Winter Marine Sport Tourism Development Critical Success Factors – Case by Penghu Island Recreation Area in Taiwan

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ABSTRACT

The purpose of this study was to analyze the critical success factors (CSF) island to develop winter marine sport tourism, and elements of tourism development. Qualitative investigation was used, and object as a case study by Penghu Island Recreation Area (Magong City, Baisha and Husi Township) in Penghu County, Taiwan. After analysis of the information obtained, the study found: a. after analysis, the study found that in Penghu Island Recreation Area, the winter can be engaged in marine sport tourism activities there are 15 places. b. In the winter, can be engaged in marine sport tourism activities include: Kayaking, Windsurfing, and Wind Sailing Boat, Surf-Chasing, Iso-Fishing, Water-Skiing, Trawling and Boat Fishing. c. Due venue for international competitions and experience, so the government should sports department help the Penghu get international tournament will be held at the local, to enhance the number of tourist during the tourism season. d. The Penghu public facilities, accommodation, catering, complementary leisure, and transport facilities, not only in the winter development marine sport tourism, but also has the potential for the development of international tourism. According to the above results, the study not only given the Penghu in winter marine sport tourism development proposals, but also intends to carry on the future direction of research researchers have proposed the island.

Keywords: Island tourism, marine sport tourism, critical success factors (CSF), tourism planning, attraction

INTRODUCTION

Wish leisure activities in Taiwan in recent years, the popularity of the people in the tourism process, the proportion of general growth in the sport. According to the Taiwan Tourism Bureau (2012) published the "2011 Taiwan National Travel Survey" report, the purpose of the national tourism "tourism and leisure resort", the trips are mostly "pure tourism" (accounting for 66.3%) most, followed by the "to do sport vocation" (5.4%) (Taiwan Tourism Bureau, 2013). From the above data, a "sport vocation" based tourism activities, that is sport tourism has become a favorite of the people of Taiwan in a weekend tourism activities. Because Taiwan is surrounded by sea, have abundant marine resources, very suitable for development of marine-based recreational sports. Penghu is Taiwan's largest islands, and has a wealth of natural resources, including natural tourism resources (marine ecology, flora and fauna, beaches, intertidal, Islands, the unique basalt geology ground type), cultural tourism resources (farming and fishing, military dependents, temples, historical and cultural monuments), etc., provide an important basis for the development of tourism. Due to the winter northeast monsoon, Penghu differences are significant seasonal tourist crowds. In recent years, residents of Taiwan island tours being loved, and Penghu is
usually preferred major tourist destinations, not only that, the Penghu islands, marine tourism activities, but also by a long list of foreigners living in Taiwan, as is the vacation destination. The Penghu County belongs to archipelago; totals 90 island, administration district includes Magong City, along with Siyu, Baisha, Husi, Wangan, and Cimei Townships. Currently Penghu tourism entrepreneurs operating in the tourist season, most based on water-based activities, and these activities are related to sports, such as snorkeling, scuba diving, banana boat, jet skiing, aerial towed umbrella (Chang, 2009).

Penghu has abundant marine resources and the natural landscape, with a rich culture and customs, in recent years, a growing number of tourists, in 2013 nearly one million people, and more exercise ratio of 66%. However, the strong northeast monsoon in winter, so that the number of tourist season and the season up to 5.6 times the gap, Penghu County Government and the Tourism Bureau recently positive idea, put forward strategies to let Penghu October to March next year could attract tourists. Penghu National Scenic Area Administration recently proposed a new strategy will be "sports tourism" as the main, want to combine sports competition brought crowds during the winter (Broadcasting Corporation of China, 2013). According to the main purpose of the above, this study is that from the perspective of tourism development, analysis of critical success factors (CSF) of winter marine sport tourism development, to re-examine and analyze the Penghu Islands existing as well as to plan into motion sport tourism attractions, hoping to provide Government Tourism departments, and local leisure and recreation service providers’ reference.

