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NATURE-BASED TOURISM: MOTIVATION AND SUBJECTIVE WELL-BEING

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ABSTRACT. The purpose of this study is to understand hiking-tourist behavior by exploring tourist motivation, personal values, subjective well-being, and revisit intention. The study demonstrates the theoretical and empirical evidence of the relationships among the four constructs. Using a sample drawn from tourists in South Korea, an exploratory factor analysis (EFA) is carried out. As a result, “enjoying the natural environment and escaping from daily life”, “pursuing new type of travel”, “pursuing healthy life”, and “pursuing intimacy” are classified as motivations for hiking tourists. Moreover, in order to investigate the relevant relationships among the four constructs, a structural equation modeling (SEM) approach is used. The results indicate that revisit intention is affected by tourist motivation and subjective well-being. Furthermore, hiking-tourists’ motivation and personal values are effective predictors of subjective well-being.

KEYWORDS. Hiking tourist, motivation, personal values, subjective well-being, revisit intention

INTRODUCTION

Nature-based tourism has gained popularity worldwide over the last decade, and an increasing number of tourists have been visiting national parks and protected areas (Arnegger, Woltering, & Job, 2010; Frost & Hall, 2009;

Huybers & Bennett, 2003; Lee, Lee, & Lee, 2013; Luo & Deng, 2008; Mehmetoglu, 2005; Uysal, McDonald, & Martin, 1994; Weaver, 2005). Hiking, a form of nature-based tourism, is a major activity that allows one to experience natural and cultural resources in a natural setting. Svarstad (2010, p. 92) stated that, “hiking

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is based on the use of the human body enacted without motorized vehicles, a trip may take less than an hour or it may take many days, and hikers typically go through forests or into mountain areas or pass through landscapes". Additionally, Boulware (2003) argued that hikers enjoy walking in natural environments, often following hiking trails while observing beautiful sceneries, such as the sea, mountains, or various other terrain.

Hiking tourism is increasingly popular all over the world (Svarstad, 2010; Zins, 2006). According to a national survey in Norway, around 80% of the adult population enjoyed hiking in 2004 (Svarstad, 2010). More than three million people enjoy hiking in Italy and France, and around 10 million British citizens are hikers (Kouchener & Lyard, 2000). In addition, one in three Americans in the United States (US) hiked in 2005, making the activity one of their most favorite forms of outdoor pursuits (Frantz, 2007). Trail-related activities generated 716,000 jobs and US\$ 11.2 billion in tax revenue in the US in 2005 (Frantz, 2007). In South Korea, a hiking path called the "Olle trail" opened to the public in 2007 that enjoys tremendous popularity. A recent survey showed that the number of tourists who visit the "Olle trail" primarily for hiking increased from 3,000 tourists in 2007 to 787,000 in 2010 and jumped to 1,090,000 in 2011, suggesting that the trail's popularity is rapidly increasing annually (Olle Trail Organization, 2012). Furthermore, about one in three Koreans per year will go hiking more than once (Harlan, 2014). The numbers show that hiking as a trend has spread among Koreans, and has been molded into their national identity (Harlan, 2014). Due to this demand, tourism industries in the country under study started to offer hiking-related travel activities and destinations. Therefore it can be said that hiking can be regarded as one of the major nature-based tourist activities.

For a number of tourists, the natural environment and resources constitute the main reason for traveling to a destination (Beh & Bruyere, 2007; Luo & Deng, 2008; O'Neill, Riscinto-Kozub, & Hyfte, 2003). Tourists are pursuing meaningful experiences, including getting in

touch with local communities, learning about an ecosystem, and participating in the conservation of natural resources (Balmford et al., 2009). One reason for the recent popularity of hiking is attributed to the modern way of life. Urbanization, busy time schedules, and lack of natural surroundings has impaired social and environmental processes, which is associated with decreased psychological well-being (Kasser, 2002; Kuhn, 2001; Pilisuk & Joy, 2001; Totton, 2003). For this reason, several studies have argued that reconnecting people with nature is useful not only for the preservation of the physical environment, but also for people's well-being and happiness (Berger, 2004; Beringer & Martin, 2003). Uysal, Perdue, and Sirgy's (2012) recently published book, the *Handbook of Tourism and Quality-of-Life Research*, suggested that future research focus on investigating the effects of different types of trips on tourists' subjective well-being. Examples of types of tourism include nature-based tourism, educational and cultural tourism, and pilgrimage tourism. Moreover, recent tourism studies have supported that tourism can be a means of pursuing a higher level quality of life (see for example London, Crandall, & Seals, 1977; Mactavish, MacKay, Iwasaki, & Betteridge, 2007; Neal, Sirgy, & Uysal, 1999; Uysal et al., 2012).

Even though hiking is strongly associated with psychological factors and wellness (Berger, 2004; Beringer & Martin, 2003), and has gained momentum as a popular tourist activity in many countries, there is limited research investigating the link between hiking-tourist behaviors and how they contribute to their subjective well-being. This line of research has just started to emerge in tourism-related literature. Typical or conventional outcome variables such as satisfaction and revisit intention have been previously examined, but this study takes the outcome variable "satisfaction" to a new level to link it to other possible outcome variables such as subjective well-being.

Subjective well-being is defined as the feelings individuals have about their lives or individuals' perceptions of achieving what they want in life (Diener, 1984; Veenhoven, 1991). Sirgy and Cornwell (2001) found that tourism is

an important source of subjective well-being. In particular, nature-based tourism activities are related to people's health and well-being (Balmford & Bond, 2005; Heintzman & Mannell, 2003). Although many eco-psychologists have argued that interaction with nature or natural environments positively affects people's well-being and happiness (Berger, 2004; Beringer & Martin, 2003; Totton, 2003), few studies have explored hiking-tourist's subjective well-being. Particularly, very limited empirical research has explored subjective well-being as the outcome of tourist behaviors, such as motivation and personal values. Iso-Ahola (1989) argued that motivation is a key force in tourist behavior and that the motivational behavior influences the well-being of the tourists. Previous studies show that the most common nature-based tourist motivation included novelty, rest and relaxation, social/family relationships, and self-fulfillment. These motivations are essential in the hierarchy of needs (Maslow, 1954). Many believe that these desired needs are essential elements of subjective well-being (Sirgy, Lee, & Kressman, 2006; Sirgy, Widgery, Lee, & Yu, 2010). In addition to motivation, several studies have examined the effect of personal values on subjective well-being in the context of retail or marketing (Bobowik, Basabe, Páez, Jiménez, & Bilbao, 2011; Sagiv & Schwartz, 2000). Sagiv and Schwartz (2000) found that personal values affect subjective well-being in different culture settings. Rokeach (1973, p. 5) defined value as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". Thus, an individual's personal values affect his or her behaviors and actions (Eagly & Chaiken, 1993; Rokeach, 1973). However, few studies have attempted to link personal values with subjective well-being in the context of tourism. This study will examine the effect of hiking-tourists' personal values on their subjective well-being.

