



# A Study of Tourist Preference on Cultural Tourism: The Case of Chiayi in Taiwan

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**Abstract:** In recent years, with the advancement of income, the development of leisure travel has gradually moved away from rush traveling, but moves toward the deep experience of cultural tourism. Chiayi Township in Taiwan which owns precious culture and historical assets has a good condition for the development of cultural tourism. The aim of this study is to understand the demands and expectations of tourists for Chiayi cultural tourism. The subjects were tourists who are visiting the cultural tourism industry in Chiayi. 397 valid samples were collected. This study used SPSS to analyze the relationship among motivations, experience values, satisfaction and revisiting willing of tourists for the cultural tourism industry of Chiayi. The statistical methods include descriptive statistics, factor analysis, ANOVA and regression. The results of this study were briefly shown: 1. Demographic variables of visitors were showed a partially significant difference in motivations, experience values, satisfaction and revisiting willing. 2. The factor analysis of motivation shows that there are three factors including chasing local cultural and knowledge; leisure and relax, and as a passive tourist. 3. There are two factors extracted from experience values which are the sensory value of pleasing atmosphere and cultural, educational value. 4. Chasing local culture and knowledge of motivation has a significant positive influence on satisfaction and revisiting willing. The leisure and relax of motivation only has a significant positive influence on revisiting willing. 5. Both pleasant sensory value and cultural, educational value have significant positive influences on satisfaction and revisiting willing. However, the effect of pleasant sensory value is stronger than cultural, educational value. According to the results of this study, valuable implications were provided for researchers and practitioners.

**Keywords:** Cultural tourism, motivations, experience value, satisfaction, revisiting

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## INTRODUCTION

### *Statement of Problems*

With the arrival of globalization and the age of industrial transformation, tourism has become a major source of income for Taiwan. In particular, since the government opened the door to Chinese tourism, the number of Chinese tourists has increased rapidly over the years, boosting the total international visits to the island and reaching a peak in 2015. However, since the second half of 2016, Chinese tourist arrivals in Taiwan has been significantly lower. Fortunately, tourists from Japan, Hong Kong, and Macau continued to increase in number, especially Korean visitors, whose number passed one million for the first time in history, and the number of international visitors is still on the rise. Tourist visits to Taiwan over the years are shown in Table 1.

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Table 1 *Visitor Arrivals*

Year	Number of Visitors	Decrease Rate %	Avg Number Per Day	Japan	China	Korea	HK/Macau
2001	2,831,035	7.89	7,756	976,750	211,050	85,744	435,164
2002	2,977,692	5.18	8,158	998,497	233,283	83,624	456,554
2003	2,248,117	-24.5	6,159	657,053	212,863	92,893	323,178
2004	2,950,342	31.24	8,061	887,311	220,248	148,095	417,087
2005	3,378,118	14.5	9,255	1,124,334	211,253	182,517	432,718
2006	3,519,827	4.19	9,643	1,161,489	299,821	196,260	431,884
2007	3,716,063	5.58	10,181	1,166,380	306,776	225,814	491,437
2008	3,845,187	3.47	10,506	1,086,691	329,204	252,266	618,667
2009	4,395,004	14.3	12,041	1,000,661	972,123	167,641	718,806
2010	5,567,277	26.67	15,253	1,080,153	1,630,735	216,901	794,362
2011	6,087,484	9.34	16,678	1,294,758	1,784,185	242,902	817,944
2012	7,311,470	20.11	19,977	1,432,315	2,586,428	259,089	1,016,356
2013	8,016,280	9.64	21,962	1,421,550	2,874,702	351,301	1,183,341
2014	9,910,204	23.63	27,151	1,634,790	3,987,152	527,684	1,375,770
2015	10,439,785	5.34	28,602	1,627,229	4,184,102	658,757	1,513,597
2016	10,690,279	2.4	29,288	1,895,702	3,511,734	884,397	1,614,803
2017	10,739,601	0.46	29,423	1,898,854	2,732,549	1,054,708	1,692,063

Unit: Persons

Note: Decrease rate as compared with that from the same period last year.

Courtesy: (Tourism Bureau, 2017).

Though the overall international visits show a positive increase, the numbers only tell part of the story. As can be seen in Table 1 and Table 2, since 2013 the tourist expenditure per capita, instead of increasing with the growing number of tourists, declined over the years. The figures indicate that although many attractions in Taiwan were indeed crowded with tourists, the growth in headcount did not readily translate into the corresponding rise in the capital. As the tourism industry grew busy, it also became poorer, descending into the vicious circle of wage stagnation, recruitment problems, and service quality degradation.

