

**UNIVERSITAT POLITÈCNICA DE VALÈNCIA**

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**UNIVERSIDAD  
POLITECNICA  
DE VALENCIA**



**ESCUELA POLITÈCNICA  
SUPERIOR DE GANDIA**



**“TAIWANESE TOURISTS IN SPAIN: Behaviour  
analysis and possible hotel adaptations”**

**Trabajo de final de carrera**

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## **Summary**

Not all the tourists look for the same when travelling to other countries. The cultural differences between tourists from different parts of the world, have forced the tourism industry to adapt to different and specific needs. Asia has place itself as a good prospective market for the European touristic business. For this reason we believe that a research is necessary to understand the special need of the Asian tourists. Since the Asian market is so big and difficult to study as a whole, we decided to focus just on the Taiwanese tourists looking for an entering to the Asian market and placing a start for future research. Using university students as a target group and developing a questionnaire based on the service quality scale SERVQUAL and the statistic method of professor Kano; we have found some interesting characteristics to which could help the Spanish hotels to become more competitive within the Taiwanese market.

### **Key Words**

SERVQUAL, Kano, questionnaire, Taiwanese tourists, Spanish hotels.



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# 1 - Introduction

## 1.1 - Presentation

The World is becoming smaller and smaller every year. The transportation of people and goods is faster and cheaper than it was in the past. But the World is not just becoming physically closer but also intellectually. Nowadays a person from Spain can be in contact in real time with a person in Taiwan or in Canada, this closeness makes the people more interested in discovering new cultures and understanding new ways of life. Tourism makes that possible. In 2011, there were 983 million international tourist arrivals around the World, with a growth of 4.6% as compared to 2010.

So my questions are: Are we all looking for the same? Do our cultural differences distinguish us while looking for a travel?

And the most important question and what I decided to investigate: Have the Taiwanese tourists any special needs that would give us a better opportunity to make their experience at the Spanish hotels better?

## 1.2 - Objective

This research has two objectives, the first one is to discover if the cultural background of the Asian tourists is an influence in their travel election and their satisfaction. And the second one is to investigate the special needs of the Taiwanese tourists and how to adapt the Spanish hotels to accomplish these special needs.

## 1.3 - Methodology

This research uses two different systems in its evaluation. The service quality scale SERVQUAL by Parasuraman, Zeithaml and Berry (1988) and the Kano method by Professor Noriaki Kano (1993).

Using these two methods we think that it could be possible for us to select the most important improvements that the Spanish hotels can do in order to fill the special needs of the Taiwanese tourists.

## **1.4 - Phases**

This Final degree project is divided in 4 phases:

### **-1st phase: Background research.**

Through academic research in Specialized journals and the writer background knowledge from her studies.

### **-2<sup>nd</sup> phase: Design the survey.**

Design the survey and define the target group and the expecting results.

Pilot test in 30 subjects to improve the survey.

### **-3<sup>rd</sup> phase: Collect responses and analyse the results.**

Obtaining the necessary amount of responses and analyse the results.

### **-4<sup>th</sup> phase: Conclusion.**

Transfer the results into a real world context and redact guidance for improving these results at the nowadays business.

## **1.5 - Problems**

As any other research this was not exempt of problems, finding bibliography in English was solved through the use of online publication and other international and specialised journals.

Another problem that we needed to solve was the small amount of responses that the survey, originally only in English, obtain. We solve this with the addition of a Chinese translation of the survey thanks to an English Majoring student (Linda Su), a Leisure and Exercise studies Master student (Pan, Hung Li) and the Yuntech Supervisor of this thesis (Hui Chen Lee).

## 2 - Research

### 2.1 - Background knowledge.

Defining culture and how a particular culture defines travel motivation and satisfaction.

If we look at the Oxford Dictionary, one of the definitions of culture is:

-Culture:

- 2 - The ideas, customs, and social behaviour of a particular people or society.
- [with modifier] the attitudes and behaviour characteristic of a particular social group.

Taking a more specific definition of culture we found that culture can be define as a set of beliefs or standards shared by a group of people (Goodenough 1971) and is accepted as one of the determinants of tourist behaviour.

