

CONSUMER LEISURE BEHAVIOR CHANGE
BASED ON THE NEW WEEKEND POLICY IN TAIWAN, R.O.C

by
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ABSTRACT

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Following the continuous expansion of the economy in Taiwan, income keeps increasing. Simultaneously, more Taiwanese think highly of quality of life as well as leisure. In particular, leisure times, attitudes, and activities change most dramatically as Taiwan move from being a rural-agrarian to being an urban-industrial society. The expanding economic environment has stimulated the growth of the tourism industry in Taiwan. On January 10th 1998, the government put into effect the alternating two-day weekend policy, a policy whereby the second and fourth Saturdays of every month would be days off.

The purpose of this study was to analyze the changes in consumer leisure patterns in addition to the domestic travel patterns based on the new weekend policy in Taiwan, R.O.C. Objectives of the study were to identify the development stage of the alternating

two-day weekend policy, the consumer leisure preferences, the effects of the new weekend policy in consumer leisure behavior, and the factors impacting domestic travel decisions. Five hundred seventy questionnaires were delivered to consumers through 12 travel agents in Taipei, Taiwan, and 445 completed and valid questionnaires were obtained throughout the study with a 78.1 percent response rate.

The findings of this study show that the usage of the weekends was continuously increased since the implementation of the alternating two-day weekend policy. In fact, consumers' leisure and travel patterns in Taiwan have been changed since the implementation of the alternating two-day weekend policy. The alternating two-day weekend policy has promoted leisure and travel market in Taiwan. People are willing to spend more time on leisure activities. The majority of respondents preferred to go travel suburban recreation areas with friends or families for one or two days during two-day weekends. Also, respondents travel not for sightseeing and pleasure purpose anymore but for escaping from the ordinary.

However, travel jams and crowds kept many respondents away from domestic travel. Thus, many respondents chose to stay close to home for fear of traffic and crowds. Indeed, the majority of respondents frequently participated leisure activities within the normal living environment. Also, leisure activities with high social content with other people are well liked in large metropolitan area. Urban activities and more easily accessible entertainment options seem to be on the way, including exercise. Safety and security were the most important concerns for the travel decisions.

No doubt, more leisure related facilities are considered necessary and requested by the people in Taiwan. The government and the industry are definitely needed to work

on the development of the leisure related facilities. Furthermore, the five-day workweek policy already be passed in Taiwan and will soon implement in the following year, a solution for all the problems occurred by the alternating two-day weekend policy has emerged.

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CHAPTER ONE

INTRODUCTION

In the twentieth century, people have increased living standards and better health to extend life. Indeed, the importance of leisure in human life has grown to the point that it represents larger expenditures for many individuals and families than outlays for housing, medicine and health, or food (Plog, 1991). In particular, as the rapid technological innovation and the spread of the factory system made workers' tasks more routine. Thus, they tried to find new forms of relief from the monotony of repetitive work. As urbanization and industrialization altered the existing fabric of society, the shift of leisure was set in motion. The changed meaning of leisure to relate to everyone rather than to a privileged few is integrally connected with economic, technological, and social change (Braden, 1988).

Based on Maslow's hierarchy of needs, lower level needs must be met before the higher level needs become important (Maslow, 1943). The physiological needs, such as hunger and thirst, usually have to be satisfied prior to anything else. With increasing education, people explore the demands on their lives, and it also brings people's needs into the higher level of Maslow's hierarchy. Besides, a declining percentage of lives devoted to work, and greater personal freedom have provided an increased potential for leisure. In addition, the usage of free time in voluntary and pleasurable ways is part of human life in society.

Kelly and Godbey (1992) mentioned that leisure is experienced through a myriad of social activities. Social experiences shape not only people's life satisfaction and self-definition, but also influence family relations, friendships, the environment, and the

economy. Therefore, leisure becomes a major segment of the society. In the United States, total spending on leisure is estimated at about \$600 billion a year. The average household spends about seven percent of its income directly on leisure (Godbey, 1999). Furthermore, leisure-based tourism is the primary resource of the external investment and spending of the major domestic industries in many other countries.

New Weekend Policy Stimulates the Tourism Industry in Taiwan

Following the continuous expansion of the economy in Taiwan, income keeps increasing. Simultaneously, more Taiwanese think highly of quality of life as well as leisure. In particular, leisure times, attitudes, and activities change most dramatically as Taiwan move from being a rural-agrarian to being an urban-industrial society. The expanding economic environment has stimulated the growth of the tourism industry in Taiwan. The frequency of domestic travel has increased along with the rise of personal income. According to the survey on domestic tourism conducted by the Tourism Bureau in 1997, the number of domestic travelers was 71 million, which was doubled since 1991 (Tourism Bureau, Ministry of Transportation and Communications, Republic of China, 1997). No doubt, tourism is exploding in Taiwan.

On Saturday, January 10th 1998, the government put into effect the alternating two-day weekend policy, a policy whereby the second and fourth Saturdays of every month would be days off. That is, the second and fourth weekends of every month are two-day weekends while the first, third, and fifth weekends of every month are only one and half day weekends. Before the implementation of the alternating two-day weekend policy, the one and half day weekend policy was the official weekend policy in Taiwan.

Yet, there had been reverberating in Taiwan for some time about making Saturdays a day off. Government agencies, such as the Council for Economic Planning and Development (CEPD) and the Central Personnel Administration (CPA) investigated, planned and then repeatedly fine-tuned the policy (Hsien, 1998). Departments responsible for travel and leisure resources, such as the Tourism Bureau, the Construction and Planning Administration (which oversees national parks), the Council for Cultural Affairs (which is responsible for cultural centers), and local governments, all pitched in to create activities that would absorb the masses of people expected to be looking for something to do (Hsieh, 1998). Some people believe Taiwan has become more of a leisure society rather than an industrial society because of the alternating two-day weekend policy. Some people assert that more leisure time represents more consumption that may bring more business. In the blink of an eye, leisure has become one of Taiwan's hottest topics of discussion.

As indicated by the Annual Report on Tourism of the Tourism Bureau, Ministry of Transportation and Communication, Republic of China (R. O. C) in 1996, approximately 42 million people visited 79 primary tourist destinations and leisure areas, and in excess of 50 million people actually participated in travel and other leisure activities. By calculating the leisure expenditures for each person on transportation, play, dining, lodging, and other leisure activities, an approximate \$40 billion annual business is estimated for the domestic leisure and travel market in Taiwan. In addition to the effects of the alternating two-day weekend policy, an additional \$8 billion business was added onto the domestic leisure and travel market (Fung, 1998).

Nevertheless, many people in Taiwan have a preference to spend their leisure time with particular types of leisure activities during the holidays or weekends. Indeed, many people believe that only the tourism destinations will be able to provide abundant facilities and services for high quality leisure travel. Unfortunately, the concentrated population density and the total land usage in Taiwan will somehow limit the development of leisure-related facilities. Moreover, the existing public transportation systems and tourism destinations in Taiwan have limited carrying capacity, which should not be allowed to overload. According to the statistic report, above 70 percent of Taiwanese prefer to travel during weekends and official vacations (Department of Statistics, Ministry of Transportation and Communications, R.O.C, 1999). As a result, traffic jams are foreseen ubiquitously in Taiwan whenever the long-holiday comes. In particular, nearly all tourism destinations are too crowded by tourists. People often complain about the lack of leisure facilities and a public transportation system.

While this study looks at the new weekend policy, there is also an earthquake that impacted consumers' travel behavior after September 21, 1999. Most people in Taiwan were asleep at 1:47 a.m. on September 21, 1999 when its most powerful earthquake in 100 years hit the island. Experts estimated that the destructive power of the Chichi earthquake was double that of the 1995 earthquake in Kobe, Japan. As stated by available government figures, the Chichi earthquake on September 21, 1999 caused an estimated \$9.2 billion in damage, equal to 3.3 percent of the country's gross domestic product. The 7.6 magnitude tremor killed 2,321 people, and damaged 82,000 housing units, with its epicenter in central Nantou County, where agriculture and tourism are the mainstays of the local economy (Chen, 1999).

The earthquake devastated the tourism industry in Taiwan. The Chichi earthquake left huge scars across a wide swath of the Taiwanese landscape. Indeed, many famous tourist areas in Nantou County were cut off from the outside world when the road was hit by a landslide. Taiwan's strongest earthquake in decades laid waste to key sightseeing areas and scared away tourists, costing the industry around \$281 million. Based on the industry statistics, 210,000 foreign travelers canceled their visits to Taiwan, and local travel by Taiwanese had dropped by 90 percent following the quake. Lee Ching-sung, the head of a tourist association, emphasized that government support was needed to reassure visitors and rebuild the island's tourism infrastructure. In 1998, Taiwan received about 2.3 million visitors (Chen, 1999).

Statement of the Problem

The new weekend policy conceived to provide the Taiwanese with more opportunity for relaxation has also brought anxiety and irritability. Obviously, there were high expectations that people would embrace this extra time off. Yet, the new weekend policy had been the cause of many headaches, at least during the initial period of adjustment. The lack of early planning for the alternating two-day weekend policy caused many initial problems. For instance, Taiwan's leisure facilities and transport systems could not fulfill people's demand for concentrating their leisure activities onto the weekends. Besides, not all private businesses followed the government's weekend policy by making an extra day off on Saturday. Thus, many parents worried about their children staying home alone while they still needed to work for the private enterprises during weekends.

In addition, the tourism industry depends on maintaining the attractiveness of the destinations that travelers would like to see and experience. A high-quality leisure travel experience is fabricated on the conservation of natural resources, the protection of the tourism destination environment, and the preservation of the cultural heritage (McIntosh & Goeldner & Ritchie, 1995). In fact, the environment is the core of the tourism product. The negative impacts on a tourist destination image could be serious and long lasting.

The purpose of this study was to analyze the changes in consumer leisure patterns in addition to the domestic travel patterns based on the new weekend policy in Taiwan, R.O.C.

Objectives

The objectives of this study are as follows:

1. To identify the historical development of the alternating two-day weekend policy in Taiwan, and the development stages of the two-day weekend policy in Japan.
2. To identify the effects of the alternating two-day weekend policy in leisure patterns in Taipei, Taiwan.
3. To analyze changes in type, purpose, leisure area, length of trip, and day of week of domestic travel in Taipei, Taiwan.
4. To determine factors impacting travel decisions based on the new weekend policy in Taipei, Taiwan.

Limitations

The limitations of this particular study would be the following:

1. The translation of the questionnaire between English and Chinese may cause translation error.
2. The consumer leisure behavior will vary from area to area. Thus, the results of this study can only be corresponded to the specific area (metropolis) because the sample was drawn from Taipei, the capital city in Taiwan.
3. In view of the fact that the new holiday policy has only been implemented for two and half years, certain types of changes in leisure and domestic travel patterns might not be recognized within short period of time.
4. Because the survey was conducted through travel agencies, the leisure behavior for those people who did not require assistance from a travel agency or who did not actually travel would not be included in this study.
5. The aftershock reaction of the September 21 earthquake may cause atypical behavior changes due to the negative influences on the economic or the living environment.

Definition of Terms

Alternating two-day weekend policy: a policy whereby the second and fourth Saturdays of every month would be days off in Taiwan.

Long-Weekend: Two days off weekend.

Short-Weekend: One and half day off weekend.

Consumer behavior: A process that includes the acquisition phase, moving to consumption, and ending with the disposition of the product or service (Lewis, Chambers, & Chacko, 1995).

Domestic tourism: Domestic tourism involves people visiting destinations within their own country's boundaries (Jafari, 2000).

Leisure: The free time beyond what was required for existence, for individuals to spend as they please (Boniface & Cooper, 1994).

Recreation: “A pleasurable activity, which may be relatively sedentary, largely pursued for intrinsic motivation during leisure” (Smith, 1990, p. 253).

Tourism: “When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment” (Goeldner, Ritchie, & McIntosh, 2000, p. 13).

Travel agency in Taiwan: A travel agency is the business, which provides services in processing travel certificates (includes passport and visa), arranging tours, accommodations, meals, and other related services (Tang, 1989).

Work: The activities involved in earning a living, and necessary subsidiary activities such as traveling to work (Parker, 1971).

CHAPTER TWO

REVIEW OF LITERATURE

This chapter covers a review of literature regarding the research. First, an overview on the development of the two-day weekend policy is contained in this study. In particular, Japan is studied to give a detailed discussion due to the similar cultural background. Second, a profile of Taiwan and Taipei where the research took place is provided. Third, the trends in leisure, recreation, and travel in Taiwan before the implementation of an alternating two-day weekend policy are reviewed in this section. Also, the significant factors impacting people's travel patterns needed to be interpreted with the effect of the alternating two-day weekend policy. Fourth, more details about the planning stages as well as the implementation of the alternating two-day weekend policy are discussed. Fifth, the influences of the September 21, 1999 earthquake played a consequential factor in the changes of consumer behavior. The sixth section contains general concepts of leisure, recreation, its related study areas, and its impacts on human life. Seventh, this study specifies the differences in Chinese leisure perceptions based on cultural diversity. Consumer behavior in travel and tourism is embodied in the last section of this chapter.

Historical Development of the Two-Day Weekend Policy

Godbey (1999) indicated that the characteristics of leisure have changed systematically during the transition from pre-industrial to industrial society. Kaplan (1960) identified these changes by using the ideal type *Gemeinschaft-Gesellschaft* devised by the German sociologist Tonnies in 1940 (Table 1).

Table 1

Characteristics of leisure**Gemeinschaft (Rural)*****Outdoor***

More use of large yards, Streams outdoor games.

Participation

More self-reliance in leisure; more talk and visiting.

Noncommercial

More activities in schools, homes, and community buildings.

Group-centered

Family activity; church groups; leisure close to group norms.

Few choices

Relatively small range of interests among residents.

Generalized activities

Less opportunity to develop or use special play skills.

Utilitarian orientation

Leisure as outgrowth of household or work skills.

Spontaneous

Little need for formal organization of play-life.

Body-centered

Games of strength; play in setting of physical work (communal home building or harvesting).

Classless

Activities cut across social stratification.

Conservative

Slow to change play-ways.

Gesellschaft (Urban)***Indoor***

More use of special buildings or rooms in the home; indoor games.

Observation

More reliance on entertainers; more mass media; more reading.

Commercial

Willingness to pay for entertainment; theaters and other establishments.

Individual-centered

Tolerance of individuality; less dominance by family.

Many choices

Larger variety of interests and types of persons.

Specialized activities

More specialized training and outlets.

“Cultural” orientation

Wider interest in artistic activities.

Organized

Dependence on recreational specialists.

Mind-centered

More reading; creative activity.

Class bound

Leisure as symbol of status.

Faddish

Follows newest fads and crazes.

Note. From Leisure in America: a social inquiry by Kaplan (1960). New York: John

Wiley & Sons.

Indeed, Kaplan (1960) showed the division that distinguishes the differences between rural (simple) societies and urban (complex) societies. The industrial society tended to produce more material goods for the common people, and the needs for goods became incorporated into a materialistic style of life (Godbey, 1999). Further, many people had faith in the idea that more free time was viewed as a social good, a sign of progress. It was necessary that the worker began to accept and seek the consumption of material goods.

In the late nineteenth century, some progresses were made in reducing work hours to ten or eleven hours per day, but most of them were for women and children in factory work (Godbey, 1999). By the 1890s, some wealthy nations, such as Britain and the United States, reduced the working time to nine or ten hours per workday. Nevertheless, the international movement for an eight-hour workday was ignored from its inception until World War I.

Weekend was one of the specially preferred leisure time slots. In this respect, the last several decades brought more changes than in other slots. Mieczkowski (1990) highlighted “the biblical injunction: “Six days shalt thou labor” became obsolete when the two day weekend has been gradually achieved in most DCs after the Second World War. The most recent tendencies foreshadow further extension of the weekend even at the expense of a longer working day” (p. 94).

In the United States, free time not only became more controlled by people, but also increased due to several reasons including the rise in productivity of the labor force, the efforts of labor unions, and a policy of support for shorter work hours from the Federal Government. Weekly work hours in the United States dropped sharply during the

first 40 years of the 20th century, with an associated movement away from Sunday, and Saturday work (Hamermesh, 1998). In 1920, Henry Ford first introduced a five-day weekly work system into the automobile industry (Huang, 1990). Most people did not give a positive response to the new system because it altered the traditional working practice, which had been identified for a long time. In 1929, the U.S. government was offering moral support to reduce the workweek until the Great Depression. The Fair Labor Standards Act, which governs the official working hours of many Americans, has not decreased from 40 hours since 1929 (Godbey, 1999).

In 1970, America and Canada adopted a new working system to condense the total working hours by decreasing the weekly workday but increasing the daily work hours (Huang, 1990). In North America, only 2.7 percent of the American full-time workers worked three or four days a week which was more common in Western Europe (Lange, 1986). Based on this scheme, the employees worked four days a week at nine or ten hours per shift or even three days at twelve hours weekly. The total amount of work time remained basically the same or was only slightly decreased. According to a research conducted by the University of Michigan in 1990, the workers in America set the weekly work hours to 32 hours. Also, some labor unions in Sweden and Ireland targeted 30 work hours per week as their long-term goals (Huang, 1990).

Lately, the Industrial Revolution began an extensive process of transformation. Through unionization, workers would be able to lessen work hours due to the increase in production and the improvement in work environment (Cheng, 1997). Kando (1975) stated “the length of the average workweek seems to have declined from 69.7 hours in 1850 to 37.6 hours in 1972 – a gain of 32.1 hours of free time per week” (p. 79). Around

World War II, many European and American countries, Thailand and the Philippines implemented the two-day weekend policy (Committee of Economic Research and Development, Ministry of Economic Affairs, R.O.C, 1991). Some countries established new labor laws, and some countries set up agreements to accomplish the goal of a two-day weekend. In 1983, the American government stipulated 40 hours as the official workweek in the Fair Labor Standards Act. France and New Zealand also set 40 hours as the standard workweek by law (Cheng, 1997).

Accordingly, each government establishes its regulations on work time based on its geographical environment, economic development, traditional custom, and people's feelings. Also, the weekly and daily work hours vary among countries based on the regulations, government institutions, and collective bargaining. The Examination Yuan, Republic of China (1997) reviewed the average work hours per week and the weekend policy of civil servants for over 40 major countries (Table 2). Among the world, the longest workweek is six workdays while the shortest workweek is only five workdays. In Mexico and Portugal, they only have 32 weekly working hours. Differently, the official weekly work hour is 48 hours in Taiwan recently (Huang, 1996).

Table 2

Major countries' civil servants weekend policy

Weekly Work Hours	Two-Day Weekend Policy	Partial Two-Day Weekend Policy	One and Half Day Weekend Policy	One-Day Weekend Policy
32 hours	Mexico, Portugal			
33 hours				Arabia
34 hours				
35 hours	Thailand, Argentina			
36 hours	Saudi Arabia, Egypt, Finland United Kingdom Australia		Italy	
37 hours	India, Canada, Norway, Spain, Greece			
38 hours	Holland, Belgium New Zealand		Malaysia	
39 hours	France, Denmark Sweden, Switzerland		Hong Kong	
40 hours	United States Panama, Federal Public of Germany, Luxembourg, Brazil		Poland	
41 hours	Chia Na, Chile, Austria, Japan USSR			
42 hours	The Czech Republic		Singapore Korea	
43 hours	Israel			
Over 44 hours		China	Republic of China	

Notes. From Plan for two-day weekend policy by Huang, 1996, Monthly Report of Civil Servant, Republic of China, 6, p. 52.

Lately, the two-day weekend policy has brought tremendous attention to many majority countries in the world. In 1987, the Japanese Personnel Bureau conducted a research on the weekend policy of civil servants over 40 major countries, and collected the implementation time of the two-day weekend policy on 31 countries (Table. 3).

