# EXPLORING THE EFFECTIVE FACTORS FOR HERITAGE TOURISM IN SOUTHERN TAIWAN

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**Abstract -** Customers would consider a lot of factors that could influence their behavioral intention such as, experiential value, image, quality, culture, satisfaction, and so on when deciding to proceed a heritage tourism. The present research explored how the effective factors influence travelers to proceed a heritage tourism. Three hundred respondents in Tainan were randomly surveyed to gather data. The findings stated that heritage tourism is perfect for people, especially for people who have higher annual income, higher education, and been older. Moreover, experiential value has significantly positive relation with traveler's behavioral intension. Heritage buildings have very especial, historic and famous characteristics to attract people to visit or recommend. Cultural activities related to heritages attract more positive behavioral intentions. In addition, the price of heritage ticket, preservation of heritage, diversity of historic relics, and neatness of the environment, all have very important influence to satisfaction of a heritage tourism. However, the improvement in the legislation of preserving heritage, managing vendors efficiently, and marketing strategies, and designing more creative and particular souvenirs are suggested.

**Keywords –** Heritage Tourism, Experiential Value, Image, Quality, Culture, Satisfaction, Behavioral Intention

## I. INTRODUCTION AND LITERATURE REVIEW

Nowadays, travelling is not only a valuable recreation but also experiential and educational functions. Except for the newest tour spots, heritage tourism and cultural tourism have become the most popular tour design. The most important thing to proceed to heritage tourism is experience. Tourists' soul can interact with environment through experience, and then create experiential value. Yuan and Wu (2008) defined experiential value is a perception remuneration that is customer's cognition and preference to product and service after the emotional and rational evaluation. It is customer's inner experiential feeling to business product and service. Experiential value is an inner spiritual satisfaction and it can become a good memory. Williams and Soutar (2009) applied function, emotion, social, knowledge, curious and money value to evaluate experiential value. Jian and Huang (2010) sorted experiential value to five aspects, leisure experience, excellent service, interest, increased emotion and rate of return. Gallarza and Saura (2006) thought that experiential value is the factor to influence customer satisfaction. Then, customers would apply excellent service to decide customer experiential value (Smith & Colgate, 2007). Prahalad and Ramaswamy 2004）pointed that operators of a popular historical entertainment tourism theme need to have the same ideas with customers. The operators need to create better experiential values to get more satisfaction from customers. So travel experiential value has the significance on heritage tourism.Heritage tourism, becoming an important type of global tourism, emphasizes the heritage attractions and educational implications (Apostolakis & Jaffery, 2005. The heritage tourism provides travelers the meaning of last generation passed to next generation （Ou, 2002）. Nowadays tourists visit heritage in order to realize history, join activities, appreciate culture, and relax (Poria, Butler & Airey, 2003). Culture is related to tradition and creative experience and it also regarded to people's way of life, customs and habits. So they defined cultural tourism as people who focus on or participate in cultural tourism and cultural activity are the main factor to visit cultural asset. Ou (2002) thought that visiting historical sites was not only to find the truth and evidence of history but also to experience, image and explore. Poria, Butler and Airey (2003) stated that people doing heritage tourism has two mainly experience ways; One is based on the truth to visit the ancient sites the other is to connect with history feature and realization to visit. To flourish the cultural we need to attract visitors by tourism activities; moreover, the local tourism also need cultural to promote its length and breadth. In recent years, we improved local economic by promotion tourism activities. Tourists get satisfied by participate in festival, visit natural landscape and experience local cultural. Promoting local tourism is the way to boost local economic.

Behavioral intention is an important target for business to evaluate whether it can retain customers (Blackwell, Miniard and Engel, 2001). Behavior intention is behavioral tendencies on customers' after-purchasing behavior to product or business. Therefore, scholars often apply behavior intention to evaluate individual behavior. The Customers' travel images and travel experiences on tourism spots have directly impact on revisiting and recommending

(Castro, Armario & Ruiz, 2007). Chi and Qu (2008) thought high satisfaction is the final target for marketing but behavior intention is better predict than satisfaction. Ha and Jang (2009) worked behavior intention; he has sorted three aspects of revisiting, recommend and willing to pay.

