Analyses of Region Preference and Tourist Satisfaction from China's Outbound Tourists – An Empirical Study Conducted in Taiwan

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Research Article

ABSTRACT

The purpose of this study was to identify the key factors of tourism attraction in Taiwan and analyze tourism preference particularly by China's outbound tourists and then address behavioral differences among visitors segments and separate the tourist visitations data to look at the preferences of visitors. The findings indicated that China's outbound tourists' preference to visit were "Natural Landscape," "Art and Shows" and "Snacks and Specialties". It was also found that China's outbound tourists' preference in sightseeing were "Natural Scenery" followed by "Geographical Landscape". Finally, researchers proofed tourism attraction could be used as predictor of tourist satisfaction and willingness to revisit.

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1. INTRODUCTION

1.1 Background and Overview

Since the initiation of economic reforms in 1979, China has become one of the world's fastest-growing economies. It is now crowned as the world's second-largest economy. Moreover, with the continuing appreciation of RMB (China currency), the increase in disposable income and leisure time, the projected number of outbound tourists from Mainland China is predicted to reach 100 million in 2020. (Economic Analysis, China National Tourism Administration, 2010). However, where do mainland Chinese tourists like to go and why? What impact on their travel behavior? Despite the differences in motivation of tourists, a negative perception of a destination country can distort a country image and result in tourists opting to travel to other destinations (Formica, 2002). This study is laid out as follows: The first part is literature review focuses on studies on tourism behavior, preferences and satisfaction, especially to the China's outbound tourists (COTs). The second part, we make sure what the destination attributes in Taiwan are interested to COTs individually. In the following, we identify their demographic and travel behavior characteristics and pinpoint the specific preferences of COTs and assess if tourists' preferences on tourism attractions are widely harmonized. Furthermore, we look at tourist satisfaction and intention of revisit and examine the correlation to tourism attractions in Taiwan.

1.2 Limitations and Explanation

The subjects of this study are COTs who visited Taiwan between December 2009 and April 2010. With topic of preference, researchers already excluded elements such as same language, culture similarity and ancestry relation from the questionnaires to prevent the survey from distortion. Besides, in order to realize the influence of demographic and travel behavior characteristics and assess the factors in tourism attraction, tourist satisfaction and willingness to revisit, researchers designed and administered the questionnaire to collect necessary data. The findings might be different if regions are different.

2. LITERATURE REVIEW

2.1 Definition of Tourism Attraction

Lew (1986) defined attractions as "things to see, activities to do, and experiences to be remembered." He suggested that attractions are elements and conditions that are not available at home and that motivate tourists to venture temporarily outside of their residential area. The principal components of a tourism attraction are those that entice people from other areas to travel there in order to see or to do something. Victor (1989) explained "attractions are something motivates the tourists to visit." Pearce (1991) provides an operational definition of a tourism attraction as being a "named site with a specific human or natural feature which is the focus of visitor and management attention". Prentice (1993) argued the definition of attraction as "a site, theme or area which attracts visitors." Saleh and Ryah (1993) depicted "activities participation is one of attractions to attract tourists the destination" Gao (1995) defined attraction as "a destination with unique features in which visitors are interested". Apparently, a number of authors wrote the definition and typology of tourism attraction, but a gap remains. It's one of the aims of this paper to address a true area in relation to tourism attraction tested by analyses.

2.2 Demographic Characteristics

When researchers analyzed tourism attraction and tourist satisfaction with destinations, knowing the differences influenced by demographic characteristics was a must (Huh et al., 2006). Therefore, demographic, socioeconomic, and behavioral indicators were used in tourism research to profile by age, gender, income, marital status, occupation, and education or ethnic background (Yavuz, 1994). Master and Prideaux (2000) analyzed the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural/heritage tourists to determine if demographic and travel characteristics influenced responses on the importance of attributes and satisfaction levels. Kerstetter et al. (2001) supported the concept of visitor segments to different type of destination and the need to create programs and develop marketing strategies.

2.3 Travel Behavior Characteristics

Jin H (2002) depicted tourists' travel behavior characteristics to include membership in a group, past experience, length of stay, decision time taken to select a destination, and sources of information about the destination. Vesna B-H (2008) argued that travel behavior characteristics included travel companion, type of tourism influence, traveling decisions, and sources' information about the destination.

Yang (2007) also discussed how different socio-demographics affect their travel characteristics, as well as travel characteristics affect their travel satisfactions. As we can see many authors have written the definition of travel behavior characteristics, the difference is minor. Therefore, the variables of travel behavior characteristics applied in this study are consistent with prior literatures.

2.4 Elements of Tourism Attraction

Rust et al. (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction could be the result of evaluating various positive and negative experiences. Ferrario (1979) stated that several factors that could not be defined as attractions still influence the attractiveness of a destination. These factors are: economic; natural; socio-cultural; and infrastructures. Richtie and Zins (1978) identified factors that affected the attraction of a tourism region were natural beauty and climate, culture and social characteristics, sports, recreational, and educational facilities; shopping and commercial facilities; infrastructure; cost of living; attitudes towards tourists; and accessibility. A range of terms to the elements of tourism attraction have been used, and each of these has limitations that it does not embrace the full range of possible destinations, so the typology becomes blurred. To catch the most potential tourists from COTs and comprehend their core activities and different needs, a strict research is definitely needed which is conducted by this study.

