

The Impact of English Proficiency on the Tourism Industry of Taiwan

Teacher : Chris Hung

Members

: Daniel

Jocelyn Kyle

Lisa

Jerry

Shirley

Vicky

01 Introduction

02 Literature Review

03 Research method

04 Results and Discussion

05 Conclusion and Suggestions

Motivation



Under the booming tourism industry, the tourism industry has become a huge industry affecting the entire national economy

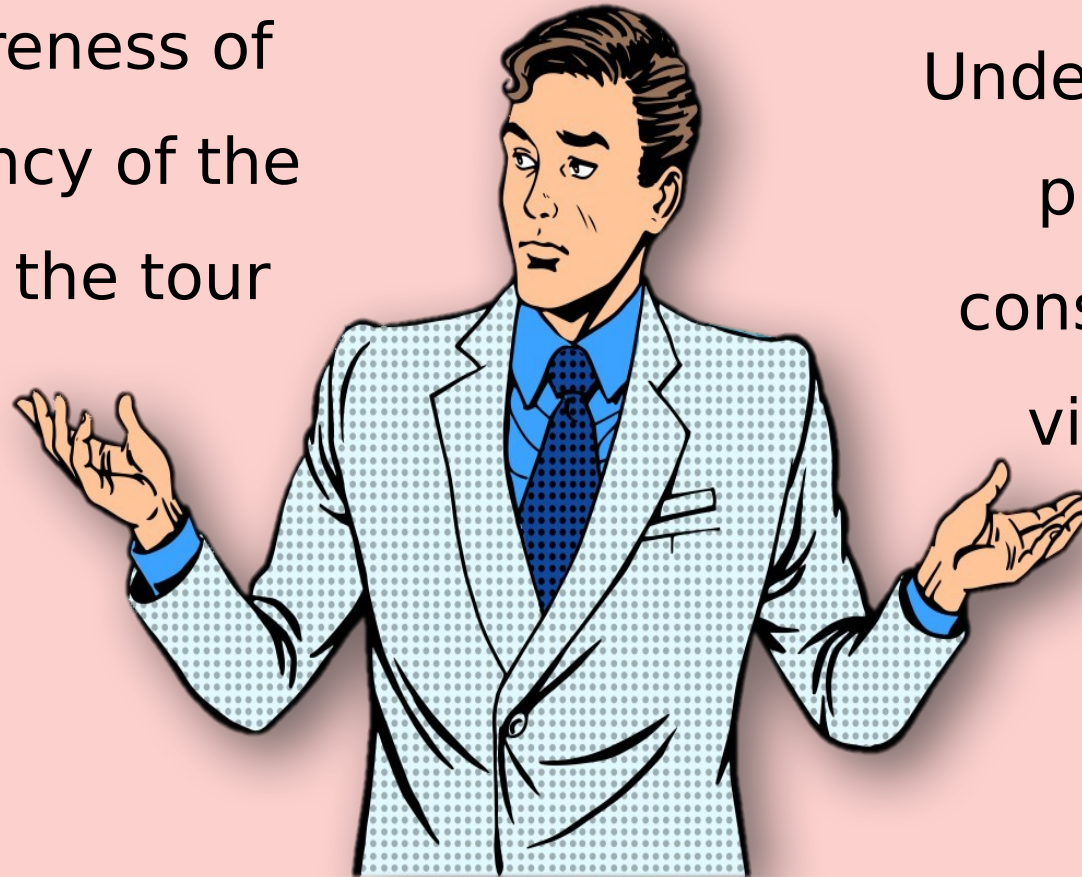
Background



English ability is an indispensable ability in tourism, and English is a common language in the world

The purpose of the study

Exploring self-awareness of the English proficiency of the people engaged in the tour business



Understanding if English proficiency affect consumer's choices of visitors to Taiwan

