

UNDERSTANDING VISITOR EXPERIENCES AND MOTIVATIONS IN SUBURBAN TAIPEI

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Abstract

This research is aimed to cultivate higher-qualified human resources within the tourism field and provide planning and developing direction based on the understanding of tourism features in San-ying area. There is a growing research interest in understanding the individual consumer's experience, as well as management approaches of experiences and therefore, it has explored the understanding of the many different facets of experiences in tourism and hospitality business in suburban Taipei in particular the impact of the Sanshia and Yingge area. There is an attempt to examine the service quality of tourist attractions, moreover, the perceptions and travel experiences of tourists who visit Sanshia and Yingge area. Tourism and hospitality business in Sanshia and Yingge area present culture images and this paper has discussed how this has influenced tourists' experiences, motivation and consumer behavior during their visit.

Keywords: *visitor motivations; tourism and hospitality effect; experience marketing*

I. INTRODUCTION: THE TOURISM DEVELOPMENT OF SANSHIA AND YINGGE (SAN-YING AREA)

Sanshia office has emphasized local tourism development in recent years. It joined together with Yingge ceramic specialists to form the Taipei San-ying tourism area. The indigo dying, crispy croissants, tea and bamboo shoots are the cultural specialty of Sanshia. Right in the center of the town are Zushih Temple, old street, historical relic hall and Hakka cultural park. The eagle mountain, Wu liau jian, Bai ji Mountain, Man yue yuan hiking route are located in the suburban. The Great Root Park and the Queen's Town are operated by the public serving as relaxation facilities (Sanshia Township Office, 2014). Following a surge in average income, Taiwanese have placed more and more emphasis on the quality of life.

Crowds pouring into tourist attractions and areas as well as the rising population going abroad indicate that tourism and recreation have become an indispensable part of contemporary Taiwanese life. In fact, the tourism industry in Taiwan has continuously developed in the past twenty years, yet it has just started to become focused. There is a closely-knit relationship between the level of internationalization of a city and the number of international conventions and expositions held in this particular city. Small wonder, the metropolitans of all countries spare no effort in scrambling for chances of hosting international conventions and exhibitions that attract foreign participants and visitors (Taiwan Exhibition & Convention Association, 2014). However, the qualities of related industries was still behind western and Japanese societies, even worse than some south-east Asian countries which emphasized much more on tourism development. To improve the quality of tourism and recreation could not only satisfy the need of Taiwanese but also attract foreign tourists and stimulate domestic economic growth. As a result, it is necessary to cultivate higher manpower in the tourism industry and to research deeply into related industries.

This research attempts firstly to understand the current operating condition of shops in the San-ying area. Secondly, to evaluate the effect of shops in San-ying area which participate in the counseling projects. Thirdly, to assess the demand of shops in San-ying area which participate in tourism management courses and customer service training programs provided by the government. Lastly, to survey the customer satisfaction in the San-ying area. The following methods were conducted in this study in defining survey questions, interviewing shops, investigating tourist satisfaction and the analysis of in-depth interviews.

II. THEORETICAL BACKGROUND: TOURISM INDUSTRY AND ECONOMIC IMPACT

This research mainly focuses on the investigation of the needs of the tourism and recreation industry development in the San-ying area and provides the solutions and responses to business operating difficulties. This section is divided into two parts to discuss: the tourism industry and economic impact as well as medium, small and micro service businesses. The tourism industry depends on three elements: destination, connecting bridge and tourist. Moreover, four elements should be considered when developing the tourism industry (Lee & Taylor, 2005). Firstly, provide clear and distinguished core value to customer; secondly, a certain level of industrial scale has a remarkable effect on residents' life; thirdly, related tourist resources are connected together according to their geometric locations; and lastly, identical goals on local tourism development between local

government, legislative organizations and residents and the ability to communicate effectively, frame policy and administrate plans on the operation and management of recreational sites.

The economic impact of recreation and tourism

According to the economic multiplier impacts, the consumption of tourists in a tourist area is divided into several stages. The first stage is the direct consumptions from tourists; second and third stages are recreated consumption like shopping in the local area, hiring labor and taxes. Take travel for example, external visitors traveling to an area are attracted by its characteristics and activities. The first stage of the economic impact is the direct expenses spent on such things as accommodation, dining, traffic, tickets and souvenirs. The second stage of the economic impact is from the shops which receive capital from tourists to increase the amount of raw material, maintenance and repair of the equipment and shop front, personnel expenses, insurance, interests, taxes, operating and sales expense, and spend indirectly on local businesses, for example, vegetable vendors, butcher shops, gas stations and repair shops. To infer from this statement, the shops continuously make consumptions from their suppliers. The capital from tourists stimulates the sales of business and increases the demand of human resources, furthermore, to create local job opportunities. Increasing taxes revenue to the local government stimulates infrastructure development. Therefore, the third stage of the economic impact is the local supply, storage and delivery, external imports, local and external human resources, remaining dividend, job bonus, central and local tax and, local reinvestigation (Tsai, 2010). The local residents who receive capital from tourists would stimulate other consumptions in the local area as well as external areas, which is called a loss.

