

The Impact of Tourism and Leisure to China Tourists in Taiwan

Kuang-Nan Tsai, Sen-Yuan Lee, Shih-Fu Sung* , Yi-Jing Wu

ABSTRACT

Began to accept China tourists to Taiwan tourism so far, the relevant policy measures have stabilized, but the Taiwan tourism and leisure workers and travel quality control mechanism is still need to strengthen the space. Whether the Taiwanese ministries will give the China tourists to Taiwan to engage in the tourism and leisure industry to give the relevant injection, the general people cannot know that there is a significant assistance in the opening of the China tourists to Taiwan under this economic living water, Taiwan is really good The supporting measures, this is the people concerned about the event.

In this study, the chi-square trend test of SPSS 20.0 will be used to analyze the relevant statistics of the China tourists coming to Taiwan to carry out sightseeing tourism (Tourism Bureau, Rep. of China, Taiwan,2015), thus confirming the hypothesis. The conclusion of this study shows that (1) China visitors come to Taiwan to have a significant impact on the income of Taiwan's tourism industry. (2) China visitors to Taiwan have a significant impact on the tourism and leisure industry.

Keywords: Sightseeing and Leisure

1. Introduction

Since Began to accept China tourists to Taiwan tourism, the relevant policy supporting measures have stabilized, but the Taiwan tourism and leisure workers and travel quality control mechanism is still need to strengthen the space, the Taiwan government agencies for China tourists to Taiwan to engage in sightseeing (2014) proposed that even if there are still many problems of cross-strait exchanges gradually began to run, there are also on the tourism market in Taiwan (Figure), the United States, the United States, the United States, the United States, the United States, the United States and the United States, Excessive doubts. However, the private sector for the introduction of the China tourists to balance the sight of tourism trade deficit imagination. The government has gradually opened the pilot cities of the free travel of China tourists in addition to the "package tour" mode.

Began to accept China tourists to Taiwan tourism , this is the people concerned about the event. Whether the China visitors come to Taiwan is the same as the standard for the travel of other countries, and the answer is no. This is the case, the China tourists to Taiwan on the tourism industry is positive or negative are different scholars have the views of the China tourists to Taiwan on Taiwan's economy is no doubt that there is a positive help, but the potential of the digital back, whether Is the real benefit of the country, or just the number of manipulation under the crisis, this is what we are more worthy of care, therefore, this study to explore the China tourists to Taiwan on the tourism business and people's leisure habits change the impact of the study After the collection of relevant literature analysis, and rigorous research methods are expected to be able to China to Taiwan to extend the problem and then solve the problem, the purpose of the study is as follows:

- I. To understand the impact of China tourists coming to Taiwan to visit foreign tourists to Taiwan.
- II. To understand the impact of China tourists coming to Taiwan on the income of Taiwanese tourism.
- III. To understand the impact of China tourists coming to Taiwan for sightseeing business in Taiwan.
- IV. To understand the China tourists to Taiwan to make people change the habit of leisure.

2. Literature review and research hypothesis

Tsung-Chiung Wu (2003) in the tourism development stage and the degree of industrial dependence on the impact of tourism awareness that the overall population of tourism to give positive. Sightseeing awareness can be reduced to six facets, "real living environment is negative", "real living environment

positive", "natural environment", "economic front", "social culture" and "social culture negative". "Tourism development stage" and "industrial dependence" will affect the impact of tourism awareness, but the "degree of dependence on the industry," a broader level; and "tourism development stage" and "industrial dependence" on the "natural environment" and "Social and cultural positive" impact on the impact of cognitive, there is a significant interaction. This section of the study for the China tourists to Taiwan to explore the tourism industry to discuss the literature:

Chia-Ho Ching & Tsu-Lung Chou(2007) It is early industrial development is through the growth pole strategy, led by the government development, so far by the globalization and the rise of China's influence, is changing the industrial structure of Taiwan, and this change is due to different industries Characteristics and the characteristics of their area is different, although the impact of different groups of different areas, but there is a common feature, is the cluster of Taiwan, not because of the rise of the mainland and the trend of falling or cause industry Hollowing out, but also to promote the development of industrial clusters, through the establishment of close production network mutual support and interactive learning, and enhance technology and global competitiveness, and gradually with the rise of the mainland industry to establish production division of labor system, and integrated in the global production network Among them.

