

## A STUDY OF THE ADOLESCENT LEISURE ACTIVITY DEVELOPMENT AND STRATEGY MODEL

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### ABSTRACT

Speed can change human's lifestyle, accelerate industrial development, promote economic prosperity and change social pattern. Adolescent leisure activity plays an indispensable role in national development, and making feasible development strategies and setting feasible objectives can push forward the leisure activities for adolescents. Adolescent leisure is highly important, personally and socially. Personally, leisure activity can improve the present and future life of adolescents and enable them to enjoy life and freedom and feel happy. Socially, it strengthens adolescents' relationship with family and society; enables them to understand society and cohesion, share common values and objectives, and establish a sense of belonging; creates the value of the sustainable development of leisure activity in the modern society.

With equal emphasis on quantity and quality, this study collected relevant domestic and international data and conducted the questionnaire survey based on the Modified Delphi Method to construct the decision hierarchical architecture of adolescent leisure activity development strategy model. After that, the Analytic Hierarchy Process was adopted to obtain the relative weights of the factors and conduct the consistency test and sequencing.

This paper induced 5 dimensions and 15 evaluation indicators. According to the views on the leisure activities for adolescents, it proposed 5 evaluation norms for the development and strategy. The main problems in the leisure activities for adolescents are the most essential part; hence, great investment should be made to eliminate the problems caused by objective factors, so as to facilitate the development of the leisure activities. The idea and practice of leisure marketing also play a critical part; therefore, we should get fully acquainted with adolescents' needs for leisure activities, foster a partnership with leisure activity providers and the government and consider the long-term leisure development for adolescents, so as to maintain and improve the leisure environment and organize new leisure activities.

**Keywords:** *Adolescent leisure activity, sustainable development, Modified Delphi Method, Analytic Hierarchy Method (AHP)*

### 1. INTRODUCTION

The rapid economic development and the ever-changing technology have improved the life of Taiwanese people. Since the government started the holistic implementation of the "Two Days off Every Week" policy in 2001, the Taiwanese people have had more spare time for leisure activities. Therefore, how to equip adolescents with an appropriate understanding of leisure to improve their physical and mental health is an essential strategy for the government to respond to the transformation of the leisure industry and enhance the competitiveness of leisure activities; moreover, it reflects adolescents' earnest demand for leisure and entertainment. The existing development strategies of the leisure industry, however, have been constrained by the departmentalism of the competent institutions and focus too much on educational enhancement; worse still, the balanced development between physical and mental health is neglected in the deliberation. Hence, it is necessary to discuss adolescents' demand for leisure activities and the problems they encounter in the leisure activities. To provide reference for the adolescent leisure activity development and strategy model, this paper probed into the critical factors of leisure activity, with the aim of bringing change and hope to the leisure activities for adolescents and seeking new opportunities to solve the problem of inefficient policies about adolescent leisure in Taiwan.

### 2. LITERATURE REVIEW

This chapter discusses the academic analysis of leisure activities for adolescents, summarizes different advocacies and delves into the theories and studies of the adolescent leisure activity development and strategy model.

## 2.1 THE IMPORTANCE OF LEISURE ACTIVITIES FOR ADOLESCENTS

As for adolescents' demand for leisure activities, demand derives only from motivation. It is generally believed that adolescence is the "period of rapid development" of a person's life; it is also an exploration stage where a person is confused in terms of self-identity, role play and value construction. 1) Leisure plays a great role in the daily life of adolescents; 2) leisure is the happiness that can be expected and pursued and the source of youth in the daily life of adolescents; if adolescents have a pleasant and fruitful leisure life, their life will also be positive and fruitful; 3) leisure is a helpful tool for the development and socialization of adolescents; with the feature of self-adaption, leisure provides adolescents with the opportunities of self-selection and self-practice and the ones to explore the world[1]

As far as the special features of leisure activities for adolescents are concerned, the demand-based motivation is a participatory learning response influenced by the interest of adolescents, leisure content, and region. According to Kraus (1990), leisure activities covered a wide range and all the activities in the leisure time could be regarded as leisure activities; the participation in leisure activities was triggered by internal motivation and was volunteer and pleasant and could bring a sense of contentment and achievement. According to the above academic papers, leisure activity refers to a person's favorite activity he/she wants to participate in during the spare time.

