

國立澎湖科技大學應用外語系

英文實務專題

The Impact of English Proficiency on the Tourism
Industry of Taiwan

英語能力對臺灣觀光產業影響之分析

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英語能力對臺灣觀光產業影響之分析

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摘要

旅遊業為一個國家帶來了可觀的收入，而英語在旅遊業中發揮著重要的功能。本研究的目地在於了解從事觀光產業的台灣店家對自己英文能力的認知，並了解臺灣店家的英文程度是否會影響臺灣外國遊客的購買意願。本研究以 google 表單製作線上問卷。主要有兩份問卷，分別是「The Impact of English Proficiency on the Tourism Industry of Taiwan」和「針對臺灣人英語能力與觀光產業之影響分析」，各收到 104 份英文問卷和 345 份中文問卷，總計 449 份。

研究結果顯示，台灣人普遍認為自己的英文能力還有很大的進步空間，尤其缺乏口語練習及外國英語口音的熟悉度，對英文能力缺乏自信，店家很願意主動用英語跟外國旅客溝通；而外國人則對此表示台灣人的英文程度其實表現不錯，不會因為英文能力影響來台觀光的意願。但店家普遍認為英文溝通的重要性，及英文能力可能影響購買意願，若有更好的英語能力和溝通能力，有助於推動業務發展，增加全球觀光競爭力。

關鍵字：英文能力、臺灣觀光產業、購買意願、臺灣外國遊客、全球觀光競爭力

The Impact of English Proficiency on the Tourism Industry of Taiwan

Abstract

Tourism brings profitable outcomes to a country while English plays an important part in the tourism industry. In this study, it aims to understand the self-awareness of English proficiency in speaking and listening of Chinese people engaged in the tour industry in dealing with English tourists to Taiwan and also to understand if English proficiency affects consumer's choices on the part of English speaking visitors in Taiwan. This research uses google sheet to make two online questionnaires. One in Chinese and the other in English. 449 questionnaires are received. The results of the study show Chinese are unsatisfactory of their English proficiency due to lack of speaking practice and unfamiliarity with different accents, while the foreigners are fine with that. English proficiency may affect the consumer's choice to an extent but not a critical factor. With better English ability and communication helps tourism competitiveness

Key words : Tourism, English proficiency, foreign tourists to Taiwan, consumer's choice, tourism competitiveness

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Chapter One

Introduction

Background

Under the booming tourism industry, the tourism industry has become a huge industry affecting the entire national economy. Sightseeing can develop local industries, create employment opportunities, and improve the quality of life. Therefore, many countries combine cultural tourism with sightseeing and leisure tourism to attract customers. Tourist industry operators must think about how to attract foreigners to Taiwan to play, and the tourism industry has entered internationalization.

English ability is an indispensable ability in tourism, and English is a common language in the world. The study aims to examine the English ability of Taiwanese people engaged in the tourism industry and the language needs of foreigners visiting Taiwan.

Purpose of research

The purpose of the study is as follows:

1. Exploring self-awareness of the English proficiency of the people engaged in the tour business
2. Understanding if English proficiency affect consumer's choices of visitors to Taiwan

Chapter Two

Literature Review

Since the September 11th incident in the United States in 2001, the world's economy has indeed become worse and worse, and the impact of the economic downturn on the tourism industry can be imagined. However, the tourism industry has become a huge industry at the end of the 20th century, and now many countries in the future develop economic indicators. The tourism industry has created many employment opportunities to accelerate development, not only by attracting foreign tourists, increasing foreign exchange earnings, revitalizing the economy, but also improving the quality of life of the people. The World Tourism Organization (WTO) predicts that the annual growth rate of international tourism will reach at least 4% per year by 2020. Therefore, it is valued by many countries. All countries are looking for ways to attract more visitors.

Global Tourism Competitiveness

The World Economic Forum assesses the world's countries in more than 90 surveys, including tourism resources, quality of service personnel, safety, health and transportation convenience, in 141 countries and regions around the world. Sightseeing competitiveness. In the past four years, the global tourism industry has grown at a rate of 3.4% per year. Currently, it has accounted for one-tenth of the world's total GDP. The well-known WEF "Global Tourism Competitiveness Ranking Report" is published every two years, which is based on the tourism environment and policies. Regulations, infrastructure and natural resources are different for indicators. The latest "2017 Global Tourism Competitiveness Ranking Report", Asian countries

also performed quite well in this ranking, and the market size of tourism is second only to Europe. Taiwan squeezed into the 30th of 136 countries, 2 times better than 2016, ranked 7th in Asian countries, Japan jumped 5th in one breath, ranked 4th, Hong Kong ranked 11th, Singapore 13th The name is 15th in mainland China, 19th in South Korea, and 26th in Malaysia. Spain, France and Germany continue to be among the top three in the world, and the last one is Yemen, which is currently circulating in the civil war.

The 2017 report shows that despite the threat of terrorism, Europe is rich in cultural resources, perfect in tourism services, complete in infrastructure, sanitary conditions and international. The top three are unbeaten in Spain, France and Germany, ranking the same as in 2014. Tourism is one of the three major industries in Spain, accounting for about 10% of GDP. It welcomes 60 million tourists every year, and currently 80% of foreign tourists in Spain come from Europe, making it the most popular country for Europeans. According to the World Economic Forum's Tourism Council forecast (World Magazine - Madrid is not the most competitive country in Spain). In 2020, the annual growth rate of the global tourism industry is expected to rise further to 5.2%. Compared with the annual growth rate of 2.3% in the global economy, the tourism industry has shown strong vitality. The reason why tourists are loved by tourists is that Spain's coastline is more than 8,000 kilometers, 24% of which are sandy beaches. With the Mediterranean climate, the sun is shining all year round. "Sunshine and beach" become the best tourism resources in Spain. In addition, Spanish history. It has a long history and has the second most natural cultural heritage in the world. The conditions make Spain one of the most attractive tourist destinations. Spain is the fourth largest economy in the European Union. In addition to the 1.4% economic growth in 2014, the Western Government is more optimistic

in 2015 that the economic growth will reach 2.0 to 2.5%. Spain's tourism competitiveness is considered a signal of Spain's economic recovery.

In the Asia-Pacific region, the fourth highest ranking is Japan, and it is also the country with the most improved overall tourism quality. Japan has also won the first and “reception services” in the “Visitor Treatment” and “Road Traffic Convenience” projects. It is a very high evaluation. However, there were 94 in the "price competitiveness" and 129 in the "endangered species conservation". In 2017, Taiwan ranked 30th in the global tourism competitiveness, taking the lead in "mobile network coverage" and "public health improvement". The scores in public security, business environment and public health are very high. Taiwan's "human resources and labor market", "business environment", "safety preservation" and "health and health" have made progress in these projects in 2015~2016. Due to serious air pollution and lack of awareness of conservation, the worst performing project is “environmental sustainability”. Taiwan’s international popularity in tourism is slightly inferior, not the top tourist areas in the minds of respondents (Liberty Times 2015).

