

# **A Study of Marine Sport Tourism Development in Island– Case by Jibei in Taiwan**

## ***Abstract***

Currently marine sport tourism in Taiwan has become a popular favorite depth tourism projects, however, are still focused on research related to economic and social issues, but they ignore the basic elements of tourism development. The main purpose of this study is to analyze the success factors for the development of the island's marine sports tourism, and Jibei Island as an object for investigation. This study used qualitative methods to investigate, by analysis of the study found that: a Natural environment and a variety of water activities is the development of marine sports tourism island success factors. 2. The islands constructed of basic public facilities, convenient external transport, providing tourist's hospitality, and complementary leisure activities. 3 Islands need to strengthen the appearance of images to shape, to create a friendly atmosphere for tourists' reception and to maintain the existing landscape of the island. 4 Tourism development needs to assist by government departments, the local tourism industry are required to maintain the safety of tourists, and the ecological environment of the ocean. Based on the finding, this study not only given recommendations for local government units and tourism industry, and but also for future research relevant suggestion.

Keywords: Sport tourism, marine recreation, island tourism, impact, Jebei Island

## **1. Introduction**

With 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 (2014) published the "2013 Taiwan National Travel Survey" report, the purpose of the national tourism "tourism and leisure resort", the trips are mostly "pure tourism" (accounting for 65.9%) most, followed by the "to do sport vocation" (5%) (Tourism Bureau, 2014). 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 sea-based recreational sports. Penghu is Taiwan's largest off-shore islands, and has a wealth of natural resources, including natural tourism resources (marine ecology, flora and fauna, beaches, intertidal, small 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. Because the winter northeast monsoon, Penghu differences are significant seasonal tourist crowds. 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, and aerial towed umbrella.

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. The most prominent feature is Penghu an entire county administrative region, all classified as Penghu National Scenic Area is divided into three main recreation system. Jebei Island is part of the North Sea recreation area, in

the North Sea islands, tourists visit the island favorite, mainly because the island has a variety of water activities is to attract tourists to engage in sport tourism reasons. The purpose of this study is to analyze Jebei operating in the marine sport tourism, and analysis that development success factors, hoping to be able to provide other islands in the development of the marine aspects of sport tourism reference.

## 2. Literature Review

### 2.1 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 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; Hall, 1992); there is also a visit famous sports attractions, monuments, memorials, etc (retro-style 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).

### 2.2 Element of Marine Tourism Development

On element of marine tourism development, Wu and Chang (2013) studied found that the success factors of the development of the island marine tourism: a. Has a theme with unique attractions, including the natural landscape and historical heritage, and can attract tourists come to visit. b. On the island's public facilities, transportation facilities, and can provide accommodation and catering, to extend the residence time of tourists. c. Can provide complementary entertainment to meet the other requirements of tourists. d. Islanders friendly attitude can receive visiting tourists, and have sufficient information channels, communication links with the outside world. e. Need for government departments to help strengthen the image of the shape island tourism, tourism resources for regional integration, and marketing work. Wu and Chang (2014) studied found that in Penghu Island Recreation Area, the winter can be engaged in marine sport tourism activities there are 15 places. 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. The Penghu public facilities, accommodation, catering, complementary leisure, and transport facilities, not only in the winter development marine sport tourism, but also have the potential for the development of international tourism. Khadarooa and 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.

### 2.3 Tourism Impacts

Tourism development is widely considered being able to improve local economy (Ko & Stewart, 2002). Most studies found the development and promotion of tourism, which is believed to bring various advantages and profits to the local development (Lankford & Howard, 1994). 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. 4. 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.

## 2.4 Social Exchange Theory

The social exchange theory is frequently employed in the study of the local residents' attitudes toward tourism development (Ap, 1992). And Leonard's study pointed out, residents the cognitive and views for tourism developing; they will affect the attitude of local tourism development (Leonard, 2008). The gist is to explicate that the interaction between individuals is an exchange behavior in nature and while people conduct this action, they take into consideration the involved profits and rewards. That is to say, during the exchange process, an individual will examine the benefits in their interaction behaviors with others, and if they cannot obtain satisfactory profits and rewards, exchange behaviors are regarded unnecessary. In tourism, supportive attitudes of local residents are considered as willing to conduct exchange behaviors. Nevertheless, their attitude relies on their recognition and evaluation of tourism. If they understand that the rewards and impacts are stronger than the cost, they will present positive attitude toward tourism. In contrast, if the negative impact of the higher, the residents that they would be less willingness to accept tourism development, and even take the attitude of passive resistance. Tourism development study also confirmed the attitude of social exchange theory valid interpretation of the residents of tourism development. The majority of residents believe that tourism would have a positive impact, but also have a negative impact, especially for residents not engaged in the tourism industry, will hold the cold-shoulder treatment attitude tourism development (Gursoy & Rutherford, 2004).