Lastly, revisit intention has been examined, since the concept of revisit intention helps develop effective tourism marketing strategies. Many studies show that a number of

antecedents, such as motivation, satisfaction, and service quality, influence revisit intention (Bigné, Sánchez, & Sánchez, 2001; Oh, 1999). Existing research has ignored the possibility that subjective well-being can influence tourists' intention to revisit a destination. This study explores the influential constructs (motivation, personal values, and subjective well-being) that affect behavioral intention of hiking-tourists to revisit a destination.

In sum, the main purpose of this research is to understand hiking-tourists' travel behaviors (motivation and personal values) and their relationships with their subjective well-being and revision intentions.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Motivation

In previous tourism research, motivation has been studied extensively in various fields, including pleasure tourism (Crompton, 1979; Dann, 1981), rural tourism (Park & Yoon, 2009), and special-event planning (Backman, Backman, Uysal, & Sunshine, 1995). Motivation has been characterized in terms of psychological needs and wants, including integral dimension that affects a person's behavior and activity (Dann, 1981; Pearce & Caltabiano, 1983). This definition implies that the significant motive factors are internal motives and desires to satisfy the needs. Crompton (1979) identified two push factors. One reflects socio-psychological motives, which includes the escape from a perceived mundane environment, evaluation of the self, exploration, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction, while the other factor reveals cultural motives, including novelty and education. There are a number of theories to explain tourists' motivations, such as the push-pull model (Crompton, 1979; Jang & Cai, 2002; Uysal & Jurowski, 1994), the travel career ladder (Pearce & Lee, 2005), and the functional theory (Fodness, 1994; Katz, 1960). For instance, Katz (1960) introduced functional theory

which put forward the idea that travelers have different travel motivation when pursuing an action or behavior. Therefore, the different levels of motivation can affect certain behaviors, and these same motivations can satisfy both human psychological needs and desires. (Crompton & McKay, 1997; Fodness, 1994; Houle, Sagarin, & Kaplan, 2005).

It is believed that hiking-tourists' motivations may be different from those of more traditional tourists. Researchers have studied what motivations influence tourists to select a certain activity or destination in order to better understand outdoor recreational behavior (Haas, Driver, & Brown, 1980; Manning, 2004). The Recreational Experience Preference (REP) scale is widely used to understand factors that motivate visitors and to investigate differences in motivational aspects of recreational and leisure studies (Brown, Driver, & McConnell, 1978). Raadik, Cottrell, Fredman, Ritter, and Newman (2010) identified four major REP factors: self-discovery, experience of places, seeking solitude, and challenging self. Furthermore, there have been several studies examining explicitly nature-based tourism. Zeppel (2008) showed that the main motivation for nature-based tourism is aligned with environmentally related factors, such as visiting uncrowded, unspoiled destinations, and learning about and appreciating nature. Pittman (1980) identified nine motivational factors for visiting Wellington's District Walkways in New Zealand. They are for physical, psychological, esthetic, environmental, social, curiosity, related activity, habitual, and challenge reasons. A more recent study by Svarstad (2010) investigated why hikers enjoy hiking trips in Norway, which categorized motivation into three dimensions: (1) recreation, (2) the simple outdoors discourse, and (3) belonging. In the recreation category, the refreshing and restoration of physical and mental strength were reasons for hiking because the activity offers relaxation and a sense of happiness. Many participants describe hiking as a "source of pleasure" because it allows them to appreciate the natural environment and relax while listening to nature. As a simple outdoor discourse, hiking is seen as a "way of living outside of the critique of

society". People living in modern society feel the lack of natural surroundings, urbanization, and busy time schedules. Hiking is one way to enjoy life in the modern society. With regard to the "belonging" dimension, people tend to think about old ways of living in the country that facilitated hiking. Hiking-tourists stated that hiking gives them a sense of belonging and attachment to the original way of living and traditional farming systems. It can be said that people tend to learn about culture from nature. These studies regarding hiking benefits and motivation suggest that there is a group of motivational factors attributed to hiking-tourists.

Despite the growing interest in nature-based tourism including hiking in many countries, there are still only few, if any, studies specifically examining hiking-tourists' motivation (see for example Svarstad, 2010). Also, little empirical tourism research exists to explore the relationships between those motivations to participate in nature-based tourism and other constructs, such as subjective well-being and revisit intention (see for example Lee et al., 2013). Therefore, this study will conduct an in-depth analysis of motivational factors of hiking-tourists and its influences.

Personal Values

Personal values are defined as "enduring beliefs that guide action, attitudes toward objects, and evaluations of behavior and events" (Rokeach, 1973). Since personal values reflect internal states that affect stimuli and responses (Eagly & Chaiken, 1993), they have been regarded as affective predictors of customer behavior in various sectors (Beatty, Kahle, Homer, & Misra, 1985; Madrigal, 1995). A number of theorists and marketers argue that values influence the behavior of consumers (Lowe & Corkindale, 1998; Rohan, 2000). Hofstede and Hofstede (2005) argued that values can be seen as the deepest manifestation of culture and they provide significant explanations of, and have a significant influence on, human behavior (Homer & Kahle, 1988).

Although personal values have been an important element of consumer behavior, only a few scholars examined the relationship between values and consumer behavior in the tourism field (Tkaczynski & Prebensen, 2012). Of those studies, most of those examining values have focused on market segmentation (Madrigal & Kahle, 1994). For example, in Pitts and Woodside's (1986) study, personal values were used to determine respondent membership in discriminant analysis models and the association between personal values and travel decisions. The results demonstrated that values are related to differences in choice criteria and to actual behavior. Clawson and Vinson (1978) found that segmenting the general population shows varied tourism behaviors based on tourists' personal values. Since personal values influence attitudes and the perception of social norms, in the study it is assumed that the evolution of personal values determines tourists' behaviors. Furthermore, the growing interest in nature-based tourism has been explained by considering the influence of certain factors, such as personal values in terms of a socio-psychological perspective (Li & Cai, 2012; Lindberg, 1998). In Li and Cai's study (2012), the authors investigated the effect of personal values on outbound Chinese tourists, and found that both internal and external values were significantly related to other behaviors, such as motivation and behavior intention.