Table 3

Time of implementation for civil servants weekend policy on major countries

	Name of Country	Time of Implementation
1930s	New Zealand	1936
1940s	United States Austria	1945, October 1948, January
1950s	Argentina United Kingdom Canada Thailand Belgium	1953 1956, July 1957 1958 1959, October
1960s	Panama Brazil Holland Federal Republic of Germany Sweden France USSR Switzerland Finland The Czech Republic Denmark	1960 1961 1961 1965, May 1965 1966 1967, March 1968, January 1968, March 1968, September 1969
1970s	Chile Norway Luxembourg China Mexico Australia Saudi Arabia Portugal	1970, March 1971 1971, November 1972, February 1973, January 1975, January 1977 1979, May
1980s	Greece Egypt Spain India	1981, January 1981, January 1983, December 1985, June

Notes. From Plan for two-day weekend policy by Huang, 1996, Monthly Report of Civil Servant, Republic of China, 6, p. 54.

According to the advanced western country's experience, the more automations are used in the industrial society, the less labor will be needed. Furthermore, more free time can be managed by humans. Consequently, leisure demands are certainly taken as a primary consideration of quality living for human beings worldwide.

Nevertheless, it would not be appropriate to discuss Taiwanese leisure behaviors by comparing them to a completely different culture because of the variances between western and eastern cultures. Thus, the researcher chose Japan, has a comparable historical background and culture with Taiwan, as the point of convergence in the next section. In fact, Japan is the most tourism-generated country in Asia. Japan is also one of the minority advanced countries that has implemented the two-day weekend policy progressively within the last ten years among eastern countries. Thus, the Japanese experience in the two-day weekend policy implementation should be considered while studying the two-day weekend policy in Taiwan.

Historical Development Stages of the Two-Day Weekend Policy in Japan

After World War II, Japan recovered rapidly from postwar ruins. Japanese economic power stayed in third place behind the U.S. and Germany before the petroleum crisis in 1980. Japanese merchandises and its funds were all over the world. Yet, Western countries started to criticize Japan due to trade friction. In particular, over-time working was one of the major criticisms for the unequal competition on the economy. In 1986, the average work hours per year in Japan were 2,150 hours while the American only worked 1,924 hours per year. Meanwhile, Germany only worked 1,655 hours per year (Wang, 1990).

By reason of the forceful pressure from many western countries, the Japanese government started a new policy on decreasing working time progressively in 1981. In January of 1981, Japan implemented a new weekend policy which meant only one two-day weekend per month, and the rest of weekends stayed the same as one and half day weekend for the central government institutions. The result was not very efficient with only 36.7 percent of the private businesses in Japan following the new weekend policy.

In 1986, the central government tested another new weekend policy, which made every other Saturdays off per month. The implementation rate for private companies, which had over 100 employees, was raised to 51 percent. Meanwhile, the Japanese labor and economic environment changed due to factory automation, office automation, and the generalization of informational machines. Likewise, many Japanese enterprises started to move their manufacturing strongpoint overseas in order to release the pressure from the domestic labor market (Wang, 1990).

The Japanese government reduced its official work hours from 48 to 40 per week in September 1986. After changing the labor law and establishing the implementation schedules for the two-day weekend policy, the Japanese government officially inaugurated the two-day weekend policy in the central government offices in January 1989. Yet, a six-year long transition policy was made to conquer the difficulties encountered by some private businesses. The official work hours were 46 hours per week before 1990. In 1991 and 1992, the official work hours were 44 hours per week. Since 1994, the two-day weekend policy was implemented entirely for both governmental institutions and private enterprises in Japan (Pan, 1997).

The implementation of the two-day weekend policy brought dramatic impacts to the Japanese society. The changes in leisure patterns and the increasing of leisure expenses affected the travel and tourism markets. Generally, there is a significant difference between a one-day weekend and a two-day weekend. People view the one-day off as the working annex or prolongation. The primary purpose of leisure activities during the one-day weekend is for resting or relieving boredom from the daily schedule. Conversely, with a two-day weekend, leisure becomes more meaningful and active as a result of the changing patterns between work and leisure. Thereupon, the primary intention of weekend leisure activities transfers from resting and entertainment to healthy, knowledgeable, and pleasurable leisure activities to benefit oneself (Pan, 1997).

Due to the changes in leisure awareness, the total revenue generated from the leisure market was raised from \$5.4 billion to \$5.9 billion Japanese yen in 1990. The total number of people relieved from work on Saturdays, which included civil servants, financiers, people in private enterprise, was 2.5 million per week in 1990. Consequently, travel and tourism industries achieved the biggest benefit out of the two-day weekend policy. The two-day weekend promoted both short-term international travel and domestic travel. In addition, gyms and sports facilities became more popular than before. According to the research in consumer behavior conducted by a famous Japanese department store in 1990, 51 percent of consumers started their weekend plans on Friday nights while 21 percent of consumers even started on Thursday nights. In addition, there was an approximate \$172,200 Japanese yen extra spending on leisure per household a year due to the two-day weekend policy. The Japanese Labor Department expected that

the two-day weekend policy would reduce the average work time to 1,800 hours per year (Wang, 1990).

Altogether, Japan spent over 10 years in planning the two-day weekend policy to avoid many problems during the development stages. The Japanese government began with reducing the official work hours in order to encourage private businesses to participate in the new holiday policy. In particular, the six-year long transition period not only assisted many businesses to overcome difficulties but also indoctrinated Japanese apropos leisure perspectives. Accordingly, the Japanese experience on developing the two-day weekend policy would be a good learning model for Taiwan to emulate due to the similar culture backgrounds.

After looking at other countries' development of the two-day weekend policy, the next section provide a brief introduction to Taiwan and its' biggest city Taipei, where this study was conducted.

A Profile of Taiwan

For centuries, Taiwan has been familiar to the West as Formosa, a name derived from the 16th century. Portuguese mariners sighted the island from a galleon, and named it "Ilha Formosa" (Beautiful Island). Taiwan is situated in the Western Pacific about 160 kilometers (100 miles) off the southeastern coast of the Asiatic Continent. Taiwan is lying midway between Korea and Japan to the north and Hong Kong and the Philippines to the south. Taiwan and the adjacent islands have an area of approximate 36,000 square kilometers (14,000 square miles). The main island of Taiwan is about 394 kilometers (245 miles) long and 144 kilometers (89 miles) wide at its broadest point (Government Information Office, 2000).

Owing to the scarce natural resources and high population density of the island, agriculture is the main industry in the early years of Taiwan's economic development. However, with the stable and rapid growth of the economy initiated in 1950, the focus of Taiwan's industry was shifted to the manufacturing and financial sectors. Presently, Taiwan's Gross Domestic Product (GDP) stand at US \$261,400 million. The annual average per capita income is US \$12,040 (Government Information Office, 2000).

The population of Taiwan is more than 22 million in June 2000. The island's population density is the second highest in the world after Bangladesh, estimated at 609 per square kilometer. Highly populated urban areas have grown around the official limits of major cities, forming large metropolitan areas, defined as urban centers with populations of over 1 million people. In 1998, the urban population continued to grow, and it was 68.09 percent of Taiwan's total population. The metropolitan area with the highest population remains the Taipei-Keelung Greater Metropolitan Area, with 6.4 million residents and almost 42.86 percent of Taiwan's urban population. Taipei is Taiwan's most populous city (2.64 million) (Government Information Office, 2000).

Taipei at A Glance

Taipei City is located in Taipei Basin in the northern part of Taiwan Island, stretches 18 kilometers (11.18 miles) from east to west and 27 kilometers (16.78 miles) from south to north. Taipei City covers 271.80 square kilometers (104.92 square miles) accounting for 0.76 percent of the entire Taiwan area, and it is the political, economic, financial, and cultural center of the Republic of China. It has a thriving arts and academic scene and countless modern commercial buildings. With its vibrant cultural and economic growth, it has become a modern international metropolis. Since Taipei City is

upgraded to a municipality, its economy has seen quick development, with industrial and commercial business getting more and more prosperous. Income and living standards in Taipei have been steadily rising (Taipei City Government, 2000).

At the end of May 1999, the demographic statistics showed that the City has 2.64 million residents, with an average of 3.04 persons per household. The population density of the Taipei City is 9,173 persons per square kilometer. The monthly regular income of an average family in 1999 amount to New Taiwanese dollar (NT) \$107,266 compared to NT \$6,159 in 1971 (Taipei City Government, 2000).

The urban development plans in Taipei cover the entire city that has an area of 271.80 square kilometers (104.92 square miles). Urban development land can be classified into various zones based on location, mode of use, socioeconomic structure, and future trend of development. The largest portion of the urban development in Taipei is the land used for public facilities occupying 24.6 percent of the city. The residential zone occupies 14.3 percent of the city. Agricultural and scenic zones account for 2.5 percent of the city while water covering zone occupies six percent of the city. (Taipei City Government, 2000).

Trends in Leisure, Recreation, and Travel in Taiwan

This section describes the trends in leisure, recreation, and travel patterns in Taiwan before the implementation of the alternating two-day weekend policy. In order to identify the changes in leisure and travel patterns in Taiwan, an understanding of previous research on domestic tourism before the implementation of the alternating two-day weekend policy is necessary. Furthermore, the important factors impacting leisure and travel patterns will also be covered.

The Tourism Bureau in Taiwan conducts the domestic tourism survey on a two-year basis. The report on the 1997 R.O.C domestic tourism survey showed the leisure and travel patterns before the implementation of the alternating two-day weekend policy. The main objectives of the survey were to provide policy makers accurate and comprehensive information about the characteristics of travel and travelers, to assist in improving the traveling environment, to develop new tourist attractions, and to improve the quality of tourism. The survey period was from January 1, 1997 to December 31, 1997. The survey was conducted via telephone by using a computer-assisted telephone interviewing system (CATI), and 3,448 persons responded.

According to the survey on domestic tourism in 1997, 89.3 percent of people traveled, and 11 percent of people did not do. The majority of people (64%) did not make any domestic travel because they did not have time for traveling. Almost 42 percent of people would prefer to travel during weekends while only 30.3 percent of people traveled during the week, and 27.8 percent of people traveled during official holidays. Most trips (53%) were planned to take place in one day. The primary purposes for domestic travel were sightseeing and pleasure (72.5%), and visiting friends/relatives (20.8%). The top three leisure activities were: (1) enjoying sights of nature (65.5%), (2) field walking, mountain climbing (17%), and (3) theme park activities (12.4%) (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997).

In addition, nearly half of people (47%) preferred immediate family travel while 34.2 percent of people chose to travel with friends or relatives. By looking at the considerations for domestic travel, type of leisure activities was the most important factor affecting traveler decisions. Travel distance was the second important factor affecting the

traveler decisions on traveling (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997).

Leisure, Recreation, and Travel Patterns

According to the research report on the citizens' domestic travel patterns conducted by the Taiwan Tourism Bureau in 1986, a definition of travel was developed based on Taiwanese culture. The primary purpose of travel is "free from worry" and enhancing information and knowledge by visiting scenic spots, historical sites or manmade areas. Consequently, jogging or walking in nearby parks does not belong to travel but leisure and sports activities. Conversely, visiting tourist destinations should be viewed as travel activities. Comparably, if people choose to do certain leisure or sports activities away from their regular living environment, those activities will automatically become one type of travel activity (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997). Murphy (1985) indicated that leisure activities would leap over the level of travel due to the increased number of leisure areas and free time.

Any type of travel activity is usually undertaken during leisure time. Consequently, the amount of leisure time affects travel demands but it is not necessary to be accompanied by travel activities. According to the report prepared by the Statistic Office of the Executive Yuan over the years (1987, 1990, 1994), the average leisure time for Taiwanese was 43 hours per week. Typically, urban people are interested in specific types of leisure activities, such as shopping, social events, participating in shows or exhibits, indoor recreation, sports, and outdoor recreation. In particular, there is only two hours time per week for outdoor recreation, and only one hour is used for travel activities.

In general, Taiwanese leisure mostly focuses on physical inactive pursuit or motionless activities. Certain types of indoor recreation involved with electronic equipment and facilities seem to be more attractive. However, outdoor leisure and travel has grown rapidly following the escalating number of tourism facilities and destinations in Taiwan during the last few years. Based on the report on the 1997 R.O.C Domestic Tourism Survey, the number of domestic travelers grew from 39 million in 1991 to 71 million in 1997 (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997). The vigorous growth of domestic tourism is detected not only from the increasing number of tourists in the tourist destinations but also from the flourishing of outdoor leisure magazines and various travel information collections going on the market. “Holiday Page”, “Leisure Page”, “Outdoor Travel Page”, and “Leisure Travel Page” are published on a regular basis in almost every newspaper. However, while the multiplying publications on travel or leisure information might not be able to sufficiently represent the shift of tourism or outdoor leisure, it could be perceived as the indication of expanding demand for leisure and tourism (Hsiao, 1991).

Barriers to Leisure, Recreation, and Travel

Crawford and Godbey (1987) elaborated on three primary barriers for leisure activities: (1) intrapersonal constraint, (2) interpersonal constraint, and (3) structural constraint. First of all, intrapersonal constraint is related to personal mind and characteristics, such as pressure, anxiety, and attitude. Secondly, interpersonal constraint is interpersonal relationships, such as appropriate travel companions. Finally, structural constraints mostly an external factor, such as weather, transportation, financial condition, and time. If a person can conquer his intrapersonal constraint, leisure appreciation will be

formed. Also, people need to overcome their interpersonal constraint by looking for someone compatible either to travel with or to participate in leisure activities with.

Besides, structural constraints will need to be overcome (Crawford & Godbey, 1987).

Kay and Jackson (1991) discovered that time and costs are the primary constraints for leisure and travel. Most people would choose to reduce their leisure activities if they have conflicts on time arrangements. Yet, some people are willing to give up time for work and shopping in exchange for more leisure activities. Thereby, the barrier preventing people from leisure and travel can be possibly overcome. However, time is the primary barrier for people to participate in leisure activities detected by the domestic tourism surveys in 1993, 1995, and 1997 (Department of Statistics, Ministry of Transportation and Communications, R.O.C, 1999). The report showed that lack of is the main reason blocking people from travel, and the percentage is 40.7 percent, 55.6 percent and 64.1 percent in 1993, 1995, and 1997 respectively, which was growing year after year.

Furthermore, the timing of travel, type of travel as well as the travel resources are varied based on the different time frames for leisure (Committee of Economic Research and Development, Ministry of Economic Affairs, 1991). Table 4 shows the relationship between leisure time frame, type of leisure activities, and the type of leisure resources. Due to the variance in the length of free time or vacations, people will have different demands on leisure resources and their leisure patterns.

Table 4

The relationship between leisure time frame, type of leisure and leisure resources

Leisure Time Frame		Length of Activity	Type of Activity	Living Environment	Type of Resource
Several hours	Normal leisure time	Daily	Normal leisure	Normal living environment	Community sports and leisure area
One day	Weekend Or official holiday	Less than one day	Official holiday or weekend leisure	Regional living environment	City or regional leisure area
weekend		Two or three days			Regional leisure and accommodation
Several days or long weekend	Days off or retirement	Over three days	Vacation or retirement	Countrywide living environment	Leisure area

Notes. From Committee of Economic Research and Development, Ministry of Economic Affairs, R.O.C, 1991. Taiwan: Author.

Based on another research on the impacts on citizen's leisure pattern conducted by the Committee of Economic Research and Development, Ministry of Economic Affairs, R.O.C in 1998, the alternating two-day weekend policy had modified citizens' leisure time. In view of the fact that an extra half-day weekend break has been added to the functional time for leisure activity, the scope for leisure activity may expand farther than the normal living environment. With this subject, the possibility for type of leisure activity can be deduced based on the following logic order: leisure time, travel distance, and type of leisure activity (Figure 1). Consequently, domestic leisure activity within normal living environment is the primary leisure pattern since the implementation of the alternating two-day weekend policy. In other words, citizens frequently choose domestic leisure activity within their normal living environment for a one-day or two-day trip (Fung, 1998).

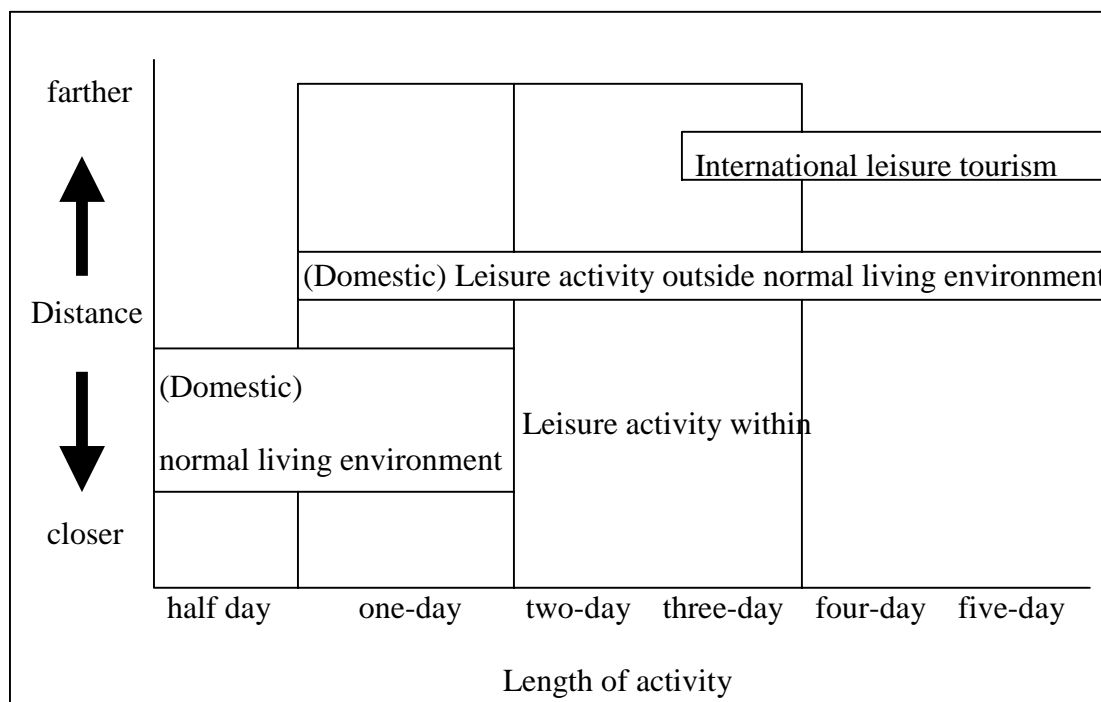


Figure 1. The analysis for the type of leisure activity

Notes. From Committee of Economic Research and Development, Ministry of Economic Affairs, R.O.C, 1998. Taiwan, Author.

Further, domestic leisure travel will be more possible than international travel based on the analysis in figure 1. Two rationales follow:

1. The travel distance will be restricted due to the length of vacation for a three-day international trip. Hence, there are only few choices for potential travel destinations.
2. Under the circumstance of the two-day weekend break, the possibility and frequency for requesting another day off will be exceptionally low. After all, hardworking and productive employees are good employees for all entrepreneurs (Fung, 1998).

In summary, time is the significant consideration when people make travel decisions. The time constraint has been reduced since more leisure time was obtainable after the implementation of the alternating two-day weekend. Whether the alternating two-day weekend policy modify people's travel interest or not, it should be considered while discussing the change in leisure behavior in Taiwan. This section focuses on the trends in leisure, recreation, and travel in Taiwan. The next section of this literature review concentrates on the development of the alternating two-day weekend policy in Taiwan and how it affects people's leisure behavior.