2.5 Variables Used to Represent Tourism Attraction

The criterion that guided the selection of the variables used in the studies was the availability of different tourism resources on a region; this was because data collection depended exclusively on a region. But different variables might be used for analysis even in a single region. For example, Smith (1987) in his article "Regional Analysis of Tourism Resources" explored four dimensions: "Urban tourism," "Outdoor recreation," "Cottaging and boating"

and "Urban fringe tourism". These four resource components explained 77.9% of the variance. However, Lovingood and Mitchell (1989) replicated Smith's variables. They revealed four dimensions "Urban recreation-amenities rich," "Urban recreation-tourism," "Boating and camping" and "Outdoor recreation-nature oriented" that were different from those in Smith's study. The overall resource variance explained was 86.4%, higher than that in Smith's study. Spotts (1997) also followed Smith's approach. The author obtained six tourism resource dimensions: "Urban," "General Wilderness," "General Coastal," "Parkland," "Lake Michigan Coastal" and "Canoeing/ORV Riding.". These dimensions captured 70.4% of the variance. The authors of these studies used different resource attributes based on their availability. From literatures indicated the variables used in a study had to be adjusted according to different region. To match this indication and explain all variables used in this study, researchers have illustrated all variables in Table 1.

Table 1. Variables of the study

Dependent variables	Tourism attraction
Independent variables	1. Natural Scenery, 2. Geographical Landscape, 3. Flora and Fauna, 4. Aboriginal Arts and Culture, 5. Aboriginal Customs, 6.Aborigine Shows, 7. Cultural and Historic Arts, 8. Cuisine Restaurant, 9. Local Specialties, 10. Gourmet Snacks, 11. Souvenirs, 12. Festivals, 13. Outdoor Leisure Activities, 14. Recreational Facilities, 15. Hotels Amenities, 16. Temples, 17. Historic Sites
Control variables	Tourists' demographic characteristics: 1. Age 2. Gender 3.Marital status 4. Education level 5. Occupation 6. Place of residence, 7. Income level. Travel behavior characteristics: 1. Frequency of visit 2. Group tour 3. Travel companion 4. Information sources 5. Consumption.

2.6 Tourists' Satisfaction

Kozak and Rimmington (2000) argued that tourist satisfaction was important to successful destination marketing because it influenced the choice of destination, the consumption of products and services, and the decision to return. Pizam et al. (1978) stated that it was important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leaded to dis/satisfaction with the overall destination. A model developed has been used to measure tourist satisfaction with specific tourism destinations, they employed a regression model with a single "expectation – met" measure as the dependent variables and 21 difference–score measures as the independent variables, and they also investigated the factor structure of tourists' satisfaction with their destination areas. Chon and Olsen (1991) discovered the correlation between tourists' expectations and tourists' satisfaction. Then, after tourists have bought the travel service and

products, if the evaluation of their experience of the travel product was better than their expectations, they would be satisfied with their travel experience. It is clear that customer satisfaction is the function of confirmation and disconfirmation measured by factors analysis. Researchers follow this model to conduct items, factors and correlation analyses to conclude distinguishable dimensions of tourist satisfaction.

2.7 Willingness to Revisit

In prior tourism researches, the intention to revisit the destination and the willingness to recommend it to friends and relatives were represented in terms of tourist satisfaction and loyalty (Oppermann, 2000; Chen and Gusoy, 2001; Niininen et al., 2004; Petrick, 2004). Understanding why tourists return to a destination were fundamental issues for destination managers (Hui et al., 2007) since revisit tourists could produce more sales revenue (Hennig-Thurau and Hansen, 2000) and minimize the costs (Murphy and Pritchard, 1997; Kozak, 2001). Vanessa and Ian (2008a) argued the perceived attraction of a destination could influence repeat visitations. Lazarus' (1991) presented a theoretical framework to confirm the relationships among tourist perceptions, tourist satisfaction and revisit intentions were positive significant. According to this framework, tourist attitude was linked to behavioral intentions following the sequence; Perceptions→Satisfaction→Revisit Intentions (Bagozzi 1992; Yuan and Jan, 2008). Frew and Shaw (2000); Moutinho and Trimble (1991) have also cited the importance of past experience in the future decision process. Gremler and Brown (1999) found that the likelihood of recommending increased as past experience with the service provider increased. In additional, culture and nationality might be issues in influencing the revisit intention decision-making model and demographics might elicit different results (Vanessa et al., 2008b). Gandhi-Arora and Shaw (2002) confirmed a positive relationship between the level of the likelihood of recommending and satisfaction, and they also confirmed a positive relationship between the extent of satisfaction and past visitation. From prior literatures, tourism attraction, tourist perceptions and satisfaction will impact tourist revisit interest and revisit intention.

3. METHODOLOGY

3.1 Research Framework

The model in Figure 1 illustrated the logical sequence of theoretical components that results from the objectives and literature review of this study. This model was supported by earlier studies as those carried out by Bigné et al (2001, 2005), Gallarza and Saura (2005), Yoon and Uysal (2005) and Um et al. (2006).

3.2 Hypotheses

> **H1**. The factors of demographic characteristics on the tourism attraction are significant differences.
> **H2**. The factors of travel behavior characteristics on the tourism attraction are significant differences.
> **H3**. Tourism attraction and tourist satisfaction are positively correlated
> **H4**. Tourism attraction and willingness to revisit are positively correlated
> **H5**. Tourism attraction is an effective predictor of tourist satisfaction.
> **H6**. Tourism attraction is an effective predictor of willingness to revisit.