But a specific culture can influence the tourist behaviour through four manifestations: values, heroes, rituals and symbols (Hofstede 1997, p8). Being the values the deepest of the four manifestations of culture (Hofstede and Hofstede 2005)

Values: are the forms in which culturally determinate knowledge is stored and expressed. They are the base on which attitudes; cognition, emotions, and behaviour evolve. (Hills 2002) Culturally learned cognitive representations of particular universal human requirements.

On the other hand trough research has been proved that travel behaviour is significantly associated with a person's values (Pizam and Calantone 1987)

But why is so important for the tourism industry to understand some particular group of values or a culture?

Well, after the globalization of the tourism industry and the growing interest for international travels, market researchers have found that understanding cultural differences between costumers would help them to predict more accurately and effectively travel styles (Madrigal 1995) and that will lead them to increase their ability to adapt faster their business for new markets and client's needs (Ko 1991)

How can this be useful for the travel industry?

Once the travel specialists know their target markets and their needs, the industry will become pro-active instead of re-active, which will help the industry to obtain more benefits with less investment. Because they already know how to fulfil their needs and make them more comfortable.

Why is necessary for the hotels to make their guests comfortable and specially the Taiwanese?

The Asian groups, which include the Taiwanese tourists, with high perceptions of service quality had significance more loyalty than the European tourists. And also, the Asian group will more likely to switch to a competitor or complain to other costumers if they experience a problem with hotel's services. That means that the services providers must deal with them more carefully in order to match tourists' satisfaction. (Sheng-Hsiung, Chin-Tsai, Cheng.Shiung, 2013)

## **2.2 - Methodology**

In this section I am going to explain in more detail the two systems used in this research: SERVQUAL and the KANO method.

### **2.2.1 - SERVQUAL**

SERVQUAL is a 22-item instrument that could determinate the consumer perceptions of service quality in the service industry. For achieving this objective SERVQUAL define 5 dimensions that include the characteristics than a service industry business have in order to improve their consumer's satisfaction. These are the 5 dimensions and some characteristics that belong to them:

- Tangibles: Include all physical facilities, equipment and appearance of the personnel.
- Reliability: Include the ability to perform the promise service dependably and accurately.
- Responsiveness: Include willingness to help consumers and provide prompt service.
- Assurance: Include the knowledge and courtesy of their employees and their ability to inspire trust and confidence.
- Empathy: Include the caring, individualized attention that the firm provides to its consumers.



The tourism industry “sells” services and for this reason having a way to identify their consumers’ satisfaction level is a real need; SERVQUAL helps the managers and owners of the companies to achieve a good consumer satisfaction level and to improve their competitiveness in their sector.

### 2.2.1 - KANO

The Kano method is a system to improve a company using their own consumers, and involving them in their business.

The Kano method divide the consumer requirements in 6 easily distinguish categories:

-A= Attractive: A consumer requirement is considered attractive if, when this requirement is fulfil, the consumer’ satisfaction increase. But when absent the consumer do not feel dissatisfied for it. (If the requirement appears is good, if it does not appear then does not matter)

-M= Must be: A consumer requirement is considered a “Must-Be” requirement if, when the requirement is present the consumer’ satisfaction does not increase. But when absent the consumer satisfaction decrease. (If the requirement appears then does not matter but if it does not appear then the consumer feel dissatisfied)

-O= One-Dimensional: A consumer requirement is considered “One-Dimensional” if, its appearance implicates the increase of the consumer’ satisfaction and their absence, the opposite.

-I= Indifferent: A consumer requirement is considered “Indifferent” if, its presence or absence does not imply a change in the consumer’ satisfaction.

-R= Reverse: A consumer requirement is considered “Reverse” if a priori, the judgement of satisfaction or dissatisfactions seems to be opposite to the consumer feelings.

- Q= Questionable. There is a contradiction on the customer’s answers.

Using this classification of consumer’s requirements we are able to differentiate the consumer real needs and the best choices to improve our hotel.

