

The Effect of Motivation to Participate in Yacht Activities on Satisfaction and Continuance Intention

Gwang Jun Ahn

School of Management, Kyung Hee University, Korea.

Geon Cheol Shin*

School of Management, Kyung Hee University, Korea.

ABSTRACT

This study attempted to examine the structural relationship between the main factors that determine the intention to continue participation in yacht activities. Specifically, motivation for yacht activities was divided into achievement motivation, social motivation, escapist motivation, conspicuous motivation, and hedonic motivation, and the effect of each motivation on the satisfaction and continuous intention of yacht activities was examined.

This study surveyed 338 ordinary people who were interested in yacht activities or had experience in yacht activities, and verified the main hypothesis through regression analysis. The main analysis results of this study are as follows. First, it was found that achievement motivation did not affect satisfaction. Second, it was found that social motivation had a positive (+) effect on satisfaction. Third, it was found that escapist motivation had a positive (+) effect on satisfaction. Fourth, it was found that the conspicuous motivation had a positive (+) effect on satisfaction. Fifth, it was found that hedonic motivation had a positive (+) effect on satisfaction. Sixth, it was found that the achievement motivation had a positive (+) effect on continuous intention. Seventh, it was found that social motivation did not affect continuous intention. Eighth, it was found that escapist motivation had a positive (+) effect on continuous intention. Ninth, it was found that the conspicuous motivation did not affect continuous intention. Tenth, it was found that the hedonic motivation had a positive (+) effect on continuous intention. Eleven, satisfaction was found to have a positive (+) effect on continuous intention. This study derived academic and practical implications based on the analysis results and proposed future research directions.

Keywords Yachts, Motivation for Yachts, Satisfaction, Continuous Intention.

*Corresponding author: gcshin@khu.ac.kr

1. Introduction

Recently, the demand for marine leisure tourism has continued to increase (Phillips & House, 2009). Marine leisure tourism has recently developed into a more specialized and advanced form of surfing, snorkeling, scuba diving, yachting, and cruise, away from simple tourism behaviors such as beach, tidal flat experience, and sea fishing. In addition, local governments adjacent to the coast are scrambling to develop facilities such as Marina to actively accommodate marine leisure tourism (Lee & Yoo, 2007).

In the United States and Europe, where marine tourism is developed, marine tourism is activated through water-friendly space creation projects, and beaches, marina, and cruise terminals function as the center of tourism. In these countries, marine leisure sports activities such as leisure boats, windsurfing, and skin scuba are the main focus of marine tourism, and the proportion of cruise tourism participation is also high.

While interest in marine sports and growth potential are increasing, research on yacht activities is still insufficient. Previous studies related to yacht activities are mainly focused on development policies for yacht activities in terms of suppliers such as Marina activation policies (Park, 2017; Oh, 2014; Oh, 2017), attitudes of residents in nearby areas (Seo & Kim, 2010; Jeong & Yoo, 2017), and service quality (Lee & Shim, 2011). Although research is underway to understand participation in yacht activities such as motivation, immersion, and experience factors (Kim et al., 2018; Park & Yang, 2015; Lee, 2013), it is still difficult to examine the relationship between motivation and continuous participation intention. Therefore, this study judged that research is necessary to structurally understand the behavior of people who want to participate in yacht activities through motivation and continuous participation intention in relation to yacht activities.

2. Literature Review and Hypothesis

2.1. Motivation for yacht leisure activities

Motivation is the power that leads a person to perform certain actions (Alderman & Green, 2011). Individuals participate in leisure activities when they have their own characteristics and are well worth attracting interest (Yoon, 2006). In addition, motivation is an important variable in clarifying the reasons for human behavior and is an important variable in clarifying the reasons for leisure activities. Similar to the tourism motivation revealed by Kim (2012), leisure motivation can be said to be a desire for leisure activities by a specific individual, and high satisfaction can be formed if the leisure motivation is accurately identified and the needs of those who enjoy leisure activities are satisfied.