Demographic Characteristics
Age, Gender, Marital status, Education level, Occupation, Place of residence , Income level

Travel Behavior Characteristics
Frequency of visit, Group tour, Travel companion, Information sources, Consumption

Tourism Attraction
Activities Participation
Arts & Shows
Snacks & Specialties
Natural Landscape

Tourist Satisfaction
Leisure Facilities
Shopping
Refreshment
Natural Landscape
Aborigine Culture

Willingness to revisit
Revisit interest
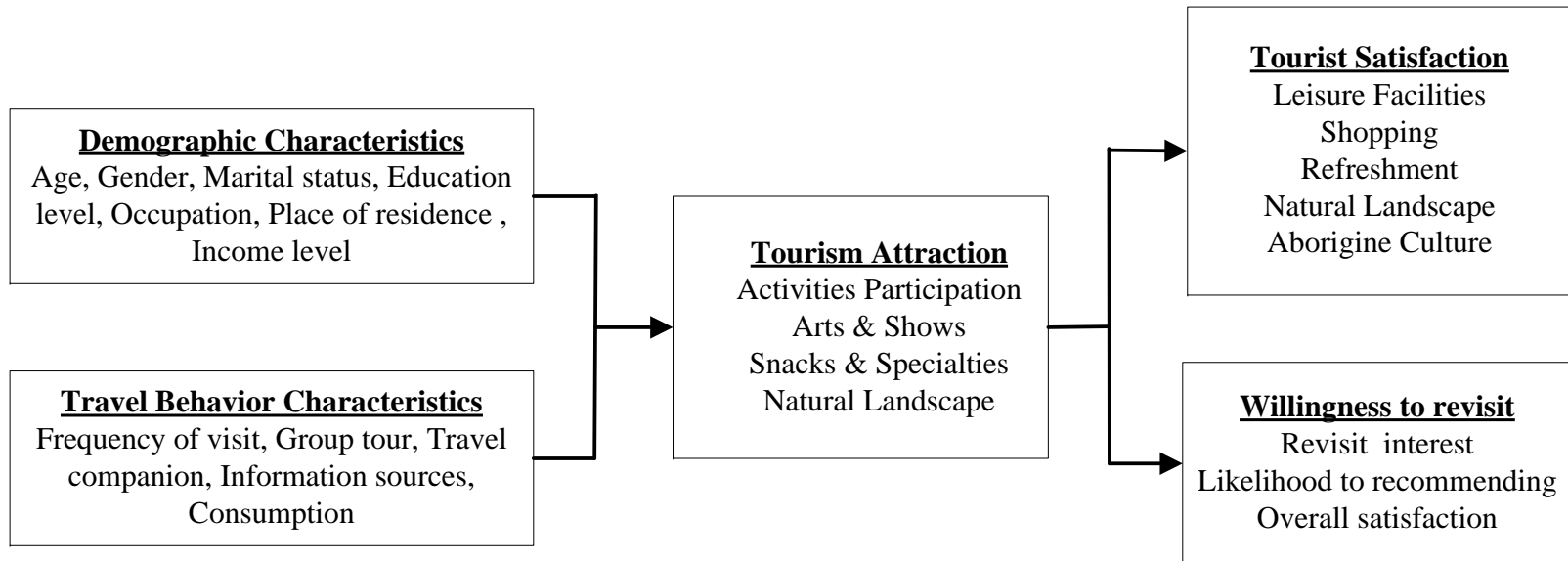Likelihood to recommending
Overall satisfaction

Fig. 1. Research Framework

3.3 Instrumentation

The instruments adopted in this study were divided into five sections; Section 1 drew on questions about socio-demographic characteristics including respondents' gender, age, marital status, education level, occupation, place of residence and personal income level. Section 2 was the travel behavior characteristics including frequency of visit, group tour, travel companion, information sources and consumption. Section 3 and 4 involved 17 attributes of destination that were assessed in term of tourism attraction and tourist satisfaction which represented the attributes of the region. These attributes were selected because they were the most quoted in the prior tourism literature. Finally, section 5 was the "willingness to revisit", it looked to measure the overall tourism experience in Taiwan by asking respondents about the intention to revisit with the journey including revisit interest and likelihood to recommending and overall satisfaction about the journey in Taiwan. In Section 3 and 4, the attributes were assessed with a 5-point Likert scale.

3.4 Data Collection

Based on a structured questionnaire carried out from December, 2009 to April, 2010, the study subjects were merely tourists from mainland China and destinations were well-known scenes located in Taichung, Nantou and Chiayi Counties, Taiwan. Data were collected by convenience sampling, the questionnaires were handing out to the respondents on the spot and colleted back right away after respondents finished it; timing was purposely selected on weekdays, holidays and weekends. A total of 600 questionnaires issued; 565 questionnaires were collected. 36 incomplete ones were excluded. The remaining 529 questionnaires were analyzed, yielding a response rate of 94.0%.

3.5 Pretest

Researchers conducted a pretest to examine the reliability by convenience sampling in December, 2009 to OCTs in Taiwan. A total of 150 questionnaires were distributed, 15 questionnaires were eliminated. The results were Cronbach's α =0.90 on tourism attraction, Cronbach's α=0.91 on tourist satisfaction and Cronbach's α=0.77 on willingness to revisit. Obviously, the reliability was high, so it allowed us to proceed with formal questionnaires.