## 3. Methodology

### 3.1 Over Review of Research Area

Jibei Island belong Baisha Township. Baisha Township is located in the northern part of the Penghu Islands and encompasses Baisha Island, Jhongtun Island, Niao Island, Yuanbei Island, Jibei Island, Dacang Island and Mudou Island. In addition to these seven inhabited islands, there are also another twenty uninhabited islands as well, making it the local jurisdiction with the most islands in Penghu County. The name Baisha came about due to the abundance of fine white sand on the island and means "White Sand" (Baisha Township Hall, 2013).

### 3.2 Data Collection Methods

This study used qualitative method; the first step was used document analysis, and gathering relevant information. Mainly collect about Jibei introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, as well as academic research papers. Second-step was interviews with local B & B owner, leisure service and residents, and also interviews the tourists go to the ground at the time, in order to increase the credibility of the data. In addition, researchers and field visits to various attractions, in order to understand the contents of the authenticity of the interview.

### *3.3 Interview Manuscripts*

In this study an interview manuscript mainly based on the sport tourism (Gibston, 1998; Standeven & De Knop, 1999), elements for marine tourism development (Wu & Chang, 2013, 2014; Higham, 2005), tourism impact theory (Chang et al., 2010; Lankford & Howard, 1994), and social exchange theory (Ap, 1992; Leonard, 2008). Interview outline a seven topics, including which attraction is tourists visited in the Jibei, hospitality services, complementary leisure facilities and services, local government and residents how to enhance the appearance of the shape, tourists impact, communication and linkage with outside, and regional tourism resources integration.

### *3.4 Data Analysis Methods*

Data analysis step of the research are as follows: a. 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. Induction will be classified and coded information. d. Cases illustrate the analysis for each concept or phenomenon of induction. e. 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.

## **4. Results**

### *4.1 Sport Tourism Attraction*

Jibei Island is 3.1km<sup>2</sup> in area, with a coastline of 13km; it is the largest island on the North Sea, and one of the most popular tourist spot in Taiwan. The "Sand Beach Beak" at the south end houses a white sand beach extending 1500m, it is a marine deposit landform – "Sand Spit" – formed by corals and shells that were moved here by the sea; it is a spectacular sight when looked down from the air, a truly world-class natural landscape. Jibei is heaven for water activities, housing various types of recreational activities, including banana boat, dragged buoy, two-man speedboat, water motorcycle, under-the-sea sightseeing boat, paragliding and snorkeling. Those that enjoy water activities will sure have a wonderful time here at Jibei. Another tourism feature of Jibei is the number of "stone weirs" housed here; there are over 80 stone weirs, more than any other places in Penghu, thus winning the name "Home of the Stone Weirs" (Penghu National Scenic Area Administration, 2013a).

### *4.2 Hospitality Services*

As Jibei water activities flourish, landing every peak season (April-October) about 250,000 to 300,000 tourists, driven the rise of the local B & B industry, but the legal and illegal in half, according to Penghu County Government Tourist Office statistics, legitimate B & Bs or hotels sixteen illegal industry has sixteen plus price competition, for the quality of tourism threat. As to Jibei many tourists on holiday, but also caused illegal B & B (not registered, no business license) constantly established, in June 2013, the illegal business of B & B, the self raft passengers, but did not allow tourist to wear lifejackets, has allowed the sea snorkeling, resulting in a person drowning incident. As Jibei surrounded by the sea, the majority of residents are fishing for a living, so there are

many seafood restaurants on the island, as well as seafood snack meal provided to tourists. In the consumer goods area, there were several grocery stores, providing local residents and tourists shopping.

