

Ming Chuan University

Graduate School of Management

**“MARKET POTENTIAL,
DESTINATION CHOICE FACTORS
AND CONSUMER PREFERENCES
OF TAIWANESE TRAVELING ABROAD”**

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DEDICATION

To my beloved wife Karina

Who inspires me at all moment

To my sweet daughter Ana Lucia

The deep source of my motivations

To my family

To whom I love

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Chapter One

1. Introduction

Numerous studies prove that Taiwan is ranked as one of the most important world tourism generator countries in the world (World Tourism Organization, 2007). The Taiwanese Outbound Travel Index in recent years had a significant growth (International Tourism Forecast). According to the Bureau of Tourism of Taiwan in 2007, almost 9,000,000 tourists travelled abroad. This is showing an increase of 56.88 % in the last ten years. (See Appendix 3: Outbound Departures of Nationals of the R.O.C. by Gender, 1980~2007)

The governmental annual report on tourism 2006 indicated that Taiwan citizens made a total of 8,671,375 overseas trips in 2006; this was 463,250 more than the year before, for a growth of 5.64%. Their top destination (based on the first stop of their flight) was Asia, with 7,248,944 arrivals accounting for 83.60% of the total. America followed with 687,038 travelers, accounting for 7.92% of the total; Europe was third with 258,263 travelers accounting for 2.98%; Oceania was fourth with 124,604 travelers accounting for 1.44%; and other areas accounted for 352,526 travelers, or 4.07% of the total number. Ranked by country or area, the top destination for Taiwan's outbound travelers was Hong Kong/Macau with 4,225,549. Japan followed with 1,214,058, the United States with 593,794, South Korea with 396,705, and Thailand with 379,275.

For these reasons this research was focused on identifying the actual market potential and destination choice factors of the Taiwanese overseas travelers.

1.1. Motivation of research

Tourism is one of the primary wealth-generator in a country's economy (United Nations World Tourism Organization, 2007), therefore is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels,

restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts.

The researcher motivations were focused on identifying and analyzing the patterns of behavior of the Taiwanese Overseas travelers and determinant characteristics that will make a Taiwanese overseas traveler to choose one country instead of another. This is the first motivation of the study.

If Peru wants to promote the country as a destination for Taiwanese Overseas travelers, is necessary to understand the market potential and factors which underlie destination choices of Taiwanese outbound tourists. There is a positive impact of tourism on society and particularly on economic development. Promoting inbound tourism in Peru constitutes a good opportunity to improve social and economic development, taking in account that Peru is internationally known because of its cultural, history and natural resources. Nowadays Machu Picchu (Cusco, Peru) is recognized as one of the “New Seven Wonders of the World” (The New 7 Wonders of the World announced during the Official Declaration ceremony in Lisbon, Portugal on Saturday, July 7, 2007) and “World Heritage Site” (UNESCO, 1983) therefore Peru is an important tourist destination worldwide and particularly for Taiwanese travelers. In this way promoting Peru as a tourist destination will generate economic development not only in Peru but also in Latin America. This is the second motivation of the study.

1.2. Importance of research

The importance of this study is to provide useful and actual information about factors that Taiwanese overseas travelers consider when they make their decisions about their choice of destination, based on the five choice dimensions: Facility/Safety, Attraction, Practical Accessibility, Quality, and symbolic Accessibility. Knowing these important factors that determine how the Taiwanese overseas travelers choose their touristic destination, will provide useful information to build a better offer and tourist packages that will best suit their preferences and satisfy their demand.

The information provided will be an important knowledge to generate better and solid bilateral business relations between tourist Agencies and Governmental-related departments in Taiwan and Peru. In this way, it will enhance the economic growth on the tourist-receiving country (Peru) with an emerging market economy.

This research has an important significance because it will provide updated information

about the destination choice factors of the Taiwanese overseas travelers, considering the fact that the traveler's choice factors change frequently, affecting consequently the tourist destination options.

1.3. Purposes of study

One of the main purposes in this study is to identify the market potential and destination choice factors of Taiwanese overseas travelers. Besides, there is a specific purpose that is to find out whether or not the Taiwanese outbound travelers have the intention to visit South America. Which are their motivations to choose South America / Peru as a destination? If they are interested in traveling to South America, which countries they would prefer to visit, for how long and how much money they would be willing to spend for a trip like that. The motivation behind this analysis is that consumers are heterogeneous and therefore prove that different consumers perceive different value within the same attribute.

The other purpose of this study is to provide useful information to the destination marketers in order to promote their services and products to the Taiwanese market effectively. Understanding the market potential factors which underline destination choices is noteworthy in the outset of marketing campaigns focus on the consumer's behavior, knowing this, the marketer will be able to embrace the business future and provide better and more interesting tourist packages for the Taiwanese overseas travelers.

Generally speaking, the researcher set three purposes of this study.

The first one is: "Identify the market potential and destination choice factors of Taiwanese overseas travelers".

The second one is: "Provide useful information to the destination marketers in order to effectively promote their services and products to the Taiwanese market".

The third one is: "Find out whether or not the Taiwanese outbound travelers have the intention to visit South America and which are their motivations to choose South America as a destination".

1.4. Questions of study

Choices of destinations are affected by a number of socio-demographical variables (i.e.,

age, gender, educational level, employment status, income).

Question 1: Which dimension of attributes (facility/safety, attractions, practical accessibility, quality and symbolic accessibility) result to be the most valuable for the Taiwanese who travelled abroad?

Question 2: Which are the main characteristics of the recent pleasure travel information of Taiwanese who travelled abroad?

Sub-question 2.1: How many trips did Taiwanese who travelled abroad do in the past five years?

Sub-question 2.2: Where did Taiwanese travel on their last trip?

Sub-question 2.3: How many days did Taiwanese traveling abroad spend on their last trip?

Question 3: Which are the main characteristics of future trip information of Taiwanese traveling abroad?

Sub-question 3.1: Where do Taiwanese travelers prefer to travel in the next two years?

Question 4: Are Taiwanese traveling abroad interested to visit South American countries in future trips?

Sub-question 4.1: Which are the motivations to choose South America as a destination to travel?

Sub-question 4.2: For how long would Taiwanese travelers visit the South American countries?

Sub-question 4.3: How much money would Taiwanese travelers be willing to spend for a trip to visit South American countries?

Question 5: Which are the socio-demographic characteristics of the Taiwanese traveling abroad and how this variables influence the travel characteristics, the preference for future travel and the destination choice factors?

When making decisions Taiwanese travelers evaluate different attributes such as for example: Facilities, Safety, Practical Accessibility, Quality, and Symbolic Accessibility. In that evaluation some attributes result of major importance but some others are not crucial. This information provided by this research will allow marketers to know the characteristics and the potential Taiwanese market to travel abroad.

1.5. Key Words

Tourism

Traveler

Destination choice factors

Consumer Behavior

Consumer Preferences

Chapter Two

2. Literature Review

In this chapter the researcher discussed the concepts of tourism, perception of destination, traveler and the relation with consumer behavior and the different motivations of consumers. As well as how they can match in the creation of the researcher's concept and make clearer our understanding about this research.

2.1. Tourism

In this part the definition of tourism, conditions, history of tourism and kinds of tourism, will be developed.

2.1.1. Definition of tourism

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics: Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and Outbound tourism, involving residents traveling in another country.

In sum and for our concept "tourism is all the people who travel to and stay in different

places outside their usual environment, for a short period of their life, for leisure, business, religion and other purposes”

2.1.2. Conditions about tourism

Before people are able to experience tourism they usually need discretionary income (i.e. money to spend on non-essentials); time off from work or other responsibilities; leisure time tourism infrastructure, such as transport and accommodation; and legal clearance to travel.

Individually, sufficient health is also a condition, and of course the inclination to travel. Furthermore, in some countries there are legal restrictions on travelling, especially abroad. Certain states with strong governmental control over the lives of citizens (notably established communist states) may restrict foreign travel only to trustworthy citizens. The United States prohibits its citizens from traveling to some countries, for example Cuba. Visas are also sometimes required.

2.1.3. History of tourism

Wealthy people have always traveled to distant parts of the world to see great buildings or other works of art, to learn new languages, to experience new cultures, or to taste new cuisine. As long ago as the time of the Roman Republic places such as Baiae were popular coastal resorts for the rich. The word tourism was used by 1811 and tourist by 1840. In 1936 the League of Nations defined foreign tourist as someone travelling abroad for at least twenty-four hours. Its successor, the United Nations amended this definition in 1945 by including a maximum stay of six months.

The history of European tourism can perhaps be said to originate with the medieval pilgrimage. Although undertaken primarily for religious reasons, the pilgrims in the Canterbury Tales quite clearly saw the experience as a kind of holiday (the term itself being derived from the 'holy day' and its associated leisure activities). Pilgrimages created a variety of tourist aspects that still exist - bringing back souvenirs, obtaining credit with foreign banks (in medieval times utilizing international networks established by Jews and Lombards), and making use of space available on existing forms of transport (such as the use of medieval English wine ships bound for Vigo by pilgrims to Santiago de Compostela). Pilgrimages are still important in modern tourism

- such as Lourdes or Knock in Ireland. But there are secular equivalents - Graceland and the grave of Jim Morrison in Père Lachaise Cemetery.

During the 17th century, it became fashionable in England to undertake a Grand Tour. The sons of the nobility and gentry were sent upon an extended tour of Europe as an educational experience. The 19th century was the golden age of the Grand Tour, and many of the fashionable visitors were painted at Rome by Pompeo Batoni. A modern equivalent of the Grand Tour is the phenomenon of the backpacker, although cultural holidays, such as those offered by Swann-Hellenic, are also important.

2.1.4. Different types of tourism

In tourism researcher had different types of tourism such as: health tourism, creative tourism, leisure travel, winter tourism, extreme tourism, archeological tourism.

2.1.4.1. Health tourism

Health tourism has long existed, but it was not until the eighteenth century that it became important. In England, it was associated with spas, places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis, (Joan c. Henderson).

2.1.4.2. Creative tourism

Creative tourism has existed as a form of cultural tourism since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of (mostly interactive) educational experiences. (Association for Tourism and Leisure Education)

2.1.4.3. Leisure travel

Leisure travel was associated with the industrialization of United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners, and the traders. These comprised the new middle class.

Cox & Kings were the first official travel company to be formed in 1758. Later, the working class could take advantage of leisure time.

The British origin of this new industry is reflected in many place names. At Nice, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old well-established palace hotels have names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic - reflecting the dominance of English customers.

Many tourists do leisure tourism in the tropics both in the summer and winter. It is often done in places such as Cuba, The Dominican Republic and Florida.

2.1.4.4. Winter tourism

Winter sports were largely invented by the British leisured classes, initially at the Swiss village of Zermatt (Valais), and St Moritz in 1864. The first packaged winter sports holidays took place in 1902 at Adelboden, Switzerland. Winter sports were a natural answer for a leisured class looking for amusement during the coldest season.

The Fun Ski & Snow Festival, which has been organized annually by Korea tourism organization since 1998 and participated by about 10,000 tourists from Asia, is one of the most successful winter tourism products in Asia. The festival provides a variety of events such as ski and sled competitions, ski and snow board lessons, performances and recreational activities. Majority of the event participants are foreign visitors who come from countries with a warm climate that have no snow. The event offers them opportunities to enjoy winter and winter sports in Korea. In addition, southern South American countries making up the Patagonia region in Chile and Argentina attract thousands of tourists every year. Skiing is extremely popular in the mountainous areas.

2.1.4.5. Extreme tourism

Extreme tourism or shock tourism is a type of niche tourism involving travel to dangerous places (mountains, jungles, deserts, caves, etc.) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction,

"adrenaline rush" caused by an element of risk, and differing mostly in the degree of engagement and professionalism.

Extreme tourism is a growing business in the countries of the former Soviet Union (Russia, Ukraine, Azerbaijan, etc.) and in South American countries like Peru, Chile and Argentina. The mountainous and rugged terrain of Northern Pakistan has also developed into a popular extreme tourism location.

While traditional tourism requires significant investments in hotels, roads, etc., extreme tourism requires much less to jump-start a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as flyovers in MiGs at Mach 2.5, ice diving in the White Sea, or travelling across the Chernobyl zone.

2.1.4.6. Archeological tourism.

Archaeotourism or Archaeological tourism is an alternative form of cultural tourism, which aims to promote the passion for historical-archaeology and the conservation of historical sites.

Like Ecological tourism (or Ecotourism), Archaeological tourism is promoted to encourage the development of cultural associations, and companies and cooperatives can be found that dedicate themselves to offer this type of service.

The best definition of archaeotourism can be found in the words of its founders:

The passion for the past is something inherent to the human being. As the saying: "Town that does not know from where town comes that does not know to where it goes".

The Archaeotourism or archaeological tourism is ideal because they look for a higher knowledge and sublimates, tie to the meditation and the relaxation, in perfect synergy with the surroundings or ecosystem that is, integration with the Mother Nature, but always in old places, next to the ruins of the "enigmatic missing civilizations"; sites and places magician-monks or asylums; from the most remote prehistoric times; from the era of the dinosaurs to the Medieval Age. In order to develop its activities it has a nourished group of authentic experts in each one of the matters.

Therefore, archaeologists, paleontologists, anthropologists, historians and specialists in trips will unite their knowledge under a same objective: to offer to the traveler a

wonderful and unforgettable experience, an intensive course and of introduction to each one of these manifestations of the human knowledge. This way the visitor will not be a simple traveler, will be in addition an apprentice in sciences to the past.

Sometimes will feel a paleontologist discovering tracks of dinosaurs and others will feel like Indiana Jones in the Damn Temple, mainly when penetrating in the mysterious caverns and artificial caves that long ago served from temples our ancestors. Enigmatic places loaded of an atmosphere of magic and mystery that, sometimes, surpass to all fiction created by the cinema.

