present situation, the university student carried out the leisure sports to conduct the research to the fashion pursuit guidance value, The research discovered that, the university student leisure sports and the fashion pursuits can coordinate gets together the development, the fashion pursuits to the leisure sports development also has the influence, Finally proposed that, respects the university student the fashion pursuit, guides the university student to love in the leisure sports participation, the enhancement leisure sports location facility construction, the enhancement fundamental research, the enhancement classroom, the mass organization, the network, the media and so on many kinds of way propaganda dynamics, Causes the leisure sports fashion, popularly, the university student aware can be engaged in the leisure sports, satisfies its fashion pursuit the psychological demand.

Keywords: University student; Fashion pursuit; Leisure sports

0254 - STUDY ON THE SUSTAINABLE DEVELOPMENT OF LEISURE TOURISM OF ETHNIC GROUPS' TRADITIONAL SPORTS IN WESTERN CHINA

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West of China is areas where number of nationalities in mixed compact community, recreation sports tourism in here has prominent national characters, it mainly reflects that the festival culture has created the prosperity of travel culture, recreation sports tourism, as a kind of social culture phenomenon, is becoming a new tourism consumption orientation in the 21st century. Recreation sports tourism industry's sustainable development accords with the strong desire of the western regions' development characters. This paper analyzes the advantage and disadvantage of recreation sports tourism development in western areas, and researches the tactics of its sustainable development, offers some reference for its development tendency

0255 - ANALYSIS OF THEORETICAL ELEMENTS FOR DEVELOPING SPORTS LEISURE AND ENTERTAINMENT WITH CHINESE CHARACTERISTICS

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Research aim: Discuss leisure, recreation, game, tourism, education, harmoniously. It is happy. Propositions such as relative comfortable life. Forming to construct to have Chinese distinguishing feature gym leisure recreation theory in the interest of attempt supplies optimizing the key element.

Research means: Literature law, logical law, history analytic approach.

Research conclusion: The keyed-up sentiments that the fast rhythm of the modern life brought was effectively relieved to man in leisure gym The interpersonal relationships of contemporary people that recreation gym was harmonious The gym game is differently to life worrying Gloomy state of mind is one kind in circumscription Tourism gym is the energetic experience of life true essence People has been endowed with even more leisure skill in leisure education Live the wellbeing gym life to be the gooiest life style of life With joyful gym in the interest of educational institution gym develop to supply "Harmoniously "Divisor Relatively comfortable life gym is to life pursuing of gym Hence The eight great key elements that the leisure is amused are constructing into the Chinese gym leisure foundation stone amusing theory mansion

0256 - BODY BUILDING LEISURE. A LEISURE FIELD WORTH ATTENTION

Wang Bingmei, Zhou Ying

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Health and Sports Leisure is the important part of leisure and entertainment industries and the important leisure fashion overseas and in China. There is deep traditional and folk culture, higher technique component, and bigger employment content in this labor-compression-type field. The present paper tries to comb the concept, origin, folk trait, technique factors, employment future and development content of the health leisure industries according to reference literature and survey. The situation of internal health and sports leisure market is: The employees are almost junior middle school or senior middle school degrees and come from folk teaching school. The Chinese leisure academe and tourism school should develop occupation-education to enhance internal health and sports leisure market' level and it need labor department of the government' support. Washing feet is as important as cooking. All of "feet bath", cooking and tea culture can turn into courses in tourism or leisure school.

0257 - STUDY ON INFLUENCES OF URBAN RESIDENTS' LEISURE ACTIVITIES: COMPARATIVE ANALYSIS OF CHENGDU AND WUHAN

Lou Jiajun, Yue Peiyu

East China Normal University, China, China

As the development of society and economy, urban residents' leisure life has become more and more colorful. The article has taken Chengdu and Wuhan as examples. Based on the investigation in the two cities, it expounds the influential factors of leisure life. After comparing the residents' choices of the two cities, mainly on the group of different age and different education background, the paper also inquires into the relative characteristics based on the features of the two cities.

0258 - SURVEY AND REFLECTIONS ON DEVELOPING LEISURE IN NINGBO, CHINA

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As a modern port city in the southeast of china and a sub-provincial single scheming city, Ningbo is quite developed whose per GDP in 2005 has exceeded 4,000 dollars.

The program group gets some conclusions about the leisure of the town residents in Ningbo: the residents has reached the status of "having money" and "having leisure"; the residents' perceive about leisure is scientific, healthy and civilized; the total leisure environment of the city is nice; most of the

residents' leisure quality is quite high; most of the residents are satisfied with the leisure facility and service; and most of the residents think highly of the condition of leisure. The program group also finds some problems about the residents' leisure, for example, some residents are lacking in the comprehension of leisure, and others' leisure quality is not high enough, and the rights of leisure of most of the residents of medium-low income are not protected well, and the community has not played the role efficiently in satisfying the residents' requirements on leisure, and the education on leisure has not been included by any kind of education programs.

The program group puts forward following countermeasures: to enhance the education of leisure so as to cultivate the scientific conception of leisure; to develop the leisure industry so as to satisfy the various demand of the residents; to deal with kinds of conflicts so as to set up an equitable and reasonable social leisure order; to enhance the community construction so as to activize the community's role in the residents' leisure; and the government should put emphasis on the leisure and increase the expenditure on it.

0259 - STUDY ON PHYSICAL EDUCATION, TOURISM EDUCATION AND THE CURRICULUM IN COLLEGES AND UNIVERSITIES IN AND OUTSIDE CHINA

Peng Wenge

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Based on research methods such as literature, Internet and statistics, this essay describes the current situation of professional sports tourism education and its curriculum design in domestic and overseas higher education such as China, America, Britain, Canada and Australia. Taking four famous universities as examples, this essay also puts forward suggestions so as to be learned as reference by the development of Professional sports tourism whose areas are a few in our mainland.

Suggestions are as follows: (1) Management structure and curriculum reform of school education system are important guarantee for the professional development of sports tourism. (2) Learning the advanced experience of foreign countries, domestic and foreign cultural backgrounds and value differences should be considered. (3) We should take advantage of the opportunities of the 2008 Olympic Games in order to strengthen the development of China's sports tourism education.

0260 - ON THE MECHANISM FOR LEISURE INDUSTRY RESPONDING TO CONSTRUCTING HARMONIOUS SOCIETY

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Harmonious Society is characterised for the harmony inside the single human being, the harmony between different organizations and the harmony between the whole human being and the nature. The solid support from an industry is necessary for the Harmonious Society. And the leisure industry as a collection of various industry led by the tourism industry is necessary and able to contribute to the constructions of Harmonious Society with its peculiar functions both in economic, culture and ecology.

0261 - CULTURAL STRATEGIES FOR DEVELOPING SPORTS INDUSTRY IN CHINA

Luo Lin

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See from the development of the western economic flourishing nation, Leisure sport industry has become the pillar of athletics industry, it has important function of support and push to the athletics industry and the national economy. We think that the leisure sport is a kind of culture, the people's need to the leisure sport is a kind of need to the culture actually. On these grounds, We put forward the culture strategy of development for the leisure sport industry in China.

0262 - ECONOMIC ANALYSIS OF LEISURE PRODUCT SUPPLY MODEL

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Leisure is a hot issue that concerns all. More and more, people participate in leisure with an aim to relieve and enjoy themselves. Thus, the quality of leisure is crucial. The supply of leisure goods directly affects the quality of leisure. Through the perspective of public economics, the paper discusses the classification of leisure goods and the corresponding supply model of them.

Leisure goods are “culture-enriched second natural goods that can meet the people’s need of physical and psychological enjoyment, experience of the value of life, etc.” Leisure goods possess all the attributes of “goods”, and have their particular characters. They can be classified into private and public according to whether they are nonexclusive and nonrival.

Private leisure goods can be regarded as the goods that people use or consume for or in leisure while others could not share at the same time. For example, the consumption of private fitness coach, buying clothes and equipment used in leisure and so on, all of which are “pure market goods”. The supply of private leisure goods is provided completely through the market and effectively allocated according to the market rule of free exchange, competition, the relation between supply and need, price leverage. The nature of the goods determines the single market supply model of them. The government does not participate in the provision of private leisure goods.

Public goods can be shared by all the members of the society; and the consumption of the goods will not reduce other people’s. Nonexclusive and nonrival are two characteristics of public goods. For example, public entertainment facilities and the policy of rest hours are public goods, which can meet collective needs. According to whether the goods are both nonexclusive and nonrival, public goods can be divided into pure public goods and quasi-public goods. Pure public goods are both nonexclusive and nonrival, such as national defence, environmental protection and the policy of rest hour. Quasi-public goods have two kinds: one is that kind of “club goods” that is nonrival but exclusive, for example, fitness club, cinema and ticketing tourist attractions which could sell ticket or member card to exclude “free-rider”; the other kind is “common resources” which is rival and could not be effectively nonexclusive. In other words, “free-rider” can not be easily excluded, such as popular fitness facilities, public entertainment place, public fisheries, etc.

Public leisure goods have a pluralistic supply model, i.e. they can be provided by the government, private company, community and the third section (non-profit organizations). In the general, the government provides pure public leisure goods(policy or law about leisure or rest hours) and part of the quasi-public leisure goods(popular fitness facilities, public entertainment place, etc.) ; The private companies provide mainly the club leisure goods(golf course , fitness club, cinema, etc.), which can easily exclude “free rider” by selling tickets or member cards or other exclusive techniques; the communities provide quasi-public goods(fitness center or chess room, etc.) that used or consumed by the residents in the community; the third section provides quasi-public leisure goods, such as public libraries or parks. Each of the supply body has its advantages. Only when they well cooperate can the leisure goods be effectively supplied.

0263 - LEISURE: TO FREE THE SOUL

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Man surely has many experiences in his life. Leisure, that is valued by people, is a part of his existence. Man may has many sorts of leisure activities that is controlled by his philosophy of leisure. The leisure outlook is not a part of his value. It is value that displays in leisure. The core of leisure is the attitude of a man to the relationship between matter and mind. The leisure outlook has its levels which control the leisure activities of all levels. Man tends to pursue a higher level of leisure activities continuously and the higher level of leisure is from the advanced freedom of soul.

Key words: leisure; leisure outlook; leisure activities; matter; mind

0265 - SURVEY OF WHITE COLLAR'S CONSUMPTION PREFERENCES IN SHANGHAI

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With the development of social economy, the embryonic of the middle class has taken shape in China and strengthened constantly. White collar who have high income and pay more attention to life quality are the typical representative in middle class. It will become possible that the Chinese white collar go abroad 1-2 times every year as. Shanghai has already entered the well-off society and China is marching towards the overall well-to-do level. The tourism consumption of the Shanghai white collar can act to lead the tourism consumption of the national white collar's even that of the other colonies with low- and medium-level incomes. So choosing the tourism consumption preference of the Shanghai white collar as the research object to find the commonality of the tourism consumption preference of white collar will exercise a great influence on Chinese tourist industry. Through this research, not only abundant travel consumer's behavioral science, but also help tourist industry operators understand the demand and preference of white collar, and offer beneficial guidance for developing tourist product and making marketing tactics.

The research designed the questionnaire on the basis of some relevant theory materials. Then, according to travel study, economics, marketing, behavioral science, psychology, sociology, consume study etc, the article analyzed the commonality of the tourism consumption preference of Shanghai white collar through theory analysis , literature search , ration and qualitative analysis. The article revolved around the theme of tourism consumption preference of Shanghai white collar. On the basis of investigating and analyzing, it analyzed the overall and the concrete tourism consumption preference of Shanghai white collar in order to reveal the commonality of the tourism consumption preference of white collar.

