TOURISTS' PERCEPTION TOWARD TOURISM PRODUCTS AND FACILITIES AT SANXINGDUI MUSEUM IN SICHUAN, CHINA

by
ZENGWU LI

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

November, 2007

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate' s Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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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.

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Li Zengwu

November, 2007

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CHAPTER ONE

GENERALITIES OF THE STUDY

1.1 Background of the Study

Brief Introduction of China

Travel is one of the great sources of knowledge. Only by traveling in a country, one can have an overall knowledge of its past, present, and future, and of its folk customs as well. Tourism is playing a very important role in the lives of people today. A great number of global travelers come to China after China opened her door to welcome foreign tourists.

Tourism in China has greatly expanded over the last few decades. The emergence of a newly rich business class and an easing of restrictions on movement by the Chinese authorities are both fueling this boom in travel. In 2005, China's tourism industry has achieved overall growth in its various economic indicators. Overseas tourist arrivals in the year are about 120 million, and the overnight trips are about 46.8 million, which makes China No.4 in the world tourism industry. As the largest tourist market in Asia, there are 12 million domestic tourists. Tourism revenue in the gross domestic product (GDP) rose from 0.6% in 1978 to 5.02% in 2005. China's direct employees in tourism industry reached 6.4874 million; while indirect employees topped 32.44 million. (China National Tourism Administration (CNTA), 2005).

The ability of tourism to counteract this uneven development and promote

regionally decentralized development is therefore of special interest as is the sustainability of regional tourism. Cultural tourism becomes one of the most important ways to attract domestic and international tourists to travel China and also improve the economy development of China.

Brief Introduction of Sichuan Province

Sichuan province is located in southwestern China and upper reach of Yangtze River which resides between 97°21'-108°31'east longitude and 26°03'- 34°19' north latitude. The province is highly accessible for its vicinity to Qinghai province, Gansu province and Shaanxi province at north, to Chongqing municipality at east, to Yunnan province and Guizhou Province at south and to Tibetan autonomous region at west. The area of Sichuan province is the fifth largest one among all Chinese provinces covering 485 thousand square km. The total population of Sichuan province was 87.5 million. Many ethnic groups inhabit in Sichuan province, except for Han nationality, there are Yi, Tibetan, Qiang, Tujia, Miao, Hui, Manchu, Zhuang, Bai, Dai, Lisu, Mongol, Naxi, Bouyei, Dong and Hani nationalities etc in Sichuan province.

Sichuan province has long history and brilliant civilization which have extended more than 4,500 years. This place is blessed with abundant natural resources and suitable dry and flood periods of rivers, so it has been known as the"Land of Abundance". With Large areas, long history, abundant cultural and natural resources, Sichuan province has unique conditions for development of tourist products. Many local traditional products have been famous for a long time for their refined craftsmanship.

Every year, many tourists are attracted to come to Sichuan for its attractive natural beauty and mysterious culture.

Introduction of Sanxingdui

Sanxingdui (Three Mounds Stand in Sanxing)

Mysterious Sanxingdui is situated about 6 km in the west of Guanghan, near to the Yanjiang River (Duck River). At a tableland of the south of Yanjiang River, there were three large mounds, standing in a line from east to west. They looked like three stars in the sky, so the local people call the mounds Sanxingdui.

Effect of Sanxingdui on the World

At the end of 1920s, a lot of exquisite jades were discovered in the vicinity of Sanxingdui, Guanghan. Because of their thick ancient Shu local characters, they aroused attention of many people. From July to September in 1986, two large sacrificial pits were discovered. They were the most important discoveries in the half-century work of archeologists to Sanxingdui. A large number of cultural relics were shown before human being. It is so exciting that Sanxingdui becomes well known all over the world. Sanxingdui relics are precious historical wonders appearing in groups. They belong to worldwide cultural legacy. The relics are one of the models for us to study the early political organization and social pattern evolution. Sanxingdui also has high value to study the course of ancient countries and the development of religious ideology. It takes an important position in the developing course of human being's culture. The site of Sanxingdui is recognized as one of the

most important ancient remains in the world for its vast size, lengthy period and enriched cultural contents.

Beautiful Collections of Sanxingdui Cultural Relics

Chinese cultural relics are in great number presented a splendid sight. Among the large collections, Sanxingdui cultural relics are the most influential mystery with great value in historical scientific research and cultural arts. They are national treasures and should be appreciated.

●Bronze Wares

Masks are an important part of bronze ware. They include man-face masks and vertical-eyed masks with a pair of post-shaped bulging eyes and a pair of fully expanded ears. On their foreheads, a kui-dragon (a special shape) crown was castled. The largest one of the vertical-eyed masks is 65 cm high and 138 cm wide. It is really the King of all masks in the world. It is considered a combination of gods and a human being, the idol of the ancient Shu people.

Animal-face masks are another kind of special structure, with nine types altogether. Animal-face masks have Kui-dragon ears, open mouths and grinning teeth, and look like neither a human being nor any known animal. They were considered a kind of god by ancient people.

The 50 bronze images from the two pits are the nucleus of bronze ware. So many bronzes are sure to be a collection of worshiped images, representing people of imperial or leading groups. They reflect the character of the ancient Shu society in

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which gods and humans were considered to be connected each other, and also its politics and religion.

●Jade Wares

The jade wares include tablets, bi (a jade ring), yuan (a jade ring with a large hole), zhong (a jade ware), and daggers, axes, chisels, knives, swords etc. Many models of tools and weapons were used by guards of honor. Most of them are jade ceremonial utensils. The jade wares reflect not only the high craft level but also thearchy character. Among them, there is tablet, with designs representing the sacrifice. Its profound content and beautiful outlook make it unmatched.

●Gold Wares

Gold wares take a special position in the collection s of Sanxingdui cultural relics. Among the gold wares, gold-scepters and bronze image with gold masks are the most representative. The men with gold masks appear outstanding, noble, solemn, and inviolable. Gold-scepters represented the highest right. Besides these, gold tigers, leaves, belts, tablets, blocks were unearthed.

Sanxingdui Museum

The unique Sanxingdui Museum is located in the northeast of the Sanxingdui remains, near the Duck River. It is a museum equipped with modern facilities. Covering 200,000 square meters, the total investment has reached over 30 million Yuan.

The building of the museum was discussed in April 1988. The design was examined and approved in March 1990. The foundation stone was laid in August

1992. The main project was finished in June 1994. "Ancient Kingdom and Ancient Shu" was deliberated in January 1995. The projects, such as decoration, garden construction, exhibition distribution and necessary installation were started in August 1996. The museum was formally opened to the public in October 1997.

The whole design of the museum is simple, but with a solemn style. The flame is peculiar. The main object is a deformed spiral. It has the poetic charm with historical, geographical features and cultural art. It fully shows the broadness and profundity of Sanxingdui culture.

The winding spiral-shaped curved line rises step by step. It means the development of society: from primitive to civilize; from inferior to advanced. It tells the surging and winding course of history.

The mound-shaped architectural complex seems to come out from the earth abruptly. It symbolizes not only the local culture, but also the source of Shu culture, and the Yangtze River civilization. The winding arc-shaped architecture directly expresses the profound nature of these mounds.

On top of the architecture, there's a triangular tower symbolizing the connection of heaven and earth, as well as the gods and human beings. The civilization of ancient Shu is spread to all parts of China and the whole world.

The three large bronze masks, the symbols of Sanxingdui Museum, were hung high on top of the tower, shining upon the farsighted Shu people. Shu people welcome the guests coming from every part of the world.

The Cultural Display of Ancient City, Ancient Kingdom, Ancient Shu in Sanxingdui Museum has a rich content and unique form. It is considered as one of the ten most valuable cultural relic displays in China.

The halls in the museum cover about 3,000 square meters. The cultural relics are the nucleus of the display, running through the whole hall. The relics together with more than 1,000 patterns, jades, gold, and bronzes from sacrificial pits of Shang Dynasty are on show fully.

In the forward hall, there are man-face and bird-body bronze sculptures. The first feeling you'll have is the people of Shu wanted to fly into heaven like hawks (especially large birds) beyond reality. The sacred bird expresses that everything has a soul. The heaven, the human being is in perfect harmony.

The first hall is composed of "three stars accompanying the moon", the splendid civilization of ancient Shu. Cultural relics displayed in this hall systemically represent the excellent achievements in every field in its long history.

The second hall contains symbols of all kinds of gods reflecting the mysterious and primitive religion. Cultural relics on display in this hall tell people about the political structure and social relations of ancient Shu, as well as the idea of ancient people.

The third hall is composed of "forever the soul of Shu", the special cream of relics. Here are shown over 10 groups of national treasures with historical and artistic value.

The fourth hall with the scheme of "forever Sanxingdui" shows off the excavations and studies of Sanxingdui.. It introduces the industrious work of generations of experts both at home and abroad in the past 50 years, representing the great effect of Sanxingdui and the important role it plays in academic circles.

The exhibition is a bold attempt in design and diversified means of expression with an elaborated composition fully employed, to better both the display of content of relics and our understanding of their cultural value. Visitors are easily expected to broaden the knowledge of Chinese history as well as of national treasure of culture.

The Museum is under an advanced operation, equipped with a central air-conditioned system, a multi-function lighting installation, fireproof and monitoring devices. A computer-controlled unit is used for management.

The surroundings of the Museum have turned out to be a perfect lay-out for cultural purpose. Here one can see a large altar for the show of old sacrificial rites, a huge arena for theatrical festive, an elegant view of the lake and rockery, and old-fashioned group of minor buildings. Among the attached services are the convenience of board, recreation and a children's playground. The cultural complex gives a marvelous chance for a visitor to enjoy the beauty of the Sichuan gardens-like park while appreciating the relics unearthed at Sanxingdui.

1.2 Statement of the Problem

Since Sanxingdui Museum had been opened to the public in October 1997, it had an increasing number of domestic and foreign tourists every year. So tourism

authorities, as well as private businesses in various sectors of accommodation, transportation, restaurants and entertainment, travel agencies and tour operations, gifts and souvenirs shops needs to understand the perceptions and needs on the part of tourists, so that they could improve their respective tourism products and services to meet their needs. Therefore, the research problem that addressing is:

"What are the perceptions of tourists towards tourism products and facilities at Sanxingdui Museum in Sichuan, China?"

1.3 Objectives of the Research

To respond to the research problem, the following objectives are developed. The research design is formulated to address each objective stated below:

- To identify the museum visitors' perceptions toward various tourism products and facilities at Sanxingdui Museum.
- To suggest museum for improvement in the marketing and management of Sanxingdui Museum by using the perception results.
- To offer local tourism marketers a better understanding of their customers.
- To enable the authorities of Sanxingdui Museum and the private businesses sectors to provide various tourism products and facilities based on the perceptions and the needs on the part of tourists.

1.4 Scope of the Research

Most of the tourists who visit Sanxingdui Museum are attracted by wonderful and mysterious Sanxingdui remains. The scope of this research is defined as follows:

- The research is aimed at studying the tourists' perceptions toward tourism products and facilities at Sanxingdui Museum.

- The respondents in this research are both international and domestic tourists visiting Sanxingdui Museum.

1.5 Limitation of the Research

- The destination studied is limited to Sanxingdui Museum, thus the result of this research cannot be applied to represent the perception of tourists toward other destinations.
- The study concentrated on tourists visiting Sanxingdui Museum from August to October 2007. Therefore, the findings of the study should not be generalized for tourists visiting Sanxingdui Museum during other time periods.

1.6 Significance of the Research

It is important to know what the perception of tourists is and know how they perceive Sanxingdui Museum. So the study has been carried out to achieve the following goals:

- Findings from this study would reveal the perception on the part of tourists toward various aspects of tourism products and facilities, thereby enabling all sectors of businesses to improve their tourism products and services to meet the expectation of those tourists.
- The results of the study will acknowledge the perception of the tourists visiting Sanxingdui Museum, so the positive perceptions can be maintained or

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increased whereas the negative perceptions can be reduced or solved.

- The study can be the guidelines for other researchers who want to conduct research in related field in different geographic settings.

1.7 Definition of Terms

These are literal and operational meanings used for uniformity and clarity of understanding of some terms used in this study:

Museum: A museum is a non-profit-making, permanent institution in the service of society and its development, and open to the public, which acquire, conserve, research, communicate and exhibit, for purposes of study, education and enjoyment, material evidence of people and their environment. (The International Council of Museums (ICOM), 1994)

Perception: The process of organizing and interpreting sensory information to give it meaning. (Hudson, 1999)

Tourists: for this research include both domestic tourist and international tourist. So the definitions of domestic tourist and international tourist by WTO (1991) can be defined as follows:

Domestic tourist: a visitor residing in a country, who travels to a place within the country, but outside his/her usual environment, for at least one night but not more than six months, whose purpose of visit is other than the exercise of an activity remunerated from within the place visited.

