

The study of the relationship among travel experience,
satisfaction and revisit intention of Mainland
Chinese tourists in Taiwan

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ABSTRACT

Under the impact of the trend of globalization, the rise of emerging markets motivates touristic destination to think over how to improve their competitive advantages. In recent years, the Chinese outbound tourism market is growing. To Taiwan, how to analyze the characteristics of Chinese tourists' behavior and to provide quality services become the main topic. The main purpose of this study consists of analyzing the Chinese tourists' travel experience, level of satisfaction and revisit intention. The results of this study are: 1. Chinese tourists' travel experience have a positive influence on the level of satisfaction and revisit intention. 2. Chinese tourists' level of satisfaction have a positive influence on the revisit intention. This study will provide the national tourism department, tourism professionals and related industries a better comprehension of the Mainland Chinese tourism market in Taiwan, and also to improve their future travel strategies and plannings.

Key Words: travel experience, satisfaction, revisit intention.