Measuring personal values has been a challenge for many studies. Rokeach's Values Survey (1973) has been the most widely used measuring tool; however, it has been criticized because of the difficulty with "ranking many items and lack of relevance to daily life" (Clawson & Vinson, 1978). Many studies used an alternative measure, the List of Value (LOV), because LOV is "more parsimonious and related to daily life and consumer behavior" (Novak & MacEvoy, 1990). This measure assesses nine concepts: self-respect, being well respected, warm relationships with others, a sense of belonging, fun and enjoyment in life, excitement, self-fulfillment, a sense of accomplishment, and security. These values were derived from Rokeach's list of terminal

values. Moreover, LOV has been used to examine behavior related to leisure and tourism. Beatty et al. (1985) concluded that personal values related to preferences for recreational activity when using the LOV scale. Bloeme and Dekker (2007) assessed the effects of personal values on customer satisfaction based on two value dimensions derived from Kahle's LOV. Madrigal and Kahle (1994) classified Kahle's LOV into four value domains to examine the relationship between tourists' value domain choices and their trip activity preferences. Due to its advantages, LOV has been extensively used in value research (Mehmetoglu, 2004).

Despite the fact that multidimensional aspects of personal values have appeared to influence tourists' behavior, little empirical tourism research exists that explores whether those personal values can be applied to nature-based tourism. Thus, this study will use the LOV scale to measure underlying personal values of hiking-tourists.

Subjective Well-Being

Subjective well-being has been an important subject in various disciplines, including psychology, sociology, and gerontology. Each discipline defines subjective well-being in slightly different terms, such as happiness, quality of life, and life satisfaction (Gilbert & Abdullah, 2004). "Happiness" reflects an individual's feelings regarding their life (Bowling, 1995) while "life satisfaction" reflects an individual's perceptions of achieving what he or she wants in life. These affective and cognitive facets can be seen as two main aspects of the appraisal of life (Gilbert & Abdullah, 2004). Shin and Johnson (1978, p. 478) have defined subjective well-being as happiness, stating that it is "a global assessment of a person's quality of life according to his own chosen criteria". Bradburn (1969, p. 13) argues that subjective well-being means "the person is experiencing mostly pleasant emotions during this period of life or that the person is predisposed to such emotions, whether or not he or she is currently experiencing them". Based on a review of the literature regarding

subjective well-being, this study measures the hiking-tourist's subjective well-being as the individual's own judgment regarding his or her feelings of happiness and their culminating emotional status following the trip.

In modern society, the meaning of travel experience has been an essential part of people's lives. Tourists tend to long for an authentic and distinctive experience to enrich their state of well-being (Chen, Prebensen, & Huan, 2008). Recently, specific attention has been drawn to tourism as a means of enhancing the level of subjective well-being (Sirgy, Kruger, Lee, & Yu, 2011; Uysal et al., 2012). A number of studies have reached the conclusion that tourism experiences can create positive moods (Leiper, 1995; Tinsley & Kass, 1979); therefore they can improve an individual's sense of well-being (Sirgy et al., 2011). Gilbert and Abdullah (2004) investigated tourists' perspectives of subjective well-being, showing that tourists are more likely to have pleasant feelings and feel happy after their holidays. In particular, subjective well-being can be a dominant issue for hiking-tourists since hiking helps improve physical and mental fitness (Kastenholz & Rodrigues, 2007). Rodrigues, Kastenholz, and Rodrigues (2010) confirmed that hiking is a wellness activity. Svarstad (2010) added that hiking offers relaxation and a sense of happiness by rejuvenating tourists' physical and mental strength.

Motivation and Personal Values, and Their Relation to Subjective Well-Being

Although a number of studies reported that the tourism experience affects subjective well-being, a limited number of studies examined the direct influence of tourist motivation on subjective well-being. In tourist studies, motivations are related to the anticipated outcomes of behaviors (Atkinson, 1964; Lewin, 1951; Vroom, 1964). Yoon and Uysal (2005) found that tourist pull-and-push motivation factors can be antecedents of satisfaction and loyalty. Schofield and Thompson (2007) established that satisfaction and behavioral intentions are significant

outcomes of attending festivals. Although tourism research has been utilizing mainly satisfaction and behavioral intentions as outcome constructs (Devesa, Laguna, & Palacios, 2010; Meng, Tepanon, & Uysal, 2008), it has been shown that subjective well-being is also an important outcome of tourist motivation. Iso-Ahola (1989) argued that tourism motivations, including escaping purpose and hunger for learning, are essential for subjective well-being (Iso-Ahola, 1980; Kim, Woo, & Uysal, 2015). Previous studies have shown that the most common nature-based tourist motivations include novelty, rest and relaxation, social/family relationship, and self-fulfillment (Kastenholz & Rodrigues, 2007; Lang & O'leary, 1997; Meng et al., 2008). These motivations are a part of a higher order of needs in Maslow's hierarchical needs dimension (Clarke, Islamm, & Paech, 2006; Maslow, 1954). Sirgy et al. (2006) indicated that subjective well-being captures the totality of a customer's experience with enduring and stable effects rather than transient and temporal customer satisfaction. Concerning this, tourist motivations should be considered in relation to subjective well-being.

Several studies have examined the effects of personal values on subjective well-being. Since values reflect biological needs, the desire for social interaction, and self-fulfillment (Schwartz & Bilsky, 1987), subjective well-being can be the outcome of achieving desired personal values. Bobowik et al. (2011) supported a positive association of psychological well-being with personal values. Another study by Sagiv and Schwartz (2000) investigated whether or not personal values predict subjective well-being in different cultural settings, indicating that values such as achievement, self-direction, stimulation, tradition, conformity, and security relate to emotional well-being. In this regard, identifying personal values using the LOV scale is useful for understanding hiking-tourists' behavior and its relation to subjective well-being.

Hence, taken together, nature-based tourist motivation and personal value are hypothesized to be associated with subjective well-being. The following hypotheses (H) are stated.

- H1: Motivation positively affects subjective well-being.
 H2: Personal values positively affect subjective well-being

Revisit Intention and its Relation with Motivation, Personal Values, and Subjective Well-Being

Understanding the concept of revisit intention enhances effective tourism marketing strategies, since it is less expensive to retain repeat visitors (Lin & Morais, 2009). Many tourism studies investigated revisit intention, identifying a number of antecedents that influence behavioral intention to revisit a destination. Satisfaction has especially been regarded as a direct cause of revisit intention in many studies (Bigné et al., 2001; Yoon & Uysal, 2005). From a destination marketing point of view, several other important antecedents of revisit intention have been studied, including service quality (Oh, 1999), destination image, perceived value (Bigné et al., 2001), motivation (Huang, 2007), and the number of previous visits (Kozak, 2001).

A number of studies investigated the relationship between tourists' motivations and their revisit intentions (Hsu & Lam, 2003; Reichheld & Sasser, 1990; Severt, Wang, Chen, & Breiter, 2007). For example, Hsu and Lam (2003) argued that since motivation is an initial driving force of behavior, tourist motivation will affect revisit intention. Lin (2012) added that specific tourism motivations, such as cuisine experiences, affect revisit intention. In Baloglu's (2000) study, motivation was applied as a predictor of revisit intention in the structural model and novelty and relaxation had positive effects on revisit intention. However, the amount of empirical research into this relationship in nature-based tourism is very limited (Lee et al., 2013).