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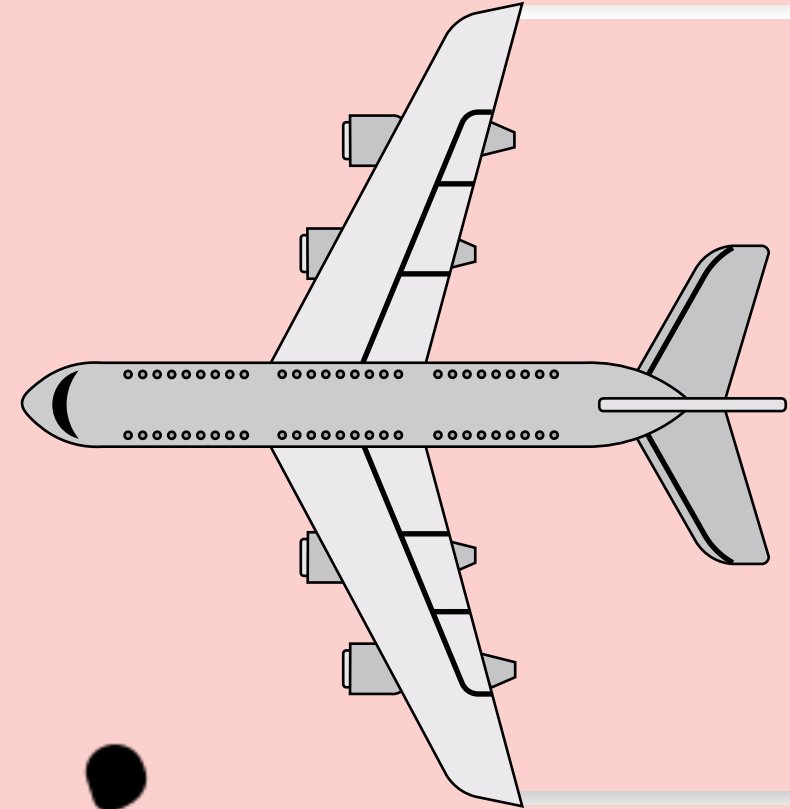
05 Conclusion and Suggestions

Literature Review



The 20th century tourism industry

- Successfully attracting foreigner
- Increase foreign exchange income
- Improve people's quality of life



