

國立澎湖科技大學應用外語系

英文實務專題

**Exploring Drastic Decrease of Tourists and
Solutions in Kenting**

探索墾丁觀光客銳減成因及契機

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摘要

這份研究將目標設立在探索墾丁是否可能藉由改善服務品質、減少住宿費用、改善墾丁大街以及流動攤販的動線規劃而轉型成新的樣貌，以回復本地以及海外觀光客的重遊意願。在這份研究的問卷調查當中總共有 558 位曾經去過墾丁或是正在當地旅遊的受訪者(227 位男性以及 281 位女性)。受訪者的年齡分布於 20 歲至 50 歲之間。定性研究的非正式訪問也被利用在檢測與受訪者所做的問卷回答是否一致。

海角七號是一部在 2008 年於墾丁恆春鎮取景拍攝的台灣電影，這部電影在當時紅遍了台灣各地以及其他國家。電影的取景場地吸引了超過三百萬名觀光客來到此地探訪墾丁的獨特地質景觀、豐富的文創藝術以及近海島嶼的風光(Chang, et al., 2009)。這壯麗的景色已經豎立了一個良好的旅遊意象而且發展了行銷策略。因此，419 位(73.3%)受訪者同意在墾丁拍攝微電影可以成為鼓勵國際觀光客來此地旅遊的吸引力。

SPSS 分析提供了以下幾項之間的重大關係的立足點：旅遊動機與旅遊意象 (H1)、旅遊意象以及觀光客銳減的原因(H2)、以及觀光客到墾丁的重遊意願與觀光客減少的原因(H3)。結論也證實了中間變量在旅遊意象與旅遊動機以及觀光客銳減成因(在墾丁當地旅遊或是選擇可替代的旅遊活動)與重遊意願在旅遊意象與觀光客減少的原因之間的調適。

這份研究顯示旅遊意象在實現忠誠度、觀光客的強烈意願以及滿意度之中扮演了一個關鍵角色。旅遊意象對於觀光客的重遊意願有正面影響。總體印象可以藉由個人的、觀光客的網路評價或評論與當地政府來改善。總體來說，觀光客的不同性格以及對於不同氣候、地形景觀的個人喜好，對觀光客的旅遊目的地的選擇決策有著相當重要的影響力。

這對當地政府來說是一個關鍵時刻，政府必須思考如何藉由改善交通運輸、淘汰老舊的流動攤販、減少觀光客在住宿、食物以及當地特產上的額外花費、重新編排新的休閒娛樂活動或由旅遊代辦處安排可供選擇的旅遊行程，以及提升餐飲與醫療產業的服務品質，藉此將墾丁轉變為一個使得觀光客樂意一去再去的精緻景點。總之，觀光旅遊最重要的要素之一就是預算的控制。

不同的休閒活動或是旅遊行程的選擇，例如觀賞梅花鹿、漫步在懷舊的恆春小鎮以及享受墾丁地區的熱帶雨林風光，詮釋著獨特的文化遺跡，古老的建築物，名勝景點的自然美景以及以天然奇景能夠吸引許多觀光客來旅遊，取代一成不變的旅遊行程。整體歸納起來，新穎、令人放鬆、懷舊情調、刺激興奮、遺世獨立以及自然可以說明各類旅遊團體的旅遊動機。

關鍵字：世界經濟、旅遊限制、重遊意願、旅遊動機、旅遊意象

Exploring Travel Constraints and Solutions for Tourists in Kenting

Abstract

This study is aimed at exploring if Kenting can be transformed into a new face by means of improving the service quality, cutting off the accommodation cost, improving the transport of Kenting on Main Street and street vendors so as to restore tourists' intention of return from at home and overseas countries. In this study questionnaire was administered to 558 tourists (227 males and 281 females) who had been to Kenting and were traveling around Kenting. The tourists' age levels were from under 20 years old to 50 years old. An informal interview of qualitative study was also utilized to detect if what they answered in the questionnaire was consistent with what they got interviewed.

A Taiwanese movie called Cape No. 7 shot at Hengchun Village, Kenting in 2008 was a greatly popular movie throughout Taiwan and any other countries. The site of movie attracted more than 3 million tourists to go there to explore unique geographic view of Kenting, abundant typography, and the natural beauty of an offshore island in 2008 (Chang, et al., 2009). The grand view has built a good destination image and developed sales promotion strategies. Thus, 419 (73.3%) tourists agreed that microfilms can be encouraged to promote Kenting as one of international tourists' attractions.

The SPSS analysis offered support for the statistically significant relationships between travel motivation and destination image (H1), destination image and travel constraints (H2) as well as tourists' intention of revisiting Kenting after improvement and travel constraints (H3). The results also confirmed that destination image played a moderating role between travel motivation and travel constraints (either traveling around Kenting or choosing alternative leisure activities) and the revisit intention after improvement played an adjustment effect between destination image and travel constraints.

This study makes it clear that destination image plays a key role in achieving the loyalty, strong desire and tourists' satisfaction. Destination image had a positive effect on tourists' intention of revisit after improvement. An improvement in the overall image of a certain place can be made by individuals, tourists' online reviews or words of mouth and local government. Overall, different tourists' characteristics and tourists' favorite of different climate as

well as geography in certain areas can have a great impact on tourists' choices in travel decision.

It is a critical moment that the local government has to think about how to transform Kenting into a magnificent place where tourists are willing to come again by means of improving public transportations, eliminating poor street vendors, reducing visitors' extra expenses on accommodation, food, and local products, rearranging new leisure activities or optional choices of travel itineraries from travel agencies and upgrading service quality of catering and hospitality industries. Above all, budget control is one of important elements for tourists to go traveling.

Different alternative leisure activities or travel itineraries such as watching Formosan sika deer, walking around the nostalgia of old town of Hengchun Village and enjoying the tropical rainforest in Kenting, which interprets unique cultural relics, old buildings, natural beauty of scenic spots and nature-based tourism can attract many visitors to go traveling instead of repeated travel itineraries. In summary, novelty, escape/relax, nostalgia, stimulation, isolation and nature can illustrate the motivation factors of various travel experience groups.