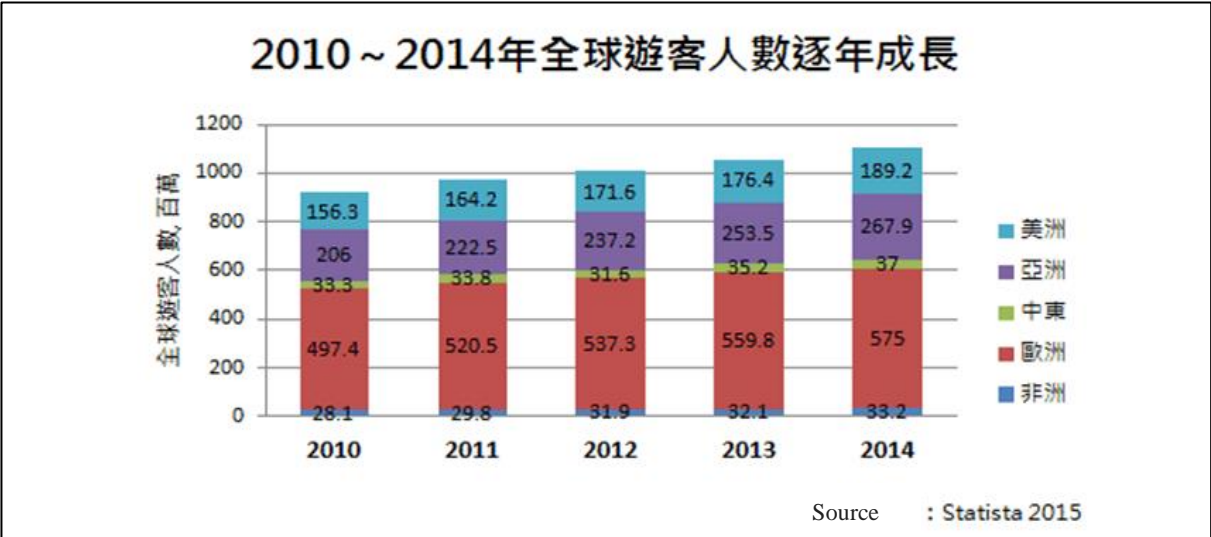


Figure 1 number of global tourists survey

Source <http://topic.cw.com.tw/event/2015neweurope/article5.html>

Analysis of Taiwan Tourism Industry

Tourism industry has already become one of the industry that can prosper a country's economy, in Taiwan, people is spare no effort in tourism. In recent years, the number of tourists is increasing, but the whole consumption is decreasing. Looking for where this problem cause, and find an effective way to rise the consumption of tourists.

Analysis of Taiwanese Visitors to Taiwan

The United States and Canada came to Taiwan in 35.84% in 2017 (Figure 1). The primary purpose of passengers is to account for a quarter of the number of tourists. The number of people from the United States and Canada and the United States has also increased year by year. The United States grew from 428,650 in 2010 to 542,261 in 2016, with a growth rate of 20.9%. Canada also grew from 94,531 in 2010 to 143,691 in 2016, with a growth rate of 34.2% (Figure two).

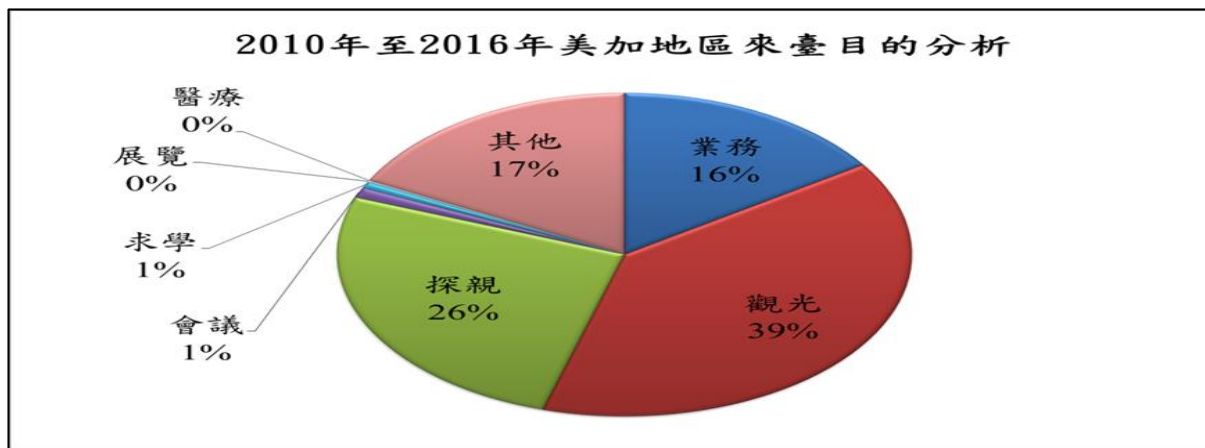


Figure 2 Analysis of passengers coming to Taiwan from 2010 to 2016 in the United States and Canada

Source <https://www.taiwan.net.tw/>

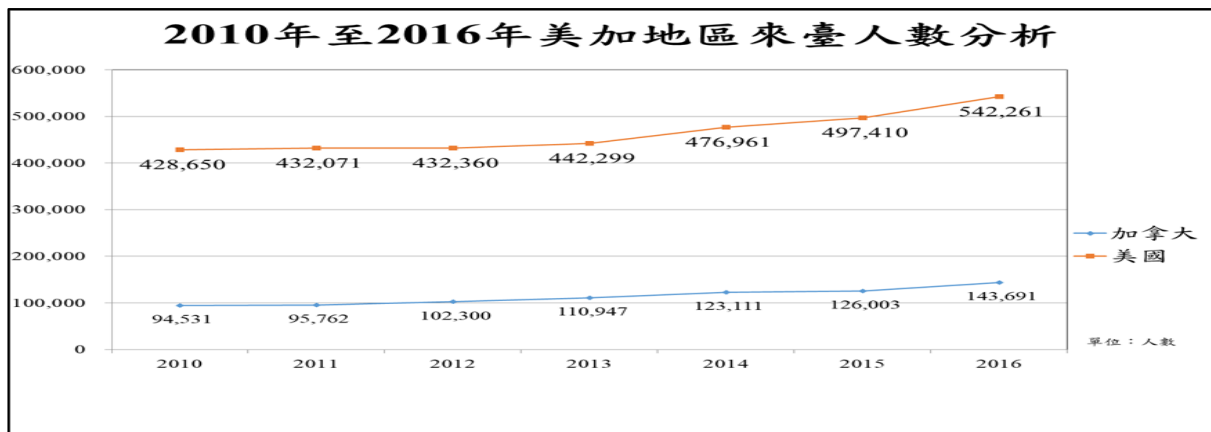


Figure 3 Analysis of the number of people coming to the US and Canada from 2010 to 2016

Source <https://www.taiwan.net.tw/>

Taiwan's annual tourism revenue

The number of visitors to Taiwan has increased year by year. The number of visitors to Taiwan has increased from 10,439,785 in 2015 to 10,739,601 in 2017. The number of tourists has increased by 2,99,836, but Taiwan's annual tourism revenue is decreasing year by year (Figure 3), from \$14.388 billion in 2015 to \$12.315 billion in 2017, a decrease of \$2.073 billion (a decrease of 16.8%) in just two years. According to the 107-year tourism statistics annual report of the Tourism Administration Bureau, the amount of foreign tourists spending in Taiwan in 2017 was 374.9 billion yuan (Figure 4), which was the second consecutive year of decline, which was nearly two years lower than the historical record of 458.9 billion yuan in 2015. Cheng, the main reason is that the number of people coming to Taiwan has decreased. However, the number of visitors from Taiwan to the United States and Canada has grown year by year. (Figure 5), it can be found that the average per person consumption in 2017 is only 185 US dollars, from US\$224 in 2013, 39 US dollars, and the average in 2016 in the US and Canada. Consumption was only \$259.3, down \$114.69 from \$373.99 in 2013.