Yoon and Seo (2012) suggested that since the products chosen by participation motivation in leisure sports vary, it is necessary to respond strategically according to people's motivation for participation, and previous studies say that leisure sports' unique fun, enjoyment, stimulation, and motivation are not sufficiently reflected.

Van der Merwe et al. (2011) examined tourists' motives for selecting marine tourist attractions, and four motives were derived from the study: attractiveness of tourist attractions, daily escape and relaxation, time utilization, and personal attachment. In addition, Snyder & Spreitzer (1983) investigated the relationship between internal satisfaction (pleasure, emotion, sense of accomplishment, etc.), external satisfaction, social solidarity, identity formation, loyalty to participating organizations, and participants' overall sports activities (Park, 2008).

In addition, the stronger the motivation for participation, the higher the tendency to engage in leisure activities, and since immersion through such motivation involves positive emotions such as satisfaction, it can be judged as a factor that increases the intention of continuous behavior (Jeong & Cho, 2008). Yang (1994) presents six factors for college students' motivation to participate in sports through exploratory factor analysis: health, physical strength, purification, adventure pursuit, body shaping, social motivation, and joy pursuit.

Jeong (1997) divided the motivation to participate in leisure sports into motivation, internal motivation, and external motivation, and examined the components of each factor. At this time, pleasure or technology development, sense of accomplishment and excitement are suggested as components of internal motivation, and conditioning, health and physical strength, socialization, and external display are suggested as components of external motivation.

In addition, Yao et al. (2021) classified Chinese yacht activities into (1) novelty and stimulation, (2) tourism and leisure, (3) sports and learning, (4) social relations, (5) confidence and honor, and (6) self-realization, and subdivided and examined participants in yacht activities according to each motive through cluster analysis. Specifically, the Chinese yacht activity market was subdivided into (1) a group seeking new experiences, (2) a group seeking leisure and sport activities, (3) a group seeking various experiences, and (4) a group seeking self-realization, and raised the need to implement marketing strategies differently for each group.

Parker & Gök (2021) believes that collaborative experience in the yacht charter service experienced by renting yachts can increase the perceived value of yacht activities and stimulate motivation such as social needs, economic needs, and nature-based rest.

Yachting activities are activities aimed at relaxing and leisure activities while cruising the ocean using ships. Yachts not only incur expensive ship costs but also cost a lot of money for maintenance, so activities were initially carried out around certain economically affordable classes. Therefore, it has different characteristics from other leisure activities and marine sports activities.

Therefore, this study aims to examine the effect of these motivations on immersion, satisfaction, and continuous participation intentions, consisting of achievement motivation, social motivation, escapist motivation, conspicuous motivation, and hedonic motivation.

2.2 Satisfaction

Satisfaction is formed when a consumer meets expectations for a product or service or receives benefits beyond expectations (Oliver, 2000; Oliver & Swan, 1989). This satisfaction is recognized as an important variable in predicting consumer behavior such as positive attitudes toward products or services, revisit intention and word of mouth intention, continuous participation intention, and customer loyalty (Lee & Kim, 2016).

This satisfaction is a leading variable that affects loyalty to leisure activities, and people's satisfaction or dissatisfaction with the tourist destination they have visited is an important factor in determining whether to revisit the tourist destination (Yoon & Uysal, 2005). When satisfied, people continue to participate in activities to strengthen them and lead to active recommendations to others (Kim, 2012). In other words, positive experiences of leisure activities can secure more potential leisure activists as they are willing to revisit in the future (Baek & Han, 2010).

In addition, a study by Moon and Lee (2011) defined satisfaction as a subjective emotional state formed through leisure activities such as leisure activities, and although there is no clear standard, it is a positive mood state that can be felt inside. Hwang and Kim (2010) defined leisure satisfaction as the degree of enjoyment and satisfaction felt in leisure activities selected by participants, and said that such satisfaction occurs when the expected demands are met at the beginning of leisure activities or while participating. Lee Jae-hyung et al. (2000) said that since satisfaction with leisure activities satisfies an individual's conscious and unconscious needs, leisure satisfaction is an important factor in defining participation in leisure activities and determining the sustainability and interest of those activities.