Keywords: global economy, travel constraints, revisit intention, travel motivation, destination image

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Chapter 1

Introduction

Background

Kenting is located at the southern tip of Taiwan. Due to a semi-tropical climate and magnificent views, the area is easy to get access to major cities in Taiwan. Because of its beautiful natural environment and good local accommodations, many people usually come to relax here, enjoy grand views and taste delicious seafood, including various water activities such as scuba diving, snorkeling, and surfing in Kenting. In addition, those who love to explore the ecology of Kenting can observe a lot of wild plants and wildlife. Furthermore, Kenting has been quite famous for Wind Chime Festival held in 2006 and Movie Cape No. 7 shot in 2008, which is appealing to a lot of tourists from different nationalities and different parts of Taiwan. Since then, Kenting has long been one of the most popular tourist destinations in Taiwan with 5.84 million visitors (Wikipedia, 2018).

Unfortunately, Tsai and Hetherington (2016) maintained that Kenting restaurants turned away Chinese tour groups. As a result, a growing number of travel agencies in recent years have been settling bills and have started going bankrupt. The bankruptcy have been occurring throughout Taiwan. Naturally, the nightmare has begun for many restaurants that depend on tourism. Overall, the number of Chinese tour groups has been shrinking.

The Kenting rumors inspire us to do this research. This study is aimed at exploring if Kenting can be transformed into a new face by means of improving the service quality, cutting off the accommodation cost, improving the transport of Kenting on Main Street and street vendors that can restore tourists' intention of return from at home and abroad.

Hypotheses

In order to achieve the purpose, five hypotheses are addressed as follows:

1. Hypothesis 1: Travel motivation and destination image are statistically significant.
2. Hypothesis 2: Destination image and travel constraints are statistically significant.
3. Hypothesis 3: Tourists' intention of revisiting Kenting is an adjustment

effect on destination image and travel constraints.

4. Hypothesis 4: The age levels and tourists' travel motivation are statistically significant.
5. Hypothesis 5: Tourists' residences and travel constraints are statistically significant.

The Significance of This Study

A lot of studies focus on marketing strategies between festival and non-festival periods in Kenting Area, using SPOT satellite image and vegetation index, landscape index to estimate ecological stress of Kenting National Park and customers satisfaction on certain scenic spots in Kenting. Little studies focus on exploring the factors of drastic decrease of tourists since Chinese Government took an action in banning on the number of Chinese tour groups in 2016. Through this study, the Taiwanese Government, private and public sectors can pay attention to the causes of sudden decrease of tourists from overseas countries and throughout Taiwan. This study can be also a reflection of what strategic promotion used to be done in the past and at present. Most importantly, the employers in restaurants, travel agencies and the governors require paying attention to what customers need and want and try to find a new way to get the problems solved.

Chapter 2

Literature Review

Kenting is located at the southern tip of Taiwan. It is surrounded by 14,900 hectares of ocean; the Taiwan Strait to the west, the Pacific Ocean to the east, and Bashi Chennel (the Philippine Sea). In addition to semitropical climate and magnificent views, Kenting has been appealing to a lot of tourists from different countries and different parts of Taiwan. Since Wind Chime Festival was held in 2006 and Movie Cape No. 7 was shot in 2008, Kenting has long been one of the most popular tourist destinations in Taiwan with 5.84 million visitors reaching at the peak in 2016 (Wikipedia, 2018). It is by far the most popular and most famous national scenic spot. Many local Taiwanese flock to this place to enjoy this great view and eat fresh delicious seafood.

The lovers of water sports participate in various water activities, including scuba diving, snorkeling and surfing. Those who enjoy nostalgia of culture may participate in local cultural activities. Overall, it is easy for tourists to explore the ecology of Kenting with rich wildlife and plants (Shen, 2011).

Hypothesis 1: Travel motivation and destination image

Travel motivation is an indispensable factor and a driving force behind tourist behavior (Crompton, 1979). However, to industry practitioners, “understanding travel motivation enhances their awareness of customer needs, offers more customized services, creates more memorable customer experiences, and obtains more repeat business” (Kinley et al., 2012, p. 267-268) . Therefore, travel motivation refers to a fact that a person may travel to enjoy entertainment, visit with friends and family, enjoy leisure time, participate in professional or commercial activities, attend festivals, experience other cultures (Walker, 2009 and Horridge, 2006). Thus, travel motivation determines the reasons why tourists choose travel destination or activities (Kinley et al., 2012).

Schul and Crompton (1983) identify six psychographic variables influencing travel motivations: cultural interest, comfort, familiarity/convenience, activity, opinion leadership and knowledge seeking. Push factors serve as motivators by encouraging travel such as escape from routine or seeking new experiences. Whereas, pull factors are the attraction of the destination such as sunshine or relaxed environment. The recent studies show that tourism destination can be a combination of push and pull factors. This interprets that “motivation can generate a sense of attachment to a place in a tourist’s mind. Destination image is a combination of subjective and social construction” (Nicoletta and Servidio, 2012, p. 19). In short, the core element of a destination is the image representing “simplified messages of tourism attraction” (p. 19).

Hypothesis 2: Destination image and travel constraints are statistically significant

Hubbard and Mannell (2001) stated the following comments:

Respondents experiencing higher-level of constraint participated less. However, encounters with constraints also triggered a greater use of negotiation resources and strategies, and the greater the use of these resources, the higher was the level of participation [...] Encountering constraints appears to directly trigger negotiation efforts that can mitigate the negative effects of the constraints. However, the strength and effectiveness of negotiation efforts, once triggered, likely to depend on a variety of other factors (p.158).

The above statement indicates that people are motivated to take part in leisure activity by push and pull factors. However, people can face either serious or negotiable constraints. Serious constraints would cause no desire due to their seriousness for a person to overcome and further lead to no participation. Whereas, negotiable constraints would cause either strong or weak desire according to the level of constraint. The level of desire would make a person decide to participate in either wished or alternative activities through the negotiation process.