International tourist: a visitor who travels to a country other than that in

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which he/she has his/her usual residence for at least one night, but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

Tourism: Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose. (WTO and UNISTAT, 1994)

Tourism is a composite of activity, service, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainments, activity facilities, and other hospitality services available for individual or groups that are traveling away from home (Metelka, 1990).

Tourism product and services:

Product is anything that can be offered to a guest or tourist for use or consumption that might satisfy a want or need (Kotler & Armstrong, 2001).

Service is an intangible product, consisting of activities or benefits, which one party offers to another (Brymer, 2002).

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CHAPTER TWO

REVIEW OF RELATED LITERATURE AND STUDIES

With the improving living condition, visiting the natural and cultural tourism destinations becomes more and more popular for modern residents when they are on holidays. As a result, these destinations become to pay more attention to the cultural tourism market. Cultural Tourism, also known as cultural heritage tourism, "is travel to experiencing the arts, heritage, and the special character of unique places."(1995 White House Conference on Travel and Tourism) Sanxingdui, as one of the famous cultural destination, attracts domestic and international tourists. Although the percentage of international tourists traveling at Sanxingdui occupies a small number in the total tourists, most of them have similar income and educational backgrounds. Also, the perception of international tourists toward the Sanxingdui culture is different from the domestic tourists. International tourists with different nationalities, age, education level, monthly income, perceive Sanxingdui differently.

According to the relevant literatures, this chapter is composed of discussion of variables, perception, tourism product and facilities, empirical study, and conclusion of literatures review.

2.1 Discussion of Variables

This study makes use of two main groups of variable: independent variables and dependent variables.

2.1.1 Independent Variables

Nationality: nationalities are important demographic variables closely linked to each other and to culture. One consequence of these cultural influences is our different attitudes to food, and what constitutes acceptable food items (Baker and Compton, 2000). Nationalities can determine the values, wants, needs, lifestyle, and characteristics of consumers.

Age: consumer wants and abilities change with age. People buy different goods and services over their lifetime. People's taste in different products and services are also age related (Kotler, 2000). Age influences purchase decision, since age is one factor influencing consumer behavior and thinking (Peter and Olson, 1996). Products or services needs often vary with consumer age; marketers have found age to be one particularly useful demographic variable to distinguish segments. Many markets have carved themselves a niche in the marketplace by concentrating on a specific age segments (Schiffman and Kanuk, 2004).

Gender: gender has always been a distinguishing segmentation variable. Gender influences tourists' thinking, values, attitudes, behaviors, wants and purchase decision. Occasionally, other marketers' notice and opportunity for gender segmentation (Kotler, 2000). Different in gender between male and female influences many aspects of their consumer behavior, including perceptions.

Marital Status: A person's marital status describes their relationship with a significant other. Some common statuses are: married, single, separated, divorced, widowed, engaged, invalid, annulled, cohabitating (Wikipedia, 2005). Tourists who

are single and those who are married often have different perceptions and lifestyles.

Educational Level: Education is relatively simple to measure. Educational level is correlated with both occupation and income. In addition, it influences the lifestyle and therefore consumption patterns of individuals in a direct manner (Hawkins, Best, and Coney, 1992).

Income Level: Income is a factor relating to buying behavior. In addition, income is a factor that marketers consider to plan for product advertising as well as price determining strategy also relates to consumer incomer (Swarbrooke, 1999). Marketers commonly segment markets on the basic of income because they feel that it is a strong indicator of the inability to pay for a product or a specific model of the product (Kanuk &Schiffman, 2004). The consumer forms a purchase intention based on such factors as expected family income, price and expected benefits from the distinguishing market segments.

Occupation: A person's occupation also influences consumption pattern (Kotler, 1997). Occupation reflects values, attitudes, taste, and lifestyle. Occupation, income, and education tend to be closely correlated on almost a cause-and-effect relationship. High-level occupations-those that produce high incomes usually require advanced educational training (Schiffman and Kanuk, 2004).

Group/Individual: Tourists who are travel in group and those who are travel individually usually have different needs and might have different perceptions.

Purpose of Travel: Most of holiday makers travel for pleasure and relaxation but there are some tourists who might travel with the purpose of learning and

experiencing exotic culture, of physical and mental health improvement, or even prospecting for business opportunities.

2.1.2 Dependent variables

Transportation: Transportation concerns the movement of products or passengers from a source to a destination and may take place via air, water, rail, and road as the means of transportation. The goal for any business owner is to minimize transportation costs while also meeting demand for products. Transportation costs generally depend upon the distance between the source and the destination, the means of transportation chosen, and the size and quantity of the product to be shipped (Hoch, 1998).

Accommodation: Accommodation is a term used to encompass the provision of bedroom facilities on a commercial basis within the hospitality/tourism industry. Primarily it is associated with the hotel sector, and is really applied to properties as diverse as business and conference hotels, guesthouses, resort hotels, motels, and budget hotels (Tuner, 1996).

The Main Attractions: Facilities developed especially to provide residents and visitors with entertainment activities, learning, socializing, and other forms of stimulation that make a region or destination a desirable and enjoyable place (Goeldner, Ritchie and Mcintosh, 2000). And also it is where the attractions and the other support facilities needed by the visitors are found. There are five main components in the overall tourism products. They are destination attractions and

environment, destination facilities and services, accessibility of the destination, image and perceptions of the destination, and price to the consumer (Weaver and Lawton, 2002). Historical attractions which have historic and prehistoric sites; and archeological sites including ancient monuments, and buildings that appeal to those inspired to learn more about the contemporary and long-vanished civilizations.

Restaurants and Entertainment: The availabilities of restaurants are density in all destinations in order to serve a large number of tourists. Quality restaurants can be involved in tourist attractions in order to create good service image to the tourists. Good quality including good taste of foods, good service delivery, cleanliness, as well as good atmosphere. Entertainment is one of the most powerful tourism magnets. Love entertainment is often the main attraction for tourists. Entertainment as risen to a new level in the vacation decision making process, there is a growing influence of entertainment on vacation travel choices. Today the traveling public wants to have fun, to be entertained, to enjoy fantasy, and escape from the realities of common life. The development of super entertainment complexes is a trend in the tourism industry. Some major attractions under the entertainment business are pubs, nightclubs, night shows, live entertainment and theaters.

Gifts and Souvenirs: Shopping is an important part of any tourists' activities. For both international and domestic tourists, shopping leads as the most popular activity while traveling. Shopping providers are retail outlets, manufacturer outlets, supermarket and department stores.

Safety: Safety is another essential consideration that tourist would consider

before selecting a destination; and a major component of tourism attraction as well. Natural disasters, crimes, wars, and political instability could harm the tourism industry.

There are two types of crime that often affecting tourists and local residents as follows:

Common Crime: tourists are at risk with regard to certain types of common crimes, particularly assault, mugging and highway robbery. It is fairly certain that tourists will be found carrying cash, travelers' cheques, and credit cards. Tourists themselves are usually conspicuous. Rental cars and tourist cars are usually easily identifiable (Doswell, 1997).

Politically Motivated Crime: tourists are made the targets of political movements; usually through kidnapping and sometimes assassination. By committing crimes against tourists, revolutionary groups hope to gain publicity for their cause (Doswell, 1997).

2.2 Additional Information about Sanxingdui Museum

Attempt of science popularization and artistry of display in Sanxingdui Museum

"The cultural display of ancient city, ancient country and ancient Shu" in Sanxingdui Museum, Guanghan, Sichuan, bravely broke through traditional models and explored new pattern. For example: the content arrangement seems to tell stories, and the installment in which grand scenes are connected with each other. One kind of relics is scattered in the light of needs, the expression technique which is overall,

dramatic and strategic; color light, each has its own character. The aim of the overall arrangement is to show the relics from different angles. The sequence of display is raising the grade step by step; make the relics have a sense of grade, a sense of rhythm, just like a melody. In the combination of articles, it attempted to break through single structure, isolated and parted condition. Through special edition, the display shows the relics' inner organic connection. In it, many scattered relics set off each other. Then the affection, which has a sense of overall strength and a sense of expansion, came into being. At the same time, the main relics are set off, the specific air is played up, and the theme is emphasized by a lot of auxiliary articles. In artistic forms, many kinds of modern expression techniques and auxiliary ways were used, many kinds of new compound materials were the relationship between lightness and heaviness, moving and stable, concretion and abstraction, quality and quantity, symmetry and balance, it is appropriative. In artistic feeling, it's creative, points are melted in square, sometime loose, and it's hurried. There are not only part change, but also the overall balance, several exhibition halls, (that means different space) combine the up and down, right and left, in and out, vertical and horizontal into one, form a continuous poetic and flowing overall space.

Through meticulous design for content and forms, and careful making, "the cultural display of the ancient city, ancient country, ancient Shu" in Sanxingdui Museum get a high boundary on the total style of simple and unsophisticated, deep and profound on the affection of uncertain and miraculous. The whole exhibition deduces a song of remote ancient mythology reappearing thousands of years ancient

Shu history, and makes the people feel "the spirit paid a visit to nature place, fell deep in signification." And uncover deeply the rich intention of Sanxingdui relics, show its elegance and glorify, stress the theme: ancient city, ancient country, and ancient Shu culture.

Although Sanxingdui Museum is situated at a remote place, it has met audiences over 600,000 at home and abroad in one year since it is open to the public. It was selected one of the ten most valuable cultural relic displays in China. In April, 1999, Mr. Jiang Zeming---General Secretary of Chinese Communist Party also visited the museum and guided the work. Because builders made a great effort on the contents and forms, the display in Sanxingdui Museum is welcomed by many audiences.

On the other hand, the coming of many audiences makes the Museum produce better economic profit. The newly built museum covers 20 hectares, with the chief building about 7,000 square kilometers. The total invest is ￥30,000,000 Yuan. If we don't consider the debt, to the today's situation, the income of the ticket every day, on average, overcomes everyday expenses largely. It is enough for the museum to live on the museum itself. This lets us enlighten: even a newly built museum and display, also can produce good social benefit, at the same time, and can create better economic profit.

2.3 Discussion /Critical Analysis of Theories

Perception

Walter (1989) clarified perception is the particular interpretation one gives to objects or ideas observed or otherwise brought to the consumer's attention through the senses. Middleton and Clarke (2001) described that the perception is the term used to explain the way individuals select and organize the mass of information they are exposed to and perception is a function of attitude, motivation, experience and learning, especially related to a previous purchase. Kotler (2004) explained that perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. Schiffman and Kanuk (2004) identified that perception is the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world.

Perception means how a person perceives outside world through the five senses of seeing, hearing, feeling, tasting and smelling. People usually have different perceptions due to different hereditary and environmental backgrounds resulting in different personalities.

The Process of Perception

Huffman (2002) described that perception consists of three basic processes: selection, organization, and interpretation of incoming sensations. The selection process allows us to choose which of the billion of separated incoming information we must organize it into pattern and principles that will help us to understand the

world. After selectively sorting through incoming sensory information and organizing it into patterns, the brain uses this information to explain and make judgments about external world. Fridgen (1996) revealed that perception is an active process. People do not merely passively receive sensory input from the environment, they actively seek it out. Perception is not only active, it is selective. Of all the information that is potentially available, only a portion of it is useful or meaningful at any one time. Perception is influenced by learning and past experience. The key word in the definition of perception is individual. People can emerge with different perception of the same object because of three perceptual processes that is selective attention, selective distortion, and selective retention.

General Perceptual Principle

Fridgen (1996) mentioned nine general perceptual principle that are sensory adaptation, color and contrast, context, figure-ground, closure, proximity, perceptual constancy, selective perception and weber/ fechner law. However, the principles of sensory adaptation and selective perception are applied to this study. In terms of the sensory adaptation, people get used to stimuli, events, and objects that they see or experience repeatedly. Getting used to things and taking them for granted is called sensory adaptation. In many ways, this process drives the tourism industry to find and offer new attractions, events, packages, destination, and experiences. Sensory adaptation is to change the stimulus and offer something "new". In terms of the selective perception, perception is selective for many reasons, including the perceiver screens out of selects specific types of information due to motivations, experiences, or

cultural history. Perceivers regularly select or ignore information as needed.

Destination Perception

Kozak and Rimmington (1999) stated that the overall image of a destination is considered when tourists decide where to travel. However, within a destination, many independent business as well as local authority, charitable and government organizations contribute to the visitors' experience in different ways. A tourist destination composed of attractions, infrastructure, transportation, and hospitality. Tourist destination promoters tend to focus on overall perception of destinations, particularly with regard to destination choice.

Destination perception is defined as the process, which a person receives, selects, organizes, and interprets information to create a picture of the destination (Mayo and Jarvis, 1981). Andreu, Bigne, and Cooper (2000) stated that people perceived images by using their previous knowledge of the places, or their experience at the destinations. The tourist's evaluation of that knowledge will affect his/her image of the destination.