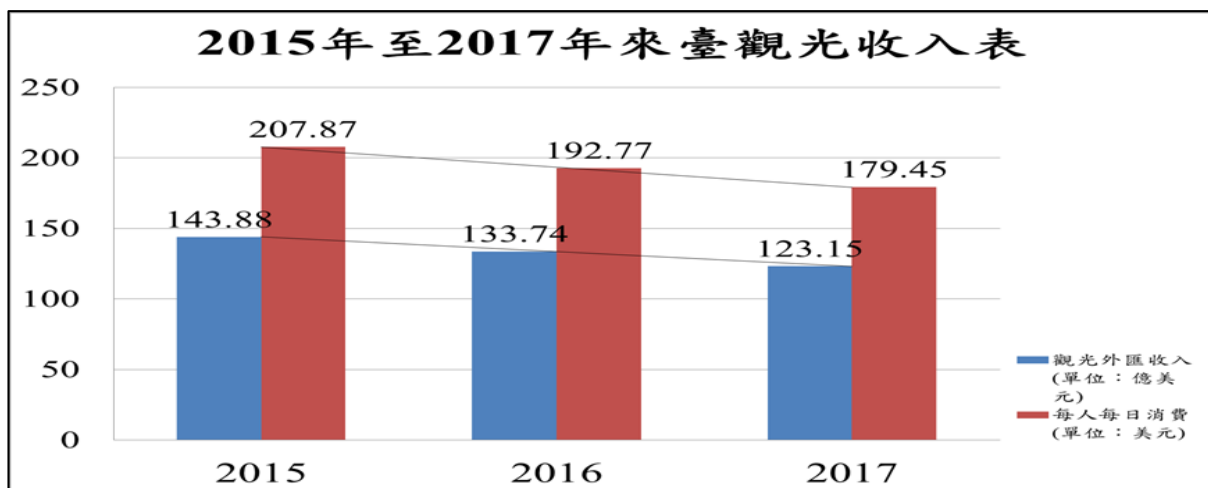


Figure 4 Taiwan Tourism Income Statement from 2015 to 2017

Source: <https://www.taiwan.net.tw/>

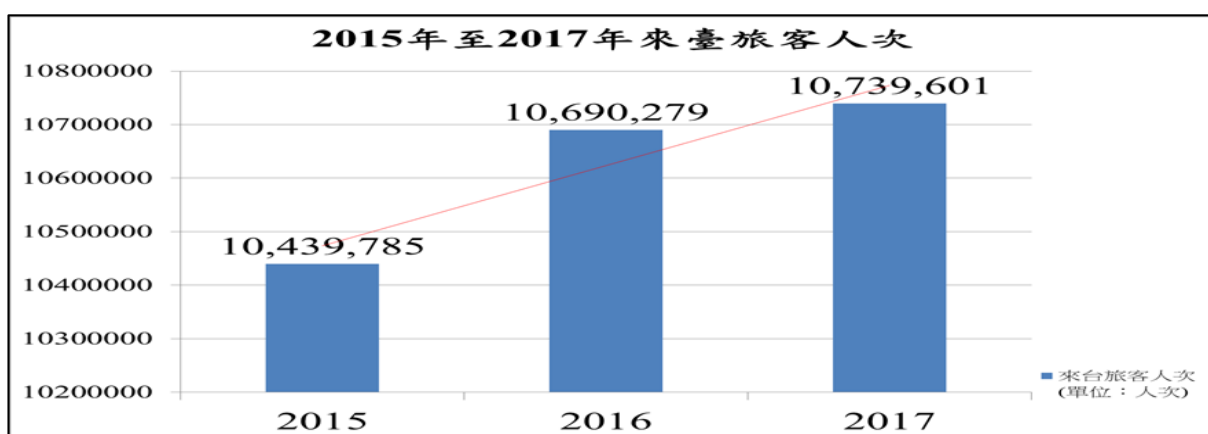


Figure 5 Visitors to Taiwan from 2015 to 2017

Source <https://www.taiwan.net.tw/>

外籍旅客 (含港澳及陸客) 來台觀光人次及消費金額		
時間	人次	平均每人每日消費金額 (美元)
2013年	547萬9099	224
2014年	719萬2095	222
2015年	750萬5457	214
2016年	756萬0753	198
2017年	764萬8509	185
2018年1到5月	296萬6047	-

資料來源：交通部觀光局 製表：黃天如

Figure 6 Foreign tourists (including Hong Kong, Macao and mainlanders) to visit Taiwan and the amount of consumption

Source <https://www.storm.mg/article/468797>

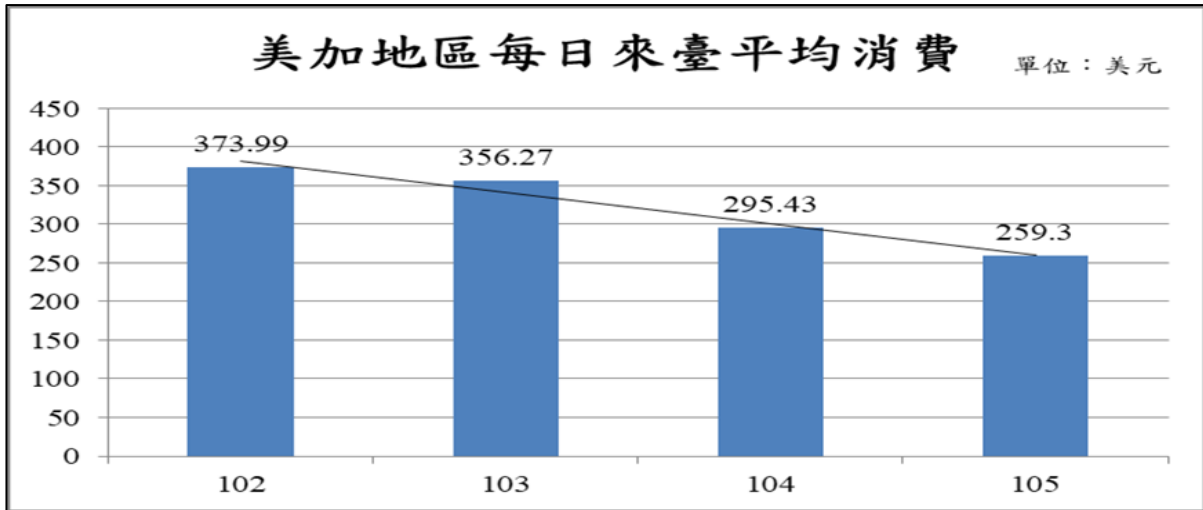


Figure 7 Average daily consumption of Taiwan in the US and Canada from 2013 to 2016
 Source: <https://admin.taiwan.net.tw/FileUploadCategoryListC003330.aspx?CategoryID=0bbb-a28b-21c1-4986-a5c6-7cd5070b6060&appname=FileUploadCategoryListC003330>

English ability and national tourism competitiveness

What is the relationship between English ability and national competitiveness? If the country is to be competitive, it needs talent cultivation, cross-cultural capabilities and integrated capabilities. Language policy is an indicator of national competitiveness (GETA Taiwan Global Education Promotion Association (2012) has participated in a forum of English power and national competitiveness, asked the officials of the Council for Economic Development, how is Taiwan's talent planning done? He said Taiwan's talent planning is based on industry, such as lawyers and IT talents. According to the industry, the total amount of admissions is controlled. For example, how many doctors do Taiwan need after 20 years, and then planning medical schools to enroll several students. However, the future global competition may require multicultural and cross-disciplinary, cross-lingual talents. However, these talents are so important, but Taiwan has not done relevant cultivation and planning.

Spain, France and Germany continue to rank among the top 3 global tourism competitiveness. Among the English proficiency rankings, Spain ranked 32 and France ranked 35 in the world, while Germany ranked 10th. (EF Global English Proficiency Grading Guidelines, 2018)

In the toeic score ranking, Germany's total score is 800 points, ranking second. France's total score is 722 points, ranking eighth. The total score of Spain is 701 points and ranked 13. According to the analysis, Germany ranks among the best in the global rankings in terms of global English proficiency rating and multi-score rankings. While France and Spain are at an intermediate level in English proficiency, the multi-score results are not top-notch, but they are among the top three in terms of global tourism competitiveness.