3.6 Data Analysis

For the data analysis, researchers used descriptive statistics, item analysis, factor analysis, t-test, one-way ANOVA, Pearson product-moment correlation and stepwise multiple regression analysis to analyze the data and performs hypotheses testing. The statistical analysis consisted of two stages. The first stage included item analysis, factor analysis. The second stage tested the hypothesis and included difference and correlation analyses and t-test.

4. FINDINGS AND DISCUSSION

4.1 Background of Mainland Chinese Tourists – Demographic Characteristics

The characteristics of tourists are important factors in research on tourism (Huh et al., 2006). Therefore, this research uses demographic information to profile COTs by gender, age, marital status, educational level, occupations, monthly income and place of residence. There

were more male (58.1%) than female tourists (41.9%), and their age distribution was 31- 40 years old (31.9%) and 21-30 years old (25.7%). Most of the tourists (70.8%) were married. In terms of education, 41.0% had attended college; businesspeople comprised the large professional group (30.9%), followed by public servants (19.5%). Thirty-eight percent of respondents earned less than ¥3,000 (38.0%). In terms of residence, tourists from southern China accounted for 23.2%. The details are shown in Table 2.

Table 2. Demographic characteristics of outbound mainland Chinese tourists

Variables of Background		No. of People	Effective %	Rank
Gender	Male	307	58.1	1st
	Female	221	41.9	2nd
Age Distribution	20 years old or younger	40	7.6	5th
	21- 30 years old	136	25.7	2nd
	31- 40 years old	169	31.9	1st
	41- 50 years old	121	22.9	3rd
	51 years old and older	63	11.9	4th
Marital Status	Unmarried	151	29.2	2nd
	Married	367	70.8	1st
Education Level	Junior High School	49	9.3	4th
	Senior High School	104	19.7	3rd
	Junior College	216	41.0	1st
	University	143	27.1	2nd
	Master's and Ph. D	15	2.8	5th
Occupations	Student	99	18.8	2nd
	Freelancer	78	14.8	4th
	Public Servant	103	19.5	3rd
	Business	163	30.9	1st
	Agriculture and Animal Husbandry	32	6.1	6th
	Others	53	10.0	5th
Place of Residence	Southern China	122	23.2	1st
	Central China	119	22.7	2nd
	Northern China	109	20.8	3rd
	Northeast China	32	6.1	6th
	Eastern China	99	18.9	4th
	Others	44	8.4	5th
Income Level/Month	< ¥3,000	197	38.0	1st
	¥3,000 - ¥5,000	172	33.2	2nd
	¥5,000 - ¥7,000	72	13.9	3rd
	¥7,000 - ¥10,000	52	10.0	4th
	> ¥10,000 (US$1.0=¥4.5)	25	4.8	5th

4.2 Travel Behavior Characteristics

The travel behavior characteristics we discussed here were including; frequency of visit, group tour, information sources, travel companions and personal spending in a day. The results found 85.6% were first-time tourists, group tour accounted for 92.6%, friends and colleagues were 50.5% of tour companions, 34.7% used travel agency as information sources, 47.4% spent ¥101-¥200 in a day (Table 3).

Table 3. Travel behavior characteristics of China's outbound tourists

Background		No. of tourists	Percentage %	Rank
Frequency of visit	First-time	453	85.6	1st
	Repeated	76	14.4	2nd
Group tour	Yes	490	92.6	1st
	No	39	7.4	2nd
Travel companion	Family and Relatives	141	26.7	2nd
	Friends and Colleagues	267	50.5	1st
	Classmate and Teacher	73	13.8	3rd
	Individuals	29	5.5	4th
	Others	19	3.6	5th
Information sources	Textbook	157	29.8	2
	Travel agencies	183	34.7	1
	Travel magazine	57	10.8	3
	Internet	52	9.9	5
	Friends and Relatives	57	10.8	3
	Others	21	4.0	6
Consumption (day)	< ¥100	159	30.2	2
	¥101 - ¥200	250	47.4	1
	¥201 - ¥400	71	13.5	3
	¥401 - ¥600	23	4.4	5
	> ¥601	24	4.6	4
	(US$1.0=¥4.5)			

4.3. Tourism Attraction

In order to assess validity and reliability, factor analyses and item analyses were conducted to examine the dimensionality of tourism attraction.

4.3.1 Item analyses

This study adopted item analysis to examine tourism attraction (CR = 11.13 ~ 17.73, P <.001; r = 0.56 ~ 0.67, p <.001), all reached the significant level (p <.001). In addition, by using Cronbach's α coefficient to test the reliability of the tourism attraction, Cronbach's α was 0.90. It meant all items could be reserved, and the scale designed by this study had high reliability.

4.3.2 Factor analyses - KMO and Bartlett's test

Researchers conducted KMO and Bartlett's Test to tourism attraction, KMO value was 0.88 which was interpreted as "meritorious", a high sampling adequacy, and Bartlett's sphericity test, Chi-square =3949.29 (p <.001), meant there was a covariance among the factors, and factor analysis could be conducted again. After factor analysis, the scale extracted four dimensions, the first was labeled as "Activities Participation" which explained 38.61% of variance, the second was labeled as "Arts and Shows," which explained 9.98% of variance, the third was labeled as "Snacks and Specialties," which explained 8.55% of variance, the fourth was labeled as "Natural Landscape," which explained 6.29% of variance, the cumulative variance was 63.42%, the explanatory power of the dimensions as shown in Table 4 was up to 63.42%, indicating the validity met the request of statistical accuracy.