## *4.3 Complementary Leisure Facilities and Services*

Jibei Island main attraction for tourists is the marine recreation activities, the local tourism industry and the yacht industry, as well as providing the intertidal zone eco-tourism, fishing village to experience the fun of life, fishing, stone weirs fishing experience. And at night, the industry also offers barbecue, campfire, karaoke, night fishing and other activities. Addition to these activities, Jibei also provides eight tourists visiting attractions, namely Marine Park (beach), exorcising stone tablet, Ku Island, Mudou Island, Cican hill, old stone weirs, fishing, and Puji Temple.

## *4.4 Enhance Appearance and Service*

As Jibei Island is located within the National Scenic Area, in recent years, the government not only assistance and funding grants, but also addition to tourist center and marina pier fishing modeling imagery, the road around the island and set the index and recreation pavilion. Penghu County in 2003 officially became the "World's Most Beautiful Bay Organization," one, the government is also actively for the relevant activities to create a diverse, romantic travel situations, increasing tourists stay overnight on the island will.

## *4.5 Local Residents and Community*

According to respondents said that tourism revenue is the main source of Jibei Island residents, but it is undeniable, many tourists also brought negative impact on the environment, such as marine recreational activities. As tourists came to the island, the main means of transport for the rental of motorcycles, motorcycle exhaust and causing air pollution. Another plus groups of tourists come to the island, mainly by bus, while Jibei Island is not large, but also the negative environmental impact caused by the main reason. Again is the B & B and resorts issues, some of the industry will be fireworks at the beach with tourists, but also for barbecue on the beach activities, resulting in beach pollution. Although the islanders we all know, but because of the consumption of tourists is the island's main source of income, everyone is not easy to persuade, and thus giving rise to the East of the island beach pollution. The field researchers to observe, also found that indeed the beach pollution. Penghu winter due to strong influence of the northeast monsoon, so the tourism season only six months, another half a year to have a chance to rest the surrounding seas.

## *4.6 Communication and Linkage with Outside*

Jebei is among the Penghu's outlying island, external transport only depends on sea transport. Jebei Island is located in Penghu National Scenic Area, on tourism marketing, the majority of units by the government to be responsible. These government entities include the Tourism Bureau, Penghu National Scenic Area Administration, Penghu county government, and tourism yacht service. In addition to the government's tourism marketing outside, Jebei the B & B and resorts has a website to facilitate communication with tourists and provide travel and accommodation services.

## *4.7 Regional Integration*

Integration in the region, Penghu National Scenic Area Administration will be located in the north of the island, planning to become North Sea recreation area. Among the biggest islands is Jebei. "Sianjiao Island" situated south of Jibei won its name due to the vast amount of submerged reefs around the island, and houses rich resources under the sea; the sand beach and its shallow coral ground is the best place for snorkeling and water activities. Tiejhan Island is a classic basaltic hill terrain; many seabirds will come here in summer to dwell and breed, making this the perfect spot for bird-watching. The nearby Gupo Island has an abrasion plateau which will be covered in the best quality wild laver at the end of winter, which is the perfect season for laver

harvest. Mudou Island situated at the north end; it houses a Mudou Island Lighthouse which is over a hundred years old, the tallest lighthouse in Asia; it is now the most eye-catching target on the island (Penghu National Scenic Area Administration, 2013b).

## 5. Discussion and Suggestion

### 5.1 Discussion

After analysis, this study found the Jebei Island development of marine sport tourism basic success factors lays the island with natural landscapes, clean waters and white sandy beaches, coupled with a variety of water activities is to attract tourists to the resort causes. The results of this analysis, consistent with Chang (2009) and Jennings (2007) pointed out that water activities are attracting tourists visit the destinations to holiday main reason. The island's basic public facilities (water, electricity, simple medical, communications, shopping, and road traffic) are set, and on the outside and convenient transportation. Local B & B and resorts provide tourist accommodation, there are seafood restaurants and seafood eateries, meet the basic conditions for the development of tourism. Above analysis results also verify Wu and Chang (2013) and Wu and Chang (2014) studied the basic facilities Penghu tourism development, island's basic public facilities (water, electricity, simple medical, communications, shopping, and road traffic), on tourism development plays an important factor in whether or not to attract tourists to their destinations to visit.

