

# Exploring the Relationship between Visitors' Industrial Heritage Perceptive Value and Willingness to Pay -A Case Study of the Sugar Mill Heritages Regeneration Project-

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## Abstract

The Bureau of Cultural Heritage, Ministry of Culture conducted the *Industrial Heritages Regeneration Project* to preserve the cultural landscape of industrial heritages and help the rebirth of these old sugar mills. This research first adopted the focus group to identify the value of industrial heritages; following by conducting an on-site questionnaire survey (Hu-Wei sugar mill and Si-Hu Sugar Mill) to ascertain the value of the industrial heritage sites and the willingness of tourists to pay for visiting the sugar mills. 339 valid questionnaires were collected. The Exploratory Factor Analysis using SPSS 16.0 was adopted to identify the value factors of these industrial heritage sites. The EFA results showed that visitors' industrial heritage perceptive values toward the sugar mill have 7 dimensions: Symbol, Tourism, Archaeology, Economy, Product, Environment, and Aesthetics. The total variance explained was 65.7%. Moreover, the average amount the tourists were willing to pay (WTP) for the preservation of the sugar mills was 182 NT dollars (about 6 U.S. Dollars). The overall traveling spending is 273 NT dollars (about 9 U.S. Dollars). The regression analysis also found visitors' industrial heritage perceptive value did not affect tourists' WTP and the travel spending. This indicated the prediction of visitors' perceptive value to WTP and travel spending is weak.

**Keywords:** Cultural Landscape, Industrial Heritage, Regeneration, Sugar Mill, Cultural Tourism

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