According to statistics from the Bureau of Tourism of the Ministry of Communications, the number of foreigners coming to Taiwan has shown a steady and slight decrease in the number of people coming to Taiwan, but visitors from Japan, South Korea and Europe and the United States have increased year by year. From 103 to 105, the number of passengers in the Americas climbed from 56 to 640,000, and the number of Korean tourists came from 540,000 to 880,000, a significant increase. The business opportunities for sightseeing in Taiwan are warming up, and the charter operators are looking for business opportunities, emphasizing that employees must strengthen their English speaking and tasks. The rental charter industry will see the trend, strengthen the driver's ability to speak in English, and earn up 30% of the foreign tourist financial performance. In addition to creative ideas, the rental charter industry will change the shape of the car according to the festival, or let the driver dress up the cartoon characters such as the Santa Claus, and the main driver will have a good English speaking ability. The Fucheng International Taiwan Charterer will make it easy for foreign tourists to travel. The driver is required to learn English and pass the verbal test to receive the guest. Abby, the charterer, said: "In response to the increasing number of foreign tourists, in this case, the driver of the second foreign language in the charter industry is more popular. If the communication with foreign tourists is smooth, the message was passed by word of mouth. Abby added that even foreign tourists are calling to specify their car, the business volume is 30% more than last year, and the driver's revenue is 50% more. She emphasizes that English is an international language, and the number of foreign tourists is increasing. No matter the traffic conditions, location guides, local foods or attractions, there are more opportunities for English speaking ability than other peers. Strengthening the English speaking and speaking training, the service quality will be relatively improved. When you can understand the tourists' questions

and answer them in a smooth English, the customers naturally think that the chartered service is good and will add extra points to the Taiwan service industry. "The passengers who met Europe and the United States before, they asked where there are delicious places to eat. At that time, they can answer them in English and they will have a sense of accomplishment. If the service is good, they will also give tips." Chen Yu, general manager of Master Art After entering the workplace, learning English is no longer necessary for practical application and interaction. If you want to earn more money, English can be considered as one of the investments. Keeping up with the trend for the workplace English, interactive English as the main axis, purposeful session training, with the advantages of English speaking not only become a personal career promotion tool, but also can add points for the company.

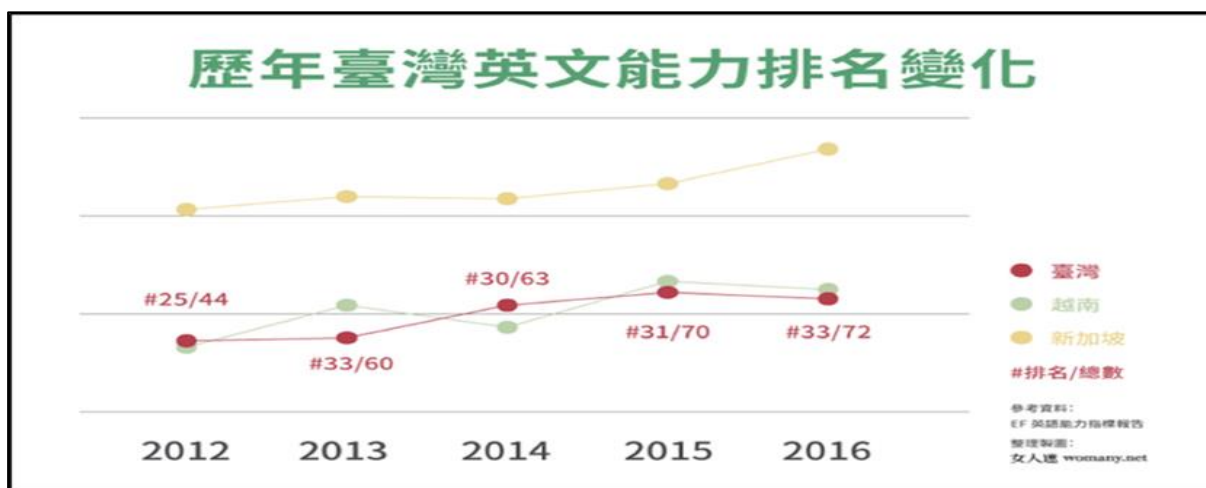


Figure 8 : EF 能力指標報告
Source <https://www.ef.com.tw/epi/>

Chapter Three

Research method

Participants and data collection

Two questionnaires were designed using google form and distributed online from 2018 / 07 / 01 to 2018 / 10 / 30. The Chinese questionnaire aims at Chinese people working in the tour industry and the English questionnaire is for foreign visitors to Taiwan. A total of 449 copies were received, of which 443 are completed.

Questionnaire design

There are two questionnaires, one Chinese and the other English, in order to understand the impact of English Proficiency on the Tourism Industry of Taiwan. Each questionnaire includes three sections: one personal background, on English proficiency (speaking and listening) and on communication in English in tourist related activities. The Chinese questionnaire aims to understand if Taiwanese people who engage in tourism are satisfied with their English proficiency and how they communicate with customers in English. The English questionnaire tries to understand personal background and travel experience and mostly importantly how foreigners find Taiwanese English proficiency and if English proficiency affect consumer choices.

Chapter Four

Results and Discussion

There are two online questionnaires (Chinese and English) in order to understand the impact of English Proficiency on the Tourism Industry of Taiwan. The Chinese questionnaire on Chinese speakers aims to understand the self-evaluation of the respondents' English proficiency in listening and speaking and their language experience with English customers in the tour business. The English questionnaire on non-Chinese speakers was designed to understand the respondents' personal background and travel experience and how foreigners find Taiwanese English proficiency in listening and speaking.

Results of the Chinese questionnaire

Table 1 shows female respondents outnumbered male ones (56.8% vs 43.2%) The age groups ranged from 20 to 30 is the greatest followed by the age groups of 30-40 with working experience between one to five years old. Most of them worked in urban areas in hospitality and leisure business. 59.9% indicate they have foreign customers. 42% indicate they will take initiative to introduce in English on their products. 70.8% of shop owner hire employees with English ability. 94.7% agree the importance of language. Language ability has positive effect on consumer's choice. 51.9% have acquired English certificate and agreed certificate help with communication. They hope to improve their English proficiency to improve communication with foreign customers. Lack of oral practice and unfamiliar with foreigners' accents are the two problems in communication. In most shops, there are employers who could speak in English to help with foreigners and they like to receive foreign customers

and believe English proficiency affect tourism in a positive way. Languages used in their business are mainly Chinese and English, rarely other foreign languages.

Distributed/Received	2018/05/06 340					
Male/Female	147 (43.2%) /193 (56.8%)					
Age copies percentages	Under 20	20-30		30-40	40-50	Over 50
	25 (7.4%)	171 (50.3%)		88(25.9%)	39(11.5%)	17 (5%)
Occupation copies percentages	Apparel store	Restaurant business	Aviation industry	Tourism	The Cultural and Creative industry	others
	32 (9.4%)	100 (29.4%)	27 (7.9%)	67 (19.7%)	18 (5.3%)	95 (27.9%)

Table 1 Demographic of the Chinese questionnaire

Results of the English questionnaire

Table 4-1 shows the demographic of the English questionnaire. Male respondents outnumbered female ones (53.9% vs 46.1%) Most respondents (62.1%) are from countries where English as first language followed by countries where English as second language (22.3%). The age groups ranged from 20 to 30 is the greatest among other age groups. Most of them use English as the first language, 43.7% with university degrees and % with high school diplomas. 90.3% used English language to communicate when travel abroad. 81% of the respondents visit countries where English is used in second language. English is used a media of communication. Communication could be a problem if they were not able to communicate in their native language. 80 out 103 respondents have been to Taiwan, mainly for leisure or work. 54.8% of them need help from the local people when travel in Taiwan. 68.9% respond to their questions, 14.6% foreigners think Taiwanese cannot communicate in English. The results show communication is not a serious problem nor with inappropriate replies, but 5.8%

indicated they are offended. Replies are not accurate but untestable. 74.8% think Taiwanese English proficiency in communication is satisfactory thought more improvement is desirable. 90.3% agree with better English ability in communication increases their willingness to visit and recommend visitors to Taiwan but English proficiency is not a main factor to affect their visits to Taiwan.

