

The Impact of Leisure Sports Recreation Resource Value on Recreation Intention of Recreationists

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Abstract

In pursuit of enhancing the satisfaction assessment of urban greenway visitors in City A and fostering their inclination to revisit the greenway, this research endeavours to examine the influence of the value of leisure sports recreation resources on the recreational intentions of participants. The assessment of recreational satisfaction is proposed to encompass four fundamental factors: namely, greenway recreational facilities, greenway landscape environment, greenway management, and greenway accessibility. The author employs the greenway within City A as a case study to investigate the correlation between greenway recreational satisfaction and the inclination to revisit. Through thorough investigation and analysis, it is observed that a significant proportion of recreational users are local residents residing in proximity to the greenway. Their primary aim is to engage in leisure and fitness activities within a favourable environment, demonstrating a strong willingness to revisit. Consequently, data from 316 respondents were collected, utilizing both qualitative and quantitative research methodologies. The SPSS statistical software was employed for reliability testing and regression analysis purposes. According to the regression analysis conducted using SPSS, it was found that greenway recreational amenities, the quality of the green landscape environment, and the effectiveness of greenway management practices exert positive and statistically significant effects on the inclination to revisit. Conversely, the accessibility of greenway management displayed a negative and statistically insignificant impact on recreational willingness to return. With the exception of one factor, all satisfaction indicators exhibit a noteworthy positive influence on the inclination to revisit, with landscape environment satisfaction emerging as the primary influential factor, followed by the greenway management factor and accessibility factor, both exerting comparatively lesser impact than recreational facilities. Hence, in light of the research outcomes, addressing the issue of greenway management accessibility is deemed crucial, given its demonstrated negative and inconsequential impact on recreational engagement willingness. It is imperative to channel efforts towards enhancing accessibility to ensure a more favourable visitor experience and elevate the probability of their return.

Keywords: Leisure Sports, Recreation, Recreationists, Willingness to Revisit.

Introduction

With the burgeoning awareness of national leisure pursuits and the exponential rise in leisure demands, urban recreational amenities are assuming heightened prominence (Venter et al., 2020; Zieff, Chaudhuri, & Musselman, 2016). Concurrently, the integration of tourism and leisure within the broader urban landscape and industry has catalysed a fervent and research-driven overhaul of urban landscapes, public spaces, architectural heritage, and transportation infrastructure (Haar, 2011). This global trend has led to an influx of leisure tourists into cities, resulting in a heightened complexity of urban leisure tourism activities. Consequently, the entire cityscape becomes the canvas for the recreational experiences of all users, underscoring the necessity for cities to furnish high-quality and suitable tourism environments for recreational purposes (Ogden & Faulkner, 2022). Henceforth, within the contemporary milieu of urban reconstruction and

optimization, the establishment and advancement of recreational facilities and environments often assume central positions in major urban renewal endeavours. Within pertinent research domains, urban recreation and tourism phenomena have garnered limited attention from scholars in both tourism and urban studies (Shoval, 2018). The academic exploration of urban recreation in China spans a history of over three decades, yet a majority of research in this realm predominantly examines macroscopic perspectives such as industry dynamics, spatial arrangements, competitive dynamics, cooperative relationships, and brand perception, with a noticeable dearth of research focusing on micro-level perspectives (Visser, 2017). Much of the research concerning the perception and assessment of destination recreational experiences concentrates on specific tourist attractions, designated tourist enclaves, or specialized recreational zones within urban areas. Compared to the prevailing landscape of tourism and recreation in numerous cities

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and the burgeoning influx of tourists into urban settings, the research pertaining to urban environmental provisioning from the vantage point of tourist satisfaction appears notably inadequate. The optimization of urban recreational environment provisioning necessitates not only astute judgments from planning designers, researchers, and managers at a macroscopic level but also necessitates due consideration of the experiential judgments of users and urban recreational enthusiasts. Greenways, delineated as linear green open spaces characterized by verdant surroundings, are typically established along natural and artificial corridors such as coastlines, riversides, ridges, valleys, and scenic roads. These greenways offer individuals outdoor venues for activities close to nature, sightseeing, recreational pursuits, slow cycling, leisurely activities, and fitness endeavours. Generally categorized into three types—ecological, rural, and urban—greenways serve as vital components of urban recreational infrastructure (Mohamad Saleh, Md Kassim, & Alhaji Tukur, 2022).