2.2. Consumer Behaviour

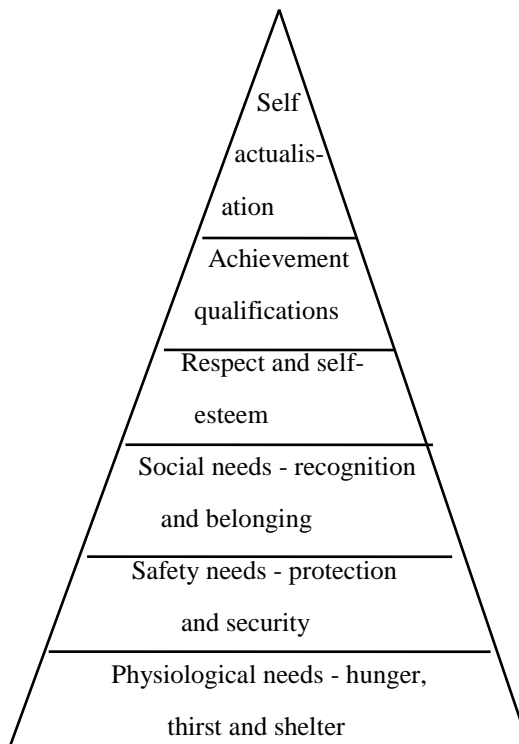
Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy (for example why they choose specific travel destinations). One of the most fundamental questions about consumer behaviour is, “Why do people buy?” The answer to this question is found in an understanding of consumer motivation. Consumers are motivated to purchase and to consume products or services to satisfy their needs.

In 1954 the psychologist Abraham Maslow put forward his classic “hierarchy of needs” which is shown in Figure 1. This hierarchy is now central to much thinking in buyer behaviour.

Physiological needs are concerned with self preservation and these are the basic needs of life involving those elements required to sustain and advance the human race. Safety needs relate to protection against danger and deprivation. Once the more basic needs have been satisfied behaviour is influenced by the need for belonging, association and acceptance by others. In many texts the next two needs are put together, but here we followed Geoff Lancaster’s point of view. So respect and self esteem are defined in terms of confidence, competence and knowledge and achievement is defined in terms of qualifications and recognition above this.

The final need is what Maslow termed “self actualisation” which means self-fulfilment in terms of becoming all that one is capable of being and one has reached the pinnacle of personal potential (Buyer Behaviour by Geoff Lancaster).

FIGURE 1: HIERARCHY OF NEEDS (FROM A.H.MASLOW)



It is argued that when more basic needs like hunger and thirst have been satisfied, then individuals will move towards satisfying higher order needs towards the apex of the pyramid and look increasingly for satisfactions that will increase status and social acceptability. When the apex of the pyramid has been reached and other satisfactions have been achieved the prime motivation is then one of acquiring products and accomplishing activities that allow self expression. This can be in the form of hobbies which may have been desired for a long time, but have been neglected until the lower order needs have been satisfied.

Consumers have a variety of needs. Some (physiological, safety and health) are fundamental to survival. Others (financial security, pleasure, and giving to others) may be less essential for existing but are critical to the consumer's sense of well being. These concepts are fundamental because understanding consumers' needs, there is a greater chance of attracting and retaining customers.

Some of the most important constructs in consumer behaviour are beliefs, feelings, attitudes and intentions. Efforts to forecast future consumer behaviour typically rely on what consumers have done in the past. When using past behaviour as a predictor is not possible or inappropriate, what consumers intend or expect to do will be the most

potent predictor available. At the same time, however, intentions possess limited diagnostic power. Is possible to predict what consumers may or may not do based on their stated intentions, but intention measures do not tell why consumers hold such intentions. To understand the reasons why consumers hold particular intentions is necessary to dig deeper and look at their attitudes, beliefs, and feelings. (Blackwell, Miniard and Engel, 2006)

According to Philipp Kotler and Gary Armstrong in the “Principles of Marketing”, consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics.

2.2.1. Definition

Consumer Behaviour is defined as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives." More generally, Consumer Behaviour is the psychology behind marketing and the behaviour of consumers in the marketing environment. Two major psychological disciplines come into play when observing and trying to explain Consumer Behaviour. The first is Cognitive Psychology. Cognitive Psychology is the study of all knowledge related (mental) behaviours.

The second psychological discipline that has theories to explain certain phenomenon of Consumer Behaviour is Social Psychology.

Social Psychology is "the study of the manner in which the personality, attitudes, motivations, and behaviours of the individual influence and are influenced by social groups" (Britannica Online).

2.2.2. Behavioural approaches

Behavioral approaches suggest that tourists are motivated by a number of factors to collect information about different alternatives, which may meet their needs. The individual assesses and eliminates these alternatives to reach a final decision (Mansfeld, 1992). Behavioral models, in general, assume utilitarian decision-makers who can evaluate outside information to which they are exposed, search for additional information to make better decision, create alternatives in their minds and make a final choice from those alternatives. The main purpose of behavioral models is to identify the decision stages decision-makers pass through and illustrate this process by

identifying the inside and outside factors influencing this process. Choice-set models attempt to illustrate the same process in a different way, while implicitly accepting the main assumptions of the behavioral models.

2.3. Perception of destination

Perception of destination is also very important. "It has been long recognized that perception of destination affects destination choice. Mill and Morrison (1985) stated that a travel purchase is made based on the extent to which an individual perceives the purchase will satisfy his or her needs" (Mok & Armstrong, 1995, p.100) contented that destinational "pull" factors are specific attractions of the destination which induce the individual to go there once the decision to travel has been made.

2.4. The destination choice model

Crompton in 1992 examines the decision process and suggests that decisions are sequential in nature and are comprised of sets. This model also promotes the use of multiple decision strategies. Choice-set approaches propose that a tourist first "develops an initial set of destinations, widely known as an awareness set, then eliminates some of those destinations to form a smaller late consideration or evoked set and finally selects a destination from the late consideration set" (Crompton, 1992, pp. 421-422). In other words, a potential traveler generates a series of choice sets with an ever-decreasing number of remaining alternatives in a funnel-like process over time, until a final choice is determined.

Choice-set models possess practical advantages over behavioral models by, for example, allowing destination marketers to identify the market potential, while segmenting the target market based on the choice sets of target population.

2.5. Tourism Decision-making

Choice-set models have received substantial attention in tourism decision-making literature because of their practical use for destination marketers. The concept of choice sets was first introduced by Howard (1963) in consumer behavior literature. Howard and Sheth (1969), Narayana and Markin (1975), Brisoux and Laroche (1981), and Spiggle and Sewall (1987) elaborate the concept. According to the theory, a potential traveler first develops a set of destinations from his/her early consideration or

awareness set. The destinations are chosen from a large number of destination alternatives, comprising of all the destinations available, which is also known as the "total set." The number of alternatives is then reduced to shape his/her late consideration or evoked set. Finally, one resort is selected from the evoked set as the final choice. One criticism that can be levied against the choice set theory is that they may tend to be deterministic in nature (Ben-Akiva & Bruno,1995).

Howard (1963) introduces the concepts of awareness, unawareness and evoked sets. He suggests that all brands belong either to the consumer's awareness set or unawareness set. An awareness set is comprised of all brands, or alternatives, that the buyer may be aware of at any given time, while unawareness set encompasses all the brands that the buyer is unaware. Howard defines the evoked set as the collection of brands the buyer actually considers in his purchase decision process. Howard and Sheth (1969) further refine the evoked set as the brands that the buyer considers acceptable for his next purchase. Narayana and Markin (1975) redefine the evoked set and included all brands that maybe in the buyer's awareness set. Narayana and Markin introduce the concepts of inert and inept sets. An inert set is made up of the brands that the consumer has neither positive nor negative evaluation. The inept set encompasses the brands that the buyer has rejected from his purchase consideration, either because he has had unpleasant experience or because he has received negative feedback from other sources. Spiggle and Sewall (1987) contribute an important extension to the concept of choice sets. They present a model for retail decision-making that built upon and extended the evoked-set concept previously investigated by Narayana and Markin (1975). Spiggle and Sewall's model includes five new choice sets, which were hypothesized as being the subsets of an evoked set. The new sets include the (1) action set, (2) interaction set, (3) inaction set, (4) quiet set, and (5) reject set. Action set was defined as "all stores toward which a consumer takes some action—she or he goes at least as far as making a visit to the store site" (p. 99). The interaction set includes "all of the stores in which a consumer allowed himself or herself to be exposed to personal selling. The inaction set comprises of all the stores in evoked set that a consumer does not visit. Quiet set composes stores that consumers visit and leave before interacting with a sales clerk. The reject set is made up of the stores that are originally in the evoked, action, or interaction sets and toward which a consumer's evaluation is transformed from positive

to negative during purchase deliberation" (p. 101).

The choice set approach in the destination choice process was initiated as an alternative and more practical perspective to behavioral approaches, which were generally criticized as being too complex and difficult to test empirically. Rather than being strong theoretical exercises, choice-set research seeks to bring to light more applicable results to destination choice behaviors. The work of Woodside and Sherrel (1977) was the first attempt to conceptualize choice sets for leisure travel. Woodside and Sherrel define choice sets in a tourism setting and confirm the categorization of destinations in potential travelers' minds. Arguing their particular usefulness in tourism, they introduce the awareness-available and awareness-unavailable sets instead of a complete awareness set. The available set included the destinations, which the traveler believes he or she has the ability to visit during some period (i.e., a year). Furthermore, they propose that determining the available sets might be more reasonable because of the large number of destinations in the awareness set. Their study, at a South Carolina Welcome Center, indicated that the average number of vacation destinations is 3.4 in evoked sets, 1.4 in inept sets and 0.9 in inert sets of the subjects.

Um and Crompton (1990) propose a theoretical framework for the destination choice process using choice-set structure. This approach is simpler and more theoretically and methodologically sound compared to many other approaches in tourism decision research. Um and Crompton's framework asserts that destination selection is a three-stage process including (1) composition of awareness set, (2) evoked set, and (3) final destination selection, where the latter is a condensed form of the former. The awareness set of destinations in the potential traveler's mind is formed through passive information from the outside environment, whereas the evoked set emerges with the active information searching from external sources including past experience, media, family, friends and others. The active choice process starts after an awareness set is developed with the influence of internal inputs that comprise the socio-psychological set of the traveler (i.e. motives, values, attitudes). At this point, situational constraints play an important role before the traveler creates his/her evoked set.

This framework is useful for assessing the role of attitudes in the decision process - where attitudes are operationalized as the difference between perceived facilitators and inhibitors, measured with 17 instruments on a total of 100 respondents. A difference between facilitators and inhibitors was hypothesized to show a positive attitude toward

selected destination(s) in the evoked set. The role of situational constraints was also tested via their consideration as part of the inhibitors. The research was conducted using a longitudinal approach, which measured the magnitude of the differences between perceived facilitators and inhibitors, before and after the actual destination selection. Results of the study suggest that the attitude toward a destination is an important indicator of whether a potential traveler will select a particular destination from the awareness set or not. The study is unique in the sense that it attempted to measure the effectiveness of attitudes in an actual choice situation.

Crompton (1992) provides a further analysis of choice sets along with an extensive literature review. Crompton reorganizes the functions of choice sets, re-conceptualizes the awareness-available and unavailable sets, and adopts some newly proposed sets from the marketing literature, such as action, inaction, and interaction sets into tourism literature. Crompton and Ankomah (1993) provide a series of propositions related to the early consideration set, late consideration set (also known as awareness and evoked sets) and final decision. To widen the span of choice-set study in tourism, the authors develop testable propositions based on conceptualizations from empirical studies in marketing and management. Early consideration propositions dealt with the size of set and the relationship between the level of awareness and probability of selection of the destinations in the set. Late consideration set propositions questioned the size and the factors that affect the size of the late consideration set. Final propositions focus on decision rules and other factors that influence the selection of a particular destination over others.

Ankomah, Crompton, and Baker (1996) analyze the influence of cognitive distance on the allocation of vacation destinations in different choice sets. They define cognitive distance as an individual's mental representation of a physical distance from one point to another, which is influenced and shaped by internal (memory and beliefs) and external sources (society and culture, destination-related factors). They test the effect of cognitive distance on the assignment process as one of the situational constraints. Their findings suggest that individuals regard cognitive distance as an important factor in a decision process. In addition, study respondents' distance estimates to destinations in the late set were more accurate than those destinations in the reject set. The distance to destinations in the action set was more underestimated than the destinations in the inaction set.

According to the model exposed by Philip Kotler and Gary Amstrong in the Principles of Marketing, consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics.

Cultural factors:

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the roles played by the buyer's culture, subculture, and social class. Culture is the most basic cause of a person's wants and behavior. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the family and other important institutions.

Subculture - each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Nationality groups such as the Irish, Polish, Italians, and Hispanics are found within larger communities and have distinct ethnic tastes and interests. Racial groups such as the blacks and Asians have distinct culture styles and attitudes. Many of these subcultures make up important market segments, and marketers often design products and marketing programs tailored to the needs of these segments.

Social class - almost every society has some form of social class structure. Social classes are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors. Social class is not determined by a single factor such as income but is measured as a combination of occupation, income, education, wealth, and other variables. In this research we are interested in social class because people within a given social class tend to exhibit similar behavior, including traveling behavior.

Social Factors:

A consumer's behavior is also influenced by social factors, such as the consumer's small groups, family, and social roles and status. Because these social factors can strongly affect consumer responses, companies must take them into account when designing their marketing strategies.

Groups - a person's behavior is influenced by many small groups. Groups which have a direct influence and to which a person belongs are called membership groups. Reference groups are groups that serve as direct or indirect points of comparison or reference in the forming of a person's attitudes or behavior. Marketers try to identify the reference groups of their target markets.

The importance of group influence varies across products and brands, but it tends to be strongest for conspicuous purchases.

Family - family members can strongly influence buyer behavior. We can distinguish between two families in the buyer's life. The buyer's parents make up the family of orientation. From parents a person acquires an orientation toward religion, politics, and economics and a sense of personal ambition, self-worth, and love.

The family procreation -the buyer's spouse and children- exert a more direct influence on everyday buying behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and relative influence of the husband, wife, and children on the purchase of a large variety of products and services.

Roles and Status - a person belongs to many groups- family, clubs, and organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. Each role carries a status reflecting the general esteem given to it by society.

Personal Factors:

A buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, life style, and personality and self-concept.

Age and Life-Cycle State - people change the goods and services they buy over their lifetimes. Buying is also shaped by the stage of the family life cycle- the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans.

Occupation - a person's occupation affects the goods and services bought. Marketers try to identify the occupational groups that have an above-average interest in their products and services.

Economic Situation - a person's economic situation will greatly affect product choice. Marketers of income-sensitive goods closely watch trends in personal income, savings, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprise their products.