## 2.2 ANALYSIS OF THE CURRENT ADOLESCENT ACTIVITIES

In the survey report on the leisure activities for adolescents, Sun (1995) pointed it out that the leisure activities that adolescents most participated in after class included watching TV, listening to music, doing sports, reading books and newspaper and playing computer games; boys were passionate about sports, while girls enjoyed listening to music. Huang (1996) believed that leisure constraint referred to the factors which affected or reduced the frequency and pleasure of leisure activities. According to Chang (1994), leisure constraint, in a narrow sense, indicated the phenomenon that a person intended to participate in a leisure activity but failed to do so due to one or more factors; in a broad sense, it ranged from the ignorance of leisure to the constraint on the persistent participation in a leisure activity. Chung (1997) thought that leisure constraint referred to any factor which affected the frequency, persistence and quality of participating in leisure activities in the leisure behavior.

## 2.3 OPPORTUNITIES AND CHALLENGES IN THE SUSTAINABLE DEVELOPMENT OF LEISURE ACTIVITIES

In recent years, the era knowledge economy and the free trade promoted by the WTO have accelerated globalization. Meanwhile, the fast movement of capital, professionals, technologies and commodities among different countries and the ever-shorter life cycle of products have had impacts on the economic and social structures of all countries including Taiwan and influenced the implementation and efficacy of sustainable development. Against such a backdrop, it is necessary to take the following measures: incorporate the vision of sustainable development into the decision of governmental organizations and the industry; make the strategies which are consistent with the vision of sustainable development; develop appropriate operation objectives, guidelines and tools; take what is popular among adolescents into consideration; evaluate sustainability in the making of plans to provide reference for decision; enhance the implementation capacity of sustainable development; change the old industrial development direction; shift attention from quantity to quality and focus on high-quality leisure activities which are compatible with the environment. Meanwhile, the sustainability indicators can be used as a decision tool to evaluate the situation and trend, analyze its correlation with objectives; objectives can be used to compare the influence of temporal and spatial change and provide alarming information about environmental change [7].

## 3 RESEARCH METHOD

This study assumed that the adolescent leisure activity development and strategy-oriented topics would maximize the benefits of leisure activities for adolescents, integrate governmental, academic and industrial resources according to needs, construct the leisure activity environment for adolescents and enhance the efficacy of leisure activities, so as to achieve the sustainable development of the adolescent leisure industry. The structure of this study includes the definition of strategic problems, the discussion on relevant academic papers, the development of decision architecture, the empirical study, the analysis of and discussion on empirical results, as well as the conclusion and suggestion. These parts are detailed as follows:

**(1)The first step was to confirm the research topic.**

**(2)The Modified Delphi Method was adopted to make the evaluation norms.**

The commonly-recognized influencing factors were summarized to establish a preliminary norm architecture consisting of the objective layer, the norm layer and the secondary norm layer through data collection, literature

review and expert interview. After the preliminary norm architecture was analyzed with the Modified Delphi Method questionnaire, an effective and complete norm architecture was established.

### **(3) Design of the Modified Delphi Method questionnaire**

The Delphi Method was adopted to seek the experts' consistency consensus on problems. But to simplify the complicated questionnaire procedure, the Modified Delphi Method questionnaire was adopted -- the first open questionnaire survey was conducted. According to the research topics of this study, the domestic and international journals, literature and brain-storming techniques were collected, and the obtained norms were divided into 5 main dimensions, including "Distinctive features of leisure environment and application of resources", "Trend and development strategy of leisure activities", "Value and competitiveness of the leisure industry", "Integration of marketing strategies and planning management", and "Leisure culture creativity and information technology". The preliminary evaluation norm architecture was defined. For the first step, the first Modified Delphi Method questionnaire survey was conducted.

### **(4) Data analysis of the Modified Delphi Method questionnaire**

The Delphi Method was adopted to seek the experts' consistency consensus on the problems. The survey would not be completed until the expert views were converged to reach a consensus. But which method is the best one has not been defined. According to the convergence conditions by [8], this study believed that the importance of the expert evaluation factors should be higher than 75%. In the first questionnaire survey, this study converted the 5-point scale of the Delphi Method into 75% and took it as the criterion of item removal; in the second one, the number was 80%.