An-Shuen Nir(2007)pointed out that since the cross-strait economic and trade regulations have been incorporated into the formal norms since the cross-strait navigation policy on the development of the shipping industry, the direct and three-way issue has always been the focus of attention from all walks of life and the international community in Taiwan, and the free trade port Can increase the port revenue and increase the distribution of goods and transport trade income, cross-strait navigation policy on the nationality shipping company routes and business operations have a positive impact only partially confirmed that cross-strait navigation policy on the nationality shipping company has a positive competitiveness The impact has also been partially confirmed, as the cross-strait navigation policy affect the nationality shipping company routes and business operations to the indirect impact of the competitiveness of shipping companies are verified.

Hong-Sheng Chang(2009) pointed out that the opening up of mainland tourists to Taiwan to visit the tourism industry, the impact of Taiwan's tourism industry, the economic side of the more attention, in the economic side of the "Increasing national income" and "increasing job opportunities" ranked first and second, and the "overall tourism development program" of the physical environment was ranked third, showing the importance of the tourism industry's emphasis on the Government's overall tourism development program.

Tsung-Tai Yang(2010) in the tourism industry's top housing and affordable housing pricing decision that we know that five-star tourist hotel industry on the price of the highest housing set higher, the lower the price of its affordable housing will be higher. In other words, there is a certain reputation of the five-star tourist hotel industry's top housing; the price of affordable housing will not be "cheap." Moreover, five-star tourist hotel industry, whether for the top housing or cheap housing tourists advertising, will be because of the basic utility of housing can improve the price of the top and cheap housing.

Cheng-Wang Tsai(2011) proposed the establishment of the demand function of the free travel of the China passenger in the opening of the free travel of the China visitors to Kinmen, and the results of the recreational benefit were as follows: 1. The social benefits of the China mainland as a whole were 2.276 billion Yuan / year. 2. Quality resources benefits: (1) Minnan and traditional folk construction resources: 845 million yuan / year. (2) War ruins and field cultural resources: 763 million yuan / year. 3. On the Kinmen local tourism income: 2.951 billion yuan / year. It is clear from the survey that the opening of China tourists is free to bring huge business opportunities to the Kinmen tourism market, but the development of sightseeing is not a form of plunder, to shape the local culture and history-based tourism base, which is Kinmen must play a good role in order to achieve To take the tourism industry as the lead industry, driving the overall economic construction, contributed to the goal of sustainable development of Kinmen.

Shu-Man Chang(2011) pointed out that through the GTAP simulation of the opening of the China tourists to Taiwan to see the economic impact of Taiwan's tourism on Taiwan: 1. The overall economic impact: real GDP increased by 78.656 million US dollar; social welfare increased by \$ 339.401 million. 2.

The impact on individual industries: the largest increase in output value is about \$ 407.488 million, an increase of 0.637%; the output of other industries is the largest, with a decrease of \$ 1747.406 million, or about 0.628%; exports from Taiwan's various industries The largest increase in exports to China is reduced by \$ 558.039 million; the increase in imports from Taiwan is mainly due to an increase of \$ 46.642 million and \$ 44.762 million, respectively, from the European Union and the United States.

Yu-Hui Chen, Chun-Hung Lee & Ya-Hui Chen(2011) pointed out (1)the tourism quality improvement program has obvious structural changes to the recreational demand.(2) under the implementation of the quality improvement program.(3)the improvement of the tourism quality improvement program in the forest recreation area, , Visitors to the forest recreation area of the tourism and recreation needs will be more price elasticity, alternative forest recreation area will not be attractive to tourists, and tourists changes in the impact of the impact of leisure needs will be significantly reduced.(4)the quality improvement program can be significant To enhance the economic benefits of tourists traveling to the forest recreation area, in which the "enhance the quality of services for the public" program is more effective than other programs for improving economic efficiency.

Mei-Hua Chen & Ming-Shan Hsu(2011) in the mainland Amway Mission to Taiwan tourism incident on the impact of the stock market share rate of return that the Taiwan tourism industry is indeed due to Amway group events are positive compensation, Amway group events generated by the abnormal rate of return And can not be within one or two days on the rapid response is completed, it is inferred that the Taiwan tourism industry does not meet the semi-strong efficiency of the market hypothesis.