Global Tourism Competitiveness

Tourism resources

Quality of service personnel

Safety

Health

Transportation convenience



The World
Economic
Forum

02 Literature
Review

Global tourism competitiveness ranking



In countries around the world



In countries around the world



In Asian countries



th

th

th





Tourism services

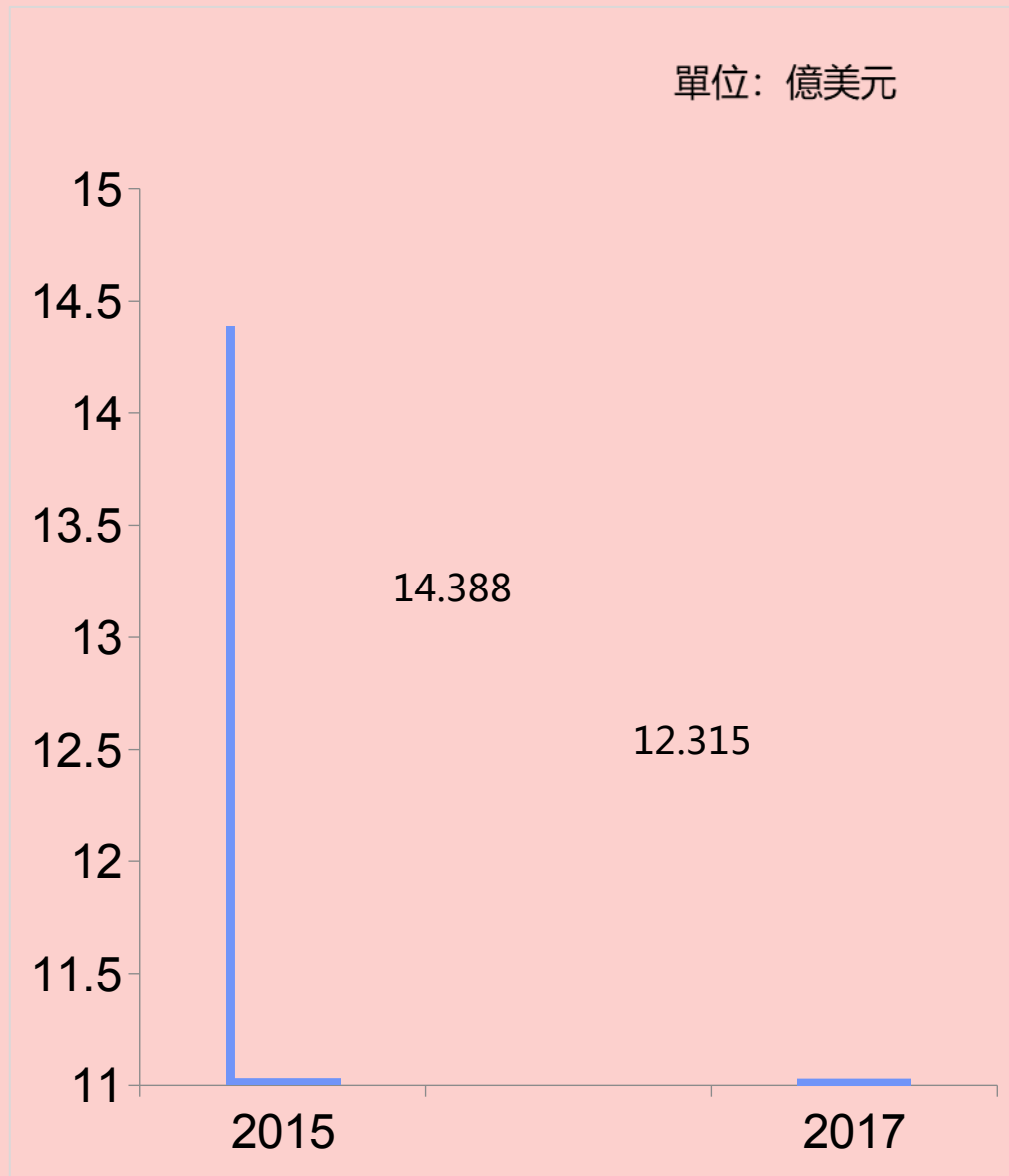


Complete in infrastructure

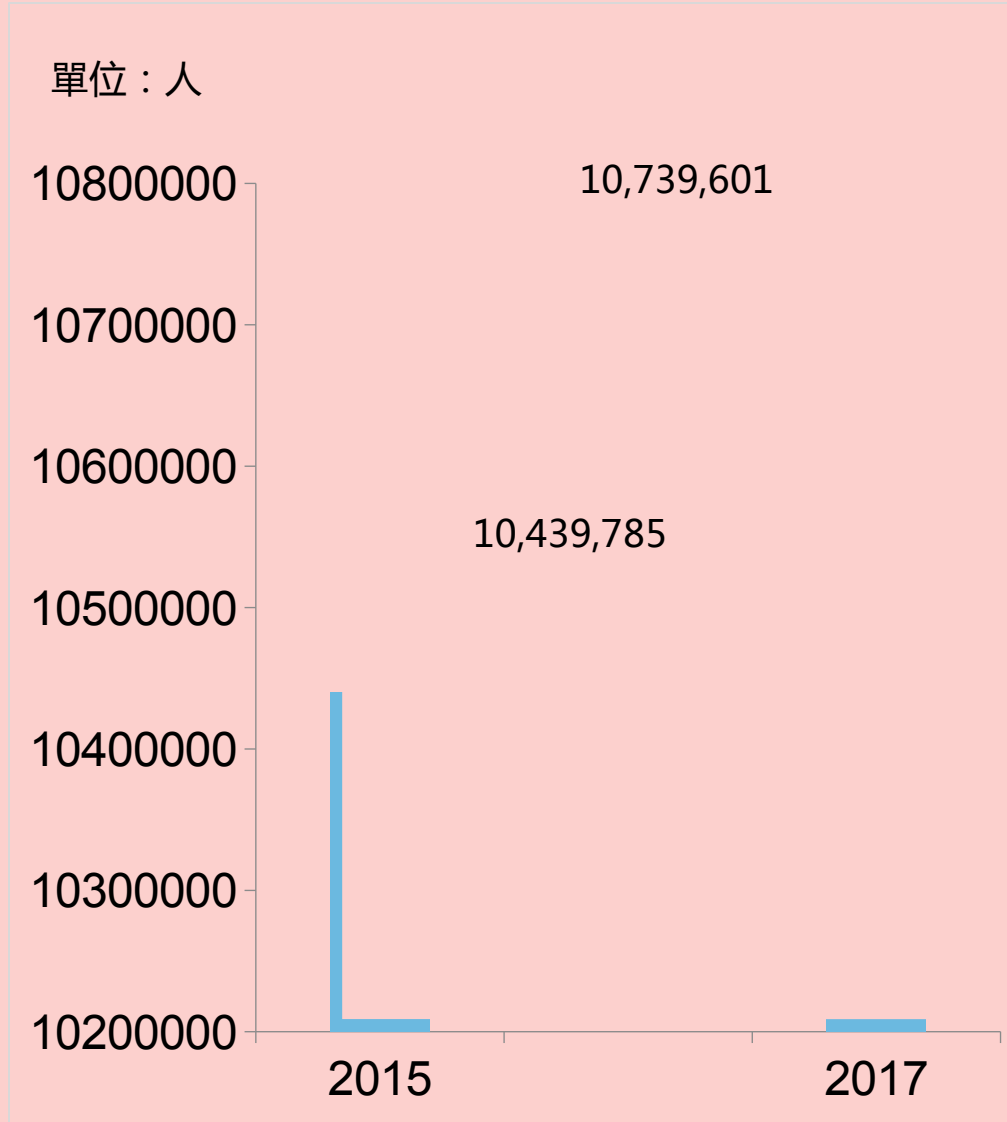


Perfect sanitary conditions

Taiwan Tourism Income

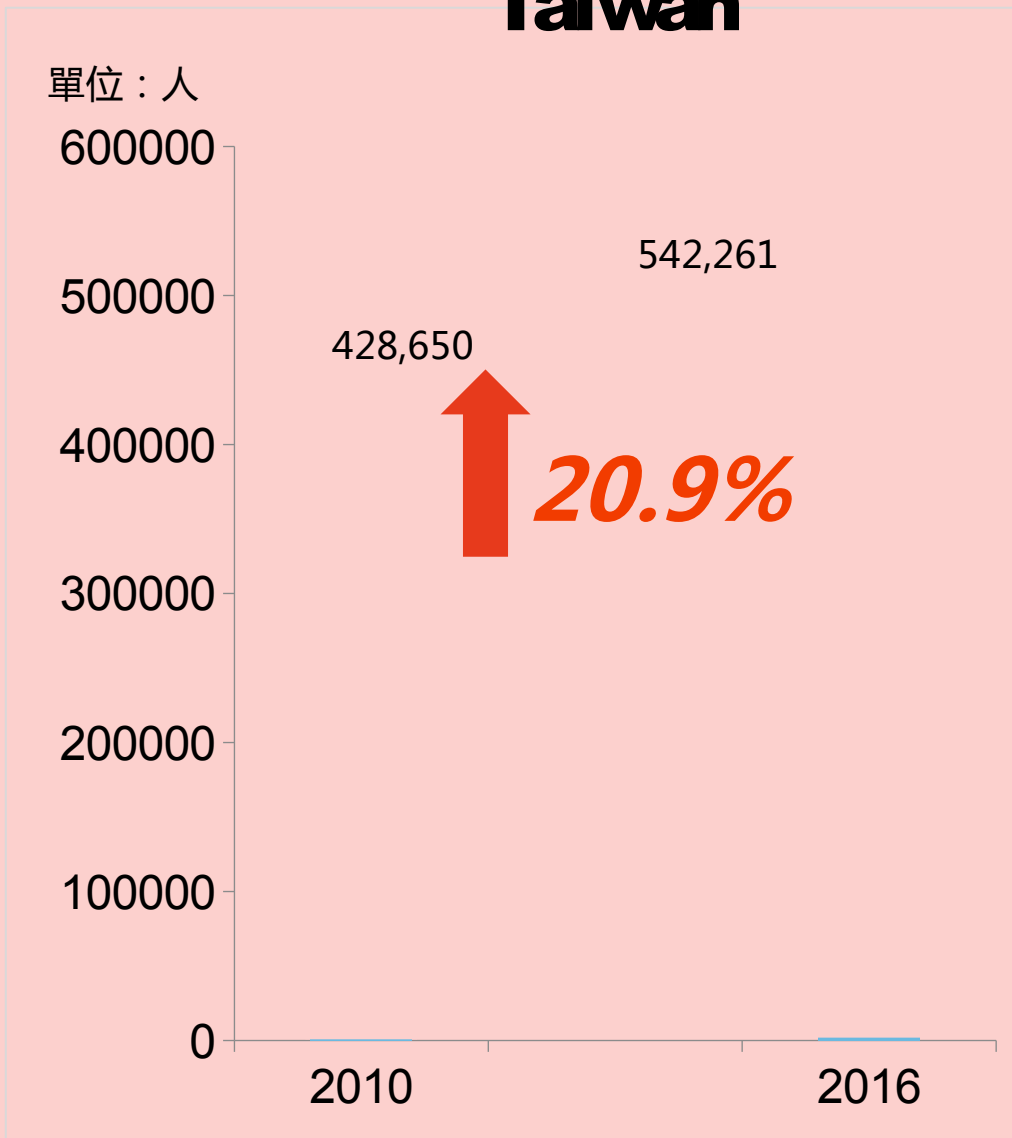


Foreigners coming to Taiwan for sightseeing

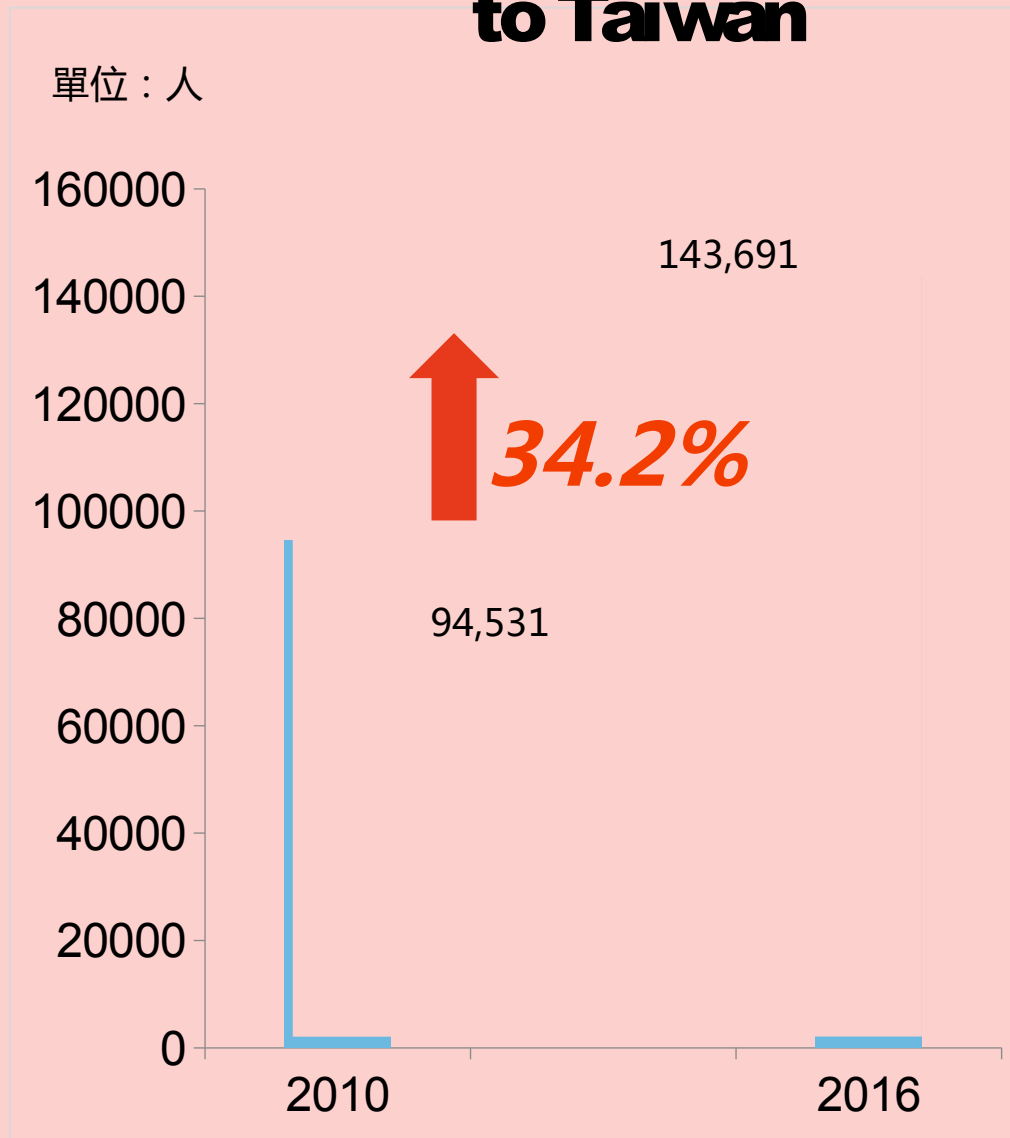


299,816

Americans coming to Taiwan