Liu et al. (2013) believes that the ultimate purpose of leisure activities is mental and physical well-being, and mental satisfaction formed through physical movement is an important factor in forming a positive attitude toward leisure activities (Carmichael et al., 2015). In addition, people can control stress and express emotions appropriately and comfortably through emotional satisfaction, which has been found to increase their intention to continue certain activities (Kim & Moon, 2008; So, 2013). Lastly, social satisfaction is a two-dimensional factor among the expected effects of exercise (Jeong, 2017), but since physical areas such as health promotion are affected by psychological areas (Song, 2003; Yoon & Kim, 2017; Miller & Brown, 2005), external satisfaction may be an important factor in increasing loyalty. Therefore, this study aims to examine the

satisfaction of yacht treasure activities by composing physical satisfaction, emotional satisfaction, and social satisfaction based on previous studies.

H1: Accessibility has a positive impact on satisfaction.

H2: Enjoyment has a positive impact on satisfaction.

H3: Convenience has a positive impact on satisfaction.

H4: Accessibility has a positive impact on satisfaction.

H5: Enjoyment has a positive impact on satisfaction.

2.3 Continuous participation intention

Continuous participation intention refers to the degree to which participants in Yacht treasure activities want to continue to participate in Yacht treasure activities in the future (Lee et al., 2003). In addition, the intention to continue participating in leisure activities is that an individual directly participates in leisure activities and regularly performs them (Weinberg & Gould, 1995) That is, continuous participation intention is a positive and active action intention that refers to the possibility that participants want to do it again based on their experience using yoga activities (Jeon, 2014; Jeong, 2004; Jeong & Han, 2017).

This intention to continue participation influences consumer decision-making through actions that are linked after satisfaction (Anderson et al., 1994). Continuous participation intention is an intermediate variable between attitude and behavior, and is generally presented as repurchase intention in products, reuse intention in services, and revisit intention in tourism (Ajen & Fshbin, 1985, Jeong, 2009). According to previous studies, it is revealed that participants who are satisfied with leisure activities are linked to the intention to continue participation and recommendation (Son & Yoon, 2012).

In sports-related studies, exercise persistence refers to the intention of an individual to actually participate in and continue to perform exercise (Choi, 2005), which is influenced by personal, social, and environmental factors, and can affect exercise persistence through interactions between these factors (Alken, 2001; McAuley & Jacobson, 1991). In other words, the intention to continue exercising differs from simply participating in exercise, and since people can experience health or stress relief, pleasure, leisure satisfaction, quality of life, and self-realization by continuously exercising (Choi, 2005).

According to previous studies, voluntary activity selection and motivation for participation are important factors in maintaining sports activities continuously by increasing satisfaction with activities (Yang, 2011; Park, 2010). In addition, the higher people perceive the benefits of leisure activities, the more fun or enjoyment they feel in leisure activities can induce immersion

experience, which entails satisfaction or positive emotions for leisure activities, which has a positive effect on continuous participation intention (Kim, 2010; Lee, 2003).

A study related to horseback riding, one of yacht-like luxury leisure activities, also revealed that intrinsic motivation, confirmatory control, and external control positively affect participation satisfaction among participants to increase participation intention, but not motivation (Park & Lim, 2009). In addition, previous studies suggest that horseback riding club members' motivation for participation in health, social orientation, self-development, and hobby orientation positively affects exercise continuity through exercise commitment (Park & Park, 2011) must satisfy satisfaction and immersion to increase their intention to continue participation in luxury leisure activities.

This study aims to examine in more detail how the relationship between motivation, immersion, and satisfaction of yacht treasure activities affects the intention to continue participation in order to enable yacht treasure activities to participate continuously, not once.

H6: Accessibility has a positive impact on continuance intention.