### **(5) The hierarchy questionnaire was designed, distributed and recycled.**

### **(6) AHP strategy architecture and calculation**

The influencing factors were found to establish the hierarchical relationship. The paired comparison was made and the proportion scale was applied to find out the relative importance of decision attributes on the layers. Then, the paired comparison matrix was established to calculate the feature values and vectors of the matrix to obtain the weights of the attributes [9].

### **(7) The hierarchical architecture was adopted to propose the critical factors of adolescent leisure activities**

This study divided the indicators of the hierarchical expert questionnaire survey into 5 main dimensions: 1) "Distinctive features of leisure environment and application of resources", 2) "Trend and development strategy of leisure activities", 3) "Value and competitiveness of the leisure industry", 4) "Integration of marketing strategies and planning management", and 5) "Leisure culture creativity and information technology". As for the making of the evaluation norms and schemes, brain storming could be used to obtain the evaluation norm set and replace the scheme set. To evaluate the relative weight (importance) of the adolescent leisure activity development strategy model, this study adopted an incomplete hierarchical pattern, 5 main dimensions and 28 evaluation norms.

### **(8) The decision analysis software was used to obtain the weights of the indicators and establish the factor evaluation table.**

The AHP by Saaty (1980) was adopted to evaluate the release of the standard solution. After  $CR \leq 0.1$  and the consistency of procedural scheme (or decision) was demonstrated, the feature vectors could be sequenced and the weights of the decision evaluation norms were analyzed. Then, the weights could be used to analyze the sustainable development and strategy model of leisure activities for adolescents.

### **(9) Conclusions were made and suggestions were given according to the research results.**

## **4. RESULTS ANALYSIS AND DISCUSSION**

With the Delphi Method and the AHP, this study made an empirical study of the current adolescent leisure activity development and strategy model. The analysis of the results is as follows:

### **4.1 THE FIRST ANALYSIS OF THE RESULTS OF THE DELPHI METHOD QUESTIONNAIRE SURVEY**

Academic papers were used to discuss the leisure policies and explore the indicators which influenced the adolescent leisure through the combination of theory and practice; they helped redefine the adolescent leisure activity

development and strategy development and model and propose corresponding suggestions. SPSS 22.0 was used for the descriptive statistical analysis which involved mean, standard deviation and other indicators. The complicated data were simplified for the rationality analysis, and the suggestions were given according to the views of the Delphi Method experts on the questionnaire. The experts' views were summarized to modify and illustrate the questionnaire.

**(1)“Distinctive features of leisure environment and application of resources”**

The evaluation norms of “Distinctive features of leisure environment and application of resources” showed that the mean of “Operation quality of the entertainment” was 3.13 and its standard deviation was 1.060, indicating that the experts didn't have consensus on this item. Hence, the item was removed. As for the remaining items, the indicator means were all higher than 3.75 (about 75% in the conversion of the 5-point scale into percentage), and the standard deviation was lower than 1. This demonstrates that the Delphi Method experts had reached a preliminary consensus on the dimension and thus they were all kept. However, they needed to be further discussed in the second questionnaire survey.

**(2)“Trend and development strategy of leisure activities”**

The evaluation norms of “Trend and development strategy of leisure activities” showed that the mean of “Promotion of distinctive large-scale festive activities” was 3.47 and its standard deviation was 1.187; the mean of “Consideration of fund and time of adolescent leisure” was 3.13 and its standard deviation was 1.302. The data indicated that the experts didn't have consensus on these two items. Hence, the two items were removed. As for the remaining four items, the indicator means were all higher than 3.75 (about 75% in the conversion of the 5-point scale into percentage), and the standard deviation was lower than 1. This demonstrates that the Delphi Method experts had reached a preliminary consensus on the dimension and thus they were all kept. However, they needed to be further discussed in the second questionnaire survey.

**(3)“Value and competitiveness of the leisure industry”**

The evaluation norms of “Value and competitiveness of the leisure industry” showed that the mean of “Establishment and development of administrative organizations” was 3.20 and its standard deviation was 1.320, indicating that the experts didn't have consensus on this item. Hence, the item was removed. As for the remaining five items, the indicator means were all higher than 3.75 (about 75% in the conversion of the 5-point scale into percentage), and the standard deviation was lower than 1. This demonstrates that the Delphi Method experts had reached a preliminary consensus on the dimension and thus they were all kept. However, they needed to be further discussed in the second questionnaire survey.