Canadians coming to Taiwan

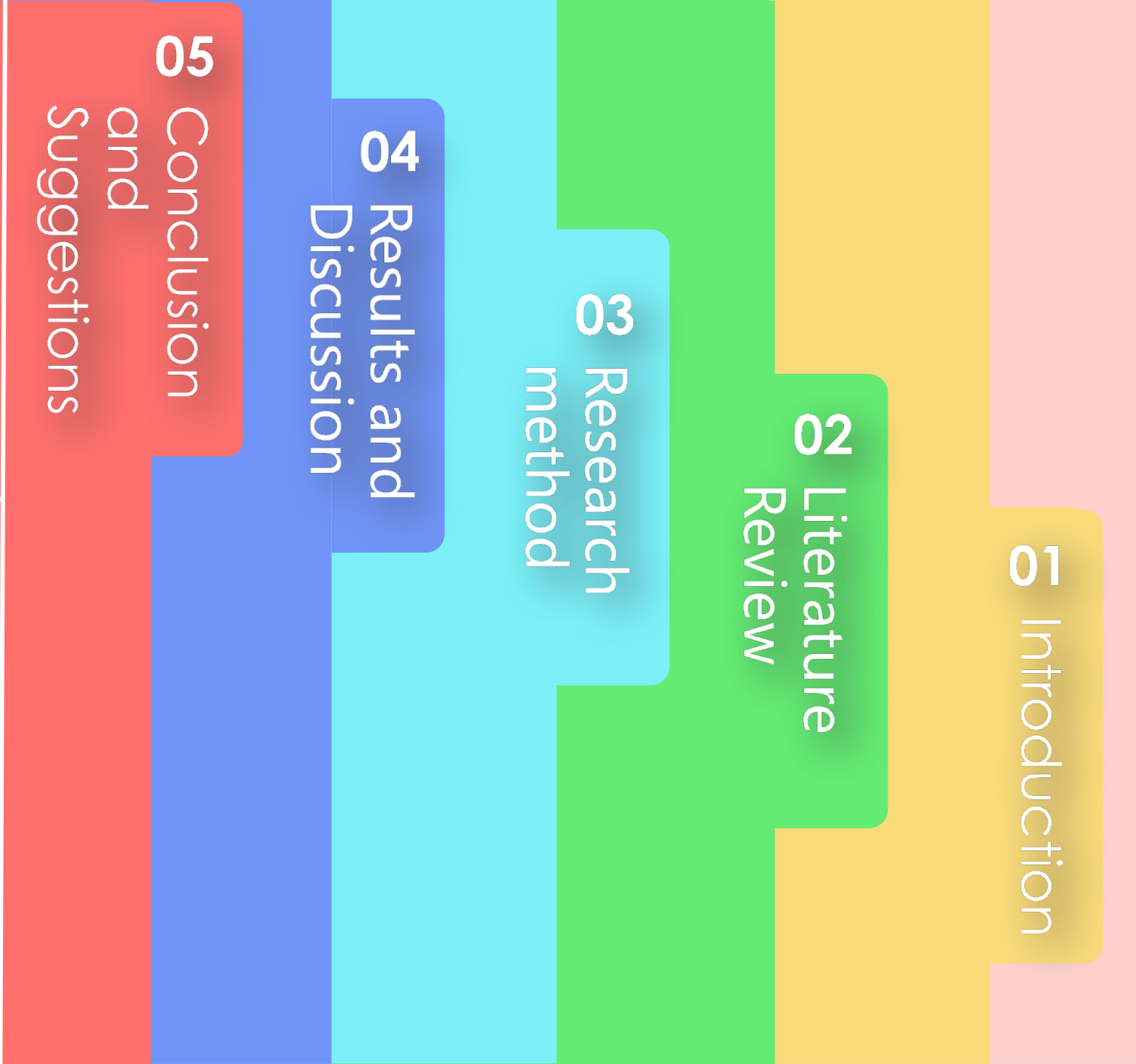


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Research method

1

◀ From 2018/07/01



2

Using google sheet ▶

3

▲ Distributed online



4

▶ Deadline 2018/10/30

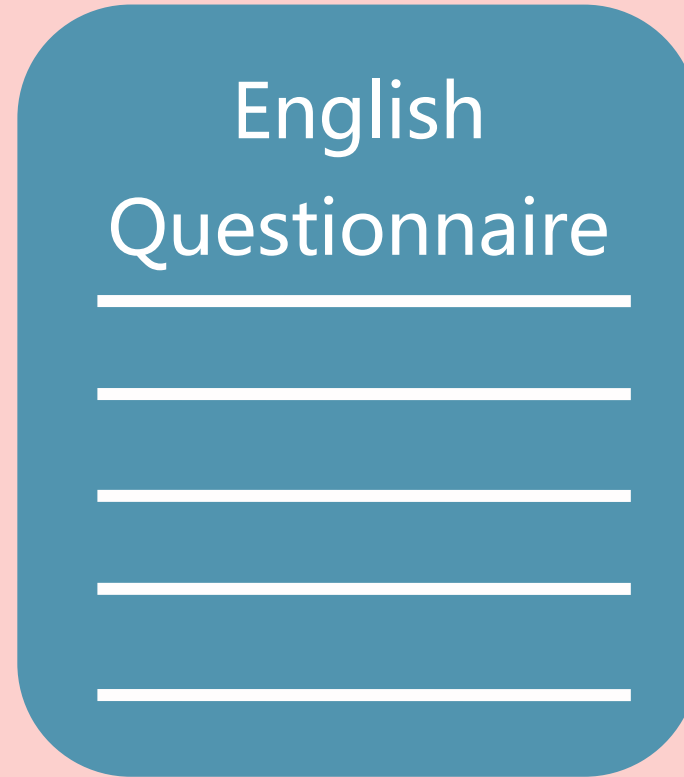


03 Research method

Copies of Questionnaires



