Constructing the free individual travel selecting model for mainland tourists

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Abstract

Since Taiwan starts the free individual travel for mainland tourists, the mainland tourists have another choice to visit Taiwan. But, there are not too many tourists choose the individual travel for their traveling. In order to understand the travel willing for mainland tourists, this paper applies Saaty developed ANP BOCR model in 1980 to explore the impacts of mainland tourists travel free individual travel behavioral intention. According to the research of this paper, we can offer useful suggestions of market strategy for travel industry.

Keyword：Free individual travel, ANP, BOCR, Delphi method, travel behavioral intention