The main research result of this research is inducing the characteristic of the tourism consumption preference of Shanghai white collar and putting forward some marketing countermeasures.

The most important value of this article lies in summarizing the commonality of the tourism consumption preference of Shanghai white collar. The investigation finds, the travelling hope of Shanghai white collar's is strong; 1/3 among them are the irrational consumption; they like to make policy with the whole family, go by air or train; the travel information mainly stems from websites; they prefer to consult the opinion of relatives and friends or consult the travel brochure; relatively accept the marketing of media advertisement and dislike personnel's promoting most. In a word, what the Shanghai white collar yearns for is the travel destination where the characteristic is distinct, the environment is loose, and quality is excellent. They are the pioneer of the tourist market trend and the high-quality consumers too.

0266 - STUDY ON FEATURES AND MOMENTUM OF LEISURE SPORTS IN THE AGING SOCIETY IN CHINA

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With the coming of leisure age, leisure sports are gradually becoming one of the impotent components of people's spare-time life in modern society. At the same time, our country, with the biggest population of the aged people in the world, has entered the old-age society. The developing features of leisure sports are inevitably connected with the series of features of the population in the old-age stage. This dissertation, by the research method of literature and expert consultation, gives a description of the characteristics of the population structure, people's consumption and life style etc in old-age society, and provides a foreseeable generalization of the developing trend and features of leisure sports in our country.

0268 - LEISURE RIGHT AS A BASIC HUMAN RIGHT

Liu Jinli, Cao Huanrong

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Leisure is a kind of free value and turns out to be created in the freedom. With the development of society and the progress of human being, the right of leisure is certain to be changed from a kind of privilege to one of the common rights. It is a basic human right which assures people to become real being. Modern society provides the basic material and spiritual conditions for the realization of the leisure right which still has a long and tough way to go and is faced with the challenges from the three aspects. As a basic human right, the leisure right should be the principle and the standard for the public policy, system and laws. Currently, the key to the realization of the leisure right is to implement the broad social security in China which is in the transformation.

0269 - ANALYSIS OF LEISURE AND LEISURE SPORTS

Zhang Xiaoning

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Making health from entertainment is the path which athletics could develop in the information ages. The text adopts the methods of citing documents and logical induction. At the same time it elaborates the development of leisure theory with the beginning of explaining the background of leisure's origin and the definition of the leisure concept. The text also analyses the relationship between athletics and leisure. Then it puts forward a more objective, overall and explicit definition to leisure athletics. Leisure athletics is a form of activity that played in free time individually or in group for sake of physical and mental health, a way of modern life. It makes people escape from the pressure of existence and experience the joy of existing in modern society. Meanwhile it is not only an active strategy that people should adopt when confronting the social activities with quick rhythm, but also a symbol of modern people's life style.

0270 - ANALYSIS OF LEISURE SPORTS THEORETICAL SYSTEM CONSTRUCTION

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Through analyzing the meaning of the theory construction of the leisure athletic, the text puts forward a structure of leisure athletics theory, which combines with the latest research achievement of the theory system and is a try to construct a leisure athletics theory system. This structure includes the leisure athletics' scientific basis, nature and the construction of this system. Meanwhile it analyze the objects, methods, contents and the development trend of the leisure athletics research.

0271 - ON AESTHETIC FEATURES AND FUNCTIONS OF LEISURE SPORTS

Chen Jing

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The author of this paper tries to analyses the beauty characteristics of leisure sports and its forms as well as its function from the aesthetics point of view. Choosing one of loved sport events with cheery inner feeling in order to enjoy the life and maintain the body health. These are the main pink fascination of the leisure sports which have widely been popular in the modern western world and also become more fashionable in Chinese people's life. The function of leisure sports aims to develop the essential power of human being. The results make the mankind being health in both physical fitness and psychic statement. It is also beneficial for the social harmonious.

0272 - ANALYSIS OF THE INFLUENCE OF AEROBIC SPORTS ON MENTAL STATE AND PSYCHOLOGICAL HEALTH

Qiu Yajun

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In order to keep abreast of the existing state of the city body-building clubs and some relevant conditions, a survey has been made on the body-building clubs in Hangzhou by means of inquiry poll, visiting investigation and document study. Through the analysis of series of statistical data and system of their expression the difficulties and problems commonly existing in the course of developing clubs for body-building in Hangzhou were concluded. Appropriate suggestions are offered so as to help the body-building clubs in the city develop healthily.

0274 - STUDY ON THE CHARACTERISTICS OF SPORT-BASED LEISURE TOURISM BEHAVIOR OF THE RESIDENTS IN HANGZHOU : WITH HANGZHOU AS A CASE

Gu Xing-quan, Yu Ke-hong

Jiliang University, Hangzhou, China

With the rapid development of social economy in cities and the increase of urbanite's family income, sport-based leisure tourism will become an important component part of urban residents' common life. This paper, taking Hangzhou as an example, based on the analysis of the data from market survey, makes a comparative analysis of the current situation and urbanite's preference of sport-based leisure tourism and makes a preliminary study and discussion of the features of the urbanites' sport-based leisure tourism behavior.

0275 - SPORTS FITNESS AND LEISURE ENTERTAINMENT INDUSTRY SUPPLY AND DEMAND TRENDS IN THE STATUS QUO OF RESEARCH

Cai Jun, Zhang Meiling

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Using sociological survey law, a few statistics for law, law research methods literature from economics, management science, statistics, marketing and analysis perspective recreational sports fitness history of the development of the entertainment industry, content features, and the status of supply and demand trends.

Results: Xian fitness leisure entertainment scale development of a geometric few, a diversified investment pattern, popular sports services to the commodity system, diversification development. Recreational sports fitness has become the leading industries Xian. Xian residents recreational sports fitness levels of consumption with the development of the economy and made improve, and sports fitness and leisure entertainment consumer spending environment is common in nature, have led to industry-related concerns. Xian leisure entertainment will also be a sports fitness internationalization and marketization, human culture, the development of ecological trends.

0276 - RECREATION AND TOUR OF THE DIALECTICS RELATE TO AND ITS SOCIAL FUNCTION RESOLUTION

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From 1999 to now, "Golden Week" tourism has experienced its "spurt" at the beginning and its "perplex" recently. People have recognized the effect of tourism on Chinese economy. With regard to the new trend of "leisure", people also have different opinions on it. "Leisure includes tourism" and "tourism includes leisure" are two of the confused ideas. In my study, I try to give a clear identification of the differences and relationships between the two concepts according to internationally accepted concepts of them in the Chinese social economical context, then to describe the differences and agreements of their social functions, and finally attempt to estimate the economic drive force of the increasing Chinese national leisure industry referring to statistical materials on tourism published by Chinese National Statistical Bureau. The structure of the paper includes the following issues: 1. the rising Chinese leisure activities and the leisure industry; 2. the dialectical analysis of the concepts

“leisure” and “tourism”; 3. the virtue interaction between leisure and tourism; 4. the social function of leisure activities of residents; 5. try to analyze the economic drive force of Chinese leisure industry; 6. conclusion.

(0278) ON SHAOXING FOLK SPORTS CULTURE

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From the angle of folk culture, this paper discusses the major content of Shaoxing folk sports. Results show that the form of Shaoxing folk sports depends on the geographical environment of waters and the unique Yue culture, the development of Shaoxing folk sports has close relationship with military training, folk amusement, custom and fete. Shaoxing folk sports has abundant and colorful resource, emphasizes on leisure and recreation and the public. The meaning of Shaoxing folk sports show that the public prays for good crop and peace. The activities of Shaoxing folk sports have close relationship with traditional opera and dance in form; temple fair and religion activities etc in place; traditional event, season and climate on schedule.

0279 - THE FARMERS' AGREEMENT WITH LEISURE AGRICULTURE POLICY INFLUENCE ON THEIR FARMS' BUSINESS MODEL

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The activities provide by leisure farms are becoming increasingly important in Taiwan domestic travel. However, through July 2005, only 34 out of over 1100 leisure farms obtained legal license. The objective of this study is to find the farmers' agreement with leisure agriculture policy influence on their farms' business model.

This study collected data from document analysis, non-participated observation and in-depth interviews with 8 legal leisure farm owners conducted from August 2005 to July 2006.

This study was based on the business model developed by Fry, Stoner, and Hattwick (2004) . Key elements of the business model include:

- (1) Vision of the leisure farm owner,
- (2) Indicators of success,
- (3) Assessing the environment and its impact,
- (4) Providing excellence in products and services, and
- (5) Evaluating results and making changes.

The result of this study shows that the farmers with higher agreement with leisure agriculture policy tend to create value from their farms' resource through quality agriculture products and services for their competency in the competitive environment. The farmers with lower agreement with leisure agriculture policy tend to invest recreation facilities for new activities.

Most interviewers mentioned that government should explain agriculture policy and regulation in details or give a sample for farmers to follow what should develop and what should stop in their farms for following leisure farm regulation.

Key words: leisure farm, business model

280 LEISURE EDUCATION WITH CHINESE CHARACTERISTICS: MODELS AND STRATEGIES FOR A RAPIDLY-DEVELOPING COUNTRY

Liu Huimei

China

This paper first examines the definitions of leisure education proposed and used by Western scholars, then develops a synthesized definition: Leisure education is a life-long activity through which individuals develop awareness of the significance and value of leisure, learn the wise use of leisure time, leisure resources, activities and skills, etc., in order to improve their life satisfaction and happiness. However, this definition needs to be modified to the Chinese situation of rapidly-changing lifestyles and varying leisure availability across the diverse strata of a 1.3 billion member society, where large income and education gaps, plus huge differences in time availability are still the norm. Taking these conditions into account, two types of models for the implementation of leisure education in China are presented. One set of models is for use in the "formal" education system in the more-affluent urban areas, covering all the stages of learning from kindergarten, through primary and secondary education to tertiary education. The other set of models is for use in the "informal" education system, which includes family education, community groups, training centers, volunteer organizations, etc. This second set of "informal" models also differentiates between models suitable for affluent urban and for less-affluent rural community settings. Using these models, the paper explains that strategic leisure education efforts should be undertaken at the macro, mid-range, and micro-economic levels in China. This applies to policy making by government, priorities of educational development, and specific teaching methods and content.

0284 - RELATION BETWEEN OUTSOURCING IN FOOD AND BEVERAGE SERVICES AND SERVICE QUALITY OF HOTELS: SAMPLE OF ANTALYA/ TURKEY

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Today, representing different products and services to customers, adding new features to existing products and services, increasing quantity of the unemployed educated and rising costs are influencing enterprises management intelligence. Trying different alternatives became inevitable for the enterprises which are struggling to adjust changing sectoral circumstances. An important managerial tool for this aim is outsourcing. Thus, enterprises attain a flexible structure with intensifying their core competencies to reach their goals. With utilizing all areas of service industry, outsourcing is used for housekeeping, security, R&D and especially food and beverage management at hotels. As rapidness, productivity, cost and quality are determining for important performance indicators, outsourcing builds competitive advantage for these indicators so food and beverage enterprises anticipate to reach their goals rapidly. Researches about outsourcing, which is an important tool for food and beverage managers, are intensified about the selection reasons of this method, productivity, customer satisfaction and costs. A space is viewed in literature about the relationships between outsourcing and quality. However with limitations about time and hotel quantity, it's not aimed to determine the quality level with outsourcing at food and beverage services, it's aimed to commentate and analyze the perspective of managers and customers about the quality dimensions. Consequently, it's aimed to evaluate the perceptions about food and beverage services and determine the differences between hotel managers and customers. A questionnaire form is used for gathering data. For determining the managers and customers perceptions, ten scenarios used for representing five quality dimensions (tangibles, reliability, empathy, responsiveness and assurance), two scenarios for each dimension, and asked the participants to remark attending levels of scenarios. Besides, demographic questions used for determining participants demographic data. 11 hotel managers from 5 hotels and 157 customers replied the questionnaire. Percent analysis, Mann-Whitney U and chi-square tests used for evaluating data. Results reveal whether managers or customers perceptions about food and beverage services are generally positive. In other words, managers and customers don't thinking service quality is conceded with outsourcing. Notwithstanding the groups perceptions are parallel and positive, the differences among these views must be searched. Results showed that there's no difference between managers and customers perceptions about *tangibles and reliability*. Managers and customers have some different perceptions about *empathy, responsiveness and*

assurance. Customers gave positive answers less than managers for these dimensions so the differences emerged. Nevertheless these differences are looked for amongst the positive perceptions, they are not indicators of dissatisfaction or displeasure.

