

**STUDY OF TAIWANESE TRAVEL TRENDS AND SATISFACTION WITH
AUSTRALIA AS A TOURIST DESTINATION**

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ABSTRACT

This study was exploratory in nature and the research focused on inbound tourism. Taiwanese visitors experience in Australia and their satisfaction with the destination selection, the process of selection and post experience evaluation. The study was conducted using survey questionnaire as specific location in Australia, the tourist were asked to evaluate their experience with the destination and the overall process of their satisfaction. The preliminary finding indicates that there is a direct relationship Taiwanese traveller satisfaction and the destination selection and whether they will recommend family and friends to revisit.

Key: Satisfaction, International Travel, Australia as Destination

INTRODUCTION

Tourism is one of the fastest growing industries in Australia. This study attempts to examine travel trends of the Taiwanese and the reported levels of satisfaction with Australia as a tourist destination. It will also consider Taiwanese viewpoints on Australia as a tourist destination and their importance to the industry development. This study will focus on the growth sector of the Taiwanese tourism industry and in particular businesses which operate within Melbourne, Australia. As the research is to ascertain the Taiwan tourists' perceptions in this area, consumer choice will be an important component of the review and study design. The tourism industry is a key resource of income as regarded by the Australian government. To ensure that the positive dimensions of such imagery are not lost, it is clear that maintaining the position of the market may require visible action by the private and public sectors coupled with careful international promotion. The role of tourism as an ambassador and a promotion of national integration, international understanding, goodwill and peace is widely recognized by national government and tourism scholars (Liu, and Hao, 2009; Master and Prideaux, 2000).

Tourism in Australia contributes more income into the Australian economy, and provides more job opportunities than any other industry; it still has enormous potential as a major income earner for Australia. The findings confirm much anecdotal evidence that Victorian tourism is moving from strength to strength. The State's level of tourism employment has increased by 11.7 per cent (%) in regional communities and by 9% in urban areas (Australia Tourism & Transport Forum, 2005), an increase to 20.6% in 2007. The natural attractions of Australia provide an approach with which to promote interest among tourists. With the increase in international visitors to Australia and a strong growth in the Asian tourist market, the stage is set

forward for Australia to consider several Asian countries in which it can market itself as an overseas tourist destination.

Table 1: Average Visitor Expenditure (On Each Trip)-2002 Package Tourist Only

Rank of position	Country	Total of expenditure
1	Japan	\$2,179
2	Germany	\$1,574
3	USA	\$1,642
4	Taiwan	\$1,280
5	Other Europe	\$1,203
6	China	\$1,119

Sources: Australia Bureau of Statistic 2002

In 2003, New Zealand was Australia's largest source of international visitors, accounting for 18% of total inbound visitors, followed by the United Kingdom (14%) and Japan (13%), 2010 saw a further growth in this figures. The figures reveal that Taiwan was one of Australia's smallest sources of international visitors, contributing less than .005%. When enquiring into why Taiwanese traveled travel to Australia, 'Holiday' was the main purpose of their visit with over two-thirds (77%) of Taiwanese visitors, education is given as the second main reason (7%). The rationale for above is to place in context the role of 'holiday style' tourism in the Australian economy. A number of tourist destinations attract Taiwanese to visitors to visit, thus there many alternatives travel destinations for the growing Middle class in Taiwan. However, the research shows that currently Taiwanese would prefer visiting Australia when considering a visit based on countries with a similar, western culture, to the USA and UK.

Therefore, to analyze and understand reasons why Taiwanese prefer Australia as a destination to visit is very important, understanding the needs of this tourist, their expectation and perceptions about the Australian as a destination to visit and recommend to family and friend and for managerial decision making, it is also important to understand the tourist satisfaction processes. Thus the main objectives for conducting this exploratory study are to better understand Taiwanese travel trends. To understand the potential of the Taiwanese tourist market, to identify the nature of demand of international tourism from Taiwan. Investigate and analyze the Taiwanese holiday preferences. To understand Taiwanese tourist's perception of what Australia can offer to enhancing their satisfaction of the destination. To determine Taiwanese tourist's degree of satisfaction with Australia overall as a holiday destination to visit.

TAIWANESE TOURISM INDUSTRY

In 2002, the government of Taiwan announced the "Doubling Tourist Arrival Plan" (DTAP) as a major investment project for the national long term development plan. Its goal is to increase international visitors number from a million to two million by 2008. Recently, no significant research or study has been carried out to measure the impact of the value added by Taiwanese tourists to the Australian tourism industry and its economy (Australian Bureau of Statistic, 2010) and that of Taiwan. Due to the growing influx of international tourists to Australia and Taiwan; this paper will discuss principally the Australian tourism industry and the growing influence of Taiwanese tourist. Australia has been described as middle price, good quality destination for Taiwanese tourists (TTF, 2005). The travel experiences in the major tourist- generating market reveal a positive attitude towards the cultural, natural, and historical resources of the country.