Table 4. Factor analyses - tourism attraction

Variables	Activities Participation	Arts and Shows	Snacks and Specialties	Natural Landscape
Outdoor Leisure Activities	0.82			
Recreational Facilities	0.75			
Festivals	0.72			
Hotel Amenities	0.65			
Aborigine Shows		0.78		
Aboriginal Customs		0.70		
Aboriginal Arts and Culture		0.63		
Cultural and Historic Arts		0.60		
Gourmet Snacks			0.69	
Local Specialties			0.61	
Souvenirs			0.53	
Cuisine Restaurant			0.49	
Geographical Landscape				0.79
Flora and Fauna				0.72
Natural Scenery				0.71
Temples				0.38
Historic Sites				0.31
Eigenvalue	6.56	1.70	1.45	1.07
% of Variance Explained	38.61	9.98	8.55	6.29
Cumulative % of Variance	38.61	48.59	57.14	63.42
KMO Value=0.88 Bartlett's=3949.29 Degrees of Freedom=136 p<.001				

4.4 Tourist Satisfaction

4.4.1 Item analysis

Reliability was examined by item analysis, CR = 11.79 ~ 19.48, P <.001; r = 0.58 ~ 0.72, p <.001, all reached a significant level (p <.001). Again, Cronbach's α coefficient was adopted to test the reliability. Cronbach's α coefficient of tourist satisfaction was 0.93. It meant that all of the items could be reserved; this was interpreted to mean that the scale designed by this study had high reliability.

Table 5. Factor analyses -tourist satisfaction

Variables	Leisure Facilities	Shopping	Refreshment	Natural Landscape	Aborigine Culture
Outdoor Leisure Activities	0.73				
Recreational Facilities	0.69				
Festivals	0.65				
Public Facilities	0.62				
Hotels Amenities	0.60				
Local Specialties		0.78			
Gourmet Snacks		0.77			
Cuisine Restaurant		0.74			
Cultural and Historical Arts		0.60			
Souvenirs		0.38			
Historic Sites			0.75		
Service Quality			0.72		
Temples			0.71		
Rest and Relaxation			0.65		
Knowledge Enhancing			0.64		
Natural Scenery				0.83	
Geographical Landscape				0.83	
Flora and Fauna				0.61	
Aboriginal Customs					0.82
Aboriginal Arts and Culture					0.75
Aborigine Shows					0.50
Eigenvalue	8.47	2.03	1.42	1.10	1.01
% of variance Explained	40.36	9.66	6.77	5.24	4.80
Cumulative % of variance	40.36	50.01	56.78	62.02	66.82

KMO Value＝0.92 Bartlett's＝5654.32 Degrees of Freedom＝210 p＜.001

4.4.2 Factor analysis - KMO and Bartlett's test

KMO value of tourist satisfaction was by 0.92 which was interpreted "marvelous", a high sampling adequacy, and Bartlett's sphericity test, Chi-square =5654.32 (p <.001). This indicated a factor analysis could proceed. After factor analysis, the scale extracted five dimensions, the first was "Leisure Facilities," which explained 40.36% of variance. The second was "Shopping" which explained 9.66% of variance. The third was "Refreshments" which explained 6.77% of variance. The fourth was "Natural Landscape," which explained 5.24% of variance, the fifth was "Aborigine Culture" which explained 4.80 % of variance, the cumulative variance of 66.82%, and the explanatory power of tourist satisfaction as shown in Table 5 indicating that the validity met statistical accuracy.

4.5 Willingness to Revisit

4.5.1 Item analysis

Reliability was examined by item analysis, CR = 19.58 ~ 25.31, P <.001; r = 0.78 ~ 0.87, p <.001, all reached a significant level (p <.001). Moreover, by using Cronbach's α coefficient to test reliability, the result of Cronbach's α coefficient of willingness to revisit was 0.76. This scale high reliability, so all items could be reserved.

4.5.2 Factor analysis - KMO and Bartlett's test

KMO value of willingness to revisit scale was 0.71 which was interpreted as "middling", indicating fair adequacy of this sample, Bartlett's sphericity test, and Chi-square=426.35 (p <.001). This indicated covariance among the factors that could encourage further factor analysis. After exploratory factor analysis, the scale extracted "Willingness to revisit"; the cumulative variance was 67.95%. The explanatory power of Willingness to revisit as shown in Table 6 was 67.95%, so the validity met the condition of statistical accuracy.

Table 6. Factor analyses – willingness to revisit

Variables	Willingness to revisit
Likelihood of recommending	0.88
Overall satisfaction	0.83
Revisit interest	0.77
% of variance explained	67.95
Cumulative % of variance	67.95
KMO Value=0.71 Bartlett's＝426.35 Degrees of Freedom＝3 p＜.001	

4.6 The Factors of Tourism Attraction in Taiwan to China's Outbound Tourists

The most attractive factors in Taiwan to COTs are "Natural Scenery" (M=4.08) and "Geographical Landscape" (M=3.89). The least popular tourism attraction was "Temples" (=3.59), since the temples in mainland China are much older than temples in Taiwan. So the factor of "Temples" was the least attractive to COTs. The average of overall was 3.70 as shown in Table 7.