In fact, while taking into account the destination image, it stands to reason that

while some attributes affect an individual's travel behavior. In a sense, some constraints can be easily overcome by particular destination attributes, while others may not. Therefore, it is important to understand how these two important constructs (constraints and destination attributes) are interacted with each other.

Hypothesis 3: Tourists' intention of revisiting Kenting is an adjustment effect on destination image and travel constraints

Travel constraints involve a lack of money, unavailable time, lack of opportunity, inconvenient transportation, lack of interest and insufficient knowledge (Bonn, et al., 2015). The research also documents that travel constraints negatively affect the ability to continue travelling and may also decrease travel frequency (Gilbert and Hudson, 2000).

Based upon the above literature review, this study focuses on understanding the moderating roles the destination image play upon the relationship between travel constraints and revisit intention.

Chapter 3

Methodology

Participants

There were 558 participants (227 males and 281 females) in this study. Their age levels were from 20 years old below to 50 years old. The majority of them were 297 participants between 20 to 29 years old; 93 participants were under 20 years old and 79 participants were between 30 to 39 years old. Most of the participants' occupations were 298 students. Two hundred and fifty-eight participants' monthly income were under NTD20,000. And then, two hundred and forty-six participants' monthly income were NTD20,001 to NTD40,000. In this study, one hundred and forty-eight tourists come from Northern Taiwan; one hundred and thirty-eight tourists come from Southern Taiwan, and one hundred and thirty-six tourists come from Central Taiwan. In addition, one hundred and three tourists come from Penghu and twenty-one tourists come from Hong Kong, Malaysia, Indonesia, and Mainland China. Furthermore, two hundred and seventy-one tourists came to Kenting, the foremost Southern Taiwan for more than twice. One hundred and eighty-eight tourists came to Kenting once. Meanwhile, ninety-nine tourists came to Kenting twice. Two hundred and ninety-nine participants drove their car and one hundred and ninety participants took public transportation. Only thirty-nine tourists rode their motorcycles to travel to Kenting. Among the tourists, they came to Kenting with their family (N=254), friends (N=193), and classmates (N=90).

Table 3.1 Summary table of Demographic Variables

Demographic variables	No	%	Demographic variables	No	%
Gender			Times		
female	281	50.4	once	188	33.7
male	277	49.6	twice	99	17.7
Age			more than twice	271	48.6
under 20	93	46.7	Vehicles		
20-29	297	53.2	driving a car	299	53.6
30-39	79	14.2	motorcycles	39	7.0
40-49	44	7.9	public transportation	190	34.1
above 50	45	8.1	others	30	5.4
Occupation			Types		
students	289	51.8	family	254	45.5
civil	61	10.9	friends	193	34.6
engineering	85	15.2	classmates	90	16.1
fishing, agricultural employees	24	4.3	going along	6	1.1
housewives	15	2.7	colleagues	8	1.4
others	84	15.1	others	7	1.3
Income			Willingness of revisiting		
under 20000	358	46.2	strongly disagree	6	1.1
20001	365	29.6	disagree	19	3.4
20001-40000	81	14.5	undecided	73	13.1
40001-60000	37	6.6	agree	221	39.6
60001-80000	17	3	strongly agree	239	42.8
Residence			Purpose		
north	148	26.5	tourism	287	51.5
central	136	24.4	leisure	230	41.3
south	138	24.7	group league	11	2.0
east	12	2.2	relatives' visit	17	3.1
offshore islands and others	124	22.3	business trip	7	1.3
			others	5	0.9

Instrumentation

Quantitative Study

The commonly used data collection methods in survey research are questionnaires. The questionnaires are widely used by researchers due to a great amount of data at a low cost in a short time.

Questionnaire was administered to 558 tourists who had been to Kenting and were traveling around Kenting. The questionnaire used 5-point Likert Scales (5=strongly agree; 4=agree; 3=neutral; 2=disagree and 1=strongly disagree). There were three kinds of question types in the questionnaire: three open-ended questions, 25 items for Likert Scales and 8 items for personal data.

Qualitative Study

A qualitative study is an attempt to formulate the phenomena of a social world, in terms of concepts, behaviors, and accounts of human beings who inhabit this world (Ritchie, 1998). The form of qualitative research is referred to as natural, ethnographic or interpretive” (Davies, 1995, p. 435). This study involves an informal interview within a particular time frame.

Validity and Reliability

In the quantitative study, the internal reliability coefficient (Cronbach’s Alpha) of 25 items on travel motivation, travel image, the willingness of revisit after being improved, and the travel constraints of Kenting was 0.90. The nearer the result was above 0.75, the more internally reliable was the scale.

Moreover, the construct validity of the questionnaire was good due to KMO larger than .50: two factors in travel motivation and travel image respectively except item 8 on the part of travel motivation and item 1 on the part of travel image. This interprets that the more factors in common, the more they are appropriate to continue doing factor analysis. Next, independent t-test for each part was larger than 3 for each dimension and p-value was smaller than .05. In short, the overall questionnaire was good enough to be analyzed.

Data Collection Procedures

The data were collected not only through online survey but also doing a field study of Kenting, the foremost Southern Taiwan, and giving out survey to those who were willing to get the survey done completely in Kenting and Penghu. Besides, the group members sent e-mails to their friends and relatives for help. At first, only forty copies were served as a

pilot study at an initial study. The internal reliability coefficient (Cronbach's Alpha) was 0.94. And then, the group members also asked two or three experts for help. After their approval, 600 copies were given out to our members' friends, tourists and local people in Penghu who had been to Kenting. Finally, the response rate was 93%.

Furthermore, to further examine whether what the participants were asked on the questionnaire was consistent with what they really wanted to say, an informal interview was conducted after the participants had completed their survey.

Data Analysis

The data from the survey was computer analyzed using Statistical Package for the Social Sciences (SPSS). The participants' responses to open-ended questions were analyzed by using content analysis procedures. Besides, to check the relationship between two or more variables, One-way ANOVA, Pearson Correlation, descriptive statistics, and canonical correlation were utilized in the study. Overall, the multiple sources in both quantitative and qualitative studies were to ensure the validity of the data.