Distributed Received	2018/05/06~2018/10/05 103				
Male/Female	56(54.4%) / 47(45.6%)				
Age copies percentages	Under 20	20-30	30-40	40-50	Over 50
	14(13.7%)	48(47.1%)	27(26.5%)	10(9.8%)	3 (2.9%)
Country copies percentages	English as first language countries		English as second language countries		English as foreign language countries
	64 (62.1%)		23 (22.3%)		14 (13.6%)
Education background copies percentages	High school diploma		College or university degree	Graduate school degree	others
	46 (44.7%)		45(43.7%)	11(10.7%)	1(1%)

Table2 Demographic of the English questionnaire

The third section of the first questionnaire was multiple choices in an attempt to understand the purpose of foreigners visit Taiwan. As shown in Figure 9, of all 103 samples, leisure took up the most (47.6%), followed by transit (23.3%), business and work (12.6%), students (9.7%) and the least is others (5.8%).

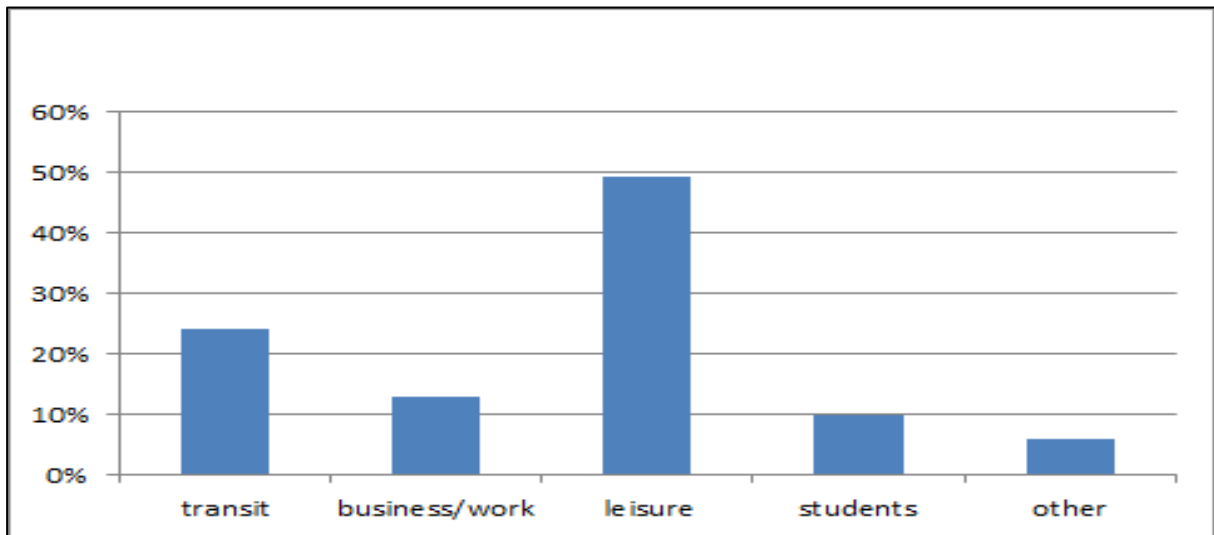


Figure 9 the purpose of visiting Taiwan

Figure 10 shows how many times foreigners visit Taiwan. We found most of them just came to Taiwan once (35%) or twice (26.2%). “never” (13.6%) and “three times”(8.7%).

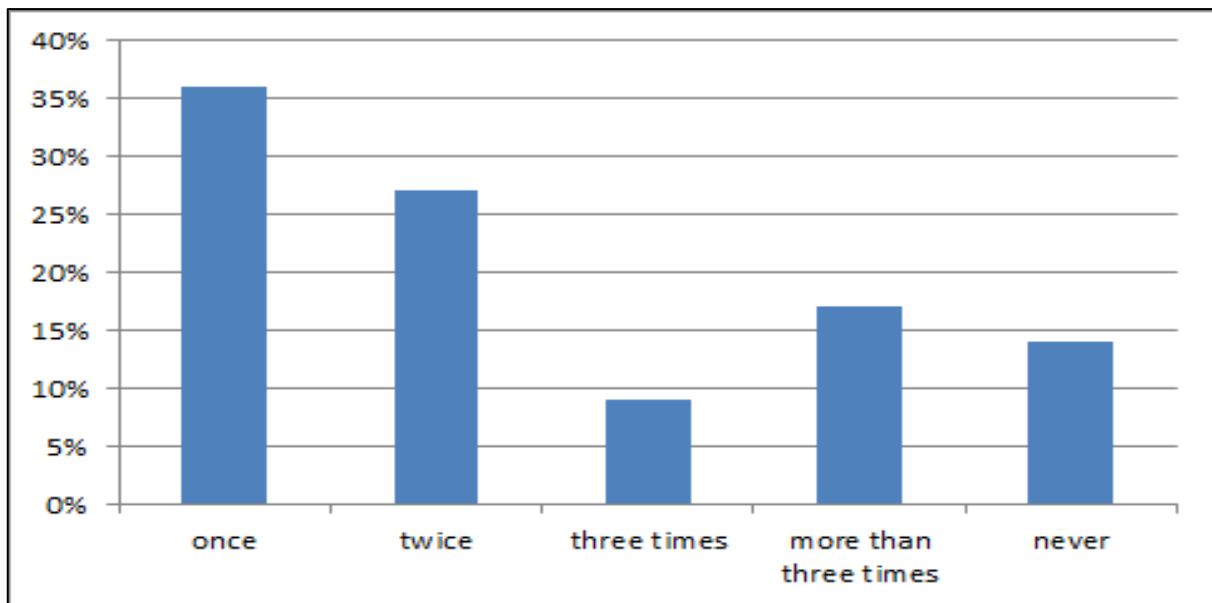


Figure 10 times of visiting Taiwan

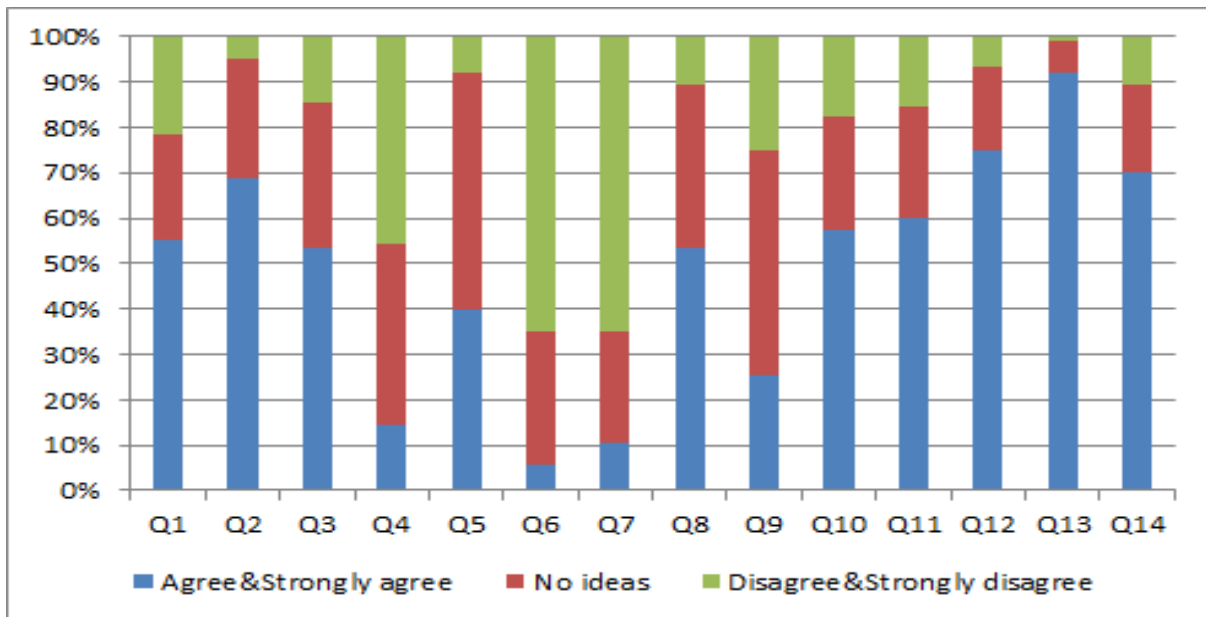


Figure 11 Language experiences when travel in Taiwan

The fourth section of the first questionnaire was multiple choices in an attempt to understand their language experiences when travel in Taiwan. There are the following fourteen questions. These questions are divided into three choices.

