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Discussion on Tourists' Preferences for Choose Commercial District in Tainan

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Abstracts

Sightseeing and leisure activities have become popular in recent years. There are providing flexible holidays on two days a week and national holidays, which increases opportunities for consecutive holidays.

The aim of this study is to understand the tourists prefer for the tourist destinations and they visited districts in Tainan.

Method of research analysis in this study adopts the ranking statistical. The results shown that from the tourist distribution, approximately about 58% of tourists who travel to Tainan will choose to visit other attractions.

Keyword: tourist prefer, commercial districts

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Motivation and commercial district patterns

In addition to viewing the scenery and participating in tourism activities, when people travel they often buy souvenirs or souvenirs. Therefore, related tourism patterns or business district patterns may affect people's willingness to travel.

The development of shopping arcade is closely related to the prosperity of the city. The economic activities in the city use the shopping streets to express vitality.

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The formation of the bazaar shows the land use situation where people are concentrated (Chen, 1994).

As the crowds are denser, frequently commercial activities are formed, and promotion the opportunities for transactions increase. So, more commercial activities will be attracted to gather together to form a shopping arcade, and use the shopping street to attract consumers.

Commercial district is defined as a collection of a large number of shops, and its main business types include sales and service (Commerce Department, Ministry of Economic Affairs, 2000).

Commercial districts have different definitions according to experts' research content and scope. Lewison and Delozier (1989) suggested that a commercial district is an area in which the store or group of stores can attract its customers and continue to operate.

The number of stores and the size of the cluster is also an important factor affecting the size of the commercial district. When two or more stores gather, the sales base, that is, the store group in the geographic area where consumers will go for shopping, can also be called commercial district (Berman and Evans, 1995).

Liu (1999) argue that, the main feature of the business district is to integrate the traditional business district formed naturally in the place, and incorporate the characteristics of local culture, history, products and landscape into modern business management concepts, through the improvement of commercial infrastructure, and to gather in the business district Store cooperation consensus, strengthen the competitiveness of the business district, and create a modern business district with image characteristics.

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William (1996) uses the view of scope to divide the business district into three areas, which can be divided into primary trading area, secondary trading area, and fringe or tertiary trading area.

The characteristics and scope of the commercial districts are due to the needs of customers for shopping, they are different from the types and functions of commodity supply. When it comes to goods, for the required commodities, such as daily essential commodities, optional commodities or special commodities, door-to-door commodities, entertainment, catering, etc., due to different considerations, are formed in this area.

A certain type of business is suitable for operation, which creates a characteristic of the business district. Distinguish by site environment, they are different, and each has different types of occupations:

(1) Residential area:

Commodities are frequently consumed, such as food, daily necessities, and groceries.

(2) Cultural and educational districts:

There with high demand for stationery, books, and cultural goods in areas.

(3) Office area:

Office workers come from other regions and work hours are from 9 to 5. The pattern is emphasis on taste and fashion-related clothing, catering and other needs.

(4) Commercial area:

It has the function of bringing together different shops to form a market and shopping street landscape. It can attract and suitable for various industries to strive for.

(5) Entertainment area:

It can attract foreign customers and is suitable for sightseeing, recreation, catering, entertainment, etc.

(6) Comprehensive area:

There are different business functions, as long as you choose a suitable location, each

Analysis Results

In this study, according to tourists' travel preferences, the following types of attractions in the Tainan commercial district will be ranked in preference order. There are Boutique purchase pattern (as: T.S. Mall, Shin Kong Mitsukoshi department, Far East department), cultural industry pattern (temples, historic sites), Art leisure pattern (Hai-an commercial district), Historic old street pattern (An-ping old street), Scenic recreation type (An-ping Sicao wetland ecology).

This study use the ranking statistical to analysis the received questionnaires. Tourists sampled 127 passengers based on the above-mentioned commercial district patterns.

According to the order of personal travel's preferences, as shown in Table 1, the t "Boutique purchase pattern" was selected, with 53 tourists. Addition, the first choice the commercial pattern was "cultural industry pattern (temples, historic sites)", with 9 tourists.

And choose "Art leisure pattern (Hai-an commercial district)", "Historic old street pattern (An-ping old street)", "Scenic recreation type (An-ping Sicao wetland ecology)" as the primary commercial pattern for traveling to Tainan, there are 14, 20, 31 tourists respectively.

Table 1 The first commercial district attraction for tourists to Tainan

Commercial pattern	Number of tourists
Boutique purchase pattern	53
cultural industry pattern (temples, historic sites)	9
Art leisure pattern (Hai-an commercial district)	14
Historic old street pattern (An-ping old street)	20
Scenic recreation type (An-ping Sicao wetland ecology)	31

Conclusion

Although from the result shown that the tourists to visit Tainan they first choose the Boutique purchase pattern was the most. However, from the tourist distribution, approximately about 58% of tourists who travel to Tainan will choose to visit other attractions.

In addition to 7 large department stores, there are also rich cultural heritage sites, well-maintained ecological wetlands, warm weather and delicious food, providing tourists with multiple choices for sightseeing in Tainan.

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