Wen-Chin Wei & Wei-Ting Chuang(2012) pointed out that in view of the factors influencing the number of tourists in Taiwan, the number of tourists from Taiwan increased from 300,000 in 1968 to 3.25 million in 2010. With the increase in the number of tourists And the vigorous development of the tourism industry, for the national foreign exchange earnings and economic growth, to create local employment opportunities have a considerable impact. This paper refers to the proportion of the number of tourists arriving in Taiwan relative to the number of tourists in Southeast Asia for sightseeing tourism competitiveness, and tourism quality, exchange rate as the impact of variables, to explore its impact on the number of tourists to Taiwan.

Li Chang, Pei-Hsuan Chiu & sui-Jung Lin(2013) in the taxi industry to enhance business performance analysis of the factors that in recent years, the taxi industry due to low operating threshold, so that the industry in the economic downturn, the supply is greater than the demand for the results of the taxi industry business Is not ideal. If Taiwan accepts China travelers to Taiwan's free travel policy, combining sightseeing with taxi can open up new service opportunities.

Jui-Jen Tung, Hui-Chen Chang(2013) proposed the travel agency as the locomotive industry in the study of the relationship between service remedy and resettling. When the traveler had trouble in the travel itinerary, the travel agency needed service remedy, service satisfaction satisfaction, customer loyalty And to enhance the focus of the scenic area for the current major issues. The results of the empirical results show that the psychological level of service to improve the satisfaction of service remediation, 2. real level of service recovery to service satisfaction, 3, service satisfaction, customer satisfaction, customer loyalty, To a significant impact. Service Rescue Satisfaction, Customer Loyalty has a mediating effect on the relationship between service remediation and rejoining intention.

Han-Yu Tsai, Guang-Zhong Yang & Tsu-Kuang Hsieh(2014) In the study of the China tourists' consumption power in Taipei's business district, it is pointed out that the business opportunities brought by China tourists do have a positive impact on the price of shopping district stores. However, if the local businessmen to vicious competition, speculation prices, non-local business district blessing and Taiwan still have many distrust of political factors, leading to many unpredictable exclusion effect and other potential factors. In the future, we will open up the investment in the real estate industry, and the strength of the strong economy of mainland China will eventually lead to the market mechanism of Taiwan's immovable industry and the price of the major products of Taiwan Metropolitan real estate, which needs further observation. The results of these variables and the actual operation can be analyzed at the same time to further validate some of the inferences in this study.

Tsung-Chun Chen & Fu-Shiang Kuo(2014)proposed that China's tourism industry is indeed a highly mature industry in the analysis of the competitiveness of Taiwan's tourism industry as a whole in China. It is indeed less affected by the international economy. However, with the increase in the number of tourists, In the light industry, homogeneous competition is more intense, more intense by its hotel, not because of the long time will be a good performance. So the number of passengers to Taiwan to increase, can really enhance the entire industry value and technology, and bring considerable foreign exchange for our country.

This study will focus on the China tourists to Taiwan for sightseeing business and people's leisure habits will have a significant impact on the impact of this study will be for the China tourists to Taiwan during the tourism and leisure activities will be related to the relevant industry for analysis the study. In summary, the structure and assumptions of this study are illustrated in Figure 1:

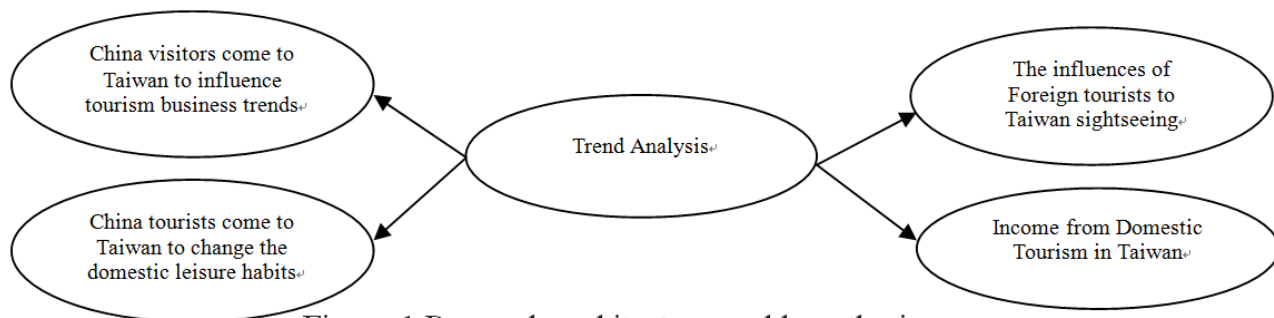


Figure 1 Research architecture and hypothesis.

