A Survey of the Perceptions and Motivations of Taiwanese Tourists for Travel to the Siraya National Scenic Area in Southern Taiwan

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ABSTRACT

The purpose of this study was to explore and evaluate the perceptions and motivations prompting Taiwanese tourists to travel to the Siraya National Scenic Area (NSA) in southern Taiwan. A survey questionnaire was developed to conduct on the tourists. The survey was carried out. The target participants comprised of 200 tourists arriving at the two main train stations, Chiayi and Tainan. A copy of the survey questionnaire is in Appendix (A). A total of 165 valid questionnaires were obtained and were used in the data analysis. The results from the analysis showed that Taiwanese tourists were not familiar with the general area and image of the Siraya NSA; specifically 45% of them didn't know, or were not sure, that the Siraya NSA covered the Tainan City and Dapu Township in Chiayi County. The most important and significant results showed that the tourists were generally motivated to travel to the Siraya NSA in order to discover and learn about new, and to them, unknown destination. These findings support the case for some innovations and considerations by the Tainan city and Chiayi County administrators when they plan strategic campaigns to target and promote the image of the Siraya NSA to tourists.

Keywords: Siraya National Scenic Area, tourist perception, tourist motivation.

REFERENCES


