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A Study on the Influence of Sports Experience on Tourism Behaviors

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Abstract: Sports participation has gradually become a core component of modern tourism development. Both sports activities and tourism consumption place a high value on experiential perception and active participant involvement. This paper aims to explore the effect of individual sports experience on tourists' overall travel experience, satisfaction level, willingness to engage in sports tourism, and destination revisit intention in the background of domestic tourism. Based on existing scholarly findings, this study developed measurement scales for key research variables and surveyed Taiwan residents aged 18 and above who had travelled domestically in the past year. Through purposive sampling, 695 valid responses were collected for empirical analysis. The analytical results reveal that sports experience is significantly and positively correlated with tourism experience, tourist satisfaction, sports tourism participation willingness, and revisit intention. This study further verifies that experiential participation in sports plays a vital role in shaping tourists' behavioral tendencies and their subjective evaluation of tourism destinations.

Keywords: *Revisit Intentions, Tourist Satisfaction, Sports Experience, Sports Tourism, Tourism Experience*

1. Introduction

In recent years, consumer consumption logic has shifted from simple material product purchase to experience-oriented value pursuit. Modern travelers are increasingly inclined to seek novel and meaningful interactive experiential activities in their leisure time (Pine & Gilmore, 2013). The experience economy has widely penetrated retail, entertainment, sports and other service industries (Bascur & Rusu, 2020; Duerden et al., 2015). Among them, tourism and leisure sports stand out for their immersive participation and value co-creation characteristics. In the field of sports tourism, tourists no longer regard experience acquisition as a single consumption behavior; instead, they jointly construct unique travel feelings through interaction with the scene environment and on-site service systems (Perić, 2010).

Previous academic works have confirmed the correlation between travel experience, satisfaction and post-trip behavioral intention. However, these studies adopted a simple linear research perspective and failed to deeply explore the internal psychological driving mechanism behind tourists' decision-making (Chen & Chen, 2010; Prayag et al., 2017). In addition, most of the existing theoretical models regard experience as a general abstract concept, without distinguishing experiential differences brought by different activity types (Weed & Bull, 2009). Sports experience, which features physical participation, emotional arousal and social interaction, forms an independent experiential category different from general tourism experience. To optimize the design and operational management of sports tourism projects, it is necessary to clarify how multi-dimensional sports experience affects tourists' perceptual judgment and behavioral response tendency (Perić, 2015).

To fill the research gaps mentioned above, this study constructed a comprehensive theoretical framework integrating the experience economy theory and the Theory of Planned Behavior (TPB). From the perspective of the experience economy, joining sports activities during travel belongs to active immersive participation, which can effectively enhance tourists' perceived experiential value through physical and mental engagement (Pine & Gilmore, 1999). Nevertheless, a single experiential value cannot fully explain the formation of subsequent behavioral intention. TPB makes up for this deficiency by interpreting the generation mechanism of behavioral intention from cognitive evaluation dimensions, including individual attitude, subjective norm and perceived behavioral control (Ajzen, 1991). The combination of the two theoretical perspectives can better explain the transformation path from tourists' experiential perception to subsequent travel decision-making, and help systematically clarify the influence mechanism of experiential stimulation on behavioral results.

Sports experience can be regarded as a multi-dimensional external stimulus, which influences tourism behavioral decision-making through emotional perception, such as travel experience and satisfaction, and further affects tourists' willingness to participate in sports tourism and destination revisit intention (Hosany & Gilbert, 2010; Prayag et al., 2017). Although sports tourism has long been recognized as an important branch of the tourism industry (Standeven & De Knop, 1999), relevant research mostly focuses on large-scale sports events and spectator-oriented sports tourism scenarios. Few studies pay attention to participatory sports experience embedded in daily domestic tourism activities (Gibson, 1998).

Against this research background, this paper focuses on discussing the impact of sports experience in the domestic tourism scenarios on tourism experience, tourist satisfaction, sports tourism participation willingness and revisit intention. The main purpose is to construct and verify the structural relationship model among variables, and to identify the internal mechanism of how experiential participation drives tourism behavioral decision-making. Different from traditional linear research models, this study comprehensively explains the joint driving effect of emotional experience and cognitive evaluation on tourists' travel decisions (Prayag et al., 2017).

2. Literature Review and Hypothesis Development

Theoretical Foundation: An Integrated Experience-Behavior Framework

This research is built on a composite theoretical system combining the experience economy perspective, the Theory of Planned Behavior and the Stimulus–Organism–Response (S-O-R) model. Within this integrated framework, sports experience serves as an external environmental stimulus, which can trigger tourists' internal psychological and emotional responses represented by tourism experience and satisfaction, and ultimately drive specific behavioral outcomes such as sports tourism willingness and revisit intention (Mehrabian & Russell, 1974).

