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Abstract
Penghu has abundant natural resources, and is also one of the important sightseeing spots in Taiwan. With the loosening policy of allowing the visitors from Mainland China to go sightseeing in Penghu through three mini-links with Kinmen and Matsu, the demand for Penghu's travel service is expected to be high.
Penghu's external transportation can only rely on airplanes and combination vessels. The travel agency usually becomes the initial contact window with tourists. Most of the travel arrangements, including ticketing and trips to Penghu's outer islands, are coordinated and planned by travel agencies. Therefore, their professionalism and quality of service may affect the development of Penghu's tourism market.
The main purpose of this study is to survey the service scope of the travel agency, the current training programs provided in Penghu area, the assessment of training needs, training motivation, preferred training programs and styles of the employees of travel agencies in Penghu area. By using qualitative and quantitative methods, ten interviewees from the travel agencies in Penghu were selected to facilitate the semi-structured interview. Of the 165 distributed questionnaires, 154 were useable, with actual return rate of 93.3%. Content analysis, descriptive analysis, factor analysis, Pearson correlation analysis, T test and one-way analysis of variance (one-way ANAOVA) were applied to analyze the collected data.
In reviewing the demographic results of this research, the majority of the travel agency employees are female, aged from 21 to 30. Furthermore, most of them are high school or vocational school graduates. The service offered by travel agencies in Penghu Islands is limited. Most of them arrange tickets and documents for customers, and some of them arrange internal and overseas travel. Due to the limitation of budget and manpower, few training programs are given by travel agencies. Most of the training programs are provided by the local government.
The top motive for travel agents to participate in the training programs is "increase in professional knowledge and skills" in the dimension of knowledge acquisition. On the other hand, the bottom motive for employees to receive training is "bottlenecks in work" in the dimension of incentives. As for the needs for training programs, the highest one is "flexibility and capability"; on the contrary, the "related regulations" is considered to be the lowest one. The most approved item is "dealing with the travel dispute" whereas the "sightseeing geography of the world" is least approved one. The need for "off the job training" is higher than "on job training". Among the training methods of "off the job training", "listening to the experts' lectures" is the most preferred one, while "apprenticeship" is the least preferred one. The results of this study provide an insight to understanding travel agencts'

operations in Penghu as well as the training needs of the employees. Further suggestions and recommendations are presented in this study.
Advisory Committee Hsu-Yi Huang - advisor

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