The Art Tour Arrangement of Travel Agencies in Taiwan

— A Case Study on European Art Tour

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ABSTRACT

Tourism is an art. It is the process of aesthetic activities. In recent years, many tourists joined outbound tour in Taiwan. There are considerable changes in the types of tourism products in Taiwan’s outbound tour market. A change in tour patterns, the difference from the previous “shopping tour” into the “theme tour” is also the subject of attention in recent years, especially Art Tours. Taiwanese tourists enjoy the art tour included in the multiple cultural and the value of diversity in the process of travel.

The activity of Arts is very popular in Europe. Especially, Arts venues make "art" as the teaching content. Exhibition of arts works, presented by the object is not simply itself, should contain multiple content and added value, conveyed by the exhibition includes art appreciation, art history, interdisciplinary integration, cultural knowledge, social background, provided a wide range of topics.

The goal of the research is to investigate the European art tour arrangement of travel agencies in Taiwan outbound tour market as an example, and to analyze Taiwan travel agencies for operating principle of the European art tour. Through the discussing in detail to understand the business model of the European art tour in Taiwan and try to know the impact of Taiwan outbound tour market with a variety of European art tour arrangement.

Key words: art tour, tour arrangement, group tour
Introduction

Human is a pursuer of beauty and art is the ultimate performance of beauty. Art, what is art? Art is something which can touch your heart. The so-called art of life is the life filled with fun. “Find it fun” is appreciated. Do you know how to lead a good life depends on many things you can appreciate and enjoy without any purpose? During the appreciation you are as happy as God. Tourism is also an art, that is the process of aesthetic activities. Art Tour is also the feature of 21st century.

“Art” the word comes from the Latin “arts” which refer to consciousness through control and lead the action to create the strength of the results of perception. The reason why the object of art is different from other objects is art object can stimulate the aesthetic experience and keep this experience continued. They are a category of their own which only for appreciation and enjoy through meditation.

There are a lot of art schools. The nature of the beauty, there are five main observations:
1. Classicalisms
   The beauty is in the form of objects, Germany author Winckelmann thought that the highest ideal of the Greek plastic arts is ”noble purity and solemn great.”
2. Neo-Platonism and Rationalism
   The beauty is in perfect. Beauty is the object of aesthetic improvement of perceptual knowledge which in itself is beautiful.
3. British Empiricism: The beauty is aesthetic pleasure. The beauty is enjoyable.
4. German classical Aesthetics: The beauty is an emotional performance through rational content.
5. Russian Realism: Beauty is life.

Emerson said that the beauty is “the helmsman of the soul” which reinforces us not only turned into the music, art, poetry also into the well running in our interpersonal relationships. The real art work is a concentrated expression of the aesthetic ideal and reflects the real state. The artist based on real life and created aesthetic objects beyond real life. It is the crystallization of the artist’s aesthetic ideal.

Johann Christoph Friedrich von Schiller believed that beauty can resolve the alienation between human beings and the people can get rational and emotional integration in aesthetics. Aesthetic experience is different from art knowledge. It refers to the intersection moment between well mental prepared audience and
an attractive aesthetic object.

This psychological perpetration is seen in front of the complex and makes no analysis with indifferent attitude. That is to face all of the visible and makes no intellectual and emotional interpretations. Aesthetic contemplation of the audience meets the moment of the object intersection is the peak of the aesthetic process ‘that is the aesthetic experience.

Aesthetics keeps the viewer and the object together without owning one another. The viewer and the object will be in the most beautiful moment of integration. It is a person who gets intoxication experience through aesthetics.

Aesthetic acquisition is a mental operation which depends on different aesthetic category. It could be performances, such as the opera or installation art or a painting. Maquet Jacques analyzed the visual art language and the significance of aesthetic experience; found that the aesthetic experience is beyond the difference cross-cultural experience of the underworld. Maquet pointed out that we should not ignore the deep sense of personal intrinsic as the reflection of being human and make it good use of resources for analysis.

“Meditation is the aesthetic experience which is a kind of cognition in anthropology”. (Maquet, 2003) In the aesthetics line, you can understand more than you do know. The form of seeing and observation is only the visual-oriented dimension ‘and that hidden under the tip of the wider angle is the beauty of heart and soul. How to get the aesthetic experience is not using analysis, it needs human beings to indulge senses of surroundings. The existence of aesthetic vision is the performance without place limitation. Of course, in the gallery, the picture (view) is maenad to lay out in exhibition.