Table 2 *Important Indices of International Arrivals in Taiwan*

Year	Number of Arrivals	Expenditure Per Capita
2013	8.02 million	US\$1,537
2014	9.91 million	US\$1,475
2015	10.44 million	US\$1,378
2016	10.69million	US\$1,251

In recent years, with rising income, the development of leisure travel has shifted from rushed sightseeing or out-of-place facility installations towards in-depth cultural tourism. As a subset of tourism based on a country or region's culture, cultural tourism allows visitors to move away from their accustomed environments to experience different cultural expressions grounded in history, morality, cognition, aesthetics or sentiments. Through cultural experience, visitors also acquire education delivered in the form of entertainment. As tourists arrive at the cultural destinations, as they interact with the local historical background, natural landscape, and residents, they also become part of cultural tourism. Considering the current status of the tourism industry in Taiwan as well as its future development, the country's tourism policy should focus on the exploration of new markets, the customization toward different client groups, the entrenchment of local culture, and the development of featured tours and experiential tourism (Ogawa

& Fujimoto, 2018; Quyen, 2017). The case of the present study—the Chiayi region—is home to the world-famous Alishan range, a rich indigenous culture, breathtaking coastline, an ancient city from the Japanese colonial period, pleasant countryside, rich natural and cultural sources, which are luring attractions to international visitors. At a time when the Taiwanese tourism industry is undergoing market structure change, how do the leisure travel-related industries based in Chiayi city and county make active adjustments to bring cultural creative added value to the industry in the development of cultural tourism is the key to drawing tourists from all corners of the world. As cultural tourism places extra emphasis on the received experience of visitors, it is worthwhile to consider the effect motivations, and experience values have on the visitors satisfaction level, and the willingness to come back, as well as the way tour group operators, respond to the expectations and value appreciation of their clients, all of which are the main focus of the present study.

### ***Objectives***

To sum up, the objective of this study are as follows:

1. To analyze the variables of motivation and experience value when tourists engage in cultural tours.
2. To study motivations' influence on satisfaction level and revisiting willingness.
3. To study the influence experience values have on satisfaction level and revisiting willingness.
4. The findings could provide guidance for cultural tourism business owners.

## **LITERATURE REVIEW**

### ***Cultural Tourism***

The United Nations World Tourism Organization [United Nations World Tourism Organization \(2018\)](#) provides both narrow and broad definitions for cultural tourism. Narrowly defined, cultural tourism refers to tourism activities individuals engage in for specific cultural motivations, such as amusement park, performing arts or cultural travels, carnivals or ancient ruins. In broad terms, cultural tourism refers to any tourism-related activity motivated by the human need for diversity, new knowledge and experiences, an activity that enriches the individual's appreciation and understanding of cultures. [McIntosh, Goeldner, and Ritchie \(1995\)](#) defines cultural tourism as an interesting form of travel inspired or encouraged by cultural expressions. [McCarthy \(1992\)](#), on the other hand, thinks of cultural tourism as a discovery of historical sites and ruins, and should probably be called heritage tourism. Hence the engagement with historical artifacts, ancient ruins, or traditions meant for the improvement of cultural understanding and individual knowledge can be called cultural tourism which includes heritage tourism, event-based cultural tourism, educational, cultural tourism, religious, cultural tourism, and lifestyle tourism ([Rebollo, 2018](#)). The Ministry of Culture in Taiwan categorizes cultural tourism into the culinary cultural experience, life education experience, natural environment experience, fashion experience, select artifacts experience, and craft culture experience. This study applies the six categories to the study of business owners that are based in the mountainous, sea, areas in the Chiayi region that are capable of implementing cultural creativity elements to provide tourists with in-depth cultural tourism experience. Further, the study asks the business owners to conduct surveys for collecting the preferences of their clients .

### ***Motivations***

Travel motivations are one of the main factors in predicting tourist behavior ([McIntosh et al., 1995](#)). Traditionally, Maslow's hierarchy of needs theory has been used to explain travel motivations. However, with the arrival of the experience economy, there is a need to look deeper into travel motivations as nowadays besides the psychological and social belonging needs, there are more in-depth needs as well. For instance, tourists desire exotic life experiences and pursue them by traveling, and even engage in the exploration of cultural heritage to satisfy the thirst for learning ([Scott, 1995](#)). In addition, curiosity, novelty, and nostalgia are key elements in the motivations for cultural tourism ([Uysal, Gahan, Martin, et al., 1993](#)). This study references [Horner and Swarbrooke \(2016\)](#) research, treating leisure, emotion, culture, and education as criteria for evaluating travel motivations.

### ***Experience Value***

With the arrival of the experience economy, tourists are no longer traveling for views, scenery, and relaxation, but also for creating experience values. As a matter of fact, the concept of experience value is nothing new; [Babin, Darden, and Griffin \(1994\)](#) divide values into a utilitarian value that is used for judging the extrinsic benefits of services and products and experiential value that evaluates the intrinsic benefits derived from the consuming process.

Holbrook (1996) defines customer value from the perspective of experience, linking it to a customers interacting and choosing experience, that depending on the context and reception, customers would generate different experience values. Mathwick, Malhotra, and Rigdon (2001), on the other hand, divides experience value into four categories: customer return on investment, service excellence, aesthetics, and playfulness. This study adopts the experience value evaluation scale proposed by Mathwick et al. (2001) as criteria for evaluating experience values.