The rapid pace of urbanization has compressed both the temporal and spatial dimensions of outdoor activities for urban residents, exacerbating sub-health issues resulting from their detachment from natural environments. This phenomenon sets a significant backdrop for the emergence of urban greenways (Cong et al., 2022).

The evolution of greenways in foreign nations boasts a rich history. By the 1990s, countries such as the United States, Britain, Japan, and Singapore had developed relatively comprehensive greenway networks. Theoretical research during this period primarily concentrated on establishing ecological networks and corridors within

greenways to stabilize ecological environments and mitigate environmental disruptions stemming from urban development. As research perspectives diversified, scholars increasingly focused on issues such as greenway planning, standardized management, alignment with public needs, and the establishment of scientific evaluation systems.

China's greenway development commenced notably in 2010 with the establishment of the Guangdong Pearl River Delta Greenway Network. Subsequently, various provinces and cities nationwide embarked on ambitious greenway construction endeavours. Presently, theoretical exploration and case analyses of greenway planning and construction constitute the most prolific areas of greenway research in China. In recent years, domestic scholars have shifted their focus towards user evaluation, encompassing recreational preferences, motivations, satisfaction studies, health benefits, and assessments of residents' happiness.

Existing research on greenway recreational satisfaction predominantly examines the relationship between usage characteristics and recreational satisfaction. However, scant research delves into the impact of greenway recreational satisfaction on visitors' willingness to revisit. In this context, the author selected City A's greenway as the research focal point. Through exploratory factor analysis and regression analysis, the study investigates the influence of greenway recreational satisfaction on the inclination to revisit, offering targeted optimization recommendations. Figure 1 illustrates the practical teaching system of forest resource protection and recreation specialty (Luo & He, 2021).

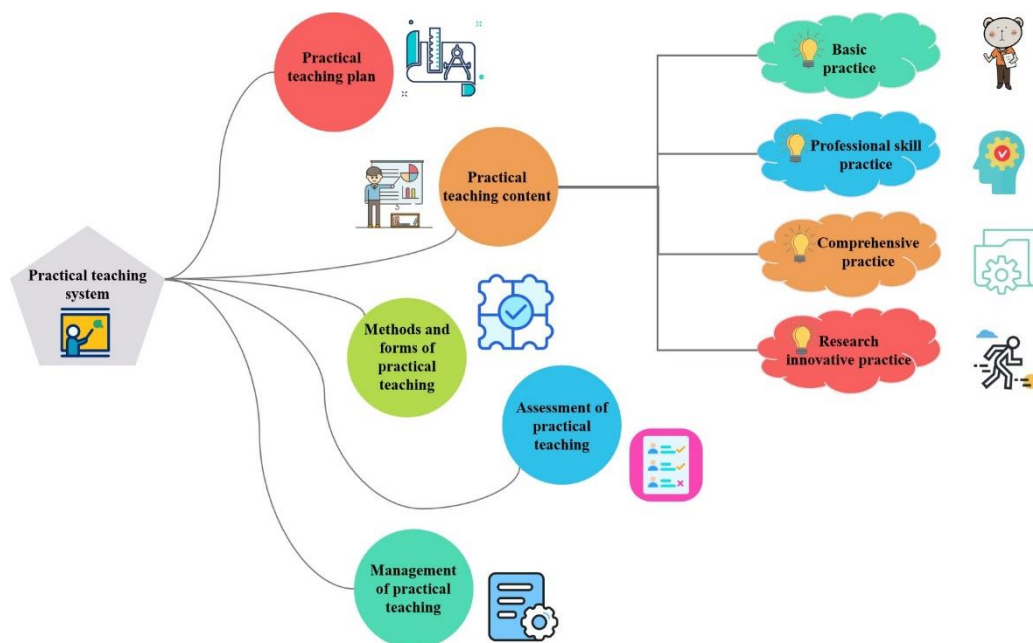


Figure 1. Practice Teaching System for Forest Resource Protection and Recreation.

The research was structured into five chapters. The initial chapter, serving as the introduction, provided an overview of the research topic, its significance, and the research objectives. Following this, the subsequent chapter, the literature review, entailed a thorough examination and synthesis of existing scholarly works pertinent to the research topic, thereby establishing the theoretical framework. The third chapter, research methodology, delineated the approach and methods employed in conducting the study, encompassing aspects such as research design, sampling strategy, and data collection techniques. Subsequently, the data analysis and results chapter presented the findings derived from analysing the collected data, employing suitable statistical methods and visual representations. Lastly, the fifth and concluding chapter, the discussion and implications chapter, interpreted the results within the context of the research, discussing their significance, limitations, and implications for theory, practice, and future research. Following the introduction, each of the subsequent four chapters was expounded upon in the respective sections.