The Alternating Two-Day Weekend Policy

As the standard of living in Taiwan is continuously to rise, citizens are seeking for a more balanced lifestyle on sports and recreational activities to provide a suitable physical and spiritual counterpoise to the frenetic pace of national development. The growing value in leisure is also apparent at the individual consumer level. According to the Directorate-General of Budget, Accounting and Statistics (DGBAS), spending on sports and recreation by the Taiwan's citizens have increased around an average of 10 percent each year over the last decade (Cheng, 1997).

Based on the Labor Law, civil servants have been required to work 44 hours per week since 1966. Most private enterprises followed the governmental institutes' working policy to implement the one and a half day weekend. However, the value system of the younger generation has been changed in the employment market. Workers think highly of the quality of life and leisure by reducing the total work hours.

Therefore, the Taiwanese government implemented a new weekend policy that gives its employees every other Saturdays off in January 1998. This has provided

everyone with more quality time to spend with their family or to pursue hobbies and recreational activities. The purpose of the two-day weekend policy is to improve labor quality by decreasing the working day and increasing leisure time so that the quality of life will be enhanced (Cheng, 1997).

The Personnel Bureau started the first meetings for the two-day weekend policy in May 1995, and completed the research on governmental office hours by the following year. The Executive Yuan was requested by Taiwan's central government to examine the laws related to civil servants in 1996 and 1997. On April 18, 1997, the Legislature passed the decree for the implementation of the alternating two-day weekend policy without changing the basic working hours requirements. Both the Executive Yuan and the Examination Yuan released "The implementation plan of two times two-day weekend per month for civil servants" on October 18, 1997. In January 1998, the Taiwan Government started a new weekend policy, which gave civil servants every other Saturday off by trimming down the number of existing official holidays, such as Retrocession Day and Constitution Day (Hsien, 1998). The government's hope was that this move would lead private enterprises to do the same. Under the old workweek policy, civil servants worked half a day every Saturday.

The impacts of the alternating two-day weekend policy resulted in the changes of leisure habits of Taiwanese people. In July 1999, the Department of Statistics, Ministry of Transportation and Communications, published the research on how the alternating two-day weekend policy impacted citizens' domestic travel activities. A survey was conducted with 2,142 tourists in tourist destinations from December of 1998 to January of 1999. The questionnaire was also mailed to the tourism and hospitality industries,

which numbered 263 travel agencies, 394 hotels, and 262 tourist destinations and private recreation areas (Department of Statistics, Ministry of Transportation and Communications, R.O.C, 1999). The results of the research followed:

- The alternating two-day weekend policy assists the improvement of the domestic travel market because almost all people are willing to increase the frequency of domestic travel.
- The scope of leisure activities expands from people's living circle to regional leisure areas due to the increasing needs for overnight accommodation. Further, the alternating two-day weekend policy improves local community development.
- The increasing frequency of group travel with families and friends helps enhance interpersonal relationships.
- Many people think that the transportation and accommodation problems resulting from the alternating two-day weekend policy should be ameliorated.
- Travel and tourism industries believe that the alternating two-day weekend policy brings positive effect to business performance. Travel agencies should follow marketing trends to please consumers with quality domestic tour products.
- Travel agencies expect that the alternating two-day weekend policy will spur the domestic travel market. Hence, many cooperative marketing strategies have been implemented to strive for consumers.

- Over 50 percent of domestic recreation areas and tourist destinations have increased their revenue since consumers are more willing to engage in domestic travel.
- Due to the implementation of the alternating two-day weekend, the frequency of traffic overload is increased as well as the lack of quality accommodations.
- Most of the tourist destination managers view the new holiday policy positively and were willing to cooperate on both short-term and long-term marketing strategies.
- Hotel managers are not optimistic with their short-term marketing prospects. They believe that only full implementation of the two-day weekend will improve the long-term development for the tourism and hospitality industries.
- A need as has been shown to promote both weekend and non-weekend travel and leisure activities to exploit tourism resources properly.

Based on the research, people's leisure patterns have been changed since the implementation of the alternating two-day weekend policy. Seventy-eight percent have increased their frequency of domestic travel, 35.6 percent have increased audio-visual leisure activities, 33.3 percent have increased outdoor leisure activities, and 65 percent have raised their personal leisure expenditures since the holiday pattern change. Also, people's leisure patterns extend from day-to-day living environment to the regional leisure areas. Forty percent of people have more short-term domestic travel (includes one-day and two-day trips) because of decreasing of the official holidays (usually more than two days). In addition, 60 percent prefer to be accompanied by friends or families for domestic travel. The relationship and interaction between friends and families is

stronger than before (Department of Statistics, Ministry of Transportation and Communication, R.O.C, 1999).

Five-day Workweek in 2001

In the last lawmaking session before the summer break in 2000, the Legislature passed amendments granting all public servants a five-day workweek starting January 1, 2001. The Public Service law amendments stated that the public servants would get two days off every week starting from the calendar year of 2001. In other words, the two-day workweek policy will replace the current alternating two-day weekend policy in Taiwan. In addition, the Legislature attached a resolution asking the Cabinet to trim the total number of the official holidays to partially compensate for the extra weekends. For instance, Commemorative Holiday and Constitution Day are likely to be axed while the traditional festivals are still kept to maintain the total number of holiday at 115 to 116 days per year. According to the legislation, government agencies with “special duties” are required to have some staffs to work on weekends as a flextime system to cope with the five-day week. In the meantime, the Legislature revised the Labor law by reducing official work hours from 48 hours to 42 hours per week. As a result, people will have a total number of holidays as 110 days per year including two-day weekends (The China Post, 2000).

In summary, the alternating two-day weekend policy has made a tremendous impact in leisure and travel patterns in Taiwan. Since the government put the alternating two-day weekend policy into effect on January 10th 1998, leisure time has increased compared to the past. The expectation of the alternating two-day weekend policy is to

stimulate domestic tourism as well as the expansion of leisure. The next section reviews the effects of the earthquake.

Earthquake Hurts the Tourism Industry in Taiwan

Taiwan is in one of the six most earthquake-prone areas in the world. The quake of September 21, 1999 occurred just one kilometer from the earth's surface. The geologists categorized the quake as a "shallow earthquake." Indeed, shallow earthquakes have a greater impact near the epicenter than deeper ones do. This earthquake occurred near the center of Taiwan, about 160 kilometers (100 miles) SSW of the capital city of Taipei at 01:47 AM local time on September 21, 1999. It was a shallow thrust earthquake, caused by the collision between the Philippine Sea and Eurasian plates. In fact, most of Taiwan's earthquakes have occurred at this island's eastern side. Thus, the inland location of the earthquake was unusual. Because of this earthquake's location, there was minimal tsunami risk, but high risk to regional population centers (Chen, 1999).

Safety Issues

World Tourism Organization (WTO) and World Meteorological Organization (1998) informed that natural disasters killed more than one million people and left thousands homeless. Also, the global economic losses from the natural disasters were innumerable. The tourism industry is an important global phenomenon involving the movement of millions of people to all countries on the surface of the globe. Thus, the threats of natural disasters should not be ignored by the tourism industry.

Nevertheless, the natural environment is crucial for the attractiveness of almost all travel destinations. Travelers are always attracted to natural resources either actually or

vicariously (Gartner, 1996). Therefore, tourism managers promote the natural features as attractions to the tourists. Yet, tourism can either destroy or protect natural environments depending on how much the tourism industry cared about the natural resources.

Conversely, the environmental impacts will also influence the development of tourist destinations.

The Environmental Impact on Tourist Destinations

The level, extent, and concentration of recreational activities are the primary factors influencing the natural environment (Farrell & Runyan, 1991). The concept of carrying capacity is used to identify the relationship between intensity of use and the management objectives for a nature resource area. Often, environmental damage will affect the consumers' decisions on their travel destinations. If the environmental carrying capacity is exceeded, the image of tourist destinations is usually devastated. As a result, tourists will no longer be attracted to the tourist destination. Further, ecotourism is a relatively new study that focuses on the environment in a special manner to preserve environmental quality while at the same time protecting tourism. Tourist destination development is definitely affected by the host environment. Laws (1995) illustrated that the phases of destination development created a destination development cycle. In addition, the purpose of destination development is to minimize harmful effects on the natural environment (Howell, 1992). Natural disaster is also included in the destination development cycle as a cause of interruptions in the tourism industry. Thus, a tourist destination that experienced a natural catastrophe will definitely scare away incoming tourists before its full recovery.

To conclude, natural environments are the primary resources for the tourism industry. Once the tourist destinations are damaged by a natural disaster, not only the tourist destination's image but also the area's economics will be influenced. The Chi Chi earthquake destroyed the most famous tourist destination in central Taiwan on September 21, 1999. Many domestic travels were canceled due to safety and economic concerns. In addition, governmental support was required for the tourism industry to reassure visitors and rebuild the island's tourism infrastructure. The first five sections of the review of literature provided the bulk of knowledge on the study area. The following section will contribute an overview on the general concepts of leisure, recreation, its related study areas, and its impacts on human life.

Leisure and Recreation

Leisure and recreation are not synonymous but they are closely related (Clawson, 1960). Indeed, leisure is the free time available for an individual when the disciplines of work, sleep and other basic needs have been met. Recreation includes, broadly, any pursuit taken up during leisure time. In fact, the distinctions between leisure, recreation, and many tourist activities are increasingly blurred by changing lifestyles and terms are often interchangeable (Band-Bovy & Lawson, 1998).

Leisure

Kelly and Godbey (1992) indicated that leisure is not what we do when every important thing is achieved. Also, leisure can not be a separate area cut off from the central elements of work, family, community, and religion in human life. Three elements are involved in the study of leisure: (1) individual life, (2) social system, and (3) culture. Many early leisure studies sought to identify the extent of leisure in a group, its uses and

meanings, the relationship between work and leisure, the philosophical foundation of leisure, its historical development in different societies, and the role of various “possessive variables” on the structure of leisure (Kelly & Godbey, 1992). For instance, Robinson (1977) studied time usage to understand the sequences of work and leisure in everyday life, allocation of time to specific the forms of leisure activities, and the relationship between time spending and satisfaction levels.

Previously, people used to define leisure as leftover time. The Dictionary of Sociology defined leisure as the free time after the practical necessities of life have been attended to. Yang (1998) believed that the word “Leisure” in English is from “Licere” in Latin meaning license and liberty time. Also, the time must be allowed by the society, and was fully controlled by the individual. Brightbill (1963) insisted that leisure is time beyond what is required for existence, things people must do to stay alive. Leisure is a time that people’s feelings of compulsion should be minimal. In particular, leisure is discretionary time used according to one’s own judgment or choice. Nevertheless, many humanists profess leisure is part of being human, not leftover time or a reward for doing something else.

As a modern concept, leisure is conceptualized as free time. Neulinger (1974) suggested that leisure is the perception of freedom, the orientation of intrinsic motivation, and the meaning of final rather than instrumental goals. Indeed, leisure is defined in terms of what is perceived in the experience itself. Many sociologists defined leisure as an important sector of the economy, a significant dimension of the culture, and a major element of the social institutions of the society. Differently, many social psychologists preferred to characterize leisure as a state of mind. They emphasized leisure as perceived

freedom, internal locus of control, optimal arousal, and intrinsic motivations in their researches (Smith & Godbey, 1991). In this study, leisure is defined as the free time beyond what was required for existence, time for individuals to spend as they please (Boniface & Cooper, 1994).

Leisure and Time

In modern society, leisure does not mean leftover time only. To most people, leisure means the time during which they feel free to do whatever they want to do (Parker, 1971). The estimates of leisure time are influenced by how people feel about their time. Some activities may make people feel less open and free, less leisurely. If people believe that they are under time pressure, they may underrate the amount of time they really have available. Accordingly, the lack of highlights of involvement and intensity in leisure time could be estimated on its quantity as well as quality (Kelly & Godbey, 1992).

Nevertheless, modern life makes humans slaves to a busy schedule. According to a Gallup poll conducted in 1996, people were working an average of four weeks more per year than they were in 1970 (Rinzler & Arena, 1996). People are working longer and harder. Yet, many people are trying to take back times. From the result of interviews and focus groups across the country, Rinzler and Arena (1996) found that all generations feel the urge for more time, Generation Xers have the most opportunity to effect change. In particular, many people would rather choose low paying, low time-commitment jobs. A research conducted by Marquette University indicated that 80 percent of Americans who are trying to start a new business are between the ages of 18 and 34. Indeed, people want to balance their needs of career, friends and family. Also, they do not seek just more time,

but better time for their own lives. In short, people like to find balance in their lives and feel more in control of themselves (Rinzler & Arena, 1996).

Leisure and Work

Parker (1971) stated that the quantity of leisure time is increasing for many people because working time is getting less. In the sociology field, leisure and work are concerned in two types of relationships to be studied: (1) the relationship between society's needs for work to be done, and for the benefits that its members may collectively derive from leisure; and (2) the relationship between the functions of work and leisure to individuals themselves. The relationship between work and leisure also raises a serious question about what leisure is for unemployed people based on an implicit assumption that unemployed people have nothing other than leisure (Cassidy, 1996).

Leisure may be significant but not required in human life. Theoretically, people work because they want to be productive, useful, and socially engaged. Realistically, many people are employed because of the paycheck. In short, many people “work to live” rather than “live to work.” Parker (1971) provided a time scheme for the analysis of life space (Figure 2). Work may be explained as the activities involved in earning a living, and necessary subsidiary activities such as traveling to work. Work obligations include voluntary overtime and doing things beyond normal working hours associated with the job or work. It is not necessary to have a second job. Non-work obligations are roughly called semi-leisure (Parker, 1971).

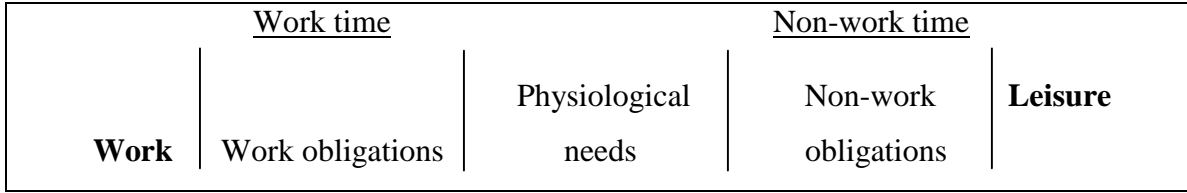


Figure 2. Time scheme

Notes. From The Future of work and leisure by Parker, 1971, New York: Praeger Publishers.

Theories of work-leisure relationship Parker (1971) explained the various descriptions or values of the variables in the individual level based on the types of work and leisure relationship (Table 5). With the extension pattern, there is a similarity between work and leisure activities, and a lack of demarcation made between what is called work and what is called leisure. The key aspects of the opposition pattern are the intentional dissimilarity of work and leisure and the strong demarcation between the two spheres. The neutrality pattern is defined by a “usually different” content of work and leisure and by an “average” demarcation (Parker, 1971).

Table 5

Types of work-leisure relationship and associated variables (individual level)

<i>Work-leisure relationship variables</i>	Extension	Opposition	Neutrality
Content of work and leisure	Similar	Deliberately different	Usually different
Demarcation of spheres	Weak	Strong	Average
Central life interest	Work	-----	Non-work
Imprint left by work on leisure	Marked	Marked	Not marked
<i>Work variables</i>			
Autonomy in work situation	High	-----	Low
Use of abilities “how far extended”	Fully “stretched”	Unevenly “damaged”	Not “bored”
Involvement	Moral	Alienative	Calculative
Work colleagues	Include some close friends	-----	Include no close friends
Work encroachment on leisure	High	Low	Low
Typical occupations	Social workers (especially residential)	‘Extreme’ (mining fishing)	Routine clerical and manual
<i>Non-work variables</i>			
Educational level	High	Low	Medium
Duration of leisure	Short	Irregular	Long
Main function of leisure	Continuation of personal development	Recuperation	Entertainment

Notes. From The future of work and leisure by Parker, 1971, New York: Praeger Publishers.

Leisure, Psychological Well being, and Mental Health

In the study of the relationship between attitudes to leisure time, engagement in leisure activities, and psychological and physical health, Cassidy (1996) reported that individuals with more positive attitudes experience less general psychological distress,

anxiety, depression, and hostility. Meanwhile, participants with positive attitudes toward leisure activities feel physically healthier than the participants with negative attitudes. Paffenbarger, Hyde and Dow (1991) indicated that the relationship is temporally sequenced, consistent, persistent, independent, biologically graded, and coherent with existing knowledge on the pathogenesis of these diseases. For example, habitual physical activity would reduce resting heart rate and lower blood pressure levels. Physical activity in increasing muscle strength, bone density, and connective tissue offers positive promise of a preventive effect (Paffenbarger, Hyde, & Dow, 1991).

Besides, a vast literature on the relationship between work and well-being showed that there is a relationship between work stress and performance variables. Ulrich, Dimberg, and Driver (1991) suggested that leisure encounters within most natural settings would have stress-reducing influences for the stressed individuals while exposure to many urban environments may obstruct recuperation. Overload perspectives advise that urban environment tends to have higher levels of complexity and other stimulation than most natural settings (Cohen, 1978). Other factors or activities outside the work place could also affect worker's performances. To illustrate, what happens during leisure time plays a significant role. Intentionally, leisure is used as a means of therapeutic intervention in American leisure counseling (Liptak, 1991). The benefit of leisure is to engage in some forms of enjoyable behaviors during leisure time. Conversely, people with high levels of stress and dissatisfaction in their jobs will also see their leisure time in a negative way as a time to recoup resources needed for work (Cassidy, 1996).

Leisure and Tourism

Frequently, many tourism literatures concentrate more on the determinants of tourism choice and holiday behavior. The overlap between leisure and tourism is when the phenomenon of visiting friends and relatives (VFR) tourism is considered (Smith & Godbey, 1991). Indeed, leisure travel is more than a summer vacation trip. Outdoor recreation opportunities usually require access to a car for even the simplest planned family picnic. Travel to leisure sites is a daily and weekly activity and not reserved for the long trip. The nature of leisure motivation related to tourism is due to the concepts of boredom and frustration. One emerging leisure travel market is the shorter vacation market referred to as the “getaway” vacation. Generally, a getaway vacation is weekend oriented and approximately 200-300 miles driving distance from home (MacKay & Fesenmaier, 1998). Davis (1990) indicated that getaway vacations often include hotel accommodations at a cost saving and participation in activities, such as shopping and sightseeing. The main purpose of a getaway trip is rest and relaxation, and escape from routine.

Recreation

In the Dictionary of Sociology (1994), recreation is defined as “any activity pursued during leisure...” (p. 251). The term of recreation comes from the Latin “recreate”, to restore or refresh which means “refreshment of the strength and spirits after work” (Webster, 1976). In other words, recreation has the purpose of re-creating human physical and mental resources depleted by work, literally the recreation of energy. Mieczkowski (1990) referred recreation as an experience (an activity or an inactivity) for renewal of body, mind, and spirit in order to prepare the individual for better performance

of work. The terms “recreation” and “leisure” are used synonymously and are almost interchangeable. Braden (1988) explained recreation as a subcategory of leisure since recreation is normally an organized and goal-oriented activity that people pursue during their leisure time for pleasure and satisfaction. Clawson (1964) stated “If leisure is time available for choosing, recreation is one major activity chosen for such available time” (p. 3). In short, leisure emphasizes the time element while recreation refers to the content, and to the way the leisure time is spent.

Clawson also (1960) pointed out "The recreational activities may range from the most active to the most passive and may take varied forms. The essential element is not what the person does but the spirit in which he does it and the satisfactions he gets from it" (p. 7). Recreation may mean creative activity or passivity based on the nature of the activity that varies from person to person.