Laws (1995) claimed that tourist destinations are the central elements of the tourism system. Laws categorized features of a destination into two main features, primary and secondary features. Primary features are climate, ecology, culture, and traditional architecture; on the other hand, secondary features are those developments introduced specifically for tourism such as hotels, catering, transportations, and entertainment. Together these two elements contribute to overall attractiveness of a tourist destination. Also, as tourist gain experience of other destinations, which are

directly or indirectly in competition, their perceptions of quality and overall performance of a destination will play a significant role in determining the possibility of repeated business or positive word-of-mouth recommendations. Explicitly, tourists make comparisons between facilities, attractions, and service standards of various destinations in order both to select a particular destination to travel and to form a perception or an image of that destination (Laws, 1995).

Tourism Product and Services

Murphy (1985) equates destinations with the market place; where demand and supply characteristics jostle for attention and consumption. Gunn's (1988) mode of the Tourist System denotes the tourism product as a complex consumptive experience that results from a process where tourists use multiple travel services during the course of their visit (information, transportation, accommodation, and attraction services). Smith (1994) also acknowledges the role of such travel services in creating product experience, and describes how various inputs from the destination could produce an experiential output for tourists.

A destination may be viewed as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited. Hu and Ritchie (1993) conceptualized the tourism destination as a package of tourism facilities and services, which like any other consumer product, is composed of a number of multi-dimensional attributes. A tourist's destination experience, however, is not solely derived from the consumption of the international travel experience has describes how tourists desire particular (novelty-familiarity) experiences from the

physical setting itself, as well as form the service infrastructure that supports their visit. One particular study (Mo, Howard & Havitz, 1993) showed that the destination's environment was the primary factor such as social and culture features, and the destination's service infrastructure the secondary factor such as transportation, food and lodging services in an international tourist's experience desires of the destination product.

Tourism Product

"Tourism product includes everything tourists purchase, see, experience and feel from the time they leave home until they come back home. It includes accommodation and travel at the destination; everything purchased includes food and beverage, souvenirs, amusement and entertainment" (French, Craig-Smith, Collier, 1995).

Many tourism products are services in nature, travelers will contact with many people during their trip, including travel agent, ground crew at the airport, flight attendants or crew. At hotel, travelers contact with hotel staff, waiters and waitress in restaurants, cashier at shops, tour guides and couriers, and locals.

Travelers can experience something good or bad different from their expectations. Components of the tourism products are:

1. Access to the destination, this means transport.
2. Amenities at the destination, such as accommodation, transportation, retail services, catering etc.
3. Attractions at the destination, for example, site and events natural and scenic

beauty.

4. People

A tourist destination or county is considered to be a tourism product in itself, but in reality the destination is a geographical area where tourism product can be purchased and consumed.

Tourism Services

The wide range of services and products for tourist needs: (French, Craig-Smith, Collier, 1995).

- tourism product purchasing facilities
- transport to and from the chosen destination include air, sea and land transportation
- transportation within the at destination and between destinations; air, sea and land
- Accommodation at the destination including hotels, motels, resorts, and firm stays, camping and caravan grounds.
- Sightseeing
- Entertainment and recreation including the theater, shows, amusement parks and recreational pursuits as skiing, fishing, boating
- Catering
- Shopping
- Financial Services

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2.4 Discussion /Critical Analysis of Related Studies

Chhabra and Healy (2003) conducted a research on "Staged Authenticity and Heritage Tourism", which analyzed the role of perceived authenticity as a measure of product quality and as a determinant of tourist satisfaction. The event studied was the Hora Macdonald Scottish Highland games held in North Carolina (United States). Tourists and event organizes were asked to evaluate the authenticity of specific festival events on a Likert Scale. Self-administered questionnaire and a random sample of 500 visitors were selected for the survey. The response rate was 24% (120 surveys).

The results of this study revealed that high perception of authenticity could be achieved even when the events is staged in a place far away from the original source of the cultural tradition. Important differences in perceived authenticity were observed among various groups of visitors. The perceived level of authenticity is controlled partly by media and partly by the people themselves. The authenticity perception in the minds of Scottish Americans may be distorted because they feel far away from their ancestral land.

The results also indicated that heritage tourists are disproportionately middle-aged people with high income levels. Further, the authenticity rating was found to be a positive indication to the organizers of Highland games. Client groups with high perception of authenticity generated the maximum revenue. Approximately 50% were returnees. The researchers recommended that consistency in the quality of service provided by the games and the region is crucial to maintain existing clientele

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and target future markets.

Brian and Alan (2002) conducted a survey on "Managing Heritage Tourism", the objective of the study was to investigate the major constrains and imperatives relating to the long-term management of built heritage attractions; the factors which impact upon decisions relating to charging for tourist entry; and the perceptions of heritage managers as to the respective roles of such attractions and public agencies in funding tourism management and heritage conservation programs.

A postal survey and Delphi survey were applied to the study. The initial postal survey were distributed to 300 managers and owners of built heritage properties, officers of organizations with a heritage remit, and heritage tourism consultants. The result of the Delphi survey suggested that the heritage establishment tended to place more emphasis on conservation and education, and less on contemporary use and local community. The survey also highlighted a number of important contextual issues relating to the subject of pricing strategy among heritage attractions. In proved significant value in exploring experts' perceptions of what should be the conservation funding priorities of major heritage organizations. Finally, the study generated a number of new insights into the relationship between conservation funding priorities and practices.

Besculides, Lee and McCormick (2002) studied "The Residents' Perception of The Cultural Benefits of Tourism". This research used a benefit based approach to examine the perceptions of cultural tourism by Hispanic and non-Hispanic residents living along the Los Caminos Antiguos Scenic and Hispanic byway in southwestern

Colorado, the United States. The objectives of this research are to describe the types of cultural benefits perceived by local residents and how those perceptions varied between Hispanic and non-Hispanic resident and also to study the use of a benefits based approach to explore community perception of the benefits and disbenefits of cultural tourism opportunities along a scenic byway whose purpose is to commemorate the host culture it passed through, two groups of residents were compared Hispanic and non-Hispanic as to their perception of the benefits realized from living along the byway and how it should be managed to preserve the Hispanic cultural heritage it was designated to celebrate. A mail back questionnaire was used to collect data on resident perceptions of tourism along the LCA byway. Surveys were sent to a random sample of 1,000 households stratified over 23 towns along the byway, the sample was divided into two groups: 136 Hispanic and 193 non-Hispanic residents. Survey respondents were asked to rate the importance of a list of specific cultural benefits on a scale from very unimportant to very important (-3 and +3). Results showed that while both groups recognized the value of living along the byway, Hispanic residents felt more strongly that it could provide important cultural benefits to residents and showed greater concern for its management to preserve the distinct cultural atmosphere. Social and economic factors such as community attachment, length of residence in an area, and economic dependency on tourism, can influence resident perceptions of and attitudes toward tourism. Economic dependency on tourism and proximity to attractions can also influence resident perceptions, residents involved in this industry are more likely to encourage tourism than those not. In

contrast, research has shown that even when overall attitudes toward tourism are positive, residents living in close proximity to attractions can have greater concern about tourism impacts than those living further away. The results of this study support ideas about the types of cultural benefits, which communities can realize, as well as the original proposition that tourism promotes numerous cultural benefits. Providing jobs for residents is obviously an important by product, but residents also see tourism as a means of helping them learn about, share, and preserve their culture. Support was also found for the idea that perceptions of tourism and cultural benefits would differ between Hispanic and non-Hispanic respondents.

2.5 The Conclusion of Literatures Review

Sanxingdui Museum is famous and attractive to tourists for its wonderful and mysterious Sanxingdui remains. The cultural relics in Sanxingdui own worldwide effect, own the value of studying and enjoying. However, inappropriate and unregulated tourism development may be degrading or destroy this cultural heritage that both local residents and tourists value. The researcher would like to know the perceptions of the tourists toward Sanxingdui Museum in term of transportation, accommodation, travel agency, activity, restaurant and entertainment, culture and safety were obtained from a survey to collect the data from tourists. This research will be useful for developing and planning the tourism products and services at Sanxingdui Museum.

CHAPTER THREE

RESEARCH FRAMEWORKS

This chapter was related to the theoretical framework and conceptual framework of this study on the perception of tourists towards tourism products and facilities at Sanxingdui Museum. It consists of four parts: definition of variables, conceptual framework, research hypothesis, and operation of the independent and dependent variables.

3.1 Definition of Variables

3.1.1 Independent Variables

Independent variables under this study include the following demographic and tourist characteristics in terms of how they affect the perception of tourists toward tourism products and facilities at Sanxingdui Museum.

Nationality

The nationality segmentation means segmenting the tourists based on the countries in which they were born and have been living. The tourists with different nationalities might have different perceptions toward various tourism products and facilities.

Age

Tourists' wants and purchasing power change with age. This study classified tourists under four age ranges, under20, 21-40, 41-60 and over 60 years old. The age

segmentation is an ability to predict behavior longitudinally, as specific segments migrate from one life stage to another. Tourists of different age groups could also have different perceptions toward tourism products and facilities.

Gender

Man and woman tend to have different attitudinal and behavioral orientations, based on socialization practices. Woman tends to be more communal-minded and man tends to be more self-expressive and goal-directed. Woman tends to take in more of the data in their immediate environment, but men tend to focus on the past of the environment that helps them achieve a goal. It is interesting to find out whether tourists of different genders would have different perceptions.

Marital Status

Based on marital status, this study would group tourists under two broad groups: Single and Married.

It is interesting to find out whether tourists with different marital status would have different perceptions toward tourism products and facilities at Sanxingdui Museum.

Educational Level

In terms of education, this study would group tourists under three main groups: High school or Lower, Bachelor Degree, and Master Degree or higher.

Educational levels strongly influence perceptions of people; the higher of the education might have the higher of the perception.

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Income Level

Income segmentation is a long-standing practice in such product and service. Income segmentation is one of the most popular and convenient way of segmenting the market. The tourists can be broadly divided into low income, middle income and high income group. Most travel products are also segmented along the target consumer segments in economy, popular and premium categories. Price differential between popular and premium products is significantly higher than what would be warranted by manufacturing cost differentials. The owner of tourism business creates product differentiations with focused advertisement, promotions and superior packaging also.

Income levels determine life styles of tourists, and thereby determine their perceptions.

Occupation

Tourists of different occupation would have different purposes of visiting Sanxingdui Museum, which contributes to different perceptions among the tourists toward Sanxingdui Museum.

Group/Individual

Tourists who travel in group and those who travel individually usually have different needs and might have different perceptions.

Purposes of Travel

Most of holiday makers travel for pleasure and relaxation but there are some tourists who might travel with the purpose of learning and experiencing exotic culture,

or physical and mental health improvement, or even prospecting for business opportunities. Different purposes of traveling might have different perceptions.

3.1.2 Dependent Variables

Dependent variables in this study include the following: transportation, accommodation, the main attractions, restaurant and entertainment, gifts and souvenirs and safety, in terms of how they affect the perceptions of the tourists toward tourism products and facilities at Sanxingdui Museum.

Transportation

In the tourism business there are four major transportation modes, namely rail, land, water, and air. Tourism business seeks to satisfy increasing tourists' demands for fast delivery. The growth of travel business operations is also contributing to increase uses of more variety of transport.

Accommodation

There are many types of hotels in tourism business. There are many categories of hotels and guesthouses to meet the travelers' demands. The level of service quality and facility available depend on the budget. The budget there is large enough to cover accommodation services and facilities to satisfy all needs of travelers.

The Main Attractions

The section on Ancient City, Ancient State and Ancient Shu Culture is the main exhibition in Sanxingdui Museum, which also become the biggest attractions to induce more tourists coming.

Restaurants and Entertainment

Guanghan offers many types of restaurants with different degrees of facility, service and decoration. There are several places offering excellent cuisines in a stylish, refined atmosphere. Many restaurants offer dinner with cultural shows and traditional dance performances.

Gifts and Souvenirs

There are a wide variety of items available for purchase in Guanghan, which are once well-known for their superior handicraft and reasonable prices.