**(4)“Integration of marketing strategies and planning management”**

The evaluation norms of “Integration of marketing strategies and planning management” showed that the mean of “Brand strategy -- focus on target groups” was 3.27 and its standard deviation was 1.033, indicating that the experts didn't have consensus on this item. Hence, the item was removed. As for the remaining four items, the indicator means were all higher than 3.75 (about 75% in the conversion of the 5-point scale into percentage), and the standard deviation was lower than 1. This demonstrates that the Delphi Method experts had reached a preliminary consensus on the dimension and thus they were all kept. However, they needed to be further discussed in the second questionnaire survey.

**(5)“Leisure culture creativity and information technology”**

The evaluation norms of “Leisure culture creativity and information technology” showed that the mean of “Development of the value of sightseeing” was 2.80 and its standard deviation was 1.082; the mean of “Integration of technological leisure networks” was 3.1.3 and its standard deviation is 1.264. This indicates that the experts didn't have consensus on these two items. Hence, the two items were removed. As for the remaining three items, the indicator means were all higher than 3.75 (about 75% in the conversion of the 5-point scale into percentage), and the standard deviation was lower than 1. This demonstrates that the Delphi Method experts had reached a preliminary consensus on the dimension and thus they were all kept. However, they needed to be further discussed in the second questionnaire survey.

**4.2 EVALUATION NORMS INDUCED FROM THE FIRST DELPHI QUESTIONNAIRE SURVEY**

According to the results of the first questionnaire survey, 21 evaluation norms were induced from the 28 items, which would be discussed in the second questionnaire survey. In the first one, 7 items with a low level of expert consensus were removed, including “Operation quality of the entertainment”, “Promotion of distinctive large-scale festive activities”, “Consideration of fund and time of adolescent leisure”, “Establishment and development of administrative

organizations”, “Brand strategy -- focus on target groups”, “Development of the value of sightseeing” and “Integration of technological leisure networks”. Some experts mentioned that objectiveness required professional selection and judgment and that sometimes it was too subjective. The same evaluation directions in the items should be removed and the unclear leisure activity dimensions should be improved. The above analysis data about indicators were used to discuss the relationship between the development and strategy model of leisure activities for adolescents. The common view was that the distinctive features of adolescents should be considered to build the theoretical foundation for normative strategies.

Different expert groups would have different views on the importance of indicators. As the discussion on the adolescent leisure activity development and strategy model of this study required the experts’ explanation and analysis of the current situations, this paper adopted the one-on-one in-depth interview after summarizing the results of the first questionnaire survey. Among the approaches of in-depth interview, the general interview approach was adopted, with emphasis on the interview outline drafted beforehand. In the second questionnaire survey, the experts were interviewed, and the questionnaire copies and relevant data were sent to the experts through mail or e-mail.

#### **4.3 ANALYSIS OF THE RESULTS OF THE SECOND DELPHI METHOD QUESTIONNAIRE SURVEY**

The second Delphi Method questionnaire consisted of 5 dimensions and 21 items selected by the experts in the first questionnaire survey. Meanwhile, the experts evaluated the importance of the items of the questionnaire with the Likert’s 5-point scale (ranging from “1” to “5” points in terms of importance). Then, the 5-point scale was converted into percentage (about 80%). In this study, 15 experts participated in the questionnaire survey, and the retrieval rate was 100%. According to the results of the first questionnaire, this paper made the second one about the structural opinion survey. As the interviewed experts had different views on the critical factors of leisure activities and the indicators of reliability, this study adopted the second questionnaire to seek the expert consensus and made an in-depth interview on different layers. Moreover, it raised questions about reliability and importance, so as to understand the symbol and meaning of the indicators and make the statistical evaluation of consistency.

According to the results of the second expert questionnaire survey, the retrieval rate was 100%. As for the evaluation of the items, the 5-point scale was converted into percentage (80%). The descriptive statistical analysis was adopted to summarize the gathered data, and the main components of the 5 dimensions of this study were used for the descriptive statistical analysis of the critical factors of adolescents, including data and the evaluation of central tendency, degree of dispersion, and relevance intensity. According to the quantitative results of the items, the main reaction modes and means were higher than 4, and the standard deviations were lower than 1, meeting the test standards. This indicates that the 15 experts reached a consensus on the importance of the results of the second Delphi questionnaire.