The experience economy theory explains how immersive, participatory and value-co-creating activities generate unique perceived value through tourists' active engagement (Pine & Gilmore, 1999). However, this theory cannot fully interpret the logical path from experiential value to behavioral intention formation. TPB supplements this theoretical deficiency by analyzing individuals' behavioral intention formation process from attitude perception and behavioral control evaluation (Ajzen, 1991). The S-O-R model further integrates the above two theories, forming a complete mechanism research logic linking external experiential stimulus, internal cognitive and emotional evaluation, and final behavioral response.

Construction of Key Concepts

Tourism Experience and Sports Experience: The concept of "experience" has been widely applied in brand marketing, destination promotion and digital service scenarios in recent years, reflecting its important theoretical and practical value in commercial operation and academic research (Pine & Gilmore, 2013). Romiti and Sarti (2016) pointed out that sports and tourism are among the earliest and most typical application fields of experience economy theory. Academic and industry practitioners all recognize that the experience concept is not only the core of analyzing the operation law of experience economy, but also the key starting point for exploring tourist behavioral changes in sports and tourism (Wang, Li & Wong, 2021).

Tourism experience refers to tourists' overall psychological perception and emotional feedback in the process of traveling and visiting destinations. It is a typical hedonic consumption form that fits tourists' inner psychological needs and travel expectations (Schönherr, Peters, & Kuščer, 2023). Walls et al. (2011) believed that tourism experience has obvious multi-dimensional characteristics, jointly shaped by tourists' internal psychological state and external destination environment. Perić (2010) further summarized four core dimensions of tourism experience: entertainment perception, educational experience, aesthetic appreciation and escapism feeling. On the basis of existing research, this study defines tourism experience as a multi-faceted variable containing subjective perception and situational characteristics, which is formed when tourists gain pleasure, knowledge acquisition, aesthetic enjoyment and temporary escape from daily trivialities during travel.

Sports experience has gradually evolved into an independent experiential type parallel to general tourism

experience (Kurtzman, 2005). In view of the insufficient systematic discussion on sports tourism experience in previous literature, Perić (2010) sorted out the classification standard proposed by Weed and Bull (2009) and divided sports tourism into five categories based on tourists' participation mode and involvement degree, ranging from active participation to passive viewing. Referring to the abovementioned research results, this study defines sports experience as tourists' perception towards the interaction with activity projects and tourism destinations formed by their level of participation in sports and leisure activities (Weed & Bull, 2009).

Tourism Satisfaction, Sports Tourism Willingness, and Revisit Intention: Tourism satisfaction is a core indicator for evaluating tourists' overall perception and their comprehensive assessment of tourism destinations (He & Luo, 2020). Oliver (1993) put forward the classic definition of consumer satisfaction, regarding it as individuals' cognitive judgment on whether products or services meet their psychological expectations and actual needs. In tourism research, satisfaction is usually divided into three levels: service process satisfaction, destination hardware environment satisfaction and tourists' overall emotional psychological satisfaction (Santoso, 2019). This study defines tourism satisfaction as the degree of matching between tourists' travel expectation and experience, covering service quality perception, destination operation performance and overall psychological sense of acquisition.

Sports tourism willingness refers to tourists' tendency to take the initiative to participate in sports-related leisure activities during vacation. Sports participation is found to have become one of the main travel motivations (Markuš et al., 2019). In the sports tourism industry, sports characteristic projects are the key resources to enhance destination attractiveness and travel experience quality. Combined with the research needs, this study defines sports tourism willingness as individuals' tendency to take part in sports tourism activities again in the future, which reflects tourists' continuous interest and positive experiential accumulation in sports tourism (Škorić et al., 2021; Vegara-Ferri et al., 2020).

Revisit intention has always been a hot topic in tourism behavioral research, representing tourists' tendency to return to the same destination again (He & Luo, 2020; Nguyen et al., 2020). From the perspective of consumer behavior, revisit intention is similar to repeat purchase willingness in commodity consumption; that is, consumers have the tendency to choose the same product or service repeatedly. In tourism and leisure scenarios, it refers to the probability of tourists revisiting familiar destinations or choosing similar tourism services again (Markuš et al., 2019; He & Luo, 2020).

A tourism destination can be regarded as a special tourism product. Tourists' willingness to revisit and recommend to relatives and friends is an important embodiment of destination satisfaction and loyalty (Yoon & Uysal, 2005). Therefore, this study measures revisit intention from three dimensions: willingness to revisit independently, recommendation intention to others and positive word-of-mouth dissemination behavior (Nguyen et al., 2020; Santoso, 2019).

On the whole, all of the research variables in this paper have multi-dimensional attributes affected by emotional perception and cognitive evaluation (Walls et al., 2011; Prayag et al., 2017). Among them, tourism experience and satisfaction belong to emotional perception and comprehensive evaluation variables, while sports tourism willingness and revisit intention are behavioral intention variables derived from cognitive judgment. This division conforms to the integrated theoretical framework adopted in this study. Under the S-O-R model, tourism experience and satisfaction act as intermediary internal psychological variables between external sports experience stimulus and final behavioral response. From the perspective of TPB, this cognitive evaluation process further promotes the formation of tourists' behavioral intention (Ajzen, 1991). The division of variable dimensions in this paper provides solid theoretical support for explaining the influence path from experiential participation to tourism behavioral decision-making.

