



Appendices



Appendix A

Outline of in-depth interview

1. Positioning of tourism development

(Q1, 1) What is the positioning and pattern of current tourism development in Taoyuan City? What are the obstacles?

(Q1, 2) According to current tourism development policy in Taoyuna County, current resources and total market trend, what is the future positioning and pattern of tourism development in Taoyuan City?

2. Integration of resources

(Q2, 1) is based on (Q1, 2). As to future development positioning, what are the advantages of tourism industry upon development and competition in Taoyuan City? What is the weakness?

(Q2, 2) is based on (Q1, 2). What are the opportunities of development and competition of tourism industry or resources in Taoyuan City? What is the threat?

3. Integration of marketing conditions

(Q3, 1) In recent years, transformation of tourism industry in Taoyuan City is significant. Regarding transformation of industrial development, how is the total result?

(Q3, 2) Based on above, from perspective of marketing, how is the construction effectiveness of current tourism industry of Taoyuan City regarding image, channel, promotion and attraction?

4. Integration of strategic management conditions

(Q4, 1) In recent years, regarding the whole strategic management of tourism industry in Taoyuan City, what are the pull and push?

(Q4, 2) Based on above, what are the key points of future tourism development marketing strategy in Taoyuan City?



Appendix B

Expert questionnaire

Study on Assessment of Marketing Strategy of Tourism Development: Using
Taoyuan City as an Example

Expert questionnaire

Dear sir,

It is expert questionnaire of “Study on Assessment of Marketing Strategy of Tourism Development: Using Taoyuan County as an Example” in doctoral program of tourism development graduate institute in Maejo University of Thailand. The questionnaire aims to establish marketing and strategy of “tourism development in Taoyuan County”. Through market-oriented strategy, tourism industry keeps growing in changeable environment and it responds to time and creates the trend to guarantee sustainable operation of tourism industry in Taoyuan County.

Since you are knowledgeable and experienced, with your cooperation and assistance, this study will be practiced successfully. This questionnaire is only adopted for the purpose of academic research and please answer the questions freely. We need your assistance and instruction and please share your opinions and send back the questionnaires before October 30, 2014 for the following study. Thanks again for your assistance.

Best regards,

Description of content:

The questionnaire includes three parts. Part 1 is personal basic information. Part 2 is agreement with Objectives of tourism development marketing strategy in Taoyuan City. Part 3 is conditions of industrial development of Taoyuan City and it is classified as strength and weakness of internal environment of Taoyuan City and possible opportunity and threat of external environment. According to your opinions, please select the importance. Besides, you can share personal views in other fields.

1. Basic information

- 1) Gender: ☐Male ☐Female
- 2) Age: ☐21-30 years old ☐31-40 years old ☐41-50 years old ☐51-60 years old
☐Above 61 years old
- 3) Educational level: ☐elementary ☐junior high school ☐Senior high school and vocational school ☐College and university ☐ above Graduate school
☐other _____
- 4) Field: ☐design ☐ business management ☐humanity ☐science and engineering
☐tourism and hospitality ☐ others _____

2. Objectives of tourism development marketing strategy in Taoyuan City

Objectives of tourism development marketing strategy in Taoyuan	Strongly disagree	Disagree	No comment	Agree	Strongly agree
1. Construction of area with sustainable tourism development					
2. Planning of platform with immediate and rich tourism information					
3. Tourist spots for international visitors' free trip					
4. Construction of high-quality hotel quality in Taiwan					
5. Conservation of natural ecology and landscape resources					
Objectives of tourism development marketing strategy in Taoyuan	Strongly disagree	Disagree	No comment	Agree	Strongly agree
6. Development of creativity and innovation of tourism industry in Taoyuan					
7. Creation of international tourist spots and in-depth traveling					
8. Development of friendly and seamless public transportation					

Objectives of tourism development marketing strategy in Taoyuan	Strongly disagree	Disagree	No comment	Agree	Strongly agree
9. Construction of international brands and model of festival					
10. Creation of area with multiple culture and artistic performance image					
11.Others:					

3. Internal and external conditions of tourism development in Taoyuan City

1) Strength and weakness of internal environment

Conditions		Strongly unimportant	Unimportant	No comment	Important	Very important
Strength	1.Active tourism construction and development of itinerary					
	2. Rich natural ecological resources					
	3.Enhancement of recreational and service facility function					

	4.Characteristics of Hakka culture					
	5.Completely remained special landscape in Pi Tang					
	6.Multiple cultures and historic resources					
	7.Residents' participation and enhanced cooperation					
	8.Diversity of festivals					
	9.Diversity of tourism factories					
	10.Cultural park of Chiang Kai Shek and Chiang Ching-kuo					
	11. The first station of foreign tourists					
	12.Top 1 service of star hotels in Taiwan					
Weakness	1.Lack of integration of tourist resources					
	2.Uncertain property right of Pi Tang					

	3.Inconvenient transportation of tourist spots					
	4.Shortage of spots with profound experience					
	5.Tourists mostly visit few spots					
	6.Demand for innovative development recreational agricultural and fishery areas					
	7.Output of service industry is inferior to manufacturing industry					
	8.Low interaction among tourism industries					
	9.Limited human resources and funds of tourism					
	10.Lack of integration and total image of commercial resources					
	11.Demand for innovation of large-scale festivals					

	12.Featured gifts in Taoyuan are not unique					
	13. Others					

2) Opportunity and threat of external environments

Conditions		Strongly unimportant	Unimportant	No comment	Important	Very important
Oppor-tunity	1.Recreational tourism in Taiwan becomes popular					
	2.Cultivation of tourism talents becomes important					
	3.International tourism marketing and promotion of important investment projects					