Safety

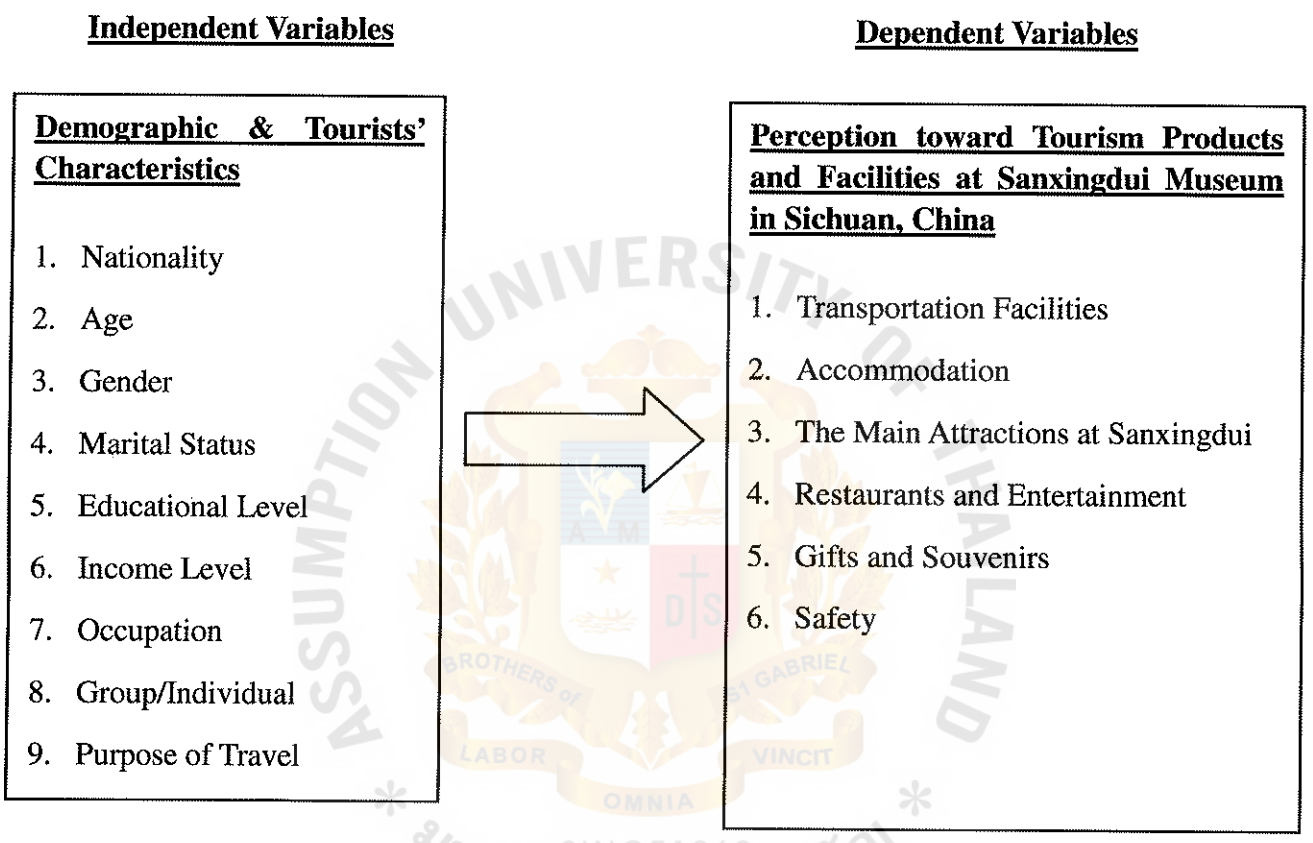
Safety is another essential consideration that tourist would consider before selecting a destination; and have become a major component of tourism attraction. It is very safe to visit Sanxingdui Museum.

3.2Conceptual Framework

The conceptual framework is created to illustrate the relationship between independent and dependent variables. Independent variable refers to a symbol or concept that the researcher can manipulate and that is hypothesized to the cause or influence the dependent variable (Mcdaniel and Gates, 1998). For this study, independent variables are demographic and tourists' characteristics in terms of nationality, age, gender, marital status, educational level, income level, occupation, group/individual and purposes of travel. Dependent variable refers to a symbol or concept expected to be explained or caused by the independent variable (Mcdaniel

and Gates, 1998). For this study, dependent variables are tourists toward transportation, accommodation, the main attractions at Sanxingdui, restaurants and entertainment, gifts and souvenirs, and safety.

Figure 3.1 Conceptual Framework



3.3 Research Hypothesis

It is important to test the hypotheses that inductively emerge from the data by seeking alternative explanations and negative examples that do not conform to the pattern or relationship being tested. Alternative explanations frequently exist, and only by testing the propositions that you identify will you be able to move towards formulating valid conclusions and an explanatory theory, even a simple one (Dey, 1993; Miles and Huberman, 1994). Dey (1993:48) points out that 'the association of

one variable with another is not sufficient ground for inferring a causal or any other connection between them'. The existence of an intervening variable may offer a more valid explanation of an association that is apparent in the data.

Table 3.1 Research Hypotheses

H1o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.
H1a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.
H2o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.
H2a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.
H3o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.
H3a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.
H4o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.
H4a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.
H5o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.
H5a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.
H6o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.
H6a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.

H7o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.
H7a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.
H8o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.
H8a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.
H9o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.
H9a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.
H10o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.
H10a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.
H11o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.
H11a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.
H12o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.
H12a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.
H13o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.
H13a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.

H14o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.
H14a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.
H15o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.
H15a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.
H16o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.
H16a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.
H17o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.
H17a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.
H18o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.
H18a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.
H19o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.
H19a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.
H20o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.
H20a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.

H21o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.
H21a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.
H22o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.
H22a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.
H23o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.
H23a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.
H24o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.
H24a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.
H25o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.
H25a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.
H26o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.
H26a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.
H27o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.
H27a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.

H28o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.
H28a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.
H29o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.
H29a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.
H30o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.
H30a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.
H31o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.
H31a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.
H32o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.
H32a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.
H33o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.
H33a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.
H34o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.
H34a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.

H35o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.
H35a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.
H36o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.
H36a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.
H37o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.
H37a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.
H38o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.
H38a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.
H39o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.
H39a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.
H40o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.
H40a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.
H41o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.
H41a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.

H42o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.
H42a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.
H43o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.
H43a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.
H44o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.
H44a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.
H45o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.
H45a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.
H46o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.
H46a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.
H47o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.
H47a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.
H48o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.
H48a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.

H49o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.
H49a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.
H50o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.
H50a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.
H51o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.
H51a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.
H52o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.
H52a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.
H53o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.
H53a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.
H54o:	There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.
H54a:	There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.

3.4 Operation of the Independent and Dependent Variables

3.4.1 Operational of Independent Variables

Independent Variables	Conceptual Definition	Operational Component	Level of Measurement	Question Number
1.Nationality	The legal right of belonging to a particular nation	1=Chinese 2=European 3=American 4=Others	Nominal	**Q.1**
2.Age	The number of years that a person has lived or a thing had existed	1=Under 20 years old 2=21—40 years old 3=41—60 years old 4=Over 60 years old	Ordinal	**Q.2**
3.Gender	Sexual identify, especially in relation to society or culture	1=Male 2=Female	Nominal	**Q.3**
4.Marital Status	The fact of whether a person is single or married	1=Single 2=Married	Nominal	**Q.4**
5.Educational Level	A particular subject or knowledge that a person has involved	1=High School or lower 2=Bachelor Degree 3=Master Degree or higher	Ordinal	**Q.5**
6.Income Level (Monthly)	The amount of money or its equivalent received per month in exchange for labor or services	1=Under 1,000USD 2=1,000-1,499USD 3=1,500-1,999USD 4=2,000USD or more	Ordinal	**Q.6**
7.Occupation	An activity that serves as one's regular source of livelihood	1=student 2=Owing private businessmen 3=Employee 4=Government officer 5=Others	Nominal	**Q.7**

8.Group/Individual	The tourist who purchasing package tour program/The tourist who travel by their own	1=Group 2=Individual	Nominal	**Q.8**
9.Purposes of Travel	Needed or supposed to achieve something of visiting a destination	1=Travel 2=Business 3=Education 4=Others(Specify)	Nominal	**Q.9**

3.4.2 Operational of Dependent Variables

Dependent Variables	**Conceptual Definition**	**Operational Component**	**Level of Measurement**	**Question Number**
1.Transportation Facilities	Concerning the movement of products or passengers from a source to a destination and take place via air, water, rail, and road as the means of transportation.	-Transportation to Sanxingdui Museum -Transportation around Sanxingdui Museum	Interval	**Q.10-11**
2.Accommodation	A term used to encompass the provision of bedroom facilities on a commercial basis within the hospitality/tourism industry.	-Variety of facilities -Service quality -Hotel rates	Interval	**Q.12-14**

3.The Main Attractions	Facilities developed especially to provide residents and visitors with entertainment activities, learning, socializing, and other forms of stimulation that make a region or destination a describable and enjoyable place.	-Ancient Shu Culture -the Primitive Faith - Cultural Artifacts - Excavation and Study -The collections - The surroundings - Information and educational purpose -Toilet facilities	Interval	**Q15-22**
4.Restaurants and Entertainment	A place offering food, drink and activities of entertaining	-Variety of cuisines -Service quality -Cultural dance show -Prices for food and drinks	Interval	**Q23-26**
5.Gifts&Souvenirs	A thing used to remind of a place or an occasion	-Variety of Gifts&Souvenirs -Prices for Gifts& Souvenirs	Interval	**Q27-28**
6.Safety	The state of being safe and protected from danger or harm	-Sanxingdui Museum area -Around Sanxingdui Museum area	Interval	**Q29-30**

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CHAPTER FOUR

RESEARCH METHODOLOGY

This chapter provides an overview of research methodology that was employed in this study and consists of six sections, including research method, respondents and sampling procedures, research instruments and questionnaire, collection of data, pre-test, and statistical treatment of data.

4.1 Research Method

The research methodology used sources of information from both primary data including the survey, interview, and observation. And secondary data include textbooks, journals, internet, and other empirical studies on related fields (Malhotra, 2000).

4.1.1 Descriptive Research

Zikmund (1994) mentioned that the major purpose of descriptive research is to describe characteristics of a population or phenomenon. Descriptive research seeks to determine the answers to who, what, when, where, and how questions. Frequently, descriptive research will attempt to determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups. In this research, the researcher attempted to determine the tourists' perceptions toward tourism products and facilities at Sanxingdui Museum in Sichuan, China.

4.1.2 Sample Survey Technique

The most common method of generating primary data is through survey. Zikmund (1994) stated that a survey is a research technique in which information is gathered from a sample of people by using questionnaires. Some typical survey objectives are to identify characteristics of a particular group, measure attitudes and describe behavior patterns. Surveys provide quick, inexpensive, efficient, and accurate means of assessing information about the population.

4.2 Respondents and Sampling Procedures

4.2.1 Sampling Element

A population comprises all the study subjects (tourists, hosts, family, friends, employees and managers) or study units (attractions, transportations, accommodation facilities) that are the focus of the research project (Ticehurst and Veal, 1999).

Neuman (2000) stated that the target population is the unit in the population that the researcher wishes to target for study. The sampling element under this research consists of three areas of interest as follows:

1) The sampling element included both domestic and international tourists.

2) The sampling element was traveling in Sanxingdui Museum while the questionnaires were distributed.

3) The time duration that the questionnaires were distributed to the sampling element was in September 2007.

4.2.2 Sample Unit

The sampling unit is the basic unit containing the elements of the population to be sampled (Malhotra, 2000). In this study, the sampling unit is the people traveling in Sanxingdui Museum in September 2007.

4.2.3 Sample Size

Sample size is determined as the actual number of subjects chosen as a sample to represent the population characteristics (Jennings, 2001).

According to data of the total number of tourists arrivals to Sanxingdui Museum in 2005 are 453,000 visitors (Ministry of Tourism, Sichuan 2006).

The researcher used non-random convenient method as a sampling method. Based on Table 4.1, with 5% tolerable errors, a sample size 384 are used in this study.

Table 4.1 Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainly

Population/Sampling Frame	**Required Sample for Tolerable Error**			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	**384**	**599**	**1,065**	**2,344**
25,000,000	384	600	1,067	2,400

Source: Anderson, G. (1996), Fundamentals of Educational Research

4.3 Research Instruments and Questionnaire

The researcher used questionnaires as a research instrument. The term questionnaire refers to any structures research instrument, which is used to collect social research data in a face-to-face interview, self-completed survey, telephone interview or web survey (Balmer, 2004). All of the questions were close-ended. A questionnaire was designed to collect information about the demographic, perception toward tourism products and facilities at Sanxingdui Museum. In questioner survey, research device questioner into two parts.

Part 1: This part of questionnaire attempted to ask the respondents to express their demographic characteristics, including nationality, age, gender marital status, education level, income level, occupation, etc., in the form of close-ended choice questions. Nine closed questions were asked.

Part 2: This part includes specific questions used to ask the respondents to express their perceptions toward tourism products and facilities at Sanxingdui Museum. Twenty-one questions were asked, and for each statement, a five-point rating scales is applied:

5= Strongly Agree 4= Agree 3=Neutral 2=Disagree 1= Strongly Disagree

4.4 Collection of Data

The researcher distributed 384 questionnaires to respondents and collected them back later in September 2007 at Sanxingdui Museum, Chengdu International Airport, and some major selected hotels. The respondents were asked to fill out the

initial surveys based on their experiences from visiting Sanxingdui Museum, and took about five minutes to complete answer.

4.5 Reliability Test or Pre-Test

Pre-test is a trial run with a group of respondents used to screen out problems in the design of a questionnaire (Zikmund, 1994). To maximize the reliability of the questionnaire, the researcher conducted an initial survey to thirty of tourists at Sanxingdui Museum in August 2007. The researcher distributed the 30 questionnaires to respondents and collected them back later. The respondents were asked to fill out the initial surveys based on their experiences from visiting Sanxingdui Museum. The initial survey took about five minutes to complete answer. The Alpha coefficient from the pre-test was 0.865, as shown on table 4.2, which is greater than 0.6, meaning that the questionnaire could be considered as reliable.