3. Research design and testing

3.1 Literature analysis

The literature analysis method refers to the collection of related research and analysis of its research results and recommendations, and then applied to the study, so this study will be for the China tourists to Taiwan tourism industry caused by the impact of research, and collect Taiwan, Related journals literature, as well as government documents, experts and scholars comments and information, and further finishing, analysis, induction, put forward the theoretical framework.

3.2 Secondary data collection and statistical analysis

The results of this study and data analysis are based on the statistical data of the relevant China visitors to Taiwan, published by the website of the Ministry of Tourism of Taiwan's Ministry of Transport (2015), which is used as the basis for this study and statistical analysis. Statistical data, which provides more in-depth information and SPSS 20.0 analysis of the chi-square trend test, looking forward to find more valuable information.

4. Research results and analysis

Since Began to accept China tourists to Taiwan tourism,, the Taiwan tourism industry structure that there have been significant changes, whether it is newspaper media reports, or the mouth of the population spread to Taiwan to occupy the tourism market, one-stop management and other remarks, are lack of accurate scientific data as a basis for data analysis. Therefore, this study will be analyzed by the data released (Tourism Bureau, Rep. of China, Taiwan2015). It is expected that the impact of China tourists coming to Taiwan on Taiwan will be affected by the data analysis. This section will affect the impact of China tourists on sightseeing business, The impact of China tourists coming to Taiwan on the tourism and leisure industry, the impact of China tourists coming to Taiwan on the changing habits of China people, the influence of foreign tourists traveling to Taiwan, the total tourism revenue in Taiwan and the income of Taiwanese tourism.

4.1 The Impact of China Visitors to Taiwan on Domestic Tourism Business

In this study, the use of the Tourism Bureau, Rep. of China, Taiwan (2015) of foreign tourists to Taiwan

to visit the purpose of tourism business statistics and foreign visitors to Taiwan tourism business statistics on the use of cross-analysis of the use of chi-square trend analysis, the foreign visitors to Taiwan to do business statistics And foreign visitors to Taiwan to visit the history of tourism business statistics P value <0.0001 for the very significant difference, so H3 is established. The study shows that the China tourists come to Taiwan to leisure tourism activities to Taiwan tourism business activities have a significant trend of the relationship between the data structure of the surface analysis that has not yet opened the China tourists to Taiwan before the number of foreign visitors to Taiwan were the highest number of Japanese , Followed by Southeast Asia, Hong Kong and Macao, the United States, South Korea and the lowest Europe; 2008 China visitors to Taiwan after the arrival of foreign visitors to Taiwan for the highest number of countries, followed by Southeast Asia, followed by Southeast Asia, Hong Kong and Macao, the United States, China, South Korea and the lowest Europe, China, and the lowest in Europe. In 2001 and 2006, the number of foreign visitors to Taiwan was the highest in China, followed by Japan, Southeast Asia, Hong Kong and Macao, South Korea, the United States and the lowest Europe. Sightseeing business purposes are the highest for sightseeing, second business and the last medical treatment, 2014, respectively, the highest for sightseeing, second business and finally visit relatives, as shown in Table 1 to Table 3.

Table 1 Foreign visitors to Taiwan to visit the business purpose of statistical cross-analysis table

year	2014	2001	2006
business	769,665	848,732	949,836
tourism	7,192,095	1,021,572	1,510,207
Visiting relatives	393,656	332,834	377,455
meeting	63,135	39,390	52,634
Study	56,562	26,971	38,649
exhibition	13,316	102818	208,826
Medical	60,951	458,718	382,220
other	1,360,824		

Source from: Tourism Bureau, Rep. of China, Taiwan (2015)

Table 2 Cross-analysis table of nationality statistics of foreign tourists traveling to Taiwan

year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Japan	1,124,334	1,161,489	1,166,380	1,086,691	1,000,661	1,080,153	1,294,758	1,432,315	1,421,550	1,634,790
Hong Kong and Macao	432,718	431,884	491,437	618,667	718,806	794,362	817,944	1,016,356	1,183,341	1,375,770
Korea	182,517	196,260	225,814	252,266	167,641	216,901	242,902	259,089	351,301	527,684
China	-	-	-	329,204	972,123	1,630,735	1,784,185	2,586,428	2,874,702	3,987,152
America	390,929	394,802	397,965	387,197	369,258	395,729	412,617	411,416	414,060	458,691
Europe	172,494	172,777	186,483	200,914	197,070	203,301	212,148	218,045	223,062	264,880
Southeast Asia	636,925	643,338	700,287	725,751	689,027	911,174	1,071,975	1,132,592	1,261,596	1,388,305