Chapter 4

Results

Hypothesis 1: Travel motivation and destination image are statistically significant.

Table 4.1 Regression Model of Travel Motivation and Destination Image

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	.724 ^a	.524	0.524	613.150	.724	8.925(.000)

In order to check whether there were significant differences between tourists' travel motivation and destination image. Regression model was utilized. The result shown in Table 4.1 indicates that the participants' travel motivation and destination image ($\beta = .724$, $t = 8.925$, $p\text{-value} < .05$) are statistically significant. This means that those who had traveled to Kenting did care about their image of final destination. Thus, their travel motivation could have a great impact on where they would like to go.

The interviewed tourists had comments on their travel motivation and destination image of Kenting as follows:

Code #1

"Kenting is a wonderful place to get relaxed for tourists."

Code #2

"The scenes of Kenting are gorgeous but it is a crowded place on Kenting Main Street."

Code #3

"Traveling to Kenting is one of wonderful places for vacations to get away from the bustling noise of a big city."

Hypothesis 2: Destination image and travel constraints are statistically significant.

Table 4.2 Regression Model of destination image and travel constraints

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	0.14 ^a	.000	-.002	.110	-.014	-32.036(.000)

In order to check if destination image play moderating role on travel motivation and travel constraints, regression model was utilized in Table 4.2. The result shown in the table indicates that the participants' destination image and travel constraints ($\beta = -.014$, $t = -32.036$, $p\text{-value} < .05$) are statistically significant. It is likely that mass media and online review of a destination image can bring the number of tourists either to increase or to decrease. Naturally, the more tourists come, the more money a certain destination image can bring. In conclusion, travel constraints can have a negative effect on the prosperity of a destination image.

The interviewed tourists' contents are categorized as follows:

Table 4.3 Travel constraints

No		Category
Frequency		
1	Natural scenery is damaged by human beings.	19
2	Transportation fee is extremely high.	90
3	The hotels are greatly expensive.	12
4	Overseas travel is in fashion.	1
5	Travel quality in Kenting is getting lower and lower due to the scandals from mass communications such as newspapers, magazines and online social websites.	63
6	Due to cheap-ticket airlines, overseas travel expenses are cheaper than domestic ones.	3
7	Owing to high-tech information in this globalized world, local consumers are not confined to domestic areas.	5

As shown in Table 4.3, 90 participants supposed that transportation fee was extremely high. Most of them drove their cars in different parts of Taiwan on their own. Next, owing to scandals while traveling in Kenting from mass media and online social websites, 63 participants did care about these scandals and had a negative effect on their intention of revisit. Besides, 19 tourists felt that natural scenery in Kenting had been seriously damaged by human beings. The waters in Kenting have not been beautiful any more. Neither participation nor strong desire in traveling around Kenting can give a great hit on the local economy of Taiwan. To sum up, the tourists may choose to go somewhere or are reluctant to

come again.

Hypothesis 3: Tourists' intention of revisiting Kenting is an adjustment effect on destination image and travel constraints.

Table 4.4 Regression Model of Tourists' intention of revisiting Kenting after improvement and travel constraints

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	.293 ^a	.086	.084	52.041	.293	7.228 (.000)

The result shown in Table 4.4 indicates that the participants' intention of revisiting Kenting and destination image ($\beta = .293$, $t = 7.228$, $p\text{-value} < .05$) are statistically significant, thanks to the intention of revisiting Kenting after improvement as an adjustment effect. Supposing that Kenting Government can make great improvement of their expensive hotel prices, crowded Main Street vendors, high transportation fee, and the great efforts of maintaining natural beauty in Kenting, a great number of tourists will come to Kenting again. Thus, whether tourists are willing to visit Kenting again can be an important adjustment effect on increasing the number of tourists.

The interviewed tourists' comments are shown as follows:

Code #4

"It is essential that Kenting Government need to take an action to manage night stands on Kenting Main Street and it is also dangerous for tourists to cross the street because of no traffic lights in many other places."

Code #5

"Due to high expenses in Kenting such as hotel accommodation and inconvenient transportation, we have to spend a lot of money on our transportation fees and accommodation, including meals. In such a case, we would rather go to Okinawa or Tokyo instead of Kenting compared with the domestic expenses."

Code #6

"An increasing number of tourists may reduce environmental quality on account of poor maintenance of environment. As a result, wherever you go, you can see a lot of garbage and inaccessible driveways to the beaches in Kenting. It is an obligation for tourists and the local government to keep the environment clean and clear. Overall, it is time for the local government to think about how to retain loyal tourists."

Based upon the above hypotheses, Figure 4.1 is shown as follows:

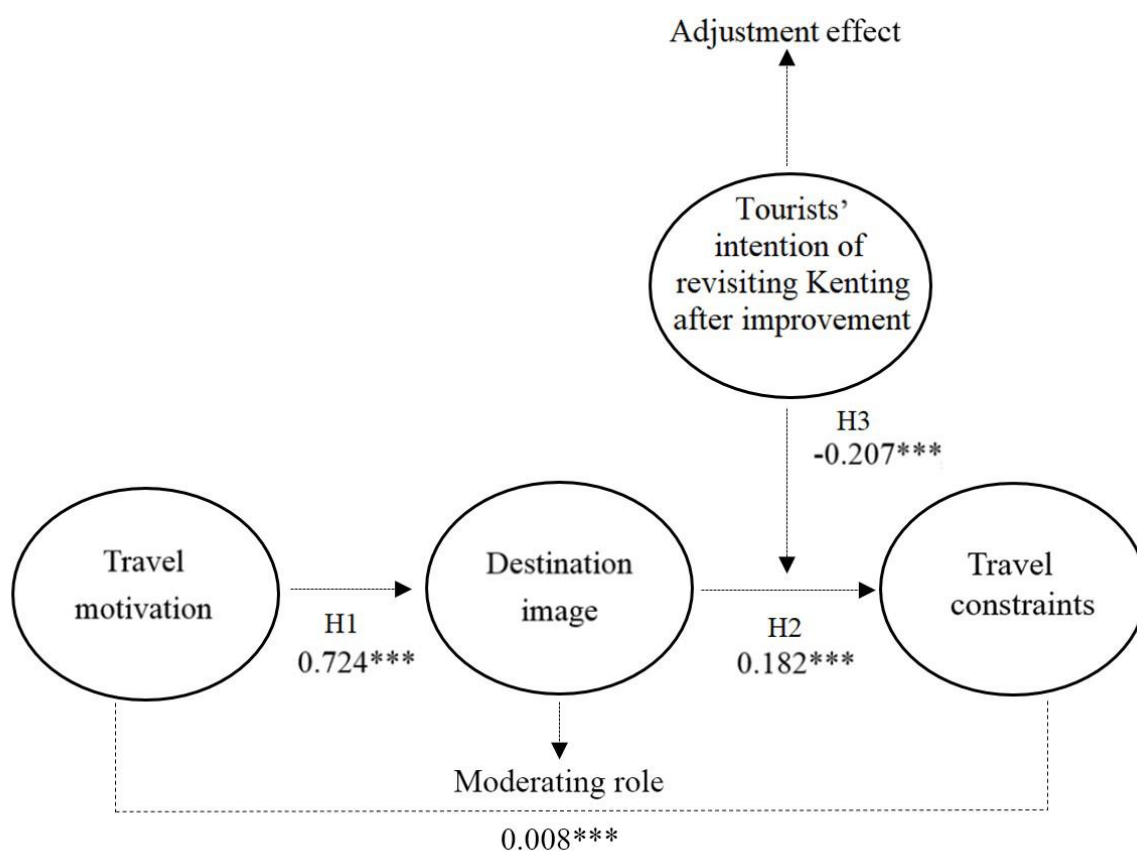


Figure 4.1

H4: The age levels and tourists' travel motivation are statistically significant.

Table 4.5 One-way ANOVA of age levels and tourists' travel motivation

Descriptive

Age levels	N	Mean	Std. Deviation	Std. Error
Under 20	93	3.8618	.67054	.06953
20-29	297	3.7787	.72347	.04198
30-39	79	3.6637	.77474	.08717
40-49	44	4.1429	.63590	.09587
Above 50	45	3.8540	.55620	.08291
Total	558	3.8111	.71066	.03008

Test of Homogeneity of Variances

Levene statistic	df1	df2	Sig.
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1.976 4 553 .098

The p-value (Sig.) for the Levene Statistic is 0.098 (no significant). Thus, there is no evidence for heterogeneity of variance.

One-Way ANOVA

	Sum of squares	df	Mean square	F	Sig.
Between groups	7.193	4	1.798	3.628	.006
Within groups	274.112	553	.496		
Total	281.305				

Post Hoc Tests (Multiple Comparisons)

Dependent variable: travel motivation

Scheffe

(I) age	(J) age	Mean difference	Std. error	Sig.	95% confidence interval	
					Lower bound	Upper bound
40-49	under 20	.28111	.12882	.314	-.1170	.6793
	20-29	.36412*	.11373	.038	.0126	.7156
	30-39	.47920*	.13244	.011	.0699	.8885
	Above 50	.28889	.14927	.442	-.1724	.7502

*These differences are significant on account of p-value less than .05.

Table 4.5 indicates that the majority of participants' age levels 20 to 39 and tourists' travel motivation are statistically significant due to $F_{(4, 553)}=3.628$, $p\text{-value}=.006<.05$.

H5: Tourists' residences and travel constraints are statistically significant.

Table 4.6 One-way ANOVA of tourists' residences and travel constraints

Descriptive				
Age levels	N	Mean	Std. Deviation	Std. Error
North	148	4.2210	.58992	.04849
central	136	4.0641	.54484	.04672
south	138	4.1573	.55080	.04689
east	12	3.8333	.40787	.11774
offshore islands	103	4.1886	.49293	.04857

Total	558	4.1265	.56823	.02341
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Test of Homogeneity of Variances

Levene statistic	df1	df2	Sig.
1.341	5	552	.245

The p-value (Sig.) for the Levene Statistic is .245 (not significant). Thus, there is no evidence for heterogeneity of variance.

One-Way ANOVA

	Sum of squares	df	Mean square	F	Sig.
Between groups	11.041	5	2.208	7.221	.000
Within groups	168.809	552	.306		
Total	179.850				

Post Hoc Tests (Multiple Comparisons)

Dependent variable: travel motivation

Scheffe

(I)residence	(J)residence	Mean difference	Std. error	Sig.	95% confidence interval	
					Lower bound	upper bound
Overseas	north	-.69723*	.12895	.000	-1.1279	-.2666
Countries	central	-.54027*	.12966	.004	-.9732	-.1073
	south	-.63354*	.12953	.000	-1.0661	-.2010
	east	-.30952	.20012	.792	-.9778	.3588
	offshore island	-.66482*	.13241	.000	-1.1070	-.2227

*These differences are statistically significant on account of p-value less than .05.

Table 4.6 reveals that the participants' residences traveling around Kenting except Eastern Taiwan and travel constraints are statistically significant due to $F(5, 552) = 7.221$, $p\text{-value} = .000 < .05$.

Chapter 5

Discussion and Conclusions

Discussion

In this study there were 558 participants (277 males; 281 females). The majority of the participant's age levels were ranging from less than 20 to 39 (up to 82%). Two hundred and eighty-seven tourists went to Kenting for tourism; 230 tourists were just for leisure activities. Most of tourists were students. The rest of them were in different walks of life. In addition, their monthly income was within NTD20,001. In terms of tourists' residences, 148 tourists came from Northern Taiwan; 138 tourists came from Southern Taiwan. One hundred and thirty-six people were from Southern Taiwan. Interestingly, 103 tourists came from an offshore island, Penghu. There were also 21 foreigners from different nationalities. Moreover, 271 tourists came from Kenting more than twice. 188 tourists travelled to Kenting once. Only 99 tourists went to Kenting twice. Obviously, Kenting has been one of well-known tourist attractions in Taiwan.

