CHAPTER VI

ASSESS THE MARKETING STRATEGY FOR TOURISM DEVELOPMENT
IN TAOYUAN BY AHP

Characteristics of the Respondents

The study aims at foreign tourists to Taiwan, including Thailand, Singapore, Mainland China, and Malaysia. A purposive convenience sampling and convenient method is employed to collect data from those aged around 20 -85. There are totally 127 questionnaires distributed to responses who have ever visited to Taiwan. The participants' demographics analysis consists of 51 male responses (40.16%) and 76 female ones (59.84%). The characteristics of collected samples are illustrated in Table 21.

Table 21 Statistics analysis for sample distribution

Variable	Item	Amount	Percentage (%)
Gender	Male	51	40.16
	Female	76	59.84
Age group	<20	29	22.83
	20-45	83	65.35
	66-65	15	11.81
Nationality	Thailand	40	31.50
	Mainland China	26	20.47
	Singapore	26	20.47
	Malaysia	35	27.56

Analysis on the importance ranking

The distribution of the importance ranking for the main factors of the foreign tourists to Taiwan on the image to a tourism spot is shown in Table22.

Table 22 Statistics analysis for Main Factors

Comparison	9/1	8/2	7/3	6/4	5/5	4/6	3/7	2/8	1/9	Standard deviation
Attraction & Activities/Access & Accommodation	4	13	14	21	31	22	15	2	5	13
Attraction & Activities/Awareness & Attitude	6	6	19	17	33	25	9	8	4	6
Attraction & Activities/Amenity	8	2	14	19	32	23	18	8	3	2
Access & Accommodation/Awareness & Attitude	4	8	14	19	38	15	14	13	2	8
Access & Accommodation/Amenity	4	9	11	17	30	23	19	10	4	9
Awareness & Attitude/Amenity-	2		14	22	31	21	16	10	5	6

Pairwise Comparison Results

The pairwise comparisons results of all the determinants including the criteria and sub-criteria were obtained from the questionnaire in aggregate form. Then, these results were tabulated and used as inputs to the Super Decisions Software in order to obtain the final importance ranking and determine the "key influential" determinants affecting international travellers' decisions to revisit Taoyuan City. The following tables and figures illustrate the questionnaire results before being used as inputs to the Super Decisions Software.

Criteria Results

The criteria consisted of four determinants including: Access & Accommodation, Amenities, Attractions & Activities, and Awareness & Attitude. Table 23 shows the pairwise comparison scores for each pair of criterions on the "1-9 Importance Scale" based on the calculated mean scores from questionnaire. The values in the table indicate that Access & Accommodation was "moderately more important" than Amenities, because the number of respondents favoring Access & Accommodation was higher than those favoring Amenities.

Table 23 Criteria Pairwise Comparisons

	Attraction & Activities	Access & Accommodation	Awareness & Attitude	Amenity
Attraction & Activities	1	1	6	2
Access & Accommodation	1	1	3	2
Awareness & Attitude	1/6	1/3	1	1
Amenity	1/2	1/2	1	1

Sub-Criteria Results

The criteria consisted of sub-criterions which were also compared in order to determine the most influential determinant affecting international travellers' decisions to revisit Taoyuan City. Access & Accommodation included: Accommodation Infrastructure, Affordability, Domestic Transportation, Global Transportation, and Transportation Infrastructure. Amenities included: Communication, Safety & Security, Sanitation, Travel Ease, and Sanitation. Attractions & Activities included: Activities, Built Attractions, Natural Attractions, and Private Business Developments. Awareness & Attitude included: Market

Awareness, People, and Service Quality. Table24 to Table 27 show the pairwise comparison scores between each pair of sub-criterions from the questionnaire results.

Table 24 Sub-Criteria for Attraction & Activities Pairwise Comparison Scores

	Natural Attractions	Built Attractions	Private Business Developments	Activities
Natural Attractions	1	1/2	8	1/4
Built Attractions	2	1	5	1/2
Private Business Developments	1/8	1/5	1	1/6
Activities	4	2	6	1

Table 25 Sub-Criteria for Access & Accommodation Pairwise Comparison Scores

	Global Transportation	Domestic Transportation	Transportation Infrastructure	Accommodation Infrastructure	Affordability
Global Transportation	1	1/2	1	1/3	1/3
Domestic Transportation	2	1	2	1/2	1/5
Transportation Infrastructure	1	1/2	1	1/2	1/3
Accommodation Infrastructure	3	2	2	1	1
Affordability	3	5	3	1	1