#### **4.4 DISTRIBUTION OF 80% OF THE STATISTICAL DATA OF THE SECOND DELPHI QUESTIONNAIRE**

The second Delphi Method questionnaire comprised 5 dimensions and 21 items. According to relevant data, the mean of “Experience and ability of human resources” was 3.20 and its standard deviation was 1.014, lower than the standard; hence, the item was removed. The mean of “Theme exploration learning-styled activities” was 3.33 and its standard deviation was 1.291, lower than the standard; hence, the item was removed. The mean of “Talent cultivation license system” was 3.20 and its standard deviation was 1.146, lower than the standard; hence, the item was removed. The mean of “Activation of leisure education courses” was 3.00 and its standard deviation was 1.134, lower than the standard; hence, the item was removed. The mean of “New strategies for leisure activity development in Taiwan” was 4.07 and its standard deviation was 1.033, lower than the standard; hence, the item was removed. The mean of “Development of sightseeing and technological products” was 3.60 and its standard deviation was 1.121, lower than the standard; hence, the item was removed. Of the 21 items, 6 ones failed to meet the test standards while 15 ones met the test standards, indicating a stable status.

#### **4.5 AHP-BASED RESULT ANALYSIS**

To obtain professional views of different fields on leisure activities for adolescents, the Modified Delphi Method was adopted to select the critical factors which fell into 5 dimensions and 18 evaluation norms. The AHP was used to confirm the factor weight relationship among the layers. To confirm the evaluation model which influenced the leisure activity development, the expert questionnaire survey was conducted. The questionnaire design was based on the AHP theoretical architecture.

#### **4.6 ESTABLISHMENT OF THE HIERARCHICAL ARCHITECTURE OF ADOLESCENT LEISURE**

## EVALUATION NORMS

The theoretical basis of the architectural meaning of the evaluation indicator system of this paper was the studies on the theoretical discussion on and evaluation methods of dimension attributes. Hence, the selection of evaluation indicators should follow the theoretical basis and meaning. In other words, the evaluation indicators which meet the theoretical demands and features were chosen for the evaluation. The hierarchical architecture application was divided into three hierarchical relationships among the evaluation norms to establish the entire hierarchical structure layer by layer

### (1) The first layer was the dimension layer

The evaluation indicators which described the critical factors were classified into five norms according to attribute, namely, “Leisure environment feature and resource application”, “Leisure activity trend and development strategy”, “Value and competitive advantage of the leisure industry”, “Integration of marketing strategy and planning management” and “Leisure culture creativity and information technology”

### (2) The second layer was the secondary norm layer

As for the 15 critical secondary norms in the adolescent leisure activity development selection model, the secondary norms which corresponded to “Leisure environment feature and resource application” included “Development strategy of leisure development trend”, “Application of government organization resources”, and “Natural and biological maintenance of leisure facilities”. The secondary norms which corresponded to “Leisure activity trend and development strategy” included “Popularization of themed and in-depth travel”, “Secondary culture activity of showing passion for Taiwan” and “Leisure activities of international topics”. The secondary norms which corresponded to “Value and competitive advantage of the leisure industry” included “Development plans of the leisure industry”, “Development of industrial value and academic studies” and “Subsequent adjustment or relaxation of relevant decrees”. The secondary norms which corresponded to “Integration of marketing strategy and planning management” included “Marketing strategies of industrial leisure network”, “Establishment of diverse sustainable leisure meaning” and “Planning and management of popularity trend of adolescents”. The secondary norms which corresponded to “Leisure culture creativity and information technology” included “Application of sightseeing information technology”, “Promotion of sustainable and in-depth culture creativity leisure” and “Creation of the charm of the interdisciplinary leisure industry”.

## 4.7 THE PAIRED COMPARISON MATRIX OF THE “MAIN NORM” INTERDEPENDENCE OF THE DEVELOPMENT AND STRATEGY MODEL

The AHP was adopted to calculate the weights of the adolescent leisure activity development and strategy model; the results of the interdependence weights of the model are shown in Table 1.