Life Style - people coming from the same subculture, social class, and even occupation

may have quite different life styles. Life style is a person's pattern of living as expressed in his or her activities, interests, and opinions. Life style captures something more than the person's social class or personality. The life-style concept, when used carefully, can help the marketer gain an understanding of changing consumer values and how they affect buying behavior.

Personality and Self-Concept - each person's distinct personality will influence his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Many marketers use a concept related to personality -a person's self-concept.

Psychological Factors:

A person's buying choices are also influenced by four major psychological factors - motivation, perception, learning, and beliefs and attitudes. Motivation - a person has many needs at any given time. Some needs are biological, arising from states of tension such as hunger, thirst, or discomfort. Other needs are psychological, arising from the need for recognition, esteem, or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction. Motivation researchers collect in-depth information from small samples of consumers to uncover the deeper motives for their product choices.

Perception - a motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. People can form different perceptions of the same stimulus because of three perceptual processes: selective exposure, selective distortion, and selective retention.

2.6. Characteristics of Tourism Service Offerings

In the 1980s, four key characteristics distinguish the production, consumption, and evaluation of services from manufactured goods: intangibility, inseparability, heterogeneity, and perishability (Zeithaml, Parasuraman, & Berry, 1990). Services are mostly intangible in that they are not physical objects rather they are performances or

experiences. The implications of this view are that the values offered cannot be communicated easily by the tourism service provider, evaluating a service in terms of its potential to fulfill identified needs is difficult for potential travelers. However, according to Crozier and McLean (1997), services may not have to be entirely intangible. Very few pure services exist; most of them can be positioned on an intangible dominant (e.g., travel agency services) or tangible dominant continuum (e.g., restaurant meal) to reflect the extent to which the service element is essential to the product. Second, services are heterogeneous; they differ substantially across providers because of human inconsistencies involved in providing the service. This characteristic of service makes it challenging for providers to deliver consistent quality of service. Third, services are inseparable, which means that the purchase and consumption of services occur at the same time. Managing the traveler mix and quality control can pose challenges for the management. Fourth, perishability of services means that services cannot be stored and consumed at a later point in time, so selling the service as soon as it is produced becomes a priority; otherwise revenue is lost (Zeithaml, Parasuraman, & Berry, 1985). Tourism services have unique features that often differentiate them from non-tourism services. For example, tourists purchase and consume a service at a different location from where they live (Sirakaya, McLellan, & Uysal, 1996).

Consumption of a tourism service, for example, a vacation in the mountains, takes a longer time than the consumption of many other service offerings; tourists often receive no tangible return on their investment except souvenirs and the purchase frequently is not spontaneous but requires preplanning. Moreover, Wahab et al. (1976) note that the perceived risk often is high in tourism purchase decisions, which suggests that tourists will be relatively highly involved in information search in order to reduce uncertainty involved in the purchase. The ultimate choice of a final destination depends more or less on the quality and quantity of information available to and used by the tourist (Fodness & Murray, 1997, 1998; Gitelson & Perdue, 1987; Raitz & Dakhil, 1989; Snepenger, Meged, Snelling, & Worrall, 1990; Snepenger & Snepenger, 1993; Van Raaij, 1986; Etzel & Wahlers, 1985; Perdue, 1985). Consumer information search strategies can be grouped into three sets (Fodness & Murray, 1998): where, when, and how the search takes place. In decisions related to tangible-dominant services, information search may include pre-purchase trial or observation of others, but intangible-dominant services such as tourism require different risk-reduction strategies

(Guseman, 1981; Crozier & McLean, 1997). These search behaviors include reliance on testimonials, endorsements and personal recommendations (Murray, 1991).

Evidence from the service marketing literature indicates that these characteristics of tourism service offerings also necessitate a different, at least an emphasis, shift of decision-making process. For example, information search seems to be more important and different and some stages might be omitted if there is not much information available on the alternatives. While the traditional six-stage decision-making process (recognition, formulation, alternative generation, information search, judgment or choice, action, and feedback) is common to many consumer decision-making models, more recent knowledge about how decisions for purchases of services differ from manufactured goods challenges this traditional approach. View many of the traditional models and their derivatives with some skepticism since none of them are confirmed empirically (Crozier & McLean, 1997). Moreover, the traditional models of consumer behavior as adapted to tourism have not accommodated differences between the purchase of products and services (Cowell, 1991).

Barnes (1986) suggests that a four-step decision process was applicable in the context of services: (1) problem recognition, (2) limited personal source search, (3) purchase/consumption, and (4) evaluation of service. Subsequently, Gabbott and Hogg (1994) conceptualized the consumer decision-making process in the context of real-estate services as having three broad steps: information search, comparison of alternatives, and post-purchase evaluation. Both of these models recognize that consumers engage in limited personal source search and put more emphasis on post-purchase evaluation, since they often "lack information on price, amount of time needed to secure the service, or even the environment in which the service is delivered is like" (Barnes, 1986, p. 42). Because of the unique characteristics of services (e.g., lack of standardization and difficulty in quality control), the perceived financial and emotional risks associate highly with many service decisions. In these high-risk situations, word-of-mouth or personal information sources are more influential than impersonal media sources in decisions. Unlike product-based decisions where many alternatives may be generated for possible purchase, according to Barnes (1986) and Crozier and McLean (1997), the known alternatives for service offerings are fewer. Indeed, in a tourism context, Woodside and Lysonski (1989) identify this set to be a small set of alternative destinations, usually ranging from 3 to 5 destinations with an

average of 4.2 destinations. However, Crompton (1992) argues that a relative small set of alternative is typical of findings in products also. Many times, consumers are unaware of service alternatives; therefore they may skip alternative evaluation stage and put more emphasis on post evaluation (Crozier & McLean, 1997). Since many tourism destination-choice models have been derived from traditional consumer behavior models (grand models), they failed to incorporate all these unique circumstances of services (e.g., intangible dominant products, differences in steps in decision-making) in modeling travelers' decisions. Accordingly, a call for unique approaches for modeling tourist decisions is long overdue.

The consumer and tourism research literatures support the view that a strong negative relationship occurs between prior experience and the extent of information search (Moutinho, 1987; Urbanyet al., 1989; Perdue, 1985). However, additional theoretical work and empirical reports are needed to help understand heavy search behavior by visitors with extensive prior travel behavior experiences to the destination areas that they are about to visit, as well as non-search behavior exhibited by some leisure first-time visitors to a given destination area. The exceptions to the significant negative main effect between experience and search are too numerous to ignore theoretically and practically.

2.7. Market Potential of Taiwanese Overseas Travelers

Lai-Hsin Lai and Alan R. Graefe's study, "Identifying Market Potential and Destination Choice Factors of Taiwanese Overseas Travelers" found that most respondents (metropolitan Taiwanese international travelers) reported they had taken an international pleasure trip during the past five years (1991-1996) and the peak seasons for them to travel were mainly in summer and spring. In terms of destination by country visited, USA was the most favorite one, followed by Japan; if examined by area, however, Asia (especially East Asia) represented the most popular regional destination. Spouse and children were considered the two primary travel companions. Participants also pointed out that the vast majority of trips taken were no more than 15 days. Furthermore, they were more inclined to take a package tour. With respect to the relationship between socio-demographic variables and travel characteristics, all of socio-demographic variables studied except age were significantly related to at least one travel characteristic. First, both gender and marital status were significantly related

to travel companion. Moreover, a significant relationship also existed between gender and season of trip taken. Next, individuals' education level was found to be significantly related to their travel destination. Distinct employment statuses also differed significantly regarding number of days spent on the trip. Five destination choice factors emerged for Taiwanese traveling overseas for pleasure. These factors, were facilities/safety, attractions, practical accessibility, quality, and symbolic accessibility. Among them, "facilities/safety" was the foremost factor with the strongest consensus among participants opposed to "symbolic accessibility" the least important one with the weakest agreement among those taking an international pleasure trip.

Chapter Three

3. Methodology

This chapter presents the method, procedure used to explore, investigate and evaluate the Taiwanese travelers' preferences and attributes to choose travel destinations such as for example: Facilities, Safety, Practical Accessibility, Quality, and Symbolic Accessibility. The methodology specifically describes the research model, research instruments, data collection process, and the procedure for the data analysis.

3.1. Research model: Conceptual Framework Design

The conceptual framework design was based on the Philip Kotler and Gary Amstrong model and Lai-Hsin Lai and Alan R. Graefe's study about destination choice factors of Taiwanese overseas travelers. According to Kotler and Amstrong the consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics (explained in chapter two).

On the other hand, the first purpose of this study mentioned on chapter one is to "Identify the market potential and destination choice factors of Taiwanese overseas travelers".

Likewise the questions that guided the research were:

Question 1: Which dimension of attributes (facility/safety, attractions, practical accessibility, quality and symbolic accessibility) result to be the most valuable for the Taiwanese who travelled abroad?

Question 2: Which are the main characteristics of the recent pleasure travel information of Taiwanese who travelled abroad?

Question 3: Which are the main characteristics of future trip information of Taiwanese traveling abroad?

Question 4: Are Taiwanese traveling abroad interested to visit South American countries in future trips?

Question 5: Which are the socio-demographic characteristics of the Taiwanese traveling abroad and how this variables influence the travel characteristics, the preference for future travel and the destination choice factors?

FIGURE 2: CONCEPTUAL FRAMEWORK DESIGN

MARKET POTENTIAL OF TAIWANESE TRAVELING ABROAD

DEPENDENT VARIABLES

Destination
Choice Criteria

Characteristics
Of
The trip

Preferences
And Motivations,
for Future Trips

Gender

Age

Job
Position

Educational
Level

Income

Marital
Status

EMPLOYMENT
STATUS

INDEPENDENT VARIABLES

3.2. Research Hypothesis

The first question that guided this research was about which dimension of attributes (facility/safety, attractions, practical accessibility, quality and symbolic accessibility) result to be the most valuable for the Taiwanese traveling abroad. This question and the first hypothesis are based on the Lai-Hsin Lai and Alan R. Graefe's study, "Identifying Market Potential and Destination Choice Factors of Taiwanese Overseas Travelers". They defined five destination choice factors for Taiwanese traveling overseas. These factors were: facility/safety, attractions, practical accessibility, quality and symbolic accessibility. On their research they found that among these factors "facilities and safety" was the foremost factor with the strongest consensus among participants opposed to "symbolic accessibility" the least important one with the weakest agreement among those taking an international pleasure trip.

Therefore the first hypothesis was defined in this way:

Hypothesis 1: The destination choice factors "facilities and safety", "attractions", "practical accessibility", "quality" and "symbolic accessibility" will influence the decision of Taiwanese travelling abroad.

The second question that guided this research was about which are the main characteristics of the recent pleasure travel information of Taiwanese traveling abroad. The third question was about which are the main characteristics of future trip information of Taiwanese traveling abroad. The fifth question was about which are the socio-demographic characteristics of the Taiwanese traveling abroad, and how this variables influence the travel characteristics, the preference for future travel and the destination choice factors. These questions and the second, third and fourth hypotheses were based on the Lai-Hsin Lai and Alan R. Graefe's study, Philip Kotler and Gary Armstrong findings in the "Principles of Marketing" and Abraham Maslow classic theory about the "hierarchy of needs". Kotler and Armstrong mentioned that consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics. Maslow established the pyramid of needs. Physiological needs are the basic needs of life and are concerned with self preservation. Safety needs relate to protection against danger and deprivation. Once the more basic needs have been satisfied behaviour is influenced by the need for belonging, association and acceptance

by others. The final need is what Maslow termed “self actualisation” which means self-fulfilment in terms of becoming all that one is capable of being and one has reached the pinnacle of personal potential.

Lai-Hsin Lai and Alan R. Graefe’s study, with respect to the relationship between socio-demographic variables and travel characteristics, found that all of socio-demographic variables studied except age were significantly related to at least one travel characteristic. First, both gender and marital status were significantly related to travel companion. Moreover, a significant relationship also existed between gender and season of trip taken. Next, individuals’ education level was found to be significantly related to their travel destination. Distinct employment statuses also differed significantly regarding number of days spent on the trip.

Therefore the second, third and fourth hypotheses were defined in the following way:

Hypothesis 2: The socio-demographic profile of Taiwanese traveling abroad is significantly related to the different travel characteristics.

Sub-Hypothesis 2.1: The income level has correlation with the number of trips taken in the past five years.

Sub-Hypothesis 2.2: The gender is significantly related to the travel destination.

Sub-Hypothesis 2.3: The educational level has correlation with the travel destination.

Sub-Hypothesis 2.4: The employment status is significantly related to the number of days spent on the trip.

Sub-Hypothesis 2.5: The educational level is significantly related to the number of days spent on the trip.

Sub-Hypothesis 2.6: The age is correlated with the type of tour.

Hypothesis 3: The socio-demographic profile of Taiwanese traveling abroad is significantly related to the preferences for future trips.

Hypothesis 4: The socio-demographic profile of Taiwanese traveling abroad is significantly related to the different destination choice factors.

The fourth question that guided this study was asking if Taiwanese traveling abroad were interested to visit South American countries in future trips. As it was indicated in chapter one Taiwanese overseas travelers are increasing importantly. But in order to analyze future tendencies and preferences, related to South America, was necessary to include the fifth hypothesis in the following way:

Hypothesis 5: South America as regional market destination will perform a high potential growth market for Taiwanese traveling abroad.

3.3. Research Sample

During 2008 May, questionnaires were given to Taiwanese travelers (self administered survey), at the Taiwan Taoyuan International airport, at the Taipei Main Station and different Taiwanese's Institutions like Sun Yan Set Oncologist Hospital and Min Chuang University. Those questionnaires distributed at the Taiwan Taoyuan International airport were specifically given to travelers in the departure area, because in this area the travelers are waiting and they have more time to answer the survey. Only completed questionnaires were analyzed and evaluated.

3.4. Instruments

A survey questionnaire was developed as the instrument to collect data. This questionnaire was based on the research of Lai-Hsin Lai and Alan R. Graefe 1996.

The survey included some questions about behavioural data, for example inquiring about the intention to travel or not to South America, and motivations. In case of being interested next inquiry was about which specific countries, how long they were willing to stay and how much they were willing to pay for that trip.

For better results the questionnaires were translated into Traditional Chinese (Mandarin) language, in order to obtain a better understanding of the Taiwanese travellers.