Source from: Tourism Bureau, Rep. of China, Taiwan(2015)

Table 3 Analysis of the chi-chi trend of foreign visitors traveling to Taiwan for business purposes statistics

	Chi square statistics	df	P value
Foreign tourists travel to Taiwan for business purposes statistics Pearson Chi-Square	4634354.095a	14	.000 (***)
Foreign visitors to Taiwan to visit the country statistics Pearson Chi-Square	6532425.370a	54	.000 (***)

Note: $P < 0.05$ is significant (very significant)

In view of the above, mainland China travelers in Taiwan leisure and tourism industry in the transformation and growth trend, its leisure and tourism in Taiwan has occupied a pivotal position, if the external environmental factors such as Taiwan's political instability, Taiwan Of the tourism industry will be a major impact, for which the Taiwan government agencies are ready to respond to the policy of the tourism industry in Taiwan.

4.2 Impact of China travelers cause changes in Taiwanese leisure habits

In this study, the use of the Tourism Bureau, Rep. of China, Taiwan(2015) of the China people outside the total number of tourism travel statistics, a cross analysis table, the use of chi-square trend analysis and analysis of China tourists to Taiwan before the Taiwanese travel statistics and China tourists to Taiwan after the people The P-value of the chi-square analysis of Taiwan's tourism statistics is less than 0.0001, and the analysis shows a very significant difference, so H4 is established. The study shows that the China tourists come to Taiwan to carry out sightseeing and leisure tourism activities on the people's leisure habits have a significant trend of the relationship between the data structure to analyze the surface of the 2008 China tourists to Taiwan from the early opening to 2014, the people outbound sightseeing trend has grown 14%, while the China people's tourism revenue growth of 16.8%, as shown in Table 4 to Table 5.

Table 4 Cross-analysis of the total travel statistics of China people outside Taiwan Number of people traveling abroad

	Number of Domestic Tourists in Taiwan	Number of foreign tourists
2003	102,399	
2004	109,338	
2005	92,610	8,208,125
2006	107,541	8,671,375
2007	110,253	8,963,712
2008	96,197	8,465,172
2009	97,990	8,142,946
2010	123,937	9,415,074
2011	152,268	9,583,873
2012	142,069	10,239,760
2013	142,615	11,052,908
2014	156,260	11,844,635

Source from: Tourism Bureau, Rep. of China, Taiwan (2015)

Table 5 Analysis of the chi-tide trend of the total travel statistics of China people in Taiwan

	Chi square statistics	df	P value
Foreign tourism statistics before China visitors come to Taiwan Pearson Chi-Square	11820353.9a	5	.000 (***)
Foreign tourism statistics after China visitors come to Taiwan Pearson Chi-Square	8500.071a	6	.000 (***)

Note: P <0.05 is significant (very significant)

4.3 The impact of foreign tourists traveling to Taiwan

This study uses the cross-analysis table of China tourists coming to Taiwan and foreign visitors to the tourism business statistics of the Tourism Bureau, Rep. of China, Taiwan(2015), and uses the chi-square trend test to analyze the foreign visitors coming to Taiwan and the China visitors After the Taiwanese foreigners to Taiwan statistics of the chi-square analysis of the P value of <0.0001, the analysis showed a very significant difference, so H1 is established. The study shows that the China tourists come to Taiwan to carry out sightseeing and leisure tourism activities to foreign tourists to Taiwan to see a significant trend of the relationship between the views of the data structure of the surface analysis of the 2008 China tourists to Taiwan from the early opening to 2014, foreign visitors to Taiwan The trend grew by 25.8%, while the number of mainland visitors to Taiwan increased by 121%, accounting for 18.9% of the total number of foreign visitors to Taiwan, as shown in Table 6 to Table 7.

