

## **Tourist Emotion, Creative Experience and Behavioral Intention in Creative Tourism**

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**Abstract :** This study identified the hypothesized relationships among tourist emotion, creative experience, and behavioral intention of handmade ancient candy in Tainan, Taiwan. A face-to-face questionnaire survey was administered in Anping, Tainan. The result also revealed significant positive relationships between emotion, creative experience and behavioral intention in handmade activities. This paper provides additional suggestions for enhancing behavioral intention and guidance regarding creative tourism.

**Keywords :** creative tourism, sense of achievement, unique learning, interaction with instructors

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