In addition to the Kano study, the values Better and Worse were obtained. The Better value indicates the level of user satisfaction which happens because of fulfilling the element, while the Worse value measures the level of the users’ dissatisfaction which happens because of the not fulfilling of this element. The range of the Better and Worse values lies

between the interval 0 to 1/-1. For the Better value, if the value is close to 0 that indicates that the effect is low and if the value is close to 1 indicates that the element has a positive effect on increasing consumer satisfaction. On the other hand, for the Worse value, if the value is close to -1, it means that the element can decrease consumer dissatisfaction.

The Better and Worse values are calculated by the following formulate (RITA & GANESSAN, 2010):

$$\text{Better} = \frac{A + O}{A + O + M + I}$$

$$\text{Worse} = -\frac{O + M}{A + O + M + I}$$



### **3 - Survey**

In order to achieve the objective of this research, we estimate that creating a survey was the best option for us. This was the pattern that we follow:

#### **3.1 - Choosing a target group.**

Taiwan is an island, and that makes that their tourist must travel using not personal transport, in our case plane and ships. For this reason travelling to Europe is easy for them, if to this we add the frequent connections flights with different European countries, we can considerate a good market to develop.

In our case we choose university students as our target group, the reasons for this choice where that, actual students usually leads to prepared employees with have the opportunity to find a good position with a good salary. This temporal frame will also give the hotels some time to improve their hotel's facilities, if need, and to train their employees, if need.

On the other hand this target group is more interested in Europe because of this educational level and their exposure to foreigners, international students and professors, etc. This interest can easily develop into a travel if well cultivate.

#### **3.2 - Finding ideas.**

As an observer of the Taiwanese culture we can find some cultural differences that could become an improvement for this kind of tourist. These ideas were evaluate and change through a group brainstorming consisting in 10 representatives of the target group.

This group brainstorming accepted some of the original ideas, discard some and include others news.

#### **3.3 - Creating the survey.**

Using SERVQUAL and KANO as a base, we created a survey that consisted of 3 parts.

- 1º Personal data: Gender, Year of studies (Instead of age), Intention to travel to Europe, Information sources.

- 2º Positive questions: Based on the Kano model this part includes 20 characteristics divided in 4 blocks that the group need to select between I want it this way, I like it this way, I do not like or dislike it this way, I dislike it this way and I do not want it this way.

- 3º Negative questions: The same characteristics of the 2 part but answered in a negative form, and the same possible answer.

### **3.4 - Testing the survey.**

*(The original questionnaire can be found as it was given to the testers at the appendix 1 at the end of this text)*

In order to be sure that the survey was easy comprehensive and that to improve it, this survey was give to a pre-testing group of 34 Taiwanese students in their last year of their Bachelor degree or in their first year of their Master. This survey also include after each question a Comments box, which was told to the tester to fill freely with any suggestions of mistakes that they found.

After this test some improvements were done to the questionnaire, finishing their English edition and translating it to Chinese.

### **3.5 - Launching the survey.**

*(Both versions of the questionnaire Chinese and English can be found as they were given to the testers at the appendix 2 at the end of this text)*

Since the survey was in an online format, it was launched to two platforms. Using the school e-mail and asking the receivers to answer it and sending it to at least 2 more of their classmates or friends.

Also using social networks as Facebook, the link to the survey was also distributed around the campus.

*(All the responses to the questionnaires can be found at appendixes 3 and 4 at the end of the document)*

### **3.6 - Analysing the results.**

*(All the calculations and tables for this part can be found at appendixes 5,6,7,8 and 9 at the end of the document)*

Our questionnaire obtained 192 responses, from which 167 were possible to use for our analysis. The other 25 were discarded because of incomplete or inappropriate responses to various questionnaire items. The statistical software of SPSS 18 was used to conducting the following examinations. Since the disposable software was in Chinese language a Master Student (Pan, Hung Li) and the Yuntech coordinator of this project (Hui Chen Lee) help me to use the software.

#### **3.6.1 – Demographic profile.**

Of these 167 questionnaires, 38.9 % of the responses were by male respondents while the other 61.1 % were by females.