Literature Review

Greenways, characterized as linear open spaces with diverse functionalities encompassing recreation, transportation, and conservation, offer valuable opportunities for physical activity, nature appreciation, and social engagement. Prior research has elucidated the impact of various leisure sports recreation resource values on visitors' willingness to revisit greenways, with particular attention to greenway recreation facilities, landscape environment, management strategies, and accessibility. Among these factors, greenway recreation facilities play a pivotal role in both attracting visitors and enriching their experiences. Lynch (2019) highlights the significance of diverse recreational amenities, such as walking and biking trails, picnic areas, playgrounds, and sports facilities, in enhancing visitor satisfaction and the likelihood of visitation. Moreover, well-maintained facilities contribute to the overall allure of greenways and foster repeat visits (Liu et al., 2019).

Conversely, the greenway landscape environment significantly influences visitors' perceptions and experiences (Li, Wang, et al., 2022). Sullivan et al. (2020) assert that visually appealing landscapes, characterized by scenic views, natural features, and diverse vegetation, enhance visitors' emotional well-being and foster a sense of connection with nature. Additionally, the presence of water bodies, such as

rivers or lakes, along greenways has been shown to positively influence visitors' willingness to revisit (Pan & Jiang, 2022).

In essence, effective greenway management practices encompassing maintenance, signage, and programming are indispensable for ensuring favourable user experiences and fostering repeat visits (Dluhy et al., 2000). Ndubisi, DeMeo and Ditto (1995) have demonstrated that well-maintained greenways featuring clear signage, routine cleanliness, and sufficient safety measures positively impact visitors' perceptions of safety and comfort. Additionally, the organization of events, guided tours, and educational programs led by knowledgeable staff members enhances visitor engagement and encourages visitation (Tomczak, 1996). Similarly, greenway accessibility emerges as a crucial determinant influencing visitors' willingness to revisit greenways. Coutts (2008) and Li, Gao, et al. (2022) emphasize that convenient access points, interconnected trail networks, and adequate parking facilities augment the likelihood of repeat visits. Moreover, the provision of accessible amenities such as restrooms, drinking fountains, and seating areas enhances overall accessibility and comfort for visitors with diverse abilities (Gu, 2022).

Empirically, the collective impact of greenway recreation facilities, landscape environment, management practices, and accessibility on visitors' willingness to revisit is substantiated. Xue et al. (2022) observed that visitors reporting positive experiences across these dimensions exhibited heightened intentions to revisit greenways in the future. Moreover, positive word-of-mouth endorsements and social media dissemination by satisfied visitors can further influence others' willingness to visit and revisit greenways (Müller et al., 2023). Conversely, additional studies have also underscored the positive and significant influence of these factors on willingness to visit (Cong et al., 2022; Dushkova et al., 2022; Wang et al., 2023).

The preceding discourse underscores the importance of greenway recreation facilities, landscape environment, management strategies, and accessibility in shaping visitors' inclination to revisit. The provision of diverse and well-maintained recreation facilities, visually captivating landscapes, effective management practices, and convenient accessibility collectively contribute to positive visitor experiences and augment the likelihood of repeat visits. Thus, based on this significance, the current study formulates the following research hypotheses.

H1: *Green way recreation facilities has significant impact on willingness to revisit.*

H2: *Green way landscape environment has significant impact on willingness to revisit.*

H3: *Greenway management accessibilities has significant impact on willingness to revisit.*

H4: *Greenway management strategies has significant impact on willingness to revisit.*

Methodology

Research Design and Sampling Technique

There exist two distinct research methodologies: qualitative and quantitative research approaches (Clarke, 2003; McNabb, 2015). The researcher has employed both qualitative and quantitative research approaches, constituting a mixed-methods approach. In this mixed-methods study, the researcher utilized field interviews involving open-ended questions alongside survey-based questionnaires. Additionally, the research adopted a convenient sampling technique, a form of non-probability sampling deemed suitable particularly when the population is unknown (Ganesha & Aithal, 2022).

