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Abstract
People will take into account of the destination tourism image before deciding where to travel, so it is very important to build up a positive and attractive tourism image. From previous researches, we found that there are positive relationships among tourism image, satisfaction and willingness to visit (Bigne et al., 2001). The purpose of this study is to examine what tourism image is, as expressed by visitors to 2006 Taiwan Lantern Festival; and examine its relationship to satisfaction. Data are collected on 1,462 subjects, using a convenient sampling method. Various statistical methods are conducted, including descriptive analysis, T-test, One-way ANOVA and Regression Analysis. Finally, several suggestions are provided for further research and practitioners.
The major results of this research were found:
1. Eighty eight percent of visitors indicated that they are willing to visit again and 83.8% of them have positive evaluation towards the Taiwan Lantern Festival. The most satisfied items were “the style of the lantern”, followed by “the style of the main lantern” and “the firework shows”. The overall tourism image was positive, with “lots of tourism heritage sites” the top one, followed by “ the uniqueness of the local snacks” and “suitability for family traveling”. There were 83.7% of the visitors willing to recommend the festival.
2. Regarding to Tourism Image, the result of factor analysis showed that Tourism Image had been reflected in three factors: Attractions, Comfort and Exotic Atmosphere, which accumulately account for 55.12% of total variance. Satisfaction as well was consisting of three factors: Facilities, Service and Information, which accumulately account for 57.48% of variance.
3. According to T-test and One-Way ANOVA results, Satisfaction and Tourism Image differ depending on the four demographic variables: “Age”, “Occupation”, “Marital Statues” and “ Education”. On the other hand, the tourists behaviors like “the Use of Transportation”, “Experience of other tourist sites”, “Improvement”, “Places to Stay”, “Days for visit” also indicated significant difference on both the Satisfaction and the Tourism Image.
4. Through canonical correlation analysis, the study found out that tourism image and satisfaction were significantly correlated. “Attractions” and “Exotic Atmosphere” were the major factors influencing visitors’ satisfaction.
5. By using correlation and stepwise regression analyses, “Facilities” and “Information” show significantly positive correlations with Willingness to Visit and jointly they could predict 9.8% of total variances. “Facilities” is the best predictor of Willingness to Visit.

Advisory Committee Chen Hui-ling - advisor

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