Since the target group was university students, we find more accurate to instead of asking for a range of age (for example less than 18, between 18 and 25, etc) which would have made our answers almost 100 % to be in the between 18 to 24 group, we decided to ask for their course in their studies. Using this distinction, we found that 26.8 % belong to students in their first year of their university bachelor, 9.6 % to students in their second year of their bachelor degree, 16.8 % to students in their third year and 26.3 % to students in their last year of their bachelor degree. A 10.8 % of the responses were by Master Students in their first year and a 5.4 % were by Master Students in their second year. The rest (4.2%) include Doctorate students and workers.

Analyzing the research methods that the future tourists use for obtain information about possible destinations we found that 94.6% will use internet, a 69.5% will use travel guides and books, a 48.5% will ask family and friends (mouth to mouth information) and 34.7% will trust the television documentaries and information.

It is not so strange, keeping in mind that they are young students, that 91.6% of them have never been in Europe before, that a 6% have just been in Europe once, but is surprising that a 1.8% have visit Europe between 2 to 4 times and a 0.8% have been there more than 5 times.

Asking about their favourites ways to travel, we found that a 48.5% prefer independent travelling and the other 48.5% prefer travelling in organized groups.

### 3.6.2 – Reliability analysis.

The empirical evidence from the internal consistency analysis has shown that Cronbach's alpha values of the questionnaire range between 0.857 and 0.960, higher than 0.6. The Alpha Coefficient ranges in value from 0 to 1 and is used to describe the reliability of factors. The higher the score, more reliable the generated scale is. Nunnally (1978) has indicated 0.6 to be acceptable reliability coefficient.

### 3.6.3 – Validity analysis.

This research used Kano model to measure the special needs of the Taiwanese tourists in a Spanish hotel and the designed questionnaire included 20 items. Cumulative variance of service quality 67,51%, that had consistency validity.

### .6.4 - Kano results.

The classification of contact elements utilised the method of the Kano evaluation table, proposed by Matzler and Hinterhuber (1998). In this method the contact elements, in terms of Kano's two dimensional model, can be categorised into five quality attributes which are: attractive quality, one-dimensional quality, must-be quality, indifferent quality and reverse quality. Finally, the contact elements were classified as based on the contributed percentage of the quality attributes and described as following.

- **Indifferent quality.** This element does not result in satisfaction or dissatisfaction. They are neutral elements. In our case are indifferent qualities, Chinese decoration (62.66% of the responses), Chinese/Taiwanese food at the restaurant (59.49%), Chinese/Taiwanese channels at the television (50%), a webpage in Mandarin/Chinese language (43,04%), Mandarin/Chinese-speaking staff (42,86%) and Is located at the city centre (51,27%).
- **One dimension quality.** Consumers are satisfied if this element is affordable. Furthermore, the higher the quality level, higher the degree of satisfaction and vice versa. The service element is positively and linearly correlated to consumer satisfaction. This characteristics include, The staff of the hotel is interested in solving your problems (53,80%), The staff provides services without mistakes (47,47%), the staff informs you of the time when a service will be perform (48,73%), the staff provides services without delay (51,90%), the staff is willing to help you (62,75%), the staff understand your specific needs (44,67%), the staff provides you personal attention, know your name, your situation, etc (40,15%), the staff has time



to answer your questions (50,33%), the staff offers you clear information (64,41%), the staff has the knowledge to answer your questions (70,34%), the staff has enough information to help you with your needs (57,02%), the hotel has a reasonable price (56,33%) and the hotel is clean and tidy (68,35%)

- **Attractive quality.** In this category, the presence of a service element results in consumer satisfaction. The deficiency however does not result in dissatisfaction because the consumer usually does not have any experience of the element. In our case the only element in this category is the hotel has information in Mandarin/Chinese language (41,14%).
- **Must-be quality.** The element in this category has to be provided to consumers, and even if his presence does not have a significantly positive impact on consumer satisfaction. However, its absence causes consumer dissatisfaction. No element was categorised as having this quality.
- **Reverse quality.** The absence of this elements brings consumer satisfaction, and if present the consumer dissatisfaction increase. No element was categorised as having this quality.
- **Questionable.** The answers to this question do not make sense. No element was categorised as having this quality.