**LITERATURE REVIEW**

**Sport Tourism**

Sport tourism is defined as a personal travel is intended for leisure or competition, while leaving the main place of residence to participate in sports, watching sports competitions, or to visit the sports tourism attractions (Gibston, Attle, & Yiannakis, 1998). Hall (1992) defines sport tourism as: "the purpose of travel of the reasons for non-commercial to participate or watch sports events while leaving their own range." Standeven and De Knop (1999) defines sport tourism is based on non-commercial or business/commercial reasons, must leave your home or place of work travel, during active and passive involvement in sport, that may be involved in sporadic or the type of organization to participate in sports. Gibston (1998) pointed out that the sport tourism can be defined as a leisure-based tourism; it allows people to temporarily leave their home range, to engage, spectate physical activity, or visit the sports attractions. Sport tourism participation type, mainly divided into three types, people travel to mainly involved in sport (activity-based sport tourism), as well as spectator sport tournament (tournament sport tourism) (Gibston, 1998); there is also a visit famous sports attractions, monuments, memorials, etc (nostalgia sport tourism) (Gibston, 1998). Whether it is engaged in an activity, or watch sports competitions, sports just as "leisure travel" as providing a strong incentive (Standeven & De Knop, 1999), sports participation can also provide meaningful and purposeful "travel experience" (Gibston, 1998), in addition exercise can stimulate the tourist resort area of development and investment (Gibston, 1998), to contribute to regional development (Bouchet, Lebrun & Auvergne, 2004). While some effects of sports tourism can be positive (e.g. regional economic development), others might be negative (e.g. socio-cultural conflicts, environmental issues) (Wäsche, Dickson & Woll, 2013).
Elements of Tourism Development

The development of tourism areas must have a lot of incentives to attract tourists, these incentives is to influence the key to the success of the tourism areas, that is, the so-called critical success factors (CSF) industry or individual enterprise organization operating the successful development of the prerequisites, success critical success factors of the tourism region business development can be summarized into seven categories (Kao, 1995) : a. attraction; b. catering accommodation of hospitality services; c. complementary leisure facilities; d. enhance appearance and services; e. local residents and communities, f. bridge link between the building and the travelers; g. regional integration. Khadarooa & Seetanah (2008) analyzed 28 countries, 1990-2000 transport infrastructure to attract tourists in the decision to choose the destination elements. The results showed that transport infrastructure is an important decision factor tourist. Sport tourism attraction is attracting tourists to engage in sports-related tourism activities in the principal factors (Higham, 2005), not only with water-related tourism, sports and recreation activities, but also to attract people their activities to the destination of the main factors (Jennings, 2007). In Chang (2009) marine sport tourism studies, also found in Penghu tourism to attract people to the main reason, but also with the "coastal recreational activities" related.

Tourism Impact

Tourism development is widely considered being able to improve local economy (Ko & Stewart, 2002). Hritz and Ross (2010) studied found that sport tourism has social benefits, environmental benefits, economic benefits, and general negative impacts. Social and economic benefits were strong predictors for support for further sport tourism development revealing a strong identification with the advantages of sport tourism in their city such as an increased cultural identity and social interaction opportunities (p.119). A study on Jeju Island, Korea (Ko & Stewart, 2002), showed that tourism development has positive impacts on economy, which includes the improvement of investment, development and infrastructure, the increase of employment opportunities, contribution to the local income and therefore the increase of the town’s tax revenue. As for the impacts on the social and cultural aspects, it can enhance living quality, promote the efficacy of entertainment and pleasure facilities, advance the community/cultural understanding, demand for historical and cultural exhibits, facilitate various cultural activities, and elevate the quality of police force and fire protection. The impacts on environment include the preservation of environment, the increase of community popularity or image, and improvement of the living utilities and public facilities. However, the native effects of tourism cannot be overlooked. As Huang and Stewart (1996) pointed out that it changes the inter-relationship between local residents, tourists and communities and possibly causes negative impacts on the living quality of the local residents. The negative impacts on economy presents in the unfairly increased real estate cost and property taxes, the increased living cost and the price of goods and services. For the negative impacts on the social and cultural aspects, it increases traffic accidents, the rate of vandalism, the occurrence of gambling or illegal games, and possibly the increase of exploitation of local natives. The negative environmental impacts, on the other hand, include the damage of natural environment and landscape; destroy of local ecosystem, and the environmental pollution, such as litter, water, air, and noise (Lankford & Howard, 1994). Chang et al. (2010) analyze the residents recognized on costal sport tourism impact and attitude for island develop in Penghu. After testing, four results are shown: 1.On the costal sport tourism positive impact in Penghu, most residents recognized higher are ‘local leisure and recreation opportunity increase for residents’, and ‘increase play and recreation facilities benefit’. 2. On the costal sport tourism negative impact in Penghu, most residents recognized higher are ‘tourism busy season make traffic jam’ and ‘the ocean pollution’. 3.
There are significance differences on impact recognized in different residents. There are significance differences on impact recognized in different economic relying residents. However, there are no influences on attitude whether or not participation in environment protect group.