Classification of Recreational Activities

Recreational activities may be classified in many ways. They are normally grouped depending on the types, the age or sex of the person participating, space requirements, skills, costs, seasons, numbers taking part, or forms of organization. In North America, a division of indoor and outdoor recreation has been established (Mieczkowski,1990). Indoor recreation is under a building (mainly home-based) or a kind of roof cover, and outdoor recreation is under a free sky. The Outdoor Recreation Resources Review Commission (1962) defined outdoor recreation as “leisure time activity undertaken in a relatively non-urban environment characterized by a natural setting” (p. 1). Baud-Bovy and Lawson (1998) grouped recreational activities into six categories based on their nature and the types of facilities used in Table 6.

Table 6

Category of recreational activities

Taking place about the home	Watching television, reading, listening to music, gardening, do-it-yourself hobbies
Having a high social content	Entertaining, eating out, drinking in bars, party going, visiting friends and relatives
Cultural, educational and artistic interests	Visiting theatres, concerts, exhibitions, museums, attending non-vocational classes
Pursuit of sport, either as participants or spectators	Golf, football, swimming, tennis, bowling, darts, gymnastics
Informal outdoor recreation	Driving for pleasure, day excursions to seaside and countryside, walking, picnicking
Leisure tourism involving overnight stay	Longer distance travel, tours, weekend breaks, holidays and vacations

Notes. From Tourism & recreation: handbook of planning and design by Baud-Bovy & Lawson, 1998, Oxford: Architectural Press, p. 1.

In brief, demands on leisure and recreation have become more critical in modern society. The increasing living standards and better health extend human life, and they also promote the needs of leisure, recreation, and travel. Indeed, the importance of leisure, recreation, and travel in human life has grown to the point that it represents larger expenditures for many individuals and families than outlays for housing, medicine and health, or foods (Plog, 1991). The use of free time in voluntary and pleasurable ways is part of human life in society.

This section focuses on the basic concept of leisure and recreation, and the relationship between leisure and tourism, time, work, and a healthy life. Indeed, the majority of the studies of leisure have also examined these issues. However, the

perceptions about leisure in western and eastern cultures are varied. Some indication of the emotions implied by the Chinese for “leisure” can be gained from the construction of its ideogram, which consists of a moon inside a window. What are the ideas behind the Chinese concept of leisure? What role does leisure play in Chinese life? The purpose of this study is to identify the consumer leisure behavior in Taiwan. Based on the culture diversity, a brief overview on Chinese leisure perceptions is necessary. Thus, the next section of this review of literature will present the leisure perceptions in Chinese culture.

Chinese Leisure Perceptions

The classical idea of leisure in Chinese is to cultivate the individual’s soul, spirit, and personality (Yang, 1998). The basic concept of leisure for Chinese is the thing remaining after anything else. As a result, people will not concern themselves about leisure unless all requirements for living are met.

Realms of the Self

Compared to the Western philosophy, leisure is more an indicative of the emotions implied for Chinese. The cultural background and the tradition of thought are the most representative of its ethos for Chinese leisure. And, ethos starts out from the realms of the self.

The fundamental realm of self can be specified as the “constructive consciousness,” which involves laying down rules and standards and establishing social order (Lao, 1998). In this realm, the individual is required to perform the constructive functions of transforming nature and ordering human affairs. This can also be called the “moral self.” Besides, it is not concerned with establishing order but with wanting to grasp certain knowledge and understand the principles that govern things.

Representative of this tradition is the thinking of Socrates and Plato, which has been central to the European tradition right up to the appearance of modern philosophy. This is what we call the “cognitive self.” These two realms of the self are in the mainstream from an historical perspective. Both of them rise from the most important affairs of human life, and they illustrate how people understand the exterior world and how people establish order. The moral self gave birth to a system of rules, and the cognitive self gave birth to scientific consciousness (Lao, 1998).

The Aesthetic Self and Confucian Responsibility

Lao (1998) also indicated that leisure constitutes another realm of the self, and this was something expressed in Zhuangzi’s section on “unburdened roaming.” It is an artistic and emotional realm, and philosophical Daoism gives it a theoretical foundation. When the Chinese converse about emotional issues, moral or objective knowledge is not involved but aesthetic is. Indeed, the aesthetic self is not concerned with the realization of responsibilities or values. People are not only seeking knowledge and goods, but also beauty. How the enjoyment of leisure is related to the other parts of life is one of the questions needing to be answered while people treat sentiments of leisure as part of Chinese tradition. How could people find a life of leisure without interrupting certain responsibilities and obligations in real life?

Yu-tang, Lin, the great essayist, indicated that machine culture eventually lead to an age of leisure (Lao, 1998). Human will finally tire of uninterrupted progress on their work, and material conditions will be improved. And sickness will be eradicated, and poverty will be reduced. Consequently, there will be more food, and people will live

longer. By that time, people will not be as busy as they used to be. Yet, the most contagious disease of the late twentieth century has become “hard work.”

Leisure Environment and Leisure Behavior

The demand for leisure facilities increases dramatically because of the alternating two- day weekend policy. Long limited by problems of insufficient land, facilities, and restrictive regulations, development of recreational facilities is eagerly awaited by the Taiwanese. In the past, the government’s tourism planning often focused on long trips that brought people from outside the community (Hsieh, 1998). In fact, people need more local facilities such as parks, green spaces and athletic facilities for leisure rather than the facilities they need for long trips.

Naturally, there are high expectations that people will embrace the extra time off. Sociologists suggested that leisure should include three parts: (1) relaxation, (2) entertainment, and (3) individual development. Yang (1998) claimed that high quality of leisure activities must consist of six necessary conditions based on the English spelling of leisure.

- L (Legal): The foundation of high quality leisure activities must be legal.
- E (Education): The classical concept of leisure is seeking true knowledge, enlightening of wisdom, and increasing of virtues. Also, learning and observing are the true meanings of leisure.
- I (Information): Leisure activities are based on sufficient travel information.
- S (Safety): Safety is the only way back home.
- U (Useful): Leisure activities must have certain functions or benefits otherwise they are not useful.

- RE (Re-creation/Recreational): The purpose of leisure is to recharge batteries for the individual's performance improvement at work.

The Leisured Class! The Moneyed Class!

In the past, people believed that the leisured class was equal to the moneyed class. The epitome of the leisure seeker who has not yet caught the pernicious habit of success, do not worry about whether it is night or day, or about the efficient use of time. The pictures of such people are always men with servants in train, and they are able to throw away money with abandon.

Notwithstanding, leisure does not mean having to spend money. Chao-shu, Tseng, professor of Chinese at the National Central University, stressed that compared to ostentatious luxuries, leisure involves the least expenditure and it is not necessarily the monopoly of males. Wang (1998) highlighted that a break and a chat are really the great pleasures of life while striving to make a living. People can put aside extravagant ways, and make a life of leisure cheaper and simpler. The argument is how could people seek the balance between hard work and leisure.

In a rural society, people followed the rhythm of working when the sun rose and resting when it set. When the work was finished, the farmers would sit under a big tree to gossip and play music, relaxing in a natural way. A problem arose when modern "machine society" became too far removed from the natural rhythm. Modern life is divided into work and leisure and is looked at as the basis of efficiency. In an urban environment, finding a true enjoyment of leisure would be a grueling test. When it is time to finish work or have a day off, tension is relaxed but this is not necessarily leisure.

People recover their energy by eating, drinking, and sleeping, and continue to make their contribution to the economy.

In short, for Chinese, leisure time can be used to restore our shattered selves by following the rhythm of nature, fixing one's own timetable, and getting back a feeling of freedom. Professor Chao-hsu, Tseng observed that leisure is actually a good opportunity for people to recover themselves from the busy life (Wang, 1998). People can also use their leisure time to collect together their interests after work. By that time, they will be able to have and to enjoy leisure.

The last two sections concentrate on the general concepts of leisure and recreation, and the leisure perceptions of Chinese culture to understand leisure in a cross-cultural perspective. However, people, consumer, travel, and tourism products have become more important in tourism research in the past two decades. The next section of this literature review will discuss consumer behavior in the travel and tourism industry.

Consumer Behavior in Travel and Tourism

The study of consumer behavior is to be able to understand the psychological, sociological, and economic factors that influence human behavior (Mowen, 1990). Consumer behavior involves a sequence of decisions and activities, and it is influenced by many factors both before and after the purchase. Decrop (1999) indicated that decision-making processes are characterized by logic that encourages thought, discussion, and personal judgment. Lewis, Chambers, and Chacko (1995) defined consumer behavior as a process that includes the acquisition phase, moving to consumption, and ending with the disposition of the product or service (Figure 3).

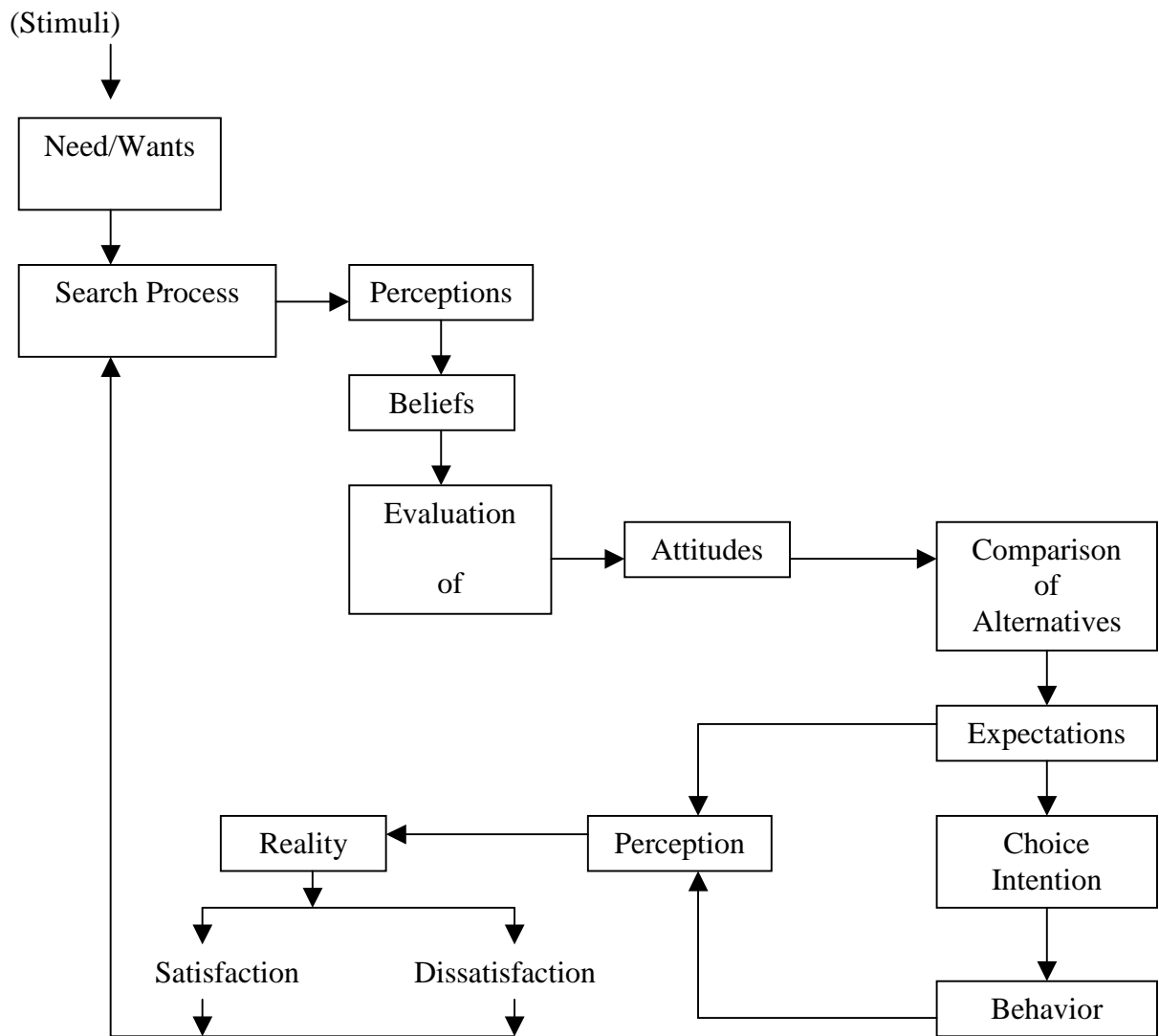


Figure 3. The consumer buying decision process

Notes. From Marketing leadership in hospitality by Lewis, Chambers, & Chacko, 1995, New York: Van Nostrand Reinhold. p. 202.

First, the researchers determine features of the factors that impact the consumers' choices on certain products or services during the acquisition phase. Secondly, in the consumption phase, the researchers assess carefully how consumers use a product or service and the experiences that the consumer gets from the use. Finally, during the disposition phase, the researchers analyze what consumers do with a product once the consumers have completed the use of the product (Mowen, 1990). In particular, Lewis,

Chambers, and Chacko (1995) emphasized that creating and keeping consumers is the primary objective of any marketing.

However, Hudson (1999) stressed that the tourism product is intangible, and there is usually a time lag between the purchase of the product and its actual consumption. Consequently, travelers will develop a cognitive image, which is distinguished from perception and attitude of the tourism product they bought. Mayo and Jarvis (1981) described perception as “the process by which an individual receives, selects, organizes and interprets information to create a meaningful picture of the world” (p. 67). Sussmann and Únel (1999) highlighted that each individual is unique based on his psychological makeup. Thus, the same message could be interpreted differently by different audiences, or even individual members of the same audience.

On the other hand, Allport (1954), the social psychologist, defined attitude as “a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related” (p. 505). Attitudes are often formed selectively by the individual’s needs in the past and present (Sussmann & Únel, 1999). Information exposure, group membership, environment, and satisfaction of needs are the four primary sources for the individual’s attitudes.

Lumsdon (1997) advised that the tourism marketers must consider three related aspects of consumer behavior: consumer motivation, consumer typologies, and consumer purchasing. Several questions are employed by tourism marketers to understand, explain, and predict consumers’ travel behavior. These are: (1) why people travel, (2) how people make the travel decision, and (3) how they choose the travel destination.

Schmoll (1977) built a model and analyzed that the decision process and its eventual outcome were influenced by four sets of variables: customer goals, travel opportunities, communications effort, and intervening or independent variables (Figure 4). The eventual decision has involved several successive stages or phases. Notwithstanding, Schmoll's model could not be quantified but only showed the relevant variables and their interrelationships (Hudson, 1999).

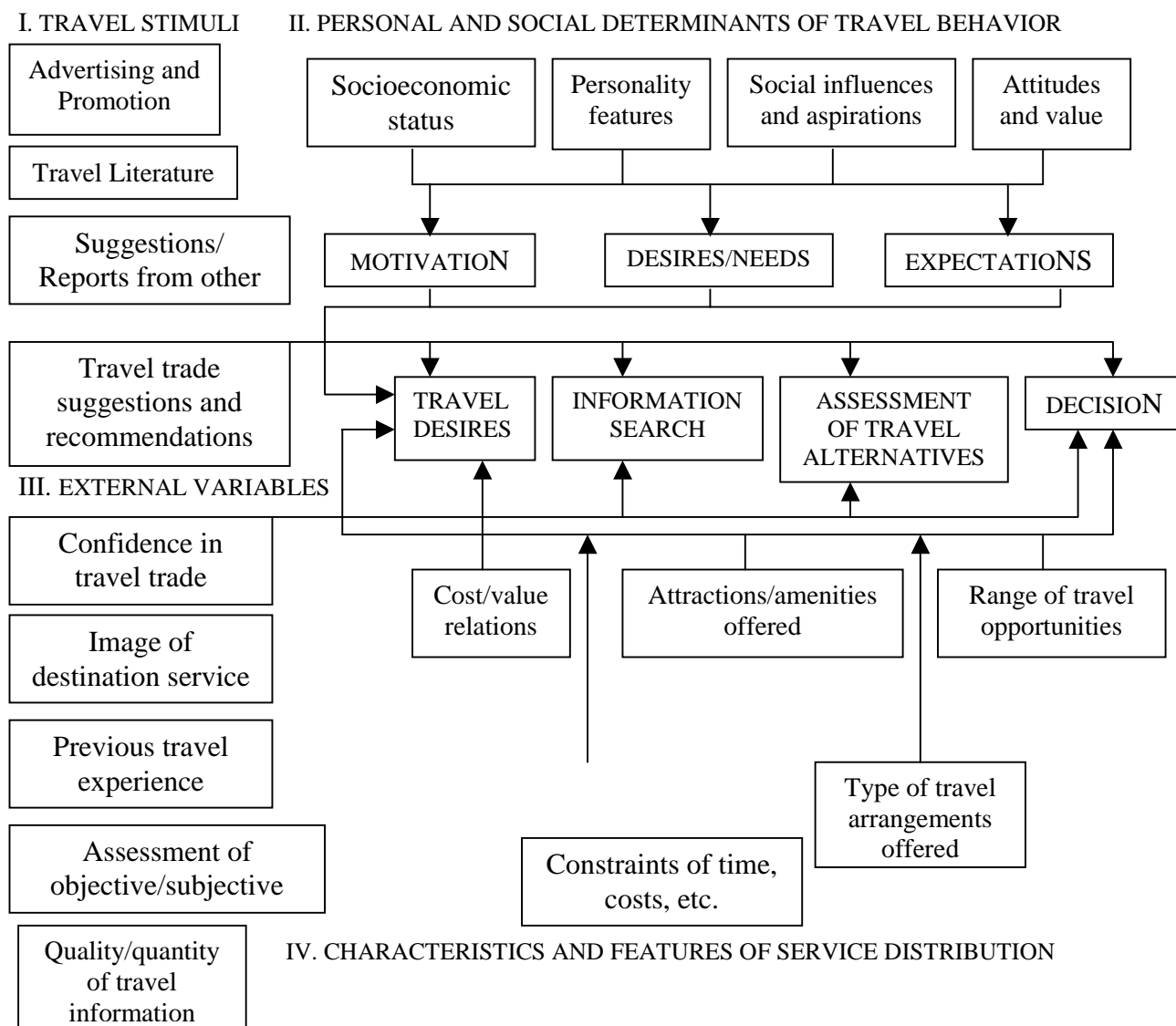


Figure 4. The travel decision process model

Notes. From Tourism promotion by Schmolli, 1977, London: Tourism International Press.

Consumers' Needs and Wants

Crossley and Jamieson (1993) indicated that consumers' needs, tastes, and preferences are constantly involved, and it determines which products and services will be a success. Indeed, the concept of marketing is to understand the consumers' needs and wants. Moreover, the concept of marketing can adjust any of the marketing mix elements, including the product, to satisfy those needs and wants.

Each consumer is a unique individual who adopts a personal life style and buys particular products and services. Decrop (1999) defined lifestyle as the unique patterns of thinking and behaving (including daily life routines, activities, interests, opinions, values, needs, and perceptions) that characterize consumers. Plog (1987) identified eight psychographics/personality dimensions of the tourist: venturesome ness, pleasure-seeking, impulsivity, self-confidence, plan-making, masculinity, intellectualism, and people orientation.

In addition, businesses succeed by providing a product or experience that reasonably fits consumers' taste. Lewis, Chambers, and Chacko (1995) stated that consumers will not buy anything unless they need a certain product, and that could be a problem. Once the consumers identify the problem, they will start to look for a solution. Consequently, consumers believe that a purchase of that product or service will be able to provide the solution to their problem. Based on the demand and supply, consumers have to seek for a solution by giving up something or making a sacrifice (price) to obtain the solution (Figure 5).