### ***Satisfaction***

With the development and increasing competition of cultural tourism industry, understanding customer appreciation and elevating the level of satisfaction would be the way to go for brand management. By studying the customer satisfaction data collected after the tourists have visited the destinations, business owners will be more equipped for making the necessary change and adjustments in business. Also, customer satisfaction is the key factor in revisiting willingness (Gunn & Var, 1988). Satisfaction refers to the level of satisfaction experienced by individual customers. It is a relative concept, a differentiable function of a customer's expectations before purchasing a product or service, and its realization afterward. When expectation and realization reach parity, a customer feels satisfied; when there is disparity, even considerable difference, a customer has a lower satisfaction level (Engel, Blackwell, & Miniard, 1995). Driver and Brown (1975) proposes that the satisfaction level is based on the mental and physical appreciation of the experience a customer has after the motivated visits. This study investigates the accumulated mental appreciation tourists experience after walking through the cultural tours offered by the cultural tour operators in Chiayi city as the basis of customer satisfaction level.

### ***Revisiting***

When tourists are satisfied with the experience and are willing to revisit, or based on previous experiences are inclined to revisit, they are said to exhibit revisiting willingness (Griffin & Herres, 2002). Francken (1983) thinks revisiting willingness stems from the customer's repurchase willingness, when the customer is satisfied with the product or service he/she purchased, a willingness to repurchase is born, whereas revisiting willingness refers to the willingness to visit the destinations again. The concept of revisiting willingness is often stretched to mean the customers loyalty to certain destinations, for customer loyalty, as experienced after the actual tour experience directly determines the revisiting willingness (Lee, Jeon, & Kim, 2011). Therefore, customer revisiting willing or loyalty can often be used to predict the overall experience after the actual visits, as evaluation criteria for designing itineraries (Yoon & Uysal, 2005). This study evaluates the willingness of the tourists, who visited the cultural tourist attractions in Chiayi, to repurchase from the same operators, recommend the tours to others, or revisit.

### ***Hypothesis***

Going through the existing scholarship in the country and from abroad this study finds that visitor's travel motivations prior to the visit can influence the experience after the tour, in other words, travel motivations are closely connected with satisfaction level and revisiting willingness (Mohr, Backman, Gahan, & Backman, 1993; Lee, S., & Kim, 2012; Yu, 2013). And the experience values tourists gain through itineraries provided by cultural creative tour operators are closely connected with the satisfaction level and revisiting willingness afterward (Chang & Wildt, 1994; Lee et al., 2012; Vogt, 2011). Which is to say, experience values appreciations on the part of the tourist is a key factor in producing revisiting willingness and brand loyalty. In conclusion, this study proposes the following hypothesis:

- H1:** Demographic variables have significant differences in motivation, experience value, satisfaction, and revisiting.
- H2:** Motivation has a significant positive effect on satisfaction level.
- H3:** Motivation has a significant positive effect on revisiting willingness.
- H4:** Experience value has significant positive effect on satisfaction level.
- H5:** Experience value has a significant positive effect on revisiting willingness.

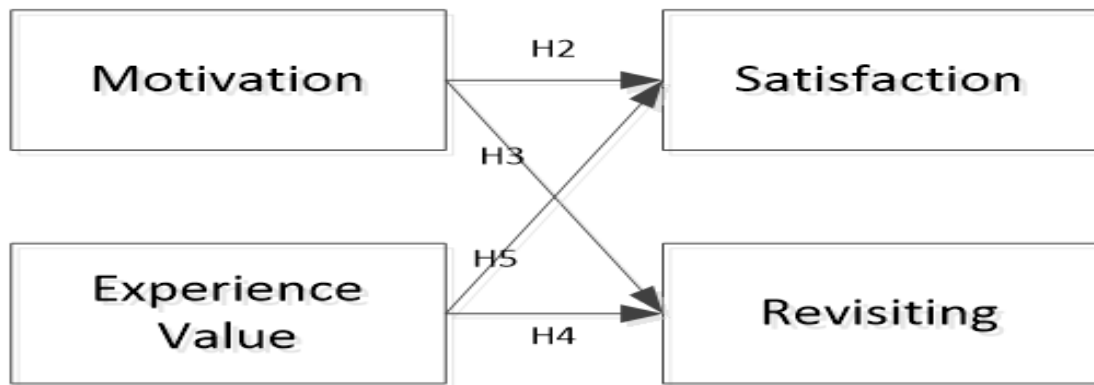


Figure 1 Research Framework

## RESEARCH METHODOLOGY

### Questionnaire

The questionnaire was divided into the four sections of motivation, experience value, satisfaction and revisiting willingness as shown in Table 4, Table 5, Table 6, Table 7.

### Methodology

This study used descriptive statistics to understand sample statistics; it then used ANOVA to examine if demographic variables show distinct differences in motivation and experience value. Exploratory factor analysis was used to extract motivation, experience value, satisfaction level, and revisiting willingness. Lastly, the study used a regression model to examine the relationship between motivation, experience value and satisfaction level, revisiting willingness respectively.

### Sample

This study distributed questionnaires at cultural creative tourist attractions and collected 397 valid samples in total. The sampling distribution is shown in Table 3.