Medium, small and micro service enterprises

SMEs have been the foundation of Taiwan for a long time. According to the content of the White Paper on SMEs (Chung Hua Institution for Economic Research, 2013), SMEs accounted for 97.8% of total domestic businesses, furthermore, within SMEs, up to 80.7 % were in the service sector (Lu, 2007). SMEs are significant to economic development and job opportunities in Taiwan, moreover, they help to decrease the gap between rich and poor and balance the development of urban to rural areas. However, being small in scale and in the establishing or developing stage, micro and small enterprises often face a lack of related knowledge and experience, being without complete accounting and modernized administration systems, thus, there are inherent restrictions in operating ability, acquirements for budget and human resources, technical improvement, accessibility to market information and market place control (SME Administration, Ministry of Economic Affairs, 2013).

The instruction policy toward SMEs by government

According to the above inherent restrictions, it is usually hard for medium, small and micro enterprises to make breakthrough through their inner growth but rather rely on an outside growth model to transform. In order to assist SMEs heading in diversified directions as well as to adapt to an internationalized operating environment, the Taiwanese government has planned an instruction policy toward SMEs. Researches suggests that government instruction policy should include four dimensions (SME Administration, Ministry of Economic Affairs, 2013): firstly, assist enterprises in any scale to establish participating conditions for market competition, such as techniques, management, information and budget acquirement. Secondly, promote enterprises in any scale to develop innovation and renovation in order to face the coming of new era and new economy. Thirdly, to ensure enterprises in any scale the chance to participate in market competition in order to intensify their competence toward economic liberalization, industrial internationalization and clustered competitors. Lastly, spread small and micro enterprises existing guarantee systems, improve local stabilization and create job opportunities.

Researches also suggests that due to the attributions of medium, small and micro enterprises, different instruction strategies should be aimed for (SME Administration, Ministry of Economic Affairs, 2013). Medium enterprises had usually developed for years so they have certain business scales and more complete systems. The instruction objective should aim for 'incentive strategy', which are mainly: Long-term instruction by large with short-term diagnosing; encourage innovation and research and development (R & D) to ensure market strength; assist businesses to go to the market and the public; take the benefits of information technology and knowledge management to improve business adding value; and assist them to distribute market from overseas.

III. METHODOLOGY

In this research, the major method used is the gathering of data in order to clarify related concepts and research structure and also to draft the outline of interviewing. The following step is to choose suitable cases for interview and analyze the results. Beside interviews, the surveying by questionnaires of tourists who consumed

in San-ying is also to take place. Finally, both the qualitative and quantitative results are to be analyzed and traced in convenience for further analysis and discussion.

Data gathering

In this research, the generation of consuming behaviors from external tourists in San-ying area is the first topic to be examined. Moreover, the feelings from experiences and images of the area are to be discussed. To distribute questionnaires might only be able to collect superficial statistics; on the other hand, it is also less possible to collect suitable description and choice to the image and experience of Sanshia Old Street from questionnaires. Furthermore, it is also unlikely for external tourists to describe the attractiveness and importance of the old street by blocked and half-blocked questionnaires. As a result, to understand the deeper and more detailed experiences of outside tourists to this suburb of Taipei, the qualitative method of interviews to the shop owners and the survey by questionnaires to external tourists have been adopted.

Interviews

This is the most important method for obtaining data in this research. In order to enlarge the width and depth of the practice, through face-to-face conversation and interviews to gather viewpoints and opinion from interviewees is the basis of analysis. Since the present conditions and the demands of instruction within San-ying area are the main concern of the research, investigation through quantitative questionnaire, scale and statistic tools, which largely rely on width of data analysis and inference to understand circumstance, subject or issue, make it hard to become involved in events or experiences. However, by interviews, it is more possible to obtain a descriptive and detailed understandings from the operating experiences of the shop owners. Twenty shop owners were interviewed and the questions were formed by level of importance, by which the interviews were flexible, qualified and let the interviewees be more liberal in answering questions. Interviewers were trained to reach the width and depth of research so the preparation seminar was held to instruct interviewers the notice of interviews, which included the way of interviewing, recording, communicating and interacting with interviewees, in order to get the data that was the most similar to the fact. Interview was one of the qualitative methods used and could be divided into 'structured', 'semi-structured' and 'non-structured' interview. In 'structured interview', questions were classified into groups and asked by sequences. In 'non-structured interview', free conversation was adopted without previously designed questions. When referring to which to choose, the research methods and purposes were taken in to consideration. To avoid the narrowness and restriction of viewpoint of 'structured interview' as well as the randomness and superficial conversation of 'non-structured interview', 'semi-structured interview', in which outlines were set and issues were held in order to accept free expressing of opinion, was adopted in the research to obtain a suitable breadth and width of data.

