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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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**CONSTRUCT THE TOURISM INTENTION MODEL OF CHINA TRAVELERS IN TAIWAN****WEN-GOANG, YANG****ASSOCIATE PROFESSOR****DEPARTMENT OF LEISURE SERVICE MANAGEMENT AND DEPARTMENT OF MARKETING & LOGISTICS MGT.  
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TAIWAN****ABSTRACT**

*The study aims to explore the relationship among tourism image, experience marketing, customer value and behavioral intention with quantitative analysis and self-established questionnaire survey of China travelers. Targeting China travelers who stay in the Sun Moon Lake at Nantou County with 345 questionnaires distributed, reporting an up to 91.8% of return (317 valid questionnaires) in Taiwan. The research finding that the higher the tourism image, the higher intention in experience marketing relatively; Also, the better feeling the customer value, the higher the revisit intention when experience marketing reports a positive tendency; there is also a positive correlation between customer value and behavior intention.*

**KEYWORDS**

tourism image, experiential marketing, consumer value, behavior intention.

**INTRODUCTION**

In recent years, tourism business has become the most potential asset to develop and offer job opportunity to earn foreign exchange of the nation. Due to the prevalence of China travelers coming to Taiwan, increasing needs of cultural and social interaction and trade between the cross straits from time to time, the government is proactively pushing for fully tourism open-up to China travelers who visit Taiwan, which is considerably helpful to the prosperity of tourism industry in Taiwan.

According to the statistics of international tourists announced by Ministry of Transportation and Communications (MOTC), there are 5,567,277 inbound visits in 2010 and reporting a 11.6% growth compared to 4,395,004 visits in 2009. Moreover, visitors by country in 2010 are Mainland China (1,630,065 visits), Japan (1,080,153 visits), Hong Kong and Macao (794,362 visits). According to the statistics listed above, Mainland China is currently where most tourists came from, followed by Japan, Hong Kong and Macao. In short, the total number of visitors from Mainland China, Hong Kong and Macao mainly consisted of the tourism market in Taiwan (MOTC, 2010).

The Mainland Affairs Council (MAC) in Taiwan made an announcement in 2011 that China travelers will be able to apply for admission to Taiwan by independent tour with 15 days of stay since the day of arrival and a quota of up to 500 China travelers visiting Taiwan per day since June 22, 2011.

There is influence and preference between level of tourists' feeling of experiences and tourism image; while tourists' experience and level of tourism image will also affect tourists' revisit intention. According to Goodall (1988), it will turn into a preferential image if tourists report good experience acquired from travel, and would expect the next travel experience accordingly (Liang, 2002). Pearce (1982) found that, consumers' perception will be varied by the experiences of different tourist destination, it is found that tourists' cognitive images will be changed after they visited the sightseeing area, and therefore, the image of tourists on that region will be varied upon their experiences once they truly experienced the sightseeing area themselves.

The tourism image related studies are mostly limited to leisure farm (Chiu, 2003, Ding, 2009), amusement park (Chang, 2006), tourist night market (Su, 2006), postcard (Jian, 2008) or resort village (Huang, 2005), while studies with regard to China travelers' tourism image on experience marketing, customer value and behavior intention are precious and rare. Tourism can be proclaimed as the core of leisure industry, the research motive of this study targets China travelers to conduct questionnaire survey on their images about Taiwan, to explore whether China travelers occurring strong memory or affection on the tourism image of Taiwan and to further proceed to tourism experience continuously.

Furthermore, to get to know the current situation of China travelers' images by different background variables, and the experience feeling and impression to tourists enabled by sense, feel, think, act and relate in experience marketing, as well as whether the customer value is generable through the experience process, and to revisit or to recommend to others willingly, in which the research outcome can be regarded as a reference for Taiwan tourism related units and China travelers to reinforce their feature and marketing skills.

## LITERATURE REVIEW

### TOURISM IMAGE

There are diverse translations and expressions about the image applying to tourism study, overseas studies mostly called it as Destination Image (Walmsley & Young, 1998), Tourism Image (Gartner, 1989; Schroder, 1996), Tourist Image (Selwyn, 1996) while there are many ways of translation such as destination tourism, tourism image and tourist image.