Table 3 Sampling Distribution

Gender	Number	Percent%
Male	182	45.8%
Female	215	54.2%
Age	Number	Percent%
under 12	6	1.5
13-17	22	5.5
18-29	127	32.0
30-39	124	31.2
40-49	83	20.9
50-59	28	7.1
above 60	7	1.8
Education	Number	Percent%
Under junior high school	22	5.5
Senior high/vocational school	93	23.4
Junior college/college	226	56.9
M.A./Ph.D.	56	14.1

## RESULTAND DISCUSSION

### *Descriptive Statistics*

This study focuses on the descriptive statistical analysis of motivation, value, and satisfaction. The results are summarized as follows.

(1) The top 5 items in motivation are relaxation, holiday travel, companion, countryside views, and nostalgia.

(2) The top item in experience value is a relaxing atmosphere surrounding the destinations, as “atmosphere” is what tourists emphasize and are drawn to.

(3) Another important experience value is “Taiwanese culture” and its related elements, including the knowledge of Taiwanese culture, its inheritance, and preservation. In other words, customers are moved by operators who are able to incorporate Taiwanese culture into the tours and deliver it to visitors in creative cultural ways, preserving the cultural inheritance of the island at the same time.

(4) In terms of satisfaction, customers were most pleased with “the integration with local culture” and “the dissemination of industrial knowledge;” the third item on the list is convenient transportation. Good transportation and public health infrastructure are bare necessities for customers, the satisfaction of which often leads to customer recognition. However, it is worth noting that, the score for satisfaction level score is not as high as that for experience values. It can, therefore, be inferred that customers were aware of the operator’s objectives through the infrastructure, but still thought the service left something to be desired, contributing to the relatively lower score.

(5) Generally speaking, after visiting certain destinations, tourists were still willing to visit some other places. In addition, they were willing to recommend the tour to friends and relatives.

Table 4 *Motivation*

Ranking	Items	Avg Value
1	To be relaxed.	4.34
2	I have the habits of traveling when in holidays.	4.05
3	I take a trip with friends and relatives	4.00
4	To experience the rural and natural scenery	3.99
5	To experience the nostalgia of this spot	3.98
6	To experience Taiwan’s local cultures.	3.95
7	To kill time	3.81
8	To see and understand service design of this spot.	3.74
9	To learn some industrial knowledge via the cultural courses of this spot.	3.72
10	To stroll around, check in and photo this spot	3.68
11	To experience the cultural courses of this spot	3.66
12	I visit this spot for its reputation	3.51
13	To purchase products related to this spot	3.47
14	Take the children to experience the service	3.43
15	I take part in in-group activities, without personal reasons	2.39

Table 5 *Experience Value*

Ranking	Items	Avg Value
1	I feel relaxed via the circumstances of this spot.	4.29
2	I like the local circumstances of this spot.	3.99
3	I can learn Taiwan's cultures via this provider's experience activities.	3.96
4	The provider of this Chiayi County's sightseeing spot can inherit Taiwan's cultures and history.	3.95
5	This spot makes me have an identity of preserving and educating Taiwan's cultures.	3.95
6	I have good impressions after joining this experience activity.	3.94
7	I can increase my knowledge of the local industry via this provider's experience activities.	3.93
8	The natural surroundings of this spot are worth enjoying	3.91
9	I am appealed by the designs of this spot	3.88
10	I have fun via the experience designs of this spot.	3.88
11	This spot can increase my satisfaction with the humanistic quality.	3.83
12	I feel blessed via the experience designs of this spot.	3.8
13	I can look back at childhood via the experience designs of this spot	3.78
14	I am appealed by the cultural goods displaying in this spot.	3.74
15	The experience activities of this spot can meet my expectations	3.74
16	The experience activities of this spot are well worth its value.	3.7

Table 6 *Satisfaction*

Ranking	Items	Avg Value
1	The connection between spot service and local cultures	3.86
2	The dissemination of the local industrial knowledge	3.86
3	The convenience of its transportation	3.84
4	The qualities and quantities of its cultural goods.	3.78
5	The amenities of its public health.	3.77
6	The planning and design of its signboards	3.74
7	The contents of its experience goods	3.67
8	The amenities of its catering services	3.57
9	The contents of its tour guides	3.53
10	The contents of its DM.	3.52
11	The convenience of its technologies (such as online appointment,...)	3.52
12	The prices of its sale goods	3.45

Table 7 *Revisiting*

Ranking	Items	Avg Value
1	I want to visit other Chiayi County's sightseeing spots in the future.	4.16
2	I want to introduce this Chiayi County's sightseeing spot to my family and friends.	3.95
3	I want to revisit this Chiayi County's sightseeing spot.	3.87

### ANOVA

This study used ANOVA to analyze whether motivation, experience value, satisfaction and revisiting willingness would show significant differences with such demographic variables as gender, residence, and age.

### Sex

Through ANOVA, it is found that there were significant gender differences in motivation, experience value, and satisfaction as shown below. What's interesting is that the average value for a male was slightly higher than that for female.