Table 4.2: Reliability Analysis-Scale (ALPHA) of Pre-Test Result

Tourism Products and Facilities at Sanxingdui Museum	**Reliability Coefficients (ALPHA)**
1. Transportation Facilities	0.819
2. Accommodation	0.924
3. The Main Attractions	0.771
4. Restaurants and entertainment	0.926
5. Gifts and Souvenirs	0.898
6. Safety	0.915
Average Reliability Coefficients	**0.865**

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4.6 Statistical Treatment of Data

The total sample comprised 384 questionnaires. Results were entered into a data file and processing the data analyzed using Statistical Package for the Social Science (SPSS) program Version 14.0 for Windows, descriptive, frequency counts, percentage distributions, and mean value were calculated and analyzed by this SPSS program.

4.6.1 Descriptive Statistics

The research analyzed such demographic characteristics of respondents as nationality, age, gender, marital status, educational level, income level, occupation, group/individual and purposes of travel.

4.6.2 Inferential Statistics

Inferential statistics consist of techniques that allow researchers to study samples and then make generalizations about the populations, from which the samples were selected (Gravetter and Wallnau, 2000). Inferential statistics are used for testing the hypotheses in the chapter 3. The purpose of testing is to determine the accuracy of the hypotheses. Inferential statistics in the forms of T-test and ANOVA are used to test the 54 hypotheses set in this study.

T-test

The t-test is the most elementary experimental comparison involves two samples. This may take the form of comparing a conventional control condition and

experimental condition or two groups that have received differing level of the independent variable (Saiyod and Saiyod, 1995). To evaluate the perception of tourists toward quality of products and facilities at Sanxingdui Museum, the Independent-Samples T test is the best statistical technique to test each matched pair of gender, marital status and group tour/individual.

Analysis of Variance (ANOVA)

ANOVA stands for variance, which tests for significant mean differences in variables among multiple groups. The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs (Cooper & Schindler, 2003). The researcher used ANOVA to analyze the quantifiable data. ANOVA method is to test whether one or more independent variable groups are different.

ANOVA method is to test the relationship between demographic factors, which have nominal and ordinal measurement such as nationality, age, educational level, income level, occupation, purpose of travel and the perception of tourists toward tourism products and facilities at Sanxingdui Museum.

Table 4.3 Statistics Measurement of Hypotheses

Hypothesis	**Statistical tool**
1. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.	One way **ANOVA**
2. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.	One way **ANOVA**
3. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.	T-test

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4. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.	T-test
5. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.	One way **ANOVA**
6. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.	One way **ANOVA**
7. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.	One way **ANOVA**
8. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.	T-test
9. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.	One way **ANOVA**
10. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.	One way **ANOVA**
11. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.	One way **ANOVA**
12. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.	T-test
13. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.	T-test
14. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.	One way **ANOVA**
15. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.	One way **ANOVA**
16. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.	One way **ANOVA**

17. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.	T-test
18. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.	One way **ANOVA**
19. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.	One way **ANOVA**
20. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.	One way **ANOVA**
21. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.	T-test
22. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.	T-test
23. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.	One way **ANOVA**
24. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.	One way **ANOVA**
25. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.	One way **ANOVA**
26. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.	T-test
27. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.	One way **ANOVA**
28. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.	One way **ANOVA**
29. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.	One way **ANOVA**

30. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.	T-test
31. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.	T-test
32. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.	One way **ANOVA**
33. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.	One way **ANOVA**
34. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.	One way **ANOVA**
35. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.	T-test
36. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.	One way **ANOVA**
37. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.	One way **ANOVA**
38. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.	One way **ANOVA**
39. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.	T-test
40. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.	T-test
41. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.	One way **ANOVA**

42. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.	One way **ANOVA**
43. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.	One way **ANOVA**
44. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.	T-test
45. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.	One way **ANOVA**
46. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.	One way **ANOVA**
47. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.	One way **ANOVA**
48. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.	T-test
49. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.	T-test
50. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.	One way **ANOVA**
51. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.	One way **ANOVA**
52. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.	One way **ANOVA**
53. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.	T-test
54. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.	One way **ANOVA**

4.7 Additional Qualitative Study

Qualitative research is the foundation on which strong, reliable research programs are based. It is most often the first step in a research program –the step designed to uncover motivations, reasons, impressions, perceptions, and ideas that relevant individuals have about a subject of interest. The goal of qualitative research is to develop extensive information from a few people (Peterson, 1994).

In addition to the quantitative study elaborated, the researcher also conducted additional qualitative study by means of personal observation and personal interview with some selected domestic and international tourists as well as some managers. The qualitative data gave additional information and explanation to the findings of the quantitative part.

Personal observation was conducted to get additional explanation for results from quantitative study. Researcher's observation was based on the variables in the survey questionnaire both of the tourism products and services on Sanxingdui Museum.

Interviews with manager of various sectors of tourism businesses and services, as well as selected tourists, also provided information such as feeling and attitudes towards various tourism products and facilities at Sanxingdui Museum. The use of interview could help the researcher to gather the further information that relevant to the research objectives.

CHAPTER FIVE

PRESENTION OF DATA AND CRITICAL

DISCUSSION OF RESULTS

This chapter consists of four parts: tourists' demographic and travel characteristic results of the hypothesis testing, discussions of statistical results, and results from additional qualitative study.

5.1 Tourists' Demographic and Travel Characteristics

The results of statistical analysis concerning demographic and travel characteristics of respondents are as follows (n=384):

5.1.1 Nationality

The nationalities of respondents are presented in Table 5.1.1 and Figure 5.1.1:

Table 5.1.1: Summary of respondents by Nationality

	Nationality	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	266	69.3	69.3	69.3
	European	50	13.0	13.0	82.3
	American	45	11.7	11.7	94.0
	Others	23	6.0	6.0	100.0
	Total	384	100.0	100.0	

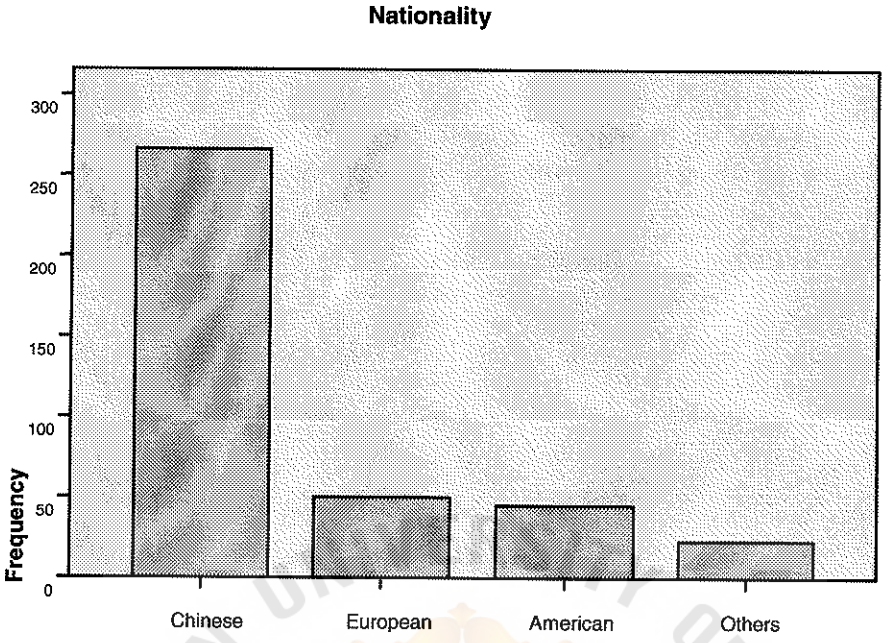

Figure 5.1.1: Nationality

From Table 5.1.1 and Figure 5.1.1 shown above, 266 respondents (69.3%) were Chinese tourists, 50 respondents (13.0%) were European tourists, 45 respondents (11.7%) were American tourists, and 23 (6.0%) were other nationalities such as Japanese, Thailand, Korean, Australian and African tourists.

5.1.2 Age

The age groups of respondents are presented in Table 5.1.2 and Figure 5.1.2:

Table 5.1.2: Summary of Respondents by Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	43	11.2	11.2	11.2
	21-40	237	61.7	61.7	72.9
	41-60	81	21.1	21.1	94.0
	Over 60 years old	23	6.0	6.0	100.0
	Total	384	100.0	100.0	

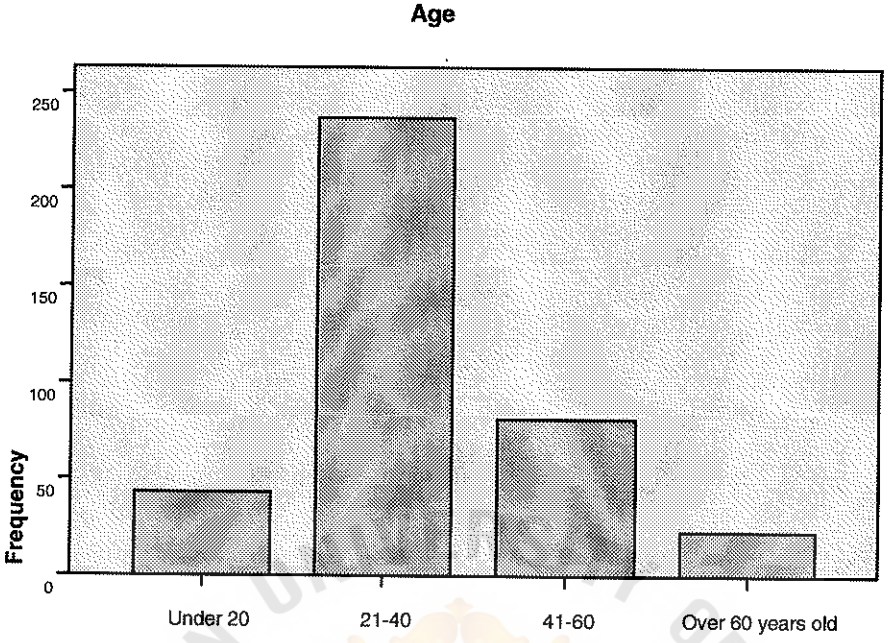

Figure 5.1.2: Age

From Table 5.1.2 and Figure 5.1.2 shown above, 43 respondents (11.2%) were under 20 years old, 237 respondents (61.7%) were 21-40 years old, 81 respondents (21.1%) were 41-60 years old, and 23 respondents (6.0%) were over 60 years old.

5.1.3 Gender

The gender groups of respondents are presented in Table 5.1.3 and Figure 5.1.3:

Table 5.1.3: Summary of Respondents by Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	162	42.2	42.2	42.2
	Female	222	57.8	57.8	100.0
	Total	384	100.0	100.0	

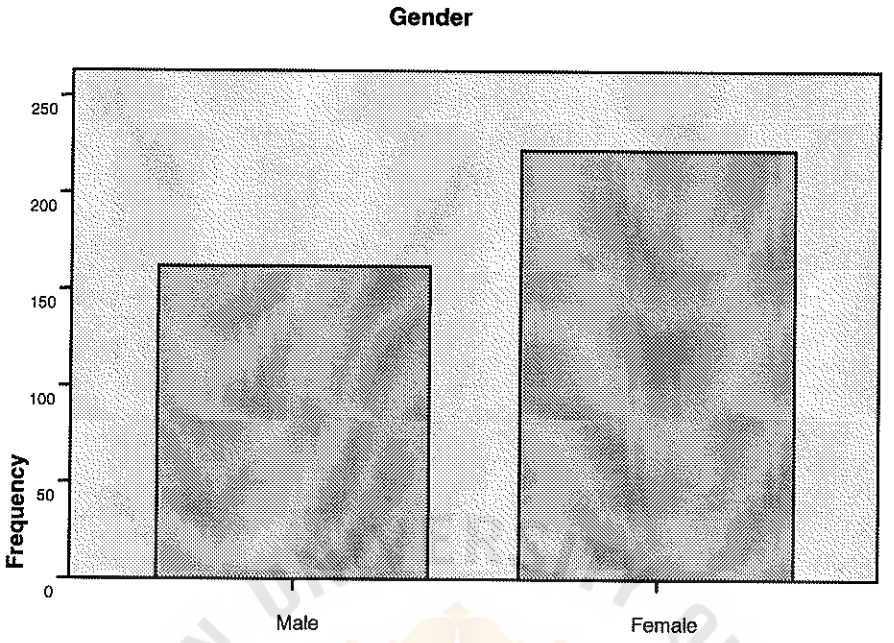

Figure 5.1.3: Gender

From Table 5.1.3 and Figure 5.1.3 shown above, 162 respondents (42.2%) were male and 222 respondents (57.8%) were female.