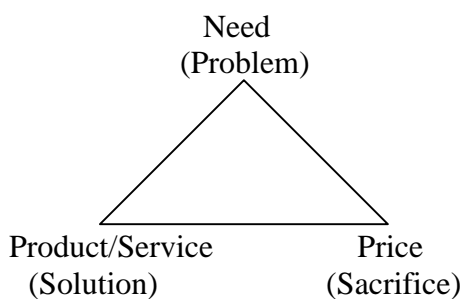


Figure 5. The trade-off problem solutions

Notes. From Marketing leadership in hospitality by Lewis, Chambers, & Chacko,1995, New York: Van Nostrand Reinhold.

Motivations

Gnoth (1999) defined motivation as “The results of specific person-situation interactions. It contains motives influenced and operationalized by a person’s values and his perception of given situations” (p. 264). Why consumers behave as they do is essential to understanding the decision-making processes. Much of the conceptual and empirical research recognizes that leisure behavior and preferences are likely to be useful for tourism researchers' interests in motivations for leisure and pleasure travel (Smith & Godbey, 1991). Decrop (1999) emphasized that motives and personal characteristics determine a person’s disposition that leads to behavior. Mowen (1990) defined motivation as an activated state within a person that leads to goal-directed behavior within a consumer behavior context.

Motivation plays a significant role in determining tourists’ behavior. Krippendorff (1987) explained tourism motivation as two theories. First, travel is motivated by “going away from” rather than “going toward” something. Secondly, travelers’ motives and behavior are markedly self-oriented. In addition, many consumer behavior models in the tourism industry use psychographics to explain travel motivation. Psychographics research is used to support such tourism decisions as how to develop destinations and support services, how to position a tourism service to target certain segments of the population, and how to advertise, promote and package the product (Plog, 1987).

Gee, Makens, and Choy (1997) indicated the psychological factors that motivate people involved with pleasure travel including cultural experience, leisure or escape, personal values, social contact, and social trends. Once consumers realize the existence of a problem, in which a need is perceived, the need creates a motivated drive state. As a

result, the drive state pushes the consumers to engage in goal-directed action to satisfy their needs (Mowen, 1990). Motivation relates to the tourism marketers' desire for satisfaction. Maslow (1954) explained how people are motivated, and their motivations are based on different needs in different contexts. Pearce (1982) supported the approach-avoidance paradigm developed by Iso-Ahola (1980), especially in the context of Maslow's hierarchy of needs:

Tourists are attracted to holiday destinations because of the possibility of fulfilling self-actualization, love and belongingness needs, and physiological needs in that order of importance. When one considers the avoidance side of the motivational paradigm, a concern with safety is the predominant feature, with additional emphasis being placed on the failure to satisfy psychological needs, love and belongingness needs, and self-esteem needs. (p. 129)

The concept in Maslow's hierarchy is that lower level needs have to be met before the higher-level needs become important. Based on Maslow's hierarchy of needs, the physiological needs such as hunger and thirst usually have to be satisfied before anything else. The others remain secondary in human motivation until the physiological needs are met. The main purpose of consumer behavior study is to assist tourism managers in their decision-making, providing marketing researchers with a theoretical base from which to make an analysis. In addition, the study of consumer behavior can help the consumer in making better purchase decisions (Mowen, 1990).

Summary

In summary, a review of the literature has shown that the two-day weekend policy has become the current trend in the work place worldwide. Indeed, the two-day weekend

has brought tremendous attention to a majority of the countries in the world. In the new millennium, increasing living standards provide people a healthier and longer life. Consequently, leisure demands will be taken as a primary consideration of quality living for people worldwide. The need for decreasing the office hours as well as the two-day weekend is essential to the people. Consequently, the impact of the alternating two-day weekend policy results in changing the leisure patterns of the people in Taiwan.

This chapter focuses on the historical development of the two-day weekend policy worldwide as well as the development stages and implementation of the alternating two-day weekend policy in Taiwan. The purpose of this study is to identify the change in consumer leisure behavior. Thus, the researcher has largely emphasized leisure concepts and its related study areas, which directly affect consumer leisure activities. However, the examination of cultural differences is particularly relevant to the study of leisure perspectives. Furthermore, the tourism product is intangible, and there is usually a time lag between the purchase of the product and its actual consumption. This study addresses the characteristics of consumer behavior in the tourism industry in the literature by presenting the decision making process, in the context of needs, wants, and motivation.

CHAPTER THREE

METHODOLOGY

The intention of this chapter is to discuss the research methodology of the study. The research design and procedures employed for this descriptive study are to answer questions concerning the objectives of this study. The objectives for this study are as follows:

1. To identify the historical development of the alternating two-day weekend policy pattern in Taiwan, and the development stages of the two-day weekend policy in Japan.
2. To identify the effects of the alternating two-day weekend policy in leisure patterns in Taipei, Taiwan.
3. To analyze changes in type, purpose, leisure area, length of trip, and day of week of domestic travel in Taipei, Taiwan.
4. To determine factors impacting travel decisions based on the new weekend policy in Taipei, Taiwan.

This chapter includes the following sections: research design, instrumentation, sources of data, pilot study, data analysis, and research schedule.

Research Design

This study was designed to identify the changes in consumer leisure behavior in Taiwan based on the effects of the alternating two-day weekend policy. This research used a questionnaire to record the respondent's selection and participation frequency in leisure activities and domestic travel. In order to analyze the change in consumer leisure behavior, it is necessary to compare the differences between the previous studies and this

study. Thus, three previous studies on domestic travel in Taiwan were utilized as the secondary resources for this study to identify the changes in consumer leisure behavior for this study. Three previous studies used as the secondary resources in this study were as follows:

1. Report on the domestic tourism survey conducted by the Tourism Bureau, Ministry of Transportation and Communication, R.O.C in 1997.
2. Report on how the alternating two-day weekend policy impacts citizens' domestic travel activities conducted by the Tourism Bureau, Ministry of Transportation and Communication, R.O.C in 1998.
3. The research on how the alternating two-day weekend policy impacts citizens' domestic travel activities conducted by the Department of Statistics, Ministry of Transportation and Communications, R.O.C in 1999.

These previous studies also indicated that the travel agency is the primary resource when people look for leisure related activities in Taiwan. Thus, the researcher decided to conduct the survey through the travel agencies. This quantitative research was chosen based on the availability and accessibility of the selected consumers from travel agencies in Taipei, Taiwan. Systematic sampling technology was employed to yield 445 completed surveys. The researcher sent the whole research package to 12 selected travel agencies on June 28 to June 30, 2000, and the travel agencies played as the research assistants and conducted the survey from July 1 to August 5, 2000.

In the research package sent to each selected travel agency were the research instructions, a cover letter to the travel agency, and 40 questionnaires with cover letters and consent forms. Information including research instructions, cover letter to the travel

agency, cover letter and consent form to the potential respondents, and the questionnaire were all in the Chinese version. The researcher collected data on a weekly basis throughout the month of July and August 2000, and a follow-up study was made from August 7 to 18, 2000. All data collection was completed on August 18, 2000.

Sources of Data

Population

The population of this study was the people who use the travel agent as their primary resource while planning domestic travel in Taiwan. Leisure perception differs from area to area depending upon where people live. Thus, this study focused on the changes of consumer behavior in the urban area due to the accessibility of the target population. The data were collected from Taipei, the capital city of Taiwan, which had residents of 2,641, 321 based on the Statistical Abstract of Taipei City (Ministry of the Interior, 1999).

Sample Selection

The travel service industry in Taiwan is divided into three levels: Consolidated travel agency (Wholesaler), Class A travel agency, and Class B travel agency based on their company size, scope of business, and type of customer. According to the annual report on tourism statistics in 1997, the total number and the characteristics of each level of travel agency are below (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997).

- Consolidated travel agency (Wholesaler): 50
 - Qualification: \$300,000 deposit in the Tourism Bureau
 - Size: over 50 employees

- Scope: International travel and domestic travel
- Type of customer: Class A and Class B travel agencies, direct contact with travelers
- Class A travel agency: 814
 - Qualification: \$150,000 deposit in the Tourism Bureau
 - Size: 20-50 employees
 - Scope: International travel and domestic travel
 - Type of customer: Direct contact with travelers
- Class B travel agency: 12
 - Qualification: \$30,000 deposit in the Tourism Bureau
 - Size: 5-10 employees
 - Scope: Domestic travel
 - Type of customer: Direct contact with travelers

The total number of travel agencies in Taipei is 976, which is 55 percent of the total number of travel agencies in Taiwan. The Class A travel agency occupies over 83 percent of the total number of the travel agencies in Taipei. Therefore, this study focused on the Class A travel agency as the primary source of data collection. The sample of this study was from a subset of Class A agencies' consumers who inquired about travel information, or travel services during the months of July and August in 2000.

Survey Administration

The questionnaire was given to the consumers who inquired about domestic travel information, or bought domestic travel products from July 1 to August 5, 2000.

Twelve Class A travel agencies located in Taipei were selected as the primary sources for

the data collection. The survey was given to the consumers who came to the travel agency requesting a group tour, airline ticket, overnight accommodation or other travel information. The respondents were asked to complete the survey in the travel agency. The sales representatives of the Class A travel agency were the research assistants who actually guided the consumer to complete the questionnaire correctly. Also, only one sales representative from each pre-selected Class A travel agency acted as the research assistant and was responsible for the data collection.

The research assistants were required to give the questionnaire to consumers who came to the travel agencies at 2:00pm, 3:00pm, 4:00pm, and 5:00pm during Thursday and Friday afternoons of the first and third week, or on Tuesday and Wednesday afternoons of the second and fourth week of July and August 2000. The questionnaires were printed in different colors for first/third weeks, and second/fourth weeks. Also, the researcher labeled the questionnaire with colored stickers for different times (2:00pm, 3:00pm, 4:00pm, and 5:00pm) to remind the research assistants to give out the survey in the correct manner.

To ensure survey quality, a training program for all research assistants was implemented prior to the survey. The training program included a brief overview of this research and the correct procedure for the survey. The sales representatives were requested to review each question to insure their understanding of the questionnaire so they could provide appropriate assistance as needed to their customers while conducting the survey. To avoid bias, the sales representatives were not allowed to give any personal opinion or interrupt consumers during the survey. The researcher contacted all research assistants one week after the survey as a follow-up step.

Instrumentation

The previous studies conducted by the Taiwan Tourism Bureau in the literature review were utilized as the fundamental resource for the research instrument. The primary instrument for this study was a questionnaire (see Appendix B for the research questionnaire). Questions from the previous studies were used to provide a basis for comparison. The questionnaire was designed based on a pre-interview with the Taiwan Tourism Bureau and consumers from selected travel agencies in the Taipei metro area. The research instruments, including a cover letter, were given to potential respondents through research assistants. The cover letter stated the purposes of the study and the method to be followed in administering the survey (see Appendix A for the cover letter).

The questionnaire contains seven sections within five pages. An introductory and directional paragraph was placed at the beginning of the questionnaire. The first section of the questionnaire was used to identify the alternating two-day weekend policy leading to changes in consumer leisure patterns. The answer from question one “What type of weekend policy does your company or school have?” was adopted to indicate the external factors impacting changes on leisure behavior. Question two “Are you parents of school-age children?” was used as a qualification question for question three. Question three “What type of weekend policy does your children’s school have?” was employed to identify another external factor impacting changes in consumer leisure behavior.

Question four “Have you ever used the alternating two-day weekend off for domestic travel since the government implemented the new holiday policy on January 10th 1998?” in the second section was employed to identify the effects of the new weekend policy in Taiwanese leisure pattern. Question five “Has your frequency of

participating in the following leisure activities increased or decreased since the implementation of the alternating two-day weekend policy?” asked the changes in frequency of different types of leisure activities. The nominal scale was utilized for questions four and five to accomplish objective two.

The questions in the third section of this questionnaire were applied to analyze the changes in type, leisure area, purpose, length of trip, and day of week of domestic travel patterns. Questions six through eight in this section addressed the changes in travel purpose, leisure area, and timing of travel due to the alternating two-day weekend policy to accomplish objective three. The answer for question six “When do you prefer to travel since the implementation of the alternating two-day weekend policy?” examined the changes on the day of the week for domestic travel. Question seven “Where do you often go during the weekend since the implementation of the alternating two-day weekend policy?” and question eight “What is the main purpose of domestic travel since the implementation of the alternating weekend policy?” were used to analyze the change in leisure areas and travel purposes.

The answer for question nine “What type of travel do you frequently engage in since the alternating two-day weekend policy was implemented?” and question ten “How do you organize your travel?” were used to analyze the change in travel patterns. Question eleven “Has your frequency of domestic travel changed since the implementation of the alternating two-day weekend?” was employed to recognize the changes in domestic travel frequency as well as to qualify for questions twelve and thirteen. If the answer to question eleven was “yes”, the respondents would have needed to answer question twelve. Otherwise, the respondents would have to skip to question

thirteen. Question twelve “How has the number of each of the following type of trips changed?” was utilized to discover the changes in the length of trip of Taiwanese domestic travel. The nominal scale was utilized from question six to question twelve to achieve objective three. In addition, question thirteen “If the frequency of your domestic travel hasn’t changed, what is the primary barrier preventing you from travel?” investigated the barrier preventing people from travel. The nominal scale was employed for question thirteen to fulfill objective four.

The fourth section of the questionnaire was used to determine the impacts of the earthquake on domestic travel. Question fourteen “Has the earthquake affected your domestic travel plans?” and question fifteen “What is your preferred domestic travel destination after the earthquake?” were employed to identify the impact of the earthquake. The nominal scale was used in the fourth section to address the impact of the earthquake for objective four.

The fifth section of the questionnaire was utilized to analyze consumer leisure preferences. Question sixteen was a multiple-choice question where respondents were asked to check off all leisure activities they regularly participate in from 24 possible leisure activities listed on the questionnaire. The nominal scale was employed for question sixteen to ascertain consumer leisure patterns based on personal leisure preferences.

The questions in the sixth section measured the importance of the internal factors when the respondents make travel decision to achieve objective four. The ordinal scale was employed in question seventeen with 10 possible considerations affecting peoples’

travel decisions. A 5-point Likert scale was used with 1 being determined as least important and 5 being determined as most important.

The final section was used for the demographics of the sample. The main purpose of this section was to collect basic information from each respondent. The questions on the demographics of gender, marital status, age, educational background, number of children, occupation, and personal monthly income involved the validity and reliability of the collected data among a list of variables. The variables that were used on the questionnaire were selected on the basis of a review of the literature and the previous research conducted by the Tourism Bureau, Ministry of Transportation and Communications, Republic of China as indicated in chapter two.

Pilot Study

A pilot study was used to test whether the questionnaire had any error. The significant objective of administering a questionnaire is to acquire a reliable and valid measurement of an individual's opinions on a prescribed issue. This process allows the researcher to make corrections in wording or layout prior to the full administration of the questionnaire in order to modify the questionnaire if needed.

The pilot study contained two parts. First, 15 Taiwanese students at the University of Wisconsin-Stout were asked to review and critique the questionnaire prior to full-scale administration to make sure each element of the questionnaire was appropriate in terms of accessibility and convenience. The first part of the pilot study at the University of Wisconsin-Stout containing both the Chinese and the English versions of the questionnaire was conducted from May 5 to May 7, 2000. Secondly, the questionnaire was sent to 19 travel agency's consumers to examine whether the questionnaire was able

to get at the factors the researcher intended it to. The second part of the pilot test in Taiwan containing only the Chinese version questionnaire was e-mailed to one pre-selected travel agency sales representative from May 8 to May 12, 2000.

From the pilot study of both Taiwanese students at the University of Wisconsin-Stout and the selected travel agency's consumers, the questionnaire were made to correspond with the study, and necessary changes were found. In the part of the pilot study, there were two different versions so that the translation was emphasized. Several unclear points were detected by the Taiwanese students at the University of Wisconsin-Stout. Many of the Taiwanese students at the University of Wisconsin-Stout indicated that it was hard to answer questions three, thirteen, and seventeen as a result of the translation problem. In the second part of this study, the sales representative mentioned that some consumers had difficulty answering questions due to the confusion of selected answers as well as the translation problem.

Data Analysis

Statistical Package for the Social Sciences (SPSS) was used to analyze the statistics. Data were tabulated by individual questions and in some areas merged with other like questions for comparison with the previous researches. While 445 questionnaires were received, not all respondents answered every question. Thus, tabulated responses were based on the number respondent to question. Crosschecks were made to ensure accuracy of the tabulations. Descriptive statistics were applied for computing means, and standard deviations.

The nominal scale of measurement that involved frequency and percentage distributions was used from question one through question sixteen. The ordinal scale was

utilized in question seventeen to test the internal factors impacting consumer leisure behavior. The nominal data involved frequency and percentage distributions for the last part of the questionnaire regarding gender, marital status, age, educational background, occupation, and personal monthly income were used for the demographics of the sample.

Research Schedule

The primary data for this study was conducted from July 1 to August 5, 2000. The researcher stayed in touch with the travel agencies on a weekly basis while data was collected. A follow-up study was made from August 7 to 18, 2000. After the data collection process, the researcher coded the data and used SPSS to analyze the results.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter contains the results and discussions of the study. This chapter presents the results and findings regarding the data obtained from the responses to the questionnaire. Data and information found in this study were analyzed and discussed in accordance with the research objectives introduced in chapter one. The chapter concludes with the discussions of the results as they related to the review of literature.

In this study, 570 questionnaires were distributed to the consumers who came to the travel agency requesting a group tour, airline ticket, overnight accommodation or other travel information from July 1 to August 18, 2000 in Taipei, Taiwan. Four hundred and sixteen questionnaires were returned by August 5, 2000. Indeed, 408 of the total returned questionnaires were completed and valid. A follow-up study was conducted from August 7 to 18, 2000, and 43 questionnaires were returned. Thirty-seven questionnaires were completed and valid in the follow-up study. As a result, 445 completed and valid questionnaires were obtained throughout this study. The overall response rate was 78.1 percent.

The Statistic Package of the Social Sciences (SPSS) was utilized to analyze the data received in this study. The frequencies of response were tabulated from most of the question items, which were based upon multiple-choice. While 445 questionnaires were received, not all respondents answered every question. Therefore, tabulated responses were based on the number of respondents to each question. Data were tabulated by individual question and in some areas merged with other like questions for comparison with previous research. The cross-tabulation was used to describe the demography of all

respondents. Rank and mean procedures were used to determine factors impacting domestic travel decisions.

General Information of Respondents

In the last part of the questionnaire, the questions on the demographics of gender, marital status, age, educational background, number of children, and occupation were utilized to collect basic information from each respondent. Besides, question one and question three in the questionnaire were employed to gather the weekend policy, which each respondent has had. Both data served as a demographic profile of the respondents in this study. The result in Table 7 shows that only 39.6 percent of the respondents was male, and 60.4 percent of respondents was female. Among 445 respondents, over 60 percent of the respondents (64.3%) was single, and 34.2 percent of the respondents was married.

Table 7

Respondents' profile – gender & marital status

N=445	Responses	
	n	Percent
Gender		
Male	176	39.6%
Female	269	60.4%
Marital Status		
Single	286	64.3%
Married	152	34.2%
Others (Divorced, Widowed, Separated)	7	1.5%

And then, 3.6 percent of the respondents was in the category of 12-19 years old; 47.7 percent of the respondents was in the category of 20-29 years old; 35.8 percent of the respondents was in the category of 30-39 years old; 9.2 percent of the respondents

was in the category of 40-49 years old; and only 3.7 percent of the respondents was over 50 years old (Table 8).