The study to start from the perspective of tourist, the images are just like information of certain media we receive to facilitate comprehension of the region, while it is expectation implicitly contained on potential tourists on existing regions or activities for the impression and cognition of those travel locations existed in the brain that tourists have never been to. A diversity of message dissemination for the time being has led to message receiving in different manners and subject to no character description, in which inconsistent viewpoints of each individual might be affected by audio or visual sense stimulation, which is important to trigger a motive for those potential tourists who have not visited the place.

According to Fakeye and Crompton (1991), the formation process of destination image is highly associated with decision makings of tourism marketing and tourist destination. Therefore, to continue the research concept of destination image by Gunn (1972), the tourism image consisted of the following three images were: (a) Organic image: Refers to images of potential tourists formed by dissemination media, newspapers & magazines, news in which this information are provided by non tourism institutes; (b) Induced image: refers to images gradually enabled by potential tourists to begin collection related information proactively, with tourism motives caused from organic image, also, the information that affect the image this stage are mostly advertising provided by tourism institutes; (c) Complex image: The image this stage refers to the images formed in this region when tourists actually arrived in the tourist destination.

According to Selby and Morgan (1996) that an empirical study on sightseeing location could help managers understand the strengths and weaknesses of sightseeing area and who their potential tourists are. Besides, a good or bad tourism image of one city is one of the imperative factors that determine tourist's decision to travel (Tsai, 2005).

Gallarza, Saura and Garcia (2002) have even clearly pointed that tourism image is mixed with impressions of residents, retailer, tourism or service personnel. O'Neill and Jasper (1992) have pointed out the difference of images between affective cognition, affection refers to a response to one sentiment while cognition refers to related knowledge of environment characteristics, there is still a correlation of mutual effect between affective image and cognitive image (Liu and Huang, 2001) despite the difference between the two, in which the cognitive image will affect affective image according to the empirical study.

Looking back studies of tourism image domestically and abroad in recent years, the studies with regard to tourism image abroad originated from 1980s, Pike (2002) has consolidated the 142 studies on the image of travel location between 1973 and 2000 in terms of background, location descriptions, research type, target audience and method of independent variable, sample size and analysis methods, with research locations mostly focused on tourism image of North America (58 articles), followed by UK (45 articles), Asia (25 articles) and Australia (19 articles), the tourism image of a nation is the most favorable issue, followed by province (state), city, holiday region and countryside.

Selby and Morgan (1996) research on sightseeing location could help managers understand the strengths and weaknesses of sightseeing area and who their potential tourists are (Tsai, 2005). Besides, a good or bad tourism image of one city is one of the imperative factors that determine tourist's decision to travel.

According to a comprehensive discussion of aforementioned literature review, the study expects to explore what kind of response and effect of a process of tourism image formation brought through the formation of visual image, which regarded as a countermeasure to subsequent tourism marketing.

### EXPERIENCE MARKETING

Schmitt (1999) is a scholar who firstly proposes "experience marketing" concept which emphasizes on the core of experience marketing is to create different experience patterns for customers, which will become the mainstream of modern marketing. What experience marketing talks about is a kind of consumption situation which combines product or service, is an experience that matches consumer's lifestyle and touches consumer's mind. According to Pine and Gilmore (1998), consumers will be able to add positive and eliminate negative clue to create unforgettable 5 sense stimulation impression and other strategies to gain experience through the establishment of marketing topic.

Experience provider is a tool for experience marketing which normally includes communication, verbal identity and signage, product presence, co-branding, spatial environment, electronic media and people.

### CUSTOMER VALUE

The customer value from experience perspective is what consumers have defined by product value, emphasizing on tangible performance of products (Holbrook & Hirschman, 1982) while Bettman (1979) has pointed out that experience perspective is to attain consumption goal, what consumers care about is characteristics of perceptual products. However, customer value under experience perspective could be a kind of pure subjective conscious state, also, consumption at that time is also accompanied by many meanings of significance, hedonic response and aesthetic principle (Holbrook & Hirschman, 1982). The difference between experience viewpoint and rational viewpoint is that the experience viewpoint is more subjective and personalized, what experience viewpoint pays attention to is subjective value caused by feeling and delight while rational viewpoint focuses on achievement of efficacy and mission.