The first section measured the destination choice criteria for Taiwanese international tourism. In this section the criteria and attributes relevant to choose a destination travel had been analyzed. 20 destinations attributes were borrowed from Lai and Graefe (1996) that include five dimensions: accessibility, attractions, safety/security, quality and range of facilities. A 5-point Likert scale ranging from "1: not at all important" to "5: extremely important" was applied to measure how important each attribute was to a Taiwanese in selecting a destination travel. The 20 attributes evaluated were: willingness to provide information for tourists, ease of communication, transportation within the region, availability of accommodations, good for the whole family, sport, recreation and educational facilities, level of personal and material safety, political stability, social characteristics, natural beauty, cultural characteristics, practical barriers

due to customs and security inspections, ease of access to the region, climate, price of the trip, quality of accommodations, friendliness of local people, shopping facilities, destination distance from place of residence and time involved in reaching.

The second section has recently pleasure travel information and preferences for the future trips. This section would found information related to: whether or not taken a trip in the past, if never travelled but planning to travel in the next two years, the number of trips taken during the past five years, which season of the year choose to travel, destinations, number of days spent on the trip, travel companion, children age if travelling, type of tour, destination preferences for future trips, interest to visit some south American countries and motivations to visit South American countries, as well as how many days they would like to spend on the trip and how much money they would be willing to spend for a trip to South America.

In this part the research included nine of the most important touristic South-American countries, such as Brazil, Peru, Argentina, Chile, Colombia, Bolivia, Ecuador, Paraguay and Venezuela. And nine different motivations to visit South America were evaluated.

The third section includes socio-demographic characteristics. In this section the items intended to define the socio-demographic profile of the Taiwanese travelers, including gender, age, marital status, professional status, degree of education level, employment status, job position, and monthly family income.

The forth section was an open question for comments and remarks of an ideal trip and activities to perform in that ideal trip. Even though open questions are very difficult to analyze, this section was included in order to get some creative information about and ideal trip for Taiwanese travellers.

The questionnaire included dichotomous questions, multiple-choice questions, rating questions and free-response questions, always trying to awaken interest and stimulate motivation to participate.

The questions like age, income and job position were included at the end of the survey, because are easy to confront with the interest in answering the survey.

3.5. Data collection process

Before the data collection process the validity and reliability of the questionnaire were assessed.

The collection of Data, was done in May of 2008 in the Taoyuan International Airport, Sun Yan Set Oncologist Hospital, Min Chuang University and Taipei Main Station.

The people assisting were five students of Min Chuang University who had been previously trained, in order to perform their role accurately. Before going to make the collection, 300 copies of the survey had being previously prepared to gather the information. Three teams were set up. Two persons each team to handle, ask, and provide the necessary information to the travelers being surveyed; the whole process of surveying took 30 hours divided in 3 days of sampling.

3.6. Data analysis method, statistics

A multivariate model analysis and analysis of variance (ANOVA) were used to examine the relationships between socio-demographic variables, travel characteristics, and destination choice factors of Taiwanese travellers travelling abroad for pleasure.

Cross tabulation analysis and Pearson chi-square were applied for estimating whether two variables were independent or not.

T-test analysis was used in order to compare means and importance of the different destination choice factors for Taiwanese travelling abroad.

Regression lineal model was used in order to identify the relation of independent and dependent variables of the study.

SPSS software was used to perform all the previous mentioned statistics functions.

3.7. Procedure for data analysis

In order to assess validity and reliability and to improve the questionnaire results, a pre-test was done.

The assessment of the instrument before starting the survey was made over 10 % of the surveys.

The pre-test was done with the intention of discovering ways to increase participant interest, check questions content, wording, sequencing questions and finally exploring ways to improve the overall quality of survey data.

The pre-test of this study had the following results:

Attribute	Cronbach's alpha
Facility and safety	.810
Attractions	.635
Practical accessibility	.735
Quality	.686
Symbolic accessibility	.938

For this pre-test 25 questionnaires were analyzed using SPSS software.

Chapter Four

4. Results and Findings

This chapter presents the results of data analysis collected in a survey among Taiwanese travelling abroad. The statistical analysis includes: description of the survey participants, analysis of socio-demographic characteristics, travel characteristics, preferences for future travel, interest and motivations to visit South America, dimension of destination choice criteria, relationship between socio-demographic variables and travel characteristics, relationship between socio-demographic variables and preferences for future travel, relationship between socio-demographic variables and destination choice factors.

The second part of this chapter refers to the findings about hypothesis testing.

4.1. Preliminary Data Analysis

A total of 300 questionnaires were distributed. Among the 300, 254 complete the questionnaire and 46 did not do it.

4.1.1. Socio-demographic profile

The socio demographic characteristics of the sample including gender, age, marital status, educational level, employment status, job position and monthly average family income, are shown in the following table.

Table 4.1: Socio-demographic profile of respondents

Characteristics	Frequency	Percent
Gender (n=241)		
male	94	39.0
female	147	61.0
Age (n=243)		
18	5	2.1
18-25	34	14.0
26-35	89	36.6
36-45	72	29.6
46-55	31	12.8
56-65	9	3.7
66 and more	3	1.2

Characteristics	Frequency	Percent
Marital Status (n=244)		
married	108	44.3
single	130	53.3
widow	3	1.2
divorced	3	1.2
Educational Level (n=244)		
less than high school	10	4.1
high school	39	16.0
college and Graduate school	153	62.7
Master & PhD	42	17.2
Employment status (n=245)		
Part time work	13	5.3
Full time work	191	78.0
Student	18	7.3
Retired	7	2.9
Housewife	16	6.5
Job Position (n=220)		
managerial	27	12.3
professional/technical	74	33.6
clerical / sales	9	4.1
blue collar	5	2.3
service worker	65	29.5
other	40	18.2
Monthly Average family income (n=228)		
29,999 or less	23	10.1
30,000 - 59,999	71	31.1
60,000 - 89,999	58	25.4
90,000 - 119,999	35	15.4
120,000 - 149,999	18	7.9
150,000 or more	23	10.1

Female constituted 61% of the participants while males accounted for the remaining 39%.

66.2% of the respondents fell between the ages of 26 and 45 years, but the largest age group (36.6%) was those between 26 to 35 years old.

Approximately 53% of the participants were single, while 44.3% were married and less than 2.5% were widowed or divorced.

62.7% of the respondents reported attending college and graduated school; 17.2% indicated having completed master and PhD programs; 16% reported attending high school. Ten people (4.1%) had less than high school education.

Of the 83.3% of the respondents who reported that they were employed, 78% had full time work and 5.3% had part time work. One in every ten participants indicated that they were retired or a housewife. None reported that they were unemployed.

Of the 83.3% of respondents who reported that they were employed, over one third (33.6%) of them were professional or technical; 29.5% reported to be service workers, 12.3% had managerial position, 4.1% clerical or sales positions and 2.3% blue collar occupations.

More than half of the respondents reported having a monthly average family income between 30,000 NT and 90,000 NT. 33.4% of the respondents reported having a monthly average family income over 90,000 NT and 10.1% under 30,000 NT. (See table 4.1).

4.1.2. Travel Characteristics

The travel characteristics investigated included: whether or not a trip was taken in the past, number of trips taken during the past five years, season of the trip, destination of the trip, number of days spent on the trip, travel companion, children age if traveling and type of tour. (See table 4.2)

Table 4.2: Travel Characteristics

Travel characteristics	Frequency	Percent
Taken a trip in the past (n=249)		
Yes	233	93.6
No	16	6.4
Number of trips in the past 5 years (n= 225)		
Less than 2	56	24.9
Between 3 and 5	105	46.7
6 or more	64	28.4
Season of the last trip (n=227)		
Spring	67	29.5
Summer	82	36.1
Fall	35	15.4
Winter	43	18.9
Destination for the last trip (n=226)		
Japan	50	22.1
USA and Canada	23	10.2
China and Hong Kong	50	22.1
Other Asian Countries	80	35.4
Western Europe	5	2.2

Latin America	2	.9
Other Country	16	7.1
Number of days spent on the last trip (n=227)		
4 days	31	13.7
5 days	76	33.5
6 days	17	7.5
7 days	33	14.5
8 days	10	4.4
9 days	6	2.6
10 days	24	10.6
11-15 days	15	6.6
16 or more	15	6.6
Travel companion (n=220)		
Spouse & Children	45	20.5
Friends	82	37.3
Alone	17	7.7
Work Associates	18	8.2
Children	13	5.9
Relatives	16	7.3
Spouse, Children, & Relatives	12	5.5
Friends & Relatives	8	3.6
Children and relatives	4	1.8
Other combinations	5	2.3
Children age, if travelling (n=105)		
under 5	21	20.0
between 5 and 12	46	43.8
between 13 and 17	17	16.2
18 or more	21	20.0
Type of tour (n=226)		
package tour	122	54.0
non package tour	104	46.0

Nine of ten respondents took at least a pleasure trip in the past, less than 10% did not take any. The most frequent number of trips taken by respondents was between 3 and 5 (46.7%). The majority of trips were taken in summer (36.1%) and spring (29.5%). Participants were much less inclined to take a trip during the winter or fall (18.9% and 15.4% respectively). 22.1% of the participants indicated taking the most recent trip to Japan, followed by China (13.7%), Thailand (11.5%), Hong Kong (8.4%) and USA (7.1%). Asia, the largest regional market in terms of destination (by area), comprised 79.6% of the market share. North America (USA and Canada), consisting of 10.2% of the destination

market, was the second biggest regional market. Western Europe was 2.2% and Latin America less than 1% of the destination market.

More than one third of the respondents (33.5%) spent five days away from their home country on the most recent trip. 86.8% of participants spent 10 days or less in their last international trip. The majority of respondents (93.4%) took trips of not more than fifteen days. 37.3% of participants related traveling with friends while 20.5% did it with spouse and children on their most recent trip.

If children (n=105) were participants' travel companions, 43.8% were between 5 and 12 years old, 20% under 5 years old, 20% 18 years or more and 16.2% between 13 and 17 years old.

Finally, when examining type of tour, 54% of the individuals took a package tour and 46% a nonpackage tour.

4.1.3. Preferences for future travel

The analysis of preferences for future travel includes choices of destination travel in the next two years, as is shown on table 4.3.

Table 4.3: Where would you like to travel in the next two years?

Preference for future destination	Frequency	Percent
Japan	40	15.8
USA - Canada	39	15.4
China - Hong Kong	38	15.0
Other Asian Countries	36	14.2
Australia	33	13.0
Western Europe	35	13.8
Latin America	27	10.7
Other country	5	2.0
Total	253	100.0

Asia (Japan, China-Hong Kong and other Asian countries) was the biggest regional market in terms of destination choice for the next two years (45%). USA and Canada, consisting of 15.4% of the destination market for the next two years, was the second biggest regional market; followed by Western Europe (13.8%), Australia (13%) and Latin America (10.7%) (See table 4.3).

4.1.4. Interests and motivations to visit South America

Table 4.4: Interest to visit South America

Country	N	Mean	Std. Deviation
Argentina	244	3.10	1.148
Bolivia	243	2.59	1.115
Brazil	246	3.18	1.193
Chile	241	2.88	1.143
Colombia	241	2.64	1.083
Ecuador	241	2.41	1.069
Paraguay	242	2.44	1.050
Peru	246	3.14	1.297
Venezuela	236	2.50	1.135
Others	127	2.61	1.176

(1: not interested at all – 5: strongly interested)

Taiwanese travelling abroad reported to be interested to visit Brazil, Peru and Argentina (means of 3.18, 3.14 and 3.10 respectively). The interest to visit other South American countries was not so strong showing means under 3.0 points (see table 4.4).

Table 4.5: Motivations to visit South America

Motivation	N	Mean	Std. Deviation
Historical-cultural	244	3.90	1.055
Scenery	249	4.03	1.073
Business	241	2.97	.957
Language	241	3.09	1.063
Exhibitions	238	2.93	.980
Medical	242	3.05	1.124
Adventure	240	3.33	1.072
Education	240	2.96	1.026
Leisure	240	3.64	1.111
Others	132	3.13	1.094

(1: not important at all – 5: strongly important)

Scenery is the strongest motivation to visit South America, followed by historical-cultural, leisure, adventure and language. Medical, business, education and exhibitions are not so strong motivations to visit South American countries (see table 4.5).

Table 4.6: How many days would you like to spend on the trip to Latin America?

Days to spend in a future trip to Latin America	Frequency	Percent
7 days	65	27.7
8 days	12	5.1
9 days	11	4.7
10 days	57	24.3
11 to 15 days	56	23.8
16 or more days	34	14.5
Total	235	100.0

More than 60% of respondents reported that they would like to spend 10 or more days in a trip to South America (see table 4.6).

Table 4.7: How much money would you be willing to spend for that trip?

Amount of money to spend in a future trip to Latin America	Frequency	Percent
60000-80000 NT	116	49.6
80001-100000 NT	77	32.9
100001-150000 NT	33	14.1
150001 NT and more	8	3.4
Total	234	100.0

Almost 50% of participants indicated to be willing to spend between 60,000 and 80,000 NT for a trip to South America. While 32.9% of respondents reported to be willing to spend between 80,001 and 100,000 NT. Less than 20 % reported to be willing to spend 100,001 NT or more (see table 4.7).

4.1.5. Dimension of destination choice criteria

Table 4.8: Destination choice factors

	Facility and safety	Attractions	Practical accessibility	Quality	Symbolic accessibility
N	254	254	254	254	254
Mean	4.0645	4.0709	4.0433	4.0157	3.8150
Median	4.1250	4.0000	4.0000	4.0000	4.0000
Mode	4.50	4.00	4.00	4.00	4.00
Std. Deviation	.63092	.65688	.68877	.69487	.88197

The participants evaluated the destination choice factors ranking them from 1 (not

important at all) to 5 (extremely important) in Likert scales.

Factor 1 was named “facilities and safety” because it contained attributes related to both safety and range of facilities. These attribute statements were “willingness to provide information for tourists”, “ease of communication”, “transportation within the region”, “availability of accommodations”, “good for the whole family”, “sport, recreation and educational facilities”, “level of personal and material safety” and “political stability”. This factor exhibited an item mean of 4.06, showing that it was the second most important destination choice factor for Taiwanese traveling abroad. The standard deviation for factor 1 was 0.63, showing the greatest amount of agreement on this factor among Taiwanese undertaking international travel.