Table 8

Respondents' profile – age group

N=445	Responses	
	n	Percent
Age Group		
12 – 19	16	3.6%
20 – 29	212	47.7%
30 – 39	159	35.8%
40 – 49	41	9.2%
50 – 59	13	2.9%
Over 60	3	.7%

The result in Table 9 shows that only three percent (3.3%) of the respondents' educational level was junior high school or less; 24 percent of the respondents had a high school degree. Over one-third of the majority respondents (34.6%) had a technical or trade school degree, and another one-third of the majority (35.1%) indicated they had a college degree. In addition, only three percent (3.3%) of the respondents had a master's or doctorate degree.

Table 9

Respondents' profile – educational level

N=445	Responses	
	n	Percent
Educational Level		
Less than elementary school	2	.5%
Junior high school	8	1.8%
High school	106	24.1%
Technical/Trade school	152	34.6%
College graduate	154	35.1%
Master/Doctorate	17	3.9%

Among 445 respondents, 11 subjects did not fill out the question about personal monthly income. The result in Table 10 shows that less than thirty percent (28.4%) of the respondents' monthly personal income was below NT \$30,000. Twenty-eight percent (28.6%) of the respondents' monthly personal income was between NT \$30,000 and NT \$39,999. Slightly over twenty-two percent (22.1%) of the respondents had at least NT \$40,000 personal income per month. Only seven percent (7.8%) of the respondents had a personal monthly income between NT \$50,000 and NT \$59,999, and five percent (5.8%) of the respondents had a personal monthly income between NT \$60,000 and NT\$69,999. Less than eight percent (7.4%) of the respondents' monthly personal income was over NT \$70,000.

Table 10

Respondents' profile – monthly personal income

N=434	Responses	
	n	Percent
Monthly Personal Income		
Not in a regular base/No income	27	6.2%
Below NT \$20,000	15	3.5%
NT \$20,000 – NT \$29,999	81	18.7%
NT \$30,000 – NT \$39,999	124	28.6%
NT \$40,000 – NT \$49,999	96	22.1%
NT \$50,000 – NT \$59,999	34	7.8%
NT \$60,000 – NT \$69,999	25	5.8%
NT \$70,000 – NT \$99,999	19	4.4%
Over NT \$100,000	13	3.0%

While 445 questionnaires were returned, one respondent did not fill out the question about occupation. The majority of the respondents (37.4%) were office workers, clerks, or secretaries; and salespersons or buyers were in the second place (17.8%). Less than ten percent (9.5%) of the respondents worked as professionals, such as architects,

consultants, doctors, journalists or lawyers, and 8.6 percent of the respondents was students. Less than seven percent of the respondents was business executive managers (6.5%) or teachers or professors (6.3%). Only one respondent was a member of the military services, and one respondent was retired. Besides, two respondents checked the item “others” without indication (Table 11).

Table 11

Respondents’ profile – occupation

N=444	Responses	
	n	Percent
Occupation		
Office worker/Clerk/Secretary	167	37.5%
Salesperson/Buyer	79	17.8%
Professional (Architect/Doctor/Lawyer, etc.)	42	9.5%
Student	38	8.6%
Business executive manager	29	6.5%
Teacher/Professor	28	6.3%
Government employee	22	5.0%
Technician	16	3.6%
Self-employed	9	2.0%
Homemaker	5	1.1%
Farmer/Lumberman/Fishman	3	.7%
Artist/Entertainer	2	.5%
Member of military service	1	.2%
Retiree	1	.2%
Others	2	.5%

In the first part of the questionnaire, when the question was asked about the weekend policy of the respondents, over half of the respondents’ companies or schools (53.5%) had the alternating two-day weekend policy; almost one-third of the respondents (28.8%) had the two-day weekend policy; 11.2 percent of respondents had flexible vacation; and 14 respondents (6.6%) had other weekend policies (Table 12).

Table 12

Percentages of weekend policy of respondents

N=445	Responses	
	n	Percent
Alternating two-day weekend	237	53.3%
Two-day weekend	128	28.8%
Flexible vacation	50	11.2%
One-day weekend	10	2.2%
One and half day weekend	6	1.3%
Others	14	3.1%

Among 445 respondents, one subject did not fill out the question as to whether or not they were parents of school-age children or not. Three hundred and seventy-three respondents (84%) indicated they don't have school-age children, and only 71 respondents (16%) were parents of school-age children. Among 71 respondents, 85.9 percent of the school-age children's school had the alternating two-day weekend policy; and only 9.9 percent of the school-age children's school had a two-day weekend policy (Table 13).

Table 13

Percentages of weekend policy of school-age children

N=71	Responses	
	n	Percent
Alternating two-day weekend	61	85.9%
Two-day weekend	7	9.9%
One-day weekend	1	1.4%
One and half day weekend	1	1.4%
Others	1	1.4%

The Preferences in Consumer Leisure Patterns

The result from question sixteen was utilized to analyze consumer leisure patterns based on the preferences in leisure activities. The preferences in consumer leisure activities are listed in rank order in Table 14. “Audio-visual activities” was the most popular leisure activity as perceived by the respondents. The top ten leisure activities that respondents regularly participate in were ranked by respondents as follows: audio-visual activities, shopping, talking or visiting friends, reading books or magazines, enjoying the sight of nature, internet, famous tourist destinations, field walking or mountain climbing, swimming, and visiting spa.

The top one was audio-visual activities in which over 64 percent (64.7%) of the respondents participated. Secondly, over half of the respondents (52.8%) checked off the activity “shopping” as the leisure activity they regularly participate in. Talking or visiting friends was ranked third with a 38 percent response rate. Over one-third of the respondents (36.2%) checked off “reading books or magazines” as the favorite leisure activity. Among 445 respondents, 130 people responded (29.2%) on the designated activity “enjoying the sight of nature.” Internet was ranked 6th with a 29 percent response rate as a frequent leisure activity. As illustrated in Table 14, the rest of the top ten leisure activities (famous tourist destination, field walking or mountain climbing, swimming, and visiting spa) were also popular with at least 100 responses as a leisure preference.

The five least frequent leisure activities were visiting historical site or cultural tour, water sports, fishing, photographing, or sketching, and observing wildlife or bird watching. Among 445 respondents, three subjects checked off “others” and indicated that they regularly participated in listening to music, KTV, and Mah-Jong.

Table 14

Consumer leisure preferences-ranked

N=445	n	Percent	Rank
Audio-visual activities	288	64.7%	1
Shopping	235	52.8%	2
Talking/Visiting friends	169	38.0%	3
Reading books/ magazines	161	36.2%	4
Enjoying the sight of nature	130	29.2%	5
Internet	129	29.0%	6
Famous tourist destinations	113	25.4%	7
Field walking/Mountain climbing	111	24.9%	8
Swimming	110	24.7%	9
Spa/massage/sauna/gym	104	23.4%	10
Driving	100	22.5%	11
Archery	88	19.8%	12
Ball playing sports	87	19.6%	13
Picnicking	84	18.9%	14
Theme parks	78	17.5%	15
Attending concerts/live theaters	71	16.0%	16
Participating exhibits/shows	47	10.6%	17
Camping	40	9.0%	18
Visiting historical site/cultural tour	38	8.5%	19
Water sports (skiing/diving/surfing)	24	5.4%	20
Fishing	22	4.9%	21
Photographing, sketching	17	3.6%	22
Observing wildlife/bird watching	10	2.2%	23

Based on Baud-Bovy & Lawson's classification of recreational activities as stated earlier in chapter two, those activities above were placed into six clusters (1998). First, Cluster I was made up of the activities which take place about the home such as watching television, and reading. Second, Cluster II was the leisure activities having a high social content. Third, the leisure activities in Cluster III involved cultural, educational and artistic interests. Fourth, Cluster IV was the leisure activities associated with sports, either as participants or spectators. Fifth, Cluster V was classified as the informal outdoor recreation, such as driving, walking, or picnicking. Finally, Cluster VI was categorized as

leisure tourism for longer distance travel, tours during weekend breaks, holidays or vacations (Table 15).

Table 15

Consumer leisure preferences – clustered

Cluster I – Taking place about the home

Audio-visual activities
Reading books/magazines
Internet

Cluster II – Having a high social content

Shopping
Talking/visiting friends

Cluster III – Cultural, educational and artistic interests

Attending concerts/live theaters
Participating exhibits/shows
Visiting historical site/cultural tour

Cluster IV – Pursuit of sport, either as participants or spectators

Swimming
Spa/massage/sauna/gym
Ball playing sports
Water sports (skiing/diving/surfing)
Fishing

Cluster V – Informal outdoor recreation

Field walking/mountain climbing
Enjoying the sight of nature
Driving
Archery
Picnicking
Camping
Photographing, sketching
Observing wildlife/bird watching

Cluster VI – Leisure tourism

Famous tourist destinations
Theme parks

Activities in Cluster II had an average response rate of 45.4 percent and ranked 1st. The average responses for Cluster I was 43.3 percent, placing it 2nd. Cluster VI shows an average percentage of 21.5 percent by response rate, placing it 3rd. The average

responses on Cluster V, IV, and III were all less than 20 percent (16.3%, 15.6%, and 11.7%) thus ranking them 4th, 5th, and 6th (Table 16).

Table 16

Clustered leisure preferences – ranked

	Average response freq. on activity cluster	Percent of the average responses on activity cluster	Rank
Cluster II – Having a high social content	202	45.4%	1
Cluster I – Taking place about the home	159	43.3%	2
Cluster VI – Leisure tourism	96	21.5%	3
Cluster V – Informal outdoor recreation	73	16.3%	4
Cluster IV – Pursuit of sports, either as participants or spectators	69	15.6%	5
Cluster III – Cultural, educational and artistic interests	52	11.7%	6

The result in Table 16 shows that Cluster II had the highest average response frequency. The majority of respondents' preferences on leisure activities (45.4%) were highly involved with social content. Braden (1988) emphasized that community-based leisure activities highly involved social content have been transformed from casual gatherings of people living within geographical closeness into formally organized groups and group activities, often based on specialized interests. In general, leisure activities with high social content encouraged the kinds of close relationship that are promoted by active participation and shared experience in a large metropolitan area.

Cluster I represented an average of 43.3 percent of the respondent's leisure preferences was mostly taking place about the home. In fact, most of the modern homes

have a setting for a variety of recreational activities from parties and family celebrations to the commercial entertainment provided by electronic equipment and facilities. In the present century, homes have been more focused on offering entertainment. The mass media that has brought entertainment to the modern home with a broader and larger scale than ever before dominates the leisure time in human life. A growing class of people who have money to spend but demand convenient places to spend it, has fueled a boom in indoor, easy-to-reach, urban activities. More easily accessible entertainment options seem to be on the way, including exercise.

Cluster VI with an average of 21.5 percent of the respondents indicated their leisure preferences was travel, which was mainly directed to leisure tourism. Indeed, the rise of rapid and efficient modes of transportation allow people to go farther inexpensively and comfortably. Besides, the motivation of pleasure travel has grown with the increasing availability of discretionary time and money, and with the urge to escape from the country's spreading urban-industrial environment (Braden, 1988).

Cluster V with only 16.3 percent of the respondents preferred informal outdoor recreation. Slightly over fifteen percent (15.6%) of the respondents participated in sport regularly, either as participants or spectators in Cluster IV. Finally, Cluster III represented only 11.7 percent of all respondents' preferences on cultural, educational and artistic interests.

In fact, Taipei, where the survey was conducted, is nestled in a basin with mountains on all sides and covers an area of 27,177 hectares with a population of 2.64 million. The population density of the city at the end of 1999 was 9,718 per square kilometer (Ministry of the Interior, 1999). Nevertheless, the parks in Taipei have

continuously shrunk from 9,824,000 to 6,628,000 square meters since 1997 because of the urban development. Likewise, available green fields have dramatically decreased from 1,119,000 to 653,000 square meters since 1997 (Ministry of the Interior, 1999). In brief, the limitation on the usage of parks and green fields led the fact that residents in Taipei do not have enough leisure and recreational spaces and facilities for outdoor recreation as stated earlier in chapter one.

Changes in Consumer Leisure Patterns

This section will correspond with overall changes in consumer leisure behavior ever since the implementation of the alternating two-day weekend policy to accomplish objective two. The results will be compared with the previous research conducted by the Tourism Bureau in 1998, which was the first year of implementing the alternating two-day weekend policy.

The result in Table 17 shows that 69.7 percent of all respondents have used the two-day weekends for domestic travel since the government implemented the alternating two-day weekend policy in 1998. Comparing with the research report in 1998, which was the first year of implementing the alternating two-day weekend policy, the usage of the two-day weekends in 2000 had increased (Table 17).

Table 17

Usage of the two-day weekend for domestic travel

	Year	
	1998	2000
Yes	50.1%	69.7%
No	49.9%	30.3%

The statistical data in Table 18 illustrates that over half of the respondents' frequency of time killing activities (56.4%) was increased. Likewise, 53.7 percent of the respondents increased the frequency of entertainment activities. Almost half of the respondents (46.7%) increased the frequency of outdoor leisure activities. However, forty percent of the respondents (40.9%) increased their frequency of domestic travel, and 56.4 percent of the respondents' frequency of domestic travel hasn't changed. Only one-third (34.6%) of the respondents increased personal growth activities. Less than thirty percent (29.9%) of the respondents increased the frequency of indoor leisure activities.

Table 18

Changes in the frequency of participating in different leisure activities in 2000

N=445	Percent of Increase	Percent of No Change	Percent of Decrease
Domestic travel	40.9	56.4	2.7
Personal growth activities	34.6	61.1	4.3
Time killing activities	56.4	40.9	2.7
Entertainment	53.7	43.4	2.9
Indoor activities	29.9	63.1	7.0
Outdoor activities	46.7	48.8	4.5
Other hobbies	18.9	75.0	6.1

Also, the results from this study were contrasted with the previous research conducted by the Tourism Bureau in 1998 in Table 19 to see if there was any difference in consumer leisure by the year of 2000.

Several changes were found regarding the comparison of research findings. First of all, respondents had a lower increasing rate of domestic travel, 40.9 percent in this study compared to that of the year of 1998 with 47.7 percent. In fact, respondents were asked the primary barrier preventing them from travel if the frequency of their domestic

travel has not changed in question thirteen of the questionnaire. The result shows that the barrier "could not stand the traffic jams and crowds" was ranked 1st, and "too crowded at the tourist destination " placed 2nd. As presented earlier in chapter one, many citizens often complain about the lack of leisure facilities and a public transportation system. Likewise, the increasing rate of outdoor leisure activities in this study (46.7%) was lower than the year of 1998 (51.5%).

Secondly, the finding regarding the frequency of time killing leisure activities, such as audio-visual activities and video games, had a higher increasing rate in this study (56.4%) than the previous study (45.3%) in 1998. In like manner, the increasing rate of indoor leisure activities from this study (29.9%) was also higher than the previous study (21.2%) in 1998. As stated in the last section on the preferences in consumer leisure behavior, 64.4 percent of the respondents checked "audio-visual activities", which was ranked the most popular leisure activities. "Internet", and "spa, massage, sauna, gym" were combined as a part of indoor activities were placed 6th and 10th in consumer leisure preferences. In particular, indoor leisure activities involving electronic equipment and facilities seem to be more attractive to most people due to the limitation of leisure facilities in urban areas.

Thirdly, the result in Table 19 shows that the majority of respondents' frequency of entertainment, such as talking or seeing friends and shopping, had increased (53.7%) since the implementation of the alternating two-day weekend policy in 1998. Similarly, the increasing rate for entertainment in 1998, the first year of the implementation of the two-day weekend policy, was also over fifty percent (56%). Besides, "shopping" and "talking and visiting friends" ranked 2nd and 3rd in leisure preferences as presented earlier

in Table 14. In brief, the frequency of entertainment had constantly increased since the implementation of the alternating two-day weekend policy.

Table 19

Changes in the frequency of participating in different leisure activities

	Percent of increasing rate (1998)	Percent of increasing rate (2000)
Domestic travel	47.7	40.9
Personal growth activities	34.3	34.6
Time killing activities	45.3	56.4
Entertainment	56.0	53.7
Indoor activities	21.2	29.9
Outdoor activities	51.5	46.7
Other hobbies	15.7	18.9

Changes in Domestic Travel Patterns

The results in this section were used to analyze the changes in day of week, leisure area, purpose, type, organizing method, and length of trip of domestic travel patterns. Questions six through twelve of the questionnaire addressed the changes in domestic travel patterns due to the alternating two-day weekend policy to achieve objective three. The results were also compared with the report on the domestic tourism survey conducted by the Tourism Bureau in 1997, which was the year before the implementation of the alternating two-day weekend policy, to investigate if any change in day of week, place, purpose, type, and organizing method, and length of trip of domestic travel patterns occurred due to the alternating two-day weekend policy (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997).

Day of Week

Since the implementation of the alternating two-day weekend policy, nearly one-third of the respondents (28.3%) preferred to travel during the long weekend (two day weekend); and only 19.3 percent of the respondents would like to travel during the short weekend (one and half day weekend). Over one-fifth of the respondents (21.1%) preferred to travel by using their personal vacation; and 14.2 percent of the respondents preferred to travel during the long holiday (Table 20).

Table 20

Percentages of the day of week for domestic travel

N=445	Responses	
	n	Percent
Long – weekend	126	28.3%
Personal vacation	94	21.1%
Short – weekend	86	19.3%
Weekday	71	16.0%
Long holiday (New Year, Spring Break, etc.)	63	14.2%
Others	5	1.1%

Overall, 47.6 percent of the respondents preferred to travel during weekends including the long-weekend and the short-weekend in this study, which was higher than the usage of weekends in 1997 (41.9%). This result could also be confirmed from question four about the usage of the two-day weekend for domestic travel after the implementation of the alternating two-day weekend policy. In contrast, the usage of weekdays for domestic travel dropped from 30.3 percent in 1997 to 16 percent in 2000 (Table 21). In other words, the usage of the weekends for domestic travel had been raised since the implementation of the new weekend policy, which also has been confirmed earlier in Table 17.

Table 21

Changes in the day of week for domestic travel

	1997	2000
Weekend	41.9%	47.6%
Weekday	30.3%	16.0%

Leisure Area

When respondents were asked about where they often go during a weekend, suburban recreation areas (33.3%) were the most popular places during a weekend. Secondly, 22.1 percent of the respondents preferred famous tourist destinations, national parks, or theme parks. Thirdly, over one-fifth (21.8%) of the respondents rather stayed in the urban area during a weekend. Finally, eleven percent (11.3%) of the respondents chose to go to nearby parks, and another 11.3 percent of the respondents would like to stay home during a weekend (Table 22).

Table 22

Percentages of leisure area during weekend

N=445	Responses	
	n	Percent
Suburban recreation areas	148	33.3%
Famous tourist destinations/National Parks/Theme parks	98	22.1%
Urban area (shopping, watching movie, gym exercises)	97	21.8%
Nearby recreation areas or parks	50	11.3%
Staying home	50	11.3%
Others	1	.2%

Based on the research on the impacts on citizen's leisure patterns conducted by the Committee of Economic Research and Development, Ministry of Economic Affairs,

R.O.C in 1998, the alternating two-day weekend policy has modified the partition of citizens' leisure time. Consequently, domestic leisure activity within the normal living environment is the primary leisure pattern because of the concern for an available time frame for leisure activity. Besides, suburban recreation areas are categorized as regional leisure and accommodation which urban people would like to get to during one day or weekend break based on the time frame developed by the Economic and Development Bureau, Ministry of Economic Affairs, R.O.C in 1991 as presented in chapter two. In the same manner, urban areas (shopping, watch movie, gym exercises), nearby recreation areas or parks, and staying home are categorized as the community sports or leisure areas, or cities or regional leisure areas for only few hours. Altogether, the majority of the respondents (77.7%) chose community or regional leisure areas as their preferred leisure areas during a weekend.

