



Exploring Overseas Tourist Satisfaction on the Intention of Repeat Visit in Penghu



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**THE MOST
BEAUTIFUL BAY**



Introduction



The number of overseas tourists traveling around Taiwan was 4,439,500. Until 2012, there were 7,311,000. This reveals that the number of tourists has been increased as nearly 3 million (Taiwan Tourism Bureau, 2012).



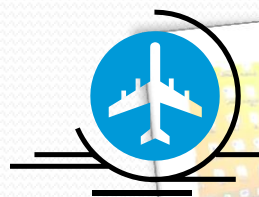
Due to a unique location and magnificent scenery, it has become one of the hot scenic spots for overseas tourists to travel around.



The local government has utilized mass media and commercial advertising to touch the tourists' hearts. With their efforts, the tourism industry has been growing. Nowadays, not only domestic tourists but also tourists from different nationalities have paid a visit to this small island.



This paper is to explore if overseas tourists' satisfaction and intention of repeat visit were closely related and their travel motivation and satisfaction with the quality of tourism in Penghu were correlated with each other.



Research Questions



- (1) Is there any statistic significance between travel motivation and overseas tourists' satisfaction?
- (2) Is there any statistic significance between travel motivation and intention of repeat visit?
- (3) Is there any statistic significance between the customer satisfaction with the quality of tourism in Penghu and the intention of revisit?
- (4) Is there any statistic significance between age level and travel satisfaction?

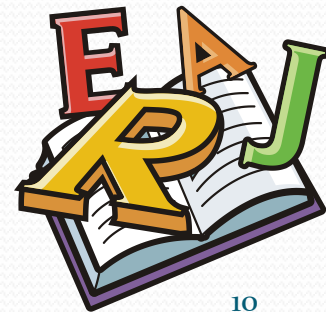
The Purpose of the Present Study

A lot of studies focus on customers' satisfaction on the intention of repeat visit after they have experienced different leisure activities in Taiwan. However, little study focuses on the overseas tourists' satisfaction and their intention of repeat visit in travelling around Penghu.



The Significance of This Study

This study can provide Penghu County Government and travel agents with their comprehensive views of how to promote Penghu as one of international tourists attractions since Penghu was acclaimed as the most beautiful bay in the world in 2013.

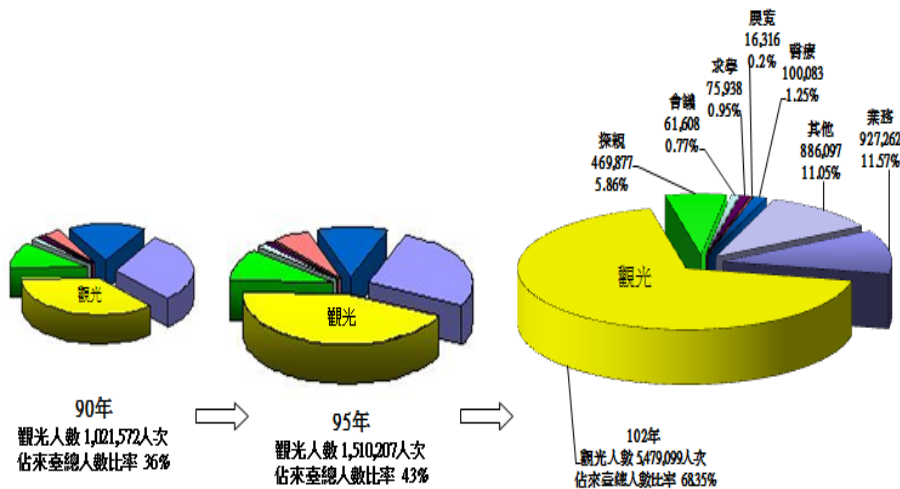


Literature Review



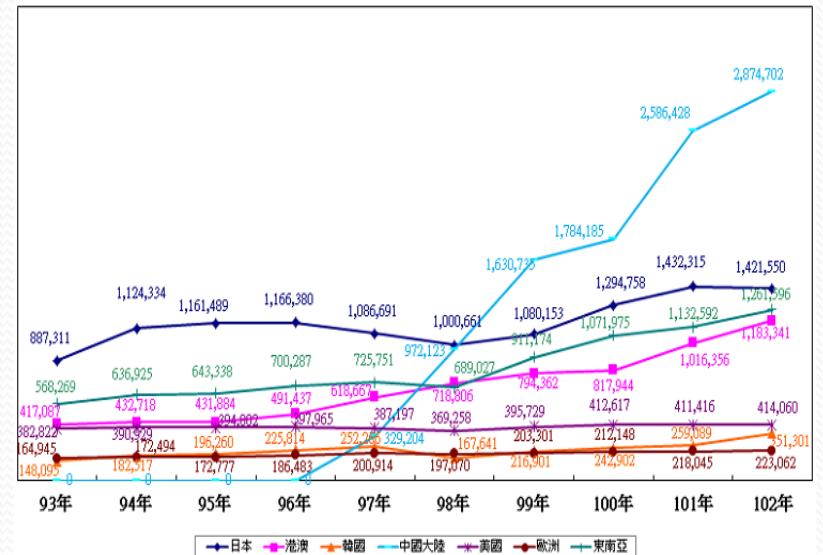
According to the World Tourism Organization, the number of tourists in China will be 100 million travelers by 2020, making it the number one of outbound tourists in the world (Guntoro and Hui, 2013). Therefore, there is no surprise that Taiwanese Government would like to gain a lion share of this lucrative market.

