

## CHAPTER VI

### SUMMARY, IMPLICATION AND RECOMENDATION

#### SUMMARY

Therefore, this study focuses on “The Assessment of Marketing Strategy of Tourism Development in Taoyuan City, Taiwan”, by AHP. It tries to probe into city marketing concept and strategic planning characteristics of Taoyuan City in order to construct strategies matching tourism development in Taoyuan. Based on the above-mentioned, purposes of this study are concluded and listed as follows:

#### **Plan the marketing strategy of tourism development in Taoyuan City.**

This study takes “Attractions & Activities”, “Access & Accommodation” and “Amenities” as the three major principles for formulating the goals of tourism marketing in Taoyuan City. The results are as follows:

#### **The Goals of Development with “Attractions & Activities” as the Principle**

The goals encompass revitalizing the traditional and characteristic tourism activities and tourist attractions of Taoyuan, establishing world-class tourist attractions, organizing local characteristic cultural activities, and exploiting the best tourism resource of bungee jumping in Taiwan, so as to create a tourist attraction that boasts international backpackers and a distinctive culture.

#### **The Goals of Development with “Access & Accommodation” as the Principle**

The goals include providing easy access for sightseeing with convenient international and local transportation and building quality hotels with quality accommodation services.

### The Goals of Development with “Amenities” as the Principle

The goal is shaping Taoyuan to be a model tourism area that is comfortable, clean and safe for tourists at home and abroad.

Assess the marketing strategy for tourism development in Taoyuan by AHP.

#### 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 criterion and sub-criterion were also obtained.

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 30 Key Influential Determinants 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-criteria. 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.

**Table 30** Key Influential Determinants Attractions & Activities consisted of Activities, Built Attractions, Natural Attractions, and Private Business Developments.

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
		Global Transportation	0.0942	0.0312	11
Access & Accommodation	0.3316	Domestic Transportation	0.1453	0.0482	9
		Transportation Infrastructure	0.1031	0.0342	10
		Accommodation Infrastructure	0.2768	0.0918	4
		Affordability	0.3806	0.1262	2
Awareness & Attitude	0.1064	Market Awareness	0.7286	0.0775	6
		People	0.1626	0.0173	14
		Service Quality	0.1088	0.0116	16
		Communication	0.4004	0.0612	7
		Travel Ease	0.0862	0.0132	15
Amenities	0.1529	Safety and Security	0.3358	0.0513	8
		Sanitation	0.1777	0.0272	12



## IMPLICATION

### SWOT Analysis

This section discusses the aspect of “Degree of Understanding Competition”, which means the business operators’ understanding of the competition as well as of the status and trends of the market within the industry. After an analysis of the results of field survey and in-depth interviews, it is found that currently, Taoyuan faces with three problems in terms of the overall development and promotion of tourism: lack of innovation and integration of tourism resources in festival activities, inaccessibility and lack of tourist attractions for in-depth travel, along with limited funding, human resources and lack of unique characteristics that leave great impressions.

**The results of SO analysis for GO are as follows:**

- 1) To attract international tourists with the development of Taoyuan Airport;
- 2) To prolong the tour of tourists in Taoyuan with featured tours;
- 3) To direct the development of tourism factories towards internationalization;
- 4) To push forward green tourism while preserving nature;
- 5) To increase the number of tourists by launching distinctive cultural activities during festivals;
- 6) To improve service quality by training sightseeing service personnel;
- 7) To meet the needs of international tourists by maintaining the ratio of star-level accommodation services;
- 8) To relax restrictions on investment in tourism by enterprises and reward for such enterprises and take other measures;
- 9) To attract tourists by exploiting the charm of Hakka culture.

**The results of WO analysis for IMPROVE are as follows:**

- 1) To make innovative and large-scale festival activities an annual tourist attraction;
- 2) To improve the reward for transport connections at tourist attractions;
- 3) To establish a dedicated unit for sightseeing administration and to increase funding;
- 4) To cause different departments of government to market tourist attractions and activities jointly;
- 5) To develop unique cultural characteristics of Taoyuan and create

a distinct Taoyuan image; 6) To improve the mechanism of cooperation among the tourism industry, government and universities; 7) To innovate the development of leisure agriculture and fishery while cultivating their characteristics; 8) To disperse tourists by diversifying the arrangement for the time of activities in popular tourist attractions; 9) To check the property rights of ponds; 10) To make good use of special landscapes to attract tourists or to organize related recreational activities; 11) To increase investment budget by assessing the potential tourist attractions.

**The results of ST analysis for HOLD are as follows:**

1) To divide clearly the homogeneous celebrations in accordance with the functions of different bureaus and departments of the government; 2) To create a distinct Taoyuan image with cultural and artistic events; 3) To plan and integrate tours that suit international tourists; 4) To cause tourism factories to plan tours that suit international tourists; 5) To direct the slowly-developing regions towards the establishment of international tourist highlights.

**The results of WT analysis for RETRENCH were as follows:**

1) To close down festival activities that turn out to be ineffective; 2) To reduce input costs in tourist attractions evaluated to be lacking appeal; 3) To build business districts in selected potential areas instead of in each area; 4) To run popular tourist attractions with the enhancement of security and quality as the priority, instead of increasing of the number of tourists.

**Key Influential Determinants**

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.

## RECOMMENDATIONS

The strategies for improving Taoyuan tourism were concluded as follows:

### Development and Planning of International Tourist Attractions

(1) To develop international tourist attractions; (2) To plan an alternative road system and parking system; (3) To integrate tourist transport ticket; (4) To attract international tourists to consider Taoyuan as their first choice for independent travel with Taoyuan Aerotropolis as a highlight of strategy; (5) To prolong the time of stay of international tourists in Taoyuan; (6) To ensure the seamless connection of traveling transportation and information.

Development of a Distinct Tourism Brand and an Image of Tourist Destination for 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.

### Suggestions

The industrial development strategies devised based on the elaborations on strategy planning are, in nature, merely principles for reference, so the actual implementation requires further study of each strategy.

Subject to the limited time and human resources, this study mainly conducted field study, interviews with experts, AHP, and interviews with some international tourists for "The Assessment of Marketing Strategy of Tourism Development in Taoyuan City, Taiwan". It is recommended to add a survey regarding the opinions of the residents of Taoyuan as well as the motivation or degree of satisfaction of international tourists in subsequent research, for the purpose of better objectivity and completeness of the strategies.