In the survey, almost 66% tourists (N=380) travelled around Kenting because it has been one of international scenic spots. 63% tourists (N=362) would like to get away from their big cities to relax themselves. Almost 67% tourists (N=383) supposed that the climate and scenery appealed to them. Due to the reports of mass media, almost 63% tourists (N=359) felt that they went to Kenting for traveling. Furthermore, 56% tourists agreed that there were different kinds of accommodation types that would be helpful to their choices, depending on their budget control. Meanwhile, 68.4% tourists (N=391) supposed that the unique typography that was full of mountains and marine resources is suitable for ecological study. In short, 73% tourists (N=418) confirmed that Kenting was worth visiting because it is a typical case of oceanic scenery and well-known scenic spot. Moreover, the Wind Chimes Music Festival and related music festivals might attract almost 72% tourists (N=410) visiting Kenting in the study.

As to travel image, 77.1% tourists (N=441) supposed that Kenting was famous for rich and abundant natural scenery and appealing to tourists' attractions. When they came to Kenting, one of the reasons they would like to visit Kenting Avenue is because they could see different kinds of night market merchandises from different street vendors. Prior to their coming, 56% tourists (N=320) felt that the pamphlet guidelines of Pingtung County Government were satisfying to them due to considerate

and clear guidelines. However, almost 46% tourists (N=260) enjoyed marine activities and felt that the facilities and equipment of marine sports were safe. Almost 52% tourists (N=287) supposed that the shops or stores with oceanic atmosphere were unique. In the survey, 254 tourists traveled with their family and 193 tourists traveled with their friends. Ninety tourists traveled with their classmates. The rest of them traveled alone, traveled with colleagues. The above factors were the tourists' travel image of Kenting. To sum up, the destination image and travel motivation are interrelated with each other. Therefore, H1 is supported.

Whereas, 78.5% tourists (N=449) felt sad that natural typography was damaged by human beings. An increasing number of tourists traveling around Kenting but the local government did not control the number of street stall vendors and manage the pathways between pedestrians and vehicles on Kenting Avenue and further maintain the environment clean and clear. As a result, 72% tourists (N=412) were not satisfied with their traveling experience on account of poor quality of traveling. To be more, almost 82% (N=469) supposed that they spent a lot of money on accommodation, meals as well as snacks, and transportation fees. Most importantly, 299 tourists drove their cars on their own; 190 tourists took public transportation and 39 tourists rode their motorcycles. It took them several hours to arrive at the destination by car or by sightseeing bus or by motorcycle. In the study, 68.4% tourists (N=391) felt that their transportation fees as well as their traveling expenses of Kenting were more than those of going to Okinawa or Tokyo, Japan. In such a case, 74.8% tourists (N=429) would like to consider going abroad instead of traveling around Taiwan on account of sharp increase of cheap-ticket airlines to Asian countries. This is the reason why the number of tourists has been decreasing.

The SPSS analysis offered support for the statistically significant relationships between travel motivation and destination image (H1), destination image and travel constraints (H2) as well as tourists' intention of revisiting Kenting after improvement and travel constraints (H3). The results also confirmed that destination image played an effect role between travel motivation and travel constraints (either traveling around Kenting or choosing alternative leisure activities) and the revisit intention after improvement played an adjustment effect between destination image and travel constraints. Therefore, it is likely that tourists' overall satisfaction was determined by destination image and their strong desire under no constraints. The empirical study provided tenable evidence that tourism destination loyalty had causal relationship with image and satisfaction. This study makes it clear that destination image plays a key role in achieving the loyalty, strong desire and tourists' satisfaction. Thus,

destination image had a positive effect on tourists' intention of revisit after improvement. An improvement in the overall image of a certain place can be made by individuals, tourists' online reviews or words of mouth and local government. Individuals or group members increased their preferences to make a positive assessment of the stay. Undoubtedly, it can enhance their return and recommend it in the future.

According to Figure 5.1, travel motivation is followed by push and pull factors as well as influence factors. Strong constraints may lead to no desire or no participation. Once constraints are negotiable, travel experiences may play a role in causing either weak or strong desire (Kimm, 2012). Unpleasant travel experience may cause a weak travel desire and further make a person fail to take part in traveling. Apparently, “negotiation positively influences participation whereas constraint negatively influences participation” (Son et al., 2008, p.211).