Table 8 *The Variance Analysis of Sex*

Items	Male Avg.	Female Avg.	sig
<b>Motivation</b>			
To experience the cultural courses of this spot	3.76	3.58	.044*
I take part in in-group activities, without personal reasons	2.62	2.20	.002*
<b>Experience Value</b>			
This spot makes me have an identity of preserving and educating Taiwan's cultures.	4.06	3.86	.021*
<b>Satisfaction</b>			
The contents of its tour guides	3.63	3.45	.045*
The amenities of its public health.	3.91	3.66	0.006**

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

### Age

There were also age differences in motivation, experience value, satisfaction and revisiting willingness. The scores for most of the questions were higher with tourists who were in their forties or above, whose averages were also higher, showing a significant difference between older and younger tourists in terms of the motivation, experience values, and satisfaction. Tourists in the relatively younger age groups of 18-29, 30-39, are mostly tech-savvy and have access to diver information, who are after novel experiences and are harder to please. On the other hand, the age difference also shows that improvements could be made by raising these groups' experience value and satisfaction. It can be inferred that for local tour operators, age is a key distinguishing variable, revealing the need for developing itineraries designed for different age groups to satisfy their different needs.



Table 9 The Variance Analysis between Motivation and Age

Item/Av./Significance	<12	13-17	18-29	30-39	40-49	50-59	>60	sig
Experience the rural and natural scenery.	4.67	3.73	3.78	3.95	4.24	4.39	4.29	.000***
experience the cultural courses	3.83	3.50	3.50	3.65	3.82	4.04	4.00	.042*
Purchase products	3.83	2.95	3.43	3.32	3.71	3.82	4.00	.001**
Learn some industrial knowledge via the cultural courses	4.17	3.36	3.53	3.70	3.96	4.04	4.00	.002**
To see and understand service design	4.17	3.45	3.56	3.70	3.94	4.11	4.29	.003**
For its reputation	4.17	2.82	3.41	3.44	3.70	4.04	3.71	.000***
Take the children to experience the service	3.83	3.05	2.58	3.73	4.04	4.04	4.57	.000***
To experience Taiwan's local cultures.	4.33	3.64	3.74	3.92	4.22	4.29	4.57	.001**

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ 

Table 10 The Variance Analysis between Experience Value and Age

Item/Av./Significance	<12	13-17	18-29	30-39	40-49	50-59	>60	sig
Natural surroundings	5.00	3.82	3.78	3.81	4.04	4.32	4.14	.001**
learn Taiwan's cultures	4.83	3.73	3.80	3.90	4.12	4.39	4.29	.000***
Increase my knowledge of the local industry	4.67	3.55	3.80	3.89	4.07	4.39	4.29	.001**
Appealed by the designs	5.00	3.68	3.89	3.74	3.95	4.11	4.00	.027*
Feel blessed	4.33	3.36	3.70	3.74	3.98	4.14	4.14	.004**
Look back at childhood	4.00	3.23	3.68	3.75	3.92	4.20	4.29	.002**
I have fun	4.50	3.73	3.87	3.83	3.81	4.25	4.29	.045*
Increase my satisfaction with the humanistic quality	4.50	3.59	3.88	3.69	3.76	4.25	4.57	.001**
Service is well worth its value.	4.33	3.41	3.63	3.61	3.77	4.07	4.29	.018*

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ 

Table 11 The Variance Analysis Between Satisfaction and Age

Item/Av./Significance	<12	13-17	18-29	30-39	40-49	50-59	>60	sig
The contents of its experience goods	4.50	3.55	3.60	3.55	3.76	4.14	4.00	.003**
The amenities of its public health	4.17	3.68	3.72	3.62	4.04	3.96	3.57	.024*
The convenience of its technologies	3.67	3.55	3.44	3.42	3.60	4.00	3.86	.046*
The convenience of its transportation.	4.50	3.73	3.72	3.75	4.00	4.18	4.14	.032*

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

Table 12 *The Variance Analysis between Revisiting and Age*

Item/Av./Significance	<12	13-17	18-29	30-39	40-49	50-59	>60	sig
Want to revisit this spot	4.83	3.77	3.73	3.73	4.01	4.39	4.43	.000***
Want to introduce this spot to my friends.	4.50	3.82	3.87	3.78	4.13	4.36	4.43	.003**
Want to visit other spots in the future.	4.17	3.77	4.06	4.04	4.43	4.50	4.43	.000***

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

### **Exploratory Factor Analysis**

This study first used principal component analysis to extract common factors, then used the varimax of orthogonal rotations to extract the factors in each dimension. This study retained questions with factor loadings above 0.4, then proceeded to name each factor according to the variables.

It was necessary to conduct goodness of fit tests with the four dimensions (motivation, experience value, satisfaction and revisiting willingness) before factor analysis to ascertain their fitness for analysis. This study used the sampling adequacy of KMO and the sphericity test of Bartlett for the examination. For KMO sampling adequacy, proposed by Kaiser et al. in 1974, the standards for fitness are high fitness with a KMO above 0.6; moderate fitness with a KMO between 0.5-0.8; unfit with a KMO below 0.5. This study divided the factor analysis into four parts: the first part is motivation with a KMO of 0.874; the second part, experience value with a KMO of 0.949; third part, satisfaction with a KMO of 0.939; fourth, revisiting willingness with a KMO 0.671. The KMO values for the four dimensions all met the fitness standards. The Bartlett test resulted in 0.000 for all four dimensions, indicating a close connection between the original variables. In conclusion, both the KMO and Bartlett tests confirm that the four dimensions are fit for factor analysis.