### 3.6.5 – Better and Worse value.

Those values can be interpreted by how each element influence in consumer satisfaction and paying attention to which elements have more impact on consumer' satisfaction and dissatisfaction. Better and Worse values are interpreted as follows:

- The characteristics: the staff has enough information to be able to help you (0,846), the hotel is clean and tidy (0,797), the hotel has reasonable price (0,786), the staff offers you clear information (0,772) and the staff provides you with personal attention (know your name and specific situation) (0,761), are considered to be the elements which have a positive effect on increasing consumer' satisfaction.
- The characteristics: the staff is able to answer your questions (-0,851), the hotel is clean and tidy (-0,824), the staff is willing to help you (-0,792), the staff offers you clear information (-0,789) and the staff is interested in solving your problems (-0,730) are considered to be elements that can decrease tourist's satisfaction.
- The characteristics: the hotel is clean and tidy (1,621), the staff has enough information to be able to help you (1,605), the staff offers you clear information

(1,561), the staff is willing to help you (1,537) and the staff has enough information (1,487) are elements can either increase or decrease consumer satisfaction more strongly.

- The characteristics: the hotel has Chinese decoration (0,328), the hotel serves Chinese/Taiwanese food at the restaurant (0,353), the hotel is located at the city centre (0,5), the hotel has Chinese/Taiwanese television channels (0,562) and the staff speaks Mandarin/Chinese (0,699) are the elements with lower effect on the consumer' satisfaction.

## 4 - Conclusion

The intention of this research was to discover some characteristics that could help the Spanish hotels to become more attractive to Taiwanese tourists, in order to establish a base that could help them to open to the Asian market.

With the creation and distribution of a survey and the subsequent analysis of the answers, we have been able; as it was our intention, of define the characteristics that are more important for the Taiwanese tourists when travelling to Spain.

Using SERQVAL and the KANO method, we not just find the most characteristics for increasing consumer satisfaction but also which are the characteristics that have more influence in their satisfaction.

The Kano priority of needs tell us that first, the hotel managers should be sure of fulfil the Must-be characteristics, which does not exist in our investigation. Followed by the One-dimension characteristics; which, as observed in the previous analysis, in this research appears as the biggest group. And in case that the hotels managers/owners decide to add some interesting characteristics after the one-dimension, they should start adapting their hotels with the attractive characteristics.

After analyzing the results obtained is noticeable that the hotel managers and owners do not need to make big changes in order to increase consumer' satisfaction. Characteristics that are well known for increasing the satisfaction of European tourists are also important in fulfilling the needs of the Taiwanese market. Characteristics such as having a clean hotel or staff well trained and willing to help the guests, and of course reasonable prices, seem to be all that the Taiwanese tourist really need.

The addition of other elements like Chinese decoration, or Chinese/Taiwanese food served at the restaurant or Chinese /Taiwanese television channels are not as important as first we thought at the beginning of this research.



So as an advice to the Hotel Managers/ Owners which have decide to open to the Asian market, we just can said that a well trained staff, who is interested in their guests needs and a clean hotel with a reasonable price is all that they need to achieve to fulfil Taiwanese tourists special requirements.

#### **4.1 - Further investigations**

From my point of view, if we want to be able to truly understand the specifics needs of the Asian tourists, we need to amplify our research to more countries like China, Malaysia, Vietnam, etc. This would give us a better general view of the Asian tourists as a group and a better view of the specific tourists of each country.



## **6 – Appendix**

**6.1 - Appendix 1 (English survey for test)**

**6.2 - Appendix 2 (English survey final version)**

**6.3 - Appendix 3 (Chinese survey final version)**

**6.4 - Appendix 4 (Chinese responses)**

**6.5 - Appendix 5 (English responses)**



**6.6 - Appendix 6 (Demographic profile analysis)****Gender**

|            | Response<br>s | Percentag<br>e | 有效百分比 | 累積百分比 |
|------------|---------------|----------------|-------|-------|
| Question 1 | 1.00          | 65             | 38.9  | 38.9  |
|            | 2.00          | 102            | 61.1  | 100.0 |
|            | 總和            | 167            | 100.0 | 100.0 |