H7: Enjoyment has a positive impact on continuance intention.

H8: Convenience has a positive impact on continuance intention.

H9: Accessibility has a positive impact on continuance intention.

H10: Enjoyment has a positive impact on continuance intention.

H11: Satisfaction has a positive impact on continuance intention.

3. Results

3.1 Samples

The subjects of this study were the convenience extraction method for the general public who were interested in yacht activities or had experience in yacht activities. The investigator explained the purpose of this study to the survey subjects and asked them to answer the questionnaire in a self-written manner. The questionnaire was distributed to a total of 350 people, and 338 copies were used for analysis, excluding 12 copies that answered many unresponsive questions or unfaithfully.

3.2 Measurement items

For the motivation for yacht activities, studies by Kang (2017), Kim (2019), Lee (2010), and Choi & Kim (2009) were referenced. As for the achievement motivation, (1) I participated in yacht

activities (experience) to taste another sense of victory, (2) I participated in yacht activities (experience) with a new sense of challenge, (3) I participated to feel a sense of accomplishment in yacht activities (experience). It was measured using a Likert 7-point scale for the four items (1: Not at all, 7: Very much so). Social motivation was (1) participated in yacht activities (experiences) to promote friendship, (2) participated in yacht activities (experiences) to meet new people, and (3) participated in yacht activities (experiences) to increase sociality. For the three items, such as, the Likert 7-point scale was used to measure (1: Not at all, 7: Very much so). escapist motivation was (1) participated in yacht activities (experiences) to refresh oneself, (2) participated in yacht activities (experiences) to relax the body and mind, (3) participated in yacht activities (experiences) to forget daily life, and (4) participated in yacht activities (experiences) to escape from repeated life. It was measured using a Likert 7-point scale for the four items (1: Not at all, 7: Very much so). I participated in yacht activities (experience) because I wanted to brag to others, (2) participated in yacht activities (experience) to make stories about travel, (3) participated in yacht activities (experience) in that I could do things that others could not easily do. (4) I wanted to show off my social class to others. It was measured using a Likert 7-point scale for the four items (1: Not at all, 7: Very much so). The hedonic motivation was (1) participated in yacht activities (experience) for various marine leisure sports activities, (2) participated in yacht activities (experience) for self-discovery through new experiences, and (3) participated in yacht activities (experience) to learn new leisure activities. For the three items, such as, the Likert 7-point scale was used to measure (1: Not at all, 7: Very much so).

For satisfaction, studies by Beard and Ragheb (1980), and Jeong (2018) were referenced. Specifically, (1) yacht activities improved muscle strength or cardiopulmonary function, (2) yacht activities helped to gain vitality in life, and (3) yacht activities helped to improve social participation and adaptability. For the three items, such as, the Likert 7-point scale was used to measure (1: Not at all, 7: Very much so).

For continuous intentions, studies by Choi and Kim (2009) were referenced. Specifically, (1) I intend to continue to participate in yacht activities in the future, (2) I will recommend yacht activities to others, (3) I will continue to participate in yacht activities in my leisure life. For the three items, such as, the Likert 7-point scale was used to measure (1: Not at all, 7: Very much so).

3.3 Confirmatory factor analysis

Confirmatory factor analysis was conducted by using AMOS 23.0 to examine the composite reliability of the factors for each construct and assess the convergent and discriminant validity. The seven constructs were above 0.7, indicating a reasonable level of composite reliability, shows as

<Table 1>. The output of confirmatory factor analysis revealed that each t-value was significant, thus convergent validity is established.