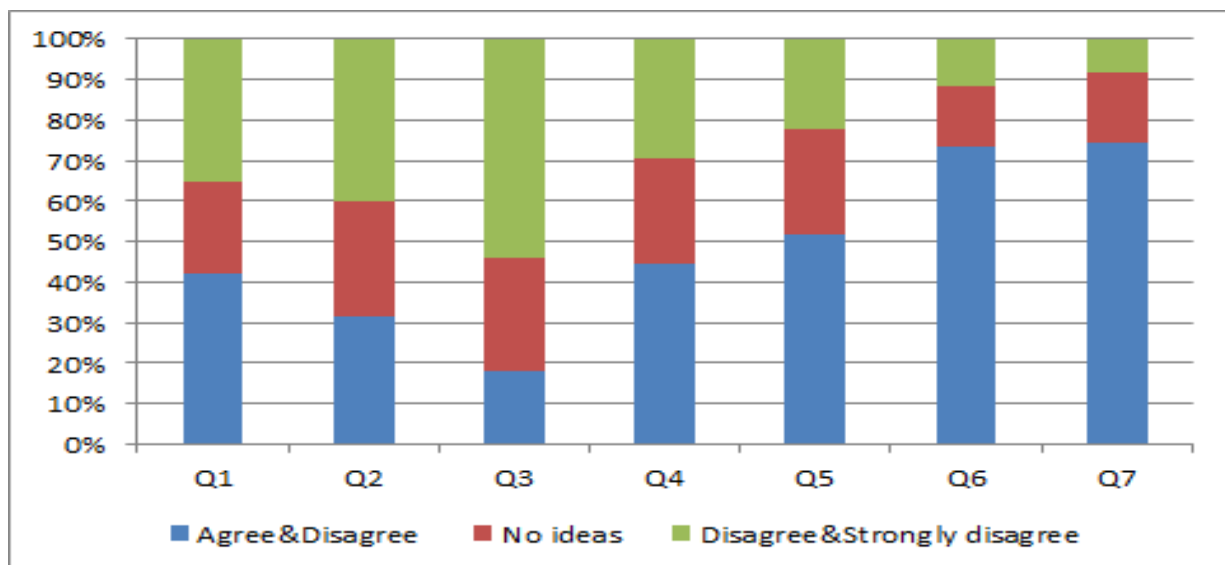


Figure 12 feedback on English proficiency

Analysis

Both of the two questionnaires were completed by the age groups of 20-30s. It may be because the young people of 20-30 years old use computers and mobile phones frequently, or the applicants who filled out the questionnaire are mostly young shopkeepers or young clerks, so the young ethnic group is the majority. Most visitors came to Taiwan for leisure, as Taiwan is a friendly, beautiful and safe country. Most of the participants in Chinese questionnaire are engaged in the restaurant business, a major workforce in tourism industry. In terms of English proficiency, Taiwanese are not confident in using English as lack of speaking practice however with or without English certificates. Getting familiar with different accents may also avoid misunderstanding and problems.

Figure 13 is based on the third section of the second questionnaire. There are ten questions. It was designed to understand the experience of speaking English with foreigners.

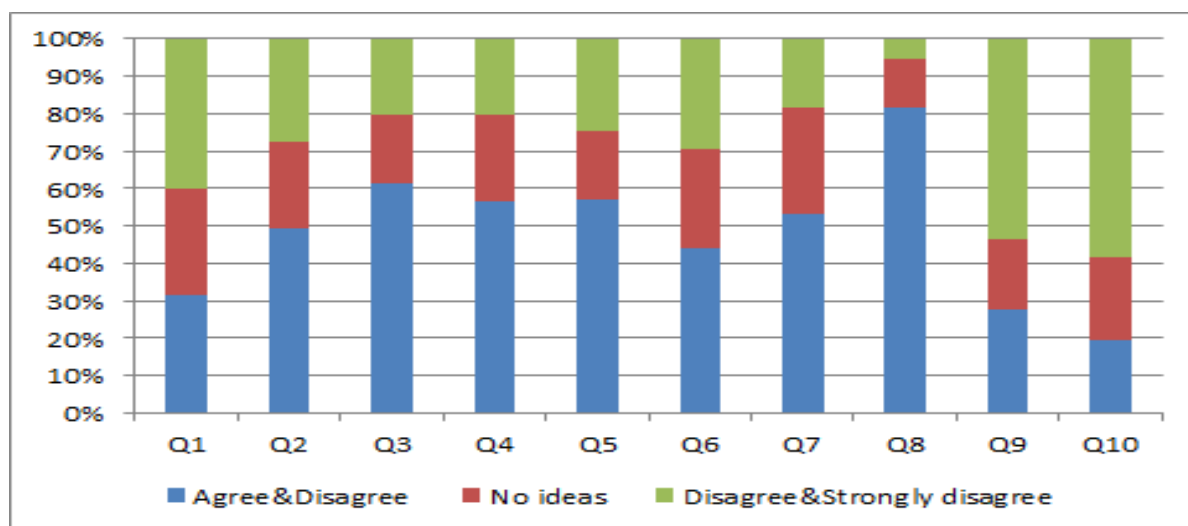


Figure 13 與外國顧客的語言經驗

Chapter Five

Conclusion and Suggestions

Taiwanese began to learn English from an early age. However, using English to communicate is not on a daily basis. In Taiwan, when people encounter with English speakers they may have difficulties in communication due to lack of practice or low confidence. However, in general, in view of the study, Taiwanese English ability is not dissatisfactory from the point of views of the respondents of foreigners. . In view of internationalization, English is used as medium of communication and good English proficiency could help with tourism and increase tourism competitiveness. School education could emphasis on the practical use of English in reading and listening rather than on the knowledge of reading and writing, especially for the workforce of tourism. The study has limitation on the volume of data collection and in depth investigation of language problems. However, it is hoped that the study can draw some ideas for further researches.