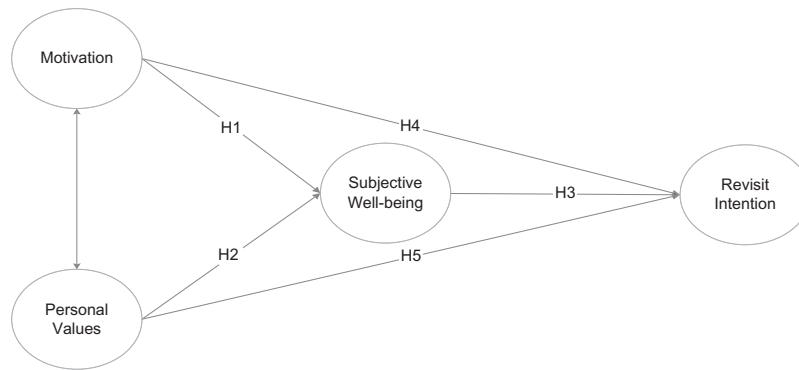
In terms of the relationship between personal values and revisit intention, personal values have been related to various consumer behaviors directly and indirectly (Koo, Kim, & Lee, 2008). In the context of tourism, few studies have attempted to link personal values and

revisit intention to a tourism destination. However, research of values in a retail context showed that personal values related to revisit intention or repurchase behaviors. Lages and Fernandes (2005) concluded that personal values, including social integration and peaceful life, affected loyalty and repurchase behavior. Shim and Eastlick (1998) demonstrated that the values of self-actualization and social affiliation influence visiting behavior. These studies have shown that personal values can affect customers' decision-making regarding the purchase of objects. Since travel destinations can be seen as products (Yoon & Uysal, 2005), this study assumes that hiking-tourists' personal values are related to revisit intention.

Besides its relation to motivation and personal values, subjective well-being can contribute to a tourist's intention to revisit a destination (Lin, 2012). However, the amount of empirical research examining the effect subjective well-being has on revisit intention is limited. Mannell and Kleiber (1997) concluded that an individual's subjective well-being influences his or her future behavior. Mannell (1993) reported that tourists who scored higher on life satisfaction are more likely to participate in recreational activities consistently compared to those who scored low in life satisfaction. A recent study by Lin (2012) identified the positive effects of hot-spring tourists' psychological well-being on tourists' intention to revisit. This study assumes a positive relationship between hiking-tourists' subjective well-being and revisit intention. Since researchers used revisit intention as an important indicator of actual behavior, the constructs of motivation, personal values, and subjective well-being through tourism experiences appear to be positive predictors of tourists' intention to revisit hiking locations. Thus, the following three hypotheses are stated to examine the above relationships.

- H3: Subjective well-being positively affects revisit intention.
 H4: Motivation positively affects revisit intention.
 H5: Personal values positively affect revisit intention.

FIGURE 1. Theoretical Model and Hypotheses



Note. *** $p < .001$.

A review of relevant literature suggested positive interrelationships between the four constructs of motivation, personal values, subjective well-being, and revisit intention. Based on this review, the theoretical model and five hypotheses can be depicted as shown in Figure 1.

on a single trek. Both national and international visitors have enjoyed hiking as a recreation and these visiting hiking-tourists are more than likely going to stay at locally owned lodges near Olle's trails and buy local product and food. The resulting expenditures benefit all strata of the local Jeju economy (Ministry of Culture, Sports, and Tourism [MCST], 2010).

RESEARCH DESIGN

Study Site

The Olle trail is located on Jeju Island 130 km south of the Korean Peninsula, and has become the first Korean natural heritage site to be added to the United Nations Educational, Scientific and Cultural Organization's (UNESCO) World Heritage List. Since 2008, Jeju's Olle trail has become very popular with locals and visitors participating in ecotourism. The word "Olle" comes from the old Jeju dialect and refers to the narrow paths, inaccessible to cars, which form all the trails that have been discovered and restored. There are originally 12 different trekking routes and on average, each trail is 10–18 km in length and offers a unique opportunity to soak up the beauty of the Jeju coastline that changes rapidly from lowlands to highlands and back to lowlands again. Currently, it has 21 different trails covering 15–23 km. Hikers can enjoy farmland and forests, grasses and palm trees, fresh water ponds and ocean vistas, waterfalls and cliffs, often all

Study Population and Data Collection

Data used in this study were collected using a structured questionnaire onsite at the Olle trails located on Jeju Island, South Korea. In order to collect data from the targeted population, the survey included a screening question at the beginning. Hiking-tourists who travel primarily to hike and participate in hiking more than two hours a day to observe and enjoy the natural beauty of the landscape were included in this study. The study's samples were acquired from a variety of individuals who visited Jeju's Olle trails. The questionnaires were distributed during a two-month period in July and August of 2010. The questionnaires were handed out randomly to potential respondents at the visitor centers located near trail 8, at the exit of hiking trails 6 and 7, and at the guest houses near trails 7 and 9. The researchers and a group of trained assistants visited the target destinations and provided a brief description of the study's purpose and offered small incentives, such as

drinks and pens, at the data collection stand. A total number of 430 usable questionnaires were generated from the pool of 500 distributed questionnaires.

Questionnaire Design and Measurement of Construct

The motivation item was developed from previous studies on hiking benefits, nature-based tourism motivation, and the Recreation Experience Preference (REP) scale (Brown et al., 1978; Kastenholz & Rodrigues, 2007; Mehmetoglu, 2005; Pittman, 1980; Svarstad, 2010). The list of items was further refined and augmented with feedback received from a small group of potential respondents. Interviews with two focus groups were carried out to identify participants' motivation for hiking. The researchers contacted the Olle Trail Hiking Club and other hiking clubs by searching blogs and websites. Each group consisted of six participants who traveled for the purpose of hiking on more than two occasions in the one year prior to the research time period. The participants represented different age groups (20–60 years old) and came from a wide range of educational, occupational, and economic backgrounds. Participants consisted of university students in their twenties, employees or graduate students in their thirties, and home-makers and retirees in their fifties and sixties. The groups also had equal representation of males and females. Focus group discussions lasted approximately 40 minutes. Their conversations were audio-recorded, and the discussion leader took notes. We adopted content analysis to identify motivational themes. As a result, 20 motivational items were generated. To reduce the possibility of misinterpreting what participants said, member-checking was conducted by gathering feedback from the participants about the interview conclusions. Some of the interviewees' comments are expressed below:

I came here with family, and the reason I chose Olle's hiking trail was to have communication with my mom, which I did not

have because of my busy life. Unlike other tours, such as visiting museums or studios, hiking tours gave me free time to become closer with my family.

