

Abstract

This research studied the perception of tourists toward tourism products and facilities at Sanxingdui Museum in Sichuan, China. The total number of tourists visiting Sanxingdui Museum was 472 , 000 in 2006. So a sample size of 384 was used in this study at 5% tolerable error, using non-random convenient sampling method. Descriptive statistics were used to analyze the demographic characteristics of respondents, as well as to measure their perception towards various tourism products and facilities. Inferential statistics in the forms of t-test and ANOVA were used for hypothesis testing.

Findings reveal that the perceptions of tourists toward various tourism products and facilities at Sanxingdui Museum are good: mean value 4.0430 for transportation facilities, 3.8377 for accommodation, 3.9362 for main attractions, 3.7148 for restaurants and entertainment, 3.6490 for gifts and souvenirs, and 4.0638 for safety.

Hypothesis testing findings reveal that there is no difference in tourists' perception in the following aspects: transportation facilities when classified by age, gender, marital status and educational level; accommodation when classified by age, gender, marital status and educational level; attractions when classified by age, gender, marital status, educational level, occupation and purpose of travel; restaurants and entertainment when classified by gender, marital status and educational level; gifts and souvenirs when classified by gender, educational level, occupation and group/individual; safety when classified age, gender, educational level, occupation

and group/individual.

There is a difference in tourists' perception in the following aspects: transportation facilities when classified by nationality, income level, occupation, group/individual and purpose of travel; accommodation when classified by nationality, income level, occupation, group/individual and purpose of travel; attractions when classified by nationality, income level and group/individual; restaurants and entertainment when classified by nationality, age, income level, occupation, group/individual and purpose of travel; gifts and souvenirs when classified by nationality, age, marital status, income level and purpose of travel; safety when classified by nationality, marital status, income level and purpose of travel.