**Year of studies**

|            | Response<br>s | Percentag<br>e | 有效百分比 | 累積百分比 |
|------------|---------------|----------------|-------|-------|
| Question 2 | 1.00          | 45             | 26.9  | 26.9  |
|            | 2.00          | 16             | 9.6   | 36.5  |
|            | 3.00          | 28             | 16.8  | 53.3  |
|            | 4.00          | 44             | 26.3  | 79.6  |
|            | 5.00          | 18             | 10.8  | 90.4  |
|            | 6.00          | 9              | 5.4   | 95.8  |
|            | 7.00          | 7              | 4.2   | 100.0 |
|            | 總和            | 167            | 100.0 | 100.0 |

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**Information from internet**

|              | Responses | Percentage | 有效百分比 | 累積百分比 |
|--------------|-----------|------------|-------|-------|
| Question 3.1 | 9         | 5.4        | 5.4   | 5.4   |
| 1.00         | 158       | 94.6       | 94.6  | 100.0 |
| 總和           | 167       | 100.0      | 100.0 |       |

**Information from travel books**

|              | Responses | Percentage | 有效百分比 | 累積百分比 |
|--------------|-----------|------------|-------|-------|
| Question 3.2 | 51        | 30.5       | 30.5  | 30.5  |
| 1.00         | 116       | 69.5       | 69.5  | 100.0 |
| 總和           | 167       | 100.0      | 100.0 |       |

**Information from family and friends**

|              | 次數  | Percentage | 有效百分比 | 累積百分比 |
|--------------|-----|------------|-------|-------|
| Question 3.3 | 86  | 51.5       | 51.5  | 51.5  |
| 1.00         | 81  | 48.5       | 48.5  | 100.0 |
| 總和           | 167 | 100.0      | 100.0 |       |



**Information from television**

|                  | Response<br>s | Percentag<br>e | 有效百分比 | 累積百分比 |
|------------------|---------------|----------------|-------|-------|
| Questio<br>n 3.4 | .00           | 109            | 65.3  | 65.3  |
|                  | 1.00          | 58             | 34.7  | 100.0 |
|                  | 總和            | 167            | 100.0 | 100.0 |

**Information from other resources**

|                  | 次數   | Percentag<br>e | 有效百分比 | 累積百分比 |
|------------------|------|----------------|-------|-------|
| Questio<br>n 3.5 | .00  | 164            | 98.2  | 98.2  |
|                  | 1.00 | 3              | 1.8   | 100.0 |
|                  | 總和   | 167            | 100.0 | 100.0 |

**Times travelling to Europe**

|                | Response<br>s | Percentag<br>e | 有效百分比 | 累積百分比 |
|----------------|---------------|----------------|-------|-------|
| Questio<br>n 4 | 1.00          | 153            | 91.6  | 91.6  |
|                | 2.00          | 10             | 6.0   | 97.6  |
|                | 3.00          | 3              | 1.8   | 99.4  |
|                | 4.00          | 1              | .6    | 100.0 |
|                | 總和            | 167            | 100.0 | 100.0 |

**Type of travel**

|            | Response | Percentage | 有效百分比 | 累積百分比 |
|------------|----------|------------|-------|-------|
| Question 5 | 1.00     | 81         | 48.5  | 48.5  |
|            | 2.00     | 81         | 48.5  | 97.0  |
|            | 3.00     | 5          | 3.0   | 100.0 |
| 總和         | 167      | 100.0      | 100.0 |       |