Taiwan is a small island which is located in Eastern Asia. The population in Taiwan was 22,749,838 (July 2004) (ABS 2010). In 2000, Taiwan underwent the first peaceful transfer of power from the Nationalist to the Democratic Progressive Party. During this period, the island prospered and became one of East Asia's economic "Tigers." Taiwan has a dynamic capitalist economy with gradually increasing guidance investment and foreign trade by government authorities. In addition, an increasingly strong export performance kept Taiwan's economy on track, and Taiwan's economy grew 4.1 % in 2004. By 2010, there is a growing middle class of people in Taiwan that view Australia as a potential tourist destination to visit.

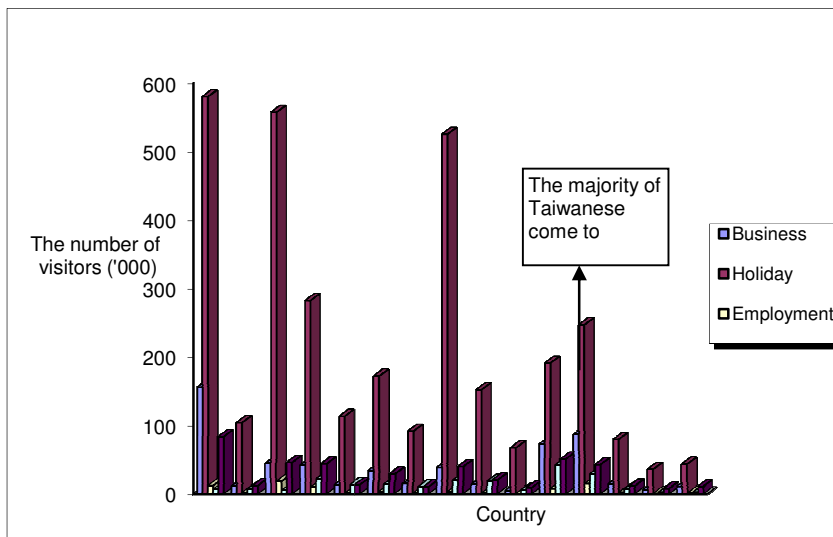
INTERNATIONAL TOURISM

International tourism is one of the world's fastest growing industries; it has become a very rapidly expanding economic activity. The advantages of tourism developing include foreign exchange earning and creating further opportunities for employment now and in the future. This is a desirable outcome for Taiwan and also can continue as its citizens become consumers and travelers. Tourism is also one of Australia's fastest and largest growing industries. It makes a significant contribution to the economy and to the well being of Australians. The Tourism Satellite Account (TSA) reported that more than \$70 billion worth of tourism goods and services were consumed in 2001-2002 (ABS, 2004). According to the tourism Bureau (2010), the total outbound departures in 2002 were 7.78 million people. (Annual Report Taiwan, 2004) The population in Taiwan is 25 million in the year 2004. This means more than 1/4 people in Taiwan choose to go abroad per year. The following figure 1 show the percentage of outbound departures of Taiwanese by main destination.

Tourism is a complex of activities and services that deliver a travel experience: eating,

drinking, transportation, accommodation, shops, entertainments and other hospitality services for individuals and groups that are traveling from their home (McIntosh and Goeldner, 1986). The tourism industry is a very comprehensive and practical industry, thus interpretations of strategy formulation in tourism are generally prescriptive and there is a requirement for advanced empirical research about patterns and processes that go together with tourism strategies other than planning. Tourism development in the tourism literature is generally described as “a (mixed) blessing” (Chandra and Menezes 2001). It creates new service jobs, provides people with greater income, and helps develop the local infrastructure. The international tourist must have the right to leave his own country and enter others. The tourist must also be aware of holiday destinations and have the ability to plan and organize his trip” (Pearce 1989).

Figure 1: Travel Trends



Source: Australia Bureau of Statistics (2003)

Short-term Visitor Arrivals, Australia - July 2011					
Source countries(a)	Trend	Seasonally Adjusted	Original	Jun 11 to Jul 11	Jul 10 to Jul 11
	'000	'000	'000	Trend % change	Trend % change
New Zealand	96.7	98.1	113.1	-0.5	-0.1

China	45.3	48.1	54.0	2.4	15.1
United States of America	36.3	36.6	41.7	-1.5	-7.2
UK, CIs & IOM(b)	48.9	49.1	33.8	0.8	-6.7
Japan	25.9	27.5	29.4	0.1	-25.7
Singapore	26.3	27.5	24.2	0.3	1.4
Malaysia	20.9	21.3	18.4	1.4	6.7
Korea(c)	15.3	15.9	17.8	0.1	-14.9
Hong Kong	14.0	14.0	16.0	-0.3	-1.3
Indonesia	11.8	11.1	12.1	-0.7	14.8
(a) Top 10 source countries based on original estimates.					
(b) United Kingdom, Channel Islands and Isle of Man.					
(c) Includes North Korea and South Korea.					