Number of copies:345



Number of copies:104

Total of copies:449

03
Research
method



Speaking



Listening



Personal
Background



Communication in
English



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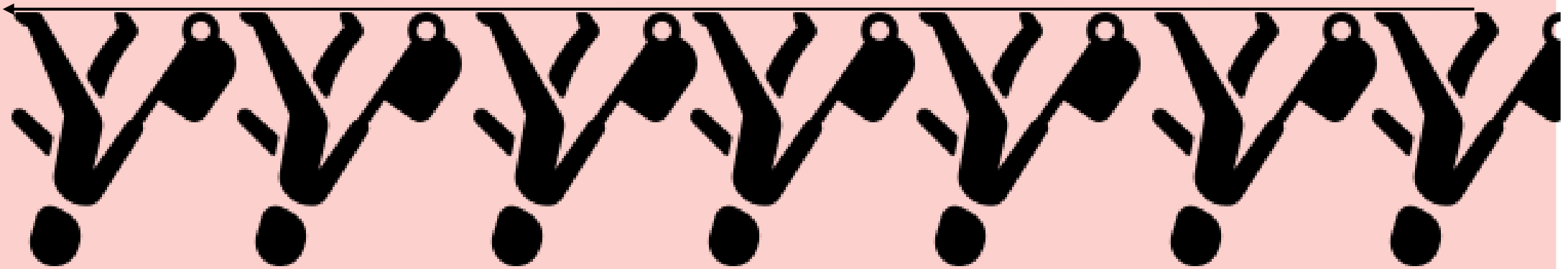
03 Research method

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Twenty to thirty years old



56.8%



Female
respondents

vs.

43.2%



Male
respondents

70.8% people have
good English
proficiency



English certificates

Taiwanese with
English license
51.9%

01

02

03

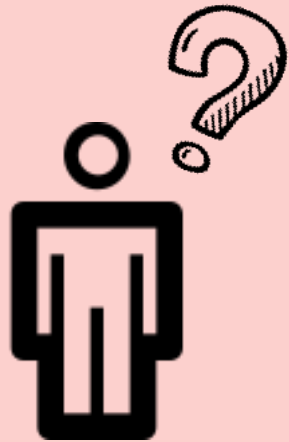
04

04 Results and
Discussion

Communication

Oral practice

Familiar with accents



54.4%



vs.