Overview of the Research Area

With a forest coverage rate of 78.73%, City A stands as the most verdant urban centre within China's lushest province, earning the esteemed title of the "Green Capital of China." In an effort to seamlessly integrate forests into the urban landscape, furnish the populace with natural and inviting green spaces for leisure, and facilitate public access to ecological benefits, the Party Committee and Municipal Government of City A formulated plans in 2012. This initiative aimed to commence from Township B in Area A, extending to Village D in Area C, leveraging the forested expanse situated to the east of the urban core. Positioned on a hillside at approximately 300 meters above sea level, a rural-urban greenway stretching approximately 40 kilometres was envisioned, meticulously aligned with the topographical contours of the mountainous terrain.

By the year 2018, significant strides had been made, particularly in the E to R mountain segment within the downtown precinct, boasting a total length of 20 kilometres and a width of approximately 5 meters. This segment effectively links two national forest parks and three urban parks. The greenway infrastructure includes five bus lanes, facilitating connectivity to key routes such as Hutushan Road and Gaoyan Road, along with eleven pedestrian thoroughfares, seamlessly interconnecting

locales like Jinsong Road, Lvyan Road, and the Library district, thus ensuring convenient ingress and egress for citizens.

Moreover, the greenway boasts five small post stations—Lianquan, Wenbi, Miaoyuan, Xiangu, and Panling—three modest parking facilities including Miaoyuan, Xianren, and Panling, as well as a network of sixteen pavilions and corridors, sixteen public lavatories, and several rest areas. Additionally, supporting amenities such as water supply and drainage, lighting fixtures, and video surveillance systems have been strategically deployed to enhance the overall functionality and safety of the greenway infrastructure (Sugumaran et al., 2022).

Questionnaire Survey

Data collection for the study utilized a combination of field visits, interviews, and questionnaires. The questionnaire comprised three sections: The first segment encompassed demographic and statistical characteristics of the respondents; the second segment delved into the recreational behavioural traits of respondents, encompassing factors such as travel time to the greenway, mode of transportation utilized, duration of stay at the greenway, frequency of visits, primary purpose of visitation, and willingness to revisit; the third segment featured the Greenway Recreational Satisfaction Assessment Scale (refer to Table 1). This scale incorporated 24 predetermined indicators for evaluating greenway recreational satisfaction. Response options were structured using a Likert 5-point scale, wherein larger values leaned towards positive sentiments, with 1 signifying "very dissatisfied," 3 indicating "uncertainty," and 5 representing "very satisfied." Furthermore, an open-ended question was included to solicit additional perspectives and recommendations from respondents. The survey was administered from February 18 to March 8, 2021, employing two primary methods: Firstly, QR codes of the questionnaire were stationed at rest areas along the greenway, enabling recreational users to independently scan and complete the questionnaire. Secondly, researchers visited the greenway in three separate waves before and after designated timeframes, randomly inviting recreational visitors to scan the QR code and participate in the survey. A total of 316 questionnaires were collected, of which 254 were deemed valid, yielding an effective response rate of 80.4% (Zuo et al., 2023).

Table 1

Research Dimensions and Evaluation Indicators

Evaluation Index Items	Number	Evaluation Index Items	Number
External Public Transportation Convenience	B01	Number and location of trash cans	B13
Parking Lot Setting	B02	Number and location of public toilets	B14
Entrance/Exit Settings	B03	Accessible ramps and facilities	B15
Harmony Between Architecture and Natural Environment	B04	Number and location of self-service points	B16
Quiet Environment along the Greenway and Surrounding Areas	B05	Tour maps, road signs, and other navigation systems	B17
Air Quality and Temperature Perception	B06	The content, form, and location of the scenic spot explanation board	B18
Abundance and Layering of Vegetation Types	B07	Network signal coverage	B19
Aesthetic Degree of Vegetation Landscape	B08	Ease of use of intelligent facilities (intelligent interpretation system)	B20
Types and Quantity of Tourist Attractions	B09	safety protection	B21
Characteristic Cultural Landscape	B10	Facility management and protection	B22
Number and Location of Rest and Viewing Facilities	B11	Public security management	B23
Setup of Sports and Fitness Facilities	B12	Environmental health maintenance	B24

Data Processing

Descriptive statistical analysis was performed on the surveyed samples, and the questionnaire's reliability was assessed via the Cronbach coefficient. Furthermore, the structural validity of the Greenway Recreational Satisfaction Scale was evaluated using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's sphericity test. Exploratory factor analysis and regression analysis were conducted using SPSS 22.0 software (Schneider et al., 2021).