### **Motivation**

A principal component analysis was conducted using 15 motivation items as variables. Three-factor dimensions and 15 variables were obtained from the results, with the variables being all closely connected. The cumulative of extraction sums of squared loadings is 52.94%. The three factors are as follows:

**Factor one: The pursuit of local culture and knowledge:** This factor include 10 questions, the more prominent among them are: “wish to learn about industrial knowledge through the cultural course provided by the factory,” “wish to experience the cultural courses provided by the factory,” “wish to experience local Taiwanese culture,” “wish to visit the service design of the destination” and such. Many variables are related to “local culture,” “wish to experience local Taiwanese culture,” “wish to visit the service design of the destination,” mainly describing the tourists’ wish, when visiting these destinations in Chiayi city, to learn about and experience local culture, and the acquire industry-related knowledge, hence “the pursuit of local culture and knowledge.”

**Factor two: Leisure relaxation:** This factor includes four items whose factor loadings are all above 0.6: “to be relaxed,” “habitual holiday travel,” “to kill time,” “take a trip with friends and relatives” and such. These items show that for Taiwanese people, a relaxing holiday trip counts as an important travel motivation. Hence, factor two is called “Leisure relaxation.”

**Factor three: Group tour:** This factor includes an an item called “invited group tour,” because the factor loadings are above 0.8, meaning the tourists participate in the group tour by invitation.

Table 13 The Factor Analysis of Motivation

Item/Factor/Factor Loadings	Factor Loadings		
	Factor 1	Factor 2	Factor 3
Learn some industrial knowledge	.812		
Experience the cultural courses	.782		
Experience Taiwan's local cultures.	.746		
To see and understand service design	.730		
To experience the rural and natural scenery	.660		
To experience the nostalgia	.620		
To purchase products	.573		
To stroll around, check in and photo this spot	.569		
Take children to learn and experience	.520		
For its reputation	.447		
To be relaxed.		.762	
Traveling when in holidays		.731	
To kill time		.677	
Take a trip with friends and relatives		.640	
Take part in-group activities			.827

### **Experience Value**

A principal component analysis was conducted using 16 experience value items as variables. Two-factor dimension and 15 variables were obtained from the results, all of which closely connected. The cumulative value of extraction sums of squared loadings is 63.92%. The two factors are as follows:

**Factor 1: The sensory value of the pleasing atmosphere:** This factor includes 10 items with keywords like: “good impressions,” “fun,” “meet my expectations,” “atmosphere,” “experience activities,” “well worth its value,” “humanistic quality,” “cultural goods displaying,” “feel blessed” and “visually appealing.” These variables are mostly related to the operator’s hardware design and experience service model design, through which tourists acquire sensory experience, pleasure and such values. Hence the factor is called: “the sensory value of pleasing atmosphere.”

**Factor 2: Cultural education experience value:** This factor includes five items with factor loadings all over 0.4 and keywords like: “learn about Taiwan’s culture,” “increase knowledge of the local industry,” “inherit Taiwan’s cultures and history,” “preserving Taiwans cultures” and “educational significance.” These items show that citizens are aware of the dissemination of local Taiwanese culture and industrial knowledge through the service provided by tour operators, and its educational significance, hence the factor “cultural education experience value.”

### **Satisfaction**

A principal component analysis was conducted using 12 satisfaction items as variables. One factor dimension and 12 variables were obtained in the results, with all the variables being highly related. The accumulated value of extraction sums of squared loadings is 52.22%. Considering the level of elaboration for each item, DM, the dissemination of the local industrial knowledge, the convenience of its technologies and such are the main contributing elements of satisfaction. Besides, a satisfaction dimension epitomized by one factor is useful for subsequent regression model analysis.

### **Revisiting**

A principal component analysis was conducted using 3 revisiting willingness variables. One factor dimension and three variables were obtained in the results with the variables being closely related. The accumulated value of extraction sums of squared loadings is 70.07%. A revisiting willingness summarized in one factor is useful for subsequent regression model analysis.