I came here with three friends to talk and enjoy the beautiful scenery. Taking time on Olle's trails gave me a more comfortable environment to walk and talk with my friends freely.

One day, I watched a TV program about the Olle route, and one particular scene caught my eye ... a person was traveling along the Olle route alone to enjoy time by himself. Sometimes, it is hard to travel alone, but I think hiking can be a good tourism activity that makes me get out of the hustle and bustle of life and find time alone.

Hiking tourism can be both exercise and enjoyment of the beauty of the natural environment of Jeju.

I felt healthy and light after walking the Olle route the whole day.

I would like to let my children experience the natural environment, and the Olle trails are a very good place to educate them.

Olle's trail allowed me to learn more about Jeju's history. Enjoying the Jeju food and learning about its culture was very interesting.

I was hiking and camping on Olle's trails for a month. I felt really good hiking after a meal with my husband. I felt healthy, both mentally and psychically; especially when taking in the fresh air and watching the beautiful view.

This two steps resulted in a new list of hiking-tourist motivation items. Total twenty seven motivational items were included. This was pilot-tested to explore its structure as a latent construct and also explore its related psychometric properties of the scale and then used in the final questionnaire. The pilot study was conducted with 90 hiking-tourists. After the completion of the pilot test, an exploratory factor analysis (EFA) with a principal component

method was conducted to detect scale dimensionality. In order to determine the underlying structure among variables, the latent root criterion of 1.0 was used for factor inclusion and attributes that had factor loadings of greater than .40 were included in a factor (Hair, Black, Babin, & Anderson, 2009). Thus, seven items were removed to increase the variance explained. The principle component factor analysis indicated a four-factor solution, representing 75.30% of the explained variance of the scale. The four factors were labeled “enjoying natural environment and escaping from daily life”, “pursuing new type of travel”, “pursuing a healthy life”, and “pursuing intimacy”. The reliability coefficient of the factors (Cronbach’s alpha) exceeded the recommended reliability score of .70 (Hair et al., 2009). The included items within a factor were calculated to create a composite factor score to measure motivation. Therefore, the results of the pretest provided the necessary validation to finalize the scale items intended for use within the final survey. Responses were captured using a 7-point Likert-type scale ranging from “strongly disagree” (1) to “strongly agree” (7).

The questionnaire included nine personal value items derived from Kahle’s LOV. The nine values were: self-respect, being well respected, warm relationships with others, a sense of belonging, fun and enjoyment in life, excitement, self-fulfillment, a sense of accomplishment, and security. Kahle’s LOV scale has been replicated in many tourism studies using a 7-point rating scale ranging from “strongly disagree” (1) to “strongly agree” (see for example Madrigal & Kahle, 1994; Mehmetoglu, 2004); hence, they were appropriate for the purpose of the present study.

Four subjective well-being items were used to measure hiking-tourists’ emotional status and feeling of happiness after the hiking tour, and the items were adapted from studies by Campbell, Converse, and Rodgers (1976) and Neal et al. (1999). These four items were: “I am satisfied with life in general”, “Overall, I felt happy upon my return from that trip”, “I felt better physically and mentally”, “Although I have my ups and downs, in general, I feel good about my life”. Responses to these items

were captured using a 7-point Likert-type scale ranging from “strongly disagree” (1) to “strongly agree” (7). The reliability coefficient of the subjective well-being exceeded the recommended reliability score of 0.70.

Three revisit behavioral intention items were used to measure behavioral intention to revisit the destination and likelihood to recommend it to others by using a 7-point Likert-type scale (Huang & Hsu, 2009; Um, Chon, & Ro, 2006). Other items pertaining to tourists’ profile and behavior were also included.

DATA ANALYSIS AND RESULTS

Overall, 500 subjects were asked to participate in this study. Of these, 430 were used in this analysis. The sample comprised of 60.4% females and 39.5% males. Furthermore, 32.4% of respondents were 31–40 years old and 28.0% were between 21 and 30 years old. In terms of their occupation, 23.7% were clerks or white-collar workers and the rest were evenly distributed across job categories. In terms of income, 29.5% earned between US\$ 2,001 and US\$ 2,000 monthly. 40.9% of respondents were accompanied by friends, 27.9% were with family/relatives, and 13.0% were by themselves. Moreover, nearly half of the respondents (44.2%) visited Jeju solely for hiking on the Olle trails. Table 1 summarizes the detailed information regarding the aforementioned demographics.

EFA

EFA was employed with the final data to scrutinize the underlying dimensions of the motivation. The results show that four factors were structured similarly to those of the pre-test results. Four factor groupings including “enjoying natural environment and escaping from daily life”, “pursuing new type of travel”, “pursuing a healthy life”, and “pursuing intimacy” explained 65.96% of the variance in motivation. Next, the included items within a factor were calculated to create a composite factor score.

TABLE 1. Respondents' Profile (N = 430)

Variables	Frequency (%)	Variables	Frequency (%)
Gender		Information source	
Male	178 (39.5)	Media (TV, newspaper)	93 (21.6)
Female	272 (60.4)	Friends (word-of-mouth)	194 (45.1)
		Internet (blog, Twitter, Facebook, etc.)	123 (28.6)
		Other	20 (4.7)
Age (years)		Purpose of the trip	
10–20	4 (0.9)	Hiking trip	219 (50.9)
21–30	126 (28.0)	Hiking trip + pleasure trip	190 (44.2)
31–40	146 (32.4)	Other	21 (4.9)
41–50	98 (21.8)		
50–60	74 (16.4)		
Over 61	2 (0.4)		
Accompanied by		Monthly income (US\$)	
Traveling on my own	56 (13.0)	Under 1000	91 (20.2)
Friends	176 (40.9)	1001–2000	125 (27.7)
Family/Relatives	120 (27.9)	2001–3000	133 (29.5)
Colleague	45 (10.5)	3001–4000	88 (19.5)
Social club	24 (5.6)	Over \$4001	13 (2.9)
Others	9 (2.0)		

Table 2 summarizes the result of the factor analysis.

Respondents were asked to rate nine personal value items according to their perceived importance. The nine items were adapted from the LOV scale developed by Kahle (1983). Table 3 shows mean scores for items “warm relationship” ($M = 6.369$) and “being well respected” ($M = 6.162$) as the top personal values. Internal consistency of personal value indicators was evaluated using Cronbach’s alpha coefficient, and this scale had a reliability alpha values of 0.897.

Measures of subjective well-being and revisit intention are presented in Table 3. The means for subjective well-being scale ranged from 5.830 to 6.049. This indicates that tourists in the sample seemed to have a positive view of their subjective well-being, implying that their hiking tourism experience increased their satisfaction with life. In addition, all three items measuring revisit intention had high means. Both constructs in this study were considered reliable (alpha value = 0.929 and 0.881 respectively). Measures of personal values, subjective well-being, and revisit intention are presented in Appendix A. The mean score of each item was

considered to be the observed indicators of the subjective well-being and revisit intention.