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Appendix 1

歷年來臺旅客統計 1959-2010

歷年來臺旅客統計 Visitor Arrivals, 1956-2010									
年別 Year	總計 Total			外籍旅客 Foreigners			華僑旅客 Overseas Chinese		
	人數 No. of Visitors	成長率 Growth Rate %	指數 Index 1991=100	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total	人數 No. of Visitors	成長率 Growth Rate %	佔總計 百分比 % of Total
45 年 1956	14,974	-	0.81	11,734	-	78.36	3,240	-	21.64
46 年 1957	18,159	21.27	0.98	14,068	19.89	77.47	4,091	26.27	22.53
47 年 1958	16,709	-7.99	0.90	15,557	10.58	93.11	1,152	-71.84	6.89
48 年 1959	19,328	15.67	1.04	17,634	13.35	91.24	1,694	47.05	8.76
49 年 1960	23,636	22.29	1.27	20,796	17.93	87.98	2,840	67.65	12.02
50 年 1961	42,205	78.56	2.28	34,831	67.49	82.53	7,374	159.65	17.47
51 年 1962	52,304	23.93	2.82	44,625	28.12	85.32	7,679	4.14	14.68
52 年 1963	72,024	37.70	3.88	61,348	37.47	85.18	10,676	39.03	14.82
53 年 1964	95,481	32.57	5.15	83,017	35.32	86.95	12,464	16.75	13.05
54 年 1965	133,666	39.99	7.21	118,460	42.69	88.62	15,206	22.00	11.38
55 年 1966	182,948	36.87	9.87	160,279	35.30	87.61	22,669	49.08	12.39
56 年 1967	253,248	38.43	13.66	198,218	23.67	78.27	55,030	142.75	21.73
57 年 1968	301,770	19.16	16.27	250,599	26.43	83.04	51,171	-7.01	16.96
58 年 1969	371,473	23.10	20.03	321,188	28.17	86.46	50,285	-1.73	13.54
59 年 1970	472,452	27.18	25.48	409,756	27.58	86.73	62,696	24.68	13.27
60 年 1971	539,755	14.25	29.11	466,570	13.87	86.44	73,185	16.73	13.56
61 年 1972	580,033	7.46	31.28	499,715	7.10	86.15	80,318	9.75	13.85
62 年 1973	824,393	42.13	44.45	703,775	40.84	85.37	120,618	50.18	14.63
63 年 1974	819,821	-0.55	44.21	702,963	-0.12	85.75	116,858	-3.12	14.25
64 年 1975	853,140	4.06	46.00	715,630	1.80	83.88	137,510	17.67	16.12
65 年 1976	1,008,126	18.17	54.36	853,875	19.32	84.70	154,251	12.17	15.30
66 年 1977	1,110,182	10.12	59.86	933,936	9.38	84.12	176,246	14.26	15.88
67 年 1978	1,270,977	14.48	68.53	1,045,916	11.99	82.29	225,061	27.70	17.71
68 年 1979	1,340,382	5.46	72.28	1,096,735	4.86	81.82	243,647	8.26	18.18
69 年 1980	1,393,254	3.94	75.13	1,111,130	1.31	79.75	282,124	15.79	20.25
70 年 1981	1,409,465	1.16	76.00	1,116,008	0.44	79.18	293,457	4.02	20.82
71 年 1982	1,419,178	0.69	76.53	1,111,406	-0.41	78.31	307,772	4.88	21.69
72 年 1983	1,457,404	2.69	78.59	1,166,791	4.98	80.06	290,613	-5.58	19.94
73 年 1984	1,516,138	4.03	81.75	1,227,450	5.20	80.96	288,688	-0.66	19.04
74 年 1985	1,451,659	-4.25	78.28	1,195,443	-2.61	82.35	256,216	-11.25	17.65
75 年 1986	1,610,385	10.93	86.84	1,333,315	11.53	82.79	277,070	8.14	17.21
76 年 1987	1,760,948	9.35	94.96	1,510,972	13.32	85.80	249,976	-9.78	14.20
77 年 1988	1,935,134	9.89	104.35	1,696,677	12.29	87.68	238,457	-4.61	12.32
78 年 1989	2,004,126	3.57	108.07	1,768,541	4.24	88.25	235,585	-1.20	11.75
79 年 1990	1,934,084	-3.49	104.29	1,712,680	-3.16	88.55	221,404	-6.02	11.45
80 年 1991	1,854,506	-4.11	100.00	1,629,448	-4.86	87.86	225,058	1.65	12.14
81 年 1992	1,873,327	1.01	101.01	1,649,726	1.24	88.06	223,601	-0.65	11.94
82 年 1993	1,850,214	-1.23	99.77	1,601,228	-2.94	86.54	248,986	11.35	13.46
83 年 1994	2,127,249	14.97	114.71	1,856,685	15.95	87.28	270,564	8.67	12.72
84 年 1995	2,331,934	9.62	125.74	2,066,333	11.29	88.61	265,601	-1.83	11.39
85 年 1996	2,358,221	1.13	127.16	2,088,539	1.07	88.56	269,682	1.54	11.44
86 年 1997	2,372,232	0.59	127.92	2,115,641	1.30	89.18	256,591	-4.85	10.82
87 年 1998	2,298,706	-3.10	123.95	2,031,811	-3.96	88.39	266,895	4.02	11.61
88 年 1999	2,411,248	4.90	130.02	2,115,653	4.13	87.74	295,595	10.75	12.26
89 年 2000	2,624,037	8.82	141.50	2,310,670	9.22	88.06	313,367	6.01	11.94
90 年 2001	2,831,035	7.89	152.66	2,291,871	-0.81	80.96	539,164	72.06	19.04
91 年 2002	2,977,692	5.18	160.57	2,354,017	2.71	79.06	623,675	15.67	20.94
92 年 2003	2,248,117	-24.50	121.22	1,812,034	-23.02	80.60	436,083	-30.08	19.40
93 年 2004	2,950,342	31.24	159.09	2,428,297	34.01	82.31	522,045	19.71	17.69
94 年 2005	3,378,118	14.50	182.16	2,798,210	15.23	82.83	579,908	11.08	17.17
95 年 2006	3,519,827	4.19	189.80	2,855,629	2.05	81.13	664,198	14.54	18.87
96 年 2007	3,716,063	5.58	200.38	2,988,815	4.66	80.43	727,248	9.49	19.57
97 年 2008	3,845,187	3.47	207.34	2,962,536	-0.88	77.05	882,651	21.37	22.95
98 年 2009	4,395,004	14.30	236.99	2,770,082	-6.50	63.03	1,624,922	84.10	36.97
99 年 2010	5,567,277	26.67	300.20	3,235,477	16.80	58.12	2,331,800	43.50	41.88

Appendix 2

106 年來臺旅客目的

		106 年來臺旅客按目的分								單位:人次
居住地 Residence	業務 Business	觀光 Pleasure	探親 Visit Relatives	會議 Conference	求學 Study	展覽 Exhibition	醫療 Medical Treatment	其他 Others		
美洲地區	加拿大 Canada	7,948	63,424	19,541	866	529	137	108	25,134	
	美國 United States of America	98,036	201,170	158,029	6,176	3,928	602	392	93,032	
	墨西哥 Mexico	923	1,139	308	119	166	65	1	1,626	
	巴西 Brazil	1,064	1,072	494	120	87	49	0	1,908	
	阿根廷 Argentina	315	333	138	45	30	27	4	801	
	美洲其他地區 Others	1,442	2,498	1,019	412	603	135	1	6,053	
	美洲合計 Total	109,728	269,636	179,529	7,738	5,343	1,015	506	128,554	

Appendix 3 英文問卷

The Impact of English Proficiency on the Tourism Industry of Taiwan.

Hello, we are students from National Penghu University of Science and Technology, Department of Applied Foreign Languages. We are doing a research project about the impact of English proficiency on the tourism Industry of Taiwan. Please take a few minutes to help us by filling out this form. There are three sections, the questions range from personal background to travel experience. We appreciate your help. Thank you.

Personal background

* Your gender female male

* Your age range less than 20 20-30 30-40 40-50 over 50

1-1 Where do you come from? English as first/official language countries English as second language countries English as foreign language countries If you are not sure, please write down your country _____.

1-2 What is your education background? high school diploma college or university degree graduate school degree others _____.

1-3 Apart from English, do you speak other languages? yes no

1-4 How many languages can you speak other than your mother tongue? none one two three more than three

1-5 Choose one of your best foreign language, how well do you speak it? (Options from 1 to 5 mean the worst to the best.) 1 2 3 4 5

Travel Experience

2-1. Have you traveled to countries where English was used as a second language? yes no if you are not sure if English is used as a second language, please choose this one and write down the name of the countries.

2-2. Have you traveled to countries where English was used as a foreign language? yes no if you are not sure if English is used as a second language, please choose this one and write down the name of the countries.

2-3. Do you use English as a media of communication when you travel to other countries?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

2-4. Do you think language is a barrier for communication when you travel to countries where they don't use your language?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

2-5. Do you think you would enjoy the destination countries if you can communicate with them successfully?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

2-6. Do you think you will enjoy the destination countries more if the residents can communicate with you in your language?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

Travel Experience in Taiwan

3-1. Have you been to Taiwan?

yes no

3-2 What was the purpose of your visit to Taiwan? (choose one best answer)

transit business/work leisure students others _____

3-3 How long have you been in Taiwan?

less than a week 1 week - 1 month 1 month to 3 months 3 months to 6 months 6 months to a year over a year

3-4. How many times have you visited Taiwan?

first time once twice three times more than three times

3-5. When was the last time you visited Taiwan?

a month ago six months ago a year ago more than a year ago long time ago never others _____

Language experience when travel in Taiwan (skip this section if you have never been to Taiwan before)

4-1 How often did you ask for help when you travel in Taiwan?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-2. Did Taiwanese respond to you when you approached them for help?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-3. Did Taiwanese respond to you in your language ?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-4. Did you find it difficult to communicate with Taiwanese?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-5 How did you find the English speaking ability of Taiwanese?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-6 Did Taiwanese use inappropriate words which offended you?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-7 Did Taiwanese clerks use inappropriate words in communication to you?