**Table 1: Paired Comparison Matrix of the Main Norm Interdependence of the Adolescent Leisure Activity and Strategy Model**

Paired Comparison Matrix of the “Main Norm: Interdependence in the Five Dimensions of the Adolescent Leisure Activity and Strategy Model							
Main Norms	Leisure environment feature and resource application	Leisure activity trend and development strategy	Value and competitive advantage of the leisure industry	Integration of marketing strategy and planning management	Leisure culture creativity and information technology	Weight	Ranking
Leisure environment feature and resource application	1	2.208	1.309	1.352	2.739	0.287	1
Leisure activity trend and development strategy	0.453	1	2.856	2.600	2.683	0.278	2
Value and competitive advantage of the leisure industry	0.764	0.350	1.000	2.844	1.455	0.191	3
Integration of marketing strategy and planning management	0.740	0.385	0.352	1.000	3.406	0.159	4
Leisure culture creativity and information technology	0.365	0.373	0.687	0.294	1.000	0.086	5

$\lambda_{max}= 5.554$  CI= 0.138 CR= 0.124, meeting the requirement on consistency  
 Note:  $\lambda_{max}$  is the maximum feature value; CI is the consistency indicator; CR is the consistency ration.

#### **4.8 ANALYSIS OF “SECONDARY NORMS” OF THE ADOLESCENT LEISURE ACTIVITY DEVELOPMENT AND STRATEGY MODEL**

##### **(1) Leisure environment feature and resource application**

According to the results, after the overall consistency test and the paired comparison matrix of three critical factors which influenced leisure activities, “Importance of development strategy of leisure development trend” ranked the highest (0.625) in terms of weight; the other two factors were “Application of government organization resources” (0.214), and “Natural and biological maintenance of leisure facilities” (0.161).

##### **(2) Leisure activity trend and development strategy**

According to the results, after the overall consistency test and the paired comparison matrix of three critical factors which influenced leisure activities, “Importance of demand for secondary culture activity of showing passion for Taiwan” ranked the highest (0.390) in terms of weight; the other two factors were “Popularization of themed and in-depth travel” (0.371) and “Leisure activities of international topics” (0.239).

##### **(3) Value and competitive advantage of the leisure industry**

According to the results, after the overall consistency test and the paired comparison matrix of three critical factors which influenced leisure activities, “Importance of development plans of the leisure industry” ranked the highest (0.400) in terms of weight; the other two factors were “Development of industrial value and academic studies” (0.377) and “Subsequent adjustment or relaxation of relevant decrees” (0.223).

##### **(4) Integration of marketing strategy and planning management**

According to the results, after the overall consistency test and the paired comparison matrix of three critical factors which influenced leisure activities, “Importance of establishment of diverse sustainable leisure meaning” ranked the highest (0.390) in terms of weight; the other two factors were “Marketing strategies of industrial leisure network” (0.371) and “Planning and management of popularity trend of adolescents” (0.239).

##### **(5) Leisure culture creativity and information technology**

According to the results, after the overall consistency test and the paired comparison matrix of three critical factors which influenced leisure activities, “Importance of promotion of sustainable and in-depth culture creativity leisure” ranked the highest (0.479) in terms of weight; the other two factors were “Application of sightseeing information technology” (0.347) and “Creation of the charm of the interdisciplinary leisure industry” (0.174).

#### **4.9 WEIGHT ANALYSIS OF PAIRED COMPARISON MATRIX OF MAIN (SECONDARY) NORMS**

The analysis of the indicator norms of the adolescent leisure activity development and strategy model, the hierarchical consistency indicator and consistency ration of the 24 expert questionnaire copies, the hierarchical weight standards (C.I. and C.R.  $\leq 0.1$ ) obtained with the paired comparison matrix, and the weights of the evaluation norms and secondary evaluation norms are shown in Table 2.