5.1.4 Marital Status

The marital status groups of respondents are presented in Table 5.1.4 and Figure 5.1.4:

Table 5.1.4: Summary of Respondents by Marital Status

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	182	47.4	47.4	47.4
	Married	202	52.6	52.6	100.0
	Total	384	100.0	100.0	

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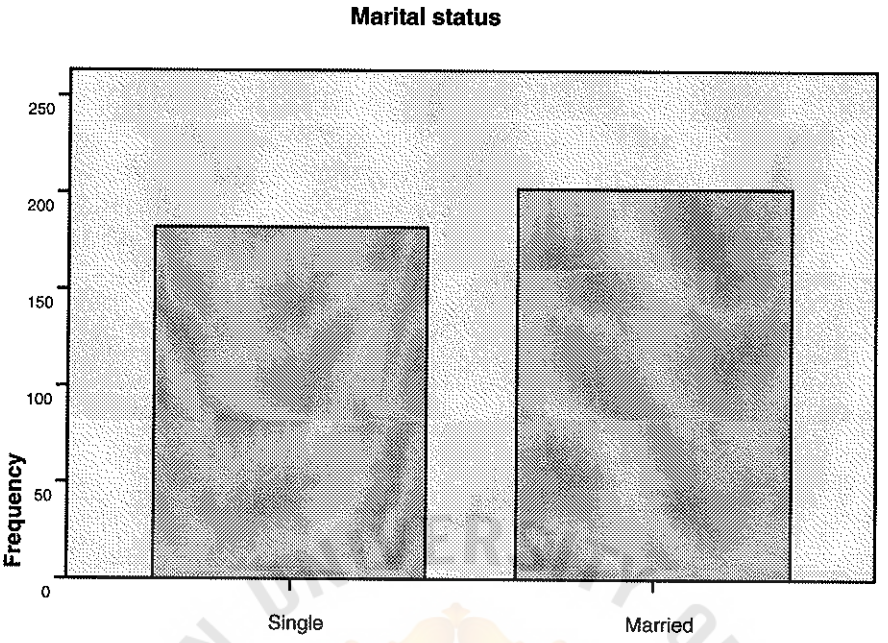

Figure 5.1.4: Marital Status

From Table 5.1.4 and Figure 5.1.4 shown above, 182 respondents (47.4%) were single and 202 respondents (52.6%) were married.

5.1.5 Educational Level

The educational levels of respondents are presented in Table 5.1.5 and Figure 5.1.5:

Table 5.1.5: Summary of Respondents by Educational Level

	Education level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	85	22.1	22.1	22.1
	Bachelor Degree	240	62.5	62.5	84.6
	Master Degree or higher	59	15.4	15.4	100.0
	Total	384	100.0	100.0	

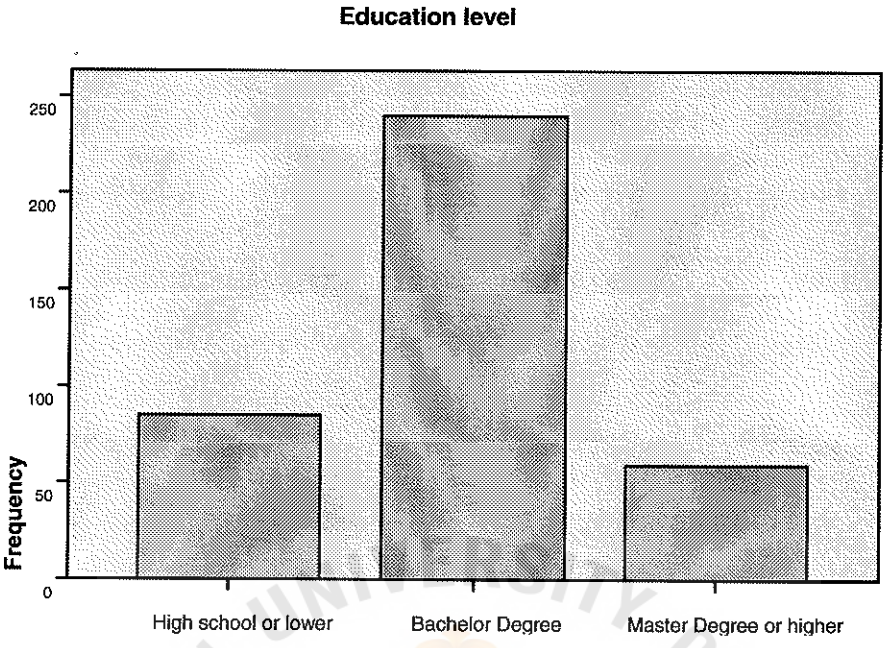

Figure 5.1.5: Educational Level

From Table 5.1.5 and Figure 5.1.5 shown above, 85 respondents (22.1%) were High school or lower level, 240 respondents (62.5%) were Bachelor Degree level and 59 respondents (15.4%) were Master Degree or higher level.

5.1.6 Income Level

The income levels of respondents are presented in Table 5.1.6 and Figure 5.1.6:

Table 5.1.6: Summary of Respondents by Monthly Income Level

	Monthly income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 1,000USD	235	61.2	61.2	61.2
	1,000-1,499USD	74	19.3	19.3	80.5
	1,500-1,999USD	41	10.7	10.7	91.1
	2,000USD or more	34	8.9	8.9	100.0
	Total	384	100.0	100.0	

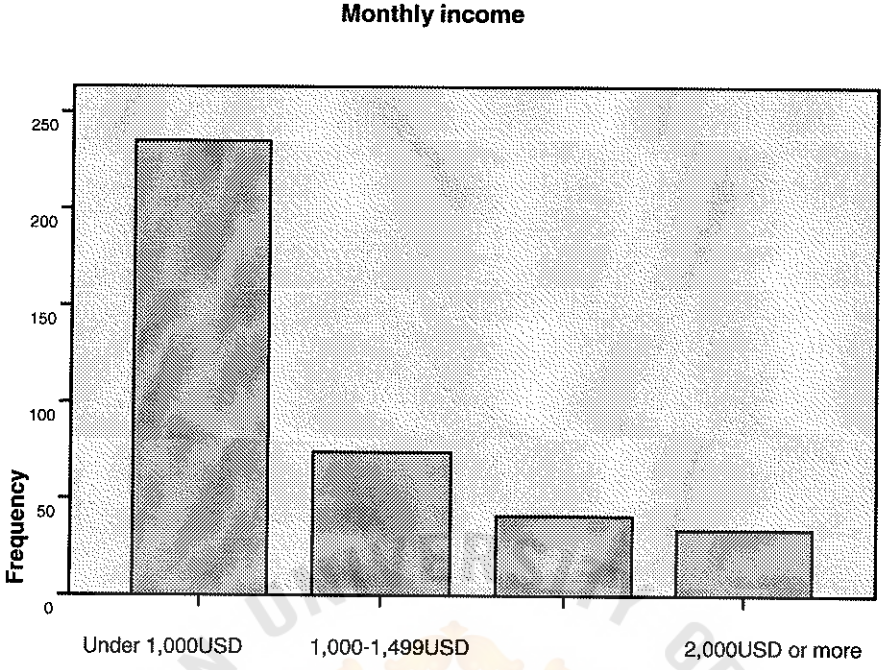

Figure 5.1.6: Monthly Income Level

From Table 5.1.6 and Figure 5.1.6 shown above, 235 respondents (61.2%) have monthly income under 1,000USD, 74 respondents (19.3%) have monthly income from 1,000- 1, 499USD, 41 respondents (10.7%) have monthly income from 1,500-1,999USD, and 34 respondents (8.9%) have monthly income 2,000USD or more.

5.1.7 Occupation

The occupation groups of respondents are presented in Table 5.1.7 and Figure 5.1.7:

Table 5.1.7: Summary of Respondents by Occupation

	Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	48	12.5	12.5	12.5
	Owing private businessman	75	19.5	19.5	32.0
	Employee	193	50.3	50.3	82.3
	Government officer	32	8.3	8.3	90.6
	Other	36	9.4	9.4	100.0
	Total	384	100.0	100.0	

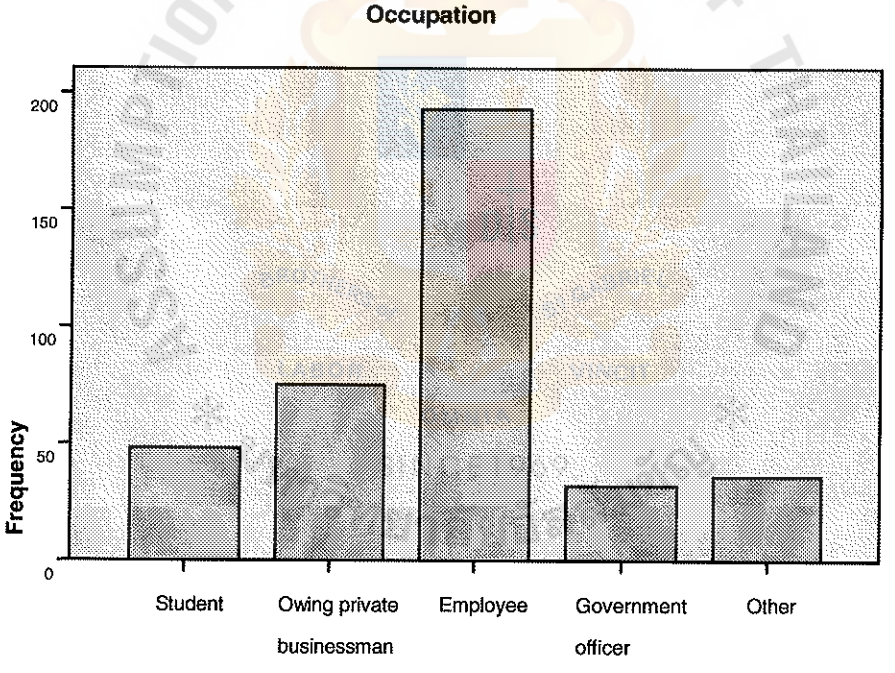

Figure 5.1.7: Occupation

From Table 5.1.7 and Figure 5.1.7 shown above, 48respondents (12.5%) were students, 75 respondents (19.5%) were businessmen, 193 respondents or (50.3%) were employees, 32 respondents (8.3%) were government officers, and 36 respondents (9.4%) were other occupations such as teachers, farmers, artists.

5.1.8 Group/Individual

The group tour/Individual traveling of respondents are presented in Table 5.1.8 and Figure 5.1.8:

Table 5.1.8: Summary of Respondents by Group tour/Individual

Group tour/Individual		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Group tour	149	38.8	38.8	38.8
	Individual	235	61.2	61.2	100.0
	Total	384	100.0	100.0	

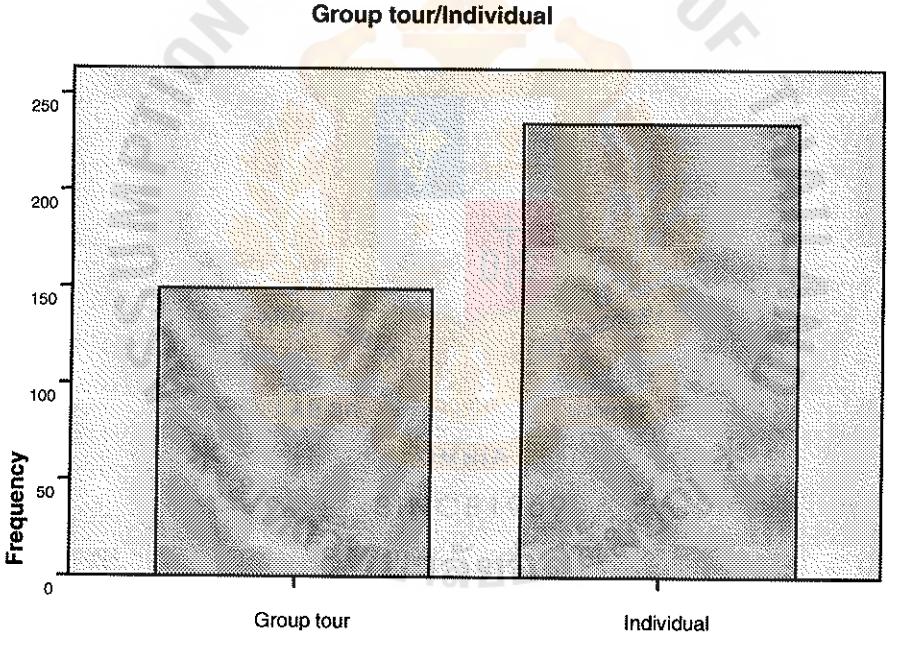

Figure 5.1.8: Group tour/Individual

From Table 5.1.8 and Figure 5.1.8 shown above, 149 respondents (38.8%) were group tour traveling and 235 respondents (61.2%) were individual traveling.