After reviewing the past literature, most of the Taiwan scholars had done studies of fixed scenic spots, such as Beigang Chaotian Temple (Chang, 2010; Liu, Tsou & Lo, 2012). Also, researchers have ignored the role of package tour. Tainan, the earliest historic city in Taiwan, is the center of politics, economics and culture until the nineteenth century. People said that Tainan is an "Ancient Capital of Culture" because it has many historic sites, religious temples, and famous local food. There are many heritages and local foods in Tainan City. In order to fill this gap, this study investigated the perception of cultural heritage tourism package tour, including Anping, Chih-Kan, and Confucius Temple Cultural Areas in Tainan City.

## II. RESEARCH METHODS

Customers would take into consideration a lot of factors that could influence their behavioral intentions when deciding to proceed heritage tourism. This study aims to investigate the factors of making a decision by future travelers, and also observe how the characteristic influences on them. In accordance with the research purpose, some research hypotheses were posed as follows in order to analyze the factors of behavioral intention. Furthermore, T-test (Levene method) and Anova analyses (Scheffe method) are applied to measure their significance.

**Hypothesis 1:** Personal background would be positively related to behavioral intension.
**Hypothesis 2:** People who have been to any heritage would have stronger experiential value.
**Hypothesis 3:** people who have more travel image of heritage would have positive relation with behavioral intension.
**Hypothesis 4:** The heritage that has better travel quality would lead to more positive behavioral intension.
**Hypothesis 5**: Cultural or historic factors would bring positive behavioral intension.

Data was collected randomly from 300 people in Tainan City, Taiwan. The instrumentation used in this research is "Perception of Heritage Tourism Questionnaire (PHTQ)" which has 52 statements and is divided into 8 sections. First section is Personal Information, and other sections are in the format of a typical five-level Likert Scale. Other sections are displayed as following: 1) Experiential Value; 2) Travel Image; 3) Travel Motivation; 4) Travel Quality; 5) Culture; 6) Traveler Satisfaction; and 7) Behavioral Intention. The value of Cronbach α of PHTQ is 0.82. Table 1 shows the values of Pearson Correlations and predicts independent variables are all significantly strongly correlated. They identify adequate levels of reliability and construct validity.

| | Experiential Value | Travel Image | Travel Motivation | Travel Quality | Culture | Traveler Satisfaction | Behavioral Intention |
|---|---|---|---|---|---|---|---|
| Experiential Value | | | | | | | |
| Travel Image | (.370)** | | | | | | |
| Travel Motivation | .247** | (.589)** | | | | | |
| Travel Quality | .469** | .380** | (.419)** | | | | |
| Culture | .299** | .515** | .563** | (.398)** | | | |
| Traveler Satisfaction | .318** | .336** | .403** | .390** | (.363)** | | |
| Behavioral Intention. | .627** | .250** | .225** | .507** | .264** | (.384)** | |

**Table 1. Pearson Correlations of all variables**

## III. RESULTS AND DISCUSSION

A total amount of 300 travelers was collected to do the survey questionnaire and run data analysis. The personal data of most respondents is displayed as following: (1) The gender of sex is female (60%) ; (2) The age is between 18-22 years old (32%); (3) the educational background is college (63%); (4) current job is student (73%); (5) average annually income is below NT$300,000 (38.3%); frequency of being to anyone of Tainan heritage is 94.7% ; their residential area is Southern Taiwan ( 33.3%); and the percentage of people not thinking of visiting these famous cultural heritage in one day is 43.7.