Table 14 *The Factor Analysis of Experience Value*

Item/Factor/Factor Loadings	Factor Loadings	
	Factor 1	Factor 2
Have good impressions after this experience	.914	
I have fun	.887	
Meet my expectations.	.820	
I like the atmosphere of this service design	.813	
The experience activities are well worth its value.	.791	
Increase my satisfaction with the humanistic quality.	.748	
I am appealed by the cultural goods displaying	.709	
I feel blessed	.699	
I can look back at childhood	.676	
I am appealed by the designs	.515	
I can learn about Taiwan's cultures.		.974
I can increase my knowledge of the local industry.		.928
The natural surroundings are worth enjoying		.600
This spot can inherit Taiwan's cultures and history.		.549
have an identity of preserving and educating Taiwan's cultures.		.455

Table 15 *The Factor Analysis of Satisfaction*

Item/Factor/Factor Loadings	Factor Loadings
	Factor 1
The contents of its DM.	.786
The dissemination of the local industrial knowledge	.782
The convenience of its technologies	.771
The contents of its experience goods.	.740
The amenities of its catering services.	.740
The planning and design of its signboards.	.739
The qualities and quantities of its cultural goods.	.738
The connections between local cultures.	.723
The contents of its tour guides	.720
The amenities of its public health.	.684
The prices of its sale goods	.680
The convenience of its transportation	.567

Table 16 *The Factor Analysis of Revisiting*

Item/Factor/Factor Loadings	Factor Loadings
	Factor 1
I want to introduce this sightseeing spot to my family and friends	.926
I want to revisit this sightseeing spot	.904
Want to visit other sightseeing spots in the future	.798

### Regression Model

This project examines motivation and satisfaction, motivation and repurchase willingness with four regression models; and examines the causal relationships between experience value and satisfaction, experience value and repurchase willingness.

**Motivation and satisfaction:** This study treats the three factors “the pursuit of local culture and knowledge,” “leisure relaxation” and “group tour by invitation” as independent variables, and satisfaction as the dependent variable, to conduct regression analysis. The results confirm the validity of the regression model, with “leisure relaxation” being the only less prominent factors while the other two have a significant positive effect on satisfaction. In other words, tourists who visited the destinations for the reasons of “the pursuit of local culture and knowledge” and “group tour by invitation” were positively satisfied with the destinations. Tourists who visited the destinations in Chiayi city for “the pursuit of local culture and knowledge” showed higher satisfaction than those who visited because of “group tour by invitation.”

Table 17 *The Relationship between Motivation and Satisfaction*

Model	Beta	F value	R <sup>2</sup>
Motivation factor 1(culture and knowledge)→satisfaction	0.525***	66.073***	0.355 (R <sup>2</sup> ) 0.33(R <sup>2</sup> adj)
Motivation factor 2(leisure relaxation)→satisfaction	0.0082		
Motivation factor 3(group tour)→satisfaction	0.111**		

### Motivation and Revisiting Willingness

This study treats the three motivation factors as independent variables, and revisiting willingness as the dependent variable, to conduct regression analysis. The results support the regression model, with “group tour by invitation” being the only less prominent factor while the other two have a significant effect on repurchase willingness. In other words, tourists who visited the destinations for “the pursuit of local culture and knowledge” and “leisure relaxation” showed positive satisfaction with the destinations. And tourists who visited the destinations in Chiayi city/county for “the pursuit of local culture and knowledge” showed higher revisiting willingness than those who came by “leisure relaxation.”

Table 18 *The Relationship between Motivation and Revisiting*

Model	Beta	F value	R <sup>2</sup>
Motivation factor 1(culture and knowledge)→satisfaction	0.350***	41.072***	0.239 (R <sup>2</sup> ) 0.233(R <sup>2</sup> adj)
Motivation factor 2(leisure relaxation)→satisfaction	0.248***		
Motivation factor 3(group tour)→satisfaction	0.044		

### Experience Value and Satisfaction

This study further used the two factors of “the sensory value of pleasing atmosphere” and “cultural education experience value” as independent variables, and satisfaction as the dependent variable to conduct regression analysis. The results confirmed the validity of the regression model, with the two factors showing a significant positive effect on satisfaction. In other words, when tourists experienced “the sensory value of pleasing atmosphere” and “cultural education experience value” at the destinations, they were positively satisfied with the destinations. Tourists who experience “the sensory value of pleasing atmosphere” at the destinations showed higher satisfaction level than those who experienced “cultural education experience value.”

Table 19 *The Relationship between Experience value and Satisfaction*

Model	Beta	F value	R <sup>2</sup>
Experience value factor 1 (sensory value of pleasing atmosphere) → satisfaction	0.443***	197.379***	0.502(R <sup>2</sup> ) 0.499(R <sup>2</sup> adj)
Experience value factor 2(cultural education experience value) → satisfaction	0.328***		

### ***Experience Value and Revisiting Willingness***

Lastly, this study used the two factors “the sensory value of pleasing atmosphere” and “cultural education experience value” as independent variables, and revisiting willingness as the dependent variable to conduct regression analysis. The results confirmed the validity of the regression model, with the two factors having a significant positive effect on revisiting willingness. In other words, when tourists experienced “the sensory value of pleasing atmosphere” and “cultural education experience value” at the destinations, they were positively satisfied with the destinations. And tourists who experienced “the sensory value of pleasing atmosphere” at the destinations showed higher revisiting willingness than those who experienced “cultural education experience value.”

