

# Foreword and Editorial

## International Journal of IT-based Business Strategy Management

We are very happy to publish this issue of an International Journal of IT-based Business Strategy Management by Global Vision Press.

This issue contains 4 articles. Achieving such a high quality of papers would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

The study “A Study on the Relationship among Experience Inducing Factors, Experience Satisfaction, and Behavioral Intention: Centered on the 6th Industry” conducted both literature research and empirical research to achieve the purpose of the study. For the empirical analysis, a survey was conducted for 28 days from February 1, 2020 to February 28, 2020. The subjects of the survey were those who visited the 6th industrial experience center in South and North Gyeongsang Province. Prior to the hypothesis verification, frequency analysis, reliability analysis, validity analysis, and correlation analysis were conducted in order to determine whether the data is appropriate. The results of the empirical analysis showed that cognitive, emotional, social factors, and the factors that induce the experience of the 6th industry presented in this study have a positive effect on the experience satisfaction. In addition, experience satisfaction had a positive effect on behavioral intention after perceiving the satisfaction of the 6th industry’s experience inducement factor. The implication of this study is that the factors that can induce experience are very important for the visitors who want to experience the 6th industry. Furthermore, experience satisfaction in the 6th industry is proven as a key factor to have a positive impact on the behavior intention of visitors afterward.

The purpose of the study “The Differences in School-Related Attitudes of Middle School Students in School Sports Club” is to analyze the difference of school attitude of middle school students participating in school sports club and to identify the necessity of school sports club activities. For this purpose, 520 middle school students who participated in school sports club and 485 middle school students who did not participate were selected as research participants. The difference in school attitude was analyzed by the presence of school sports club, participation period, the frequency of participation per week, and the number of participation in competitions. Collected data were statistically processed by using the SPSS 25.0 program. Exploratory frequency analysis, reliability analysis, t-test, one-way ANOVA were conducted and verified by the post hoc test. As a result, significant differences are as follows: First, all sub-factors of school attitude of middle school students showed differences as per their participation in school sports club. Second, all sub-factors of school attitude of middle school students showed differences as per the participation period of school sports club. Third, all sub-factors of school attitude of middle school students, except school friend factors showed differences as per the participation frequency of school sports club. Fourth, all sub-factors of school attitude of middle school showed differences as per the participation frequency of school sports club competitions. According to these results, the followings are concluded: First, school sports club policy should be established from a long-term perspective. Second, the number of school sports club competitions should be increased. This study is significant as an empirical data that participation in school sports club positively affects the formation of school attitudes of middle school students.

The study of aviation leisure sports includes research that reviewed ways to boost aviation sports, research that examined the movement and growth of aviation sports, and plans to develop sports tourism programs using aviation sports, but it can be seen that empirical case studies are relatively insufficient compared to other leisure sports areas. The purpose of the study “Study on the Characteristics of Events in the Aviation, Leisure and Tourism Industry - Gyeongnam Sacheon Air Show” is to study the characteristics of tourism events, visitor satisfaction, and revisit intentions of aviation leisure sports as a case of the 2019 Sacheon Air Show, which was held as a priori leisure aviation event in Korea. The analysis showed that the Gyeongnam Sacheon Air Show contributed to presenting the growth vision of the aviation leisure industry and the factors that satisfy visitors of aviation leisure and sports are ‘expected effect’ factors. At last, it is necessary to actively reflect the characteristics in establishing strategies at the marketing level.

The research paper “The Effect of Travel Blog Quality on User Satisfaction and Intention to Revisit” explored that blogs have emerged as a new form of sharing information over the Internet. In other words, blogs are made more comfortable and useful communication tools in that they have the characteristics of public disclosure of personal opinions and information, which allows users to have two-way communication channels compared to other media, and are used to communicate with others compiling scattered information. Through this, the researchers focused on travel blogs that have been highly praised for the emergence of the Work-Life Balance generation. Despite the considerable increase in the function and influence of travel blogs, there has been little previous research into the quality envisioned by blogs and users. Therefore, the study studied how the quality of the travel blog affects visitors’ satisfaction and willingness to revisit through a causal research model. Based on previous research on the quality of tourist information websites, the factors of quality were verified and the availability was discussed through this paper. In addition, the study conducted an online survey of those who said they had used blogs. As a result, the positive relationship between the quality of the travel blog and the user satisfaction, user satisfaction and willingness to revisit as well as the quality and intention of the travel blog was confirmed. This shows that they have to make efforts to further improve the quality of our travel blog. It leaves implications for related research such as how to improve travel blog quality later on.

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**Editors of the August on  
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