Hypothesis Development

Sports Experience as a Stimulus: From the experience economy perspective, sports participation is of an immersive experiential consumption mode, which can enrich tourists' sensory experience, emotional resonance and cognitive perception (Pine & Gilmore, 1999). In the research framework of this study, sports experience is taken as an external stimulus, which can arouse tourists' internal psychological and emotional changes, and further affect their cognitive evaluation and behavioral decision-making (Mehrabian & Russell, 1974). Sports experience not only can enrich tourists' overall travel experience, but also bring about positive

emotional satisfaction and strengthen their willingness to participate in similar activities in the future (Hosany & Gilbert, 2010).

Modern tourists are no longer satisfied with simple sightseeing; they prefer diversified and meaningful experiential activities to enrich personal spiritual perception through in-depth participation (Perić, 2010). A large number of empirical studies have confirmed that sports experiential participation can significantly improve overall travel experience quality (Herbold et al., 2020; Weed, 2008). Participating in major sports events and characteristic sports tourism projects can create more impressive and valuable travel memories for tourists (Wang et al., 2021). Adding sports activities to travel itineraries can also effectively enhance destination attractiveness and tourists' experiential value perception (Nishio, 2013; Vegara-Ferri et al., 2020).

In addition to improving travel experience quality, sports experience also plays a key role in shaping tourists' destination evaluation and subsequently affects behavioral intention. In the experience economy background, a high-quality sports experience can significantly enhance tourist satisfaction and stimulate destination revisit willingness (Romiti & Sarti, 2016). Existing studies have shown that sports-related factors such as destination image, service quality and perceived value can significantly affect tourist satisfaction and revisit intention (Markuš et al., 2019; Showkat et al., 2021). Similarly, research on sports event experience also proves that positive sports experience can effectively improve tourist satisfaction and return willingness (Jeong et al., 2019; Škorić et al., 2021).

Moreover, tourists' previous sports experience is found to have a significant predictive effect on their future sports tourism participation willingness (Škorić et al., 2021; Vegara-Ferri et al., 2020). Relevant empirical studies have also verified that sports experience is an important antecedent variable affecting subsequent sports tourism participation intention (He & Luo, 2020; Nguyen et al., 2020). Based on the above theoretical deduction and empirical research conclusions, this paper puts forward the following hypotheses:
H1: Sports experience positively influences tourism experience.
H2: Sports experience positively influences tourism satisfaction.
H3: Sports experience positively influences sports tourism willingness.

Tourism Experience as an Organism Response: In the S-O-R theoretical framework, tourism experience is regarded as the state of tourists' internal cognitive and emotional evaluation, which can directly affect subsequent emotional perception and behavioral intention (Mehrabian & Russell, 1974). Positive tourism experience can bring about tourists' emotional satisfaction and high perceived value, and both of these are important antecedent variables of overall satisfaction and behavioral intention formation (Chen & Chen, 2010; Prayag et al., 2017). In this logical path, tourism experience acts as a core intermediary mechanism, transforming external environmental stimulus into internal psychological evaluation and final behavioral response.

Experience perception is also a basic constituent element of behavioral theories such as TPB and attitude-behavior model (Ajzen, 2020; Sommer, 2011), which determines individuals' perception mode, interpretation logic and behavioral response to the external environment. From the experience economy perspective, the experiential element is the core driving factor of tourists' perceived value (Pine & Gilmore, 2013). Mossberg (2007) pointed out that tourism experience is affected by multiple factors such as physical environment, atmosphere, social interaction atmosphere and service quality, and all of these factors jointly determine tourists' overall destination evaluation.

Tourism experience can directly affect tourists' satisfaction level, which is the most intuitive comprehensive evaluation result of the travel process (De Vos et al., 2015). This evaluation not only will affect tourists' explicit behavioral choice, but also influence their internal psychological activities such as perception, cognition, memory accumulation, emotional change and self-identity construction. A good travel experience makes it easier to form positive memories and a cognitive attitude, and then subsequently guides travel decision-making. Existing research also confirms that satisfaction is closely related to tourists' behavioral intention, especially destination revisit willingness (Ali et al., 2015). Accordingly, the following hypotheses are proposed:
H4: Tourism experience positively influences tourism satisfaction.
H5: Tourism experience positively influences revisit intention.

Satisfaction as a Cognitive Assessment (TPB Integration): From the perspective of TPB, satisfaction represents individuals' positive cognitive evaluation result, which can help form a positive behavioral attitude towards future similar activities (Ajzen, 1991). This cognitive evaluation process plays a decisive role in behavioral intention generation; individuals tend to revisit activities with positive experience and a good evaluation attitude (Lam & Hsu, 2006). Tourism experience undertakes the transformation function from external stimulus to internal psychological evaluation, while satisfaction acts as a key cognitive intermediate variable connecting experiential perception and subsequent behavioral decision-making.