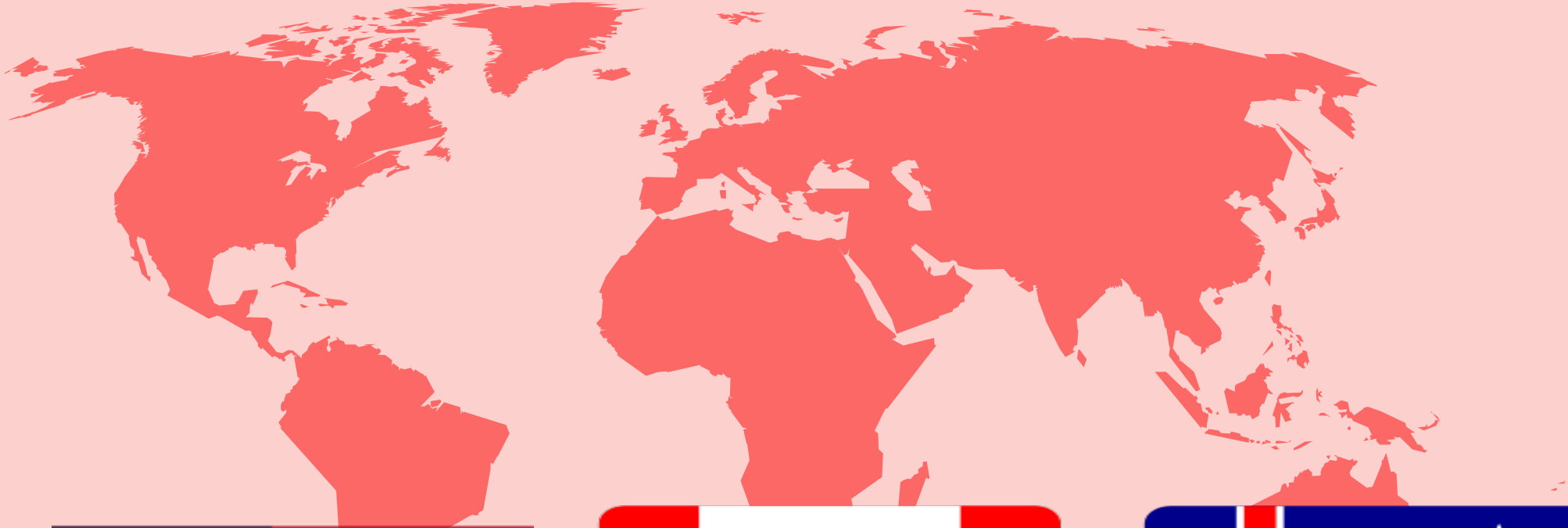
45.6%



Male
respondents

Female
respondents

English is first language



80 respondents had been to Taiwan



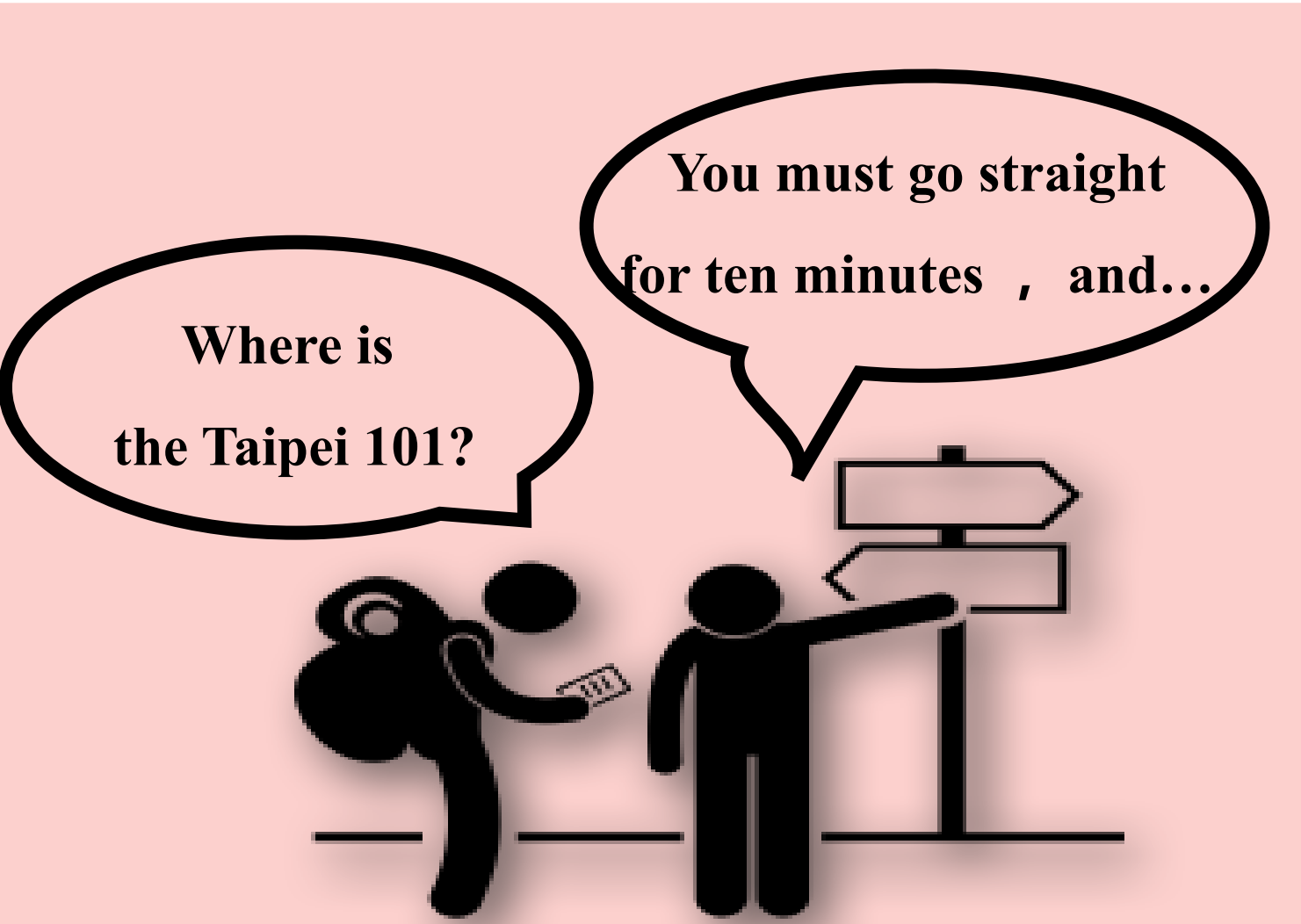
Working



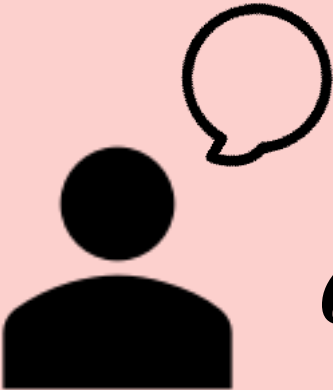
leisure

4 Results and
Discussion

Foreigner vs Taiwanese



54.8%



68.9%

90.3%



Better English



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and
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THANK YOU !