According to scholars Woodruff, Cadotte and Jenkins (1983), "customer value" is a perception of expected outcome perceived by the customer under certain consumption situation, so as to achieve purpose or goal aspired for through products or services provided by the suppliers.

### BEHAVIORAL INTENTION

Therefore, whether the feeling of tourists attain their needs and choose to revisit in terms of value perspective during the sightseeing process, and even recommend to others positively by word of mouth is also the lifeblood to the survival of tourism and travel industry.

According to Hu (2003), "Behavioral intentions" is the dimension name introduced by Cronin, Brady and Hult (2000), however the questions designed are mainly inquiring about interviewees' behavioral intentions in terms of "repeat purchase", therefore the measurement questions of similar studies can be provided as a reference for the study to measure tourists' revisit intention, recommendation intention and intention to pay more.

As there are so-called "revisit" or "recommend to others" commitments enabled from researchers while exploring a positive comment and affection of tourists on that tourist destination in the past, therefore actual behavioral decision after a visit will mostly subject to these two as primary measurement dimensions (Chen, Tsai, Lee, Chen & Chen, 2007).

## RESEARCH METHODOLOGY AND DATA ANALYSIS

### RESEARCH HYPOTHESES

A verification of below hypotheses will be conducted upon the results of research questions and related literature review:

H1: China travelers in different background variables will have an impact on the tourism image;

H 1-1 China travelers by gender report significant difference in terms of tourism image



- H 1-2 China travelers in different age report significant difference in terms of tourism image  
 H 1-3 China travelers in different level of education report significant difference in terms of tourism image  
 H 1-4 China travelers by different occupations report significant difference in terms of tourism image  
 H 1-5 China travelers in different monthly incomes report significant difference in terms of tourism image  
 H 2: The tourism images of China travelers have an impact on experience marketing ;  
 H 3: The experience marketing of China travelers has an impact on the customer value ;  
 H 4: The experience marketing of China travelers has an impact on the behavioral intention ;  
 H 5: The customer value of China travelers is associated with their behavioral intentions.

#### QUESTIONNAIRE OBJECTIVES

The scope of the study mainly in China travelers who visit Taiwan with place of questionnaire distribution to Sun Moon Lake at Nantou County during March 1 to May 31, 2011 in Taiwan. And there are 345 questionnaires distributed in total so as to understand the difference among the effects of tourism image, experience marketing, customer value and behavioral value and related status.

## EMPIRICAL ANALYSIS AND DISCUSSION

### ANALYSIS OF PERSONAL INFORMATION

The official sampling of the study is conducted during March 1 to May 31, 2011 with 345 questionnaires distributed and 317 valid questionnaires returned after deleting 28 invalid questionnaires, reporting an up to 91.8% rate of return on valid questionnaire, with results derived as below after having a descriptive statistics.

- In terms of which province/city these China travelers are from, south of China is the majority, reporting 178 travelers (56.2%) in total; followed by north of China, reporting 67 travelers (21.1%) in total; the north east of China report the least amount of visitors, reporting 4 travelers (1.3%) in total only.
- For the China travelers by different background variables on gender distribution, "female" is the majority reporting 163 travelers in total (51.4%) while "male" report 154 travelers (48.6%).
- There are 53 travelers (16.7%) in age group 40-49, 52 travelers (16.4%) in age group "50-59", 45 travelers (14.2%) in age group 0-39; 41 travelers (12.9%) in age group 60 or above; only 6 travelers are in age group 18 or under (1.9%).
- China travelers by education level; 233 of travelers (73.5%) are from "college/university"; followed by 65 of travelers (20.5%) are from "senior high/vocational schools or under".

### RELIABILITY TEST FROM RESEARCH VARIABLE DIMENSION

With regard to the analysis of official questionnaire, the study has conducted reliability analysis on the 317 valid questionnaires, reporting an up to a 0.864  $\alpha$  value in overall, a 0.807  $\alpha$  value for tourism image dimension, a 0.844  $\alpha$  value for experience marketing dimension, a 0.828  $\alpha$  value for customer value dimension and a 0.821  $\alpha$  value for behavioral intention, which are all within the scope of reliable range.