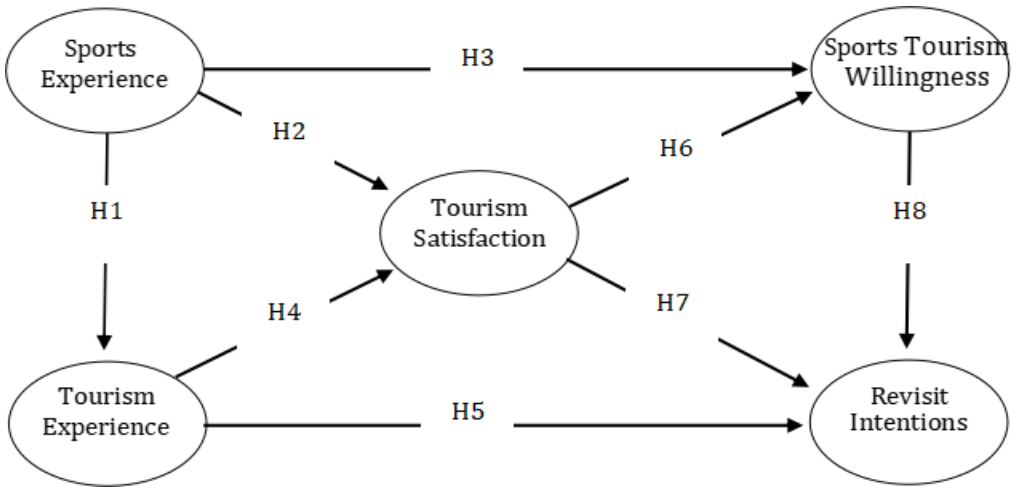
More and more studies have proved that satisfaction is a critical variable affecting tourists' behavioral intention, especially in the case of sports tourism. Empirical results show that satisfaction can significantly predict tourists' willingness to participate in sports tourism activities again (Chenini & Touaiti, 2018; Wang et al., 2021). Tourism and sports-related research also confirm that satisfaction can guide tourists' follow-up behavioral tendency and maintain their continuous preference for similar activities and destinations (Hall, O'Mahony, & Gayler, 2016; Showkat et al., 2021). In addition, tourists with high satisfaction are more likely to have strong revisit willingness, forming a stable logical correlation between satisfaction and destination loyalty (He & Luo, 2020; Nguyen et al., 2020).

To sum up, tourist satisfaction not only can improve tourists' willingness to participate in future sports tourism projects but also significantly enhances destination revisit intention. Therefore, the following hypotheses are proposed:
H6: Tourist satisfaction positively influences sports tourism willingness.
H7: Tourist satisfaction positively influences revisit intention.

Behavioral Intention Linkage: There is an inherent logical correlation among different behavioral intentions, showing obvious hierarchical structural characteristics. Specific domain intention, such as sports tourism willingness, can extend and promote broader behavioral tendency represented by revisit intention (Bagozzi, 1992). In tourism research, tourists' intention for specific experiential activities can predict their general behavioral tendency, such as destination loyalty and revisit behavior (Yoon & Uysal, 2005). Therefore, higher sports tourism participation willingness will strengthen tourists' revisit intention to the destination, and the two have logical consistency and mutual promotion in behavioral cognition.

Existing empirical research also supports the abovementioned correlation. Participation in sports and leisure tourism activities can significantly affect tourist satisfaction and revisit possibility (He & Luo, 2020; Markuš et al., 2019). Sports tourism willingness, whether through active participation or passive viewing, has become an important driving factor of tourists' revisit behavior (Markuš et al., 2019). Research literature generally shows that tourists with stronger sports tourism participation intention have a higher revisit tendency to the destination. Based on the theoretical reasoning and empirical evidence, the following hypothesis is proposed:
H8: Sports tourism willingness positively influences revisit intention.

Figure 1: Research Model



3. Methodology

Study Sample and Data Collection

This study adopted a questionnaire survey to collect research data from October 2018 to May 2019. The research objects were Taiwan residents aged 18 and above who had travelled domestically within the most recent 12 months and had participated in sports-related tourism activities. Purposive sampling was adopted to ensure that all respondents have a corresponding tourism and sports experience, meeting the research variable measurement requirements.

The questionnaire is divided into two parts: the first part uses a 7-point Likert scale to set the measurement items of all research variables; the second part collects respondents' demographics information (see Table 1). A total of 750 questionnaires were distributed and recovered. After eliminating the incomplete and invalid responses, 695 valid questionnaires were finally retained for subsequent data analysis.

Purposive sampling is suitable for theoretically driven research focusing on specific experiential scenarios, but it limits the external generalization of research conclusions. Taiwan has a mature tourism market with rich sports tourism resource endowments, which makes it suitable as the empirical research background for this study. Therefore, the research conclusions are more suitable for theoretical generalization rather than simple statistical popularization. Future research can further verify the applicability of this research model in different countries and for different tourism scenarios.