**METHODOLOGY**

**Overview of the Study Area**

Penghu National Scenic Area administration wills Penghu County's tourism resources are divided into three areas, namely: Penghu Island Recreation Area (Magong City, Siyu, Baisha, and Husi Cimei Townships, not includes north sea each island), North Sea Recreation Area (north sea each island), and South Sea Recreation Area (Wangan, and Cimei Townships).

![Penghu Tour Map](http://www.penghu-nsa.gov.tw/user/Article.aspx?Lang=2&SNo=02000142)

Figure 1: Penghu Tour Map (retrieved from: Penghu National Scenic Area Administration, 2013c)


**Data Collection Methods**

This study used qualitative method, the first document analysis, gathering relevant information. Mainly collect about Mangong introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, as well as academic research papers. Second-step two was to interview staff of travel agent, tourism and leisure industry (B & B, hotel, marine recreation activities operators), government tourism officials, shops, bars operators, tourists and local residents. In addition, researchers and field visits to various attractions, in order to understand the contents of the authenticity of the interview.
Interview Manuscripts

Interview manuscript of the study, mainly based on the elements for tourism development (Kao, 1995), tourism impact theory, sport attraction (Bouchet, Lebrun & Auvergne, 2004; Gibston, 1998; Standeven & De Knop, 1999), and tourism impact (Chang et al, 2010) from prepared. Interview outline a seven topics, including the Magong City, Hushi Township, Baisha Township, and Siyu Township main attraction of tourists to come to the main attractions of tourism, catering, accommodation and travel services, complementary leisure facilities, and transport.

Data Analysis Methods

Data analysis step of the research are as follows: a. In this study, after the end of the interview, the first order based on interviews with respondents, the interview data processing and analysis. B. Would be converted interview transcripts researchers in interviews after the gradual completion of the written interview transcripts, based on detailed interviews with draft record interviews, omissions, etc., as a follow-up data analysis checklist purposes. C. Classification and Coding. d. Induction will be classified and coded information. e. Cases illustrate the analysis for each concept or phenomenon of induction. f. Summarize and analyze data after finishing, the researchers discuss, modify, sorting out the analytical framework and the fact that the results presented in this study the final conclusions and recommendations.

Reliability and Validity for Interview Data

a. In the interview, the investigator will be based on research questions, purpose, first prepare a trial basis, according to interviews and engage in interviews, in order to understand the appropriateness of interviews with key. Secondly, the respondents' willingness to place and interviews, this study will be considered. b. In this study, in an interview, the full interview by the investigator himself, and according to this study, interviews outline to guide the respondents by the researcher, in a relaxed manner chat interviews. C. End of the interview, immediately after finishing recording and cross-matching. After the data to determine the correct classification, analysis, in addition to co-researcher discussions, and went to the place of tourists discussions, to avoid to be subjective.