Table 26 Sub-Criteria for Awareness & Attitude Pairwise Comparison Scores

	Market Awareness	People	Service Quality
Market Awareness	1	6	5
People	1/6	1	2
Service Quality	1/5	1/2	1

Table 27 Sub-Criteria for Amenity Pairwise Comparison Scores

	Communication	Travel Ease	Safety and Security	Sanitation
Communication	1	3	2	2
Travel Ease	1/3	1	1/5	1/3
Safety and Security	1/2	5	1	3
Sanitation	1/2	3	1/3	1

Super Decisions Software Analysis

The questionnaire results for the pairwise comparisons were used as inputs to the Super Decisions Software in order to determine the "key" or most "important/influential" determinants affecting international travellers' decisions to revisit Taoyuan City. Along with the most influential determinants determined, the inconsistency ratios for each criteria and sub-criteria were also obtained.

Key Influential Determinants

The criteria consisted of four main factors: Access & Accommodation, Amenities, Attractions & Activities, and Awareness & Attitude. According to the Super Decisions Software results the most influential criterion was Attractions & Activities,

followed by Access & Accommodation, Amenities, and finally Awareness & Attitude, as shown in Table 6. Attractions & Activities consisted of Activities, Built Attractions, Natural Attractions, and Private Business Developments. Therefore, these results fully supported the hypodissertation or expected results stating that international travellers' highest motivation for travel is exploring nature, culture & history, and local food (Kwan, Eagles, Gebhardt, 2008), because all these factors were included within the sub-criterions. Natural Attractions fully encompassed nature with biodiversity, topology, and climate. Culture & history and local food, were covered by Built Attractions, which included all three factors. Taoyuan City is indeed very rich in nature. Nature is probably the most abundant natural resource in the country, which makes Taoyuan City a major attraction or tourist destination in the region. Also, most if not all of Taoyuan City's attractions are very rich in history. They all constitute to the country's heritage and promote its culture, and culture embodies many different factors including local food.

Table 28 Key Influential Determinants

Main criteria	Weight	Sub-criteria	Weight	Relative weight	Ranking
Attraction & Activities	0.4091	Natural Attractions	0.1957	0.0800	5
		Built Attractions	0.2670	0.1092	3
		Private Business Developments	0.0485	0.0198	13
		Activities	0.4889	0.2000	1
Access & Accommodation	0.3316	Global Transportation	0.0942	0.0312	11
		Domestic Transportation	0.1453	0.0482	9
		Transportation Infrastructure	0.1031	0.0342	10

Table 28 (Continued)

Main criteria	Weight	Sub-criteria	Weight	Relative weight	Ranking
Awareness & Attitude	0.1064	Accommodation Infrastructure	0.2768	0.0918	4
		Affordability	0.3806	0.1262	2
		Market Awareness	0.7286	0.0775	6
		People	0.1626	0.0173	14
		Service Quality	0.1088	0.0116	16
Amenity	0.1529	Communication	0.4004	0.0612	7
		Travel Ease	0.0862	0.0132	15
		Safety and Security	0.3358	0.0513	8
		Sanitation	0.1777	0.0272	12

Moreover, the Super Decisions Software results showed that the most important or influential sub-criterions pertaining to each criteria. For Attractions & Activities the most influential determinant was Built Attractions followed by Activities, Natural Attractions and lastly Private Business Developments. For Access & Accommodation the most influential determinant was Affordability, followed by Accommodation Infrastructure, Domestic Transportation, and lastly a tie between Global Transportation and Transportation Infrastructure. For Amenities the most influential determinant was Communication, followed by Safety & Security, Sanitation, and lastly Travel Ease. Finally, for Awareness & Attitude the most influential determinant was Market Awareness, followed by People, and lastly Service Quality, as shown in Table 6.

The main focus of this research project was to determine the key influential determinants through the AHP methodology. After conducting the pairwise comparisons using the Super Decisions Software, the consistency ratios for each

cluster of determinants was determined to be below the required 0.1 rate for accuracy, validity or reliability reasons. Table 29 shows the consistency ratios for both the criteria and sub-criteria from the Super Decisions Software analysis.

Table 29 Consistency Ratios

	Criteria	Sub-criteria			
		Attraction & Activities	Access & Accommodation	Awareness & Attitude	Amenity
CI	0.0393	0.0961	0.0432	0.0818	0.0796