TABLE 1: RELIABILITY TEST OF ALL DIMENSION

Dimension	Cronbach's $\alpha$	Cronbach's $\alpha$ of all
Tourism image	.807	0.864
Experiential marketing	.844	
Customer value	.828	
Behavior intention	.821	

Examining the results of tourism image by various factors, "store" reported highest score in average ( $M=4.25$ ,  $SD=0.71$ ) among the top 3 factors that report highest score, which falls between "agree" and "strongly agree" in overall. "the stores in Taiwan are hospitable to me" reported the highest score ( $M=4.31$ ,  $SD=0.76$ ) if the questions were analyzed from this dimension, while "the stores in Taiwan are satisfactory to me" reported the lowest ( $M=4.20$ ,  $SD=0.77$ ), however, the scores between the two are all between "agree" and "strongly agree", indicating that China travelers are very satisfied with the kind attitude and passion of service personnel at the stores in Taiwan.

"Public facility" reported the second highest score in average ( $M=4.14$ ,  $SD=0.77$ ), which falls between "agree" and "strongly agree" in overall. "the public facility in Taiwan is clean to me" reported the highest score ( $M=4.24$ ,  $SD=0.74$ ) if the questions were analyzed from this factor, while "the public facility of Taiwan is convenient to me" reported the lowest score ( $M=4.20$ ,  $SD=0.77$ ), however, the scores between the two are all between "agree" and "strongly agree", indicating that China travelers are strongly agree with clean and convenient public facility in Taiwan among their images about Taiwan.

"Spatial environment" is the factor that reported highest score in average ( $M=3.90$ ,  $SD=0.57$ ), which falls between "average" and "agree", in which "the spatial environment in Taiwan is clean to me" reported the highest score ( $M=4.31$ ,  $SD=0.69$ ) while "the spatial environment in Taiwan looks crowded to me" reported the lowest ( $M=3.33$ ,  $SD=0.96$ ), indicating that China travelers possess positive attitude toward the cleanness of spatial environment while they possess an attitude of "average" and "agree" toward the spatial environment in Taiwan.

"Price standard" is the factor that reported lowest score in average ( $M=3.90$ ,  $SD=0.57$ ), which falls on "agree" in overall with less than 4 in average for all questions, in which "the price standard of Taiwan is reasonable to me" reported the highest score ( $M=3.43$ ,  $SD=0.96$ ) while "the price standard of Taiwan is inexpensive to me" reported the lowest ( $M=3.00$ ,  $SD=1.01$ ), however, partial China travelers visiting Taiwan recognized the price standard in Taiwan is reasonable but not cheap.

According to the aforementioned outcomes, China travelers are very satisfied with kind attitude and passion of stores in Taiwan, the public facilities are well-maintained, clean and convenient, and they are strongly agree with the clean spatial environment regarding the dimensions of tourism image, however, partial China travelers visiting Taiwan recognized the price standard in Taiwan is reasonable but not cheap.

Examining the results of experience marketing by various factors, "relate experience" scored ( $M=4.07$ ,  $SD=0.63$ ) in average score among the top 3 factors that report highest score, which falls "agree" in overall. "Tourism enabled more knowledge to me" reported the highest score ( $M=4.22$ ,  $SD=0.72$ ) if the questions were analyzed from such factor, while "strategic alliance between tourist destination and other industries will help enable diverse choices for travel" reported the lowest ( $M=3.93$ ,  $SD=0.76$ ), this result showed that a visit to Taiwan will enable more knowledge to China travelers; While they agree to a strategic alliance across industries which will help provide diverse choices for travel (Table 2).

"Act experience" is the factor that reported second highest and scored ( $M=3.88$ ,  $SD=0.56$ ) in average, it inclines to "agree" in overall, in which "I will take a photo of the featured scenes" reported the highest ( $M=4.11$ ,  $SD=0.69$ ) if the questions were analyzed from this dimension, while "the place reports global awareness which can be a reference for my visit" and "the experience activities provided by tourist destination are the best choices for travel" reported the lowest ( $M=3.81$ ,  $SD=0.76$ ;  $M=3.81$ ,  $SD=0.73$ ), this result showed that China travelers will take a photo for the beauty of Taiwan feature, which provided as a reference to the planning of tourism marketing project in the future.