Table 7. Factors of tourism attraction in Taiwan to China's outbound tourists

Variable	Mean	Standard Deviation	Rank
Natural Scenery	4.08	0.77	1st
Geographic Landscape	3.89	0.80	2nd
Flora and Fauna	3.76	0.83	4th
Aboriginal Culture and Arts	3.60	0.85	16th
Aboriginal Customs	3.68	0.84	8th
Aborigine Shows	3.64	0.89	11th
Cultural and Historical Arts	3.66	0.83	9th
Cuisine Restaurants	3.69	0.86	7th
Local Specialties	3.61	0.86	13th
Gourmet Snacks	3.63	0.89	12th
Souvenirs	3.61	0.85	13th
Festival	3.70	0.89	6th
Outdoor Leisure Activities	3.83	0.90	3rd
Recreational Facilities	3.75	0.87	5th
Hotels Amenities	3.61	0.89	13th
Temples	3.59	0.86	17th
Historic Sites	3.65	0.84	10th
Average of Overall	3.70		

4.7 Demographic Characteristics on overall Tourism Attraction – Difference Analysis

4.7.1 Gender

After analysis by t-test, this study found that gender made no significant difference on tourism attraction.

4.7.2 Age

This study used one-way ANOVA to analyze the differences by different ages of visitors in the tourism attraction; it found no significant differences on tourism attraction.

4.7.3 Marital status

The differences on tourism attraction between unmarried and married were analyzed by the t-test. The results showed "Arts and Shows," and "Snacks and Specialties" had significant difference; the unmarried visitors in these dimensions were more interested than the married visitors.

4.7.4 Education level

Tourism attraction in different education levels was analyzed by one-way ANOVA, and there was no significant difference.

4.7.5 Occupation

Different profession levels on tourism attraction were analyzed by one-way ANOVA. The results showed significant difference in "Arts and Shows," "Natural Landscape." After Sheffé post hoc test, "Student" was more significant than "Public Servant," in "Arts and Shows,"

4.7.6 Place of residence

Tourism attraction by place of residence was analyzed by ANOVA. "Natural Landscape" had significant difference. After Sheffé post hoc comparison, "Southern China" was more significant than "Northern China."

4.7.7 Income level

Monthly income levels' effect on tourism attraction was analyzed by one-way ANOVA, "Activities Participation," "Arts and Shows," "Snacks and Specialties" and "Natural Landscape." all had significant differences. After Sheffé post hoc comparison, "< ¥3,000" was greater than "¥3,000 - ¥5,000" in terms of "Activities Participation" and "< ¥3,000" was greater than "¥5,000 - ¥7, 000," in terms of "Arts and Shows.".

Under the difference analysis, this study found different demographic variables had significant differences on tourism attraction. The above results proves hypothesis 1 to be true as shown in Table 8.

4.8 Travel Behavior Characteristics on Overall Tourism Attraction –Difference Analysis

4.8.1 Frequency of visit

Researchers conducted a t-test to measure the influence of different frequency of visit on tourism attraction; it found "Natural Landscape" had significant difference. The analysis indicated that "First-time visit" was more than "Repeated," and also greater on tourism attraction greater. The reason might be tourism attraction in Taiwan had great appeal to first-time tourists because the scenery was new and fresh, but for repeated visits, the destinations had lost their freshness and became less attractive. This depicts frequency of visit on tourism attraction had significant difference.

4.8.2 Group tour

To know whether tourism attraction was affected by group tour or not, this study used ANOVA for analysis. The result showed no significant difference.

4.8.3 Travel companions

To know if the tourism attraction was affected by travel companions, one-way ANOVA was used. The four dimensions "Activities Participation," "Arts and Shows," "Snacks and Specialties," and "Natural Landscape" all showed significant difference. After Sheffé post hoc comparison, "Snacks and Specialties" and "Natural Landscape," had no significant difference. In "Arts and Shows," it found "Classmates and Teachers" was greater than "Friends and Colleagues." This presented different travel companions made significant differences in "Arts and Shows."

Table 8. Tourist characteristics on tourism attraction – a difference analysis

Background	No. of Samples	Activities Participation	Arts and Shows	Snacks and Specialties	Natural Landscape
Gender (t-value)		0.39	1.05	0.20	0.44
A. Male	307	3.70	3.73	3.63	3.78
B. Female	221	3.73	3.68	3.62	3.80
Age (F-value)		1.36	1.91	1.70	1.80
A. < 20 years old	40	3.86	3.72	3.76	3.80
B. 21 - 30 years old	136	3.79	3.76	3.71	3.87
C. 31 - 40 years old	169	3.69	3.57	3.55	3.75
D. 41 - 50 years old	121	3.63	3.59	3.56	3.71
E. > 51 years old	63	3.65	3.62	3.68	3.83
Scheffe (Post Hoc)					
Marital Status (t-value)		2.24*	2.80**	2.08*	1.93
A. Unmarried	151	3.82	3.77	3.73	3.87
B. Married	367	3.67	3.59	3.59	3.76
Education Level (F-value)		0.68	2.12	0.14	0.49
A. Jun. High School	49	3.64	3.78	3.65	3.73
B. Sen. High School	104	3.66	3.58	3.60	3.76
C. College	216	3.70	3.56	3.63	3.77
D. University	143	3.79	3.73	3.61	3.84
E. Master's and Ph. D.	15	3.73	3.77	3.72	3.80
Scheffe (Post Hoc)					
Occupation (F-value)		1.99	6.80***	1.82	6.30***
A. Student	99	3.78	3.81	3.67	3.93
B. Free-lancer	78	3.71	3.61	3.63	3.74
C. Public Servant	103	3.69	3.50	3.63	3.70
D. Business	163	3.65	3.57	3.55	3.69
E. Agriculture and Animal Husbandry	32	3.51	3.38	3.46	3.70
F. Others	53	3.94	4.00	3.85	4.12
Scheffe (Post Hoc)			F>C,D,E		F>B,C,D
Residence (F-value)		1.87	1.54	1.20	4.56***
A. Southern China	122	3.78	3.71	3.63	3.91
B. Central China	119	3.72	3.54	3.59	3.71
C. Northern China	109	3.54	3.58	3.57	3.65
D. Northeast China	32	3.64	3.61	3.50	3.56
E. Eastern China	99	3.75	3.64	3.64	3.89