Table 6 Cross-analysis tables of China tourists traveling to Taiwan and foreign visitors to Taiwan

year	Number of foreign visitors coming to Taiwan	Mainland visitors to Taiwan
2005	3,378,118	
2006	3,519,827	
2007	3,716,063	
2008	3,845,187	329,204
2009	4,395,004	972,123
2010	5,567,277	1,630,735
2011	6,087,484	1,784,185
2012	7,311,470	2,586,428
2013	8,016,280	2,874,702
2014	9,910,204	3,987,152

Source from: Tourism Bureau, Rep. of China, Taiwan(2015)

Table 7 Analysis of the chi-square trend of foreign visitors traveling to Taiwan for tourism business statistics

	Chi square statistics	df	P value
The foreign passenger statistics before China travelers come to Taiwan Pearson Chi-Square	13574782.5a	3	.000 (***)
The foreign passenger statistics after China travelers come to Taiwan Pearson Chi-Square	940155.792a	6	.000 (***)

*P <0.05

In summary, China tourists to Taiwan after the Taiwan foreign tourists to Taiwan's structure on the change, the late mainland travelers accounted for about 2% of foreign tourists, observe the other citizens of the trip to Taiwan also show the trend is growing , so that other countries will not be affected by the China tourists come to Taiwan, can be inferred that the China tourists to Taiwan will create another commercial economic model, so in the future to explore whether the tourism business model for another.

4.4 Income of tourism in Taiwan

In this study, the use of the Tourism Bureau, Rep. of China, Taiwan (2015) of the Taiwanese tourism income of the cross-analysis table, the use of chi-square trend analysis and analysis of China tourists to Taiwan before the National Travel and Taiwanese tourism revenue and China tourists to Taiwan The P-value of the chi-square analysis of the travel expenses of the China national tour and the China people's Taiwan tourism income is less than 0.0001. The analysis shows a very significant difference, so the H2 is established. The study shows that the China tourists come to Taiwan to carry out sightseeing and leisure tourism activities on the people of Taiwan tourism has a significant trend of the relationship between the data structure to analyze the surface of the 2008 China tourists to Taiwan from the early opening to 2014, Taiwanese tourism trends grew 16.2% , Taiwanese tourism revenue growth trend of 16.8%, as shown in Table 8 to Table 9.

Table 8 Taiwanese domestic tourism and domestic tourism income cross analysis table

	Income of tourism in Taiwan	Total number of Taiwanese traveling in Taiwan
2002	23,680,000	
2003	21,810,000	102,399
2004	24,780,000	109,338
2005	19,260,000	92,610
2006	22,430,000	107,541
2007	21,930,000	110,253
2008	18,420,000	96,197
2009	18,280,000	97,990
2010	23,810,000	123,937
2011	31,030,000	152,268
2012	26,990,000	142,069
2013	27,210,000	142,615
2014	30,920,000	156,260

Source from: Tourism Bureau, Rep. of China, Taiwan (2015)

Table 4-9 Total Tourism Sight of Taiwan - Analysis of the Chattel Tendency of Taiwan Tourist Income