Table 1: Demographic and Geographic Information of Respondents (N = 695)

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Male	361	51.9
Female	334	48.1
AGE		
18-20	107	15.4
21-30	261	37.6
31-40	143	20.6
41-50	98	14.1
Over 50	86	12.4
EDUCATION LEVEL		
Secondary school or below	35	5.0
High school	153	22.0
College	104	15.0
University	325	46.8
Graduate school or above	78	11.2
MONTHLY INCOME		
NT $19,999 or less	181	26.0
NT $20,000-39,999	220	31.7
NT $40,000-59,999	206	29.6
NT $60,000-79,999	52	7.5
NT $80,000 or above	36	5.2
AREA OF RESIDENCE		
Northern Taiwan	178	25.6
Central Taiwan	200	28.8
Southern Taiwan	203	29.2
Eastern Taiwan	62	8.9
Outlying islands	52	7.5
DOMESTIC TRAVEL FREQUENCY IN A YEAR		
1 time or less /year	148	21.3
2-4 times /year	388	55.8
5-10 times /year	150	21.6
11 times or above /year	9	1.3

Instruments and Measurement

All of the measurement items in this study were formulated referring to existing literature, covering five core variables: sports experience (SE), tourism experience (TE), tourism satisfaction (TS), sports tourism willingness (STW) and revisit intention (RI). All variables were measured by multi-dimensional scales, as shown in Table 2.

The sports experience scale includes three dimensions: Activity Experience, Place Experience and Interpersonal Experience, with four measurement items for each dimension. The dimensional division is based on the research framework of Kurtzman (2005) and Weed & Bull (2009). The tourism experience scale is divided into Entertainment Experience, Educational Experience, Aesthetic Experience and Escapist Experience, each with four measurement items, developed with reference to Perić (2010), Schönherr et al. (2023) and Walls et al. (2011).

Tourism satisfaction scale involves three dimensions: Service Demand, Quality Commitment and Overall Satisfaction, with four items for each dimension, drawing on Chenini and Touaiti (2018), Hall et al. (2016 and Showkat et al. (2021). The sports tourism willingness scale includes Arrange Sports Tourism, Invite Participate Sports Tourism and Seek Sports Tourism Opportunities, referring to Herbold et al. (2020), Škorić et al. (2021) and Vegara-Ferri et al. (2020). The revisit intention scale is measured by Re-travel Intention, Purchase Intention and Recommendation Intention, adapting the scale design of Chenini and Touaiti (2018) and Wang et al. (2021).

On the whole, all measurement scales were revised on the basis of mature scales in sports tourism, consumer behavior and experiential research fields. Combined with the research background and theme of this paper, the questionnaire items were appropriately adjusted and optimized to ensure content validity and practical applicability. At the same time, this study fully considers the multi-dimensional characteristics of tourism experience and behavioral response, which further improves the rationality of the measurement framework.

Table 2: Convergent Validity

CONSTRUCTS AND ITEMS	M	SFL	R2	CR	AVE
SPORTS EXPERIENCE (SE)				.86	.68
Activity Experience (ACE)	5.64	.85	.72		
Place Experience (PLE)	5.81	.86	.74		
Interpersonal Experience (IPE)	5.81	.75	.56		
TOURISM EXPERIENCE (TE)				.85	.59
Entertainment Experiences (ENE)	5.92	.75	.56		
Educational Experiences (EDE)	5.68	.83	.69		
Aesthetic Experiences (AEE)	5.77	.80	.64		
Escapist Experiences (ESE)	5.90	.69	.48		
TOURISM SATISFACTION (TS)				.88	.71
Service Demand (SED)	5.36	.81	.66		
Quality Commitment (QUC)	5.33	.84	.71		
Overall Satisfaction (OVS)	5.43	.87	.76		
SPORTS TOURISM WILLINGNESS (STW)				.93	.81
Arrange Sports Tourism (AST)	5.55	.89	.79		
Invite Participate Sports Tourism (IPS)	5.51	.93	.86		
Seek Sports Tourism Opportunities (SSO)	5.49	.88	.77		
REVIST INTENTION (RI)				.86	.67
Re-travel intention (RTI)	5.81	.84	.71		
Purchase Intention (PUI)	5.28	.68	.46		
Recommend Others Intention (REO)	5.64	.92	.85		

Note: Goodness of fit**:** χ^2=202.06, χ^2/d.f.=2.15, SRMR=.03, RMSEA=.04 (<.05), GFI=.96, AGFI=95, NNFI=.98, IFI=.99, CFI=.99 (>.90), PGFI=.67, PCFI=.77, PNFI=.76 (>.50).

SFL: Standardized Factor Loading; R^2: Square Multiple Correlation; CR: Construct Reliability; AVE: Average Variance Extracted.