Findings of this research showed that there's no doubt about the level of service quality of outsourcing food and beverage services for these hotels. Further researches should be relevant with cost, productivity, employee turnover, employee satisfaction etc. Besides, case studies should be done concerning about quality or other indicators before and after outsourcing. Sample size should be extensive for generalizing the results.

0286 - A STUDY OF LEISURE CONSTRAINT ANALYSIS OF PRACTICE AND FIELD ROUNDING FOR MARRIED MALE GOLF PARTICIPANTS IN KOREA

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The purpose of this study was to investigate leisure constraints encountered by married male golf participants in Korea during the practice phase and the field rounding phase and to verify the occurrence of change of main leisure constraints experienced during two phases in relation to the classification model of Crawford and Godbey(1987).

A qualitative methodology was applied, employing in-depth interviews. The subjects of the study consist of 5 participants who had played golf for 12 months (6 per each for practice and field rounding phases) and 2 instructors who had taught them as key informants. The results were drawn as follows;

First, structural constraints such as economical barrier (purchase of golf equipments or country club memberships) were visibly dominant during the practice phase. Golf participants pay considerable amounts of money for expensive apparatus such as high-end golf clubs, balls, and wears since golf is regarded as one of the most luxurious sport activities in Korea. High price memberships are required as well for more convenient booking at golf courses.

Second, intrapersonal constraints such as psychological barrier (complaints from family members and growing lack of confidence in golf skills) were largely dominant during the field rounding phase. Golf participants confront criticism from family members against selfishness due to considerable amount of travel and excess play time required as well as oppressive feeling that they must endure to finish game as quickly as possible. Interpersonal constraints such as conflicts among fellow players also occurred in part due to three- or foursome play.

Consequently, a shift of main leisure constraint occurred in the course of practice and field rounding phases. Leisure constraints occurred in various complexities after playing in the field while only structural constraints were visibly dominant during the practice phase.

0287 - CONTEMPORARY THEORETICAL DEBATES IN TOURISM RESEARCH

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Research into tourism has grown rapidly in recent years with many new books and journals appearing. However much of this research has focused upon particular case studies from managerial perspectives. Whilst such engagement with the practical consequences of tourism should be applauded, it also needs to be recognised that more sophisticated theoretical analyses of tourism are also required. This paper thus reviews contemporary theoretical debates in tourism research. Firstly, the paper critically examines research into the effects of globalization and associated power structures on tourism. Secondly, the paper evaluates tourism research concerned with various representations, including the marketing, promotion and branding of tourism destinations, experiences and crises. Thirdly, the paper critically evaluates recent research into postmodern embodied multi-sensory experiences of tourism by examining theoretical work concerned with tourists' performances, performativities and mobilities. The paper concludes by sketching some new theoretical agendas for tourism research.

0288 - A POST-OCCUPANCY EVALUATION OF INDOOR COURT IN THE MULTI-PURPOSE GYMNASIUM AT NATIONAL TAIWAN NORMAL UNIVERSITY

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The indoor court in the Multi-Purpose Gymnasium at National Taiwan Normal University is the main space for teaching sport, training and recreational activities. The main purpose of this research is to understand the demands of sports teaching activities, training courses, recreational activities. Researcher applied the post-occupancy evaluation on the indoor court and interviewed the users of three types of activities. In-depth and focus groups interviews are conducted in a semi-opened way and further analyzed. The results were as followed:

1. The indoor court at National Taiwan Normal University was frequently used, but old facility equipment need to be renewed, the improper design need to be mended, and the management should be strengthened in order to safeguard user's rights and interests.
2. Teaching resource was insufficient for users' need.
3. Training environment lacked of independency, information communication suffered difficulty.
4. Time, space, and chance of recreation activity were in short supply, which was unable to meet user's demand.
5. To the above result, this research is proposed:
6. Discard old facilities, purchase more necessary apparatus equipment and set up the essential facility equipment.
7. Complement to the primitive deficiency designed with the optional equipment and remedy, set up and build more facilities.
8. Setting up intact maintenance mechanism of management in order to lengthen the service life of the equipment, strengthen the user and administrator education, meeting the sports teaching resource requirement, perfecting the sport training environment and improving recreational activity quality.
9. Advice follow-up study by qualitative study to understand the satisfaction of using of the indoor court at National Taiwan Normal University, Carry on research and compare to the comprehensive court in other rooms in order to set up the criterion of assessing after using to relevant sports activity facilities.

0290 - THE DECONSTRUCTION OF THE AUTHENTICITY CONCEPT AND HOW TO USE ITS CONSTITUENTS IN HERITAGE TOURISM DEVELOPMENT

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Authenticity plays a key-role in many discussions about the value and significance of heritage tourism and tourist experiences. Attractions 'made' for tourists are considered not to be authentic, but staged, newly created, and not genuine. Only where the past can be presented 'as it was' the tourist is able to see something 'real'. This basically creates a tension between tourism production and heritage conservation and dilemmas how to deal with that.

The question 'what is authentic?' cannot be answered so easily. The debates about the ambiguities of the authenticity concept related to tourism are extensive and well documented. The concept has been used to suggest that members of the modern societies feel alienated and cut off from the genuine sources. Therefore, they search for authenticity outside their own social contexts. Authenticity has also been used to indicate the need for something valuable within a predominantly superficial tourist world.

The quintessential problem in using authenticity as a guideline for the reproduction of the past for the tourist present is the vagueness of the concept itself. In order to make the notion of authenticity useful

in practice the concept will be broken up – or deconstructed – into its constituents. Authenticity will be reviewed as (a) the representation of the past for history experts, broken up in 6 different notions of authenticity; (b) an inter-subjective concept related to multiple narratives and interests; and (c) different modes of personal tourist experiences. The exploration of the constituents of authenticity offers a basis for cultural as well as political choices related to conservation and reconstruction of the past as tourist attraction.

0291 - SUSTAINING CULTURAL DEVELOPMENT WITHIN A LONG TERM CARE FACILITY –AN INTERDISCIPLINARY APPROACH

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Located in Montreal, Canada, *Maimonides Geriatric Centre*, is a long term geriatric care centre which has developed into a microcosm community rich in cultural identity. The centre's Therapeutic Recreation Department's mission is to enrich the quality of life of the residents by using leisure as a therapeutic modality – facilitating the development, maintenance, and expression of an appropriate leisure lifestyle. This session will highlight recent and ongoing programs that strive to reinforce cultural connectedness and discuss how this is achieved as a team effort between the Therapeutic Recreation Department, Chaplaincy, and various other disciplines.

0292 - WHEN EAST MEETS WEST: UNDERSTANDING TRAVEL EXPERIENCE IN TRANSNATIONAL SPACE

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In the context of a fast changing world, everyday lives of people are increasingly impinged upon by an unprecedented compression of time and space. International travel, as one major force of contemporary mobility, not only generates large-scale human movements across national boundaries, but also facilitates the construction of dynamic and meaningful experiences. Taking international tourism as one important form of transnational practice, this study sought to explore international travel experience by determining, for a selected group of travellers from mainland China who visited the U.S. primarily for educational purposes, how they invested their experiences with meanings and how these meanings were reflected in their identity construction and development. This study involved 18 semi-structured interviews conducted in the U.S. in the summer of 2005. The findings of this study suggested that the travellers' international mobility afforded them an opportunity to experience the places they visited 'in the flesh,' to build new connections through the encounters between the self and the other, to gain a greater sense of knowing of different cultures at a more personal level, and to affirm a fuller sense of their identity. It is the hope of this study to expand the knowledge of tourism and leisure in a more connected world from a non-Western perspective and to provide a step toward the understanding of how travel contributes to the formation and development of identities among Chinese overseas travellers in the age of globalization. Focusing on the subjective meaning of international travel experience, this study also raised issues that may need to be dealt with by tourism marketers and planners.

0294 - A STUDY OF HEALTH TOURISM ECONOMY INFLUENCES IN THE AREA OF KUN DING OF TAIWAN

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Health tourism so-called medical tourism, become the new developing market of pleasure travel which various countries develop actively in the world in recent years that the health tourism, the medical technology and quality in Taiwan change with each passing day, the competitiveness having the advantage of analogous toing. the main purpose to inferior to Kun Ding to be that area handle 'health tourism ' is it is it go on economy influence the assessment to plan to run with Taiwan as an experiment for the first time, influence the method of assessing with economy, understand the result that its output, the income and employment opportunity increase, the visitor engaged in participating in " health tourism program " in the travel area in the peninsula is a main research object with permanent

spring. Grants 150 questionnaires altogether, retrieve 104 persons of effective sample; the rate of recovery is 69.33%. Whether utilize person who describe statistics and industry is it connect with find after analysing to imprison. Main consumption group high women of income consumer main fact of 40-60 years old married, the total output total value of every department is 4,900,267N.T.; Output value rank the top five including: other chemicals, transport and storage, spread and amusement culture service that the food and beverage, hotel service, goods are bought and sold. This health tourism and counts and increases and closes and connects with industry's income and reaches 1,488,567 N.T. Take second place input originally, can set about 5 employment opportunities. It is up to 4,900,267 N.T. to produce the overall benefit relatively, as to visiting the person who visits rest industry and regional people from Kun Ding of stage of the peak, can increase many incomes.

Keyword: Kun Ding, health tourism, economy influencing, assessing

0298 - THE RESEARCH ON TOURISM INTERNATIONALIZATION OF “THREE WATERS” IN HANGZHOU

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There is a close relationship between the development of Hangzhou tourism and “three waters”, i.e. the West Lake, the Qiantang River, and the Grand Canal from Beijing to Hangzhou. For international tourism, the three waters are resources of great potentiality, due to their geographic position, historic roles in the formation of the city and rich cultural heritages accumulated throughout 2500 years. But until now, they are not sufficiently exposed in the world tourism market. It is the time to promote “three waters” to the world as tourism attractions.

This study is to work out a concept plan for the development of “Three Waters” into international tourism attractions within the framework of “Oriental Capital of Leisure” for the city of Hangzhou. There are three steps in the study with appropriate methodologies.

Step 1: Site study and resources evaluation. 3S technology and evaluation model are used for this purpose.

Step 2: Product and landscape design. A list of suggested designs and a product line are proposed based on resource evaluation and tourism situation analysis, and then a second selection is done by means of international tourist survey and Delphi method results from selected experts.

Step 3: The result of the study. A final report is presented, including resources inventory of “Three Waters” and a concept plan. The later focuses on an integrated design of landscape, service and culture.

Hangzhou is a water-based city, and the West Lake is the centre of tourism and symbol of the city. To establish it as “the Oriental Capital of Leisure”, Hangzhou should capitalize on its water resources and march into the age of “Three-water Tourism”. This study comes right in time and serves as a good reference for this vision of the city Hangzhou.

