

旅遊可締造較佳兩岸關係

Tourism can build better cross-Strait relations

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往台灣旅遊的中國內地旅客支持兩岸旅遊發展。

Mainland Chinese visitors to Taiwan support cross-Strait tourism development.

四名研究人員(兩人來自香港理工大學、一人來自伊利諾伊大學厄巴納-香檳分校、一人來自華東師範大學)，在一項探求前往台灣的中國內地旅客看法的研究中，證明了兩地旅遊的增長已對「長遠建設和平的努力」產生了良好影響。

研究人員以問卷訪問了赴台後的中國內地團體旅客。受訪的旅客有五百零四人，女性稍多於一半，百分之七十以上年齡超過三十五歲。一半以上的教育程度為專上學院，差不多百分之三十則有大學學歷。約有百分之四十的收入少於每月三千元人民幣，只有約百分之十二點五的受訪者月入超過八千元人民幣。

研究人員發現，受訪的中國內地旅客大力支持旅遊發展，普遍認為旅遊有利於改善兩岸關係。在兩岸旅遊的各種影響中，他們認為在社會和文化方面的影響「最良好，也最重大」。旅遊使兩岸人民得以互相學習對方的文化，這有助於「文化溝通」，並可促進「雙方的瞭解和信任」。

雖然男女受訪者的意見幾乎沒有分別，但在年齡、收入、教育程度上的差異卻相當顯著。收入少於三千元人民幣的受訪者與收入較高者相比，他們往往較為肯定兩岸旅遊。而教育程度較低者，對於旅遊的好處，尤其是政治與經濟的好處，比教育程度較高者更為樂觀。五十五歲以上的受訪者較贊成旅遊會有好處，在政治上更是如此。

研究人員總結說，他們的研究大致上顯示出旅客的肯定態度，因此前往台灣及來自台灣的旅客日後會進一步增加，這就會「加深社會與文化的交流乃至融合」。

In a study to explore the views of mainland Chinese tourists to Taiwan, four researchers (two with The Hong Kong Polytechnic University, one with the University of Illinois at Urbana-Champaign and one with East China Normal University) show that **the increase in tourism between the two places has already had a positive influence on the “long-term peace-building effort”**.

The researchers conducted a survey of package-group tourists from mainland China returning from visits to Taiwan. Of the 504 tourists surveyed, just over half were female, and more than 70% were over 35 years old. More than half had a college level of education, and almost 30% had university degrees. Around 40% had incomes of less than 3,000 yuan per month, and only around 12.5% earned more than 8,000 yuan per month.

The researchers found that **the mainland Chinese tourists strongly supported tourism development and generally perceived it as beneficial to improving relations between mainland China and Taiwan**. The impact of cross-Strait tourism on society and culture was regarded as the “most positive and substantial” of the impacts considered. **Tourism gives people on both sides of the Strait a chance to learn more about each other’s cultures, which facilitates “cultural communication” and enhances “mutual understanding and trust”**.

Although there were virtually no differences in the views expressed by men and women, there were considerable differences between the views of people of different ages, income groups and levels of education. Those with incomes of less than 3,000 yuan tended to express more positive views of cross-Strait tourism than those with higher incomes. Those with lower levels of education were more optimistic about the benefits, particularly the political and economic benefits, of tourism than those with higher levels of education. And **those aged over 55 were more positive in their views of the benefits of tourism, particularly the political effects**.

The researchers conclude that with the generally positive attitudes expressed by the tourists in their study, there will be further increases in the numbers of visitors to and from Taiwan, which will lead to a “deepening of social and cultural exchange and integration”.

Qiu, Shangzhi, Li, Mimi, Huang, Zhuowei and Dang, Ning. (2015). Impact of Tourism Openness Across the Taiwan

Strait: Perspective of Mainland Chinese Tourists. *Asia Pacific Journal of Tourism Research*, 20(1), 76-93.