5.1.9 Purposes of Travel

The purposes of travel groups of respondents are presented in Table 5.1.9 and Figure 5.1.9:

Table 5.1.9: Summary of Respondents by Purposes of Travel

Purposes of Travel		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Travel	257	66.9	66.9	66.9
	Business	62	16.1	16.1	83.1
	Education	54	14.1	14.1	97.1
	Others	11	2.9	2.9	100.0
	Total	384	100.0	100.0	

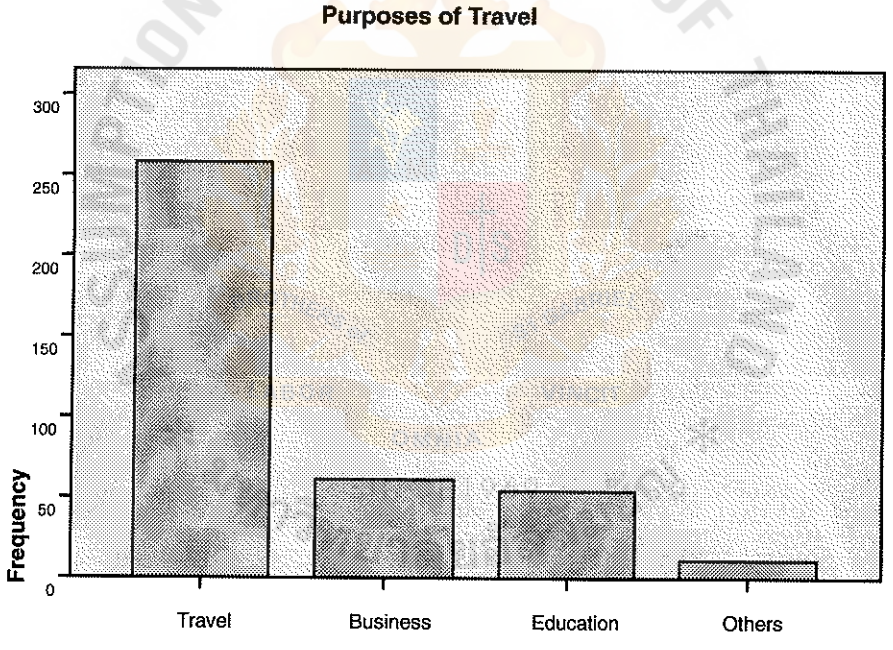

Figure 5.1.9: Purposes of Travel

From Table 5.1.9 and Figure 5.1.9 shown above, 257 respondents (66.9%) were travel purpose, 62 respondents (16.1%) were business purpose, 54 respondents (14.1%) were education purpose and 11 respondents (2.9%) were others purposes such as conference, meeting and researching.

5.2 Results of Hypothesis Testing

This study tested of the 54 operational hypotheses using T-test and ANOVA as follows:

5.2.1 Hypothesis 1

H1o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.

H1a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.

Table 5.2.1: One-way **ANOVA** test for hypothesis 1

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.594	3	5.531	15.128	.000
Within Groups	138.947	380	.366		
Total	155.541	383			

As shown in Table 5.2.1, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.

5.2.2 Hypothesis 2

H2o: There is no difference among tourists visiting Sanxingdui Museum regarding

their perceptions toward transportation facilities when classified by age.

H2a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.

Table 5.2.2: One-way **ANOVA** test for hypothesis 2

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.477	3	.492	1.214	.304
Within Groups	154.065	380	.405		
Total	155.541	383			

As shown in Table 5.2.2, the significance value is 0.304, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.

5.2.3 Hypothesis 3

H3o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.

H3a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.

Table 5.2.3: Independent t-test for hypothesis 3

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Transportation facilities	Male	162	4.0154	.66739	.05244
	Female	222	4.0631	.61511	.04128

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Transportation facilities	Equal variances assumed	.266	.607	-.723	382	.470	-.04763	.06589	-.17719	.08192
	Equal variances not assumed			-.714	330.068	.476	-.04763	.06674	-.17891	.08365

As shown in Table 5.2.3, the significance value is 0.470, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.

5.2.4 Hypothesis 4

H4o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.

H4a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.

Table 5.2.4: Independent t-test for hypothesis 4

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Transportation facilities	Single	182	4.0824	.62747	.04651
	Married	202	4.0074	.64545	.04541

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Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Transportation facilities	Equal variances assumed	1.418	.234	1.152	382	.250	.07499	.06510	-.05301	.20299
	Equal variances not assumed			1.154	379.787	.249	.07499	.06501	-.05282	.20281

As shown in Table 5.2.4, the significance value is 0.250, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.

5.2.5 Hypothesis 5

H5o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.

H5a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.

Table 5.2.5: One-way **ANOVA** test for hypothesis 5

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.292	2	.646	1.595	.204
Within Groups	154.249	381	.405		
Total	155.541	383			

As shown in Table 5.2.5, the significance value is 0.204, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.

5.2.6 Hypothesis 6

H6o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.

H6a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.

Table 5.2.6: One-way **ANOVA** test for hypothesis 6

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.120	3	3.707	9.753	.000
Within Groups	144.421	380	.380		
Total	155.541	383			

As shown in Table 5.2.6, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.

5.2.7 Hypothesis 7

H7o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.

H7a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.

Table 5.2.7: One-way **ANOVA** test for hypothesis 7

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.010	4	1.753	4.472	.002
Within Groups	148.531	379	.392		
Total	155.541	383			

As shown in Table 5.2.7, the significance value is 0.002, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.

5.2.8 Hypothesis 8

H8o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.

H8a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.

Table 5.2.8: Independent t-test for hypothesis 8

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
Transportation facilities	Group tour	149	4.1242	.56325	.04614
	Individual	235	3.9915	.67616	.04411

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Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Transportation facilities	Equal variances assumed	.455	.501	1.996	382	.047	.13267	.06648	.00196	.26338
	Equal variances not assumed			2.078	354.717	.038	.13267	.06383	.00713	.25821

As shown in Table 5.2.8, the significance value is 0.047, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.

5.2.9 Hypothesis 9

H9o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.

H9a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.

Table 5.2.9: One-way **ANOVA** test for hypothesis 9

ANOVA

Transportation facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.666	3	2.222	5.671	.001
Within Groups	148.875	380	.392		
Total	155.541	383			

As shown in Table 5.2.9, the significance value is 0.001, which is less than

0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.

5.2.10 Hypothesis 10

H10o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.

H10a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.

Table 5.2.10: One-way **ANOVA** test for hypothesis 10

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.709	3	10.570	25.164	.000
Within Groups	159.617	380	.420		
Total	191.326	383			

As shown in Table 5.2.10, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.

5.2.11 Hypothesis 11

H11o: There is no difference among tourists visiting Sanxingdui Museum regarding

their perceptions toward accommodation facilities when classified by age.

H11a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.

Table 5.2.11: One-way **ANOVA** test for hypothesis 11

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.410	3	.470	.941	.421
Within Groups	189.916	380	.500		
Total	191.326	383			

As shown in Table 5.2.11, the significance value is 0.421, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.

5.2.12 Hypothesis 12

H12o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.

H12a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.

Table 5.2.12: Independent t-test for hypothesis 12

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Male	162	3.8395	.74879	.05883
	Female	222	3.8363	.67621	.04538

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Accommodation	Equal variances assumed	1.454	.229	.043	382	.965	.00317	.07313	-.14061	.14695
	Equal variances not assumed			.043	325.630	.966	.00317	.07430	-.14300	.14934

As shown in Table 5.2.12, the significance value is 0.965, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.

5.2.13 Hypothesis 13

H13o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.

H13a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.

Table 5.2.13: Independent t-test for hypothesis 13

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Single	182	3.8901	.67318	.04990
	Married	202	3.7904	.73420	.05166

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Accommodation	Equal variances assumed	.574	.449	1.382	382	.168	.09968	.07215	-.04218	.24154
	Equal variances not assumed			1.388	381.880	.166	.09968	.07182	-.04154	.24090

As shown in Table 5.2.13, the significance value is 0.168, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.

5.2.14 Hypothesis 14

H14o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.

H14a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.

Table 5.2.14: One-way **ANOVA** test for hypothesis 14

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.349	2	1.175	2.368	.095
Within Groups	188.977	381	.496		
Total	191.326	383			

As shown in Table 5.2.14, the significance value is 0.095, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.

5.2.15 Hypothesis 15

H15o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.

H15a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.

Table 5.2.15: One-way **ANOVA** test for hypothesis 15

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.987	3	6.996	15.607	.000
Within Groups	170.339	380	.448		
Total	191.326	383			

As shown in Table 5.2.15, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.

5.2.16 Hypothesis 16

H16o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.

H16a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.

Table 5.2.16: One-way **ANOVA** test for hypothesis 16

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.851	4	1.713	3.519	.008
Within Groups	184.475	379	.487		
Total	191.326	383			

As shown in Table 5.2.16, the significance value is 0.008, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.

5.2.17 Hypothesis 17

H17o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.

H17a: There is a difference among tourists visiting Sanxingdui Museum regarding

their perceptions toward accommodation facilities when classified by group/individual.

Table 5.2.17: Independent t-test for hypothesis 17

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Group tour	149	3.9530	.63674	.05216
	Individual	235	3.7645	.73984	.04826

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Accommodation	Equal variances assumed	2.876	.091	2.565	382	.011	.18848	.07348	.04400	.33296
	Equal variances not assumed			2.652	348.371	.008	.18848	.07107	.04871	.32825

As shown in Table 5.2.17, the significance value is 0.011, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.

5.2.18 Hypothesis 18

H18o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.

H18a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose

of travel.

Table 5.2.18: One-way **ANOVA** test for hypothesis 18

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.820	3	2.940	6.122	.000
Within Groups	182.506	380	.480		
Total	191.326	383			

As shown in Table 5.2.18, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.

5.2.19 Hypothesis 19

H19o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.

H19a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.

Table 5.2.19: One-way **ANOVA** test for hypothesis 19

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.961	3	1.987	15.034	.000
Within Groups	50.225	380	.132		
Total	56.187	383			

As shown in Table 5.2.19, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among

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tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.

5.2.20 Hypothesis 20

H20o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.

H20a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.

Table 5.2.20: One-way **ANOVA** test for hypothesis 20

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.465	3	.155	1.057	.367
Within Groups	55.722	380	.147		
Total	56.187	383			

As shown in Table 5.2.20, the significance value is 0.367, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.

5.2.21 Hypothesis 21

H21o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.

H21a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.

Table 5.2.21: Independent t-test for hypothesis 21

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
The main attractions at Sanxingdui	Male	162	3.9491	.41177	.03235
	Female	222	3.9268	.36126	.02425

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The main attractions	Equal variances assumed	.914	.340	.562	382	.574	.02227	.03961	-.05561	.10016
	Equal variances not assumed			.551	319.271	.582	.02227	.04043	-.05727	.10181

As shown in Table 5.2.21, the significance value is 0.574, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.

5.2.22 Hypothesis 22

H22o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.

H22a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.

Table 5.2.22: Independent t-test for hypothesis 22

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
The main attractions at Sanxingdui	Single	182	3.9430	.39845	.02954
	Married	202	3.9301	.36944	.02599

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The main attractions	Equal variances assumed	1.662	.198	.330	382	.742	.01292	.03919	-.06414	.08998
	Equal variances not assumed			.328	370.058	.743	.01292	.03934	-.06445	.09029

As shown in Table 5.2.22, the significance value is 0.742, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.

5.2.23 Hypothesis 23

H23o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.

H23a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.

Table 5.2.23: One-way **ANOVA** test for hypothesis 23

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.398	2	.199	1.359	.258
Within Groups	55.789	381	.146		
Total	56.187	383			

As shown in Table 5.2.23, the significance value is 0.258, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.

5.2.24 Hypothesis 24

H24o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.

H24a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.

Table 5.2.24: One-way **ANOVA** test for hypothesis 24

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.125	3	1.708	12.713	.000
Within Groups	51.062	380	.134		
Total	56.187	383			

As shown in Table 5.2.24, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.

5.2.25 Hypothesis 25

H25o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.

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H25a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.

Table 5.2.25: One-way **ANOVA** test for hypothesis 25

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.225	4	.306	2.112	.079
Within Groups	54.962	379	.145		
Total	56.187	383			

As shown in Table 5.2.25, the significance value is 0.079, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.

5.2.26 Hypothesis 26

H26o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.

H26a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.

Table 5.2.26: Independent t-test for hypothesis 26

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
The main attractions at Sanxingdui	Group tour	149	3.9916	.37883	.03103
	Individual	235	3.9011	.38230	.02494

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The main attractions	Equal variances assumed	.910	.341	2.270	382	.024	.09055	.03989	.01211	.16899
	Equal variances not assumed			2.274	317.193	.024	.09055	.03981	.01222	.16888

As shown in Table 5.2.26, the significance value is 0.024, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.

5.2.27 Hypothesis 27

H27o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.

H27a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.

Table 5.2.27: One-way **ANOVA** test for hypothesis 27

ANOVA

The main attractions at Sanxingdui

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.608	3	.203	1.386	.247
Within Groups	55.579	380	.146		
Total	56.187	383			

As shown in Table 5.2.27, the significance value is 0.247, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.

5.2.28 Hypothesis 28

H28o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.

H28a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.

Table 5.2.28: One-way **ANOVA** test for hypothesis 28

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.268	3	3.423	13.799	.000
Within Groups	94.257	380	.248		
Total	104.525	383			

As shown in Table 5.2.28, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.