Table 20 *The Relationship between Experience value and Revisiting*

Model	Beta	F value	R <sup>2</sup>
Experience value factor 1(sensory value of pleasing atmosphere) → revisiting willingness	0.624***	205.318***	0.512(R <sup>2</sup> ) 0.509(R <sup>2</sup> adj)
Experience value factor 2 (cultural education experience value) → revisiting willingness	0.126*		

## **CONCLUSION AND IMPLICATIONS**

### ***Conclusion***

This study acquired data on motivation, experience value, satisfaction and revisiting willingness by distributing questionnaires to visitors at tourist attractions. With careful analyses of the data, this study hopes to offer suggestions regarding the possible future directions for the cultural tourism industry in Taiwan. The results are summarized as follows:

1. Currently, 80% of the tourists who visited the attractions in Chiayi city/county are from nearby regions. As the statistics have shown, tourists from Northern Taiwan, compared with those from Central and Southern Taiwan, have strong motivations for visiting attractions in Chiayi city/county, in particular, the desire to experience the countryside and posting the pictures on social media. We suggest that local business owners should have a good grasp of the needs of tourists from Northern and Central Taiwan, even try to explore new markets in those regions and provide corresponding services and products.

2. Age is an important distinguishing variable on the tourist leisure market in Chiayi city/county. Statistics have shown that tourists above 40, compared with younger groups, scored slightly higher in motivation, experience value, and satisfaction. In other words, the age group that the current services and infrastructure provided at the attractions in Chiayi city/county are able to satisfy. Improvements can be made towards tourists from the age group 18-39. Members from this relatively younger age group, are mostly tech-savvy, have access to diver information, have higher aesthetic demands, desire novelty and are harder to please, while also being potential customers for local business owners. We advise that local tour operators design corresponding experience services for different age groups.

3. In the questionnaire for satisfaction, the three top items were “integration with local culture,” “the dissemination of industrial knowledge” and “convenient transportation.” But, further analysis showed that the average score for

satisfaction was lower than that of experience value. In other words, through the software and hardware services, customers were aware of the operators objectives, as reflected in the experience value score. Still, they also felt that the services left something to be desired, resulting in the relatively lower score for overall satisfaction.

4. The motivations for visiting Chiayi, as factor analyses have shown, can be divided into three main categories: “the pursuit of local culture and knowledge,” “leisure relaxation” and “group tour by invitation.”

5. The experience value tourists obtained after the actual tours, with the help of factor analysis, can be summarized into two key elements: “the sensory value of pleasing atmosphere” and “cultural education experience value.”

6. According to the results of regression model analyses, among motivations “the pursuit of local culture and knowledge” had a significant positive effect on satisfaction and revisiting willingness respectively. Tourists who were driven by “the pursuit of local culture and knowledge” were mostly positively satisfied and showed positive revisiting willingness after visiting the destinations. Tourists who visited the destinations motivated by “leisure relaxation” were not related to satisfaction directly but were positive toward revisiting willingness.

7. In terms of the relationship between the two experience value factors and satisfaction as well as revisiting willingness, regression model analyses have shown that both “the sensory value of pleasing atmosphere” and “cultural education experience value” have a significant positive effect on satisfaction and revisiting willingness. In addition, the influence of “the sensory value of pleasing atmosphere” is greater than “cultural education experience value.” In other words, tourists who experienced “the sensory value of pleasing atmosphere” at the destinations showed a higher level of satisfaction and revisiting willingness than those who experienced “the cultural education experience value.” It shows that efforts on the part of local business owners to design and develop the overall atmosphere will contribute greatly to the sensory experience of tourists, as well as their satisfaction and revisiting willingness, even the building of a reputation.

### **Suggestions**

The survey shows that the main motivations for visiting Chiayi city/county are “the pursuit of local culture and knowledge” and “leisure relaxation” which are specific and well-defined motives, showing that tourists came with certain expectations and purposes. But, were local business owners capable of realizing such expectations? In addition, the experience values tourists acquired at the destinations included “the sensory value of pleasing atmosphere” and “cultural education experience value;” particularly, “the sensory value of pleasing atmosphere” was a key element in satisfaction and revisiting willingness. However, the study, by visiting a dozen attractions in Chiayi city/county, finds that the service design of local tour operators lacks emotive packaging and design, with the majority being focused on rational instructions, a strength of Taiwanese industry, while also a shortcoming at the same time. Emotive packaging design includes the elements of aesthetics, fun, novelty, nostalgia and the overall presentation of atmosphere, which are pleasing sensory values and key factors in satisfaction and revisiting willingness, capable of attracting younger customers. This part is indeed where local business owners can use some improvements, which can also serve as references for other cultural creative tourism operators.

The scale of the cultural creative tourism operators in Central and Southern Taiwan is usually not too big. Many of the business owners are still accustomed to the traditional industry management model, lacking marketing strategies and skills, while being unfamiliar with e-commerce management as well. The selling point of creative cultural tourism lies in providing tourists with “the sensory value of pleasing atmosphere” and “cultural education experience value.” The depends on the development of online platforms through which tourists are first exposed to relevant information (DM, photos, itineraries) and then drawn to make the trips eventually. In particular, the platforms can attract international backpackers, and therefore required systematic design and development. Considering the current scale of cultural creative tourism operators in Taiwan, to overcome existing limitations through the means of alliances or platforms, even collaboration with universities would be a possible and practical strategy for local business owners.

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