"Feel experience" is the 3<sup>rd</sup> highest factor which scored ( $M=3.82$ ,  $SD=0.67$ ) in average and inclines to a perception of "agree". "service personnel to answer various questions proposed by the customers patiently" reported the highest ( $M=3.92$ ,  $SD=0.82$ ) from the questions of this dimension, while "the arrangement of tour schedule at tourist destination meets my requirement" reported the lowest ( $M=3.74$ ,  $SD=0.82$ ), this result showed that China travelers are very satisfied with the service personnel of tourist destination while the schedule arranged by the tour group also meets their requirements, in which they are all agreed to it in terms of this factor.

"Sense experience" is the factor that reported lowest score ( $M=3.48$ ,  $SD=0.41$ ), which inclined to "agree" in overall, with questions scored less than 4 in average, in which these questions are "person-in-charge of tourist destination is in tidy and neat dress" reported the highest ( $M=3.92$ ,  $SD=0.75$ ) while "the arrangement and décor of travel location make me feel as if I were the actor in the movie" reported the lowest ( $M=2.91$ ,  $SD=0.92$ ), this result showed that the apparel of service personnel will also determine China travelers' sense experience in terms of experience marketing dimension; and according to relate experience, China travelers agreed that it will enable more knowledge after paying a visit to Taiwan, in which a strategic alliance across other industries help provide diverse choices for travel; and according to the act experience, they will also take a photo for the beauty of Taiwan features which provided as a reference for future visit. This result showed that China travelers are very satisfied with the service personnel of tourist destination while the schedule arranged by the tour group also meets their requirements, in which they are all agreed to it in terms of this factor.

TABLE 2: QUESTIONNAIRE ANALYSIS OF EXPERIENCE MARKETING

Contents of questions	Questions		Dimension	
	average	Standard deviation	average	Standard deviation
<b>Sense experience</b>			<b>3.48</b>	<b>0.41</b>
The feature of tourist destination is clear to identify for me	3.90	0.73		
Convenient traffic around the tourist destination	3.80	0.85		
A proper dynamic effect of official website at tourist destination with clear and easy-to-understand contents	3.66	0.86		
Neat and clean apparel of person-in-charge at tourist destination	3.92	0.75		
Overall planning of tourist destination meet my leisure demand.	2.37	0.94		
The arrangement and décor of tourism location make me feel as if I were the actor in the movie.	2.91	0.92		
Clear and easy-to-identify signage around the tourist destination reduce time for scenic spot searching	3.78	0.80		
<b>Feel experience</b>			<b>3.82</b>	<b>0.67</b>
Arrangement of travel schedule at tourist destination could meet my requirement	3.74	0.82		
Safe architecture structure of tourist destination sets my mind at rest	3.83	0.77		
There are tour guides providing professional counseling service at tourist destination	3.86	0.85		
You could reach service personnel at tourist destination for related inquiries anytime	3.76	0.91		
Service personnel of tourist destination will explain and deal with tourists' requirements and satisfy their needs	3.83	0.87		
Service personnel of tourist destination to answer various questions raised by the customers patiently	3.92	0.82		
<b>Think experience</b>			<b>3.57</b>	<b>0.37</b>
The objects exhibited in tourist destination make me feel like contributing effort of my own to protect the cultural heritage	4.02	0.67		
There are normally novel product at tourist destination, which enable my curiosity	3.73	0.74		
Tourist destination and location report a concept of visual space design	3.79	0.74		
Tourist destination matches the pictures on official websites	2.36	0.77		
I will discuss my sightseeing experience at tourist destination with friends/relatives and colleagues	3.95	0.69		
<b>Act experience</b>			<b>3.88</b>	<b>0.56</b>
The place reports global awareness which can be regarded as a reference for my visit	3.81	0.76		
I could search for the location and service hour of tourist destination at official website	3.85	0.71		
I will take photos at featured spots as a souvenir	4.11	0.69		
The feature of the place allows me to experience creativity and care	3.82	0.77		
The experience activity provided at the tourist destination is the best choice for travel	3.81	0.73		
<b>Relate experience</b>			<b>4.07</b>	<b>0.63</b>
Sightseeing enables more knowledge to me	4.22	0.72		
Good impression, reputation and word-of-mouth of tourist destination allow me to visit at ease	4.05	0.72		
Strategic alliance between tourist destination and other industries enables diverse choices for travel	3.93	0.76		
<b>Overall measurement</b>			<b>3.72</b>	<b>0.43</b>