0299 - A STUDY OF IMPACTS ON SELF-PERCEPTION AND LEISURE BENEFITS OF JOINING SOCIAL CLUBS: COLLEGE STUDENTS IN HSIN CHU AS EXAMPLES

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This study aims to understand the impacts on college student's self-perception and Leisure benefits after joining social clubs. The subjects of our study are college students in Hsinchu City and county who have joined social clubs. We sent out “The Impacts on self-perception and Leisure Benefits of Joining Social clubs” questionnaires and received 370 valid returns. We employed statistical, independent sample t-test, single variable analysis and Schaffer comparative method to analyze the collected materials and came to the following conclusions:

1. Impacts on self-perception :

- a. Students who have more social club experience feel more respected by others. Junior students have more social club experiences than freshmen and hence feel more respected.
- b. Students who occupied higher responsibility position in a social club have more confidence in themselves and showed more maturity in their thinking than other members and their inter-personal relationship is better.

2. Leisure Benefits Gained :

- a. The more numbers of clubs a student joined the more leisure benefits are gained, because joining a social club can enrich a student's college life, make more interesting friends, broaden one's vision, and, in addition, can challenge oneself and surpass oneself.
- b. With regard to positions held in a club, a leader of a club gained less benefit than other members in terms of "Releasing pressure" ; But a leader gained more benefit in terms of "self-challenge and surpassing oneself".

In conclusion, joining social clubs promotes self-confidence and inter-personal relationships, and through activities in clubs a student can enrich his life, challenge himself and surpass himself.

Key word: College Social Clubs, Self-Perception, Leisure Benefits.

0300 - A STUDY OF OBSTACLES IN LEISURE TOURISM FOR THE PHYSICALLY IMPAIRED PERSONS

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Ming-Hsin, Keelung, Taiwan

The aim of this study is to understand the situation of obstacles in leisure tourism for the physically impaired. We distributed questionnaires to the physically impaired in Hsin-chu area in Taiwan and received 259 valid replies. These are subjected to statistical analysis and we arrived at the following results:

1. Our test samples consists of 53.31% male, the majority are high-school graduates and married 58.31%, 76.4% with income less than NT\$ 20,000 , and most have no definite profession.
2. Most belong to "seriously impaired" category, 65.3%; most need the aid of wheel-chairs, 66%; most impairments are due to spinal cord injury and childhood paralysis, each 40%.
3. Common external obstacles for physically impaired:
 - a. Transportation: lack of facilities for wheel-chair movement in tour buses and other means of transportation.
 - b. Environmental: lack of space for the impaired, such as access ramps, toilet and bath facilities for the physically impaired.
4. Common internal obstacles for the physically impaired: lack of money and tour information, restriction by weather, dependency on others, need of comparisons, self-doubt and lack of the sense of security.
5. We recommend that the government should increase un-impaired space in public buildings and promote volunteer services for the physically impaired in places of leisure tourism.

Keywords: physically impaired, obstacles in leisure tourism

0301 - CULTURAL TOURISM AND INNOVATIVE LEARNING OF CULTURAL INDUSTRY

Yi-Ling Ku, Shu-Jong Liao

Taiwan

Recently, the cultural industry has played a key role to promote local redevelopment as well as an important policy to strengthen Taiwan's economy. To face the risk of unstable market and consumer's preferences, the cultural industry should be, undoubtedly, embedded on the basis of learning, knowledge, intelligence, and social values to enhance the competition. This study, based on realizing perceptions of innovation and collective learning of cultural industry and a case of Yingo's ceramic industry, tries to propose a construction of innovative milieu and strategies for promoting a development of the cultural industry.

Keywords: cultural industry, learning region, local redevelopment, innovative milieu

0302 - EUROPEAN "PLAY-MOBILE" - DEVELOPMENT OF ITS LEISURE AND EDUCATIONAL ACTIVITIES

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A permanent subject of education circle is the discussion, if school education needs change in method and content according to the change of science and technology and life environment. In recent years not formal education and life long learning are more and more important. Leisure life and multi-cultural development is a tendency in many countries today. How a country promotes its cultural and artistic education has a great influence on the quality of its citizen's leisure life. At present, our children and youth's leisure life is overly dependent upon the T.V., computer games and similar passive activities. There is urgent need for "leisure education".

"Play-mobile" was developed more than 30 years ago in European cities by some educational reformers, especially art teachers, to improve the play environment and art education for children living in cities. "Play-mobiles" were large automobiles loaded with play equipments and all kinds of games and toys. Educationists for plays taught children new games and provide them with new play equipment free of charge. These automobiles stayed in one place (square, green land, playground, campus) for a week or two and then move to another area in the city. So they were called "play-mobiles".

The experiment became a great success in many countries in Europe and the play-mobiles have increased from year to year and now there are a few hundred of them all over the country providing mobile service to children in big and small cities and even in villages. "Play-mobilers" organize annual meetings and publish papers in which they exchange their experience. Practical courses are offered.

Nowadays "play-mobiles" are an important part of playground in many cities in Europe. Children are stimulated to cultural and artistic leisure activities. The success of this movement has also greatly influenced art and culture education in schools. The documentation over few decades of different kind of play-mobile activities are an important idea resource for activity planners and promoters of events.

The society and cultural environment changed constantly. Did in last few years the idea and intension of European play-mobile change accordingly? The aim of this research is to study the play-mobile, its origin, development, ideas and contents of educational and leisure actions, challenges and achievement, and finally point out the future development. The methods of this research are the analyses of papers and documents, visits and participations of play-mobile activities and play-mobilers meetings interviews with founders of the movement and educationists. The activities of play-mobiles I subdivide in play service, artistic leisure activities, culture actions, and circus actions including sport and above- mentioned activities. The future development of play-mobiles includes: emphasizing the urban play scenery, regarding the urban education scenery, cooperation with schools, promotion of natural leisure and ecological education, use of multimedia technology and development of network marketing, development of play-mobiles for old people, promotion of large-scale cultural activity with multi cultural topics, expanding the international service and transnational cooperation.

The development of play-mobiles depends on the demand of the social and cultural environment. The manifold leisure and educational activities of play-mobiles can be example for 'leisure education' and 'educational leisure'. The idea of the 'mobile' in time of flexibility and creativity can be used for mobile teaching places, mobile leisure design company, mobile leisure center, mobile cultural center, mobile service center for older people etc.

0303 - SERVICE QUALITY ASSESSMENT ON PLEASURE FISH MARKET AT THE BISHA FISHING PORT, KEELUNG

Chun-Te Chen, Chung-Hsiao Chen, Ton-Tau Su

Ming Hsin University, Keelung, Taiwan

In order to improve management level and competitiveness of pleasure fish market, this study takes the Bisha fishing port in Keelung as the example. Basing the documents on recreation activity, satisfaction theory and its influencing factors, etc., we design an optimal study structure and revise questionnaire. Some analysis are carried out such as visitor's database, travel characteristic, recreation experience, travel motivation, degree of intensity and satisfaction to service quality of Bisha fish market. Finally their causalities are analyzed by I.P.A model method.

Keywords: IP.A. model, Pleasure fish market, Service quality assessment, Bisha fishing port in Keelung

0304 - A STUDY OF LEISURE AGRICULTURAL DEVELOPMENT TREND IN TAIWAN

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After Taiwan joins in WTO, there is a great impact and transformation in agricultural development condition. How to organize the tourism resources in various areas and develop the local characteristic leisure agriculture to attract national travelers and efficiently promote the agricultural competitive ability has become an important issue. We have to take three strategies as below : 1. revising laws and regulations of the leisure agricultural operating management. 2. combining the leisure agricultural development with the tourism industry. 3. organize and develop the leisure agricultural resources. We can integrate these three development directions by using the principle of package tour, combing the rural food and beverage, and making use of marketing strategies to create a wonderful vision of leisure agriculture in Taiwan countryside.

Keywords : W.T.O., Leisure Agriculture, Marketing Strategy, Rural Food and Beverage, Package Tour

0306 - CULTURAL TOURISM IN TAIWAN

Peng-Hsiang Kao, Hsin Kao

Taiwan

Tourism is a comprehensive service enterprise for different objectives; it includes a variety of trades and professions. Tourism is a form of interaction and enterprise leadership in all business; they had huge contribution in the world. Therefore, most advance nations made an index for the development of tourisms.

Tourism can promote the social flourishing and quickens the invisible gain. Such gain can be useful resources for all societal aspects. Tourism can also help individuals communicate to further understand each other. Through tourism, people can eliminate animosity to build common consensus among them. This observation can easily be proven in Cultural tourism which is a vital part in the tourism business. In general, tourism not only has to focus on natural vision but also to investigate for culture diversify in the world, then, it can be effective.

Along with the fact that cultural tourism and enterprise start-ups are both important points in the trend of world development, Asian styles of culture are becoming a global attraction, it made the blending of traditional and modern style a popular idea for Asia cultural tourism. Taiwan is in the center of Asia-Pacific coast which possesses traits from mainland china, mix with island culture style, it creates an interesting research point for cultural tourism.

The purpose of this study is to use the cultural tourism viewpoints to express the cultural characteristics in Taiwan. This study used the literature review and case study to analyze and interpret the local cultural tourism development style, point of interests and self-criticism. Cultural tourism is a new topic, therefore, the original information is lacking. This study will use books, dissertations and papers. This study will also include introduction, definition of culture, Taiwan cultural tourism style, the highlights of Taiwan cultural tourism, the analysis of Taiwan cultural tourism and conclusion.

0310 - THE ENLIGHTENMENT OF CULTURAL DIVERSITY ----ANALYSIS AND DISCUSSION OF HUXIANG SPORTS CULTURE

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Development of cultural diversity has become the main theme of global cultural, and it's premise is to respect for local culture development. In the development process of several thousand years, Huxiang cultural ,as a regional culture, has gradually formed its own characteristics and it was a cultural patterns which has attracted worldwide attention. It uses some useful methods to learn and analyses the phenomenon of HuXiang sports culture and it rely on the culture of sports ,to make a preliminary concept definition of huxiang sport culture; it made an overall analysis about sports phenomenon (sports ideology, traditional ethnic sports, sports, mass sports) how to penetrate the essence of huxiang culture, on the basis of a profound understanding of content and essence of huxiang culture. It main purpose is, under the global "cultural diversity" background, make a deeper exploration of Huxiang culture so that to play valuable roles.

0311 - CITY FLOWER AND LEISURE CULTURE

Si Qiang-Sheng

China

0312 - ECONOMICS INTERPRETING ON FORMING MECHANISMS OF URBAN RECREATIONAL BUSINESS SPACE AGGLOMERATION DISTRICT(URBSAD)

Bian Xian-Hong

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This paper makes economics Interpreting on forming mechanisms of Urban Recreational Business Space Agglomeration District(URBSAD) from such aspects as urban residences & outsiders tourists' business recreational demands & preferences, urban business recreational products' per capital investment & producing technique, governmental investment, business recreational consumers & product producing, agglomeration & scale economies effects achieved by urban business recreational industries accumulating in URBSAD, etc.

Key words: URBSAD; forming mechanism; agglomeration economies; scale economies

0313 - MEASURING THE TOURISM SATISFACTION OF WINE TOURISM INDUSTRY : A TAIWAN BASED STUDY

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In the recent years, the Taiwanese farmers have been looking for ways to transform their agriculture businesses into money making and to find new relevance in a market, which was altered by Taiwan's entry in the World Trade Organization. In the present day, Taiwan's Leisure Wine Tourism Industry has gradually reputed under the government's aggressive promotion. In spite of the vast growth and potent potential of the Wine tourism in Taiwan, presently there is only a modicum of published researches, not to mention that there are no related service quality expectations topics. Thus, the goals of this research are to uncover the diverse levels of tourists' satisfaction on the service quality that was provided in the selected Winery. In addition, to reveal the focal attributes of the Winery which influence the tourists' satisfaction, and investigate the discrepancy between customer's expectation and perception towards the quality of services. This study was using the SERVQUAL instrument in

measuring the service quality of Wine Tourism Industry in Taiwan. The results indicate that the reliability dimension of tourists' perceptions of service quality having the largest gap and the tangibles dimension have the smallest gap. This implies that the tourists place more emphasis on the professional and courteous attitude from the staff of the Winery compared to the tangible visually appealing materials. The study results and implications for Wine Tourism are discussed.