Results and Analysis

Sample Overview and Analysis of Usage Behaviour Characteristics

Within the overall sample, males comprised 40.9%, a proportion lower than females. The predominant age groups were young and middle-aged individuals, with 55.9% aged between 18 and 44, 37% aged between 45 and 60, and 5.5% aged over 60, predominantly due to the reluctance of elderly respondents to participate in the questionnaire due to personal circumstances. Regarding occupational distribution, students constituted 45.7%, public officials 21.7%, enterprise employees 13%, retirees 11%, and other personnel 8%, primarily attributed to the high engagement of students in questionnaire completion. Those earning a monthly income below 5000 yuan represented 78% of respondents, while those earning above 5000 yuan constituted 22%. Generally, the surveyed

samples exhibited diverse characteristics concerning gender, age, monthly income, and occupational composition. The primary modes of transportation for recreational visitors accessing the greenway were walking (59.1%) and self-driving (11.8%), with cycling and electric vehicles accounting for 9.4%, public transportation 9.4%, and other means 10.2%. The majority of arrivals (64.9%) occurred within half an hour. A cross-analysis of the transportation method and arrival time revealed that 72% of pedestrians reached the greenway within 30 minutes, indicative of the predominantly local residency of greenway visitors (Kim et al., 2021).

The mean value for the revisit inclination among recreational users of the greenway stands at 4, signifying a notably high inclination to revisit. Recreationalists typically spend 1-2 hours on the greenway, constituting 40.2% of respondents, while 30 minutes to 1-hour accounts for 31.1%. A majority of respondents, totalling 62.3% of recreational visitors, exhibit a pattern of frequent greenway visits, with 32% visiting less frequently and 5.8% visiting infrequently. A cross-analysis of residence time and visit frequency variables revealed that 88.6% of individuals who visited the greenway regularly and stayed for over 30 minutes were engaged in recreational activities. The primary motivations for utilizing the greenway among recreational users include proximity to nature and the enjoyment of fresh air (28.1%), physical exercise and fitness (22.9%), stress reduction and relaxation (20.4%), social interaction (12.7%), knowledge expansion (10.7%), and other purposes (5.1%). Notably, the exceptional

landscape and environment serve as the primary attractions for 81.7% of tourists visiting the greenway for recreational purposes (Gupta et al., 2022).

Upon conducting a cross-sectional analysis of age and the objectives behind greenway utilization, it was observed that the cohort of recreational users aiming to alleviate stress, engage in relaxation, and partake in physical exercise exhibited a declining trend with advancing age. Conversely, the number of recreational users pursuing alternative objectives demonstrated a positive correlation with age, implying that the primary motive among greenway recreational users is to partake in leisure and fitness pursuits amidst a favourable environmental setting. Evidently, discernible distinctions exist in the recreational objectives across various age cohorts.

Analysis of Satisfaction Factors for Urban Greenway Recreational Users in A City

The structural validity of urban greenway recreational satisfaction variables in City A was examined using the KMO measure and Bartlett's test of sphericity. The obtained KMO value of 0.963 and the highly significant p-value ($p = 0.000$) from Bartlett's test indicate a robust correlation among the variables, rendering them suitable for factor analysis. Employing the principal component analysis method, exploratory factor analysis was conducted on 24 measurement indicators reflecting greenway recreational satisfaction. Utilizing the variance maximization orthogonal rotation method for dimensionality reduction

and considering the scree plot curve's trend, four principal components were extracted, resulting in four common factors of recreational satisfaction. These factors—namely, greenway recreational facilities (X1), greenway landscape environment (X2), greenway management (X3), and greenway accessibility (X4)—accounted for a cumulative variance contribution rate of 78.567%. This suggests that the identified factors effectively elucidate greenway recreational satisfaction, affirming the construct validity of the variables. Internal reliability testing of the four common factors revealed Cronbach's alpha coefficients exceeding 0.8, indicating strong overall consistency, reliability, and stability of the questionnaire (Refer to Table 2 and Figure 2 for details).