Factor 2 “attractions” included three features, such as: “social characteristics”, “natural beauty” and “cultural characteristics”. This factor presented an item mean of 4.07, showing that it was the most important destination choice factor for Taiwanese traveling abroad and a standard deviation of 0.65, showing the second biggest amount of agreement.

Factor 3 “practical accessibility” included four features, such as: “practical barriers due to customs and security inspections”, “ease of access to the region”, “climate” and “price of the trip”. The item mean of factor 3 was 4.04 and the standard deviation 0.6887.

Factor 4 “quality” was composed of attributes such as “quality of accommodations”, “friendliness of local people”, and “shopping facilities”. The item mean of factor 4 was 4.02 and the standard deviation 0.6948.

Factor 5 “symbolic accessibility” was comprised of items like “destination distance from place of residence” and “time involved in reaching the region”. Factor 5 presented the item mean of 3.81 showing that it was the least important destination choice factor for Taiwanese traveling abroad. The standard deviation for factor 5 was 0.88, the largest among the five different factors.

The Cronbach’s alpha for these five factors was 0.7941 and the standardized item alpha was 0.8021, showing the internal consistency for these factors.

The Cronbach’s alpha for the twenty different attributes was 0.8948 and the standardized item alpha was 0.8969 showing a higher level of reliability because is a higher number of variables (see table 4.8).

4.1.6. Relationship between socio-demographic variables and travel characteristics (cross tabulation)

The following tables summarize the results of cross-tabulation analysis of socio-

demographic variables and travel characteristics.

Table 4.9: Gender and Number of trips taken during the past five years - Cross-tabulation

			Number of trips taken during the past five years			Total
			Less than 2	Between 3-5	6 or more	
Gender	male	Count	16	41	24	81
		% of Total	7.4%	18.9%	11.1%	37.3%
	female	Count	37	61	38	136
		% of Total	17.1%	28.1%	17.5%	62.7%
Total		Count	53	102	62	217
		% of Total	24.4%	47.0%	28.6%	100.0%

Pearson Chi Square: 1.564

df: 2

P.value: .45

Table 4.10: Gender and Season of the last trip - Cross-tabulation

			Season of the last trip				Total
			Spring	Summer	Fall	Winter	
Gender	male	Count	27	28	12	15	82
		% of Total	12.3%	12.8%	5.5%	6.8%	37.4%
	female	Count	38	51	21	27	137
		% of Total	17.4%	23.3%	9.6%	12.3%	62.6%
Total		Count	65	79	33	42	219
		% of Total	29.7%	36.1%	15.1%	19.2%	100.0%

Pearson Chi Square: .670

df: 3

P.value: .88

Table 4.11: Gender and Destination of the last trip - Cross-tabulation

			Destination of the last trip					Total
			Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries	
Gender	male	Count	16	6	23	27	10	82
		% of Total	7.3%	2.8%	10.6%	12.4%	4.6%	37.6%
	female	Count	33	15	25	50	13	136
		% of Total	15.1%	6.9%	11.5%	22.9%	6.0%	62.4%
Total		Count	49	21	48	77	23	218
		% of Total	22.5%	9.6%	22.0%	35.3%	10.6%	100.0%

Pearson Chi Square: 3.967

df: 4

P.value: .41

Table 4.12: Gender and Type of tour - Cross-tabulation

			Type of tour		Total
			Package tour	non package tour	
Gender	male	Count	39	42	81
		% of Total	17.9%	19.3%	37.2%
	female	Count	78	59	137
		% of Total	35.8%	27.1%	62.8%
Total		Count	117	101	218
		% of Total	53.7%	46.3%	100.0%

Pearson Chi Square: 1.580

df: 1

P.value: .20

More than 60% of respondents were female. From them, 28.1% had taken between 3 and 5 trips during the past five years, 23.3% reported to travel in summer, 22.9% chose “other Asian countries” as destination and 35.8% decided to take a package tour.

Less than 40% of respondents were male. From them, 18.9% had taken between 3 and 5 trips during the past five years, 12.8% reported to travel in summer, 12.4% chose “other Asian countries” as destination and 19.3% decided to take a non package tour.

Table 4.13: Age and Number of trips taken during the past five years - Cross-tabulation

			Number of trips taken during the past five years			Total
			<2	3-5	6 >	
Age	25 or less	Count	11	19	2	32
		% of Total	5.0%	8.7%	.9%	14.6%
	26-35	Count	18	40	21	79
		% of Total	8.2%	18.3%	9.6%	36.1%
	36-45	Count	18	28	22	68
		% of Total	8.2%	12.8%	10.0%	31.1%
	46-55	Count	6	10	13	29
		% of Total	2.7%	4.6%	5.9%	13.2%
	56 and more	Count	1	5	5	11
		% of Total	.5%	2.3%	2.3%	5.0%
Total		Count	54	102	63	219
		% of Total	24.7%	46.6%	28.8%	100.0%

Pearson Chi Square: 15.179

df: 8

P.value: .05

Table 4.14: Age and Season of the last trip - Cross-tabulation

		Season of the last trip				Total	
		Spring	Summer	Fall	Winter		
Age	25 or less	Count	9	11	4	8	32
		% of Total	4.1%	5.0%	1.8%	3.6%	14.5%
	26-35	Count	25	34	7	14	80
		% of Total	11.3%	15.4%	3.2%	6.3%	36.2%
	36-45	Count	18	23	12	15	68
		% of Total	8.1%	10.4%	5.4%	6.8%	30.8%
	46-55	Count	9	8	6	6	29
		% of Total	4.1%	3.6%	2.7%	2.7%	13.1%
	56 and more	Count	4	3	5	0	12
		% of Total	1.8%	1.4%	2.3%	.0%	5.4%
Total		Count	65	79	34	43	221
		% of Total	29.4%	35.7%	15.4%	19.5%	100.0%

Pearson Chi Square: 14.298

df: 12

P.value: .28

Table 4.15: Age and Destination of the last trip - Cross-tabulation

		Destination of the last trip					Total	
		Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries		
Age	25 or less	Count	7	2	10	8	4	31
		% of Total	3.2%	.9%	4.5%	3.6%	1.8%	14.1%
	26-35	Count	17	5	15	34	9	80
		% of Total	7.7%	2.3%	6.8%	15.5%	4.1%	36.4%
	36-45	Count	19	8	14	22	5	68
		% of Total	8.6%	3.6%	6.4%	10.0%	2.3%	30.9%
	46-55	Count	5	4	6	10	4	29
		% of Total	2.3%	1.8%	2.7%	4.5%	1.8%	13.2%
	56 and more	Count	2	3	3	3	1	12
		% of Total	.9%	1.4%	1.4%	1.4%	.5%	5.5%
Total		Count	50	22	48	77	23	220
		% of Total	22.7%	10.0%	21.8%	35.0%	10.5%	100.0%

Pearson Chi Square: 12.055

df: 16

P.value: .74

Table 4.16: Age and Type of tour - Cross-tabulation

			Type of tour		Total
			packaged tour	non packaged tour	
Age	25 or less	Count	17	15	32
		% of Total	7.7%	6.8%	14.5%
	26-35	Count	39	40	79
		% of Total	17.7%	18.2%	35.9%
	36-45	Count	36	32	68
		% of Total	16.4%	14.5%	30.9%
	46-55	Count	18	11	29
		% of Total	8.2%	5.0%	13.2%
	56 and more	Count	8	4	12
		% of Total	3.6%	1.8%	5.5%
Total		Count	118	102	220
		% of Total	53.6%	46.4%	100.0%

Pearson Chi Square: 2.244

df: 4

P.value: .69

Approximately one third of respondents were between 26 and 35 years old and another third were between 36 and 45 years old. From those who are between 26 and 35 years old, 18.3% had taken between 3 and 5 trips during the past five years, 15.4% reported to travel in summer, 15.5% chose “other Asian countries” as destination and 18.2% decided to take a non package tour. From those who are between 36 and 45 years old, 12.8% had taken between 3 and 5 trips during the past five years, 10.4% reported to travel in summer, 10% chose “other Asian countries” as destination and 16.4% decided to take a package tour.

Table 4.17: Marital Status and Number of trips taken during the past five years - Cross-tabulation

			Number of trips taken during the past five years			Total
			less than 2	3-5	6 or more	
Marital Status	Married	Count	23	46	35	104
		% of Total	10.5%	21.0%	16.0%	47.5%
	non married	Count	31	56	28	115
		% of Total	14.2%	25.6%	12.8%	52.5%
Total		Count	54	102	63	219
		% of Total	24.7%	46.6%	28.8%	100.0%

Pearson Chi Square: 2.397

df: 2

P.value: .30

Table 4.18: Marital Status and Season of the last trip - Cross-tabulation

		Season of the last trip				Total	
		Spring	Summer	Fall	Winter		
Marital Status	married	Count	31	40	16	18	105
		% of Total	14.0%	18.1%	7.2%	8.1%	47.5%
	non married	Count	34	39	18	25	116
		% of Total	15.4%	17.6%	8.1%	11.3%	52.5%
Total		Count	65	79	34	43	221
		% of Total	29.4%	35.7%	15.4%	19.5%	100.0%

Pearson Chi Square: .863

df: 3

P.value: .83

Table 4.19: Marital Status and Destination of the last trip - Cross-tabulation

		Destination of the last trip					Total	
		Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries		
Marital Status	married	Count	24	11	21	38	11	105
		% of Total	10.9%	5.0%	9.5%	17.3%	5.0%	47.7%
	non married	Count	26	11	27	39	12	115
		% of Total	11.8%	5.0%	12.3%	17.7%	5.5%	52.3%
Total		Count	50	22	48	77	23	220
		% of Total	22.7%	10.0%	21.8%	35.0%	10.5%	100.0%

Pearson Chi Square: .433

df: 4

P.value: .98

Table 4.20: Marital Status and Type of tour - Cross-tabulation

		Type of tour		Total	
		packaged tour	non packaged tour		
Marital status	married	Count	60	45	105
		% of Total	27.3%	20.5%	47.7%
	non married	Count	58	57	115
		% of Total	26.4%	25.9%	52.3%
Total		Count	118	102	220
		% of Total	53.6%	46.4%	100.0%

Pearson Chi Square: .993

df: 1

P.value: .31

Almost 50% of respondents were married and around 52% were non married. From those who were married, 21% had taken between 3 and 5 trips during the past five years, 18.1% reported to travel in summer, 17.3% chose “other Asian countries” as destination and 27.3% decided to take a package tour. From those who were non married, 25.6% had taken

between 3 and 5 trips during the past five years, 17.6% reported to travel in summer, 17.7% chose “other Asian countries” as destination and 26.4% decided to take a package tour.

Table 4.21: Educational Level and Number of trips taken during the past five years - Cross-tabulation

			Number of trips taken during the past five years			Total
			less than 2	3-5	6 or more	
Educational Level	less than high school	Count	3	2	4	9
		% of Total	1.4%	.9%	1.8%	4.1%
	high school	Count	10	19	6	35
		% of Total	4.6%	8.7%	2.7%	16.0%
	Graduate and post graduate	Count	41	81	53	175
		% of Total	18.7%	37.0%	24.2%	79.9%
Total		Count	54	102	63	219
		% of Total	24.7%	46.6%	28.8%	100.0%

Pearson Chi Square: 4.749

df: 4

P.value: .31

Table 4.22: Educational level and Season of the last trip - Cross-tabulation

			Season of the last trip				Total
			Spring	Summer	Fall	Winter	
Educational level	less than high school	Count	1	2	2	4	9
		% of Total	.5%	.9%	.9%	1.8%	4.1%
	high school	Count	8	18	2	7	35
		% of Total	3.6%	8.1%	.9%	3.2%	15.8%
	Graduate and post graduate	Count	56	59	30	32	177
		% of Total	25.3%	26.7%	13.6%	14.5%	80.1%
Total		Count	65	79	34	43	221
		% of Total	29.4%	35.7%	15.4%	19.5%	100.0%

Pearson Chi Square: 10.740

df: 6

P.value: .09

Table 4.23: Educational level and Destination of the last trip - Cross-tabulation

			Destination of the last trip					Total
			Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries	
Educational level	less than high school	Count	1	0	3	3	2	9
		% of Total	.5%	.0%	1.4%	1.4%	.9%	4.1%
	high school	Count	2	5	9	10	9	35
		% of Total	.9%	2.3%	4.1%	4.5%	4.1%	15.9%
	Graduate and post graduate	Count	47	17	36	64	12	176
		% of Total	21.4%	7.7%	16.4%	29.1%	5.5%	80.0%
Total		Count	50	22	48	77	23	220
		% of Total	22.7%	10.0%	21.8%	35.0%	10.5%	100.0%

Pearson Chi Square: 20.448

df: 8

P.value: .00

Table 4.24: Educational level and Type of tour - Cross-tabulation

		Type of tour		Total	
		packaged tour	non packaged tour		
Educational level	less than high school	Count	4	4	8
		% of Total	1.8%	1.8%	3.6%
	high school	Count	19	16	35
		% of Total	8.6%	7.3%	15.9%
	Graduate and post graduate	Count	95	82	177
		% of Total	43.2%	37.3%	80.5%
Total		Count	118	102	220
		% of Total	53.6%	46.4%	100.0%

Pearson Chi Square: .049

df: 2

P.value: .97

Almost 80% of respondents were graduate from college/university or postgraduate. From them, 37% had taken between 3 and 5 trips during the past five years, 26.7% reported to travel in summer, 29.1% chose “other Asian countries” as destination and 43.2% decided to take a package tour.