RESULT

Sport Tourism Attraction

According to the Penghu National Scenic Area Administration (2013b) planed and actual visited to the researchers, the Penghu Island Recreation Area main sport attraction as described below:

<table>
<thead>
<tr>
<th>Sub-area</th>
<th>Recreation Area</th>
<th>Service</th>
<th>Safety Facilities</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magong City</td>
<td>Guan Yin Ting</td>
<td>Toilet, Bathroom, Garbage Can and Parking Area</td>
<td>Lifebelt, Billboard, and Tide Table</td>
<td>Swimming, Kayaking, Windsurfing, and Wind Sailing Boat</td>
</tr>
<tr>
<td></td>
<td>Dacangyu</td>
<td>Toilet and Bathroom</td>
<td>Billboard</td>
<td>Surf-Chasing, Intertidal Activity, Swimming and Boat Fishing</td>
</tr>
<tr>
<td></td>
<td>Fongguei Cave</td>
<td>Garbage Can, and Parking Area</td>
<td>Lifebelt and Billboard</td>
<td>Iso-Fishing</td>
</tr>
<tr>
<td></td>
<td>Shanshuei Beach</td>
<td>Toilet, Bathroom, Garbage Can and Parking Area</td>
<td>Lifebelt and Billboard</td>
<td>Swimming, Snorkeling, Trawling, Water-Skiing and Beach Activities</td>
</tr>
<tr>
<td></td>
<td>Shihli Beach</td>
<td>Toilet, Bathroom, Garbage Can,</td>
<td>Lifebelt, Billboard, and</td>
<td>Swimming, Snorkeling, Trawling, Iso-Fishing and Beach Activities</td>
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<tr>
<td>Year</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>1999</td>
<td>Asian Cup Windsurfing Tour (Penghu)</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2000</td>
<td>Asian Cup Windsurfing Tour (Penghu)</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2001</td>
<td>Asian Cup Windsurfing Tour (Penghu)</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2002</td>
<td>Penghu Cobia Festival Sailing Boat Championship</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2003</td>
<td>Asian Cup Windsurfing Tour (Penghu)</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2004</td>
<td>Penghu Cup Windsurfing Racing</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2005</td>
<td>Penghu Windsurfing Food Festival</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2006</td>
<td>Asian Cup Penghu Windsurfing Racing</td>
<td>Guan Yin Ting</td>
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<td>2007</td>
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<tr>
<td>2008</td>
<td>Asian Cup Penghu Windsurfing Racing</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2009</td>
<td>President Cup National Sailing Championship</td>
<td>Guan Yin Ting</td>
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<td>2010</td>
<td>National Sports Game Sailing Racing</td>
<td>Guan Yin Ting</td>
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<tr>
<td>2011</td>
<td>National Sports Game Sailing Racing</td>
<td>Guan Yin Ting</td>
<td></td>
<td></td>
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<tr>
<td>2012</td>
<td>World Youngsters Windsurfing RS-X Championship</td>
<td>Shihli Beach</td>
<td></td>
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</tbody>
</table>

**Sport Events**

Since 1999, in winter the Penghu Sport and Tourism Department use weather of northeast monsoon, held ocean sports competitions, thereby increases the tourist in tourism off-season. The name of the calendar year applies for the competition, the researchers summarized in Table II.
Catering Accommodation of Hospitality Services

According to Tourism Bureau Penghu County Government (2013) Hotels and B & Bs legal information, Magong City a total of 50 hotels, of which two to four-star, two three-star hotel; B & B has 261, in addition to seven units for the government guest house and inn. In Hushi Township, there are one legitimate hotels, and B & B 24. In Baisa Township, there are a three hotels (all located in Jibei Island), B & B 27 (among 15 at Jibei Island, one at Niao Island). In Siyu Township, only one Hotel, B & B 24. The data from the above point of view, Magong Island in the accommodation area has been very adequate. And in Penghu Island diet is very convenient, because there are has the highest density of convenience stores in Taiwan. Especially Magong more convenient, there are a number of seafood restaurant in the snack bar as well as required to meet the tourist’s diet.

Complementary Leisure Facilities

A. Attraction : Mazu Temple (National Grade One Historic Site), Military Housing Culture Area, Zhongyang Old Streets, Caiyuan Leisure Fishery Farm, Fongguei Cave, Guoyeh Sunrise Tower, Beiliao Recreation Area, Jhongtun Wind Power Area, Tongliang Great Banyan, Penghu Great Bridge, Xiaomen Islet, Siaymen Geology Gallery, Erkan Historical House-Chen Family Historical House, Neian Recreation Area, Siyu Western Fort, and Yuwongdao Lighthouse.