近十年來臺旅客觀光目的別人次及佔比變化



近十年來臺主要客源國旅客成長趨勢

單位:人次



According to the Taipei Times report (Shan, 2014), the number of visitors to Penghu Island rose 10 percent in the first five months of the year, compared with the same time in 2013.



The data also showed that 70% of the island's visitors were mostly independent travelers, and only 30% traveled with groups.

In addition, Penghu was chosen by Lonely Planet in 2011 as one of its top 10 paradise islands and was listed as one of the beautiful bays in the world by a UNESCO, a non-profit governmental organization.



Customer Satisfaction



Customer satisfaction emerges from the tourists' experience at destination visited and expectation about the destination (Pizam, Neumann, & Reichel, 1978). When the experience exceeds expectations, it results from customer satisfaction.

The Intention of Repeat Visit

Travelers who experience high satisfaction are likely to revisit a destination. In addition, an individual's travel motivation, destination image, and destination features have a great impact on a tourist's intention of revisiting the destination (Rittichainuwat, et al., 2003).



Methodology



Participants

As shown in Table 3.1, the sample consisted of 75.4% (n = 230) female participants and 24.6% (n=75) male participants. Most respondents were aged below 40. Over 35% of respondents were in service industry.

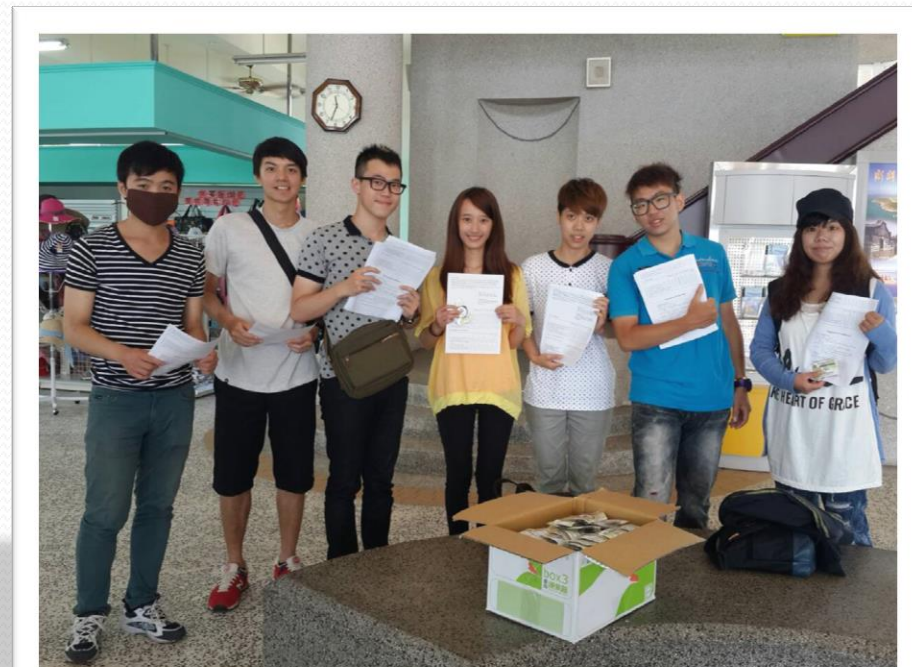


Table 3.1 Demographic Variables Summary Table

Demographic variables	No.	%	Demographic variables	No.	%
Gender			Europe	28	9
female	230	75.4	Austria	34	11
male	75	24.6	Africa	8	2
Age			Occupation		
under19	2	.7	Agriculture/Industry	27	8.9
20~29	129	42.3	Manufacturing	9	3.0
30~39	135	44.3	Education	39	12.8
40~49	35	11.5	Finance	47	15.4
50 up	4	1.3	Service	107	35.1
Marital status			Government	23	7.5
married	196	64.3	Housewife	13	4.3
single	109	35.7	Student	37	12.1
Nationality			Retied people	1	.3
Asian	143	46	Others	2	.7
China	84	58.7	Educational level		
Singapore	16	11.1	High school	52	17.0
Hong Kong and Macao	22	15.3	University	115	37.7
Malaysia	14	10	Graduate school or up	138	45.2
Japan	4	3			
Korea	3	2			
America	98	30			

Instrumentation

Questionnaire was administered to 305 foreign travelers from different country. The questionnaire used 5-point Likert Scale.



Validity and Reliability

In the quantitative study, the internal reliability coefficient (Cronbach's Alpha) of 5-point Likert Scale items in the questionnaire was 0.78 >0.75. Moreover, the construct validity of this questionnaire was good due to KMO larger than .50

Data Collection Procedures

Before this questionnaire was designed, our group members asked for help from two experts to examine whether the contents of questionnaire were consistent with this title of our study. During almost one-year journey, we gave out our questionnaire to tourists at a city center, Aimen Beach, and Shan-shui Beach, Magong, Penghu.