Data Analysis

The data analysis process of this study was carried out step by step. Firstly, SPSS 22.0 was used for descriptive statistical analysis, item analysis, exploratory factor analysis and reliability test to screen and optimize questionnaire scales. Secondly, AMOS 22.0 was adopted for confirmatory factor analysis to test the fitting effect of the measurement model and verify the corresponding relationship between observed variables and latent variables.

Finally, structural equation modeling was used to test the path relationship among the core variables. This paper mainly examined the influence of sports experience and tourism experience on tourism satisfaction, sports tourism willingness and revisit intention. AMOS 22.0 was used to evaluate the overall fitting degree of the structural model, estimate path coefficients, verify research hypotheses and analyze the explanatory power of the model, following the analytical standard of Chang (2011).

4. Results and Discussion

Measurement Model Testing

This study used AMOS 22.0 to conduct confirmatory factor analysis and test the construct validity of five latent variables: sports experience, tourism experience, tourism satisfaction, sports tourism willingness and revisit intention. The overall model fitting effect is good: $\chi^2 = 202.06$, df = 94, p = .00; $\chi^2/df = 2.15$; GFI = .96; AGFI = .95; NFI = .98; CFI = .99; RMSEA = .041. Referring to the evaluation standard of Hair et al. (2010), this paper used standardized factor loading, construct reliability (CR) and average variance extracted (AVE) to test convergent validity. All factor loadings reach a significant level ($p < .01$), the CR value ranges from 0.85 to 0.93, and the AVE value is between 0.59 and 0.81, proving that the measurement model has good internal consistency and convergent validity (Jöreskog & Sörbom, 1984). Discriminant validity was verified by comparing the AVE value and correlation coefficient between variables, and all indicators meet the standard (see Table 3).

Individual indicators are close to the critical threshold but still within the acceptable range of academic research, especially for empirical research with a specific scenario background. All factor loadings are statistically significant and consistent with theoretical expectations. In general, the measurement model has an ideal fitting degree, reliability and validity, which lays a solid foundation for subsequent structural model analysis.

Table 3: Analysis of AVE Discriminant Validity

	AVE	SE	TE	TS	STW	RI
Sports Experience (SE)	.68	**.82**				
Tourism Experience (TE)	.59	.73	**.77**			
Tourism Satisfaction (TS)	.71	.54	.59	**.84**		
Sports Tourism Willingness (STW)	.81	.70	.48	.57	**.90**	
Revisit intention (RI)	.67	.63	.59	.76	.70	**.82**

Note: The AVE of each dimension is higher than the square of the correlation coefficient of each pair of variables, which suggests discriminant validity (Chang, 2011).

Structural Model Testing

This study used a structural equation model to verify all research hypotheses. The structural model fits well with the survey data: $\chi^2 = 218.7$, df = 96; $\chi^2/df = 2.28$; GFI = .96; AGFI = .95; SRMR = .03; RMSEA = .04. All of the eight hypothetical paths passed the significance test. Sports experience has significant positive influence on tourism experience (β = .72), on tourism satisfaction (β = .24) and on sports tourism willingness (β = .54). Tourism experience positively affects tourism satisfaction (β = .41) and revisit intention (β = .14). Tourism satisfaction has significant positive impact on sports tourism willingness (β = .27) and revisit intention (β = .46). Sports tourism willingness also significantly promotes revisit intention (β = .38). All research hypotheses are supported by the empirical data (see Table 4).

On the basis of statistical significance, this study further examined the magnitude of structural effects. The findings indicate that sports experience exerts strong positive influences on tourism experience and sports

tourism willingness, highlighting its role as a key antecedent variable in shaping sport tourism behavior. Moderate effects were observed from sports experience to tourism satisfaction, tourism experience to tourism satisfaction and revisit intention, and tourism satisfaction to both sports tourism willingness and revisit intention. These findings suggest that behavioral intention is shaped not only by immediate experiential stimulation but also by subsequent evaluative processes.

Furthermore, sports tourism willingness shows a significant positive effect on revisit intention, indicating that participation intention toward sport tourism activities can translate into broader destination loyalty behaviors. The structural model demonstrated satisfactory explanatory capability, accounting for 70% of the variance in revisit intention, 53% in sports tourism willingness, and 37% in tourism satisfaction. Overall, sports experience serves as the primary driving factor within the framework, whereas tourism satisfaction and sports tourism willingness operate as important mediating mechanisms linking experience and behavioral outcomes (see Table 5 and Figure 2).