#### EFFECT OF TOURISM IMAGE ON EXPERIENCE MARKETING

Here, it is mainly to discuss the effect of China travelers' tourism image on experience marketing, in which the study introduces simple regression analysis to examine aforementioned purposes, with tourism image regarded as independent variables, experience marketing as dependent variables to predict status of effect.

According to Table 3, the tourism image of China travelers reported level of significance ( $p < .05$ ) in terms of its effect on experience marketing, the tourism image could affect variance of experience marketing by up to 76% ( $R^2=0.766$ ), reporting a  $\beta = .749$  for regression coefficient, this prediction variable is a positive prediction.

Based on the aforementioned results, tourism image reported significant level of effect on experience marketing, reporting a 0.749 standardized regression coefficient if looking from the regression coefficient for the effect on experience marketing, in which experience marketing will increase by 0.749 points for every point that tourism image scored, representing a higher intention in going for an experience marketing, therefore hypothesis II are verified.

TABLE 3: REGRESSION ANALYSIS OF TOURISM IMAGE TO EXPERIENTIAL MARKETING IN MAINLAND TOURISTS TO TAIWAN

	Not standardized		standardized	t	SS	D.f.	SSA	F
	$\beta$	S.E.	$\beta$					
Constant	1.14	.130		8.80*	regression	32.13	3	32.13
tourism image	.67	.033	.749	20.07*	$\epsilon$	25.13	315	.08
				Total		57.25	316	
$R^2/\text{adj. } R^2$	0.766/0.587							

**EFFECT OF EXPERIENCE MARKETING ON CUSTOMER VALUE**

According to Table 4, the effect of China travelers' experience marketing achieved level of significance ( $p < .05$ ) in terms of customer value, experience marketing could affect variance of customer value by up to 31.6%, this prediction variable is a positive prediction, reporting a  $\beta = .557$  for regression coefficient, this predictor is a positive prediction.

Based on aforementioned results, experience marketing reported significant effect on customer value, reporting a 0.557 standardized regression coefficient if looking from the regression coefficient for the effect on customer value, in which customer value will increase by 0.57 points for every point that experience marketing scored, that is to say, the higher or the more positive experience marketing of China travelers, the higher expectation the customer value, therefore hypothesis 3 is verified.

**TABLE 4: REGRESSION ANALYSIS OF EXPERIENTIAL MARKETING TO CUSTOMER VALUE IN MAINLAND TOURISTS TO TAIWAN**

	Not standardized		standardized	t		SS	D.f.	SSA	F
	$\beta$	S.E.	$\beta$						
Constant	.76	.27		2.80*	regression	42.39	1	42.39	142.723
tourism image	.86	.07	.557	11.91*	$\epsilon$	94.21	315	.30	
					Total	136.60	316		
$R^2/\text{adj.}R^2$		0.766/0.587							

**EFFECT OF EXPERIENCE MARKETING ON BEHAVIORAL INTENTION**

According to Table 5, the effect of China travelers' experience marketing achieved level of significance ( $p < .05$ ) on behavioral intention, experience marketing could affect variance of customer value by up to 33.1% ( $R^2 = 0.331$ ), this predictor is a positive prediction and reporting regression coefficient  $\beta = .557$ , this predictor is a positive prediction.

According to the aforementioned results, experience marketing reported significant effect on behavioral intention, reporting a 0.565 standardized regression coefficient if looking from the effect of regression coefficient on behavioral intention, in which behavioral intention will increase by 0.565 points for every point that experience marketing scored, that is to say the higher or the more positive experience marketing of China travelers, the higher the behavioral intentions are, hypothesis 4 is therefore verified.