Results



Table 4.1 Descriptive statistics and Pearson Correlation between Tourism Motivation and Tourism Satisfaction

**When significance level was 0.01(two-tailed), there was statistical significance.

	Mean	SD	Number	Pearson Correlation	Sig.
Tourism Motivation	1.5273	.50078	165	1	
Tourism Satisfaction	1.5699	.49643	186	.911**	.000

There was positively high correlation between tourism motivation and tourism satisfaction due to $r = .911$.

Table 4.2 Descriptive statistics and Pearson Correlation between Tourism Motivation and Revisit Intention

	Mean	SD	Number	Pearson Correlation	Sig.
Tourism Motivation	1.5273	.50078	165	1	
Revisit Intention	1.5320	.50021	203	.751**	.000

**When significance level was 0.01(two-tailed), there was statistical significance.

There was positively high correlation between tourism motivation and tourism satisfaction due to $r = .911$.

Table 4.3 Regression Model for the Determinants of the Satisfaction with Quality of Tourism in Penghu and the Intention of Revisit

Models	R	R ²	Adjusted Square	F(Sig.)	B Constant	t(Sig.)
1	.619 ^a	.383	.380	124.875 (.000)	-1.129 .122 (b1)	-5.544 2.801 (.006)
2	.693 ^b	.480	.475	37.324 (.000)	.350 (b9)	10.852 (.000)
3	.779 ^c	.607	.601	63.899 (.000)	.255 (b6)	6.976 (.000)
4	.803 ^d	.644	.637	21.068 (.000)	-.173 (b5)	-4.649 (.000)
5	.824 ^e	.680	.672	21.767 (.000)	.178 (b3)	4.105 (.000)
6	.831 ^f	.691	.682	7.270 (.008)	-.074 (b8)	-2.696 (.008)

Regression model Y (satisfaction) = -1.129 + .122*b1 (wonderful traveling) + .350*b9 (clean and sanitary environment of Penghu) + .255*b6 (compatible facilities and landscape in Penghu) + -.173*b5 (satisfied traveling to Penghu) + .178*b3 (good impressive sights after this trip) + .074*b8 (on-the-spot sufficient trash cans in tourist attractions)

Table 4.4 One Way ANOVA of Age Levels and Tourists' Satisfaction

Age(I)	Age(J)	Mean Difference	Sig.
20-29	19 (and under 19)	-.32609	.350
	30-39	.20094*	.009
	40-49	.27391*	.045
	50 up	.34058	.235

*p-value<.05

Overseas tourists' age levels from 20 to 49 had more statistical significance than their age level at 19 (and under 19) and 50 up.

Discussion and Conclusions

Discussion



Their travel motivation had a great impact on their satisfaction with the quality of tourism in Penghu due to **Pearson Correlation $r=.911$** . In fact, tourists satisfaction is related to “emotional and internal desires such as self-actualization, rest, leisure or social interaction as well as external and cognitive factors such as landscape, climate, hospitality or facilities” (Correia, et al., 2013, p. 413).

As such, tourist satisfaction can be a “multidimensional construct which comprises psychological and cognitive factors” (Peter and Olson, 2009).



In addition, the overseas tourists had a strong intention to visit Penghu again owing to **Pearson Correlation $r=.751$** .

This could interpret a fact: it was their first time to travel to Penghu, with a long history and unique natural features such as historical old houses, historical relics, different types of basalts, and fresh seafood, and clean water.



Cultural heritage assets and religious heritage in Penghu can be a sustainable tourism product due to its rich stock of heritage assets that maintain development over time.



Additionally, nature-based tourism reflects several components of different forms of tourism including ecotourism, adventure tourism, sustainable tourism and even cultural tourism (Weaver, 2001).



As a result, economic benefit of nature-based tourism has been paid attention to because it can stimulate economic development in the areas or nations which possess unique natural environments and cultural values or beliefs.



Based upon the above results, the findings suggest that how to develop a successful marketing strategy plays a key role in promoting a remote island that possesses the characteristics of nature-based tourism industry.



Conclusions & Suggestions



In this study, the majority of overseas tourists were from Asian countries ($n=143$), such as China ($n=84$), Macao as well as Hong Kong ($n=22$), Singapore ($n=16$), Malaysia ($n=14$), Japan ($n=4$), and Korea ($n=3$).

The results reveal that Chinese tourists were top one among the Asian countries due to thriving economy and easing travel restrictions.

It is apparent that the travel and tourism industry of Penghu are not performing well because of the small number of international arrivals. In this sense, there is an urgent need for Penghu tourism industry to improve its performance.



This motivated them to explore this new adventure in Penghu, a mysterious paradise, even though it was a little hard for them to spot on a map of the world. Apparently, marketing planning is required to take advantage of Penghu's core competence in an advanced high-tech era.



The government also can add up new innovative tourist attractions and enhance the quality of in-service training programs for hotel and restaurant staff, including local product shops, and update marketing strategies, depending on different marketing segments to satisfy different customers' needs.



Thank you
for your
attention