Table 1. Confirmatory factor analysis

Construct	Standardized factor loading	S.E.	t-value	Composite reliability	AVE
AM1	0.867				
AM2	0.924	0.040	25.091 ^{***}	0.951	0.830
AM3	0.913	0.042	24.430 ^{***}		
AM4	0.938	0.041	25.966 ^{***}		
SM1	0.925				
SM2	0.933	0.036	28.651 ^{***}	0.921	0.797
SM3	0.815	0.042	21.175 ^{***}		
EM1	0.868				
EM2	0.792	0.034	27.034 ^{***}	0.924	0.754
EM3	0.910	0.044	23.566 ^{***}		
EM4	0.899	0.042	23.052 ^{***}		
CM1	0.950				
CM2	0.897	0.055	18.321 ^{***}	0.941	0.801
CM3	0.886	0.058	17.264 ^{***}		
CM4	0.844	0.049	19.180 ^{***}		
HM1	0.865				
HM2	0.951	0.040	25.974 ^{***}	0.922	0.797
HM3	0.860	0.046	21.345 ^{***}		
SA1	0.723				
SA2	0.834	0.073	15.069 ^{***}	0.846	0.648
SA3	0.852	0.071	15.398 ^{***}		
CI1	0.936				
CI2	0.918	0.032	30.529 ^{***}	0.953	0.871
CI3	0.945	0.031	33.643 ^{***}		

Note: AM = achievement motivation, SM = social motivation, EM = escapist motivation, CM = conspicuous motivation, HM = hedonic motivation, SA = satisfaction, CI = continuance intention

$\chi^2=593.67$ (df=231, p=.000), CMIN/df=2.570, RMR=.037, CFI=.919, NFI=.895, IFI=.916, TLI=.897, RMSEA=.075

^{*}p<.10, ^{**}p<.05, ^{***}p<.01

The measurement scales of discriminant validity examined the correlation of factors between a pair of constructs with the square root of the AVE (average variance extracted) for each of two constructs. Discriminant validity was confirmed because the correlation value between the two variables was lower than the square root of the AVE. <Table 2> indicated the results of correlation analysis and descriptive statistics of all construct.

Table 2. Correlation analysis and descriptive statistics

	1	2	3	4	5	6	7
1. AM	0.911						
2. SM	0.628	0.893					
3. EM	0.684	0.666	0.868				
4. CM	0.521	0.510	0.532	0.895			
5. HM	0.758	0.658	0.835	0.638	0.893		
6. SA	0.711	0.802	0.786	0.621	0.852	0.805	
7. CI	0.674	0.633	0.658	0.529	0.741	0.802	0.933
<i>M</i>	3.979	4.049	4.581	3.439	4.412	4.261	4.434
<i>SD</i>	1.962	1.800	1.753	1.815	1.796	1.666	1.770

Note: AM = achievement motivation, SM = social motivation, EM = escapist motivation, CM = conspicuous motivation, HM = hedonic motivation, SA = satisfaction, CI = continuance intention

^aThe diagonal elements are the square root of the average variance extracted.

3.4 Hypothesis testing

The results of the structural model, as shown <Table 3>, $\chi^2=664.356$ ($df=231$, $p=.000$), $CMIN/df=2.876$, $RMR=.052$, $CFI=.901$, $NFI=.892$, $IFI=.908$, $TLI=.904$, $RMSEA=.073$, demonstrated acceptable fit. The analysis revealed that 11 hypothesized relationships exhibit statistical significance. First, structural paths were assessed to examine the hypotheses involving how motivation to participate would predict satisfaction. The results showed that social motivation ($\beta = .349$, $t = 6.693$, $p < .01$), escapist motivation ($\beta = .310$, $t = 4.325$, $p < .01$), conspicuous motivation ($\beta = .078$, $t = 1.725$, $p < .10$), and hedonic motivation ($\beta = .311$, $t = 3.673$, $p < .01$) have significant for satisfaction. Therefore, hypotheses 2, 3, 4, 5 were supported. However, achievement motivation ($\beta = .004$, $t = .073$, $p > .10$) has not significant for satisfaction. Therefore, hypotheses 1 was rejected.