Keywords: Wine Tourism, Service Quality, Taiwan

0314 - MODERN LEISURE CULTURE AND MODERN PROSE WRITING

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Besides removing physical fatigue and taking a rest in physiology, modern leisure culture is a high life need and need of wining spirit liberation, building the heart space, too. Modern prose writing emphasize placed on the modern leisure culture idea, and further communicate and develop modern leisure cultural, it has evolved a writing style of its own.

Key Words: leisure culture; modern prose; writing

(0315) AN ANALYSIS OF TOURISM RESOURCE IN NANTOU - A CASE STUDY IN CRAFT ACTIVITIES

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To promote sustainable economic growth, worldwide authorities recently develop travel and tourism industries. This study addressed the following issues in detail related to craft activities in Nantou. First, why are the craft activities in Nantou? Second, how do the craft activities generate in Nantou? Third, what are the historic and geographical features of the craft activities? Fourth, what are the problems in the cooperation between the craft activities and travel and tourism industries? In the SWOT analysis, the government authorities and tourism executives can get the key points for improving tourism in Nantou. The following is a list of the features of the craft activities in Nantou. 1. It's a good chance of cooperation between craft activities and travel and tourism industries in Nantou because of the abundant craft materials and craft creators. 2. According to Maslow's Hierarchy of Needs, the craft activities will play the important roles to attract tourists. 3. The stone image-carving and carving of plum branch with higher score on Core Resource than other craft activities are the key crafts to develop in Nantou. 4. The divergence in the distribution of the craft industries and the craft creators doesn't assist the development of the craft activities in Nantou.

Keywords: travel and tourism industries, craft activities, SWOT analysis, Nantou

0316 - A PROFILE OF SPORTS OFFICIALS IN THE PROVINCE OF QUÉBEC: SOCIO-DEMOGRAPHIC CHARACTERISTICS, MOTIVATIONS, ATTITUDES AND PERCEPTIONS

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Participation in sport and recreation is important for Quebecers' health, both mentally and physically. Sports in the province of Québec are organised under the tutelage of Sports-Québec. This is a non-profit organization composed of and representing 63 provincial sports federations, supporting 90 sports and 17 regional leisure and sport units. Federations are responsible for the development of their coaches, instructors and officials. Most federations and associations identify difficulties in recruiting, retaining and shortages of officials. The purpose of this paper is to describe the profile of officials in the province of Québec and to identify motivations, perceptions, expectations and attitudes towards roles and functions in their sport and within the Québec sports system. Québec sports officials usually begin when they are young, then often leave, but come return later in life. Most of them come from within the sport; in general, team sports officials are more stressed; officials from individual sports need more time; and financial considerations are an important factor but not the only element for officials. Based on the results presented in this paper and discussion with the decision makers in the

field, it is imperative to develop a strategic plan that will better take into consideration the needs of sports officials.

0318 - QUEBEC LEISURE POLICY - AN OVERVIEW AND ITS IMPACTS ON LOCAL COMMUNITIES

André Thibault, Michel de la Durantave, Michel Choquette, Pascale Guimont, René Tremblay, Serge Paquin, Michel Bellefleur, Pierre Morin, Stella Guy, Paul-André Lavigne

AQLM, Quebec City, Canada

The Quebec's provincial municipal recreation association, the AQLM, recently developed a leisure policy based on a municipal perspective and defines its role in line with contemporary realities.

The AQLM's strongly believes in the importance of going beyond traditional conceptions of leisure to encompass the grander notion of quality of life and fulfillment for all Quebecers.

This presentation will highlight the primary statements of this policy and show how local Quebec communities have begun to adopt the framework of the policy and the positive impact it has had so far on the quality of life of citizens.

0319 - BUILDING THE MAIN KITCHEN & RESTAURANT WORK LINE CONNECTION OF TOURISM HOTEL —THE PLANNING DESIGN OF HANGZHOU FUCHUN RESORT

Li-Wei Pei, Ming-Kuei Luo

Hangzhou, Taiwan

This paper first discusses the spatial planning of the kitchen and presents illustration of the equipment layout. The back support of the hotel, from design, operation, to integrated planning, could ensure the successful operation of the hotel restaurant. Chapter 2 discusses the workmanship process and composition of the kitchen, and how to make the route efficient from incoming inspection, entry into the kitchen or warehouse, sorting, cleaning and freezing of daily trash and leftover. Chapter 3 discusses the key points to the kitchen design, and explains the relationship between the layout of the central kitchen to each restaurant. It also discusses the reasonable and space-efficient kitchen area, working route, the operational relationship and efficiency. Chapter 4 expounds the kitchen environment planning, kitchen equipment layout, safety and hygiene of air conditioner. Lastly, it discusses the energy-saving planning of the hotel to maintain the working environment safety and lower the operational cost. In the conclusion and suggestion, this paper proposes that in the back support of the hotel, kitchen demands the highest workmanship. The detailed design must be collaborated by project and kitchen equipment consultants, kitchen management department, in order to establish the workmanship of the kitchen and improve the operational efficiency of the restaurant.

Keywords : Hangzhou Fuchun Resort, hotel restaurant, central kitchen,

0320 - THE ROLE OF AUTONOMY SUPPORT AND NEED SATISFACTION IN LEISURE INVOLVEMENT

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This study examined social and individual factors that affect adolescents' involvement in leisure. Self-determination theory was used to derive a model in which autonomy support predicted satisfaction of three core psychological needs, which in turn led to actively involve in leisure activities. Twelve items, consisting of three subscales, concern the degree to which the social context factor is autonomy supportive: autonomy support by parents, autonomy support by peers, and autonomy support by teachers. These three subscale scores were used as indicators for the latent variable autonomy support. Eighteen items, consisting of three subscales, assessed the extent to which adolescents experience satisfaction of their three intrinsic needs: autonomy, competence, and relatedness. The three subscale scores were used as indicators of the latent variable intrinsic need satisfaction. Finally, fifteen items, consisting of attraction, centrality, social bonding, identity express and identity affirmation five subscales, measured the personal relevance of enduring involvement in leisure. These five subscale scores were used as indicators for the latent variable leisure involvement. Using stratified

cluster sampling method, a group-administrated questionnaire was sent to 1,000 high school students in Taoyuan County, Taiwan and a survey was conducted. Out of the 990 questionnaires returned, 806 of them were valid. LISREL (Linear Structural Relationships) was used to test the model. The results showed that all paths of the measurement and structural model were significant and the model fit the data satisfactorily. Autonomy support has a direct significant positive effect on psychological needs satisfaction and psychological needs satisfaction has a direct significant positive effect on leisure involvement. That is, autonomy support enhanced need satisfaction, which in turn enhanced involvement in leisure. Propositions based on the self-determination theory were supported by this model. Implications for how active and enduring involvement can be motivated are discussed following these findings.

0321

TRANS-CONTEXTUAL MOTIVATION MODEL TO PREDICT LEISURE TIME PHYSICAL ACTIVITY

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The trans-contextual model developed by Hagger et al. (2003) to investigate the determinants of the intentional physical activity behavior among adolescents adopts motivational constructs and frameworks from self-determination theory (Deci & Ryan, 1985), the theory of planned behavior (TBP; Ajzen, 1985), and the hierarchical model of motivation (Vallerand & Ratelle, 2002). This study proposes a motivational sequence in which perceived autonomy support from teachers in a physical education (PE) context and from peers and parents in a leisure-time physical activity context predict autonomous motivation, intentions, and physical activity behavior in leisure time. Also the differences in the components of this model between girls (N=398) and boys (N=228) are observed. A three-wave prospective design and the instruments proposed by Hagger et al. (2003) were used.

The observed components of the model accounted 38 % of the variance in leisure time physical activity behavior. The analysis of path model indicated that the autonomous support of teacher had statistically significant direct effect only on motivation in PE context. The autonomous support of parents were related beyond the motivation in both context also with all constructs of TBP (attitude, subjective norms and perceived behavioral control). Boys perceived more autonomous support of teacher than girls, whereas no significant difference was followed in respect of autonomous support of peers and parents. Boys reported also higher values of intention, attitude, motivation and were more physically active in leisure time than girls.

The present study provides support for a model specifying the trans-contextual effects of perceived autonomy support of teachers, peers and parents on leisure-time physical activity intentions and behavior. In terms of practical recommendation based on current results, it is important that teachers in promotion of the motivation and physical activity have to be more autonomously supportive especially in respect of girls.

0322 - A STUDY ON THE ADOLESCENTS ATTITUDE OF E-SPORTS

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Recently, games have become one of the main purposes for using the internet not only for youths but also for adults. In the interest surrounding games for youths, new terminology such as 'e-sports' and 'progamer' have been coined. This study was conducted to investigate the adolescents attitude of e-sports. For this, 262 elementary school students, 288 middle school students and 155 high school students were analyzed. The results are as follows: most of adolescents were likely to know about what e-sports was. They were inclined to prefer e-sports to other sports except soccer. 77.5% of participants responded that they were playing e-sports game below 2 hours a day. There were age and sex differences. High school students and male adolescents were know more about e-sports than elementary/middle school students and female adolescents. Moreover male adolescents were more likely to prefer e-sports and consume more time in playing e-sports than female adolescents. It is hoped that the results found through this study will be used in the future as basic information in establishing e-sports policies and education programs for adolescents.

0324 - LEISURE EDUCATION: AN INNOVATIVE MODEL FOR SOCIAL DEVELOPMENT AND SUCCESSFUL PRISONER REINTEGRATION TO SOCIETY

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The premise of this practice based presentation is that the way in which people with criminal records perceive of and actually spend their time (especially leisure time and un-obligated time) while incarcerated and also when released will have some effect on their ability to maintain freedom as balanced, fulfilled, productive and contributing members of society. The transition from incarceration to a life free from incarceration has many barriers and challenges for the nearly 8 million men and women in the United States who are reentering society annually from prison (650,000) or jail (7,000,000). Discouraging research tells us that after three years of being released, two-thirds of state prisoners are rearrested, according to a large-scale recidivism study that used data from 1994 and about half will be reincarcerated within 3 years. Leisure education and participation is a model that can provide opportunities for the social development of this community of the men and women who come in contact with incarceration directly (people with criminal records) and/or indirectly (i.e. the children, families and communities of the incarcerated). Especially since there is a disproportionate number of minorities in the system, the leisure lifestyle development of this population is an innovative means toward creating more healthy and safe communities. The presenter is currently implementing leisure education with this population of incarcerated and formerly incarcerated people and their social networks. Leisure education uses an action-oriented cognitive-behavioural approach in which participants expand their definitions and awareness of leisure, while developing leisure skills and resources. At the same time, through this process, individuals deepen their understanding of how in the past, their concept of leisure and decision-making in leisure often included criminal behaviour which affected not only themselves but also society. At this time, program evaluations have been conducted based on the strategies and program implementation as informal measures. A research project in the form of a doctoral dissertation is in progress and will be discussed but there has not yet been an evaluation or research in a formal nature.