Table 4.25: Job Position and Number of trips taken during the past five years - Cross-tabulation

		Number of trips taken during the past five years			Total	
		less than 2	3-5	6 or more		
Job Position	managerial	Count	2	6	15	23
		% of Total	1.0%	3.1%	7.7%	11.7%
	professional/technical	Count	15	37	18	70
		% of Total	7.7%	18.9%	9.2%	35.7%
	blue collar, sales and others	Count	34	42	27	103
		% of Total	17.3%	21.4%	13.8%	52.6%
Total		Count	51	85	60	196
		% of Total	26.0%	43.4%	30.6%	100.0%

Pearson Chi Square: 18.548

df: 4

P.value: .00

Table 4.26: Job Position and Season of the last trip - Cross-tabulation

		Season of the last trip				Total	
		Spring	Summer	Fall	Winter		
Job position	managerial	Count	10	8	5	2	25
		% of Total	5.1%	4.0%	2.5%	1.0%	12.6%
	professional/technical	Count	17	24	9	20	70
		% of Total	8.6%	12.1%	4.5%	10.1%	35.4%
	blue collar, sales and others	Count	30	39	16	18	103
		% of Total	15.2%	19.7%	8.1%	9.1%	52.0%
Total		Count	57	71	30	40	198
		% of Total	28.8%	35.9%	15.2%	20.2%	100.0%

Pearson Chi Square: 7.146

df: 6

P.value: .30

Table 4.27: Job Position and Destination of the last trip Cross-tabulation

			Destination of the last trip					Total
			Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries	
Job position	managerial	Count	8	3	4	8	2	25
		% of Total	4.1%	1.5%	2.0%	4.1%	1.0%	12.7%
	professional/technical	Count	13	8	16	24	9	70
		% of Total	6.6%	4.1%	8.1%	12.2%	4.6%	35.5%
	blue collar, sales and others	Count	24	10	21	38	9	102
		% of Total	12.2%	5.1%	10.7%	19.3%	4.6%	51.8%
Total		Count	45	21	41	70	20	197
		% of Total	22.8%	10.7%	20.8%	35.5%	10.2%	100.0%

Pearson Chi Square: 3.070

df: 8

P.value: .93

Table 4.28: Job position and Type of tour - Cross-tabulation

			Type of tour		Total
			packaged tour	non packaged tour	
Job position	managerial	Count	12	13	25
		% of Total	6.1%	6.6%	12.7%
	professional/technical	Count	32	38	70
		% of Total	16.2%	19.3%	35.5%
	blue collar, sales and others	Count	60	42	102
		% of Total	30.5%	21.3%	51.8%
Total		Count	104	93	197
		% of Total	52.8%	47.2%	100.0%

Pearson Chi Square: 3.126

df: 2

P.value: .20

More than 50% of respondents were blue collar, sales and other while more than 35% of respondents were professional or technical. From those who were blue collar, sales or other, 21.4% had taken between 3 and 5 trips during the past five years, 19.7% reported to travel in summer, 19.3% chose “other Asian countries” as destination and 30.5% decided to take a package tour. From those who were professional or technical, 18.9% had taken between 3 and 5 trips during the past five years, 12.1% reported to travel in summer, 12.2% chose “other Asian countries” as destination and 19.3% decided to take a non package tour.

Table 4.29: Monthly family income and Number of trips taken during the past five years - Cross-tabulation

			Number of trips taken during the past five years			Total
			less than 2	3-5	6 or more	
Monthly family income	29,999 or less	Count	7	8	3	18
		% of Total	3.5%	4.0%	1.5%	8.9%
	30,000 - 59,999	Count	23	24	16	63
		% of Total	11.4%	11.9%	7.9%	31.2%
	60,000 - 89,999	Count	13	24	12	49
		% of Total	6.4%	11.9%	5.9%	24.3%
	90,000 - 119,999	Count	7	17	9	33
		% of Total	3.5%	8.4%	4.5%	16.3%
	120,000 or more	Count	3	17	19	39
		% of Total	1.5%	8.4%	9.4%	19.3%
Total		Count	53	90	59	202
		% of Total	26.2%	44.6%	29.2%	100.0%

Pearson Chi Square: 17.015

df: 8

P.value: .03

Table 4.30: Monthly family income and Season of the last trip - Cross-tabulation

			Season of the last trip				Total
			Spring	Summer	Fall	Winter	
Monthly family income	29,999 or less	Count	5	11	0	2	18
		% of Total	2.5%	5.4%	.0%	1.0%	8.8%
	30,000 - 59,999	Count	21	17	14	13	65
		% of Total	10.3%	8.3%	6.9%	6.4%	31.9%
	60,000 - 89,999	Count	13	18	7	11	49
		% of Total	6.4%	8.8%	3.4%	5.4%	24.0%
	90,000 - 119,999	Count	10	13	4	6	33
		% of Total	4.9%	6.4%	2.0%	2.9%	16.2%
	120,000 or more	Count	12	14	4	9	39
		% of Total	5.9%	6.9%	2.0%	4.4%	19.1%
Total		Count	61	73	29	41	204
		% of Total	29.9%	35.8%	14.2%	20.1%	100.0%

Pearson Chi Square: 12.028

df: 12

P.value: .44

Table 4.31: Monthly family income and Destination of the last trip - Cross-tabulation

		Destination of the last trip					Total	
		Japan	USA and Canada	China and Hong Kong	Other Asian Countries	Other Countries		
Monthly family income	29,999 or less	Count	2	1	5	7	2	17
		% of Total	1.0%	.5%	2.5%	3.4%	1.0%	8.4%
	30,000 - 59,999	Count	16	7	16	17	9	65
		% of Total	7.9%	3.4%	7.9%	8.4%	4.4%	32.0%
	60,000 - 89,999	Count	8	4	9	24	4	49
		% of Total	3.9%	2.0%	4.4%	11.8%	2.0%	24.1%
	90,000 - 119,999	Count	6	5	7	12	3	33
		% of Total	3.0%	2.5%	3.4%	5.9%	1.5%	16.3%
	120,000 or more	Count	13	1	7	16	2	39
		% of Total	6.4%	.5%	3.4%	7.9%	1.0%	19.2%
Total		Count	45	18	44	76	20	203
		% of Total	22.2%	8.9%	21.7%	37.4%	9.9%	100.0%

Pearson Chi Square: 15.422

df: 16

P.value: .49

Table 4.32: Monthly family income and Type of tour - Cross-tabulation

		Type of tour		Total	
		packaged tour	non packaged tour		
Monthly family income	29,999 or less	Count	10	8	18
		% of Total	4.9%	3.9%	8.9%
	30,000 - 59,999	Count	35	29	64
		% of Total	17.2%	14.3%	31.5%
	60,000 - 89,999	Count	24	25	49
		% of Total	11.8%	12.3%	24.1%
	90,000 - 119,999	Count	16	17	33
		% of Total	7.9%	8.4%	16.3%
	120,000 or more	Count	19	20	39
		% of Total	9.4%	9.9%	19.2%
Total		Count	104	99	203
		% of Total	51.2%	48.8%	100.0%

Pearson Chi Square: .738

df: 4

P.value: .94

More than one third of respondents reported to have a monthly family income between 30.000 and 59.999 NT while around 24% of respondents reported to have a monthly family income between 60.000 and 89.999 NT. From those whose monthly family income were between 30.000 and 59.000 NT, 11.9% had taken between 3 and 5 trips during the past five years, 10.3% reported to travel in spring, 8.4% chose “other Asian countries” as destination and 17.2% decided to take a package tour. From those whose monthly family income were

The socio-demographic variable “monthly family income” was found significantly related to the number of trips taken during the past five years.

There was a significant relationship between “educational level” and “destination on the last trip”.

“Educational level” and “job position” were significantly related to “number of days spent on the last trip”.

4.1.8. Relationship between socio-demographic variables and preferences for future travel

Table 4.36: Socio-demographic variables and “Amount of money willing to spend if traveling to South America” Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t value	P value
		B	Std. Error	Beta		
1	(Constant)	1.240	.123		10.115	.000
	P7	.146	.034	.285	4.252	.000

(a) Dependent Variable: Amount of money willing to spend if traveling to South America
P7: Monthly family income

“Monthly family income was significantly related to “amount of money willing to spend if traveling to South America”. (See table 4.36).

4.1.9. Relationship between socio-demographic variables and destination choice factors

Table 4.37 reports the results of multivariate analysis of the relationship between individual socio-demographic variables and overall destination choice factors.

Table 4.37: Multivariate Tests(b)

Effect		Value	F	P value
Intercept	Pillai's Trace	.400	26.547(a)	.000
Gender	Pillai's Trace	.003	.116(a)	.989
Age	Pillai's Trace	.058	2.435(a)	.036
Marital Status	Pillai's Trace	.065	2.771(a)	.019
Educational Level	Pillai's Trace	.053	2.225(a)	.053
Employment status	Pillai's Trace	.013	.532(a)	.752
Job position	Pillai's Trace	.033	1.361(a)	.240
Monthly family income	Pillai's Trace	.108	4.840(a)	.000

a Exact statistic

b Design: Intercept+P1+P2+P3+P4+P5+P6+P7

The results revealed that four of the socio-demographic characteristics: “age”, “marital status”, “educational level” and “monthly family income” were significantly related to destination choice factors of Taiwanese traveling abroad.

The results of the relationship between these four socio-demographic variables and the individual destination choice factors are summarized in tables 4.38, 4.39, 4.40 and 4.41. “Age” was significantly related to “symbolic accessibility”; “marital status” was significantly related to “facilities and safety”; “monthly family income” was significantly related to “quality” and “symbolic accessibility”.

Table 4.38: ANOVA Dependent Variable “Symbolic Accessibility” (SA)

Model		Sum of Squares	df	Mean Square	F	P value
1	Regression	3.004	1	3.004	3.947	.048(a)
	Residual	183.461	241	.761		
	Total	186.465	242			

a Predictors: (Constant), P2: Age

Table 4.39: ANOVA Dependent Variable “Facility and Safety” (FS)

Model		Sum of Squares	df	Mean Square	F	P value
1	Regression	1.855	1	1.855	4.699	.031(a)
	Residual	95.531	242	.395		
	Total	97.387	243			

a Predictors: (Constant), P3 Marital Status

Table 4.40: ANOVA Dependent Variable “Quality” (QU)

Model		Sum of Squares	df	Mean Square	F	P value
1	Regression	2.770	1	2.770	5.680	.018(a)
	Residual	110.226	226	.488		
	Total	112.996	227			

a Predictors: (Constant), P7: Monthly family income

Table 4.41: ANOVA Dependent variable “Symbolic Accessibility” (SA)

Model		Sum of Squares	df	Mean Square	F	P value
1	Regression	4.420	1	4.420	5.840	.016(a)
	Residual	171.031	226	.757		
	Total	175.451	227			

a Predictors: (Constant), P7: monthly family income

4.2. Hypothesis Testing

Hypothesis	Testing
<u>Hypothesis 1</u> : The destination choice factors “facilities and safety”, “attractions”, “practical accessibility”, “quality” and “symbolic accessibility” will influence the decision of Taiwanese travelling abroad.	NOT REJECTED
<u>Hypothesis 2</u> : The socio-demographic profile of Taiwanese traveling abroad is significantly related to the different travel characteristics.	NOT REJECTED
Sub-Hypothesis 2.1: The income level has correlation with the number of trips taken in the past five years.	NOT REJECTED
Sub-Hypothesis 2.2: The gender is significantly related to the travel destination.	REJECTED
Sub-Hypothesis 2.3: The educational level has correlation with the travel destination.	NOT REJECTED
Sub-Hypothesis 2.4: The employment status is significantly related to the number of days spent on the trip.	REJECTED
Sub-Hypothesis 2.5: The educational level is significantly related to the number of days spent on the trip.	NOT REJECTED
Sub-Hypothesis 2.6: The age is correlated with the type of tour.	REJECTED
<u>Hypothesis 3</u> : The socio-demographic profile of Taiwanese traveling abroad is significantly related to the preferences for future trips.	NOT REJECTED
<u>Hypothesis 4</u> : The socio-demographic profile of Taiwanese traveling abroad is significantly related to the different destination choice factors.	NOT REJECTED
<u>Hypothesis 5</u> : South America as regional market destination will perform a high potential growth market for Taiwanese traveling abroad.	NOT REJECTED

The first hypothesis was “not rejected” because it was found that the five destination choice factors were important for Taiwanese overseas travelers when deciding about traveling. All of them shown means over 3.8 while the Likert scale to evaluate each attribute was ranked between 1: “not important at all” and 5: “extremely important”. The

item means are exposed in table 4.8 being “attractions” the most important destination choice factor for Taiwanese traveling abroad. This factor presented an item mean of 4.07. “Facilities and safety” was the second most important destination choice factor and exhibited an item mean of 4.06. “Practical accessibility” presented an item mean of 4.04. “Quality” presented an item mean of 4.02 and “symbolic accessibility” presented an item mean of 3.81 showing that it was the least important destination choice factor for Taiwanese traveling abroad.

The second hypothesis was “not rejected” because in general terms it was found that the socio-demographic variables were significantly related to some travel characteristics.

The Sub-Hypothesis 2.1 was “not rejected” because the data analysis results showed that the socio-demographic variable “monthly family income” was significantly related to the number of trips taken during the past five years, with a Pearson Chi Square of 17.015 and P value of 0.03 (see table 4.33).

The Sub-Hypothesis 2.2 was “rejected” because there was no significant relation found between gender and travel destination.

The Sub-Hypothesis 2.3 was “not rejected” because there was a significant relationship between the socio-demographic variable “educational level” and “destination on the last trip” with a Pearson Chi Square of 20.448 and P value of 0.00 (see table 4.34).

The Sub-Hypothesis 2.4 was “rejected” because there was no significant relation found between employment status and the number of days spent on the trip.

The Sub-Hypothesis 2.5 was “not rejected” because the socio-demographic variable “educational level” was significantly related to “number of days spent on the last trip” with a P value of 0.03 (see table 4.35).

The Sub-Hypothesis 2.6 was “rejected” because there was no significant relation found between age and the type of tour.

The third hypothesis was “not rejected” because it was found that the socio-demographic variable “monthly family income” was significantly related to “amount of money willing to spend if traveling to South America” with a P value of 0.00 (see table 4.36).

The fourth hypothesis was “not rejected” because the results revealed that four of the socio-demographic characteristics: “age”, “marital status”, “educational level” and “monthly family income” were significantly related to destination choice factors of Taiwanese traveling abroad (see tables 4.38, 4.39, 4.40 and 4.41).

The fifth hypothesis was “not rejected” because there are 10.7 % of Taiwanese travelling

abroad interested to visit South America and at the same time the governmental data about Taiwanese overseas travelers indicated that almost 9,000,000 people had traveled overseas in 2007 showing an increase of 56.88% in the last ten years. (See Appendix 3: Outbound Departures of Nationals of the R.O.C. by Gender, 1980~2007).