B. Festival

(a). Qigui Ceremony

Qigui Ceremony is based on the traditional understanding of Penghu Lantern Festival celebration spirit for the direction of the temple, is to encourage residents and tourists to visit Penghu Penghu various temples, Penghu Lantern depth experience traditional culture connotation. To 2013, has been held for seven years, "Guei" (turtle) is one of the four spiritual animals according to customs; "praying for turtle, praying for luck, praying for safety", the Qigui ceremony (pray for turtle) in Penghu are all meant to pray for safety, not really using real turtles (Penghu National Scenic Area Administration, 2013a).

(b). Penghu Ocean Firework Festival

Penghu County Government is to boost tourism, the year in cooperation with China Airlines held "Do style in Penghu" activities. Since 2002 handling success, the county government in the next year (2003) with a number of airlines, shipping companies and the private sector by the co officially held the first session of 2003 Penghu Ocean Firework Festival, and the venue moved to the Goddess Temple held, inviting well-known singer, group performances go, and with high-altitude fireworks show (Penghu National Scenic Area Administration, 2013a).

C. In the nightlife, the majority concentrated in Magong City, which has Zhongzheng Road for tourists shopping, coffee bar, bar, KTV, as well as karaoke, but Magong City in Taiwan has the highest density of Karaoke shop, almost concentrated in the downtown area.

Transport

Penghu archipelago located in the Taiwan Strait, external transport wholly relied on sea and air transport, among which the most important air transport for the transport. In air transport, in Taipei, Taichung, Chiayi, Tainan and Kaohsiung, there are regular flights to Magong. In the ocean, in Chiayi and Kaohsiung have transportation to and from the ship, but in Chiayi, the result of influence of the northeast monsoon, so in the winter is in the suspended state.
DISCUSSION AND SUGGESTION

Discussion

A. Sport Tourism Attraction

After analysis, with reference to sport tourism attraction of the relevant literature (Gibston, 1998; Gibston, Attle, & Yiannakis, 1998; Standeven and De Knop, 1999), this study assessed the Penghu Island Recreation Area waters can engage in a total of 20 marine sport tourism activities, but to engage in winter activities suitable location only 15 because of the strong northeasterly winds in winter, is not suitable to engage beach activities, swimming, trawling, water bicycle, snorkeling, banana boat, beach activities, scuba diving, parasailing and water motorcycle. While the 15 sites mentioned above, public facilities, and some sites have been perfect, but some areas should be subject to additional services and safety equipment to protect the safety of persons engaged in activities.

B. Sport Events

In terms of sport events, after analysis by in 2007 without going through the activities and the remaining annual individually financed activities. 2007 did not apply for the activities of the main reasons for no money, so that does not apply when the annual tournament. Due to Penghu in the winter will be a strong northeast monsoon, the season belongs to sightseeing, all business activities in coastal recreational tourism services and therefore closed. But Penghu has a unique environment, the strong northeast monsoon in the winter, the most suitable for the development windsurfing and sailing events, and often takes place at an international competition. Residents surveyed also believe that winter is not conducive to the development of tourism industry, but if you can handle the ongoing sports competitions in the winter can attract sport tourist visit Penghu, also contribute to local development. According to the relevant literature that sport tourism can contribute to local economic development (Bouchet, Lebrun & Auvergne, 2004, Wäsche, Dickson & Woll, 2013), and interviews with officials of the local tourism sector in this study, but also to inform the winter to take advantage of the ocean resources to handle windsurfing and sailing competitions.