Table 8 Continues……..

F. Others	44	3.83	3.81	3.84	3.90
Scheffe (Post Hoc)					A>C
Income Level *(F-value）*		3.19*	3.45**	2.45*	4.60**
A. < ¥3,000 ((US$1.0=¥4.5)	197	3.84	3.73	3.70	3.91
B. ¥3,000 - ¥5,000	172	3.60	3.58	3.60	3.69
C. ¥5,000 - ¥7,000	72	3.65	3.59	3.50	3.71
D. ¥7,000 - ¥10,000	52	3.60	3.38	3.45	3.63
E. >¥10,000	25	3.72	3.71	3.79	3.84
Scheffe (Post Hoc)		A>B	A>D	None	A>B

*$p<.05$ **$p<.01$ ***$p<.001$

4.8.4 Information sources

To examine the influence of information sources on tourism attraction, one-way ANOVA analysis was conducted. The results indicated significant difference in dimensions of "Activities Participation" and "Natural Landscape." After Sheffé post hoc comparison, "Textbook" was greater than "Travel agencies" and "Travel magazines." The reason might be because information sources were obtained from textbooks used in schools, so the tourism attraction of Taiwan had a higher appeal. This means different information sources were significant differences on tourism attraction.

4.8.5 Consumption

The influence of the money spent by the tourists on tourism attraction was analyzed by ANOVA, and "Arts and Shows" and "Natural Landscape" showed significant difference. After Sheffé post hoc comparison of "Arts and Shows," ">¥601" was greater than "¥201- ¥400." The reason might be the tourists with more funds had better understanding and interest in arts. Also, after Sheffé post hoc comparison to "Natural Landscape," there was no significant difference. The results represented different amounts of consumption had significant difference in tourism attractions particularly in "Arts and Shows."

 To know the influence of travel behavior characteristics on tourism attraction, the difference analysis was conducted separately. The results indicated significant difference on tourism attraction. The results supported the hypothesis 2. The details were as shown in Table 9.

4.9 Tourism Attraction, Tourist Satisfaction and Willingness to Revisit

4.9.1 Correlation analysis

Researchers used Pearson product-moment to tourism attraction, tourist satisfaction and willingness to revisit was conducted. The results were as shown in Table 10, "Activities Participation", "Arts and Shows", "Snacks and Specialties" are positively correlated to tourist satisfaction ($r = 0.49 \sim 0.57$, $p <.001$). This meant that "Arts and Shows," "Snacks and Specialties" and "Natural Landscape" were highly attractive to tourists and that tourist satisfaction was also high. The results supported hypothesis 3.

Table 9. Travel behavior characteristic on tourism attraction – difference analysis

Background	Number of samples	Activities Participation	Arts and Shows	Snacks and Specialties	Natural Landscape
Frequency of visit (t-value)		0.80	0.57	0.41	2.28*
A. First-time visit	453	3.70	3.63	3.63	3.81
B. Repeated	76	3.77	3.68	3.60	3.64
Group Tour (t-value)		0.25	0.58	1.45	1.19
A. Yes	490	3.71	3.63	3.61	3.80
B. No	39	3.68	3.70	3.78	3.68
Travel Companions (F-value)		3.22*	2.89*	2.55*	2.78*
A. Family and Relatives	141	3.77	3.65	3.75	3.82
B. Friend and Colleague	267	3.63	3.58	3.54	3.74
C. Classmate and Teacher	73	3.91	3.85	3.66	3.94
D. Individual	29	3.58	3.53	3.67	3.60
E. Other	19	3.93	3.81	3.76	3.95
Scheffe (Post Hoc)			C>B		
Information sources (F-value)		5.55***	1.61	1.36	4.14**
A. Textbooks	157	3.92	3.58	3.71	3.91
B. Travel Agencies	183	3.59	3.68	3.57	3.76
C. Travel magazine	57	3.50	3.61	3.67	3.74
D .Internet	52	3.73	3.74	3.68	3.78
E. Friends and Relatives	57	3.61	3.50	3.49	3.52
F. others	21	3.88	3.88	3.57	3.88
Scheffe (Post Hoc)		A>B、C			A>E
Consumption (F-value)		1.05	4.03**	1.70	2.65*
A. <¥100	159	3.67	3.67	3.61	3.76
B. ¥101 - ¥200	250	3.73	3.61	3.61	3.81
C. ¥201 - ¥400	71	3.62	3.45	3.53	3.66
D. ¥401 - ¥600	23	3.89	3.87	3.84	3.89
E. > ¥601	24	3.85	3.99	3.88	4.08
Scheffe (Post Hoc)			E>C		

*p<.05 **p<.01 ***p<.001

"Arts and Shows," "Snacks and Specialties" and "Natural Landscape" were also positively correlated to willingness to revisit (r = 0.20 ~ 0.41, p <.001). The dimensions of "Arts and Shows," "Snacks and Specialties" and "Natural Landscape" were higher in tourism attraction, and that the willingness to revisit of tourist was also high. The results supported hypothesis 4.