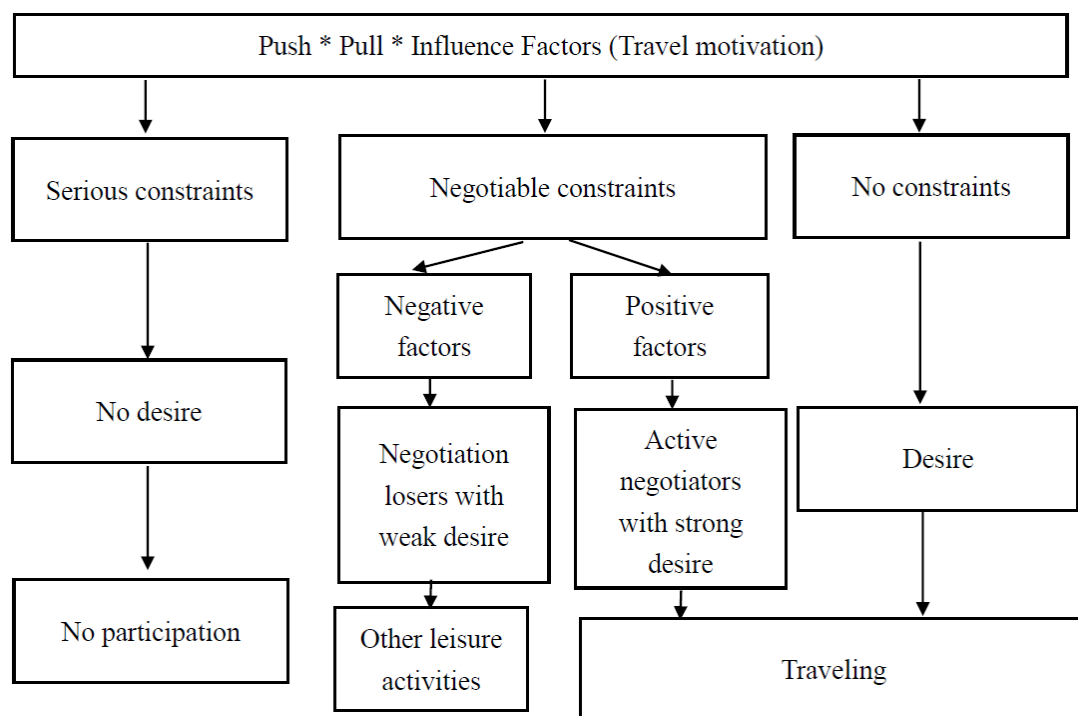


Figure 5.1 Travel constraint process (adopted from Jeongsun Kimm, 2012)

Owing to the decreasing demands of travel and tourism in Kenting, it is essential that the local government should invest tremendous efforts and play important roles to promote themselves as attract tourism destinations (Wu, et al., 2004). A place, like a product, needs to be positioned and promoted so as to prosper the local economy in different parts of Taiwan. It is time for the local governments to think about how to

get the tourists to revisit by improving current status quo and trying to find the ways out.

In this study, we also think about the strategies to have loyal tourists revisit. First of all, 78.5% tourists (N=449) supposed that hotel, B&B and marine activity practitioners should be responsible for cleaning up garbage or wastes regularly to make the environment eco-friendly. In a sense, being environmentally friendly refers to goods and services considered to have no harm on the environment.

Next, 76.6% tourists (N=438) supposed that the adjustment of accommodation and food fees could attract tourists come back again. After that, 86.1% tourists (N=462) agreed that the readjustment of poor street stalls required to be made so that vehicles could run smoothly and pedestrians could walk safely on the sidewalks. And then, 85.9% tourists (N=492) felt that ecological environment required to be properly maintained so that they were willing to come again. A Taiwanese movie called Cape No. 7 shot at Henchun Village, Kenting in 2008 was a greatly popular movie throughout Taiwan and any other countries. The site of movie attracted more than 3 million tourists to go there to explore unique geographic view of Kenting, abundant typography, and the natural beauty of an offshore island in 2008 (Chang, et al., 2009). The grand view has built a good destination image and developed sales promotion strategies. Thus, 73.3% tourists (N=419) agreed that microfilms can be encouraged to promote Kenting as one of international tourists' attractions.

Moreover, 72% tourists (N=412) felt that specific local food can be integrated into hotel and catering industries as a local food cuisine. 78% tourists (N=446) supposed that the local industries and tourism industry needed to go hand in hand so as to prosper the local economy. In the survey, 79% tourists (N=452) agreed that a festival is one of popular marketing strategies for many local governments because the festival is an effective strategy to attract many visitors and build destination positions (Wu, et al., 2004). Finally, 80.3% tourists (N=459) suggested that travel itineraries be required to be diversified so that tourists could have many choices to go traveling. Based upon the report of Tsai (2018), today's tourists are not interested in the traditional itineraries such as water activities at Southern Bay, Kenting and walking around night market in Kenting Avenue arranged by local travel agencies. Different alternative leisure activities or travel itineraries such as watching Formosan sika deer, walking around the nostalgia of old town of Henchuan Village and enjoying the tropical rainforest in Kenting, which interprets unique cultural relics, old buildings, natural beauty of scenic spots and nature-based tourism can attract many

visitors to go traveling instead of repeated travel itineraries. In summary, novelty, escape/relax, nostalgia, stimulation, isolation and nature can illustrate the motivation factors of various travel experience groups (Huang, et al., 2009).

Conclusions

The ongoing process of economic globalization is a driving force of capitalism to expand and grow. Furthermore, new technology in communications and transport is highly developed (Hannerz, 1996; Salazar, 2005). The development of cultural industry and local industries including tourism and catering industries is the backbone of local economy for local government throughout Taiwan. In this study, students have had a great proportion of the whole sample population in terms of the duration and continuousness of their available time. Apart from this, residence region is also related to geographic distance. The distance and space can establish a new sense of self, which is the pull factor of social contact (White and White, 2004). Overall, different tourists' characteristics and tourists' favorite of different climates as well as geography in certain areas can have a great impact on tourists' choices in travel decision.

In this study geographic distance can influence tourists' intention, but attractive festival activities or a place with words of mouth from friends, relatives or mass media can allure tourists from any other city or overseas countries such as Taipei, Taichung, Kaohsiung and Tainan.

Tourists' revisiting commitment also involves affective process, such as the affective commitment that develops through the degree of reciprocity or personal involvement that a tourist with a company, which results in a higher degree of trust and commitment (Garbarino and Johnson, 1999). If tourists have positive travel experience, their intention of revisit will be absolutely positive. Naturally, the strong desire of revisit may emerge. Supposing that the local governments and their local industry practitioners can closely work together to create theme-based and nature-based tourism based upon reasonable prices on accommodation, food and meals, the majority of tourists in this study may come again. It is a critical moment that the local government has to think about how to transform Kenting into a magnificent place where tourists are willing to come again by means of improving public transportations, eliminating poor street vendors, reducing visitors' extra expenses on accommodation, food, and local products, rearranging new leisure activities or optional choices of travel itineraries from travel agencies and upgrading service quality of catering and hospitality industries. Above all, budget control is one of important elements for tourists to go traveling.

Implications

In interpreting the results of this study, well-planned leisure activities or travel itineraries should take travel motivation, tourists' needs and wants, and the intention of revisit into account. Tourists' motivation is affected by the possibility of discovering new products or attractions during their stay at a destination image. In other words, the better words of mouth for a destination image, the more tourists will come.