**TABLE 5: REGRESSION ANALYSIS OF EXPERIENTIAL MARKETING TO BEHAVIOR INTENTION IN MAINLAND TOURISTS TO TAIWAN**

	Not standardized		standardized	t		SS	D.f.	SSA	F
	$\beta$	S.E.	$\beta$						
Constant	.82	.27		3.07*	regression	42.62	1	42.62	147.607
tourism image	.86	.07	.565	12.15*	$\epsilon$	90.96	315	.29	
					Total	133.58	316		
$R^2/\text{adj.}R^2$		0.766/0.587							

**CONCLUSION AND SUGGESTIONS****CONCLUSIONS**

According to the research, China travelers who visit Taiwan reported 277 visits to the middle, followed by 262 visits to the north, in which China travelers from south of China comprised 56% of total visitors, male is the majority with age segments mostly centered between 19-29, reporting an income of under NT\$ 10,000, college or university students.

Level of significance is achieved partially in terms of different gender among tourism image factors, males pay attention to whether a cheerful or busy "atmosphere" among the image factors, Taipei is the place which leads the trend in Taiwan, the hot spots such as Ximending, Shilin night market etc., such cheerful and busy life in Taipei make people yearn for and keep China travelers bearing in mind constantly.

Besides, whether foods are impressive and significant is what male cares about more in terms of "local cuisine" factor. Taiwan is famed for side dishes and reports a diversity of foods, in which many overseas tourists expect to taste it when coming to Taiwan, while many featured foods are named after place of origin.

"Atmosphere" and "store" achieved level of significance partially in terms of image dimension by age segment, according to a post hoc test, those who aged 40-49 reported higher effect on "atmosphere" than other age segments while those who aged 60 or above tend to pay attention to the kindness and passion of "store" more than other age segments, in which there is a significant difference between these two groups in terms of "atmosphere" and "store" value perspective.

Level of significance is achieved by different occupations, finance industry and other potential industries (free lancers, retirees) are more satisfied with cleanness and convenience of "public facility" than other occupations, it is speculated that the characteristics of this industry is to at the service of general public, featuring efficiency, swiftness and convenience, and hence will be concerned with public facility more.

A low level of relevance is achieved between sense experience and customer value stated above, China travelers do not need to pay attention to sense experience as they visit Taiwan by group tour, however, they were satisfied with rest of other experiences, in which customer value will relatively be enhanced, which is complied with overall evaluation on product efficacy for "acquiring things" and "cost paid" defined by Zeithaml, Berry and Parasuraman (1988).

According to related analyses, when the customer value of customers is satisfied during the sightseeing process, e.g.: the sightseeing this time is worthwhile; it complies with economic benefits; is a behavior that will increase an intention in revisiting or recommending to others while a wonderful experience is acquired.

**SUGGESTIONS**

Image marketing of tourist destination cannot be ignored. The advertising video on official websites is mainly static state oriented in terms of destination image, which did not introduce lively atmosphere to attract audiences to come to visit.

Furthermore, in an era of paying attention to service quality, the service industry in Taiwan have far exceeded the service industry in China, therefore, only having a sincere attitude toward service will keep your feet on the ground steadily in a society of fierce competition, Taiwan should stay where they are in terms of service quality for the time being, to continuously reinforce its feel experience, as the feel experience a mood of pleasure will be enabled while being satisfied during the service process.

Itinerary of certain tour or group tour cannot the need of every tourist, in which marketing through a customized manner will be able to meet tourists' expectation about a novel experience, while word-of-mouth could also be trigger to attract potential tourists to come visit the destination, therefore a good word-of-mouth created will be perhaps a business opportunity for tourism promoters to consider in the future.

As the tourists coming to Taiwan are mostly from south of China, in which Taiwan travel guide can be placed at tourism information center and at the airports outside south of Taiwan for tourists in order to increase source of tourists; an intention in visiting Taiwan will be further increased once tourists obtain the information. On the other hand, the tourism promoters will be able to extend the source of tourists from middle/old age segments, retiree groups, high income in terms marketing strategy, or they may conduct education expo or student exchange program in a few regions so as to achieve their tourism benefits.

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