

**THE RELATIONSHIP BETWEEN TOURIST BACKGROUNDS, SPORTS
PARTICIPATION, SENSATION SEEKING, AND PARTICIPATION
INTENTIONS IN SPORT TOURISM**

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ABSTRACT

The purpose of this study is to investigate the relationship between sport tourist backgrounds, sports participation, sensation seeking, and sport tourists' participation intention in the Taiwan. The methodology used in the research relevant literature, and compiling a "Questionnaire on Participation Behavior in Sport Tourism." A total of 1,800 questionnaires were distributed in the Taiwan area, from which 1,655 valid questionnaires were collected. All data were analyzed using SPSS, and the following results generated: 1) Tourist backgrounds, sports participation, sensation seeking was closely related to the participate intention on sport tourists. 2) 51.2% of the variation in sport tourism participation intention were explained by sport tourist backgrounds, sports participation, sensation seeking. In conclusion, these results shows that sensation seeking and sports participation were most influential to the participate intention in sport tourism, and the results of this research can be provided to operators in the sport tourism industry to help them understand consumer demand and to design products and achieve market differentiation.

KEYWORDS: sport tourism, tourist backgrounds, sports participation, sensation seeking, participation intentions