For the local industry practitioners, this information is valuable because it can provide tourists with good services and sales promotion for a destination image. Surely, the local government has the responsibility to promote their local cultures such as cultural relics, scenic spots, folk dances, music, and local food to tourists at reasonable prices that tourists can afford to spend.

The Limitation of This Study

Although the number of this sample population in this study is up to 558, this cannot be considered as a representative sample of the whole population of tourists who have been to Kenting in Taiwan. Two hundred and fifty-four subjects are restricted to families. The inferences will be limited. To be more, open-question interviews are one way to supplement the quantitative data for further discussion. Of course, the voluntary interviewees cannot represent the whole tourists' opinions. This is the limitation of this study.

Recommendation for Future Research

Additionally, research can be done in the future in the following areas:

- . The typical case can be replicated in Fireworks Festival of Penghu, an offshore island;
- . The links of private and public sectors to work together so as to upgrade service quality and transportation issues in Kaohsiung City, Southern Taiwan;
- . The comparisons of B & B's and marine sports between Penghu and Kenting for the perspectives of the local industry practitioners.

These issues are worth studying for who are interested in exploring tourism and leisure fields.

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Appendix 1 Questionnaire

Exploring Travel Constraints and Solutions for Tourists at Kenting

Dear Sir/Madame :

This is a questionnaire of academic study. The aim of this study is to explore tourists' travel motivation, travel image, and the willingness of revisit in Kenting. Please spend a few minutes completing the questionnaire. The results will be provided as academic study. Thank you for your kind favor.

Advisor: Yueh-chiu Wang, National Penghu University of Science and Technology

Advisees : Huang, Zi-Yun, Yen, Yu-ting, Wang, Hsueh-tsen, Liao, Che-chia, Liu, Han-wen, Wang, Hsiu-fang, Chang, Yu-chia, and Lin, Kai-hsuan.

(Instructions: 5=Strongly agree (SA), 4=Agree (A); 3=Undecided (U); 2= Disagree (D); 1=Strongly disagree)

Part I: Travel motivation

		5	4	3	2	1
		SA	A	U	D	SD
1.	Get away from a big city for vacation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Kenting is a major tourist attraction in Southern Taiwan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The climate and topography of Kenting is compared as an appealing tourist attraction for a vacation of island countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	The transmission of mass media can attract tourists' visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	It is fully developed and tourists have multiple accommodation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	The topography is unique and it is worth doing ecological research of ocean resources and mountain resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Kenting is a typical oceanic scene in Taiwan. It is quite well-known and worth visiting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Due to music festivals such as Spring Yell, Wind Chimes Music Festival, it is appealing to tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part II: Travel Image

		5	4	3	2	1
		SA	A	U	D	SD
1.	Transportation is so convenient that tourists can take a bus everywhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Natural scenery is rich and beautiful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	It is worth visiting Kenting Main Street.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Official publications about Kenting travel and transportation guidelines are satisfying to tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Marine leisure facilities are well-equipped and safe.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	In addition to local food, there are oceanic shops.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part III: The revisit willingness after improvement

		5 SA	4 A	3 U	2 D	1 SD
1.	The hotel and catering owners are responsible for taking care of beaches within their limit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	The hotel and catering owners can adjust facilities, food, leisure prices which are reasonable are appealing to customers' return rate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Improve illegal stands of Kenting Main Street and transportation routes for passengers and vehicles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	From the perspective of sustainable management, ecological environment needs to be regarded as the first priority to be protected so as to get balanced between environment and local areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Microfilms are taken in Kenting to reach a peak of internationalization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Unique local cuisines are required to be developed and are cooperated with restaurant owners to sell Kenting art creative products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Local industry and tourism industry are required to be promoted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	It is required to transform Lohas leisure farms with reasonable prices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Festivals are used to promote local features.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Tourists' travel itinerary is diversified and appealing to tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part IV: The travel constraints of Kenting

		5 SA	4 A	3 U	2 D	1 SD
1.	Natural scenery is damaged by human beings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Transportation fee is extremely high.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The hotels are greatly expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Overseas travel is in fashion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Travel quality at Kenting is getting lower and lower due to the scandals from mass communications such as newspapers, magazines and online social websites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Due to cheap-ticket airlines, overseas travel expenses are cheaper than domestic ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Owing to high-tech information in this globalized world, local consumers are not confined to domestic areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Personal data:

1.	gender : <input type="checkbox"/> male <input type="checkbox"/> female
2.	age : <input type="checkbox"/> under 20 <input type="checkbox"/> 20~29 <input type="checkbox"/> 30~39 <input type="checkbox"/> 40~49 <input type="checkbox"/> 50 up
3.	occupation: <input type="checkbox"/> students <input type="checkbox"/> teachers and civil servants <input type="checkbox"/> service industry employees <input type="checkbox"/> fishing, agricultural and husbandry employees <input type="checkbox"/> housewives <input type="checkbox"/> others _____
4.	Your monthly income: <input type="checkbox"/> under NTD20,000 <input type="checkbox"/> 20,001 to 40,000 <input type="checkbox"/> 40,001 to 60,000 <input type="checkbox"/> 60,001 to 80,000 <input type="checkbox"/> 80,001 up
5.	residence: <input type="checkbox"/> northern Taiwan <input type="checkbox"/> Central Taiwan <input type="checkbox"/> Southern Taiwan <input type="checkbox"/> Eastern Taiwan <input type="checkbox"/> official islets <input type="checkbox"/> Others _____
6.	How often do you travel around Kenting? <input type="checkbox"/> once <input type="checkbox"/> twice <input type="checkbox"/> above twice
7.	How do you go to Kenting ? <input type="checkbox"/> drive by bus <input type="checkbox"/> motorcycle <input type="checkbox"/> public transportation (buses, sightseeing buses, trains and etc.) <input type="checkbox"/> others _____
8.	Your company partnership: <input type="checkbox"/> family <input type="checkbox"/> friends <input type="checkbox"/> classmates <input type="checkbox"/> alone <input type="checkbox"/> colleagues <input type="checkbox"/> others