Table 4: The Results of Hypothesis Tests

Path	Structural coefficient	t-Value	Test Result
H1 Sports experience → Tourism experience	.72	14.9*	Supported
H2 Sports experience → Tourism satisfaction	.24	4.02*	Supported
H3 Sports experience → Sports tourism willingness	.54	12.29*	Supported
H4 Tourism experience → Tourism satisfaction	.41	6.59*	Supported
H5 Tourism experience → Revisit intention	.14	3.48*	Supported
H6 Tourism satisfaction → Sports tourism willingness	.27	6.79*	Supported
H7 Tourism satisfaction → Revisit intention	.46	11.14*	Supported
H8 Sports tourism willingness → Revisit intention	.38	10.17*	Supported

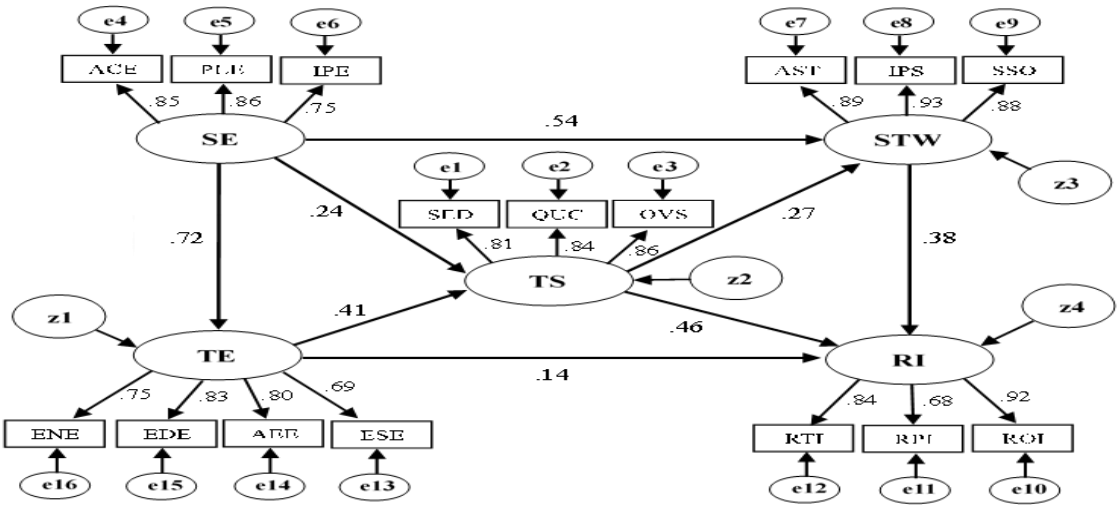
* $p<0.05$

Table 5: Direct, Indirect and Total Effects of Relationships

Predictor	Outcome Variable	Direct Effect	Indirect Effect	Total Effect	Effect Size
Sports Experience (SE)	Tourism Experience (TE)	.72	–	.72	Strong
	Tourism Satisfaction (TS)	.24	.30	.54	Moderate
	Sports Tourism Willingness (STW)	.54	.15	.69	Strong
	Revisit Intention (RI)	–	.61	.61	Strong
Tourism Experience (TE)	Tourism Satisfaction (TS)	.41	–	.41	Moderate
	Sports Tourism Willingness (STW)	–	.11	.11	Weak
	Revisit Intention (RI)	.14	.23	.37	Moderate
Tourism Satisfaction (TS)	Sports Tourism Willingness (STW)	.27	–	.27	Moderate
	Revisit Intention (RI)	.46	.10	.56	Moderate–Strong

Note. "–" indicates that no direct or indirect effect was specified in the structural model. Effect size interpretation follows standardized coefficient conventions: weak (< .20), moderate (.20–.49), strong (≥ .50).

Figure 2: SEM Results



R^2 values indicate that the model explains 70% of the variance in revisit intention, 53% in sports tourism willingness, and 37% in tourism satisfaction, demonstrating satisfactory explanatory power.

Discussion

Integrating sports characteristic projects into travel arrangements can transform traditional sightseeing tourism into in-depth experiential tourism with a sense of participation and memory. The research results confirm that sports experience and tourism experience jointly affect tourists' satisfaction, future sports tourism participation willingness and destination revisit intention. Although existing literature has discussed sports tourism from multiple research perspectives (Jeong et al., 2019; Markuš et al., 2019; Showkat et al., 2021), few studies explore the interactive relationship and internal mechanism of experiential variables in general tourism behavioral research. This study verifies that sports participation experience can affect, directly or indirectly, tourists' destination evaluation and behavioral decision-making.

There is a strong positive correlation between sports experience and tourism experience, which means that in-depth participation in sports activities can significantly enrich tourists' overall travel perception. This conclusion is consistent with the view of existing research that sports and tourism have complementary development characteristics (Herbold et al., 2020; Vegara-Ferri et al., 2020; Wang et al., 2021). The underlying reason for this correlation is that sports participation contains emotional resonance, social interaction and situational immersion, which can effectively enhance tourists' experiential value perception during travel (Perić, 2010; Weed & Bull, 2009). The high path coefficient of sports experience on tourism experience also reflects that modern tourists are more inclined to choose participatory experiential tourism rather than passive sightseeing.

The correlation hypotheses among tourism satisfaction, sports tourism willingness and revisit intention are all supported. Tourists with higher sports experience and tourism experience show stronger satisfaction, and further form higher sports tourism participation willingness and revisit intention. This research conclusion is consistent with the mainstream view in tourism research that satisfaction is an important intermediate variable connecting travel experience and behavioral intention (He & Luo, 2020; Hall et al., 2016; Showkat et al., 2021). In sports tourism scenarios, positive experiential memory will further encourage tourists to choose similar sports tourism projects in future travel.