A quiet contemplation environment is very suitable for the intention of the aesthetic vision. It depends on the viewer how to set up the box experience and the discover how to organize Personal view. It is a way to monitor and to look at the things contained in the beauty. The key point is focus on how to enter the experience of this watch and experiencing the beauty of the wonderful spiritual encounter .The beauty is the show of God (George Santayana, 1863)

Human is the pursuer of happiness and tourism is an easy way to reach happiness. In recent years, there are considerable changes in the types of tourism products in
Taiwan’s outbound tour market. In the early period, the main tourism products are group tours with many days staying (over two weeks) in many different countries. After a period of time, people going abroad in a gradual increase in frequency, the form of group tour for a gradual change into a few short days and a trip to a single country mainly and the self-service tour are emerging too. A change in tour patterns, the difference from the previous “shopping tour” into the “theme tour” is also the subject of attention in recent years, especially Art Tours.

**Methodology**

This study used qualitative research methods, and using face to face depth interviews to collect information. Qualitative research and quantitative study are the models for social science research methods. Qualitative research emphasizes the values of human existence, which means that it can face each person’s subjective value judgments, the views and feelings of things (Chien Chun-an, Ping-Yi Tzou, 1998).

Qualitative research is a way to avoid numbers, attaches importance to the interpretation of social facts (Newman, 1997), emphasizing on social meaning behind the phenomenon, focusing on the subjective meaning of human behavior, the parties of the internal point of view as well as natural situational context (Liu Chung-tung, 1998). It is to focus attention on researchers and subjects in their daily lives are meaningful descriptions and interpretations (Chen Po-chang, 2000).

It is also in a natural context, the researchers and subjects, through close interaction process, by one or more of data collection on the study of social phenomena or behavior, to conduct a comprehensive style, in-depth understanding (Shu-Man Pan, 2003). The qualitative researcher's objective is to further understand the human behavior and experience, to find people to construct the course of its meaning, and describe its meaning. (Huang Guangxiong, 2001). Interview is essentially a goal orientation, as well as human interaction, which includes verbal, physical and auditory communication behavior; simply, an interview is "face to face communication. The purpose is to understand the other party’s ideas and feelings and so on." Therefore, interview must have a certain purpose, and focus on certain specific theme.

For-depth interview Miniciello et. Al., (2000) defined as following: There is a specific purpose of dialogue, researchers and information providers, inter-session, the focus in the information provided on their own life experience feelings and, with his / her own words to express.
The depth interview for qualitative research is the most basic data collection methods. The interview is divided into three types (Shu-Man Pan, 2003): (1) structured interviews, also known as standardized interview or a formal interview is to advance the researchers designed the questionnaire to understand the respondents ideas, opinions and attitudes, all of the respondents are asked to accept the same problem, ask questions, the order is the same, that through this pre-arranged questions and interview structure is standard procedure to reduce possible errors. (2) Non structured interviews, also known as non-standard or open-ended interview, which goes without pre-designed a standardized set of interviews with the outline as a guide to interviews, focus on how in a natural context to understand the complex phenomena or behavior meaning. (3) Semi-structured interviews, also known as semi-standardized interviews or guided interviews, the researchers prior to the interview, must, in accordance with the purpose of the study, design outline of the interview, as the interview guide approach, but in the interview process, not based on interviews with the outline of the order to carry out visits. But according to Tutty et al. (1996) referred to the advantages of semi-structured interviews: For specific topics in semi-structured interviews to gather information, we often see a windfall; respondents were less restrictions, often will adopt a more open attitude to reflect on their own experiences; when the study of motivation is to thoroughly understand the individual's life experience or to compare interview data, semi-structured interview is a very suitable way. Therefore, this study used qualitative research in the semi-structured interview as data collection.

The Value of Arts Venues

Arts venues make "art" as the teaching content. Exhibition of art works, presented by the object is not simply itself, should contain multiple content and added value, conveyed by the exhibition includes art appreciation, art history, interdisciplinary integration, cultural knowledge, social background, etc. provided a wide range of topics.

The Museum was originally a Greek word (mouseion) that is dedicated to Muse in the temple of the goddess. Imagine Church Secretary Greek mythology painting, music, poetry, drama, history, astronomy, rhetoric, such as the goddess of nine arts is gathered in a museum. Of course it is a study on behalf of the beauty and a place of meditation. Today we will because of their pursuit of a related art, while entering the museum, is nothing but hope that through the works of art or architectural space to find a spiritual order and harmony.
Museum is in need of social development and product display by function, so that the museum has become a major twentieth-century humanities project. Museum not only provides social and cultural activities, but also raising the quality of life of human place.