0325 - LEISURE SERVICES AND TOURISM

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With the stable development of Chinese economy, the disposable income of residents is increasing, and the standard of living is also improved. People's needs are changing dramatically. When basic needs such as hungry and thirsty are satisfied, higher levels of needs such as need of belongings, self-respect, and self-actualization will be increased. In some big or middle scale cities in China, the level of living of people is coming into the well-being stage. People spend more money on health, education, entertainment and the like than on food and clothes. Accordingly the corresponded services are appearing very quickly. Room service for chess and card play is a typical example of these kinds of services, and bars and stadiums for shape keeping are all over the city in Beijing.

The appearance of various leisure services reflects the change of people's leisure needs and the diversity of leisure activities. The quality of leisure services is becoming the index of the standard of living of the residents. Good services can provide high level of experience of people, and then to improve their health and attitudes, to develop a harmonious society. At the same time, leisure services play a very important role in tourism industry.

The purpose of this paper is to discuss the relationship between leisure services and tourism, to analyze how leisure services are becoming an integrated part of tourism industry, and how they interact with each other efficiently.

The issues will be discussed are as follows: (1) Leisure and leisure activities. (2) Leisure services and experience. (3) Leisure services and tourism.

The paper is based on literature review and personal observation. Findings are expressed in the paper.

0326 - CONCERNING LYING FALLOW AND HEALTH PRESERVATION IN FAMOUS DIDU HOTSPRING

Zheng Jian Ming, Nie Fu Yuan

China

Combine the traditional culture idea—"imperial Throne", with the thought of modern ecology, Didu Hotspring apply twenty-four spa bathing style to lying fallow and health preservation, causes the tourist to obtain health in seven aspects.

Key words: Famous Didu Hotspring, Lying Fallow and Health Preservation, Health

0327 - THE FEATURE AND THE TREND OF LEISURE CULTURE IN HANGZHOU

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The Leisure Culture of Hangzhou has contact with economy, political, social, and so on. It has many features, such as historical, harmonious, opening, and living. In the future, the trend of leisure culture in Hangzhou will develop in Root Culture, industry of the leisure culture, cooperation of city and folk become more and more, and so on.

0328 - ON THE VALUE OF LEISURE SPORTS

Cheb Zai-yong

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As one important component of leisure activities, leisure sports has been regarded as increasingly important by more and more people. With the methods of library research and web browsing, this article is designed to analyze its origin and development and expound its value for individuals and society.

0329 - SAFETY DEVELOPMENT AND TOURISM LEISURE

Li Yuan Biao, Zheng Wei Ming

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For a person, in addition to physical needs, all other activities are on the basis of needs for security. Leisure is no exception. If everyone is against war and terror and protect the environments to minimize the risk, the leisure industry will be improved well.

Key words: Security Leisure War Environment Protection

0330 - LEISURE AND CIVIL SOCIETY: UNITED NATIONS MILLENNIUM DEVELOPMENT GOALS.

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In his seminal text, *Of Time, Work, and Leisure*, Sebastian de Grazia reminds us, "In Aristotle the words "peace" and "leisure" come together often. They repeat his thesis that wars are fought to have peace, and peace is needed for leisure."

Exercising our collective will on behalf of peace and social justice sets the grounding for the longstanding affiliation the World Leisure and Recreation Association (WLRA) has with the United Nations. The basis for this relationship is not with the General Assembly or the Security Council, but in the work of the Non-Governmental Organizations and manifest in The United Nations Universal Declaration of Human Rights. These rights confirm the value of leisure and recreation in civil society. This call for action is articulated in the Millennium Development Goals.

By 2015 all United Nations Member States have pledged to:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education

3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

To be moral means to act morally. Feeling sorry for those who live in poverty is not the same as actually doing something to reverse the conditions that breed poverty. This is the time for WLRA to build on its past programs of civic virtue and set new initiatives. The questions that await our reply are unambiguous. What this association does to address the Millennium Development Goals in the next few years could transform the social utility of leisure as an effective means for improving the lives of people around the world. The stated priorities of WLRA are entirely consistent with this evolving agenda, but structures need to be created.

0333 - THE RISE OF THE WELLBEING TREND IN KOREA AND ITS PROBLEMS - SHIN JONG-HWA (SOCIOLOGY DEPARTMENT, KOREA UNIVERSITY)

Jong-Hwa Shin

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The Korean society has been smashed by the well-being syndrome since 2000. Well-being as a keyword of new cultural trend takes a key position by which Koreans' the consuming patterns can be identified. The goods announced as 'well-being' products in the most cases hit good selling records in the market on food □ clothing □ housing, and further the activities for physical and mental health are understood as the attitude for the well-being pursuit. These high social interests in well-being pour down numerous books on well-being in the short term. Many disciplines in the social sciences also promote the research on well-being in the several perspectives. Also gradually increasing are academic works systematic and analytic in this flow. However, current research on well-being has not deeply investigated into the social structures as well as the individuals' psychological level. It just remains on description or as a sketch of the social syndrome of well-being pursuit. By the way, the object groups for research are limited. This paper aims at identifying the current status quo of the well-being syndrome in the Korean society and the well-being discourse, with introducing new normative interpretations in the traditional Korean and East Asian Thoughts.

0336 LET DIGITS DISPLAY ENDLESS JOY OF SPORTS

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With the development of network technology in this digital era, a new sports form "electronic sport" has appeared and is becoming more and more popular. Sports originated from games, and so are electronic sports. As the advanced form of games, sports have extended from real world to visual internet world. Electronic sports are the result of combination between information technology and sports, and their high competitiveness and the fact that they follow rules similar to other sports have shown that electronic sports have all the attributes of regular sports. At the same time, they are loved by teenagers and young adults as well because of their special electronic features. General Administration of Sports of China formally listed electronic sport as the 99th sports event in Nov. 2003 to meet the demands of the new development, which is a milestone of electronic sport and has great significance for the development of electronic sports in China and even in the world.

0338 - ON THE HARMONY AND UNIFY BETWEEN WEAPONS AND ENTERTAINMENT

Yongjun Zhao, Huixiang Lai

China

This paper talks about weapons, first as the tools for the struggle between human beings and the nature or for the war among human themselves; and then, with the development and progress of

science and technology, weapons have brought enormous destroy and disasters to humankind and the great civilization which had been created for such a long time, since it used up plentiful human resources and efforts. Thereby, in this paper, authors have figured out this topic that “Whether our resources are made into sharp weapons and cause death and bleeding or should them be made into plough to bring harvest and happiness?”

In this paper, we first expound the essence and characters, which shooting activities process and some other functions such as mystery, interest and full of knowledge, so that, we find out that it is inevitable that the functions of weapons will gradually change into entertainment. Then, analyses the tortuous experience and the reasons of failure of Chinese Entertaining Shooting Industry according to the study of the real situation that this industry has experienced: it's beginning, transient resplendence and then have to face the serious bottleneck.

Finally, authors point out that, for Chinese Entertaining Shooting Industry, on one hand, it should introspect its disadvantages and defects, which could possibly solve the relevant security problems thoroughly; on the other hand, the administrative policy for this industry should be relaxed. Because, our shooting industry could out of the shadow and regain it's splendid period only by the co-efforts of the both aspects that mentioned above, so that we could eventually enrich the programs of leisured activities and promote the harmony and unify of economic construction.

Key words: Entertaining shooting Administrative policy Leisured activities

0339 - CHINESE TEA CULTURE AND LEISURE CULTURE

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Chinese Tea Culture is an important carrier of leisure culture. Tea culture as a leisure means is an important leisure style of Chinese. The connection between Chinese tea culture and leisure culture and the relationship between Chinese tea culture and leisure tourism are analyzed. Tea houses, tea arts and tea gardens are the leisure elements of Chinese tea culture. What tea culture promotes is a culture of leisure and harmony. Like coffee culture and bar culture of western countries, tea culture has the evident feature of leisure culture. Strategies such as enhancing the advantage of original place, establishing tea culture village, developing tea culture tourism, fully displaying the connotation of tea culture, promoting the concepts of “ respect, clean, harmonious and beautiful” are discussed.

0340 - CHINA'S SPORTS TOURISM AND LEISURE ERA

Zhao Bin, Wanjun Yan

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Introduction: Sports tourism is a new comer of the tourism family in China. With the developing of Chinese economy and society, the sports tourism grows quickly and shows very large progress potential. As well know that the development of the sports tourism needs necessary economy and social foundation. The economic globalization makes the leisure theory and the relative social characteristics accepted by all over the world in short time, China is also included. Being a developing country with large population and economic gap among different areas, China has its own characters on sports tourism. The purpose of this study is to explore the principles of China's sports tourism development under present economic and social situation. **Methods:** the documentary study was used in this study. The data were collected from some academic website based on the keywords: leisure, sports tourism, culture and economy. Results: firstly, the concept of sports tourism was discussed and described as below: the sports tourism is the production of combining tourism and sports activities, it is a designed activity that can meet people's tourism, leisure, recreation, and sports need at same time. Secondly, Chinese economy can provide a necessary foundation for sports tourism development. Finally, Chinese multi-culture and difference among the areas can promote the sports tourism development. **Discussion:** the development of China's sports tourism in the future depends on some precondition, such as understanding the basic principle of the sports tourism production. Optimizing Chinese sports tourism resource. Supporting and publicizing the sports tourism industry.

0342 - BUILDING LEISURE CITY IN WESTERN CITY---RESEARCH ON CHENGDU LEISURE RESOURCE EXPLOITATION

Zhang li Wei

China

0343 - SPORT, RECREATION AND LEISURE TECHNOLOGY ISSUES

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The sport, recreation and leisure industry is adopting a growing arsenal of technological innovations, some of which will have far-reaching implications and consequences. This period of rapid change should cause us to consider:

- a. What will be the impacts of these new and emerging technologies on the way in which we play and consume sport and leisure?
- b. Elite and commercial sport is always looking for a new performance edge, how is this ongoing process going to be implemented to the benefit of sport and should we manage the adoption of certain technologies? (e.g. medical implants, drugs, genetic modification, cyborg enhancements, mental behaviour "implants")

The "level playing field" issue takes on a whole new dimension when training regimes and technological artefacts provide skewed performance advantages. "Drugs in sport" becomes an ambiguous issue when near future implanted bio-computers will be able to "manufacture" drug-like substances from the athletes own body and direct them to specific targeted sites in the body for maximum effectiveness.

This paper will examine some of the issues surrounding emerging technologies, sport and leisure and discuss some about the anticipated effects of these technologies on our future sport and leisure practices.

0346 - THE RESEARCH OF RELATIONSHIP BETWEEN RESIDENTS' PERCEPTIONS ON TOURISM IMPACTS AND THEIR PARTICIPATION BEHAVIORS

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The development of tourism has led to extensive impacts on the scenic sites and the communities, the host of which, residents, are the main receiver of the impacts. Paying attention to the residents' perceptions on tourism impacts and encouraging residents to participate in tourism are the effective means to increase the positive and reduce the negative impacts. This paper, with residents as the subject, probes into the interaction between residents' perceptions on tourism impacts and their participation behaviors, and contributes to the harmonious and all-win development of tourism, communities and residents.

This paper, through interviews of experts and case studies of the typical tourism sites, establishes the assessment scale of residents' perceptions on tourism impacts and community participation behaviors by means of statistical analyses of factors and corresponding project designs, and the examination of reliability and validity. According to this assessment scale, there are 3 dimensions and 11 items of residents' positive and negative perceptions on tourism impacts respectively, and 4 dimensions and 13 items of residents' tourism participation behaviors. It is demonstrated that this assessment scale can be used to measure residents' perceptions on tourism impacts and participation behaviors.

