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Abstract
Literature reviews, qualitative interviews with Bed and Breakfast owners and visitors form the base of developing the survey instrument. Data was collected from 495 visitors in nine target B&Bs, and 413 usable responses were received, which accounts for 83.43% of valid rate of return. Various statistical methods, including descriptive analysis, item discrimination analysis, exploratory factor analysis, canonical correlation analysis, multiple regression, t-tests, and one-way analyses of variance（ANOVA）were performed to answer the study research questions. Following are the findings that emerged from the present study：
1.The experiences dimensions of “feel experience” most significantly influence dimensions of “quality ”, “emotional response”, “monetary price”, and “lodging reputation”. “Act experience” dimension most contribute to behavior price.
2.The experiences dimensions of “feel experience” most influence respondents’ revisit intentions. “ Act experience” dimension most contribute to respondents’ recommendation intentions.
3.“Emotional response” most influence respondents’ revisit intentions. “Lodging reputation” dimension most contribute to respondents’ recommendation intentions.
4.Perceived value of a service partially mediate the relationship between the “lodging experience” dimension and revisit intentions. Perceived value of a service dimensions of “monetary price”, “ behavior price”, and “reputation” fully mediate the relationship between the dimensions of “relate experience”, “think experience” and recommendation intentions.
5.The respondents’ age, an education background, the number of people, times of visiting are the demographic and expenditure characteristics that significantly influence their perceptions regarding the agreement of lodging experience.
6.The respondents’ age, an education background, personal average monthly income, residing area, the number of people, times of visiting are the demographic and expenditure characteristics that significantly influence their perceptions regarding the agreement of perceived value of a service.
7.Times of visiting are the expenditure characteristics that significantly influence respondents’ perceptions regarding the agreement in behavior intentions.
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