The international community, from the latter half of the twentieth century, made the development of the museum, as the source of its national power. Advanced regions in Europe and America in particular, the museum set up by the quantity and the total number of schools at all levels equivalent to or even exceeded the scope of the school of learning, such as the Museum of professional settings, or multiple areas, there are a wide range of expansion of learning resources. Together with its attributes are places of lifelong learning, as well as the spiritual life of the new party. The church as the temple of the middle Ages and Modern educational institutions, academic research or life experience, is to provide a lively knowledge of the uptake sites, while it has also become a country or region a symbol of vitality and of civilization.

The development process from the museum, the exhibition is derived from the sense of a belief in ceremony is open to the community to show the activities, it must have the purpose of propaganda and emotion, or the acts of special features, or the exhibition will lose its significance, or reduced to the form of activities and others.

The positive significance of the exhibition is the museum's exhibition policy setting is also the policy outcomes of the implementation process. Involved in professional exhibitions and procedures are in this sense occurred in the implementation of its academic and correct, education, aesthetics, history of social interaction and content, constitutes a network of cause and effect, and the formation of multi-level display, and display the standard of authenticity. Significance of the exhibition is a text item or display goods through research, textual criticism, analysis, interpretation of comprehensive features, etc., the relevance to the audience before the show, the researchers published results of research, but also as an educational resource, it has to explain the meaning and communication. It is the policy of the specific images, not just the layout of exhibits, or exhibits presented by the culture of Italy with the knowledge of the atmosphere of beauty, but also researchers and members of their team performance skills, awareness of the results.

Interpretation of the exhibits is the task of the museum staff and also a target to work toward, their professional competence, academic standards, and the display may show
the overall environment. Lisa Roberts on the exhibition and interpretation: "The museum has a mandate to select, explain and show that they find valuable or meaningful objects. Heritage of time and space have been pulled out of the original function of the background and after tend to give new meaning and often unconsciously, the interests of the implied relationship, and some museum employees overlook the fact the exhibition is an interpretation act. The selection and arrangement of the process of cultural relics, is a fundamental composition of the exhibition as well as the Heritage the same thing applies to the interpretation. Here or a new interpretation of the meaning of the meaning of heritage, the most vulnerable to heart failure or lack of knowledge of the impact of researchers, and even the original was too subjective or misleading cultural significance, and to represent the whole picture, it is at present, the museum exhibitions are often subjected to planning difficulties, carrier plan, and as the physical media, as well as recipients of the audience. Exhibits include the kind caused by their ideas of dialogue, or silence, in kind, not only to prove the authenticity of the exhibits, we can see can be a sense of can-readable multiple meanings in mind, the idea is to show the direction of the Universal Declaration of concrete, which confirmed the original deposit exhibits Some of Italy with its establishment of a new museum to display the concept of democratic choice, viewers are free to use and integrate into the context of exhibition.

Tour Design Strategy

Tourism industry is an intermediary role in tourism supply and demand. It is the bridge between consumers and suppliers. The tourism industry provides the contents of product from many suppliers, including airlines, hotel operators, restaurant operators, tour companies, tourist attractions, etc... It will be provided product portfolio package (Package of Product-Max). That is to become different kinds of tourism products to meet consumer’s tangible awareness of the intangible products. It must be felt by consumers to experience the advantages and disadvantages of its quality, because of the unique tourism products, indivisibility, product heterogeneity, the product easy to eliminate, intangible nature, cannot save nature, difficult to quantify, etc..

Design of tourism in terms of specific commodities should be noted that the needs of the consumer market, the body of related business, particularly airlines. Secondly the region’s tourism resources, the government decrees, visa requirements, travel safety, etc... It needs a complete plan. To design an itinerary must have the following strategies:
1. Marketing analysis and source segments.
2. Considering the raw materials for the situation.
3. Evaluating their own source characteristics.
5. Evaluate the competitors.
6. Consider tourism security.
7. Consider tourist season.
8. Optional tours.
9. Customers’ free activities.
10. Knowing crisis management.

Tourism industry will be completed a variety of travel planning programs and other related services through travel itinerary design strategy in advance.

**Case Study on the Art Tour Arrangement in Taiwan**

The goal of the research is to investigate the European art tour arrangement of travel agencies in Taiwan outbound tour market as an example, and to analyze Taiwan travel agencies for operating principle of the European art tour. There are 8 additional Art Tour arrangements available in 2011-2012 as followings:

(1) R Travel agency: Italy Mid-Summer opera Tour, 12 days  
DAY 1  TPE/BKK/ROM  
DAY 2  ROM-Coloseum, Pantheon, Vatican museum  
DAY 3  Vatican museum-Sistine chapel (Michelangelo’s paintings). St. Peter Cathedral  
DAY4  ROM-Napoli  
DAY 5  Napoli –Florence( by speed train)  
DAY6  Florence-Luca –Pisa-Genoa, Morning Uffizi museum  
DAY7  Genoa-Milano  
DAY8  Milano -Verona Opera show  
DAY9  Verona -Padova-Cremona (Violin maker) - Verona  
DAY10  Verona –Venice (Dodge St. Mark Biennial, Giardini)  
DAY11  Venice//Frankfurt/BKK/TPE  
DAY12  TPE

(2) U Travel agency: Spain Art & Culture Tour, 10 days  
DAY1  TPE/MAD
DAY2  MAD/- Toledo (Prado museum+ Royal Palace in MAD)
DAY3  Toledo-La mancha- Codoba (by AVE Train)
DAY4  Cordoba- Granada( Mezquita, Alhambra Castle)
DAY 5  Cordoba- Sevilla(Cathedral)-Merida
DAY6  Merida-Caceres-Salamanca ( Maria plaza)
DAY7  Salamanca-Avila- Segovia- Madrid / Bacerlona
DAY8  Barcelona (Gaudi Architecture Tour)
DAY9  BAR /TPE
DAY10  TPE

(3) V Travel agency: Great Britain Art Tour, 9 days
DAY1  TPE/LON
DAY2  LON-Cambridge (King’s college)-York
DAY3  York- Edinburg
DAY4  Edinburg
DAY5  Edinburg-Lake District (Windermere)-Liverpool
DAY6  Liverpool-Chester-Stratford upon Avon-Oxford
DAY7  Oxford-Stonehenge-Lon
DAY8  LON/TPE
DAY9  TPE

(4) G Travel agency: Spain, Portugal Art Tour 17DAYS
DAY1  TPE/BAR
DAY2  BAR (Gaudi Tour)
DAY3  BAR (Picasso museum) - Figures (Dali museum)
DAY4  BAR- MAD (Prado museum)
DAY5  MAD-Avila-Segovia-Salamanca(oldest university in Spn)
DAY6  Salamanca-Port
DAY7  Porto-Corbra
DAY8  Corbra- Lisboa
DAY9  Lisboa (horse carriage museum)
DAY10  LIS-Sevilla (Spn)
DAY11  Sevilla-Ronda
DAY12  Ronda-Malaga-Granada(Bull-fighting +Alhambra castle)
DAY13  Granada-Cordoba (Mezquita)
DAY14  Cor-Madrid (El Escorial)
DAY15  MAD-Toledo ( Santotome,UNESCO)-MAD
DAY16  MAD/TPE
(5) E Travel agency: Paris Art Tour, 8 DAYS
DAY1   TPE/PAR
DAY2   PAR Impressionism Tour (Musee d’Orsay)
DAY3   PAR-Beims (Champagne Tour)
DAY4   PAR Louler Tour
DAY5   PAR (free)
DAY6   PAR (free)
DAY7   PAR/TPE
DAY8   TPE

(6) L Travel agent: Italy Art Tour, 10 days
DAY1   TPE/ROM
DAY2   ROM -Siena
DAY3   Siena-Pisa--Milan
DAY4   Milan-Verona-Venice
DAY5   Venice-Florence
DAY6   Flo-Renaissance Tour
DAY7   Flo- ROM
DAY8   ROM (free)
DAY9   ROM /TPE
DAY10  TPE

(7) S Travel agency: Italy Art Tour ,10 days
DAY1   TPE/ROM
DAY2   ROM-Pisa-(Toscana Tour)
DAY3   Pisa-Florence (Renaissance Tour)
DAY4   Flo-Milan-Verona-Venice
DAY5   Venice-San Gimignano-Siena
DAY6   Siena-Tivoli-ROM
DAY7   ROM- Vatican museum
DAY8   ROM/TPE
DAY9   TPE

(8) W Travel agency: UK, France, Holland art tour, 12 days
DAY1   TPE/PAR
DAY2   PAR city tour (Montmartre + Eiffel Tower)
Conclusion

Tourism is an art. It is the process of aesthetic activities. Art tours are the features of tourism in the 21st century. The goal of the research is to investigate the tour itineraries of European art tour participants from Taiwan outbound tour market as an example, and to analyze Taiwan travel agencies for operating principle of the European art tour, including study on essence of art, the value of art venues. Through the discussing in detail to understand the business model of the European art tour in Taiwan and try to know the impact of Taiwan outbound tour market with a variety of European art tour arrangement.

Taiwan tour market is changing rapidly. It changed into multiple dimensions and niche-oriented market. It is different from traditional group tour and shopping-oriented tour. European art tour market is booming now. It will be arranged more delicate and detailed and bring another impact for Taiwan outbound tour environment.

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