Based on the assessment scale, this paper develops a relationship model of residents' perceptions on tourism impacts and their participation behaviors. Through the analysis of structure formula, the relationships between residents' perceptions on tourism impacts and their participation behaviors are drawn as follow:

1. Residents' positive perceptions on tourism have evident positive impact on their participation behaviors.
2. Residents' perceptions of the negative impact have evident positive influence on their tourism participation behaviors.
3. Residents' economic perceptions on the positive and negative impacts of tourism directly influence their participation behaviors. The economic influence of tourism is the main factor which can enhance residents' participation in tourism.
4. Residents' perceptions on environmental influence have no impacts on their participation behaviors.

In the process of tourism development, more and the first attention is paid to its economic influence, followed by the social and cultural.

0347-THE ADVANTAGED STATUS AND ROLES OF COMMON AEROBICS IN THE COMMUNITY SPORTS

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The key point to improve the national fitness is to popularize the nationwide body building plan energetically. Community sports is the basic way and method to achieve nationwide body-building plan, but the characteristics of the community to a certain extent have restricted the development of sports. However, the Common Aerobics, as a kind of flexible, various, novel exercise way of community sports particularly is popular with people, which is in the ascendance in community sports with its own unique glamour. This paper is to discuss energetically the advantage status and roles of Common Aerobics in the Community Sports with the document method, statistic method, etc. from horizontal and vertical and building to a new climax in community sports.

0348 - STUDY ON RENAISSANCE OF THE OLD INDUSTRIAL REGION USING THE MECHANICAL MODEL DRIVEN BY LEISURE INDUSTRY

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It is a basic national policy and a main topic facing the industrialized countries, to reconstruct the old industrial region. The high proportion and concentration of traditional or heavy industry is the basic features of the old industrial region. Restructure of this feature is the foundation and framework for rebuilding the old industrial region. The leisure industry is the newly emerging one which would promote the living standard and the each aspect of people's lives. The structural development of the industry itself and the employment in the old industrial region is align with the requests of the views for scientific development and would impulse the process toward a wealthy society. The author tries to set up a mechanical model driven by leisure industry for the old industrial region by the study on the mutual functional process and ways between the leisure industry and other industries, esp. the process and methods which got from the motivation from leisure industry to the other ones.

The author integrates the research methods of both normative analysis and demonstration and selects the typical old industrial city in Northern East China, Shenyang, as the study subject to demonstrate the correctness of the model he builds, by studying the process and fruits of the development of the leisure industry, esp., the tourism industry.

After studying the aim, framework and the basic conditions, the author designs and illustrates the model and gives the classification of the leisure products as well as the explanation for the functions of the enterprises. Finally, he gives a case study of Shenyang.

The article contains 1. Adjusting industrial structure as the framework and foundation and improving people's living quality as the purpose are the basic regulations for the leisure to rebuild the old industrial region. 2. Demands, esp. leisure demands and its changes is the motivation for the reconstruction of the old industrial region. Under the market functions, resources flowing to the leisure industries results in the changes of the industrial structure in the local or even the regional area, by

which way the improvement of the regional industrial structure is promoted. By changing the structure of people's demanding structure, a new recycle comes. This is the content of the model. 3. Leisure enterprises would be derived or translated from the businesses supplying basic leisure products and sever ice. This is outstandingly important for the renaissance of the old industrial region.

0349 - A COMPARATIVE RESEARCH ON LEISURE BETWEEN KUNMING AND HANGZHOU

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?, Hanzhou, China

Among all cities in China , Kunming and Hangzhou are the two cities that are both characterized by leisure. Based on the key concept that leisure is a common need of individuals and society, the authors deeply analyzed the leisure attitude and behavior of the two cities e article ranging from individual to social perspectives. The authors then further explore leisure phenomenon from the regional culture and cultural value perspectives.

0350 - ANALYSE THE FOUR CONSCIOUS ACTIONS IN THE TRAVEL PROGRESS OF LEISURE SUBJECT

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Day by day, leisure becomes the important part of people's life .The leisure subject' action about choosing scenery, going sightseeing, appreciating scenery, and recalling scenery consciously, often happen in the leisure tourism ,such as the period of preparing ,travelling ,enjoying, sublimation ,and a free and nice state of leisure can be fully attained.

0351 - RESEARCH ON LEISURE HOSPITALITY INDUSTRY DEVELOPMENT IN HANGZHOU BASED ON CLUSTER THEORY

Han Zhenhua, Wang Luzhuang, Chen Yewei

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As the leisure market is weak and capricious when the individual leisure firms have varied and different capacity, the firms definitely incline to take cooperative competence for the dominance on outer economy, transaction cost, learning and innovation by collaborative network.

Table: Four Clusters of Leisure Hospitality Industry in Hangzhou

Name	Range	Strategy
Basic spot: West Lake round cluster	Area along Hubin Rd. & Nanshan Rd., and surrounded by Wushan, Yellow Dragon Maojiabu.	Inheriting the traditional West Lake commercial culture, import new, superior and international commerce to establish the top RBD.
Important spot: Canal cluster	Area centered on Canal culture square and West Lake culture plaza with the spotlights on Genshanmen port, Shijiaqiao port, Beixinguan port and Gongchen port.	Develop the renovation project and cultural sights construction of Canal, and water recreation of Canal. Focus on the activities in the water and on the banks by balancing the different leisure demands between the local citizens and foreign tourists.
Bright Spot: Xixi cluster	Area centered on West city plaza, extending Cuiyuan to the east, Xixi national wetland park to the west, Rd. Wensan to the south, and Rd.Wenyi west to the north.	Stand out the ecological and juvenile characteristic to satisfy varied demands for the new immigration by establishing a giant and distinctive "ecological leisure hospitality cluster".
Growing Spot: Qiantang River cluster	Area along Qiantang River connecting both banks and centered on Qianjiang new city and Leisure exposition park.	Develop amusement, catering, shopping and sports along the river to grow the market of commercial leisure and sports leisure. Integrate the resources advantage and market advantage of "Three Parks and One Lake" to a first class, various and international leisure hospitality industry.

Based on the cluster theory, the paper makes analysis on advantage of industrial clusters, and explores the development model of leisure hospitality industry. By the field study and data statistic, it is proved that the leisure hospitality firms in Hangzhou have got a good foundation, and especially "leisure zone" has emerged such as the West Lake zone, Yellow Dragon zone, Wulin Zone, West city

zone and Leisure Exposition Park zone. As a result, the paper believes the strategy would be established on the light spots of Canal, Xixi, and Qiantang River with an extended development by integrating the resources. Four clusters for leisure hospitality industry will be set up in Hangzhou as table listed. As an applicational research, the paper analyzes the development of leisure hospitality industry in Hangzhou based on industrial cluster theory. The discussion is taken on the macro dimensions of ideology, public service, resource allocation, and industry guilds. Accordingly, the Four Clusters are demonstrated on the micro dimensions of scope, layout and development strategy.

0352 - SPECIALIZATION, DIVERSIFICATION AND INTERNATIONALIZATION OF THE DEVELOPMENT OF THE LEISURE SERVICE INDUSTRY IN HANGZHOU

Wang Lu Zhuang, Han Zhenhua, Chen Yin

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Developing leisure service industry is of great strategic importance to optimize the industry structure of Hangzhou, convert the pattern of economy progress and improve the city competitiveness. Based on the local cultural advantage of Hangzhou and the current development of service industry, leisure service industry should be orientated from an advanced, scientific and standardized beginning, emphasize on establishing the brand of specialized leisure service with an open and diversified internationally developing vision, and be appropriately advanced and reasonably scheduled as well, thus, the integrated competitive advantage of the leisure service industry could be promoted.

Specialization is the soul of the development of the leisure service industry in Hangzhou. To successfully develop the leisure service industry, the specialization on concept, pattern, function and value should be emphasized, and specialization, competitiveness and creativity should be insisted and the industry advantage and the creative spirit should be stood out through the integration of the resources on finance, information, human resources and marketing. In a word, we should sufficiently utilize the special resources, enormously develop the special industries and actively engage in the special activities.

Diversification is the method of the development of the leisure service industry in Hangzhou. Above all, the leisure service industry in Hangzhou should be diversely developed at the aspects of culture, function and brand, etc. All kinds of cultures, including the domestic and the foreign, the modern and the traditional, the urban and the rural, the exquisite and the folk, should be encouraged to harmoniously coexist to promote each other. Secondly, there should be all kinds of patterns of operation presented in the leisure service industry in Hangzhou. Varied leisure service programs should be customized to satisfy customers with different ages and education levels. Enterprises should position the appropriate target market according to their own features, which will lead to a scientific and reasonable segmentation of the total leisure market and avoid the malicious competition. Finally, investments from different sources and operation in a type of enterprise are the important guarantee to the diversified development of the leisure service industry in Hangzhou. Besides the government investment, those social investments should be greatly advocated and encouraged to invest on the leisure service industry. Plenty of individual investments rush into the leisure service industry and make this industry as a new light on which the social capital focuses in Zhejiang economy development, which will become a kind of territorial social economical phenomenon.

Internationalization is the symbol of the development of the leisure service industry. The integrated development strategy of the internationalization of the leisure service industry in Hangzhou should break through the limitation of domestic flow of the traditional markets and the resource markets, and put the development into to a relatively open international environment in order to realize the mass international flow of the resource markets and the reallocation of the different kinds of resources between the countries. The internationalization of the leisure service industry in Hangzhou represents the operation belief internationalization, the methods internationalization and the environment internationalization. Push the leisure service enterprises in Hangzhou into the international competition with an active role, promote their competitiveness through standard and reasonable competition, and break through the traditional idea of local protectionism. Therefore, those enterprises would be adapted to the challenge from the international consumer market.

0353 - FUZZY EVALUATION OF BOT PROJECT BIDDING TENDER- THE CASE OF DAPENG BAY NATIONAL SCENIC AREA

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This study mainly carries out examination on the investment proposal of Dapeng Bay National Scenic Area BOT project qualified applicant, drafts examination items and selection standards for investment proposal, and also sets up fuzzy set appraisal system based on the framework of Fuzzy Set Theory, so that the examination committee can make easier, more subjective and proper judgment, to make sure that the most suitable applicant conforming to development target can be selected. The examination committee will carry out selection standard grading concerning the comprehensive examination of qualified applicant's investment proposal. Finally, select the best applicant using this way, it can avoid manipulation by a few examination committee members and influence of single examination item, thus reduce the occurrence of dispute, at the same time, examination committee members can give score based on the actual situation of their subjective recognition, instead of being bothered by the scores that should be given for each examination item.

【 Keywords】 Dapeng Bay National Scenic Area, Fuzzy Set Theory, BOT

0354 - EXPLANATION OF INTEGRATED PLANNING AND MANAGEMENT PATTERN OF TOURISM FOR RURAL AREAS AROUND THE NATURAL LAKES. CASE STUDY: PARISHAN LAKE

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The natural lakes have a beautiful landscape, with high ability in attracting tourists. There are many natural Lakes with different scales in Iran country that they have high ability in attracting tourists. There are also more than 6 natural lakes with different scales in Fars province. One of the most important of these lakes is Parishan Lake that situated near the city of Kazeroon. The recent investigations indicated that, the tourists, have tended to spend their free times beside the natural lakes. Fundamentally there aren't any patterns of integrated planning and management in order to managing the tourism in rural areas around the natural lakes. The non-existence of this pattern, has confronted development action plans of the rural areas around the natural lakes with many difficulties. Methodology of this research based on field work with questionnaire from around natural lake special parishan in Fars province. Therefore, in order to speed up of the development of rural areas around the natural lakes it is necessary to present a pattern of integrated planning and management to be accordance with environmental conditions. This research work on about topics that. Therefore the Aim is expected that obtained results of this research, to offer the optimum pattern of integrated planning and management for rural areas around the Natural lakes.

