

ANALYSIS OF FACTORS INFLUENCING TOURIST SATISFACTION IN TAIWAN

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Abstract

Due to two days off per week, tourism not only has been considered as an important part of living, but also as one of important aspects of industry development in Taiwan. Thus, the analysis of factors influencing domestic tourist destination choice draws academic and practitioners' attentions. While a numerous research has focused on the issue, little effort has been invested in understanding what factors affect young people destination choice. Therefore, the current research proposed a destination choice model for young people to fill the research gap.

The objective of the study was to analyze the factors that determine destination choice among young people of Taiwan. Based on past research, the current study integrated related influencing factors of tourist destination choice to investigate by questionnaire. The results, tested by factor analysis, indicated that the factors motivating Taiwan young people in the choice of domestic tourism destination in rank order include: leisure and relaxation, knowledge and new experience, destination features, a place that is easy to access, environmental quality, novelty and adventure. Besides, an examination of group means revealed that both the factor of knowledge and new experience, and the factor of leisure and relaxation are significantly higher among young people who have part-time job than people who have no part-time job. The current study will also discuss tourism implications.

Keyword : tourist destinations, destination choice, tourist attractions, domestic tourism