

THE UNIVERSITY OF HONG KONG



DEPARTMENT OF GEOGRAPHY
CENTRE OF URBAN PLANNING AND ENVIRONMENTAL MANAGEMENT
DEPARTMENT OF CIVIL ENGINEERING

are pleased to present a seminar by

Dr Chieh-Lu Li

Department of Geography, HKU

On

A Structural Model of Diverse Forest Recreationists

Time: 7:00 p.m., Wednesday, 13 April, 2005

Venue: Room 222, Hui Oi Chow Science Building, HKU

About the Speaker

Dr. Chieh-Lu Li is originally from Taiwan. He holds a Master of Science from the Department of Forestry and Natural Resources of Purdue University and Ph.D. from the Department of Recreation, Park, and Tourism Management of the Pennsylvania State University. He has been the recipient of several research grants including from USDA Forest Service as well as worked in several funded research projects on park and forest recreation in the United States, at both state and federal levels. Findings of his projects can also be found in the reports, conference proceedings, and referred journals. Dr. Li has 8 years working experiences in both private and public sectors, including Taiwan Tourism Administration. His research focuses on resource base tourism and recreation, cross-cultural analysis of customer service, park and protected areas recreation management, as well as National Visitor Use Monitoring (NVUM) in the U.S. National Forest.

Seminar Abstract

The importance of cultural diversity has been recognized in recreation and park management for more than a decade; however, few studies have focused on multicultural comparison of recreation visitors in a park and recreation context. The speaker will present a structural model of visitor service with six constructs including culture, experience, crowding, service quality, satisfaction, and behavioral intentions and examine the causal relationships among these constructs in forest recreation. The results showed that perceived service quality, satisfaction and behavioral intentions were highly positively correlated, and lower perceived service quality led to less satisfaction and behavioral intentions. Further analysis of mediation effects in the final structural model, especially those of service quality and experience, showed that they play an important role in the relationship between culture and satisfaction, but the effect of service quality was stronger than that of experience. Discussion of the findings and management implications are suggested.

All interested are welcome