The structural equation modeling (SEM) procedure was used to test how well a proposed model explains the collected data. Two exogenous variables, motivation and personal values, and two endogenous variables, subjective well-being and revisit intention, in the proposed model were tested with Maximum Likelihood estimation using AMOS software program. In order to measure the relationships between those theoretical constructs based on prior empirical research, the SEM procedure was appropriate for testing this proposed model. Before running the main analysis, normal distribution of the observed variables, missing values, and outliers were checked with SPSSTM version 17. The data shows normal distribution and has no significant outliers. Listwise deletion method was used since the number of missing values is less than 10%. With AMOS, normality was detected by skewness and kurtosis, which suggests that those with a skew of <3 and kurtosis of <10 are considered to be normally distributed (Hair et al., 2009), all of which were found to meet assumption. Additionally, as Hair et al. (2009) suggest, a Pearson correlation analysis

TABLE 2. The Results of EFA (Motivation)

Factor or items	Loading	Eigen value	Variance explained (%)	Reliability alpha	Composite mean
Factor 1: Enjoying natural environment and escaping from daily life (M1)		8.566	42.831	0.891	5.69
Walking hiking trail in natural environment	0.805				
Enjoying natural environment	0.801				
Having a mental rest	0.709				
Rediscovering myself	0.691				
Being free to act the way I feel	0.638				
Enjoying the beautiful scenery of destination while walking	0.629				
Getting fresh air	0.509				
Getting away from the demands at work and home	0.504				
Factor 2: Pursuing new type of travel (M2)		2.286	11.432	0.875	4.77
Experiencing recent trend of walking tourism	0.860				
Recommended by those who had been on walking tour	0.831				
Being affected by mass media including TV, Internet	0.826				
Experiencing new type of tourism different from ordinary tourism	0.700				
Factor 3: Pursuing a healthy life (M3)		1.252	6.261	0.833	4.90
Promoting physical strength including weight control	0.727				
Exercising	0.681				
Meeting new friends	0.622				
Feeling good by exerting oneself physically in natural surroundings	0.604				
Feeling sense of achievement by competing on course of route	0.551				
Having time alone	0.515				
Factor 4: Pursuing intimacy (M4)		1.087	5.437	0.879	5.46
Increasing intimacy with family and friends	0.813				
Having the conversation with family members and friends while walking	0.810				
Total			65.961		

Note. EFA: exploratory factor analysis; Kaiser–Meyer–Olkin (KMO) = 0.914; Bartlett's test of sphericity = 5099.09; $p < 0.001$.

was computed prior to running SEM to explore the relationship between constructs, and the results show no concern for collinearity.

Measurement Model Testing

Confirmatory Factor Analysis (CFA) was used to test whether or not the collected data were consistent with an a priori specified model (Hair et al., 2009). Firstly, each construct was evaluated using CFA. Twenty motivational items under the pre-determined four motivational composite factors, nine personal value items, four subjective well-being items, three revisit intention items remained for the secondary step of CFA. Next, the overall measurement model fit was tested. A total of 13 indicators of

exogenous variables (four from motivation and nine from personal values) and seven indicators of endogenous variables (four from subjective well-being and three from revisit intention) were used in the measurement model. CFA indicated that the measurement model fit the data well with a sample size of 430 (degree of freedom (DF) = 163, $p = 0.000$, general fit index (GFI) = 0.910, root mean square error of approximation (RMSEA) = 0.061, comparative fit index (CFI) = 0.954, normed fit index (NFI) = 0.928, root mean square error of approximation (RMSEA): 0.061, chi-square/DF: 2.614, chi-square: 426.067). It should be noted, however, that the significant chi-square might be due to the fact that large samples are likely to inflate the sensitivity of chi-square

TABLE 3. Construct of Personal Values, Subjective Well-Being and Revisit Intention

Indicators	Mean	Standard deviation	Reliability alpha
Personal values			.897
P1: Self-fulfillment	5.937	1.107	
P2: Self-respect	5.986	1.055	
P3: Sense of accomplishment	6.060	0.954	
P4: Excitement	6.000	1.067	
P5: Sense of security	6.016	1.034	
P6: Sense of belonging	5.960	1.056	
P7: Being well respected	6.162	0.959	
P8: Fun and enjoyment in life	5.727	1.226	
P9: Warm relationship	6.369	0.909	
Subjective well-being			.929
S1: I am satisfied with life in general	6.049	1.053	
S2: Overall, I felt happy upon my return from that trip	5.840	1.153	
S3: I felt better physically and mentally	5.889	1.122	
S4: Although I have my ups and downs, in general, I feel good about my life	5.830	1.178	
Revisit intention			.881
R1: I would like to stay more often in this destination	5.812	1.152	
R2: I will recommend hiking to others	6.084	1.057	
R3: I have the intention to revisit this destination	6.086	1.142	

Note. Items were measured on a 7-point Likert-type scale with "strongly disagree" at the low end and "strongly agree" at the high end.

statistics in SEM analysis (Satorra & Bentler, 2001). These model fit indices are status quo, meaning that the model was not modified.

Additionally, Table 4 depicts correlation and normality displays of completely standardized loading, *t*-value of each indicator, showing that each indicator exceeded the critical level of 1.96 ($p < 0.05$; Hatcher, 1994). Table 5 depicts the correlation matrix of constructs, the construct reliability, discriminant validity, and convergent validity, suggesting that the squared correlation estimates are smaller than average variance extracted (AVE) except for revisit intention. Discriminant validity was detected with AVE and maximum shared variance (MSV), which indicates that if either estimates of AVE or MSV are larger than the squared correlation estimates,

discriminant validity suggests no problem (Farrell, 2010). The AVE of subjective well-being, personal values, motivation, and revisit intention exceeded the minimum criterion of 0.5 (Fornell & Larcker, 1981). Cronbach's alpha and composite reliability were used to compute internal consistency. Composite reliability of each construct ranged from 0.80 to 0.90, indicating internal consistency of motivation, personal values, subjective well-being, and revisit intention. Therefore, all four constructs in this research were considered to measure a unique construct. The measurement model with four latent constructs and indicators was confirmed; thus, we proceeded to test the structural model.

Structural Model Testing

The relationships among the four constructs in the proposed model were tested using a structural equation model. The fit of the structural model was examined with the maximum likelihood method. The evaluation of the GFI indices suggested that the structural model had adequate fit (DF = 163, $p = 0.000$, GFI = 0.910, RMSEA = 0.061, CFI = 0.954, NFI = 0.928, RMSEA: 0.061, chi-square/DF: 2.614, chi-square: 426.067). The results indicated that the collected data are consistent with the theory-driven hypothesized model.