For "Hypothesis 1: Personal background would be positively related to behavior intension", age, job, education, annual income, residential area, and not enough time to visit in one day, have significantly positive related to behavioral intension because the results of ANOVAs (Scheffe method) for these variables show that all of their p values are smaller than 0.05 . On the contrary, applying T-test (Levene method) to exam sex independent variable, the value ($F=6.16$, $p>0.05$) displays that sex variable does not have significantly difference in behavior intension. Moreover, the value ($F=1.224$, $p>0.05$) shows that there is no significant difference related to their behavioral intension whether people who have been to anyone of Tainan heritage or not related to their behavior intension. These information predicts that heritage tourism is a perfect for people, especially for people having higher annual income, higher education, and been older.

For "Hypothesis 2: People who have been to any heritage would have stronger
experiential value", two hundred and eighty respondents (93.3%) strongly agree that visiting heritage tourism make them enjoy the simple and conservative leisure life. The total experiential value equals to $F(17, 282) =13.76$, $p<0.05$ that means experiential value has significantly positive relation with traveler's behavioral intension.

For "Hypothesis 3: people who have more image of heritage tourism would have positive relation with behavioral intension", two hundred and eighty respondents (93.3%) strongly agree that the local food nearby heritage is reminiscent and delicious. According the result ($F(15, 284) =5.081$, $p<0.05$) of ANOVA (Scheffe method) for total image of heritage tourism, it means that heritage buildings have very especial, historic and famous characteristics to attract people to visit or recommend. Therefore, these administrative institutes should think of more marketing strategies to propagandize the heritages and legislate to preserve these historical buildings, and streets. Comparatively, one hundred and seventy-three respondents (57.7%) strongly disagree that the heritage souvenirs are famous and attractive. Thus, the souvenir shops should design more creative and particular souvenirs related to their heritages and histories to attract more visitors.

For "Hypothesis 4: The heritage that has better travel quality would lead to more
positive behavioral intension", two hundred and eighty-three respondents (94.3%) strongly agree that they feel so crowded in rush season and holidays. The result of ANOVA ($F(21, 278) =8.566$, $p<0.05$) shows that total traveling quality of Tainan heritages, including convenient to find food and souvenirs in reasonable price, enough parking lots, clean public restrooms, and diversity of antiques, leads to more willingness to visit or recommend . On the contrary, one hundred and seventy-nine respondents (59.7%) strongly disagree that the local vendors are not managed well. Therefore, these administrative institutes should strengthen mapping out stands in a market and managing these vendors well.

For "Hypothesis 5: Cultural or historic factors would bring positive behavioral intension", two hundred and eighty-six respondents (95%) strongly agree that developing heritage tourism makes travelers realize local history and culture. In addition, most respondents (mean=4.3) strongly agree that developing heritage tourism leads tourists to attend the local festivals. The result of ANOVA ($F(10, 289) =5.61$, $p<0.05$) for total cultural factor displays that cultural activities related to heritages attract more positive behavioral intentions. Comparatively, only a few respondents (mean=3.3) pointed out that they could know the accesses to buy some of cultural creative products related to the heritages. Therefore, these administrative institutes should set up more souvenir shops and channels to promote their cultural and creative products.

One hundred and seventy-four respondents (58%) strongly disagree that they are satisfied with the equipment of guiding and displaying. Accordingly, these administrative institutes of heritages should provide enough guidebooks, and clear traffic instructions.

The findings depicts that two hundred and seventy-two respondents (90.7%) strongly agree that they would be glad to recommend friends and relatives to visit these heritages. That result would be conjectured based on the highly correlated to the total consumer satisfaction (correlation coefficient =0.39) and the result of ANOVA ($F(16, 283) =10.48$, $p<0.05$). In particular, the price of heritage ticket, preservation of heritage, diversity of historic relics, and neatness of the environment, all have very important influence to satisfaction of a heritage tourism. In the future, we should extend the survey respondents to different job, education level, area, age, and so on to get more objective raw data. Comparing to this study, the various groups may indicate many differences or significant meaning that lead the research to high reliability and truthfulness. Therefore, the government or travel agencies would like to reference the results of the research to their legislations of preserving heritages, public policies, marketing planning and product design.

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