A Study on Taiwan's Destination Images among American and Japanese Tourists

Yung-Bao Yuan
Department of Tourism and Leisure Management, Chinese Culture University
55, Hwa-Kang Road, Yang-Ming-Shan, Taipei, Taiwan
011 886 2 0933169916
E-mail: himinway@gmail.com

and

Yun-Hsuan Chi
Department of Tourism Industry, Chinese Culture University
55, Hwa-Kang Road, Yang-Ming-Shan, Taipei, Taiwan
011 886 2 0936557526
E-mail: applegg333@gmail.com

and

Tzeng-Hua Yang
Department of Tourism Industry, Chinese Culture University
55, Hwa-Kang Road, Yang-Ming-Shan, Taipei, Taiwan
011 886 2 0968046126
E-mail: yzh4@faculty.pccu.edu.tw
A Study on Taiwan's Destination Images among American and Japanese Tourists

INTRODUCTION

The Taiwanese government has viewed tourism as an important industry and has paid a lot of efforts to promote its tourism in recent years. Tourism was viewed as one of the six most important national new projects in Taiwan since 2009. A successful tourism is highly depends on the presentation of good destination images. If Taiwan could have nice and unique destination images against its competitors, foreign tourists will view Taiwan as an attracting travel destination and may decide to visit Taiwan. The assessment and development of an appropriate image for Taiwan has become increasing important. The success of Taiwan as a tourist destination depends upon this. This study aimed to realize Taiwan’s image as a tourist destination.

METHOD

Five hundreds and two questionnaires were obtained from foreign tourist on the Kaosan Road of Bangkok City, Thailand. Both qualitative and quantity methods were used in this study. The software of SPSS was use to collect and analyze the content of questionnaires as well as the software of Catpac II was used to analyze the frequency of every word to help explaining their potential destination image.

FINDINGS

According to the results of qualitative study, it was found that both American and Japanese tourists had viewed Taiwan’s images as: Friendly, People, Taipei, Food, and Beautiful. However, Japanese tourists also had noted Taiwan’s images as Night market and Shopping, and feel the atmosphere in Taiwan is Relaxing and Exciting. In contrast, American tourists pay more attention on the images of culture and outdoor attractions in Taiwan and feel the atmosphere in Taiwan is Busy and Crowded. According to the results of quantity study, it was found that American and Japanese tourists had different viewpoints in the questions of Taiwan has exotic atmosphere, Taiwan has beautiful scenery/ natural attractions, and Taiwan has special temples.
And the study also indicate that both American and Japanese tourists has noted Taiwan’s image as Taiwan has a lot of motorbike, Interesting Place, A small and crowded island, and Places of historical or cultural interest.

CONCLUSIONS

This study suggests the Taiwanese government to have different marketing strategies on both American and Japanese tourists in order to effectively manage good destination images on both potential markets.

Keywords: CATPAC II, cross-culture, destination marketing, impression, complex image