**6.7 - Appendix 7 (Reliability and Validity analysis)****Positive with Validity**

| 成份 | 初始特徵值 |        |         | 平方和負荷量萃取 |        |               |
|----|-------|--------|---------|----------|--------|---------------|
|    | 總和    | 變異數的%  | 累積%     | 總和       | 變異數的%  | 累積%           |
| 1  | 7.357 | 36.783 | 36.783  | 7.357    | 36.783 | 36.783        |
| 2  | 2.498 | 12.489 | 49.272  | 2.498    | 12.489 | 49.272        |
| 3  | 1.371 | 6.854  | 56.126  | 1.371    | 6.854  | 56.126        |
| 4  | 1.170 | 5.850  | 61.975  | 1.170    | 5.850  | 61.975        |
| 5  | 1.106 | 5.531  | 67.506  | 1.106    | 5.531  | <b>67.506</b> |
| 6  | .919  | 4.595  | 72.101  |          |        |               |
| 7  | .796  | 3.981  | 76.082  |          |        |               |
| 8  | .740  | 3.699  | 79.780  |          |        |               |
| 9  | .614  | 3.068  | 82.848  |          |        |               |
| 10 | .508  | 2.538  | 85.386  |          |        |               |
| 11 | .452  | 2.261  | 87.648  |          |        |               |
| 12 | .411  | 2.054  | 89.702  |          |        |               |
| 13 | .337  | 1.683  | 91.385  |          |        |               |
| 14 | .333  | 1.664  | 93.049  |          |        |               |
| 15 | .284  | 1.421  | 94.470  |          |        |               |
| 16 | .268  | 1.340  | 95.810  |          |        |               |
| 17 | .240  | 1.202  | 97.012  |          |        |               |
| 18 | .232  | 1.162  | 98.174  |          |        |               |
| 19 | .205  | 1.027  | 99.201  |          |        |               |
| 20 | .160  | .799   | 100.000 |          |        |               |

萃取法：主成份分析。

Laia Marco Malonda

## Negative with Validity

| 成份 | 初始特徵值  |        |         | 平方和負荷量萃取 |        |               |
|----|--------|--------|---------|----------|--------|---------------|
|    | 總和     | 變異數的%  | 累積%     | 總和       | 變異數的%  | 累積%           |
| 1  | 12.095 | 60.474 | 60.474  | 12.095   | 60.474 | 60.474        |
| 2  | 2.158  | 10.791 | 71.265  | 2.158    | 10.791 | 71.265        |
| 3  | 1.327  | 6.637  | 77.902  | 1.327    | 6.637  | <b>77.902</b> |
| 4  | .745   | 3.724  | 81.627  |          |        |               |
| 5  | .558   | 2.788  | 84.415  |          |        |               |
| 6  | .490   | 2.451  | 86.866  |          |        |               |
| 7  | .414   | 2.070  | 88.936  |          |        |               |
| 8  | .412   | 2.062  | 90.999  |          |        |               |
| 9  | .320   | 1.602  | 92.601  |          |        |               |
| 10 | .265   | 1.326  | 93.927  |          |        |               |
| 11 | .222   | 1.112  | 95.039  |          |        |               |
| 12 | .184   | .920   | 95.959  |          |        |               |
| 13 | .169   | .847   | 96.807  |          |        |               |
| 14 | .134   | .668   | 97.475  |          |        |               |
| 15 | .125   | .625   | 98.100  |          |        |               |
| 16 | .122   | .609   | 98.709  |          |        |               |
| 17 | .080   | .398   | 99.106  |          |        |               |
| 18 | .067   | .336   | 99.442  |          |        |               |
| 19 | .060   | .302   | 99.745  |          |        |               |
| 20 | .051   | .255   | 100.000 |          |        |               |

萃取法：主成份分析。





**Reliability with Positive Overall**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .857               | 20    |

**Reliability with Negative Overall**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .960               | 20    |

**Reliability with PositiveF1 Q5-Q9 + Q12**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .844               | 6     |

**Reliability with PositiveF2 Q14-Q16 + Q19-20**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .874               | 5     |

**Reliability with PositiveF3 Q2-Q4**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .754               | 3     |

**Reliability with PositiveF4 Q10-11 + Q13**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .634               | 3     |

**Reliability with PositiveF5 Q16, Q18 + Q1**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .321               | 3     |

**Reliability with Negative F1 Q5-Q9 + Q12**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .975               | 6     |

**Reliability with N F2 Q14-Q16 + Q19-2**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .915               | 5     |

**Reliability with N F3 Q2-Q4**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .910               | 3     |



**Reliability with N F4 Q10-11 + Q13**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .742               | 3     |

**Reliability with N F5 Q16, Q18 + Q1**

| Cronbach's Alpha 值 | 項目的個數 |
|--------------------|-------|
| .684               | 3     |

**6.8 - Appendix 8 (P- item analysis)**

**6.9 - Appendix 9 (Kano & Better/Worse analysis)**



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