Upon examining the mean values of variables encompassed within the four common factors of greenway recreational satisfaction, it emerged that the greenway landscape environmental factors exhibited the highest mean values, averaging around 4. Following this, the greenway management factor ranked second, with an average value hovering around 3.9 for each variable. In contrast, evaluations of greenway accessibility and satisfaction with recreational facilities were comparatively lower. This discrepancy can be attributed to inadequate supporting amenities such as parking lots and recreational facilities along the greenway. Insights gleaned from open-ended questions and interview surveys indicate that a majority of recreational users aspire to enhance recreational facilities and parking provisions (Ross, Legg, & Wilson, 2021).

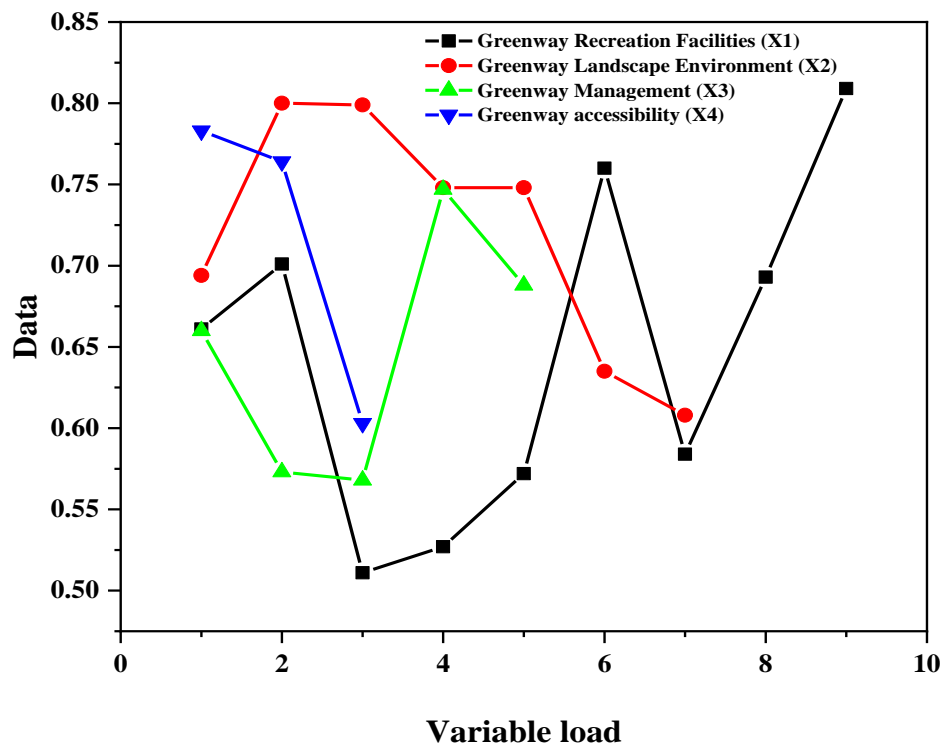


Figure 2. Comparison of Variable Loads of Urban Greenway Recreationists.

Table 2

Analysis of Satisfaction Factors for Urban Greenway Recreational Users

Common Factor	Evaluation Index (Variable)	Variable Mean	Variable Load	Cronbach Coefficient	Characteristic Root	Cumulative Variance Contribution Rate/%
Greenway Recreation Facilities (X1)	B11	3.88	0.661	0.958	15.504	25.267
	B12	3.64	0.701			
	B13	3.8	0.511			
	B14	3.64	0.527			
	BI5	3.79	0.572			
	B16	3.58	0.76			
	B17	3.9	0.584			
	B18	3.86	0.693			
Greenway Landscape Environment (X2)	B20	3.66	0.809	0.951	1.529	48.784
	B04	3.89	0.694			
	B05	4.03	0.8			
	B06	4.17	0.799			
	B07	3.99	0.748			
	B08	4	0.748			
	B09	3.88	0.635			
	B10	3.87	0.608			
Greenway Management (X3)	B21	3.92	0.573	0.919	0.984	65.783
	B22	3.82	0.568			
	B23	3.92	0.747			
	B24	3.97	0.688			
Greenway Accessibility (X4)	B01	3.55	0.783	0.849	0.849	78.567
	B02	3.54	0.764			
	B03	3.83	0.603			

Correlation Analysis Between Satisfaction of Urban Greenway Recreational Users and Willingness to Revisit in A City

correlation between greenway recreational satisfaction and the inclination to revisit, underscoring a robust interdependence among diverse satisfaction factors and the propensity to revisit (Rahmawati, Permadi, & Rinuastuti, 2021).