Purpose for Travel

Question eight of the questionnaire asked the main purpose of domestic travel since the implementation of the alternating two-day weekend policy. "Escaping from the ordinary and relaxation" was the number one choice of the respondents (51.2%). Forty percent (41.6%) of the respondents traveled with the purpose of sightseeing and pleasure. Among 445 respondents, only 18 respondents (4%) primarily traveled with the purpose of visiting friends or relatives. Seven people (1.6%) responded with "combining business and pleasure", and five people (1.1%) responded with "religious activities" as the primary travel purpose (Table 23).

The primary travel purpose for the majority of respondents in this study was to escape from ordinary or to relax. Travel for sightseeing or pleasure purposes in the year

of 2000 had a much lower percentage (41.6%) compared to the report on the 1997 R.O.C domestic tourism survey (72.5%) (Tourism Bureau, Ministry of Transportation and Communication, R.O.C). The percent of travel for visiting friends or relatives in this study also had a lower percentage (4%) compared to that of the survey in 1997 (20.8%).

Table 23

Percentages of purpose for travel

N=445	Responses	
	n	Percent
Escaping from ordinary/Relaxation	228	51.2%
Sightseeing and pleasure	185	41.6%
Visiting friends/relatives (VFR)	18	4.0%
Combining business and pleasure	7	1.6%
Religious activities	5	1.1%
Others	2	.4%

Type of Travel

The result in Table 24 indicates the travel type that respondents frequently engaged in since the alternating two-day weekend policy was implemented. Among 445 respondents, 57.3 percent of the respondents normally traveled with friends; and 28.3 percent of the respondents often traveled as a family. Less than ten percent (7.6%) of the respondents participated in tours (school tour, company tour, etc). The result in table 24 also reflects the changes in travel type before and after the implementation of the alternating two-day weekend policy by comparing the statistical data from this study with the report on the 1997 R.O.C domestic tourism survey (Tourism Bureau, Ministry of Transportation and Communications, R.O.C, 1997).

Table 24

Changes in travel type for domestic travel

N=445	Percentage	
	1997	2000
Travel with friends	34.2%	57.3%
Family travel	47.0%	28.3%
Travel alone	4.9%	5.4%
Participating travel agent package tour	4.5%	1.1%
Participating company tour	3.3%	4.9%
Attending religious tour	3.9%	.9%
Participating school tour	.8%	.7%
Others	.2%	1.3%

The majority of respondents on both surveys chose to travel with friends or family. The percentage of travel with friends in 1997 (34.2%) was lower than the percentage in 2000 (57.3%). On the other hand, a smaller amount of respondents preferred travel as a family in this study compared to the survey results in 1997, the year before the implementation of the alternating two-day weekend policy. Nevertheless, the composition of the sample population for this study was mostly single and younger generations compared to that of 1997 with mostly married people and older age group. Thus, the alternating two-day weekend policy was not the true cause that led to the changes in domestic travel but the population differences between the two studies.

Organizing Method for Travel

When respondents were asked about how they organize travel, the majority of the respondents (80%) noted “self-planning travel.” Slightly over ten percent (10.3%) of the respondents indicated that they preferred to participate in group tours, such as school or company group tour. Only six percent (6.1%) of the respondents favored “package tour” (Table 25).

Table 25

Percentages of organizing method

N=445	Responses	
	n	Percent
Self-planned tour	356	80.0%
Participating group tour	46	10.3%
Package tour	27	6.1%
Others	16	3.6%

Length of Trip

When questioned about whether domestic travel frequency has changed since the implementation of the alternating two-day weekend, 214 respondents (48.1%) had a positive answer. As the following question on the questionnaire asked how the frequency of the different length of trips has changed, both one-day trips (56.1%) and two-day trips (57.5%) had over a fifty percent increase since the implementation of the alternating two-day weekend policy. The majority of respondents hadn't made changes on three-day trips (70.1%) and more than three-day trips (71.5%) (Table 26).

Table 26

Changes in length of trips of domestic travel in 2000

N=214	Percent of Increase	Percent of Hasn't Changed	Percent of Decrease
One-day trips	56.1	32.7	11.2
Two-day trips	57.5	39.7	2.8
Three-day trips	22.0	70.1	7.9
More than three-day trips	13.1	71.5	15.4

The result from this study was also contrasted with the previous research on how the alternating two-day weekend policy impacted citizens' domestic travel activities in

1998, which was the first year of implementing the alternating two-day weekend policy conducted by the Tourism Bureau to see if there was any significant difference in the change in different length of trips of domestic travel by the year of 2000 (Table 27).

Table 27

Changes in length of trips of domestic travel

	Percent of increasing rate (1998)	Percent of increasing rate (2000)
One-day trips	49.5	56.1
Two-day trips	41.6	57.5
Three-day trips	8.3	22.2
More than three-day trips	3.4	13.1

As presented earlier in Table 17, the usage of the two-day weekends in 2000 had been increased nearly twenty percent since the implementation of the new weekend policy, 69.7 percent compared to that of the first year of the implementation for the alternating two-day weekend policy in 1998 (50.1%). The increasing rate for short length trips (one-day and two-day) were over fifty percent (56.1% and 57.5%), and had grown from 1998 to 2000. Although the long length trips (three-day or more) were also increased in 2000, the long length trips did not increase at the rate of the short length trips. In fact, the Taiwanese government removed some of the official holidays to maintain the official work hours in order to accomplish the implementation of the alternating two-day weekend policy bylaws. Accordingly, Taiwan does not have as many two-day official holidays as before. Thus, long length trips were replaced by short length trips because of the alternating two-day weekend policy.

The Factors Impacting Consumers' Decisions on Travel

This section is utilized to determine the factors impacting consumers' decisions on domestic travel to accomplish objective four. Three issues will be discussed in this section: (1) the primary barriers for travel, (2) considerations affecting travel decisions, and (3) the impacts of the earthquake on travel.

The Primary Barrier of Domestic Travel

Since the implementation of the alternating two-day weekend policy, only 48.1 percent of the respondents' domestic travel frequency had been changed; 51.9 percent of the respondents' frequency of domestic travel hadn't been changed. The rationales for those respondents whose frequency of domestic travel had not been changed were listed in Table 26. Among 16 possible barriers listed in question thirteen of the questionnaire, only two items were over 25 percent of the respondents and one item was slightly over ten percent of the total respondents. The top three primary barriers for domestic travel were: could not stand the traffic jams and crowds, too crowded at the tourist destination, and have regular traveling schedule (Table 28).

The result in Table 28 indicates that "couldn't stand the traffic jam and crowds" (26.2%) was the most significant barrier preventing respondents to travel, followed by "too crowded at the tourist destinations" (25.1%). Over ten percent of the respondents (13.6%) already had a regular traveling schedule, the frequency of their domestic travel had not been changed because of the implementation. Slightly over eight percent (8.1%) of the respondents indicated they did not have time to travel. The rest of the barriers listed in question thirteen had the responses less than five percent.

Table 28

Primary barriers for domestic travel

	Percent	Rank
Couldn't stand the traffic jams and crowds	26.2%	1
Too crowded at the tourist destination	25.1%	2
Have regular traveling schedule	13.6%	3
No time	8.1%	4
Couldn't find someone to travel with	4.7%	5
Don't feel like going	4.7%	5
Don't know where to go	4.2%	7
Weather condition	3.6%	8
Not enough money	2.5%	9
Others	2.5%	9
Personal transportation problems	1.9%	11
Work pressure/too much school work	1.4%	12
Not interested in traveling	1.1%	13
Earthquake	.3%	14

In metropolitan Taipei, rush-hour traffic frequently triples regular commuting time. It can be even worse on holidays and long weekends. Although Taiwan boasts six national parks, accounting for 8.5 percent of the island's land, many people seldom visit them for fear of traffic problems. Consequently, many people stick close to home (Government Information Office, 2000). According to the report conducted by the Department of Statistics, Ministry of Transportation and Communications, R.O.C in 1999, over 70 percent of Taiwanese (72.5%) believed that travel conditions were getting worse after the implementation of the alternating two-day weekend policy.

As stated in chapter one, most tourism destinations are too crowded by tourists. People often complain about the lack of leisure facilities and a public transportation system. When respondents were asked about the level of difficulty in making reservations for public transportation, such as airplanes or trains, in the report conducted by the

Department of Statistics, R.O.C in 1999, 27.4 percent of the respondents suffered more difficulty on airplanes reservation, and 31.7 percent of the respondents felt more difficulty on trains reservation compared with the past. Almost half of the respondents had a much more difficult time in making reservations for hotels, resorts, and other types of leisure facilities in most tourist destinations (Department of Statistics, Ministry of Transportation and Communications, R.O.C, 1999).

In contrast with the top three barriers, the last two barriers were “not interested in traveling”, and “earthquake”. Because the survey was conducted through travel agencies, and the respondents were the customers who inquired for travel services, such a lower response as “not interested in traveling” could be anticipated. Less than one percent (0.3%) indicated that the earthquake was the primary barrier for their domestic travel plan. As the third issue, the impact of the earthquake, this section will show later that less than fifty percent (46.3%) of respondents’ domestic travel plans were influenced by the earthquake.

Further, Crawford and Godbey (1987) elaborated on three primary barriers for leisure activities: (1) intrapersonal constraint, (2) interpersonal constraint, and (3) structural constraint. The barriers in this survey can be categorized in these three ways.

First, intrapersonal constraint was related to personal mind and characteristics including “don’t feel like going”, “not interested in traveling”, “work pressure/too much school work”, “health concerns”, and “have regular traveling schedule already”.

Secondly, interpersonal constraint was interpersonal relationships, which only include “couldn’t find someone to travel with”. Finally, structural constraint was mostly an external factor including “no time”, “weather conditions”, “personal transportation

problem”, “don’t know where to go”, “too crowded at the tourist destination”, “couldn’t stand the traffic jams and crowds”, “earthquake”, and “other natural disasters”. Also, nine respondents marked “others” which mostly were personal problems, such as spouse’s vacation or small children. Thus, the “others” item fit in the intrapersonal constraint group.

In figure 6, the result illustrates structural constraint (58%) was the most significant barrier preventing respondents’ travel plans; intrapersonal constraint bothered only 18.9 percent of the respondents; and interpersonal constraint bothered less than five percent (4.7%).

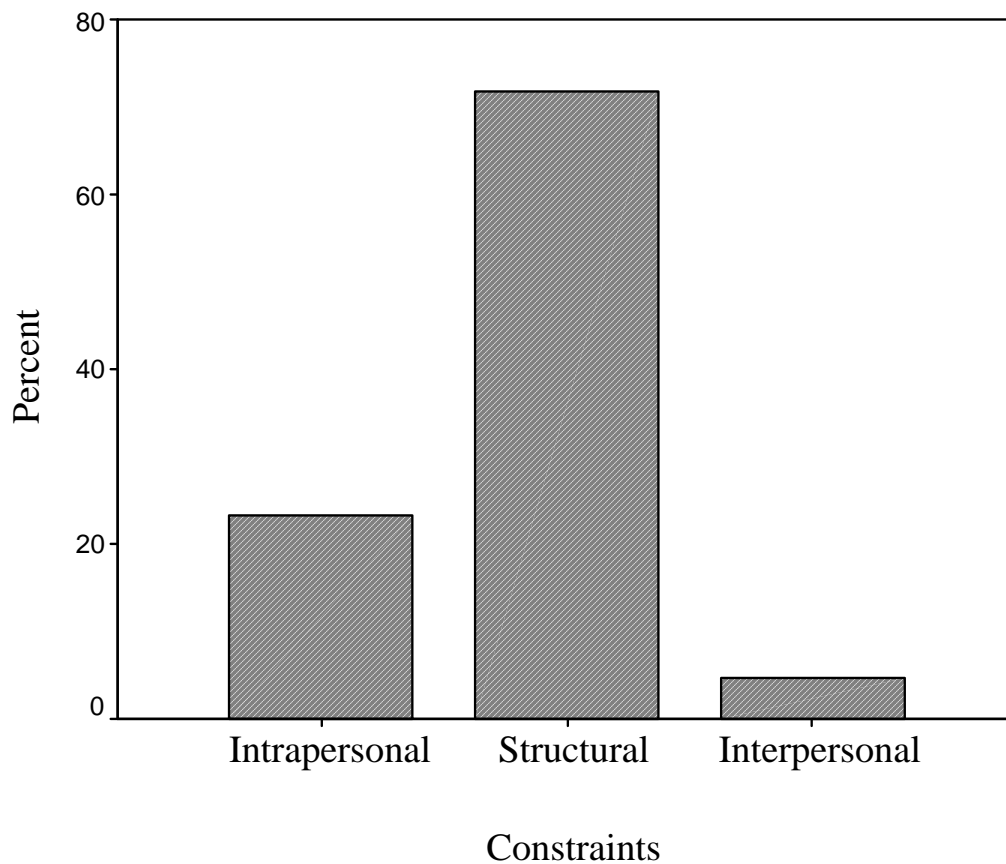


Figure 6. Primary constraints of domestic travel

Considerations Affecting Travel Decisions

Table 29 uses a 5 point Likert scale with 1 being determined as least important and 5 being determined as most important to determine the internal factors impacting domestic travel decisions. Means (M) and standard deviations (SD) were calculated for purpose of making the comparison. When the respondents were asked about decision making on domestic travel, the top three considerations affecting travel decisions were: safety and security concerns, convenience of transportation, and time. These considerations all had a mean score higher than 4.0 (Table 29).

Table 29

The rank order of considerations for travel decisions

	<u>M</u>	<u>SD</u>	Level of importance (%)					Rank
			1	2	3	4	5	
Safety and security concerns	4.36	.87	1.1	1.8	14.2	25.8	57.1	1
Convenience of transportation	4.16	.89	1.1	2.5	18.9	33.9	43.6	2
Time (length of vacation)	4.12	1.04	2.9	4.1	18.9	26.4	47.7	3
Reputation of tourism attraction	4.10	.94	1.6	3.1	20.7	32.8	41.8	4
Types of leisure activities	3.98	.95	1.6	3.6	25.7	33.0	36.1	5
Cost (travel budget)	3.45	1.16	7.4	9.9	35.7	23.8	23.1	6
Travel distance	3.45	1.27	11.5	9.0	27.4	27.0	25.2	6
Family member concerns	3.34	1.21	9.2	13.1	33.6	22.5	21.6	8
Recommendation from others	3.03	1.07	10.1	15.7	44.5	20.4	9.2	9

Note. Judgment of importance was made on 5-point scale (1=Least important, 5=Most important). M = Mean; SD = Standard Deviation.

The concern for safety and security was perceived as the most important consideration (M = 4.36; SD =.87). Virtually sixty percent (57.1%) of the respondents rated “safety and security concerns” as “most important.” Secondly, forty-three percent (43.6%) of the respondents rated “convenience of transportation” as “most important.”

The third important consideration was time (length of vacation) with 74.1 percent of the respondents rating it as important or most important. The consideration “reputation of tourism attraction” was ranked 4 with 73.5 percent of the respondents rating it important or most important with a mean score 4.10. Slightly over thirty-six percent (36.1%) of the respondents rated “types of leisure activities” as “most important” and it was ranked 5 (Table 29).

The sixth important consideration for travel decision was cost (travel budget), which had forty-six percent (46.9%) of the respondents rating it as important or most important with a mean score 3.45. In the same manner, travel distance was also ranked 6 because of the same mean score ($M=3.45$) with cost. Although the considerations of cost and travel distance were both ranked 6, cost ($SD=1.16$) had a lower standard deviation than travel distance ($SD=1.27$). In other words, the responses in cost had more consensus than travel distance (Table 29).

In contrast with those top three considerations, the least two important considerations were family member concern and recommendation from others. Although these two considerations were the least important, the mean scores were still higher than 3.0. Yet, these two considerations had a higher response in the less important point range (1-2 point).

In the first place, safety and security concerns were the most important factor impacting travel decision. By definition, the tourists sought various psychic and physical experiences and satisfactions (Goeldner, Ritchie, & McIntosh, 2000). Besides, the concept of Maslow’s hierarchy was that lower level needs had to be met before the higher level needs become important (Maslow, 1943). Thus, until physiological needs are

satisfied, they remain primary in human motivation. Once these physiological needs were satisfied, the safety needs for security and protection became primary. Jones (1999) indicated that the travel industry's vulnerability to capricious and volatile events were unlimited. Violent natural disasters could create disruption, upheaval and chaos to the tourism industry. If a tourist area suddenly transformed into a dangerous journey, most travelers would rather postpone the travel plan, or even avoid the destination due to the safety concern. Thus, safety and security for leisure travelers are long-standing global concerns.

In the second place, inconvenience of transportation became one of the primary obstacles while making the travel decisions. As presented earlier, the rise of rapid and efficient transportation allows the traveler to go farther more inexpensively and comfortably. Yet, traffic jams are foreseen everywhere in Taiwan during the weekends and holidays. The majority of people in Taiwan (72.5%) believe that travel conditions were getting worse since the implementation of the alternating two-day weekend policy.

In the third place, time (length of vacation) was one of the primary concerns while making the travel decision. According to the research on the impacts on citizen's leisure patterns conducted by the Committee of Economic Research and Development, Ministry of Economic Affairs, Republic of China in 1998, leisure time was more important than travel distance and leisure activity (Fung, 1998).

The Impacts of the Earthquake on Domestic Travel

The most powerful earthquake in 100 years hit Taiwan on September 21, 1999. It was also considered as an element while studying consumers' domestic travel patterns. As has been noted in the travel consideration section, the safety issue was the most

important concern when respondents made travel decisions. However, the result from this study shows that 239 respondents' domestic travel plans (53.7%) hadn't been affected by the earthquake; and 206 respondents (46.3%) indicated that their domestic travel plans were affected by the earthquake.

The following question on the questionnaire asked the reason why the respondents' domestic travel plans were affected by the earthquake. The recovery construction from the earthquake in tourist destinations (62.6%) was the primary reason affecting domestic travel. Only slightly over twenty percent (20.9%) of the respondents was afraid of more earthquakes due to safety concern. Economic problems were ranked in 3rd place (Table 30).

Table 30

Impacts of September 21, 1999 earthquake on domestic travel

N=206	n	Percent	Rank
Inconvenience (the recovery construction in tourist destinations)	129	62.2%	1
Safety concern, afraid the earthquake will happen again	43	20.9%	2
Economic problems, no travel budget	24	11.7%	3
Donate the travel budget to earthquake victims	10	4.9%	4

Among 445 respondents, four subjects did not fill out the question about personal preferred domestic travel destinations after the earthquake. After the earthquake on September 21, 1999, Eastern Taiwan (28.6%) became the most popular tourist destination, and Southern Taiwan (21.3%) was ranked 2. Northern Taiwan had a slightly over twenty percent (21.5%) of response and it was ranked 3. Twenty-one percent (21.3%) of the respondents chose other islands as their travel destinations. Central

Taiwan (3.4%) was the last place where the respondents would like to go for domestic travel (Table 31).

The earthquake had affected 46.3 percent of the respondents' domestic travel plans, and the primary reason for the impact was because of the recovery construction in many tourist destinations. The earthquake occurred on September 21, 1999, and left huge scars on many famous tourist areas in central Taiwan, which scared away many tourists. Consequently, people would prefer to stay away from Central Taiwan. In the past, Central Taiwan was the most well known tourism area due to its geographic location and well-developed tourism industry. In particular, Nantou County and Chiayi County lie at the geographical heart of Taiwan and abundant natural beauty makes it an excellent place for sightseeing.