(Options from 1 to 5 mean never to always.) 1 2 3 4 5

4-8 How did you feel about English proficiency level of Taiwanese in urban areas?

(Options from 1 to 5 mean the worst to the best.) 1 2 3 4 5

4-9 How did you feel about English proficiency level of Taiwanese in rural areas?

(Options from 1 to 5 mean the worst to the best.) 1 2 3 4 5

4-10 Do you think Taiwanese in general need to improve their English proficiency ?

(Options from 1 to 5 mean the disagree to the agree.) 1 2 3 4 5

4-11 Do you think Taiwanese clerks need to improve their English proficiency?

(Options from 1 to 5 mean the disagree to the agree.) 1 2 3 4 5

4-12 Does good English proficiency of Taiwanese increase your desire to visit Taiwan ?

(Options from 1 to 5 mean the disagree to the agree.) 1 2 3 4 5

4-13 Are you willing to recommend your friends travel to Taiwan?

(Options from 1 to 5 mean the disagree to the agree.) 1 2 3 4 5

4-14 Are you willing to recommend your friends travel to Taiwan even if Taiwanese don't have good English proficiency?

(Options from 1 to 5 mean the disagree to the agree.) 1 2 3 4 5

Appendix 4 中文問卷

針對臺灣人英語能力與觀光產業之影響分析

親愛的先生女士您好

我們是國立澎湖科技大學應用外語系的學生。目前正在研究臺灣人英語能力與觀光產業之影響，針對與觀光產業相關，面對需用英語與外國顧客用英語銷售為主的從業人員為對象，而設計了此份問卷。煩請您撥冗填寫這份問卷,幫助我們完成畢業專題研究，我們深深感謝您的幫忙。

指導老師: 洪芙蓉 老師

組員: 謝渲惠，許宸頊，盧玫樺，蔡羽涵，陳睦恩，鄭文凱，莊宜宸

個人背景

1. 您的性別

- 男
- 女

2. 您的年齡層

- 20 以下
- 20-30
- 30-40
- 40-50
- 50 以上

3. 您是否從事與旅遊相關之觀光產業？

- 是，目前仍是
- 否，從未從事
- 曾經從事
- 想要從事

4.您從事與旅遊相關之觀光產業工作多久?

- 1 年以下
- 1 到 5 年
- 5-10 年
- 10-15 年
- 15 年以上
- 無

5.您從事與旅遊相關之觀光產業服務的類型為何?

- 服飾業
- 餐飲業
- 旅遊業
- 文創產業
- 航空業
- 其他 _____

6.您從事與旅遊相關之觀光產業服務的工作所在地為何?

- 市區
- 郊區
- 從未做過

英語能力調查

7.請問您主動對外國人說英語嗎?

不同意 1 2 3 4 5 同意

8.請問你了解各種英文證照嗎?

不了解 1 2 3 4 5 了解

9.請問您是否滿意您的英語能力?

不滿意 1 2 3 4 5 滿意

10.請問您是否有英語相關證照?

- 是
- 否

11.請問您是否覺得英語證照對口說有幫助?

不同意○1○2 ○3 ○4 ○5 同意

12.請問您是否覺得英語證照對聽力有幫助?

不同意○1○2 ○3 ○4 ○5 同意

13.請問您是否會想增進英語能力?

不同意○1○2 ○3 ○4 ○5 同意

14.請問您是否覺得平時缺乏口語練習機會?

不同意○1○2 ○3 ○4 ○5 同意

與外國顧客的語言經驗

15. 請問您目前是否從事觀光產業工作?

○是○否

16.請問貴店外國(非中文為母語)顧客多嗎?

不同意○1○2 ○3 ○4 ○5 同意

17.您是否有用英語幫助過外國顧客?

不同意○1○2 ○3 ○4 ○5 同意

18..請問您是否曾因外國顧客話太快而聽不懂?

不同意○1○2 ○3 ○4 ○5 同意

19.請問您是否曾經無法理解外國顧客的意思?

不同意○1○2 ○3 ○4 ○5 同意

20.請問您是否因為外國顧客口音太重而聽不懂?

不同意○1○2 ○3 ○4 ○5 同意

21.請問貴店是否有店員會用英語介紹店內商品?

不同意○1○2 ○3 ○4 ○5 同意

22.請問您喜歡接待外國顧客嗎? *

不同意○1○2 ○3 ○4 ○5 同意

23.您認為具備英語能力是否有助於觀光產業?

不同意○1○2 ○3 ○4 ○5 同意

24.您具備英文之外的其他外語能力嗎?

不同意○1○2 ○3 ○4 ○5 同意

25.除了英文之外，您使用其他外語跟顧客溝通嗎?

不同意○1○2 ○3 ○4 ○5 同意

26. 請賜予任何意見(感謝您的幫忙)

Appendix 5

各國學生多益成績平均排名

國家	聽力		閱讀		總分	
	平均	標準差	平均	標準差	平均	標準差
加拿大	444	64	402	78	845	136
德國	429	79	371	100	800	173
比利時	402	82	370	90	772	166
黎巴嫩	410	87	359	103	769	184
義大利	386	73	368	76	754	141
捷克	395	98	347	112	743	204
菲律賓	393	76	334	94	727	162
法國	378	90	344	96	722	180
摩洛哥	387	84	333	94	720	172
約旦	395	87	322	103	717	183
俄羅斯	380	98	336	107	716	197
葡萄牙	378	103	333	112	712	209
西班牙	359	98	342	99	701	190
哥斯大黎加	370	91	329	98	699	182
馬達加斯加	365	91	327	92	692	177
智利	365	115	322	114	687	223
南韓	369	83	307	100	676	175
突尼西亞	362	100	313	104	675	198
阿根廷	352	115	322	116	674	226
阿爾及利亞	351	98	304	101	654	192
烏克蘭	354	92	292	104	646	190
馬來西亞	358	90	284	108	642	190
希臘	355	73	286	75	641	138
土耳其	351	93	285	106	636	191

國家	聽力		閱讀		總分	
	平均	標準差	平均	標準差	平均	標準差
巴西	333	110	299	114	632	218
留尼旺	331	102	296	105	627	200
象牙海岸	319	98	292	99	612	189
秘魯	319	113	289	110	608	217
喀麥隆	323	102	281	98	603	191
中國	309	97	291	101	600	188
哥倫比亞	317	112	282	113	599	218
塞內加爾	318	104	277	101	594	199
墨西哥	319	119	275	120	594	233
加彭	316	93	272	94	588	180
波蘭	314	114	244	121	558	228
瓜德羅普島	298	111	252	110	550	216
台灣	300	97	244	102	544	191
香港	299	103	228	113	527	208
日本	287	91	230	97	517	180
薩爾瓦多	273	118	239	120	512	233
越南	265	89	232	95	496	176
印度	267	125	221	123	488	243
蒙古	287	102	199	98	486	188
泰國	278	102	204	96	482	191
澳門	273	92	193	96	466	181
阿爾巴尼亞	249	117	203	112	452	225
印尼	253	97	193	96	447	185

(多益各國學生多益成績平均排名)(2016) 全球最具競爭力國家西班牙平均為 712 分, 以亞洲國家來說南韓最高 676 分其次是中國 600 分, 臺灣 544 分, 日本 517 分,

Appendix 6

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