Table 3 illustrates a highly significant positive

Table 3

Factor Correlation Coefficient

	Willingness to Revisit(Y)	Greenway Recreation Facilities(X1)	Greenway Landscape Environment(X2)	Greenway Management(X3)	Greenway Accessibility(X4)
Willingness to Revisit(Y)	1	0.486	0.618	0.537	0.517
Greenway Recreation Facilities(X1)	0.486	1	0.798	0.858	0.753
Greenway Landscape Environment(X2)	0.618	0.798	1	0.789	0.706
Greenway Management(X3)	0.537	0.858	0.789	1	0.679
Greenway Accessibility(X4)	0.517	0.753	0.706	0.679	1

The Impact of Urban Greenway Recreational Satisfaction on The Willingness to Revisit in A Cities

The first hypothesis posited that greenway recreation facilities significantly impact willingness to revisit. The beta coefficient of 0.354 suggests that each unit increase in the availability of these facilities yields a positive effect on willingness to revisit. The t-statistic value of 2.245, along with a p-value of 0.036 below the standard threshold of 0.05, confirms the significance of the coefficient, indicating a substantial positive impact of greenway recreation facilities on willingness to revisit.

Conversely, the second hypothesis examined the impact of the greenway landscape environment on willingness to revisit. With a beta coefficient of 0.721, an increase in the quality of the greenway landscape environment correlates positively with willingness to revisit. The significantly different t-statistic value of 4.631 and a low p-value of 0.001 further support this assertion, underscoring the significant positive impact of the greenway landscape environment on willingness to revisit.

For the third hypothesis, investigating the impact of greenway management accessibilities, a beta coefficient of -0.129 suggests a potential negative effect, albeit not substantial. The t-statistic value of -0.872, coupled with a p-value of 0.386 above the standard threshold, indicates that the observed outcomes could reasonably occur by chance. Thus, insufficient evidence is found to support a significant impact of greenway management accessibilities on willingness to revisit.

Lastly, the fourth hypothesis assessed the impact of greenway management strategies on willingness to revisit. A beta coefficient of 0.568 implies a positive effect for every unit increase in the effectiveness of these strategies. The significantly different t-statistic value of 3.925 and a low p-value of 0.002 corroborate this finding, indicating a substantial positive impact of greenway management strategies on willingness to revisit.

These results underscore the significant roles played by greenway recreation facilities, greenway management strategies, and the greenway landscape environment in influencing willingness to revisit, while suggesting that greenway management accessibilities do not have a substantial impact. These findings are summarized in [Table 4](#).

Table 4

Hypothesis Results

Hypothesis	Beta	T Statistics	P-values	Decision
H1	0.354	2.245	0.036	Significant
H2	0.721	4.631	0.001	Significant
H3	-0.129	-0.872	0.386	Not Significant
H4	0.568	3.925	0.002	Significant

Discussion and Implications

The research comprised four hypotheses. The initial hypothesis findings indicate a notable influence of greenway recreation facilities on the willingness to revisit. This assertion is substantiated by prior research conducted by [Frauman et al. \(2013\)](#), which underscored the positive impact of recreational amenities within greenway settings on visitors' intentions to revisit. Our findings align with this precedent, emphasizing the pivotal role of greenway recreation facilities in attracting visitors and fostering repeat visitation.

According to the second hypothesis, the greenway's landscape ambiance significantly influences visitors' inclination to return. This observation mirrors the outcomes of previous studies conducted by [Ahern \(2002\)](#) and [Li, Wang, et al. \(2022\)](#), which highlighted the positive correlation between the aesthetic appeal and overall quality of natural environments and visitors' propensity to revisit green spaces. Our analysis reinforces this understanding by demonstrating the potential of a well-maintained and visually pleasing greenway landscape to bolster visitors' intentions to return.

Contrary to our expectations, the third hypothesis findings indicate that greenway management accessibilities do not exert a significant influence on willingness to revisit. However, it's important to note that this conclusion diverges from certain other research findings. For instance, studies by [Lu and Lin \(2022\)](#) and [Wang et al. \(2023\)](#) revealed that easy access to information and services related to greenway management positively affected visitors' satisfaction and intentions to revisit. To reconcile this discrepancy and grasp the precise contextual factors contributing to the insignificance in our analysis, further investigation is warranted.