Table 31

Preferred tourist destination after September 21, 1999 earthquake

N=441	n	Percent	Rank
Eastern Taiwan	126	28.6%	1
Southern Taiwan	111	25.2%	2
Northern Taiwan	95	21.5%	3
Other islands	94	21.3%	4
Central Taiwan	15	3.4%	5

Summary

To conclude, the results show that the usage of the weekends was continuously increased since the implementation of the alternating two-day weekend policy. In fact, consumers' leisure and travel patterns in Taiwan have been changed. The majority of respondents preferred to go travel suburban recreation areas with friends or families for one or two days during two-day weekends (long weekend). Also, respondents travel not

for sightseeing and pleasure purpose anymore but for escaping from the ordinary. Instead of following a group itinerary, scheduling personal travel plan become more popular.

However, travel jams and crowds kept many respondents away from domestic travel. Thus, many respondents chose to stay close to home for fear of traffic and crowds. Indeed, the majority of respondents frequently participated in leisure activities within the normal living environment. Also, leisure activities with high social content with other people are well liked in a large metropolitan area. Urban activities and more easily accessible entertainment options seem to be on the way, including exercise. Safety and security were the most important concerns for the travel decision. Yet, less than half of the respondents were not affected by the earthquake. Although Central Taiwan was replaced by Eastern Taiwan as the most popular travel destinations, the primary reason was inconvenience due to the reconstruction.

Again, the purpose of this study is to identify the changes in consumer leisure behavior based on the new weekend policy. This chapter brings together the results and discussions regarding the data obtained from the responses of the questionnaire in consumers' leisure preferences, the changes on leisure patterns, the domestic travel patterns, and the factors impacting consumers' domestic travel decisions to accomplish objectives two to four listed in chapter one. Furthermore, the results and findings have been corroborated with the literature review and previous studies.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS, AND CONCLUSION

With the growth of leisure and travel in Taiwan, a study on the change of consumer behavior is required to assist leisure and tourism managers in their decision-making, and to provide marketing researchers with a theoretical base from which to analyze. Accordingly, the purpose of this study was to analyze the changes in leisure patterns as well as the domestic travel patterns in Taiwan based on the alternating two-day weekend policy. This chapter provides a summary, recommendations for government, tourism and leisure providers (the industry), further research, and conclusions.

Summary

This study was designed to identify the changes in consumers' leisure behavior as it linked to leisure patterns in Taiwan. Consumers of 12 pre-selected travel agencies in Taipei participated in this study by completing a questionnaire on leisure and travel. A total of 570 questionnaires were distributed to the consumers who came to the travel agency requesting a group tour, airline ticket, overnight accommodation or other travel information from July 1 to August 18, 2000 in Taipei. Among 570 questionnaires, 445 completed and valid questionnaires were returned for a 78.1 percent response rate. Responses from the questionnaires were tabulated by the Statistic Package of the Social Sciences (SPSS) and analyzed.

Slightly over sixty percent of the sample population was female and mostly single with at least a high school or technical school degree. One-third of the total respondents were office workers, clerks, or secretaries, and the majority of respondents (69.7%) had

monthly personal income from NT \$20,000 to NT \$49,999. Further, over fifty percent of respondents' company or school had the alternating two-day weekend policy.

The objectives listed in chapter one were achieved based on the results and findings regarding the data obtained from responses to the questionnaire. Generally, leisure activities involved with high social context were the most popular leisure activities in this study. Indeed, people tend to link up with others by participating in group activities based on their interests. Moreover, this type of leisure activity encourages close relationships endorsed by active participation and shared experiences in a large metropolitan area. Meanwhile, a variety of recreational activities provided by electronic equipment and facilities in most of the modern homes in the urban area have led the majority of respondents favoring some leisure activities taking place about the home. Slightly over twenty percent of the respondents indicated that their leisure preferences were travel-related activities due to the increasing availability of discretionary time and money, and with the urge to escape from the country's spreading urban-industrial environment.

Objective two of this study was to identify the effects of the alternating two-day weekend policy in leisure patterns. Both time killing leisure activities and entertainment had over fifty percent increase, more than other types of leisure activities. Furthermore, these two types of leisure activities had become more intensive since the implementation of the alternating two-day weekend policy. Conversely, the increasing rate for both domestic travel and outdoor leisure activities in this study were lower than 1998.

Objective three was to analyze changes in type, purpose, leisure area, length of trip, and day of week of domestic travel patterns. The long weekend (two day weekend)

was the most popular day for domestic travel. In fact, the usage of the weekend for domestic travel had increased since the implementation of the new weekend policy. Moreover, leisure activity within city or regional leisure areas was the primary leisure patterns. Instead of sightseeing and pleasure purposes, escaping from the ordinary or relaxation had been converted into the main purpose for domestic travel. Travel with friends on a self-planned tour was the most common travel type in Taipei. Long length trips (more than two day) had been replaced by short length trips (one or two day trips) because of the new weekend policy.

Objective four of this study was to determine the factors impacting travel decisions based on the new weekend policy. In general, time, transportation, and safety were the three important factors impacting the travel decisions. The alternating two-day weekend policy added an extra half-day off onto the regular weekend break, which has enlarged the elasticity of leisure activity. The scope for leisure activity even expands farther than the normal living environment. Nevertheless, traffic jams ruin people's mood to enjoy their leisure time. Thus, many people stick close to home for fear of traffic problems. Instead, people frequently involve themselves in certain types of leisure activities taking place about the home or within their normal living environment. Urban activities and more easily accessible entertainment options seem to be on the way, including exercise. Also, leisure activities with high social content with other people are well liked in a large metropolitan area like Taipei.

Also, safety or security concerns was the number one consideration while making domestic travel decisions. Disturbance and chaos by artificial violence or natural disasters suddenly transformed a tourist area into a dangerous journey. Most travelers would rather

postpone travel, or even avoid those destinations due to the safety concern. Nevertheless, this might not be the true reason preventing urban people from visiting those tourist destinations. In fact, since leisure travel was not as popular as other leisure activities for urban people, the earthquake had not really affected their domestic travel plans. Conversely, many urban people chose not to travel to certain tourist areas because of the recovery construction from the earthquake.

In addition, the earthquake on September 21, 1999 has caused people to alter their travel plans because of the recovery construction in certain tourism destinations. Thus, Eastern Taiwan replaced Central Taiwan as the place having the most popular travel destinations.

Recommendations

This study was based on consumer perceptions in Taiwan. Based on the analysis of data and review of literature, some recommendations can be made to the government in Taiwan, tourism and leisure providers, and for future study.

Recommendations for the Government in Taiwan

1. Traffic jam was the number one barrier preventing people from travel. The majority of people feel that traffic conditions are getting worse since the implementation of the alternating weekend policy. Thus, coordination of the public transportation system is extremely important for promoting domestic travel on the alternating two-day weekends.
2. Instead of spending time and money on building leisure facilities by the government itself, the government should encourage private investment in leisure facilities to overcome the weakness in leisure supply.

3. Because of the post-quake rescue operations that were undertaken, most people preferred to change their travel plans to other tourist destinations. The result in this study showed that people ignored those disaster areas because they felt inconvenience due to the reconstruction. Thus, the promotion in major media should be strengthened while accelerating reconstruction of tourist facilities in disaster areas.
4. Weekday travel should be promoted in order to balance the usage of various leisure resources, and to avoid heavy traffic and crowds in tourist destinations or recreation areas during long weekends.

Recommendations for the Leisure and Tourism Providers (The Industry)

1. The leisure and travel patterns have been changed since the implementation of the alternating two-day weekend policy. Thus, tourism and leisure providers should be aware of the changes on leisure and tourism markets.
2. The alternating two-day weekend policy has brought positive impacts on motivating consumer demands for more leisure and travel. Further, the implementation of the five-day workweek in 2001 will be another stimulant for the market. Leisure and travel related products and services should be improved and developed in order to meet consumers' wants and needs.
3. The majority of people go on the road at the same time, which has caused the recreation areas to be exceptionally crowded. In particular, traffic gets worse on holidays and long weekends. Most of the leisure and travel facilities are full of complaints of poor service quality or service delay. In order to improve service quality, tourism and leisure providers could endorse the weekday travel combining with discounts or others promotions.

Recommendations for Future Study

1. This study was based on consumer perceptions of the alternating two-day weekend policy, which could only provide the side of demands. The perceptions from the government and tourism providers were not included in this study. Therefore, future study can be conducted for both demand and supply.
2. Because the survey was conducted through travel agencies the leisure behavior from those people who did not require assistance from a travel agency or who did not actually travel would not be included in this study. For the future study, the survey could be conducted by directing contact with consumers.
3. Since the five-day workweek policy will be implemented in January 2001, follow-up research on the consumer leisure behavior reflecting the new policy could be conducted.
4. A comparison study on the impacts of the weekend policy between Japan and Taiwan could be conducted in the future to see if there is any difference between new holiday policies across culture.

Conclusion

In recent years, due to rapid economic transformation, Taiwan has become a busy and tense industrial and commercial society. Taipei City is the national capital that possesses the most prosperous metropolitan style. It is also the place for the busiest life. Every day, the crowded citizens have to face layers and layers of cement forest, busy and obstructed traffic flow, smoky and dirty air and gray sky. Very often people want to run away from the ordinary life. Under this trend of demand for the return to pasture, leisure, recreation and travel start to prosper. The alternating two-day weekend has provided

people with more leisure time for a variety of leisure activities. The usage of the weekend is essentially increased in intensity since the implementation of the alternating two-day weekend policy. In fact, consumers' leisure and travel patterns in Taiwan have been changed since the implementation of the alternating two-day weekend policy. Indeed, the alternating two-day weekend policy has promoted leisure and travel market in Taiwan. People are willing to spend more time on leisure activities.

However, the development of the supporting facilities for leisure activities are not fast enough with the law making processes in Taiwan. Indeed, the concentrated population density and the total land usage in Taiwan somehow limit the development of leisure facilities. Besides, most of the people in Taiwan overly focus on the long weekend for their leisure activities because of the implementation of the new weekend policy. In fact, both the government and the tourism providers largely promote the long weekend, which has misled the general population in Taiwan. Under this circumstance, the supporting leisure facilities will never be able to meet the demands by the people in Taiwan.

Moreover, the five-day workweek policy has already been passed and will soon be implemented in the following year, a solution for all the problems occurred by the alternating two-day weekend policy has emerged. No doubt, more leisure related facilities are considered necessary and requested by the people in Taiwan. The government and the industry are definitely needed to work on the development of the leisure related facilities. Yet, consumers' leisure consumptions should also be modified to fit the new weekend policy. Thus, not only the facility improvement, but also the

adjustment of consumers' leisure behavior toward the new weekend policy will be desired to enhance leisure life quality in Taiwan.

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Appendix A

June 11, 2000

Dear participant:

Yi-Ping Lan, a graduate student in the Department of Hospitality and Tourism, College of Human Development, University of Wisconsin-Stout, U.S.A. under the advisement of Dr. Christine J. Clements, Department Chair, is researching the change of consumer leisure behavior based on the alternating two-day weekend policy in Taiwan.

You are one of a small number of people being asked to give their opinion on these matters. Your name was drawn in a random sample of a total population of travelers. In order that the results will truly represent the leisure behavior change based on the new holiday policy, it is important that each questionnaire be completed and returned. Your participation in this study is strictly voluntary and confidentiality will be maintained.

You may direct any questions related to this questionnaire to the researcher Yi-Ping Lan, lany@post.uwstout.edu, or the research advisor, Department Chair, Dr. Christine Clements, clementsc@m1.uwstout.edu, Department of Hospitality and Tourism, or Dr. Ted Knous, 715-232-1126, Chair, UW-Stout Institutional Review Board for the Protection of Human Subjects in Research, 11 HH, UW-Stout, Menomonie, WI 54751, U.S.A.

I would be greatly appreciated if you would take this opportunity to advise me. Thank you for your time and cooperation in completing this questionnaire.

Sincerely yours,

Yi-Ping Lan
Graduate Student, Hospitality and Tourism
University of Wisconsin-Stout

Encl. Research Questionnaire

Appendix B

Questionnaire

The purpose of this study is to identify the changes in your travel patterns based on the alternating two-day weekend policy. Please answer the following questions utilizing your perceptions about your preference and concerns on leisure activities.

1. What type of weekend policy does your company or school have?
 - One-day weekend
 - One and half day weekend
 - Alternating two-day weekend policy
 - Two-day weekend
 - Flexible vacation
 - Others (Please indicate) _____

2. Are you parents of school-age children?
 - Yes...(Please answer question #3)
 - No...(Please skip to question #4)

3. What type of weekend policy does your children's school have?
 - One-day weekend
 - One and half day weekend
 - Alternating two-day weekend policy
 - Two-day weekend
 - Others (Please indicate) _____

4. Have you ever used the two days weekend for domestic travel since the government implemented the alternating two-day weekend policy on January 10th, 1998.
 - Yes No

5. Has your frequency of participating in the following leisure activities increased or decreased since the implementation of the alternating two-day weekend policy?
(Please answer each)
 - (a) Domestic travel
 - Increased Hasn't changed
 - Decreased
 - (b) Personal growth activities: such as reading newspaper, magazine; participating science show, attending concerts, live theater, etc.
 - Increased Hasn't changed
 - Decreased
 - (c) Time-killing activities: such as audio-visual activities, such as watching TV, videotapes, movies, listen to music, radio, video games, or MTV, KTV, etc.
 - Increased Hasn't changed
 - Decreased
 - (d) Entertainment activities: such as talking or seeing friends, shopping, watching sports show, PUB, Bridge, chess, Mah-Jong, singing, playing instrument, etc.
 - Increased Hasn't changed
 - Decreased

- (e) Indoors exercises: such as indoor sports (table tennis, billiard, badminton, and bowling), dancing (party, pub), spa, massage, sauna, and gym) etc.
- Increased Hasn't changed
 Decreased
- (f) Outdoor activities: such as walking, water sports, outdoor sports, riding, jogging, folk dance, folk activities, ice-skating, camping, mountain climbing, archery, etc.
- Increased Hasn't changed
 Decreased
- (g) Other personal hobbies: such as arranging flowers, knit, cooking, gardening, drawing or painting, penmanship, sculpture, pets, etc.
- Increased Hasn't changed
 Decreased
6. When do you prefer to travel since the implementation of the alternating two-day weekend policy?
- Long – weekend (Two-day weekend)
 Short – weekend
 Weekday
 Long holiday (New Year, Spring Break, Chinese New Year, etc.)
 Personal vacation
 Others (Please indicate) _____
7. Where do you often go during the weekend since the implementation of the alternating two-day weekend policy?
- Famous tourist destinations/national parks/theme parks
 Suburban recreation areas
 Urban area (shopping, watch movie, gym exercises)
 Nearby recreation areas or parks
 Stay home
 Others (Please indicate) _____
8. What is the main purpose of your domestic travel since the implementation of the alternating two-day weekend policy?
- Sightseeing and pleasure Religious activities
 Combining business and pleasure Escaping from the ordinary/Relaxation
 Visiting friends/relatives Others _____
9. What type of travel do you frequently engage in since the alternating two-day weekend policy was implemented?
- Travel alone Travel agent package tour
 Travel with friends Participating company tour
 Family travel Attending religious tour
 Participating school tour Others _____

10. How do you organize your travel?
- Package tour
 - Self-planned tour
 - Participating group tour (school, company, etc.)
 - Others _____
11. Has your frequency of domestic travel changed since the implementation of the alternating two-day weekend?
- Yes
(Please answer question #12)
 - No
(Please answer question #13)
12. How has the number of each of the following types of trips changed? (please answer each)
- (a) One-day trips
- Increased
 - Decreased
 - Hasn't changed
- (b) Two-day trips
- Increased
 - Decreased
 - Hasn't changed
- (c) Three-day trips
- Increased
 - Decreased
 - Hasn't changed
- (d) More than three-days trips
- Increased
 - Decreased
 - Hasn't changed
13. If the frequency of your domestic travel hasn't changed, what is the primary barrier preventing you from travel? (please check only one)
- Don't feel like going
 - No time
 - Weather conditions
 - Not interested in traveling
 - Couldn't find someone to travel with
 - Not enough money
 - Personal transportation problems
 - Work pressure/ too much school work
 - Don't know where to go (lack of information)
 - Health concerns (pregnant, illness)
 - Too crowded at the tourist destination
 - Couldn't stand the traffic jams and crowds
 - Have regular traveling schedule, won't change because of the two-day alternating weekend
 - Earthquake
 - Other natural disasters
 - Others _____

14. Has the earthquake affected your domestic travel plans?

- No
- Yes...because
 - Economic problems, no budget for travel
 - Safety concern, afraid the earthquake will happen again
 - Donate the travel budget to earthquake victims
 - Inconvenience, due to the recovery construction from earthquake in tourist destinations
 - Others (Please indicate) _____

15. What is your preferred domestic destination after the earthquake?

- Northern Taiwan
- Southern Taiwan
- Central Taiwan
- Other islands
- Eastern Taiwan

16. Please check off all those items that you regularly participate in.

- | | |
|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Fishing |
| <input type="checkbox"/> Archery | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Famous tourist destinations | <input type="checkbox"/> Picnicking |
| <input type="checkbox"/> Ball-playing sports | <input type="checkbox"/> Enjoying the sight of nature |
| <input type="checkbox"/> Photographing, sketching | <input type="checkbox"/> Field walking, mountain climbing |
| <input type="checkbox"/> Reading books, magazines | <input type="checkbox"/> Water sports (skiing, diving, surfing) |
| <input type="checkbox"/> Talking or visiting friends | <input type="checkbox"/> Driving |
| <input type="checkbox"/> Visiting historical site/cultural tour | <input type="checkbox"/> Observing wildlife/bird watching |
| <input type="checkbox"/> Participating exhibits/shows | <input type="checkbox"/> Theme parks |
| <input type="checkbox"/> Audio-visual activities | <input type="checkbox"/> Spa, massage, sauna, gym. |
| <input type="checkbox"/> Attending concerts/live theaters | <input type="checkbox"/> Others (Please indicate)_____ |

17. Please indicate the degree to which each of the factors impacts your decision for travel. (check your response for each factor)

	Least Important			Most Important	
Cost (Travel Budget)	1	2	3	4	5
Travel distance	1	2	3	4	5
Time (Length of vocation)	1	2	3	4	5
Reputation of tourism attraction	1	2	3	4	5
Safety and security concerns	1	2	3	4	5
Convenience of transportation	1	2	3	4	5
Types of leisure activities	1	2	3	4	5
Recommendations from others	1	2	3	4	5
Family member concern	1	2	3	4	5
Others_____	1	2	3	4	5

Demographic Data

18. Gender:

- Male Female

19. Marital Status:

- Single/Never Married Divorced Others
 Married Widowed
 Married Separated

20. What is your age grouping?

- 12 – 19 30 – 39 50 – 59
 20 – 29 40 – 49 Over 60

21. What is your education level?

- Less than elementary school Technical or trade school
 Junior high school College graduate
 High school Master/Doctorate

22. If you are parents, how many children do you have?

- One Three Five
 Two Four Six or more

23. What is your occupation?

- Student Salesperson/Buyer
 Member of Military Services Business Executive/Manager
 Teacher/Professor Farmer/Lumberman/Fisherman
 Government employee Office Worker/Clerk/Secretary
 Homemaker Professional (Architect, Consultant,
 Retiree Doctor, Journalist, Lawyer, etc.)
 Self-Employed Technician
 Artist/Entertainer Others _____

24. What is your approximate gross personal income per month?

- Not in a regular base (include no income, student) NT\$ 40,000 – NT\$ 49,999
 Below NT\$ 20,000 NT\$ 50,000 – NT\$ 59,999
 NT\$ 20,000 – NT\$ 29,999 NT\$ 60,000 – NT\$ 69,999
 NT\$ 30,000 – NT\$ 39,999 NT\$ 70,000 – NT\$ 99,999
 Over NT\$ 100,000

25. Your written comments are valued:

Thank you for your participation in completing this survey