When asked about preferences for future travel destinations 10.7% of Taiwanese overseas travelers reported to be interested to visit South America. This percentage is ten times higher than the percentage of Taiwanese who already traveled to South America on their last trip (see Figures number 3 and 4).

FIGURE 3: DESTINATION TRAVEL ON THE LAST TRIP

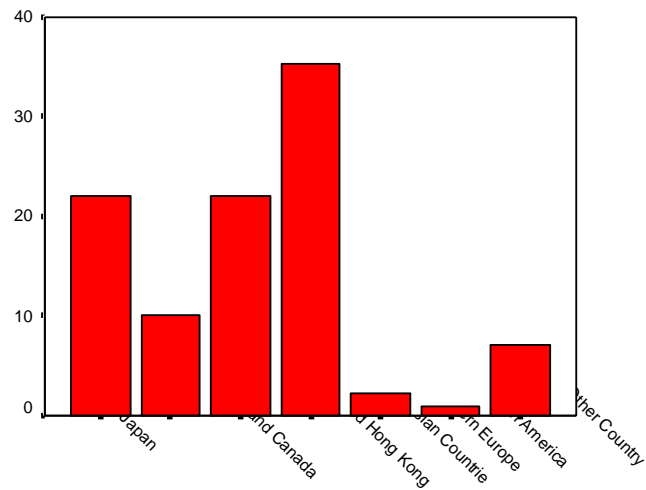
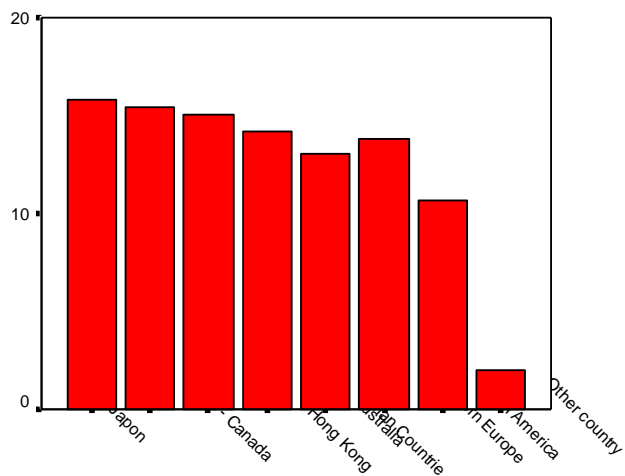


FIGURE 4: PREFERENCES FOR FUTURE TRAVEL DESTINATIONS



Chapter Five

5. Conclusion and Recommendation

Various statistics have indicated Taiwan to be a tourist-generating country, therefore understanding the market potential, market characteristics and destination choice factors of Taiwanese participating in international trips, is a must for those marketing tourist destinations where Taiwanese are traveling.

In this chapter were summarized general conclusions, research limitations and future research suggestions.

5.1. Conclusion

Most respondents in the sample reported that they had taken an international trip in the past five years (93.6%). Almost 50% of participants reported to have done from 3 to 5 international trips in the last five years. The peak seasons for them to travel were summer and spring.

Concerning to travel destination, 22.1% of the participants indicated taking the most recent trip to Japan, followed by China, Thailand, Hong Kong and USA. Asia, the largest regional market in terms of destination comprised 79.6% of the market share. North America (USA and Canada), consisting of 10.2% of the destination market, was the second biggest regional market. Western Europe was 2.2% and Latin America less than 1% of the destination market.

The majority of participants (86.8%) spent 10 days or less in their last international trip.

Regarding to type of tour, 54% of the individuals took a package tour and 46% a nonpackage tour.

With respect to the preferences for future trips, Asia was the biggest regional market in terms of destination choice for the next two years (45%). USA and Canada, consisting of 15.4% of the destination market for the next two years, was the second biggest regional market; followed by Western Europe (13.8%), Australia (13%) and Latin America (10.7%).

With respect to the relationship between socio-demographic variables and travel characteristics particularly “job position”, “monthly family income” and “educational level” were significantly related to at least one travel characteristic.

The socio-demographic variable “monthly family income” was found significantly related to the number of trips taken during the past five years. There was a significant relationship

between “educational level” and “travel destination on the last trip”. “Educational level” and “job position” were significantly related to “number of days spent on the last trip”.

Regarding to the preferences for future travel, the socio-demographic variable “Monthly family income” was significantly related to the amount of money willing to spend if traveling to South America.

Five destination choice factors: “facilities and safety”, “attractions”, “practical accessibility”, “quality” and “symbolic accessibility” were evaluated. Factor 2: “attractions”, including “social characteristics”, “natural beauty” and “cultural characteristics”, presented the highest item mean (4.07), showing that it was the most important destination choice factor for Taiwanese traveling abroad.

The second most important destination choice factor for Taiwanese traveling abroad was facilities and safety with an item mean of 4.06 and a standard deviation of 0.63, showing the greatest amount of agreement among Taiwanese undertaking international travel.

“Practical accessibility” and “quality” followed with item means of 4.04 and 4.02, respectively. “Symbolic accessibility” presented the item mean of 3.81 showing that it was the least important destination choice factor for Taiwanese traveling abroad.

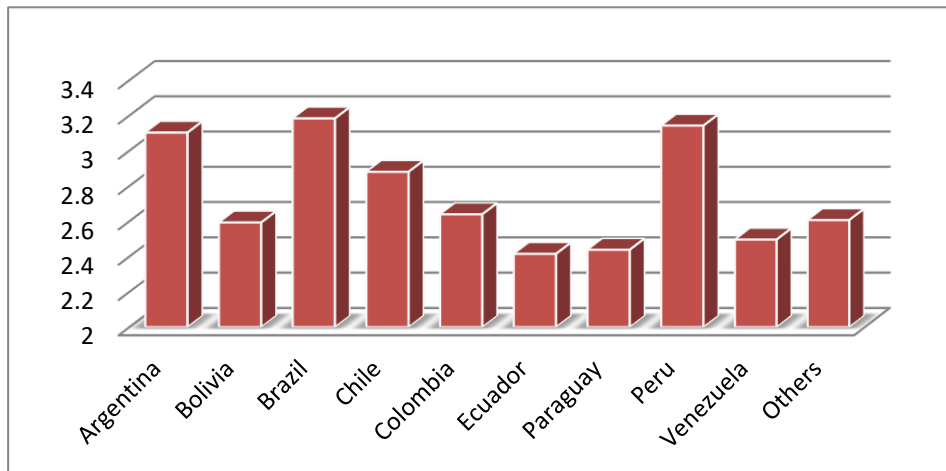
Regarding the relationship between socio-demographic variables and destination choice factors, the results revealed that four of the socio-demographic characteristics: “age”, “marital status”, “educational level” and “monthly family income” were significantly related to destination choice factors of Taiwanese traveling abroad. “Age” was significantly related to “symbolic accessibility”; “marital status” was significantly related to “facilities and safety”; “monthly family income” was significantly related to “quality” and “symbolic accessibility”.

By recognizing such specific relationships, marketers may develop a proper marketing plan and promotions.

Finally regarding to South America as regional destination market and the possibility of performing a high growth potential market, it was observed that there were 10.7% of Taiwanese overseas travelers who reported to be interested in visiting South American countries in the next two years. This is an important percentage (more than ten times higher) compared to those who already traveled to South America in their last trip (less than 1%). This fact plus the value that Taiwanese gave to the destination choice factor “attractions” may promote and influence positively the possibility of South America performing as a high growth potential market.

Regarding to the interest to visit the different South American countries, Taiwanese overseas travelers assessed all of them in a Likert scale from 1: “not interested at all” to 5: “strongly interested”. It was found that Brazil, Peru and Argentina were the three most important countries in terms of interest to be visited (see table 4.4 and figure number 5).

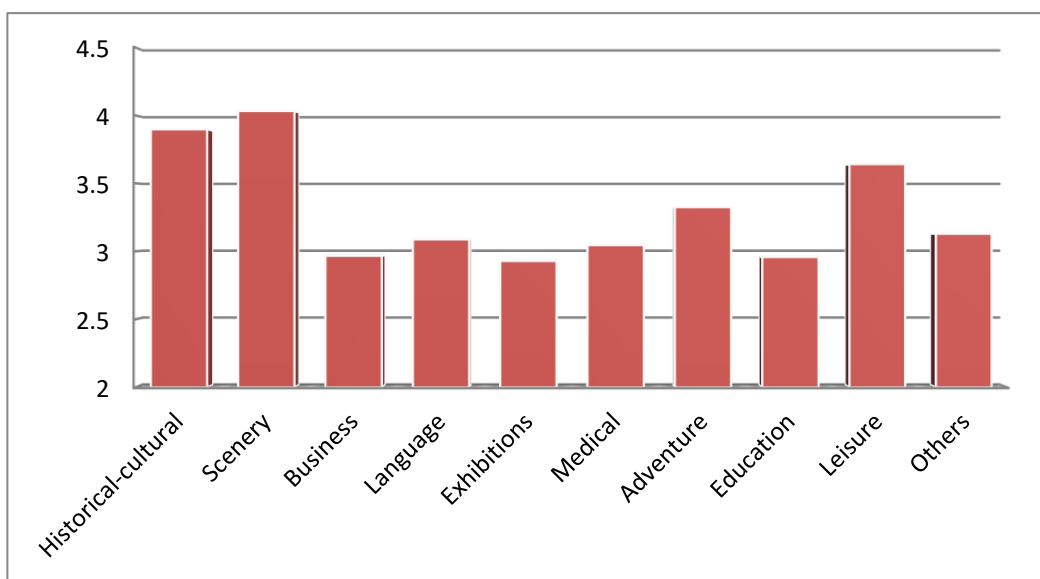
FIGURE 5: INTEREST TO VISIT SOUTH AMERICAN COUNTRIES



(1: not interested at all - 5: strongly interested)

Regarding to the motivations to visit South American countries it was found that “scenery” and “historical/cultural” were the two most strongest motivations for Taiwanese overseas travelers (see table 4.5 and figure number 6).

FIGURE 6: MOTIVATIONS TO VISIT SOUTH AMERICA



(1: not important at all - 5: strongly important)

Based on these findings it was assumed valid the hypothesis suggesting that South America as regional market will perform as a high growth potential market in the future for Taiwanese overseas travelers.

5.2. Research limitation

During the data collection was observed that Taiwanese women have a stronger positive attitude in order to answer the questionnaire compared to Taiwanese men. This situation determined that in the research sample female constituted 61% of the participants while males accounted for the remaining 39%. This information differed from the governmental data of the tourism bureau about Taiwanese overseas travelers by gender. Therefore the data about gender in the sample cannot be generalized for the population.

5.3. Future research suggestions

Further study examining if there is an interactive effect of socio-demographic variables on destination choice factors is appropriate as well as the perception and knowledge of Taiwanese travelers about South American countries as tourist destination.

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Appendix 1: Questionnaire (in English)

Dear friend:

Thank you in advance for taking time to fill this questionnaire. The purpose of this marketing research is to analyze the Taiwanese tourist market. There are no correct answers, please just answer what you feel is according to your real situation.

This is an anonymous questionnaire for academic purposes only. Please answer each of the questions.

With our full-hearted appreciation and thanks for your time.

Ming Chuan University
International Master in Business Administration
Student : Christian Ladrón Guevara

1. Using the scale below, please indicate the importance of the following attributes when choosing a destination travel

Considering 5 extremely important and 1 not important at all.

1 2 3 4 5

Facility and Safety

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Willingness to provide information for tourists | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Ease of communication | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Transportation within the region | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Availability of accommodations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Good for the whole family | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Sport, recreation, and educational facilities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Level of personal and material safety. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Political stability. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Attractions

- | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Social characteristics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Natural beauty | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Cultural characteristics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Practical accessibility

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Practical barriers due to customs and security inspections. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Ease of access to the region. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Climate. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Price of the trip. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Quality

- | | | | | | |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Quality of accommodations. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Friendliness of local people. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Shopping facilities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Symbolic Accessibility

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Destination distance from place of residence. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Time involved in reaching. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

2. Travel Experience	
Have you taken a trip in the past?	<input type="checkbox"/> (Y) <input type="checkbox"/> (N)
(If no) Never traveled but planning to travel in the next two years? (continue on question 8)	<input type="checkbox"/> (Y) <input type="checkbox"/> (N)
(If yes) Number of trips taken during the past five years	<input type="checkbox"/> 2 or less <input type="checkbox"/> 3 to 5 <input type="checkbox"/> 6 or more
Season of the last trip	<input type="checkbox"/> (Spring) <input type="checkbox"/> (Summer) <input type="checkbox"/> (Fall) <input type="checkbox"/> (Winter)
3. Destination on your last trip	
<input type="checkbox"/> Japan <input type="checkbox"/> U.S.A. <input type="checkbox"/> China <input type="checkbox"/> Hong Kong <input type="checkbox"/> Singapore <input type="checkbox"/> Thailand <input type="checkbox"/> Indonesia <input type="checkbox"/> Australia <input type="checkbox"/> Malaysia <input type="checkbox"/> Canada <input type="checkbox"/> S. Korea <input type="checkbox"/> Western Europe <input type="checkbox"/> Other Southeastern Asia area <input type="checkbox"/> Peru <input type="checkbox"/> Brazil <input type="checkbox"/> Argentina <input type="checkbox"/> Colombia <input type="checkbox"/> Other South American Country <input type="checkbox"/> Other country: _____	
4. Number of days spent on the trip	
<input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 - 15 <input type="checkbox"/> 16 and more	
5. Travel Companion	
<input type="checkbox"/> Spouse & Children <input type="checkbox"/> Friends <input type="checkbox"/> Alone <input type="checkbox"/> Work associates <input type="checkbox"/> Children(s) <input type="checkbox"/> Relatives <input type="checkbox"/> Spouse, Children, & Relatives <input type="checkbox"/> Friends & Relatives <input type="checkbox"/> Children & Relatives <input type="checkbox"/> Other combinations	
6. Children Age, If traveling	
<input type="checkbox"/> under 5 <input type="checkbox"/> 5-12 <input type="checkbox"/> 13-17 <input type="checkbox"/> over 18 <input type="checkbox"/> under 5 & 5-12 <input type="checkbox"/> Other Combinations	
7. Type of tour	
<input type="checkbox"/> Package tour <input type="checkbox"/> Non-Package tour	

8. Where would you like to travel in the next two years (choose the one you wish to stay for longer period).

<input type="checkbox"/> Japan	<input type="checkbox"/> U.S.A.	<input type="checkbox"/> China	<input type="checkbox"/> Hong Kong	<input type="checkbox"/> Singapore
<input type="checkbox"/> Thailand	<input type="checkbox"/> Indonesia	<input type="checkbox"/> Australia	<input type="checkbox"/> China	<input type="checkbox"/> Malaysia
<input type="checkbox"/> Canada	<input type="checkbox"/> S. Korea	<input type="checkbox"/> Western Europe	<input type="checkbox"/> Other South Eastern Asia area	<input type="checkbox"/> South America

Other country (please indicate which one):

9. Using the scale below, please indicate your interest to visit the following South American countries.

Considering 5 strongly interested to visit and 1 not interested at all.

