ABSTRACT

Night market is an important aspect of Taiwanese culture. Many foreigners come to Taiwan for business affairs and travels usually visit the night markets.

This research focuses on foreign tourists and locals dining experience in Shi-Lin night market based on restaurant type (distinguish between hawker's centers and food courts). The target respondents are Taiwanese and non-Taiwanese who visited Shi-Lin night market.

The study finding was conducted by gathering 381 questionnaires from respondents at Shi-Lin night market from 30th August to 30th September 2008. SPSS was applied to analyze the data including descriptive statistics, independent sample t-test and one-way ANOVA to analyze difference in perception of food safety between Taiwanese and non-Taiwanese tourists and difference in the perception of food safety among "types" of restaurant.

Analysis from SPSS, the majority of respondents is Taiwanese (53.5%) more than non-Taiwanese (46.5%), which accounted for amount the 381 respondents. The female (59.6%) more than male (40.4%); majority respondents' age between 18 years to 30 years (50.7%), shows that education (58.0%) majority from bachelor's degree and personal monthly income majority got the under US $1,000.

The results of hypothesis drawn from the data analysis are: the difference in perception of food safety between Taiwanese and non-Taiwanese tourists and among "type" of restaurants are significant. As for the different restaurant types, the respondents' perception in each group has toward food safety also were significantly.

Keywords: Food tourism, Food safety perception, Restaurant type