Questionnaires

Apart from interviews, a questionnaire was also used. First of all, a questionnaire was designed according to research purpose and literature review and sent to be checked by professionals to ensure it was able to find out the reason why external tourists consumed in the San-ying area and their viewpoints. Research subjects were the external tourists to San-ying area, however, taking the large size of this area into consideration, the samples were limited to those who were above the age of fifteen and visited old street of Sanshia and Yingge. Research method: having considered the complexity of questionnaires, the return rate and accuracy of answer, interviewers were sent to embark on one-to-one interviews. It ensured full understanding of the questionnaire and credibility. Time and location of survey: the difference of tourist activity between summer and winter, the effect of weather and the rareness of tourists during weekdays were taken into account. As a result, distribution times were decided to be on two weekends in both January and August. Distribution locations were set to be at both ends of the two streets, where tourists were going to leave. Random sampling was taken in the old street of Sanshia and Yingge and one-to-one questionnaire surveys were held. Under 95% credibility, 5% deviation was acceptable. The estimation of sample size was five hundred thousand to unlimited so the suitable sampling numbers was three hundred and eighty-four. The target sampling was four hundred. Design of questionnaire: the impact of tourist consumption on nearby areas of San-ying included food and beverage, traffic, shopping and accommodation. The questions were designed according to the findings of interviews. The expectations of sophisticated service, satisfaction, recreation environment and the shape of tourism image were emphasized.

Analysis and processing of data

Based on quantitative analysis, the data was dealt with SPSS 12.0 and descriptive analysis was used to analyze deviations of population, characteristic, consuming behavior during traveling. Analysis included number

distribution, percentage, average and standard deviation. This research belongs to estimation of economic impact of area but was lack of related information of supply and demand in Sanshia district so the multiplier in 'industry-related statistics' by Executive Yuan was taken as basis.

IV. FINDINGS AND DISCUSSIONS: PROGRESSING QUALITY OF SMES

This study has dealt with tourism development of Sanshia and Yingge suburb areas in Taiwan. Interviews and questionnaire surveys were the quantitative research methods. It was expected that twenty shop owners and tourist who visited Sanshia Old Street would be sampled. The subjects should be willing to take part in thirty minute interviews or fill in questionnaires. As a result, how to make the external tourists be willing to fill in questionnaires for about thirty minutes during their stay and how to find shops suitable for interview research conditions were possible difficulties (Tsai, 2010).

The solution was to do randomly sample visitors and ask for their willingness to be research subjects. Firstly, explaining the abstract, purpose and motivation of the research, hoping to generalize experiences and feelings of visitors and appreciating participants with traditional gifts from Sanshia and Yingge to increase their motivation to participate. On the other hand, providing practical rewards or gifts to shop owners who were willing to be interviewed to express the appreciation of the researchers and raise their willingness to participate.

The concept of good service quality can be observed according to two viewpoints. One is the representation of higher service value than opponents; the other is the provision of service surpassing customer expectation (Ling, 2003). Generally speaking, small and micro enterprises tend to use past experiences as remedies to quality, however, they face a situation of difficulty to upgrade service quality. The main reason is the restrictions of inherent system and an acquired environment of small and micro enterprises, for instance, lower education background of employees, high turnover ratio of employment, one employee needing to do several jobs, being unable to focus on improving policy and a lack of resources and costs to improve qualities (Ling, Chen and Shen, 2007). The commonly used ways to improve quality are six standard deviation steps of DMAIC: Define, Measure, Analyze, Improve and Control. Commerce industrial services portal by ministry of economic affairs encouraged the work of identifying Good Service Practice (GSP) to shape a good service environment in Taiwan. Those who obtained GSP should provide reliable, satisfying and superior service to customers; moreover, they should hold five elements of good service, operation, system, quality and image. As a result, to instruct enterprises heading GSP was one of the important directions of the plan.

V. CONCLUSIONS: LOCALIZED INSTRUCTIONS OF SMALL AND MICRO ENTERPRISES

This study has attempted to improve the total quality of shops within San-ying area (defined by sales profit) and to reconstruct every tourist spot and shop, including products innovation, quality improvement, R & D of sub-products and service upgrading. In relation to this, it has also attempted to establish serving language, business principles and an entire image. It consisted of discussion of theory and practice of micro business through personal interviews, questionnaires and statistical analysis, hoping to hold systematic concepts and to examine business service quality. By implementing practical plans into academic research, it was expected to establish the concepts of service quality toward micro business and to provide specific suggestions for tourism and recreation. In order to make it more complete, this research combined both qualitative and quantitative research and intended to hold vertical trace by the results.

The transformation and innovation of local distinguishing industries has been promoted in recent years to stimulate the development of local industries and encourage prosperity and also to fulfill community development and improve quality of life. Recreation and tourism are some of the crucial elements. Research suggested principles for government to promote local industry include the clearance of expecting purpose, the structure being adaptable to various situations and the estimation of local industry to distribute the resources evenly depending on their scale and stage. One of the important elements is that the local government should not only take the role of promoting the whole mission but assist the development of distinguishing industry through public groups, such as schools, business unions and community residents (SME Administration, Ministry of Economic, 2013). The advantage of localized instructions is that local government understands well the entire local plan and needs, moreover, it would be more effective at communicating as well as integrating resources. As a result, researchers emphasized the major role of local government to develop local industry in order to progress the instruction effects. It also should cooperate with local plans to form a city combined culture, industry, tourism and recreation together (SME Administration, Ministry of Economic, 2013).

VI. REFERENCES

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