KEYWORDS: Explanation, Integrated Planning and Management Pattern, Rural Areas, Tourism, Natural Lakes, Parishan Lake.

0355 - TOURISM MANAGEMENT IN ANCIENT RURAL REGIONS AND EFFECTS ON CULTURAL DEVELOPMENT;CASE STUDY :SISTAN REGION; IRAN

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One of the largest and fastest growing activities in the world is tourism. It is effective on source of income; employment; and all of dimension such as: social; cultural; environmental; physical of regional or countries. The development of rural and tourism will be the new direction for economic development. With an increased focus on the economics of tourism, rural and the enterprise it seeks to assist government and private sector Members in determining and pursuing quality-related objectives, standards and measures as a contribution to sustainable development and poverty alleviation. Beautiful scenery—lakes, mountains, forests—attracts people to rural areas in the countries. Rural recreation areas have grown rapidly in recent years, and recreation and tourism development has become a popular vehicle for rural economic development. Recreation development

involves more than just tourist-related businesses. That is important so cognitive of effective elements to development of tourism especially in relation to regional management. Policy reform; improved access to environmental and economic benefits and attention to interaction between needs; social and economic backgrounds are key components of steps to sustainability of tourism in rural ancient regions. The sistana is a region with many site of archaeology with antiquity nearby 5000 years ago and a museum of natural place of historic events and settlement in the east of Iran. The potential of that tourism in cause of special situation and public beliefs or weakness of infrastructure invest one's capital; especially tourism management can not have been development. Research hypothesis explanation that: the main causes of this standstill are mistake beliefs on native culture in background of the environmental and management. This research studding with help of SWOT technique that's strength ; weakens ; opportunities and threats of management system .

Keywords: Sistan; Tourism; Rational management; Functional Sustainability, Ancient site, cultural development.

0401 - A STUDY TO LEISURE TOURISM DEVELOPING OF THE “FARMING-STUDYING CULTURE”: TAKING THE “FARMING-STUDYING CULTURE” IN NANXIJIANG RIVER VALLEY IN ZHEJIANG PROVINCE AS A CASE

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Nanxijiang River Valley is a concentrating area of “farming-studying culture” in Zhejiang Province. The “farming-studying culture” is of great potential in tourism development, but the tourism development of the “farming-studying culture” is weak in developing degree, single in developing means, low in developing benefit. This result are caused by many causes, for instance management system problem, lacking of capital, conflict between developing and protection, but the greatest problem is having not developed tourism resources to tourism products well, especially the “farming-studying culture” is of abstract , connotative and fragmentary. This leads to greater difficulty in tourism developing of the “farming-studying culture” than other tourism resources. The paper focuses on the key problem, trying to bring forward some methods to the tourism developing of “farming-studying culture” in Nanxijiang River Valley.

Key words: Nanxijiang River Valley; ancient village; farming-studying culture ; tourism developing

0402 - LEISURE AND REBUILDING OF LIFE WORLD——SURVEY RESEARCH ON SHANGHAI URBAN LEISURE

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Through investigation of questionnaires, this research does some quantitative analysis of Shanghai urban leisure. The statistics reveal that the content of urban leisure is simple, and it is still in a primary phase. Finally, this article considers that leisure is a social activity in accord with communicative rationality; it is helpful to rebuilding our life world, remedying the cleavage between individual and society, and promoting the development of cohesive society.

Key words: urban leisure; leisure concept; modern rationality; life world

0403 - A STUDY OF THE LEISURE/RECREATION ACTIVITIES AND RECREATION DEMANDS OF TAIWAN

Tang Xue Bin ; Wu Mien Chin

摘要 休閒旅遊產業（Recreation Travel Industry）

屬於休閒產業之一環。隨著時代進步，生活品質提昇，人們對於休閒生活的重視，休閒旅遊活動已然成為人們生活中，不可或缺的一項重要副產品。由於休閒活動需求快速成長，人們普遍對於休閒旅遊有了正確的認識，再加上交通工具日益發達，喜愛從事戶外遊憩活動的人口不斷增加，帶動了休閒旅遊活動整體的發展。拓展休閒旅遊市場之首要條件，即為有效掌握遊憩需求，作好事前的

需求調查與預測，乃爭取休閒旅遊市場必要的工作。當國際休閒旅遊市場快速轉變之際，休閒旅遊產業為提昇本身產品之附加價值

增進市場競爭力，必須重新整合建立休閒旅遊產品與資訊架構，貫徹企業流程改造，才能突破現狀。關鍵字：休閒、休閒活動、遊憩需求、遊憩動機

404 - SPECIALIZATION, DIVERSIFICATION AND INTERNATIONALIZATION OF THE DEVELOPMENT OF THE LEISURE SERVICE INDUSTRY IN HANGZHOU

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Developing leisure service industry is of great strategic importance to optimize the industry structure of Hangzhou, convert the pattern of economy progress and improve the city competitiveness. Based on the local cultural advantage of Hangzhou and the current development of service industry, leisure service industry should be orientated from an advanced, scientific and standardized beginning, emphasize on establishing the brand of specialized leisure service with an open and diversified internationally developing vision, and be appropriately advanced and reasonably scheduled as well, thus, the integrated competitive advantage of the leisure service industry could be promoted. Specialization is the soul of the development of the leisure service industry in Hangzhou. To successfully develop the leisure service industry, the specialization on concept, pattern, function and value should be emphasized, and specialization, competitiveness and creativity should be insisted and the industry advantage and the creative spirit should be stood out through the integration of the resources on finance, information, human resources and marketing. In a word, we should sufficiently utilize the special resources, enormously develop the special industries and actively engage in the special activities. Diversification is the method of the development of the leisure service industry in Hangzhou. Above all, the leisure service industry in Hangzhou should be diversely developed at the aspects of culture, function and brand, etc. All kinds of cultures, including the domestic and the foreign, the modern and the traditional, the urban and the rural, the exquisite and the folk, should be encouraged to harmoniously coexist to promote each other. Secondly, there should be all kinds of patterns of operation presented in the leisure service industry in Hangzhou. Varied leisure service programs should be customized to satisfy customers with different ages and education levels. Enterprises should position the appropriate target market according to their own features, which will lead to a scientific and reasonable segmentation of the total leisure market and avoid the malicious competition. Finally, investments from different sources and operation in a type of enterprise are the important guarantee to the diversified development of the leisure service industry in Hangzhou. Besides the government investment, those social investments should be greatly advocated and encouraged to invest on the leisure service industry. Plenty of individual investments rush into the leisure service industry and make this industry as a new light on which the social capital focuses in Zhejiang economy development, which will become a kind of territorial social economical phenomenon. Internationalization is the symbol of the development of the leisure service industry. The integrated development strategy of the internationalization of the leisure service industry in Hangzhou should break through the limitation of domestic flow of the traditional markets and the resource markets, and put the development into to a relatively open international environment in order to realize the mass international flow of the resource markets and the reallocation of the different kinds of resources between the countries. The internationalization of the leisure service industry in Hangzhou represents the operation belief internationalization, the methods internationalization and the environment internationalization. Push the leisure service enterprises in Hangzhou into the international competition with an active role, promote their competitiveness through standard and reasonable competition, and break through the traditional idea of local protectionism. Therefore, those enterprises would be adapted to the challenge from the international consume market.

0406 - PODCAST: ONE OF ANNOTATION FOR LEISURE COMMUNICATION

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People know that they are busy race, so they commiserate themselves more and more and try them best to pursue leisure ways except labor. From writing of ancient Rome to the new "Podcast", people attempt all kinds of methods to express themselves and find themselves from those self-pondering and self-expressing. Humanism connotation of rising Leisure Communication is to both become and look for ourselves by creative and free communication activities.

Key Words: Podcast; Leisure Communication; Humanism; People Spirit; Creativity; Self-realization

0407 - 城市花卉与休闲文化

QiangSheng Si

城市花卉是城市休闲文化和城市生态文明建设的重要组成部分。花卉以其独特的形体美、色彩美、音韵美、结构美，对人们的审美意识、道德情操起到了潜移默化的作用，丰富了城市的人文内涵，对城市休闲文化增添了不少亮色和光彩，很难想象，一个城市的休闲活动中能离开鲜花的陪伴和装点。没有鲜花休闲文化就显得枯萎和晦涩。因此，要大力弘扬城市花文化，通过发展城市花文化，将花文化融入城市休闲文化，进而提升城市休闲文化，使花卉通过各种城市文化载体不断的深入人们生活，使城市文化更加多姿多彩，更加充满生机和活力。近年来，发达国家花文化经营已达到了很高的产业化程度，通过各种方式和途径让花文化融入休闲文化，让人们享受花卉之美，感受花卉的神奇，从而最大限度地满足人们生理、心理、保健和精神等方面的需求。现代城市兴起了花卉疗养、花卉餐饮等活动，对人们增长知识、陶冶情操、增强体质、丰富生活所起的作用就更加显而易见，花文化的产业化经营已经成为最有生命力的“绿色朝阳产业”之一。也是实现文化、休闲、生态的有机结合，充分展示“体验经济”、“生态经济”、“休闲经济”等新理念的有效途径。

0408 - 用科学的发展观打造国内游乐业的精彩—2006年行业发展前瞻 上海锦江乐园 崔质能

Cui Zhi Neng

新年钟声响了。和着迎新的钟声，中国游乐业跨入了充满机遇和挑战的2006年。当笔者提起这支笨拙的笔展望这新的一年时，曾想以“打造中国游乐业的辉煌”作为本文的标题，但“辉煌”一词仅在脑中闪了一下就消失了。这是因为，“辉煌”离我们这个行业还太远、太远，远非2006年所能企及。转而一想，也许改用“精彩”更为妥帖。近年来，国人一直期盼不甚景气的中国游乐业能尽快走出低谷，精彩起来。加之，刚刚闭幕的党的十六届五中全会向全党和全国人民发出号召，要以科学的发展观统领经济社会发展的全局，而建立科学的发展观正是我们这个行业的当务之急。由此想来，“用科学的发展观打造中国游乐业的精彩”的表述可能更符合行业的实情和同仁们的心愿，笔者由衷地相信，“打造精彩”将会成为国内游乐业新一年发展的主旋律。

0409 - COMPARATIVE STUDY ON ADOLESCENTS' PHYSICAL ACTIVITY PARTICIPATION CONSTRAINTS IN SOME AREAS OF CHINA AND U.S.A.

Zhou Lijun

China

The research at home and abroad shows that physical activity is beneficial to health. So most governments have advocated that adolescents should participate into the physical activity. However, the fact shows that the number of adolescents participating into the physical activity in the world is decreasing. There is a question for us to consider, what kind of factors to constrain adolescents to participate into physical activity. Recently, quality education in China has been deepened; U.S.A., which is emphasizing on quality education has carried out "healthy people 2010 program". So the

research surveyed the adolescents' physical activity constraints in Zhejiang province in the east of China and Iowa in the middle-north of U.S.A., which are close in economic and educational level by the method of questionnaire, interview and statistical analysis. It hopes to find out the adolescents' physical activity constraints in china and U.S.A. to give good suggestions on Chinese adolescents to participate into physical activity actively.

The results show that the constraints of Chinese adolescents are family member factors, sports self-esteem factors, heath factors and sports fun factors while the constraints of American adolescents are health factors, sports self-esteem factors and family member factors. The paper analyzes the difference and put forwards the suggestions as follows, encouraging adolescents to participate into physical activity scientifically, encouraging social classes to build more sports facilities and stadiums and advocating schools to open sports facilities and stadiums to the citizen, improve the efficiency of the class teaching to give more spare time to adolescents to participate into physical activity and improving parents' sports consciousness to participate into physical activity actively.

Key words: Adolescents Physical activity out of class Comparative study



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