The results of hypotheses testing are shown in Table 6 and Figure 2. Close examination of the structural paths of the model indicated that four out of five paths had significant path coefficients. The H1 prediction was supported ($t = 9.937$, $p < 0.001$) that hiking-tourist motivation has a significantly positive effect on subjective well-being. H2 posited that personal values have a positive influence on subjective well-being. Our finding indicated that personal values have a significantly positive influence on subjective well-being ($t = 3.655$, $p < 0.001$), supporting H2. H3 predicted that subjective well-being has a positive effect on tourists' revisit intention. Our finding indicated that subjective well-being has a significantly positive effect on revisit intention ($t = 11.852$, $p < 0.001$), supporting H3. H4 was supported showing that hiking-tourist motivation has a

TABLE 4. Correlation Matrix, Completely Standardized Loading, *t*-Value, and Normality Check

	P1	P2	P3	P4	P5	P6	P7	P8	P9	M1	M2	M3	M4	S1	S2	S3	S4	R1	R2	R3	st	<i>t</i>	Skew	Kurtosis
P1	1																				0.692		-0.799	0.111
P2	.47**	1																			0.561	10.909	-1.568	3.491
P3	.48**	.46**	1																		0.690	13.283	-1.597	3.159
P4	.52**	.44**	.53**	1																	0.776	14.819	-1.176	1.391
P5	.61**	.39**	.53**	.68**	1																0.821	15.605	-1.056	0.098
P6	.53**	.47**	.53**	.66**	.65**	1															0.807	15.366	-1.042	0.925
P7	.50**	.36**	.56**	.57**	.67**	.67**	1														0.776	14.83	-0.981	0.68
P8	.39**	.28**	.40**	.42**	.45**	.53**	.42**	1													0.576	11.197	-1.041	1.874
P9	.45**	.41**	.50**	.48**	.52**	.48**	.54**	.45**	1												0.659	12.72	-0.444	-0.305
M1	.36**	.36**	.37**	.34**	.36**	.30**	.34**	.23**	.36**	1											0.611		-0.337	-0.467
M2	.10*	.16**	0.04	.14**	.10*	.22**	0.08	.12*	0.08	0	1										0.935	13.707	-0.955	1.167
M3	0.09	0.08	0.07	0.08	.13**	.14**	0.05	.22**	0.08	0	0	1									0.471	8.624	-1.784	3.878
M4	.11*	.12*	.18**	.15**	.17**	.14**	.16**	.18**	.16**	0	0	0	1								0.729	12.239	-0.883	0.583
S1	.39**	.31**	.39**	.38**	.42**	.36**	.35**	.25**	.32**	.59**	.11*	.16**	.17**	1							0.838		-1.298	2.11
S2	.39**	.34**	.34**	.35**	.40**	.36**	.36**	.29**	.36**	.57**	.12*	.22**	.20**	.74**	1						0.867	22.908	-0.908	0.484
S3	.37**	.29**	.34**	.33**	.44**	.35**	.36**	.28**	.30**	.54**	.13**	.26**	.21**	.76**	.82**	1					0.910	24.914	-1.083	1.067
S4	.38**	.33**	.34**	.33**	.44**	.38**	.37**	.26**	.34**	.52**	.13**	.27**	.22**	.69**	.79**	.79**	1				0.895	24.173	-1.096	1.24
R1	.29**	.23**	.29**	.28**	.37**	.33**	.31**	.23**	.27**	.46**	.21**	.23**	.17**	.63**	.65**	.67**	.65**	1			0.812		-1.056	1.464
R2	.36**	.29**	.36**	.37**	.39**	.35**	.37**	.27**	.32**	.53**	.16**	.16**	.25**	.74**	.70**	.71**	.68**	.70**	1		0.885	21.473	-1.294	2.055
R3	.28**	.21**	.32**	.33**	.34**	.33**	.30**	.26**	.28**	.54**	.17**	.18**	.17**	.67**	.59**	.65**	.61**	.69**	.75**	1	0.835	19.863	-1.064	0.907

Note. st: completely standardized loading; *t*: *t*-value; P: personal values; M: motivation; s: subjective well-being; R: revisit intention.

TABLE 5. Validity and Correlation Matrix of Constructs

	α	CR	AVE	MSV	ASV	SW	PV	M	RI
SW	0.98	0.931	0.771	0.790	0.557	0.878 (0.770)			
PV	0.99	0.901	0.507	0.317	0.295	0.550 (0.302)	0.712 (0.506)		
M	0.94	0.790	0.500	0.579	0.489	0.761 (0.579)	0.563 (0.316)	0.707 (0.499)	
RI	0.98	0.882	0.713	0.790	0.543	0.889 (0.790)	0.516 (0.266)	0.756 (0.571)	0.845 (0.714)

Note. α : composite reliability; CR: critical ratio; AVE: average variance extracted; MSV: maximum shared variance used to determine discriminant validity; ASV: average shared variance used to determine convergent validity; SW: subjective well-being; PV: personal values; M: motivation; RI: revisit intention; () denotes squared correlation.

TABLE 6. Results of the Proposed Model

Hypothesized path	Standardized estimates	t-value	P
H1: Motivation → Subjective well-being	0.075	9.937	***
H2: Personal values → Subjective well-being	0.056	3.655	***
H3: Subjective well-being → Revisit intention	0.067	11.852	***
H4: Motivation → Revisit intention	0.068	3.326	***
H5: Personal values → Revisit intention	0.048	-0.032	0.974

Note. *** $p < .001$.