In complementary leisure activities (or interest) aspects, Jebei Island there eight attractions, including beautiful beaches, hills, traditional fishing villages, temples, old stone weirs (ancient fishing methods), exorcising stone tablet, intertidal ecological zones and small islands, plus night entertainment, providing additional tourism and leisure tourists demand. Because destination is the tourist stay more long time place, if can extend the time for tourists to stay, their consumption amount will be higher for the positive impact it will place higher (Chang et al, 2010). Therefore island tourism development in addition to the main attractions, also again offer complementary leisure activities (or service), in order to meet the needs of tourists, and to extend the stay time (Wu & Chang, 2013).

Jebei Island in shaping the tourism destination image, depends on the government grant funding, whether in the characterization of fishing, as well as holiday environment creation, are showing island resort atmosphere. However, there is a little more inadequate, that the traditional architecture has been preserved fishing village poor, most of them converted into modern architecture, so that the traditional Penghu to Lo-gu stone (after the death of the coral skeletons piled together, after hundreds of millions of years of changes in the crust, submarine ridges formed by the rock) cover a house or a wall, have become modern cement cover of the house, is more unfortunate place. Because at the time of the development of tourism, often in order to cater to tourists needs to enjoy a modern life, therefore to destruct of traditional culture architecture to reconstruct and change to new, and this is because of tourism development the negative impact (Huang & Stewart, 1996; Lankford & Howard, 1994). In fact residents Jebei Island in developing tourism, but they ignore the importance of the preservation of traditional architecture, while the then government decree because the problem can not restrict local residents cannot rebuilt their houses.

The study found that residents Jebei Island on tourists coming, most holding a welcoming attitude, and tourists spend is the main source of income for the islanders. However, the arrival of tourists, or for the local environment has a negative impact, and even some B & B and resorts of the industry, not only illegal business, illegal private tours provided, and even some damage to the local ecological environment activities, which future improvements to local needs items. In Ap (1992) and Leonard (2008) findings, but also pointed out that the development of tourism in the region, whether residents with a friendly attitude Front tourists is an important factor in the development of success. From the development of the situation in terms of Jebei, friendly attitude of the residents is in line with one important condition for tourism development (Wu & Chang, 2013; Wu & Chang,



2014). Because Jebei main economic source of income rely on the tourists thus generate a lot of negative environmental impacts. The results of the above studies met Cursoy and Rutherford (2004) pointed out that if the positive impact of higher negative impact on tourism development, local residents would be willing to accept the negative impact of tourism. Due to the impact of winter northeast monsoon, Jebei tourist season from April to October only focus on, so there is time to rest for eight years, so the ecological and will not have a significant negative impact.

Tourism development of the region, regional integration, and promote marketing is very important. As Jebei Islnd National Scenic Area is located in the government grant funding, and related resource inputs, so that the island was successfully created sport tourism destination. Plus the entire North Sea on the various islands of Penghu tourism resources of the entire North Sea Recreation Area. So from the above, the island marine sport tourism development, government assistance is a very important key.

## 5.2 Suggestion

According to the findings of this study, after discussion and analysis, the following recommendations:

5.2.1 Recommends Government Tourism authorities assist, allowing no business license B & B and resorts, according to government regulations become legally industry. Another proposal to abolish the nighttime fireworks and barbecue on the beach activities and promote related to ecological experience, so as to avoid excessive pollution of the beach.

5.2.2 As tourists in the island's main means of transport for motorcycles, emissions caused by local air pollution. Recommend government assistance, counseling local motorcycle industry, and gradually switch to electric motorcycle to maintain local air quality. Since marine recreation activities must have risk exists, so the local tourism industry, only to be marine recreation activities, we must pay attention to the safety of tourists. Especially out of the top of the security preparations (wear a life jacket), as well as tourist's basic safety education, we must actively implement, in order to avoid accidents.

5.2.3 As the study tour of the island, has been getting the attention, especially from the perspective of the present study tourism planning and development, and analysis of research directions island tours, but for tourists behavioral research, because of the ability of researchers, not further in-depth discussion. Above mentioned, therefore recommended that future researchers, based on the results of this study can be further in-depth island tourist consumer behavior, as well as tourism impact on the ecological environment.

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