The difference in path effect intensity also has important research implications. Sports experience has the strongest direct influence on tourism experience, while its driving effect on satisfaction and behavioral intention is relatively gentle. It shows that tourists' future travel decision-making is not only affected by immediate experiential perception, but also regulated by psychological expectation, experience and travel

scenario environment. Tourism behavioral formation is not a simple linear process, but a multi-stage cognitive evaluation cycle, in which satisfaction and participation willingness continuously strengthen tourists' revisit tendency.

In conclusion, sports participation experience has been closely combined with tourists' destination evaluation and future travel intention formation. Sports experience can bring not only travel pleasure and satisfaction on site, but also improve tourists' willingness to participate in sports tourism and revisit the destination. The research results further highlight the important status of participatory experiential activities in modern tourism development.

5. Conclusion and Implications

Theoretical Implications

This study constructs an integrated experiential-behavior research framework, systematically revealing the joint influence mechanism of sports experience and tourism experience on tourism satisfaction, sports tourism willingness and revisit intention in the domestic tourism background. Different from previous studies, which focused on perceived value and service quality cognitive variables, this paper highlights the decisive role of multi-dimensional experiential perception in shaping tourist behavioral intention.

This research clarifies the interactive relationship between sports experience and tourism experience. Previous studies mostly discuss the two concepts separately, while this paper verifies that sports participation can significantly improve overall tourism experience quality, supporting the view that active participation can create high experiential value and optimize destination perception (Perić, 2010; Weed & Bull, 2009). It is also confirmed in this study that both variables have multi-dimensional structural characteristics, which explains the complexity of tourists' experiential perception and behavioral response.

In addition, this paper enriches the research system of sports tourism willingness in domestic tourism scenarios, which has been less discussed in existing literature. The results prove that sports tourism willingness is affected by sports experience, tourism experience and tourism satisfaction, and it plays an important intermediary role between experiential variables and revisit intention. The research findings provide a new theoretical perspective for explaining the driving effect of experiential participation on tourism behavioral decision-making.

Managerial Implications

The research conclusions provide practical reference for tourism operators and destination management institutions. First of all, sports experience is confirmed as the core driving factor of tourist behavioral intention. Tourism destinations should focus on developing innovative and participatory sports characteristic projects to enhance tourist satisfaction, sports tourism participation willingness and revisit intention (Perić, 2015).

Secondly, destination managers should create an integrated experiential environment covering sports participation, entertainment leisure, knowledge popularization, aesthetic appreciation and escapism. By strengthening tourist interaction participation and emotional investment, destinations can form unique, memorable travel experiences and enhance market competitive advantage (Markuš et al., 2019; Yoon & Uysal, 2005).

Finally, tourism planning institutions can develop diversified sports tourism products and characteristic themed routes combining local cultural characteristics. Reasonable investment in sports tourism infrastructure and characteristic projects can effectively enhance destination attractiveness and cultivate long-term tourist loyalty (Kranjcevic, 2017; Markuš et al., 2019).

Limitations and Future Research

This study still has several limitations worthy of attention. First, the research sample adopts purposive sampling only in the Taiwan region, which restricts the external generalization of research conclusions. Although Taiwan's tourism and sports environment is suitable for this research, the conclusion cannot be directly applied to other cultural and geographical scenarios. Future research can verify the applicability of the

research model in different countries and tourism markets.

Secondly, this study mainly relies on tourists' self-reported questionnaire data, which may be affected by common method bias. Although procedural and statistical control measures have been adopted, the interference of homologous variance cannot be eliminated. Follow-up research can adopt multi-source data collection, experimental design and longitudinal tracking method to improve research rigor.

Thirdly, although the measurement scale is revised on the basis of mature literature, it still needs further optimization to adapt to the characteristics of different tourism scenarios. Tourists' expectations and experiential perception also have obvious differences among different demographic groups and behavioral types. Future research can further examine the path difference of the model among different tourist segments.

Conclusion

This paper constructs a comprehensive theoretical framework to explore the influence of sports experience on tourism behavioral intention in domestic tourism scenarios. The empirical results confirm that sports experience plays a significant role in shaping tourists' perceptual evaluation and future behavioral tendency. Tourists' travel decision-making is jointly driven by immediate experiential perception and subsequent cognitive evaluation. Sports experience does not affect tourism behavioral results through a single linear path, but acts on revisit intention through intermediate variables such as tourism experience, satisfaction and sports tourism willingness. This study clarifies the internal mechanism of participatory sports experience in driving tourism behavioral decision-making.

In addition, participatory sports experience can effectively enhance tourism value perception and stimulate positive behavioral intention. From a practical perspective, destination operators can create more in-depth experiential sports tourism projects to improve tourist satisfaction and consolidate revisit willingness. On the whole, this research enriches the theoretical research of sports tourism behavior and also provides practical operational suggestions for tourism destination development.

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