Catering Accommodation of Hospitality Services

From the results of the analysis in terms of, Penghu Island Recreation Area public facilities, adequate food and accommodation, but are concentrated in Magong City. The main reason is the administrative center of the seat Magong City, Penghu County, plus the activities of daily living more convenient, and therefore most of the food and accommodation are concentrated here. In related studies have pointed out that public facilities are perfect tourist areas, and whether to provide food and accommodation, tourism development, one of the main conditions (Kao, 1995), and therefore Penghu Island Recreation Area has potential for the development of international tourism. However, in this interview, we found rapid tourism development Penghu, appear insufficient accommodation supply situation in the tourist season, and therefore there are dozens of illegal B & B offers tourist accommodation. The B & B because of illegal without government units audited cannot ensure the safety of tourists stay, so Penghu County government also started to ban and ordered to suspend business to ensure that tourists stay safe.

A. Complementary Leisure Facilities

Results of the analysis, it was found on the island of Penghu rich tourism resources, cultural and historical attractions only, there is a natural attractions, tourists can be fully engaged in sport activities (or race), to a re-engage in other tourist activities. In terms of festival activities, Penghu during the annual
Lantern Festival will host a unique Qigui Ceremony, which is relatively rare in Taiwan Chi Fu religious activities. Another annual Penghu Ocean Firework Festival held in April, when the tourist season, is also a major attraction to attract tourists Penghu. Another annual Penghu Ocean Firework Festival held in April, when the tourist season, is also a major attraction to attract tourists Penghu. On the results of the above analysis, the fact that in Penghu promote sport tourism in the winter is very appropriate, because also has a rich tourism resources available to tourists to visit. However, the tourist to destination, it is impossible just to visit attractions, tourism because of factors will always seek opportunities to make their own physical and mental release, but this time on higher spending ability. The nightly entertainment in destination is to provide the best tourist release physical and mental stress of a pipe. On the analysis of this study is concerned, can be found Magong city life function well and provide adequate opportunity for tourists at night consumption.

B. Transport

Because Penghu belong to tourism developments region outbound traffic relies on air transport mainly in regard to shipping is board Kaohsiung to Magong ferry back and forth. After interviews with local residents that the airline ticket, the majority of local monopoly and Taiwan travel agencies, especially during the peak season a ticket is hard, and thus cause ticket prices to rise, tourists visit Penghu tourism, flights become the largest funding burden. Moreover, even the Penghu residents when the tourist season, to buy tickets to return home is very difficult. Although tickets are islanders, but sometimes cannot buy tickets, and tourists must pay the ticket price to buy tickets. Another respondent also advised residents, because now needs to increase flights between Taiwan and mainland China, while the shorter voyage to the island of Taiwan, Penghu, as long voyage across the Taiwan Strait, it also affected the airlines additional flights will. Since transportation is the most important condition tourism development (Khadarooa & Seetanah, 2008), and therefore for the traffic problems, Penghu County Government should coordinate airline, differences among tourist season and for the season, adjust the flight to meet the Penghu residents and tourists demand.

Suggestion

A. In this study, Penghu National Scenic Area Administration recommended attractions based, and by interviews with researchers actually worthy of investigation, discovered the island in Penghu several new attractions, ideal for the development of marine sport tourism. But now an important issue is that these new attractions and no service and safety facilities. Therefore recommended Penghu National Scenic Area Administration refer to table I summarized the results of research conducted settings attractions and facilities, in order to facilitate conduct activities.

B. Since Penghu will be affected in the winter of intense northeast monsoon, the entire tourism season only six months, another six months tourist services are in a resting state. Can be learned from this study, Penghu in the winter is ideal for handling wind surfing, wind sailing boat, and water skiing and other activities, and has organized international wind surfing competitions every year, but the activities of the unit are handled differently. Therefore recommended Penghu sports unit, can be fixed handle major international competitions in the winter, in order to facilitate tourism in the off-season can attract tourists to visit Penghu.

C. Capacity constraints due to the researchers studied only for the study of the scope of the Penghu Island, suggestions for future researchers can then framework of this research, studies other Penghu islands. Another variable in the study, the researchers also suggested that the follow-up, again deep in tourist area cycle of evolution theory, coupled with the elements of the literature on tourism
development, tourism development stage proper assessment of the island of Penghu, facilitate tourism development plan for the future.

REFERENCES