Next, structural paths were assessed to examine the hypotheses involving how motivation to participate and satisfaction would predict continuance intention. The results showed that

achievement motivation ($\beta = .193, t = 2.988, p < .01$), escapist motivation ($\beta = .205, t = 2.094, p < .05$), hedonic motivation ($\beta = .188, t = 1.690, p < .10$), and satisfaction ($\beta = .722, t = 4.294, p < .01$) have significant for continuance intention. Therefore, hypotheses 6, 8, 10, 11 were supported. However, social motivation ($\beta = -.052, t = -.632, p > .10$) and conspicuous motivation ($\beta = -.004, t = -.067, p > .10$) has not significant for satisfaction. Therefore, hypotheses 7 and 9 were rejected.

Table 3. Results of hypothesis test

Structural paths			β	S.E.	<i>t</i> -value	<i>p</i> -value	results
AM	→	SA	0.004	0.041	0.073	0.942	rejected
SM	→	SA	0.349	0.042	6.693	***	supported
EM	→	SA	0.310	0.057	4.325	***	supported
CM	→	SA	0.078	0.040	1.725	0.084	supported
HM	→	SA	0.311	0.071	3.673	***	supported
AM	→	CI	0.193	0.059	2.988	0.003	supported
SM	→	CI	-0.052	0.080	-0.632	0.527	rejected
EM	→	CI	0.205	0.095	2.094	0.036	supported
CM	→	CI	-0.004	0.059	-0.067	0.946	rejected
HM	→	CI	0.188	0.113	1.690	0.091	supported
SA	→	CI	0.722	0.204	4.294	***	supported

Note: AM = achievement motivation, SM = social motivation, EM = escapist motivation, CM = conspicuous motivation, HM = hedonic motivation, SA = satisfaction, CI = continuance intention

$\chi^2=664.356$ (df=231, $p=.000$), CMIN/df=2.876, RMR=.052, CFI=.901, NFI=.892, IFI=.908, TLI=.904, RMSEA=.073

4. Conclusions

This study classified the characteristics of motivation to yacht into achievement motivation, social motivation, escapist motivation, conspicuous motivation, hedonic motivation, and examined the effect of the characteristics of each motivation to yacht on satisfaction. Furthermore, the effect of these motivation and satisfaction on the continuance intention to yacht activity was examined.

The results of this study are as follows. First, social motivation, escapist motivation, conspicuous motivation, and hedonic motivation have significance for satisfaction, while achievement motivation has not significant for satisfaction. At this time, looking at the standardization coefficient, it was found that social motivation, hedonic motivation, escapist motivation, and

conspicuous motivation had a great influence on satisfaction. Therefore, in order to stimulate social motivation, it is necessary to make efforts to carry out yacht activities as clubs or group activities rather than individual activities. In addition, in order to stimulate hedonic motivation and escapist motivation, it is necessary to organize a yacht activity program so that the freedom, mood change, and self-discovery can be obtained through yacht activities.

Second, achievement motivation, escapist motivation, hedonic motivation, and satisfaction have significance for continuance intention, while social motivation and conspicuous motivation have not significant for continuance intention. At this time, looking at the standardization coefficient, it was found that the magnitude of the influence on continuous intention was large in the order of satisfaction, escapist motivation, achievement motivation, and hedonic motivation. Therefore, in order to increase the intention to continue yacht activities, it is necessary not only to propose a customer experience that can increase satisfaction, but also to design a yacht program to increase the experience that customers have achieved certain tasks through yacht activities.

The limitations of this study and the direction of future research are as follows. First, yachts have dinghy yachts and cruise yachts depending on their size. Diggy yachts are yacht activities centered on personal activities, while cruise yachts are yacht activities centered on teamwork. Therefore, the motivation for yacht activities may vary depending on which yacht you want to ride. In future studies, it seems necessary to investigate the relationship between consumers' motivation, immersion, satisfaction, and continuous behavioral intentions for yacht activities according to the yacht type. Second, this study focused on yacht activities. However, in addition to yacht activities, marine sports include windsurfing, water skiing, jet skiing, and skin scuba. In future studies, it is necessary to examine structural differences in consumer motivation, immersion, satisfaction, and continuous behavioral intentions for various marine sports as well as yacht activities.

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