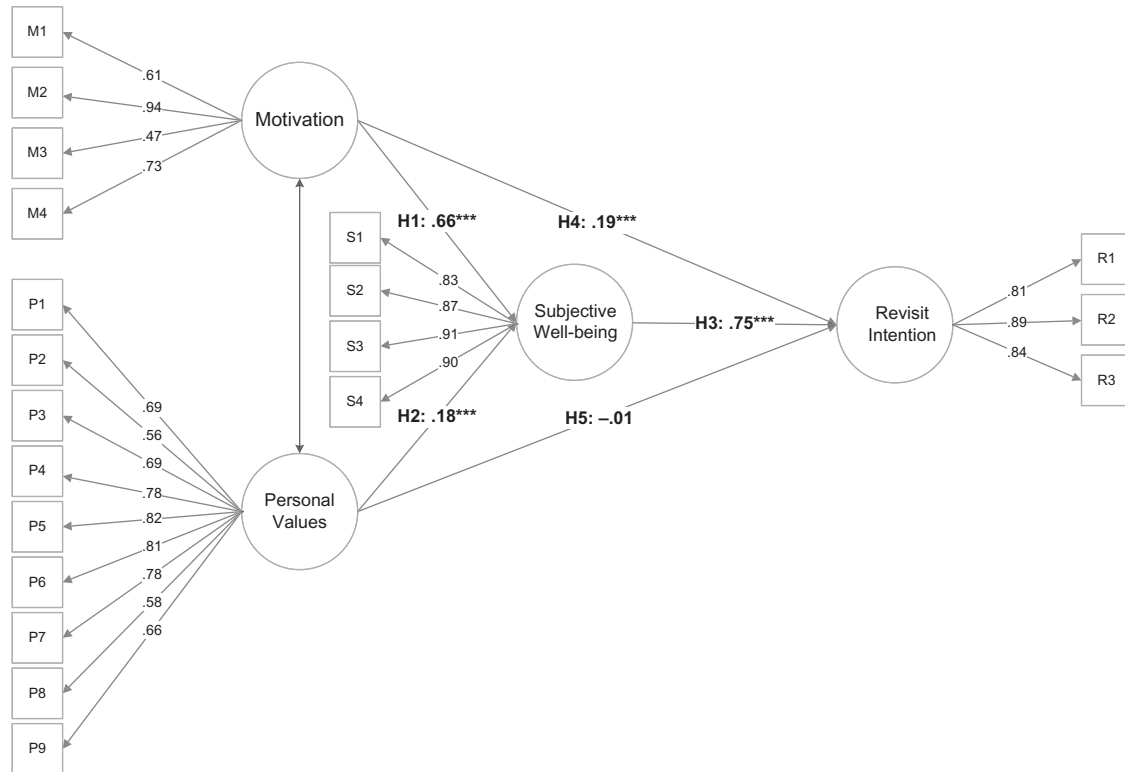
significantly positive effect on revisit intention ($t = 3.326$, $p < 0.001$). However, personal values were not a significant determinant of revisit intention. Therefore, H5 was not supported ($t = -0.032$, $p = 0.947$). Figure 1 illustrates the hypothesized relationships with their associated statistics.

CONCLUSIONS AND DISCUSSION

This research enriches our knowledge of the hiking-tourist market. Recent studies have paid little empirical attention to hiking-tourist behavior. The results of this study provide a significant contribution to the existing literature, clarifying hiking-tourist behavior and generating precise applications related to those behaviors. Moreover, this study provides supportive evidence for the relationship between hiking-tourist motivation, personal values, subjective well-being, and revisit intention.

First, the primary finding of this study has significant implications for the destination managers of hiking trails. EFA indicated a four-factor structure of hiking-tourists' motivation that includes "enjoying natural environment and escaping from daily life", "pursuing new type of travel", "pursuing a healthy life", and "pursuing intimacy". Hiking-tourists are more likely to enjoy nature and escape from daily life, and to pursue intimacy. The results of the focus group interviews also showed that improving physical fitness and having enough time to talk with family members and friends were important motivators. Moreover, this study provides theoretical contributions to the existing literature by examining the relationship between motivation and subjective well-being among the hiking-tourists. The results revealed that tourists' motivations positively influenced tourists' subjective well-being. A further analysis of multiple regression was performed to identify the most influential motivational factor that affects subjective well-being and revisit intention. As a result, "enjoying natural environment and escaping from daily life" ($\beta = 0.702$, $p = 0.000$) was the most influential factor affecting subjective well-being, followed by "pursuing intimacy" and "pursuing a healthy life". Moreover, "enjoying natural environment and escaping from daily life" ($\beta = 0.673$, $p = 0.000$) was the most essential factor for revisit intention. These results imply that tourists sought rejuvenation through the restoration of their physical and mental states by going on hiking trails. This sense of refreshment in turn encouraged these same tourists to revisit the trails. Therefore, managers should endeavor to establish a more naturally comfortable

FIGURE 2. Results of Testing Hypothetical Model



Note. *** $p < .001$.

environment for visitors. For example, managers should consider creating rest areas where tourists can relax within the natural environment along the route. Furthermore, given that “pursuing intimacy” and “pursuing a healthy life from travel” were both crucial factors affecting subjective well-being and revisit intention, managers take into account these motivation factors in their efforts to satisfy the needs of tourists. Providing entertaining games or programs that increase intimacy among tourists walking the route could be an opportunity that satisfies the aforementioned factors. In addition, it would be beneficial to provide health-related information, such as signs listing how many calories are burned walking each section of a route, since many tourists visit the route to improve their physical health. Additionally, a “photo zone” in a scenic spot would serve as a potentially strong marketing tool.

Second, we examined hiking-tourists’ personal values, with “warm relationship” and “being

well respected” the most important values for hiking-tourists. It implies that hiking-tourists consider “relationships with others” to be an important aspect of life. The results of the structural analysis confirmed that personal value is an underlying determinant of hiking-tourist behavior. The study posited that these values might influence behavioral outcomes, such as subjective well-being and revisit intention. The result showed that personal value did positively influence subjective well-being. The results provide empirical support for Bobowik et al. (2011) and Sagiv and Schwartz’s (2000) studies on the relationship between personal values and subjective well-being. Also, these results provide support for Lindberg (1998) and Li and Cai (2012) regarding the importance of understanding personal values in nature-based tourism. This implies that hiking-tourists who place a high value on “being respected”, “warm relationships”, and “pursuing a fun and enjoyable life” are more psychologically happy with

hiking. Because this research demonstrates the importance of personal values in nature-based tourism, a multilateral approach to understanding the concept of personal values needs to be studied to develop a deeper understanding of hiking-tourists in the future.

Third, we examined the relationship of revisit intention with motivation, personal values, and subjective well-being. The research findings indicated that subjective well-being and motivation influenced revisit intention. Previous literature has shown that travel satisfaction, service quality, and perceived values are significant predictors of revisit intention (Um et al., 2006; Yoon & Uysal, 2005). Alongside those predictors, it is important for destination managers to consider that subjective well-being can be an effective predictor of revisit intention. This reflects that people living in modern society feel that the lack of natural surroundings and busy time schedules are likely to fulfill their well-being and tend to pursue psychosocial comforts and well-being when traveling. Thus, managers may consider providing places where tourists can, for example, read books, listen to music, or have a cup of coffee while hiking.

However, it is important to consider the limitations of this study. Firstly, as this research is limited to hiking-tourists on the trails in Jeju, South Korea, replication studies conducted in different destinations would offer empirical support for the generalization of the study findings and validate the solid relationship between the constructs tested in this study. In addition, even though the study found unique characteristics of hiking-tourists in terms of motivation, they might have similar characteristics as well-being and wellness tourists.

With regard to future research, the present study did not hypothesize an indirect effect of subjective well-being shown in the proposed model. We computed the total indirect effect of subjective well-being associated with the direct effect of motivation and personal values and found that the total indirect effect of both constructs (motivation and personal values toward revisit intention) through subjective well-being is larger than the direct effect (total indirect effect is 0.63; motivation to revisit

intention is 0.495, and personal values to revisit intention is 0.135). Thus, future study will examine the meditation effect of subjective well-being.

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