Source: Australian Bureau of Statistic 2011

RESEARCH DESIGN

This study was conducted to gain a better understanding of Taiwanese travel trends and satisfaction with Australia as a tourist destination. Specific objectives of the study are to obtain information based on the questioning of respondents. The quantitative survey method proposes that respondents are asked a variety of questions regarding their behavior, intentions, attitudes, awareness, motivations and demographic and lifestyle characteristics (Nunnally, 1978) The data was collected at Flinders street Melbourne Central Train Stations on different days between 25 April 2005 and 27 April 2005. The structured of the survey consisted of seventeen (17) questions. In addition, the survey also provided the researcher with the opportunity to ask open ended questions on a variety of topics.

RESULTS AND DISCUSSIONS

According to the objective of this study, descriptive statistics were employed to determine Taiwanese travel trends and satisfaction with Australia as a tourist destination. This study firstly determines attitudes and levels of satisfaction of Taiwanese travelers, their perceptions of Australia as a tourist destination. This was a pilot study on Taiwan tourists travelers in Australia. 56 percent (%) of our respondents

were male, 44% and 66% female. Of the overall respondents 28% were between the age of 18 and 25. 51% of respondents were between the age of 26 and 45, 22 % of respondents were over the 46 years old. The result indicates that the 34% of our respondent have traveled overseas during the previous three years. The results indicate that 54% of our respondents had never traveled to Australia before, while 46% had.

The results address issues to do with customer satisfaction, dissatisfaction and the outcome of tourist destination choice. Generally, most of the respondents had a very positive attitude with their trip. As indicated in Table 3, eighty six percent (86%) of the respondents are satisfied with the trip in Australia. According to Moutinho (1987), there are various outcomes of (dis) satisfaction. For example, satisfied and very satisfied tourists may revisit the destination again, Dissatisfied and very dissatisfied may not revisit the destination again.

Table 2: What Media Influence your Selection of Australia as a Destination

Media	Frequency	Percent	Valid Percent	Cumulative Percent
Newspaper	6	12.0	12.0	12.0
TV	5	10.0	10.0	22.0
Poster	1	2.0	2.0	24.0
Magazine	18	36.0	36.0	60.0
Display in travel agency	11	22.0	22.0	82.0
Friends	9	18.0	18.0	100.0
Total	50	100.0	100.0	

Table 3: How Satisfied with the Trip to Australia

Level of satisfactions	Frequency	Percent	Valid Percent	Cumulative Percent
Very satisfied	8	16.0	16.0	16.0
Satisfied	35	70.0	70.0	86.0
Neutral	7	14.0	14.0	100.0

Total	50	100.0	100.0
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Table 4: Would Revisit Australia as a Tourism Destination

Revisit Australia	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	45	90.0	90.0	90.0
No	5	10.0	10.0	100.0
Total	50	100.0	100.0	

An overwhelming majority of respondents would revisit Australia as to a tourism destination. There are 90% of respondents who would revisit Australia, as their experience was defined as positive. In addition, 96% of respondents would be happy to recommend Australia to friends. Pearce (1980) notes that tourist satisfaction is dependent on pre-travel favorability toward the destination visited, which contributes to post-travel favorability toward the destination visited. He also argued” If the pre-travel favorability is initially high, tourists will be mentally prepared or ‘set’ to evaluate the visited people positively”.

CONCLUSION

It is clear overall that Taiwanese traveler had positive experiences in their Australian visit. The results found that most respondents were satisfied during their trip, this research supports existing study in this field Ross and Iso-Ahola, (1991), according to this paper tourist satisfaction has been widely used as an instrument for assessing tourism experiences. Overall, tourist satisfaction was found to be positively correlated with the quality of tourist experiences, this paper supports the work of Tribe and Snaith, (1998). Consequently, satisfaction is frequently regarded as an important

evaluator of tourism experiences. In these study respondents thought budget and attractive activities are strongly important incentives for them to visit Australia. Satisfaction is thus seen in this study as a multi-faceted concept and should be assessed by referring to many individual aspects of the holiday encounter, for example services, facilities. Many theorists agree that satisfaction derives from the differences between expectations and perceptions (Parasuraman 1985). A few respondents approved of the facility in information on site and cleanliness. Therefore, an overwhelming majority of respondents would revisit Australia as a tourism destination, there were 90% of respondents who gave a positive indication. From the practical perspective, the finding of this study will aid the planning of strategic marketing programs for tourist destinations. The results of the study will aid the design of advertising messages and promotional programs of tourist destinations. thus restricting the number of responses that collected.

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