	4. Governmental policies and regulations					
	5. Service, characteristic and international trend of manufacturing industry					
	6. Yearly increase of number of international tourists					
	7. Others:					
Threat	1. Shortage of integrated recreational routes and international spots					
	2. Large-scale festivals are similar and not unique					

	3. Culture and art are not identified and creative					
	4. High foreign population and it changes social group structure and results in cultural gap					
	5.Others					



Appendix C

In-Depth Interview: 9 interviewees

No.	Name	Job title	Classification of subjects	Interview time
01	Meng-huan Tsai	Assistant Professor and Director of the R & D Center, College of Tourism and Hospitality	Scholar	2016.11.19
02	Ren-huang Yang	Associate Professor of Kainan University, and Minister without Portfolio, Examination Yuan	Scholar	2016.11.19
03	Shih-tsung Hsieh	Secretary-General of the Certified Travel Councilor Association R.O.C	Local leader	2016.11.16
04	Yi-gui Jiang	Director of the Xinwu Village Community Health Association	Local leader	2016.11.16
05	Ying-sheng Yao	Rancher of Pushin Ranch	Local leader	2016.11.17
06	Ming-tan Jiang	Director-General of the Society for Da Jue River Wildlife and Nature	Local leader	2016.11.17
07	Sheng-ping Yang	Director of the Department of Tourism, Taoyuan City	Government official	2016.11.15
08	Hsiang-hua Chang	Section Chief of the Department of Tourism, Taoyuan City	Government official	2016.11.15
09	Ri-long Lin	Director of the Department of Indigenous Affairs, Taoyuan City	Government official	2016.11.14



Appendix Figure 1 9 interviewees

In-depth interview activation Photograph

2. Expert Questionnaire Survey: 36 respondents

No.	Name	Job title	Classification of subjects
01	Meng-huan Tsai	Director of the R & D Center, College of Tourism and Hospitality	Scholar
02	Ren-huang Yang	Associate Professor of Kainan University and Minister without Portfolio, Examination Yuan	Scholar
03	Shih-tsung Hsieh	Secretary-General of the Certified Travel Councilor Association R.O.C	Local leader
04	Yi-gui Jiang	Director of the Xinwu Village Community Health Association	Local leader
05	Ying-sheng Yao	Rancher of Pushin Ranch	Local leader
06	Ming-tan Jiang	Director-General of the Society for Da Jue River Wildlife and Nature	Local leader
07	Hsiu-chin Lu	Chief Secretary of the Department of Tourism, Taoyuan City	Government official
08	Ri-long Lin	Director of the Department of Indigenous Affairs, Taoyuan City	Government official
09	Chang-sheng Hsieh	Director of the Department of Agriculture, Taoyuan City	Government official
10	Fu-gui Jiang	Chief Secretary of the Department of Agriculture, Taoyuan City	Government official
11	Hsiang-hua Chang	Section Chief of the Department of Tourism, Taoyuan City	Government official
12	Sheng-ping Yang	Director of the Department of Tourism, Taoyuan City	Government official
13	South East Travel	Travel Industry or Public Association	Travel agent

No.	Name	Job title	Classification of subjects
	Service Co., Ltd.		
14	South East Travel Service Co., Ltd.	Travel Industry or Public Association	
15	South East Travel Service Co., Ltd.	Travel Industry or Public Association	
16	South East Travel Service Co., Ltd.	Travel Industry or Public Association	
17	South East Travel Service Co., Ltd.	Travel Industry or Public Association	
18	South East Travel Service Co., Ltd.	Travel Industry or Public Association	
19	Tse-chou Lin	Travel Industry or Public Association	
20	Hsin-fa Lu	Travel Industry or Public Association	
21	Tsung-lun Wu	Travel Industry or Public Association	
22	Mei-hsin Liu	Travel Industry or Public Association	
23	Ruo-chen Tsai	Travel Industry or Public Association	
24	Guan-ting Li	Travel Industry or Public Association	
25	Mao-rong Li	Travel Industry or Public Association	
26	Tourism and Travel Department	Government official	Government official
27	Tourism and Travel Department	Government official	

No.	Name	Job title	Classification of subjects
28	Tourism and Travel Department	Government official	
29	Tourism and Travel Department	Government official	
30	Tourism and Travel Department	Government official	
31	Tourism and Travel Department	Government official	
32	Tourism and Travel Department	Government official	
33	Tourism and Travel Department	Government official	
34	Tourism and Travel Department	Government official	
35	Department of Indigenous Affairs	Government official	
36	Department of Indigenous Affairs	Government official	



Appendix D

Biography

Biography

Name	Mr. Che-Jen Chuang	
Date of Birth	13 June 1970	
Education	2013-2016	Doctor of Philosophy in Tourism Development, School of Tourism Development, Maejo University, Thailand
	1996-1997	Master of Arts in Human performance and healthy Promotion, Education college, University of New Orleans, USA.
	1988-1992	Bachelor in Department of Sports Training Science, National Taiwan Sport University
Work Experiences	2016/02-2016/11/07	Associate Dean College of Tourism, Hospitality and Management, Vanung University, Taiwan.
	2009/02-2016/11/07	Associate Professor and Chairman Department of Tourism and Leisure Management, Vanung University, Taiwan
	2003/08-2009/02	Associate Professor, Vanung University, Taiwan
	1997/08-2003/07	lecturer, Vanung College, Taiwan