	5	4	3	2	1
Argentina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bolivia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brazil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colombia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecuador	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paraguay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peru	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venezuela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Using the scale below, please indicate the importance of the following motivations to visit South America?

Considering 5 strongly important and 1 not important at all.

	5	4	3	2	1
Historical-cultural	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How many days would you like to spend on the trip to South America?	
<input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11-15 <input type="checkbox"/> 16 and more	
12. How much money would you be willing to spend for that trip?	
<input type="checkbox"/> 60,000 – 80,000 NT <input type="checkbox"/> 80,000 – 100,000 NT <input type="checkbox"/> 100,000 – 150,000 NT <input type="checkbox"/> 150,000 – 200,000 NT <input type="checkbox"/> over 200,000 NT	

13.Sociodemographic Characteristics	
Gender	<input type="checkbox"/> (M) <input type="checkbox"/> (F)
Age	<input type="checkbox"/> under 18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56-65 <input type="checkbox"/> 66 and over 66
Marital Status	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Separated <input type="checkbox"/> Widow
Highest educational level obtained.(grade)	<input type="checkbox"/> Less than high School <input type="checkbox"/> High School <input type="checkbox"/> College <input type="checkbox"/> Graduate School <input type="checkbox"/> Master & PhD
Employment status	<input type="checkbox"/> Student <input type="checkbox"/> Employed <input type="checkbox"/> Un-employed <input type="checkbox"/> Retired <input type="checkbox"/> Housewife

<p>Job position, if employed</p>	<p> <input type="checkbox"/> Managerial <input type="checkbox"/> Professional / Technical <input type="checkbox"/> Clerical / sales <input type="checkbox"/> Blue collar <input type="checkbox"/> Service Worker <input type="checkbox"/> Other </p>
<p>Monthly Family Income Average</p>	<p> <input type="checkbox"/> Less than 29.999 NT <input type="checkbox"/> From 30.000 - 59.999 NT <input type="checkbox"/> From 60.000 - 89.999 NT <input type="checkbox"/> From 90.000 - 119.999 NT <input type="checkbox"/> From 120.000 - 149.999 NT <input type="checkbox"/> More than 150.000 NT </p>

<p>14. comments and remarks about your ideal trip</p>	
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Appendix 2: Questionnaire (in Chinese)

親愛的朋友您好：

首先非常感謝您在繁忙中抽空填寫此份問卷，這是一份行銷研究的調查，目的在於研究台灣消費者對旅遊偏好之影響。因此在資料收集上，非常需要您心中的寶貴意見。問卷中並無標準答案，請您依照您的真實感受來填答即可。

此份問卷將以匿名方式處理，您所提供的資料，僅供學術分析之用，敬請安心填答，您的用心與真實回答將有助於研究結果之正確性，故請您務必填答每項問題！由衷的感謝您的支持與協助！

敬祝：

健康安樂、心想事成

銘傳大學國際企業管理研究所

指導教授：謝昌隆,葉淑瑜

學生：Christian

1. 請衡量下面指標的重要性，來作為當你選擇旅遊目的地時會考慮的標的？

1 代表非常不重要; 5 代表非常重要.

1 2 3 4 5

旅遊設施與安全

1. 有無充足旅遊資料	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 是否易於溝通(語言上容易溝通)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 當地的交通狀況	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 住宿便利性	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 整體家庭的喜愛程度 (老少皆宜的旅遊地點)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 運動娛樂或是教育設備	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 個人設備等級或是其安全性	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 政治安定度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

吸引程度

1. 社會特性(如,經濟的發展程度)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 自然景色	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 文化特色	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

現實面的考慮

1. 方便申請進入與否	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 是否很容易進入該地區	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 氣候	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 價錢	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

品質

1. 住宿品質	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 當地人民友善程度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 購物方便性	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

進入的可行性

1. 目的地的距離(居住的地方離旅遊景點的距離)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 要抵達旅遊景點所需花費的時間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. 旅遊經費	
你過去曾經旅遊過嗎?	<input type="checkbox"/> (1)是, <input type="checkbox"/> (2)否
(如果您是回答不) 過去從未旅遊但是在近一兩年有計畫 (請繼續到問題 8)	<input type="checkbox"/> (1)是, <input type="checkbox"/> (2)否
(如果您是回答是) 過去五年曾經旅遊過幾次	<input type="checkbox"/> 2 以下 <input type="checkbox"/> 3 到 5 <input type="checkbox"/> 6 以上
上次旅遊的季節	<input type="checkbox"/> (1)春天, <input type="checkbox"/> (2)夏天 <input type="checkbox"/> (3)秋天, <input type="checkbox"/> (4)冬天
3. 上次旅遊地點	
<input type="checkbox"/> (1)日本, <input type="checkbox"/> (2)美國, <input type="checkbox"/> (3)中國, <input type="checkbox"/> (4)香港, <input type="checkbox"/> (5)澳門, <input type="checkbox"/> (6)新加坡, <input type="checkbox"/> (7)泰國, <input type="checkbox"/> (8)印尼, <input type="checkbox"/> (9)馬來西亞, <input type="checkbox"/> (10)菲律賓, <input type="checkbox"/> (11)加拿大, <input type="checkbox"/> (12)南韓, <input type="checkbox"/> (13) 越南, <input type="checkbox"/> (14)西部歐洲, <input type="checkbox"/> (15)其它東南亞地區, <input type="checkbox"/> (16)秘魯(馬丘比丘), <input type="checkbox"/> (17)巴西, <input type="checkbox"/> (18)阿根廷, <input type="checkbox"/> (19)哥倫比亞, <input type="checkbox"/> (20)其它國家: _____	
4. 上次旅遊的天數	
<input type="checkbox"/> 4, <input type="checkbox"/> 5, <input type="checkbox"/> 6, <input type="checkbox"/> 7, <input type="checkbox"/> 8, <input type="checkbox"/> 9, <input type="checkbox"/> 10, <input type="checkbox"/> 11-15, <input type="checkbox"/> 16 以上	
5. 旅遊同伴	
<input type="checkbox"/> (1)配偶 & 孩子, <input type="checkbox"/> (2)朋友, <input type="checkbox"/> (3)單獨, <input type="checkbox"/> (4)工作同事, <input type="checkbox"/> (5)孩子, <input type="checkbox"/> (6)親戚, <input type="checkbox"/> (7)配偶、孩子, & 親戚, <input type="checkbox"/> (8)朋友& 親戚, <input type="checkbox"/> (9)孩子& 親戚, <input type="checkbox"/> (10)其它組合 _____	
6. 如果你有攜帶幼童旅遊, 他(們)的年紀	
<input type="checkbox"/> 5 以下, <input type="checkbox"/> 6-12, <input type="checkbox"/> 13-17, <input type="checkbox"/> 18 以上, <input type="checkbox"/> 其它組合 _____	
7. 旅遊型態	
<input type="checkbox"/> (1)參加旅行團, <input type="checkbox"/> (2)自助旅行	

8. 在接下來兩年您會希望到哪裡做長時間旅行				
<input type="checkbox"/> (1) 日本	<input type="checkbox"/> (2) 美國	<input type="checkbox"/> (3) 中國	<input type="checkbox"/> (4) 香港	<input type="checkbox"/> (5) 新加坡
<input type="checkbox"/> (6) 泰國	<input type="checkbox"/> (7) 印度尼西亞	<input type="checkbox"/> (8) 馬來西亞	<input type="checkbox"/> (9) 加拿大	<input type="checkbox"/> (10) 澳洲
<input type="checkbox"/> (11) 越南	<input type="checkbox"/> (12) 南韓	<input type="checkbox"/> (13) 西部歐洲	<input type="checkbox"/> (14) 其它東 南亞地區	<input type="checkbox"/> (15) 南美洲
<input type="checkbox"/> (16) 墨西哥	<input type="checkbox"/> (17) 阿根廷	<input type="checkbox"/> (18) 秘魯 (马丘比丘)	<input type="checkbox"/> (19) 巴西	<input type="checkbox"/> (20) 其他國家 (請表明哪個)

9. 請使用下列指標程度來表示您對拉丁美洲的旅遊狀況					
1 代表非常沒有興趣; 5 代表非常有興趣					
	1	2	3	4	5
阿根廷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
玻利維亞	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
巴西	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
智利	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
哥倫比亞	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
厄瓜多爾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
巴拉圭	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
秘魯(马丘比丘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
委內瑞拉	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
其他	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. 會讓您到拉丁美洲旅遊的原因，請就下方所列來標出其重要性？					
1 代表非常不重要; 5 代表非常重要.					
	1	2	3	4	5
歷史文化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
自然風景	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
經濟	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
語言	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
展覽	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
醫藥	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
探險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
教育	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
休閒	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
其他	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. 您願意在拉丁美洲做幾天的旅行?	
<input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11-15 <input type="checkbox"/> 16 以上	
12. 您願意花多少錢去拉丁美洲次旅行的費用?	
<input type="checkbox"/> (1) 60,000 – 80,000 NT , <input type="checkbox"/> (2) 80,001 – 100,000 NT , <input type="checkbox"/> (3) 100,001 – 150,000 NT , <input type="checkbox"/> (4) 150,001 – 200,000 NT , <input type="checkbox"/> (5) 200,001 NT 以上	

13. 個人資料	
性別	<input type="checkbox"/> (1) 男性 , <input type="checkbox"/> (2) 女性
年齡	<input type="checkbox"/> (1) 18 以下 , <input type="checkbox"/> (2) 18-25 , <input type="checkbox"/> (3) 26-35 , <input type="checkbox"/> (4) 36-45 , <input type="checkbox"/> (5) 46-55 , <input type="checkbox"/> (6) 56-65 , <input type="checkbox"/> (7) 66 & 66 以上
婚姻狀況	<input type="checkbox"/> (1) 結婚 , <input type="checkbox"/> (2) 未婚 , <input type="checkbox"/> (3) 鰥寡 , <input type="checkbox"/> (4) 離婚 ,
教育程度	<input type="checkbox"/> (1) 高中以下 , <input type="checkbox"/> (2) 高中 , <input type="checkbox"/> (3) 大專/大學 <input type="checkbox"/> (4) 碩士 , <input type="checkbox"/> (5) 博士
工作狀況	<input type="checkbox"/> (1) 打工 , <input type="checkbox"/> (2) 全職 , <input type="checkbox"/> (3) 全職學生 , <input type="checkbox"/> (4) 退休 , <input type="checkbox"/> (5) 家管 , <input type="checkbox"/> (6) 退休
工作性質, 如果有的話	<input type="checkbox"/> (1) 管理階層 , <input type="checkbox"/> (2) 專業技術人員 , <input type="checkbox"/> (3) 銷售人員 , <input type="checkbox"/> (4) 藍領階級 , <input type="checkbox"/> (5) 服務業 , <input type="checkbox"/> (6) 其他

家庭每月收入	<input type="checkbox"/> 29,999 NT 以下 <input type="checkbox"/> 30,000 到 59,999 NT <input type="checkbox"/> 60,000 到 89,999 NT <input type="checkbox"/> 90,000 到 119,999 NT <input type="checkbox"/> 120,000 到 149,999 NT <input type="checkbox"/> 150,000 到 180,000 NT <input type="checkbox"/> 180,000 NT 以上
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14. 關於您理想中旅行的其他意見	
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Appendix 3: Outbound Departures of Nationals of the R.O.C. by Gender, 1980~2007.

歷年國人出國按性別分析
Outbound Departures of Nationals of the R.O.C. by Gender, 1980~2007

單位：人

年度 Year	男 Male	女 Female	隨行人員 Follows	合計 Total
69年1980	257,408	217,733	9,760	484,901
70年1981	298,679	264,395	12,463	575,537
71年1982	327,760	296,773	16,136	640,669
72年1983				
73年1984	385,083	346,651	18,670	750,404
74年1985	424,541	399,987	22,261	846,789
75年1986	410,938	382,433	19,557	812,928
76年1987	529,548	500,041	28,821	1,058,410
77年1988	858,072	701,805	42,115	1,601,992
78年1989	1,116,469	945,403	45,941	2,107,813
79年1990	1,585,482	1,355,301	1,533	2,942,316
80年1991	1,817,886	1,546,500	1,690	3,366,076
81年1992	2,290,837	1,922,599	1,298	4,214,734
82年1993	2,592,302	2,061,728	406	4,654,436
83年1994	2,670,349	2,074,085	0	4,744,434
84年1995	2,936,064	2,252,589	5	5,188,658
85年1996	3,220,647	2,492,888	0	5,713,535
86年1997	3,501,660	2,660,272	0	6,161,932
87年1998	3,450,722	2,461,655	6	5,912,383
88年1999	3,800,130	2,758,533	0	6,558,663
89年2000	4,255,656	3,073,128	0	7,328,784
90年2001	4,217,337	2,935,540	0	7,152,877
91年2002	4,279,841	3,039,625	0	7,319,466
92年2003	3,502,264	2,420,808	0	5,923,072
93年2004	4,518,972	3,261,680	0	7,780,652
94年2005	4,761,492	3,446,633	0	8,208,125
95年2006	4,954,647	3,716,728	0	8,671,375
96年2007	5,083,013	3,880,699	0	8,963,712

註1: 90~92年全年及各月入出國旅客人數係依據內政部警政署函送追溯修正資料並奉行政院主計處92年11月10日處仁四字第0920006945號函暨 93年7月6日處仁七字第0930004287號函核定後更正。

註2: 資料來源: 內政部移民署提供。

註3: 自民國78年7月開始實施兒童申請護照規定，之前未滿16歲兒童以加簽方式入出境者列入隨行人員。