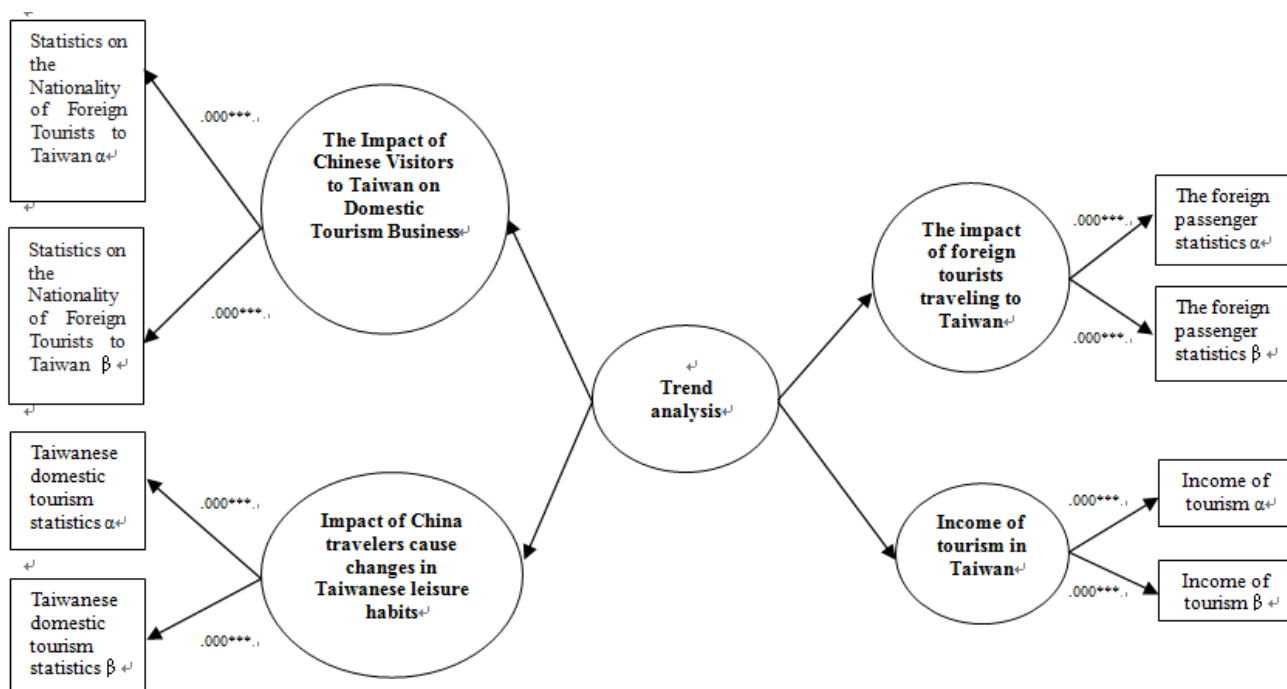
	Chi square statistics	df	P value
China tourists to Taiwan before the tour of Taiwan's domestic tourism and income Pearson Chi-Square	115799.181a	6	.000 (***)
China tourists to Taiwan after the tour of Taiwan's domestic tourism and income Pearson Chi-Square	705.746a	6	.000 (***)

Note: P <0.05 is significant (very significant)

In summary, the China tourists come to Taiwan to cause people to have a significant impact on leisure habits change, thus affecting the income of Taiwanese tourism, from the data structure analysis that open in Taiwan, China visitors to Taiwan in the early stage of tourism In 2009, the total amount of China tourists in Taiwan dropped by more than 10,000 people, and also affected the income of Taiwanese tourism. Although

there were signs of stabilization in the middle and late period, the overall growth was limited. Therefore, how to plan the issue of China tourists, the relevant units should pay attention to the problem.

4.5 The study model validation - chi-square trend analysis and verification



Note : Pearson Chi-Square *P < 0.05 ;

α: Before China visitors come to Taiwan

β: After China visitors come to Taiwan

Figure 2 chi-square trend analysis and verification

5. Conclusion and Suggestion

The purpose of this study is to hope through the trend of the Ministry of Tourism Bureau of the statistical data to analyze the trend of China's visitors to Taiwan after the impact of tourism industry, and the use of statistical analysis tools to understand the meaning of the data, this chapter is divided into the first Section of the conclusion; Section II follow-up study recommendations, as follows:

5.1 Conclusion

(A) to understand the impact of China tourists coming to Taiwan on the total tourism revenue in Taiwan

China visitors to Taiwan to grow about 12.1%, Taiwan's foreign exchange earnings growth of about 23.7%, it can be learned that China tourists come to Taiwan to Taiwan tourism economy has practical help, but why still from the newspaper media that their sightseeing Output value without a sense, whether to understand the mystery of the link, or the system should not be complete, the development of relevant laws and regulations so that people feel.

(B) to understand the impact of China tourists coming to Taiwan on the tourism and leisure industry

China tourists to Taiwan to increase tourism year by year, bringing the total tourism revenue in Taiwan increased by 2 percent, thus driving the Taiwan tourism industry supply chain, the rise of another China tourists sightseeing opportunities. If the political uncertainty is removed, whether the Taiwan tourism industry needs to be upgraded to a more complete strategy to provide China passenger travel services, rather than in the case of lack of hardware and software, resulting in service quality, resulting in satisfaction and service quality Bad impression.

(C) Follow-up research recommendations

The data of this study are sampled in the data released by the Ministry of Tourism of the Ministry of Tourism in 2015 (that is, 91 to 103 years of the Republic of China). When the current political parties are rotated, the China tourists come to Taiwan and are subject to political factors. The number of people in Taiwan dropped, whether it also reminded the Taiwan government agencies, the China tourists to Taiwan to enhance the production capacity of tourism at the same time, should be examined as a project model or regular general leisure economy, which is worth pondering the problem, so Taiwan's tourism and leisure industry will not embark on a dilemma.

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