Lastly, the results pertaining to the fourth hypothesis demonstrate a significant impact of the effectiveness of greenway management strategies on the willingness to revisit. This finding aligns with the findings of research conducted by [Frauman et al. \(2013\)](#), which delved into the influence of management practices on visitors' perceptions and revisit intentions within greenway contexts. Their study highlighted the positive influence of well-implemented management strategies such as clear signage, maintenance, and safety measures on visitors' intentions to revisit. Our analysis corroborates these findings, underscoring the importance of effective management strategies in enriching the overall visitor experience and promoting repeat visits to greenway environments.

Implications

The research carries various practical and theoretical ramifications, which will be delineated in the subsequent sections.

Theoretical Implications

This study has theoretical implications. Firstly, the notable impact of greenway recreation facilities (H1) on visitors' willingness to revisit aligns with theories emphasizing the role of amenities in attracting and retaining visitors. This finding provides empirical support for the idea that amenities like picnic sites and playgrounds positively influence tourists' likelihood to return. Secondly, the significant influence of the greenway's landscape environment (H2) on visitors' inclination to revisit supports theories emphasizing aesthetics and the environment's role in shaping visitor behaviour. This result underscores the importance of visual appeal in creating positive experiences and encouraging return visits. Thirdly, while the lack of significant impact of greenway management accessibilities (H3) on willingness to revisit may seem unexpected, it underscores the complexity of visitor behaviour and suggests avenues for further investigation. This highlights the need to explore additional factors influencing visitors' decisions, such as preferences, motivations, or external influences, offering opportunities for future research and a deeper understanding of visitor behaviour in greenway settings.

Practical Implications

The study offers extensive practical implications alongside its theoretical contributions. These insights serve to assist stakeholders, decision-makers, and greenway management in making informed decisions aimed at enhancing the visitor experience and fostering repeat visits. The substantial impact of recreational amenities along greenways (H1) underscores the significance of investing in their establishment and maintenance. Greenway management should prioritize facilities catering to diverse visitor interests and preferences, focusing on expanding recreational offerings, sustaining current amenities, and providing comprehensive accessibility information. The significance of the greenway's natural environment (H2) profoundly influences its overall appeal, necessitating efforts to enhance its aesthetic qualities. Emphasizing landscaping, native flora cultivation, and regular maintenance is essential to cultivate an attractive environment. Moreover, measures to uphold cleanliness and address potential issues impacting visitor satisfaction are imperative. Thirdly, the notable impact of greenway management strategies (H4) underscores the importance of adopting effective management practices. Prioritizing methods such as clear signage, visitor information services, routine maintenance, and safety measures is essential for greenway management. These strategies not only enhance visitor satisfaction and safety but also positively influence

their likelihood of revisiting. The findings underscore the pivotal role of greenway recreation in bolstering visitors' willingness to return.

Research Limitations and Future Directions

Through substantial research contributions, various drawbacks have been identified, thereby prompting avenues for further investigation. The examination was carried out within China, a developing nation, thus constraining the applicability of the findings to developed economies. Hence, future inquiries may be warranted in other developed countries to enhance the generalizability of research outcomes and diversify results. Moreover, the current study adopted a mixed-method research approach, whereas forthcoming research endeavours could delve exclusively into either qualitative or quantitative research methodologies. Conversely, the investigation focused on the direct impact of four dimensions on willingness to revisit. Yet, future research could incorporate a moderating or mediating variable within the relationship among the four indicators and willingness to revisit, thereby augmenting the predictive relevance of the model.

Conclusion

Through a combination of questionnaire surveys and field interviews, the author conducted factor and regression analyses to assess the impact of recreational satisfaction on the willingness to revisit urban greenways in City A. Findings revealed that local residents constituted the primary recreational group, displaying a high inclination to revisit. Moreover, each facet of recreational satisfaction exhibited a significant positive influence on the willingness to revisit, suggesting that enhancing recreational satisfaction could bolster revisit intentions. Recommendations to augment tourists' willingness to revisit entail optimizing the ecological landscape, mitigating geological hazards, improving greenway accessibility, and enhancing supporting amenities. Based on survey insights, suggestions to enhance recreational satisfaction evaluation and foster revisit intentions include: optimizing the ecological landscape to prevent geological risks, improving signage at greenway intersections for ease of navigation, upgrading public transportation and parking facilities, incorporating barrier-free amenities and self-service kiosks, installing monitoring devices at entry points and remote sections, and bolstering night-time patrols to ensure safety and cultivate a pleasant recreational ambiance.

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