Table 10. Correlations of tourism attraction, region satisfaction and willingness to revisit

	Activities Participation	Arts and Shows	Snacks and Specialties	Natural Landscape
Region Satisfaction	0.51***	0.49***	0.50***	0.57***
Willingness to revisit	0.26***	0.27***	0.20***	0.41***

*p<.05 **p<.01 ***p<.001

4.9.2 Multiple regression analysis

Researchers used stepwise multiple regression analysis to understand the significance of tourism attraction over the tourist satisfaction; the results were shown in Table 11. All reached a significant goodness of fit, and the explained variance of tourism satisfaction as 42%, in significant overall test (F = 87.79, p <.001) reached a significant level. The results shown "Arts and Shows" "Snack and Specialties" and "Natural Landscape" had a positive influence on tourist satisfaction. If tourists enjoyed "Activities Participation", "Artsand Shows", "Snacks and Specialties" and "Natural Landscape", then the tourism attraction and satisfaction would be greater. This could predict the tourist satisfaction about 42%. These results supported the hypothesis 5.

Table 11. Multiple regression analysis of tourism attraction against tourist satisfaction

Variables	Original Regression-Coefficient (B)	Standard Error	Standardized Regression Beta Coefficient	t-value	Sig.
(Constant)	1.42	0.13		11.24***	0.000
Natural Landscape	0.25	0.04	0.29	6.43***	0.000
Snacks and Specialties	0.12	0.03	0.16	3.45**	0.001
Activities Participation	0.14	0.03	0.19	4.26***	0.000
Arts and Shows	0.12	0.03	0.16	3.62***	0.000

R=0.64 R^2=0.42   Adjusted R^2=0.41   F-Value=87.79***

*p<.05   **p<.01   ***p<.001

To understand the significant level of tourism attraction over willingness to revisit, this study used stepwise multiple regression analysis; the results are shown in Table 12. The item of "Natural Landscape", beta value was 0.35 (t = 6.62, p <.001) which reached a significant level, but the items of "Snacks and Specialties," "Activities Participation" and "Arts and Shows" were all less than significant level, the explained variance of revisiting willingness was 17%, the overall significance test (F = 25.61, p <.001) reached a significant level. This

illustrated only "Natural Landscape" had a positive influence on revisiting willingness to OCTs; it presented the greater attraction "Natural Landscape" was, the higher willingness to revisit would be, the prediction could reach 17%. The results also supported hypothesis 6.

Table 12. Multiple regression analysis of tourism attraction against willingness to revisit

Variables	Original Regression-Coefficient (B)	Standard Error	Standardized Regression-Beta Coefficient	t-value	Sig.
(Constant)	2.22	0.19		11.66***	0.000
Natural Landscape	0.39	0.06	0.35	6.62***	0.000
Snacks and Specialties	0.04	0.05	0.04	0.73	0.466
Activities Participation	0.05	0.05	0.08	1.08	0.279
Arts and Shows	0.08	0.05	0.08	1.54	0.125

$R=0.41$ $R^2=0.17$ Adjusted $R^2 = 0.16$ F=25.61***

*p<.05; **p<.01; ***p<.001

5. CONCLUSIONS AND IMPLICATIONS

5.1 Conclusions

1. There are more males than females; 31 - 40 years is the largest age group; more subjects are married; college is the largest education category; businesspeople is the largest occupation group, < ¥3,000 is the most in monthly income and the tourists from southern China are the most in place of residence.
2. There are more group tour attendants; most of them are first-time visitors, the most information source is a travel agent; friends and colleagues accounted for most travel companions; and ¥101 - ¥200 is the most in average consumption a day.
3. Marriage, occupation, place of residence and personal monthly income level result in significant differences on tourism attraction.
4. Frequency of visit, travel companions, information sources, and consumption are significant differences on tourism attraction
5. The region preferences to COTs in Taiwan are Natural Landscape, Arts and Shows, and Snacks and Specialties. These can be used as region predictors of tourism attraction.
6. In term of Natural Landscape, two visiting preferences are Natural Scenery, Geographical Landscape.
7. Tourist satisfaction is positive with Natural Landscape, Arts and Shows and Snacks and Specialties. Tourism attraction can be used to predict tourist satisfaction.
8. Tourism attraction is positive with willingness to revisit and tourist satisfaction. Tourism attraction can thus be used for predicting willingness to revisit.

5.2 Implications

The contribution to the tourism field is three-fold. First, comprehending what COTs seek at a landscape, this may help tourism marketers better understand the potential tourists from China. Second, identifying which attributes satisfy COTs could help tourism decision-makers

develop strategies to attract more tourists from China. Third, knowing who the satisfied COTs are may reduce marketing costs and focus on destination's sustainability. Furthermore, this study contributes to the body of knowledge in satisfaction research. The findings should strengthen knowledge about the relationship between the items and factors that satisfy tourists from China and tourists' behaviors after purchasing tourism products.

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