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Abstract
A good interaction between the tourists and hosts is a key element to tourism development of a destination. The purpose of the study was to explore the perceptions of the Taiwanese hosts towards the Chinese tourists. In addition, the interactions and potential conflicts between the Chinese tourists and Taiwanese hosts in the Sun-Moon Lake area, Taiwan was also researched.
Moreover, this study is an exploratory study. Movements of analyzing software ATLAS.ti5.0 and encoding, summing up the materials. The in-depth interview was conducted on July 21, and July 22 in 2006 to survey the subjects working for interpretative services, local businesses, B&Bs. The survey of tour guides is from May 25 to April 20 in 2007 .
The findings of the study indicated that most of the respondents expected that the Chinese tourists would generate “economic benefits.” The respondents acted passively to the related policies of Taiwanese government. Some respondents showed their disfavor towards the deviant behaviors of Chinese tourists based on some “cultural differences”. Finally, the conflict of finding was that low price competition of travel agency that both sides' greatest conflict was checked unexpectedly, and shifted the tour cost in shopping .
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