**Table 2: Weight Analysis of Paired Comparison Matrix**

Paired Comparison Matrix of the “Main Norm: Interdependence in the Five Dimensions of the Adolescent Leisure Activity and Strategy Model					
Dimension Norm	Weight of Main Norm	Secondary Norm	Weight	Weight multiplication	Ranking
Leisure environment feature and resource application	0.2867	Development strategy of leisure development trend	0.6250	0.1792	1
		Application of government organization resources	0.1613	0.0463	10
		Natural and biological maintenance of leisure facilities	0.2137	0.0613	8
Leisure activity trend and development strategy	0.2775	Popularization of themed and in-depth travel	0.3712	0.1030	3
		Secondary culture activity of showing passion for Taiwan	0.3901	0.1083	2
		Leisure activities of international topics	0.2387	0.0663	6
Value and competitive advantage of the leisure industry	0.1906	Development plans of the leisure industry	0.4003	0.0763	4
		Development of industrial value and academic studies	0.2231	0.0425	11
		Subsequent adjustment or relaxation of relevant decrees	0.3766	0.0718	5
Integration of marketing strategy and planning management	0.1588	Marketing strategies of industrial leisure network	0.3712	0.0589	9
		Establishment of diverse sustainable leisure meaning	0.3901	0.0619	7
		Planning and management of popularity trend of adolescents	0.2387	0.0379	13
Leisure culture creativity and information technology	0.0864	Application of sightseeing information technology	0.3475	0.0300	14
		Promotion of sustainable and in-depth culture creativity leisure	0.4786	0.0413	12
		Creation of the charm of the interdisciplinary leisure industry	0.1739	0.0150	15

According to the results of the analysis, the weight of “Leisure environment feature and resource application” was 0.2867; its connection with the weight of “Development strategy of leisure development trend” was 0.6250; its importance ranked the first; hence, it is the problem that is urgent to be solved. The weight of “Leisure activity trend and development strategy” was 0.2775; its connection with the weight of “Secondary culture activity of showing passion for Taiwan” was 0.3901; its importance ranked the second; hence, the demand for dynamic activities is great. The weight of “Value and competitive advantage of the leisure industry” was 0.1906; its connection with the weight of “Development plans of the leisure industry” was 0.4003; its importance ranked the fourth. Data show that long-term development plan is an important factor for adolescent leisure. The weight of “Integration of marketing strategy and planning management” was 0.1588; its connection with the weight of “Establishment of diverse sustainable leisure meaning” was 0.3901; its importance ranked the seventh. It is an important strategic factor of development. The weight of “Leisure culture creativity and information technology” was 0.0864; its connection with the weight of “Promotion of sustainable and in-depth culture creativity leisure” was 0.4786; its importance ranked the twelfth. It is the most important factor to be considered.

## 5. CONCLUSION

With emphasis on adolescent leisure activity, this paper considered relevant studies and conducted an investigation. Meanwhile, it used the theory of industrial economy to analyze the role of leisure activity development in adjusting the leisure structure, building industrial relevance, and promoting leisure activities. The meaning of the leisure industry was defined to satisfy people’s demand for leisure consumption and provide the sets of service industries. It came to

the conclusion that leisure activity is market-oriented, scale-oriented, customized and harmonious and shows the development trend featuring the pursuit of innovation and uniqueness, diversity and humanity, and the penetration of industrial development. The market mechanism and governmental control should be combined and the supportive industry policies should be made to push forward the leisure industry in Taiwan. Long-term development plans should be made; appropriate policies should be implemented; the cultural meaning of leisure activities for adolescents should be enhanced; the internal market structure, behavior and performance of leisure activities for Taiwanese adolescents should be improved, and the cluster of leisure activities for adolescents should be constructed; the managerial innovation and talent training of leisure activities for adolescents should be promoted.

The planning of adolescent leisure activity strategy requires a vision and an overall plan. Leisure development strategies have requirements on the concepts and approaches of leisure operation marketing, and a consensus on the relative importance was also proposed: different organizational background factors have different effects on the leisure activities for adolescents. Therefore, different strategies should be adopted for different types and models of adolescent leisure activity to explore the difference. The overall and professional cooperation model which lacks the industrial development strategy should be replaced by the adolescent leisure activity development strategy. Aside from training adolescents and talents, we should enhance national competitiveness, establish a national innovation system, and promote social development from the perspectives of smart capital humanity and human resource development.

According to the strategic suggestion proposed by this paper, the specific development strategies of the leisure activities for adolescents can be further detailed. But as there are a wide range of leisure activities, it is difficult to collect data. Consequently, the incomplete data would lead to inaccurate analysis of problems. The proposed strategic suggestion may need to be further improved in terms of operation. There is much to be researched. The problems in this study will be constantly overcome in future studies. It is sure that the development of leisure activity will accelerate the holistic social development.

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