5.2.29 Hypothesis 29

H29o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.

H29a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.

Table 5.2.29: One-way **ANOVA** test for hypothesis 29

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.351	3	.784	2.915	.034
Within Groups	102.174	380	.269		
Total	104.525	383			

As shown in Table 5.2.29, the significance value is 0.034, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.

5.2.30 Hypothesis 30

H30o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.

H30a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.

Table 5.2.30: Independent t-test for hypothesis 30

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Restaurants and entertainment	Male	162	3.7284	.55616	.04370
	Female	222	3.7050	.49739	.03338

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Restaurants and entertainment	Equal variances assumed	.113	.737	.434	382	.665	.02344	.05404	-.08281	.12969
	Equal variances not assumed			.426	323.500	.670	.02344	.05499	-.08474	.13162

As shown in Table 5.2.30, the significance value is 0.665, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.

5.2.31 Hypothesis 31

H31o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.

H31a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.

Table 5.2.31: Independent t-test for hypothesis 31

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Restaurants and entertainment	Single	182	3.7651	.47679	.03534
	Married	202	3.6696	.55765	.03924

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Restaurants and entertainment	Equal variances assumed	3.253	.072	1.795	382	.073	.09556	.05324	-.00912	.20023
	Equal variances not assumed			1.810	380.975	.071	.09556	.05281	-.00827	.19938

As shown in Table 5.2.31, the significance value is 0.073, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.

5.2.32 Hypothesis 32

H32o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.

H32a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.

Table 5.2.32: One-way **ANOVA** test for hypothesis 32

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.762	2	.381	1.398	.248
Within Groups	103.764	381	.272		
Total	104.525	383			

As shown in Table 5.2.32, the significance value is 0.248, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.

5.2.33 Hypothesis 33

H33o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.

H33a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.

Table 5.2.33: One-way **ANOVA** test for hypothesis 33

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.347	3	3.449	13.916	.000
Within Groups	94.178	380	.248		
Total	104.525	383			

As shown in Table 5.2.33, the significance value is 0.000, which is less than

0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.

5.2.34 Hypothesis 34

H34o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.

H34a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.

Table 5.2.34: One-way **ANOVA** test for hypothesis 34

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.904	4	1.226	4.664	.001
Within Groups	99.621	379	.263		
Total	104.525	383			

As shown in Table 5.2.34, the significance value is 0.001, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.

5.2.35 Hypothesis 35

H35o: There is no difference among tourists visiting Sanxingdui Museum regarding

their perceptions toward restaurants and entertainment when classified by group/individual.

H35a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.

Table 5.2.35: Independent t-test for hypothesis 35

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
Restaurants and entertainment	Group tour	149	3.7953	.45772	.03750
	Individual	235	3.6638	.55448	.03617

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Restaurants and entertainment	Equal variances assumed	10.631	.001	2.418	382	.016	.13147	.05436	.02458	.23836
	Equal variances not assumed			2.523	356.395	.012	.13147	.05210	.02901	.23393

As shown in Table 5.2.35, the significance value is 0.016, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.

5.2.36 Hypothesis 36

H36o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.

H36a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.

Table 5.2.36: One-way **ANOVA** test for hypothesis 36

ANOVA

Restaurants and entertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.855	3	.952	3.557	.015
Within Groups	101.671	380	.268		
Total	104.525	383			

As shown in Table 5.2.36, the significance value is 0.015, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.

5.2.37 Hypothesis 37

H37o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.

H37a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.

Table 5.2.37: One-way **ANOVA** test for hypothesis 37

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.468	3	1.156	5.990	.001
Within Groups	73.329	380	.193		
Total	76.796	383			

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As shown in Table 5.2.37, the significance value is 0.001, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.

5.2.38 Hypothesis 38

H38o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.

H38a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.

Table 5.2.38: One-way **ANOVA** test for hypothesis 38

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.515	3	.838	4.289	.005
Within Groups	74.281	380	.195		
Total	76.796	383			

As shown in Table 5.2.38, the significance value is 0.005, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.

5.2.39 Hypothesis 39

H39o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.

H39a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.

Table 5.2.39: Independent t-test for hypothesis 39

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Gifts and souvenirs	Male	162	3.6944	.46708	.03670
	Female	222	3.6937	.43423	.02914

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Gifts and souvenirs	Equal variances assumed	.065	.799	.016	382	.987	.00075	.04633	-.09034	.09185
	Equal variances not assumed			.016	331.935	.987	.00075	.04686	-.09143	.09294

As shown in Table 5.2.39, the significance value is 0.987, which is greater than 0.05, so the null hypothesis is accepted, meaning that there no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.

5.2.40 Hypothesis 40

H40o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.

H40a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.

Table 5.2.40: Independent t-test for hypothesis 40

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Gifts and souvenirs	Single	182	3.7418	.38881	.02882
	Married	202	3.6510	.49195	.03461

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Gifts and souvenirs	Equal variances assumed	11.453	.001	1.991	382	.047	.09077	.04559	.00113	.18040
	Equal variances not assumed			2.015	375.752	.045	.09077	.04504	.00220	.17933

As shown in Table 5.2.40, the significance value is 0.047, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.

5.2.41 Hypothesis 41

H41o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.

H41a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.

Table 5.2.41: One-way **ANOVA** test for hypothesis 41

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.292	2	.146	.726	.484
Within Groups	76.505	381	.201		
Total	76.796	383			

As shown in Table 5.2.41, the significance value is 0.484, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.

5.2.42 Hypothesis 42

H42o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.

H42a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.

Table 5.2.42: One-way **ANOVA** test for hypothesis 42

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.713	3	1.238	6.435	.000
Within Groups	73.084	380	.192		
Total	76.796	383			

As shown in Table 5.2.42, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and

souvenirs when classified by income level.

5.2.43 Hypothesis 43

H43o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.

H43a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.

Table 5.2.43: One-way **ANOVA** test for hypothesis 43

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.505	4	.376	1.894	.111
Within Groups	75.291	379	.199		
Total	76.796	383			

As shown in Table 5.2.43, the significance value is 0.111, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.

5.2.44 Hypothesis 44

H44o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.

H44a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by

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group/individual.

Table 5.2.44: Independent t-test for hypothesis 44

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
Gifts and souvenirs	Group tour	149	3.6913	.42154	.03453
	Individual	235	3.6957	.46454	.03030

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Gifts and souvenirs	Equal variances assumed	1.698	.193	-.095	382	.924	-.00447	.04695	-.09679	.08785
	Equal variances not assumed			-.097	337.213	.923	.00447	.04594	-.09484	.08590

As shown in Table 5.2.44, the significance value is 0.924, which is greater than 0.05, so the null hypothesis is accepted, meaning that there no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.

5.2.45 Hypothesis 45

H45o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.

H45a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.

Table 5.2.45: One-way **ANOVA** test for hypothesis 45

ANOVA

Gifts and souvenirs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.172	3	1.391	7.277	.000
Within Groups	72.624	380	.191		
Total	76.796	383			

As shown in Table 5.2.45, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.

5.2.46 Hypothesis 46

H46o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.

H46a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.

Table 5.2.46: One-way **ANOVA** test for hypothesis 46

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.867	3	2.289	6.357	.000
Within Groups	136.820	380	.360		
Total	143.687	383			

As shown in Table 5.2.46, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when

classified by nationality.

5.2.47 Hypothesis 47

H47o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.

H47a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.

Table 5.2.47: One-way **ANOVA** test for hypothesis 47

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.423	3	.808	2.173	.091
Within Groups	141.264	380	.372		
Total	143.687	383			

As shown in Table 5.2.47, the significance value is 0.091, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.

5.2.48 Hypothesis 48

H48o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.

H48a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.

Table 5.2.48: Independent t-test for hypothesis 48

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Safety	Male	162	4.0988	.61513	.04833
	Female	222	4.0383	.61071	.04099

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Safety	Equal variances assumed	.080	.778	.955	382	.340	.06048	.06330	-.06398	.18493
	Equal variances not assumed			.954	345.633	.341	.06048	.06337	-.06416	.18512

As shown in Table 5.2.48, the significance value is 0.340, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.

5.2.49 Hypothesis 49

H49o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.

H49a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.

Table 5.2.49: Independent t-test for hypothesis 49

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Safety	Single	182	4.1346	.61721	.04575
	Married	202	4.0000	.60265	.04240

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Safety	Equal variances assumed	4.258	.040	2.161	382	.031	.13462	.06230	.01212	.25711
	Equal variances not assumed			2.158	375.805	.032	.13462	.06238	.01196	.25727

As shown in Table 5.2.49, the significance value is 0.031, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.

5.2.50 Hypothesis 50

H50o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.

H50a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.

Table 5.2.50: One-way **ANOVA** test for hypothesis 50

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.596	2	.298	.794	.453
Within Groups	143.091	381	.376		
Total	143.687	383			

As shown in Table 5.2.50, the significance value is 0.453, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference

among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.

5.2.51 Hypothesis 51

H51o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.

H51a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.

Table 5.2.51: One-way **ANOVA** test for hypothesis 51

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.241	3	1.747	4.795	.003
Within Groups	138.445	380	.364		
Total	143.687	383			

As shown in Table 5.2.51, the significance value is 0.003, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.

5.2.52 Hypothesis 52

H52o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.

H52a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.

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Table 5.2.52: One-way **ANOVA** test for hypothesis 52

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.379	4	.845	2.282	.060
Within Groups	140.308	379	.370		
Total	143.687	383			

As shown in Table 5.2.52, the significance value is 0.060, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.

5.2.53 Hypothesis 53

H53o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.

H53a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.

Table 5.2.53: Independent t-test for hypothesis 53

Group Statistics

	Group tour/Individual	N	Mean	Std. Deviation	Std. Error Mean
Safety	Group tour	149	4.1007	.62054	.05084
	Individual	235	4.0404	.60752	.03963

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95%Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Safety	Equal variances assumed	1.511	.220	.939	382	.348	.06025	.06415	-.06589	.18638
	Equal variances not assumed			.935	310.109	.351	.06025	.06446	-.06659	.18708

As shown in Table 5.2.53, the significance value is 0.348, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.

5.2.54 Hypothesis 54

H54o: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.

H54a: There is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.

Table 5.2.54: One-way **ANOVA** test for hypothesis 54

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.481	3	1.827	5.023	.002
Within Groups	138.206	380	.364		
Total	143.687	383			

As shown in Table 5.2.54, the significance value is 0.002, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.

5.3 Discussion of Statistical Results

5.3.1 Descriptive Statistics of Tourists' Perception toward Tourism Products and Facilities at Sanxingdui Museum in Sichuan

Table 5.3.1: Descriptive Statistics of Tourists' Perception toward Tourism Products and Facilities at Sanxingdui Museum in Sichuan

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
10.Transportation to Sanxingdui Museum is convenient	384	1	5	4.24	.768
11.Transportation around Sanxingdui Museum is convenient	384	2	5	3.85	.662
12.There are wide varieties of accommodation around Sanxingdui Museum to choose from	384	1	5	3.93	.867
13.Hotels and other accommodations provide good quality of services	384	1	5	3.71	.768
14.Hotel rates are reasonable	384	1	5	3.88	.776
15.Splendor of Ancient Shu Culture is very interesting	384	2	5	4.09	.567
16.Mystery of the Primitive Faith is very interesting	384	3	5	4.04	.575
17.Exquisite Cultural Artifacts is very interesting	384	2	5	4.07	.661
18.Excavation and Study of Sanxingdui is very interesting	384	2	5	4.06	.672
19.The collections of Sanxingdui cultural relics are very beautiful	384	2	5	3.98	.543
20.The surroundings of Sanxingdui Museum are very beautiful	384	2	5	3.98	.571

21.Signs & published materials for information and educational purpose are good	384	2	5	3.42	.572
22.Toilet facilities at Sanxingdui are good	384	1	5	3.86	.633
23.Restaurants &food shops provide wide variety of cuisines	384	1	5	3.86	.684
24.Service quality and cleanliness of restaurants& food shops are good	384	1	5	3.65	.616
25.Restaurants& entertainment places provide interesting cultural shows and dancing performance	384	1	5	3.78	.688
26.Prices for food and drinks are reasonable	384	2	5	3.57	.659
27.There are wide varieties of gifts & souvenirs such as handicraft, art work, etc.	384	2	5	3.83	.511
28.Prices for gifts & souvenirs items are reasonable	384	2	5	3.57	.560
29.Safety in Sanxingdui Museum area is good	384	2	5	4.18	.670
30.Safety around Sanxingdui Museum area is good	384	2	5	3.95	.670
Transportation facilities	384	1.50	5.00	**4.0430**	.63727
Accommodation	384	1.00	5.00	**3.8377**	.70679
The main attractions at Sanxingdui	384	2.88	4.75	**3.9362**	.38302
Restaurants and entertainment	384	2.00	5.00	**3.7148**	.52241
Gifts and souvenirs	384	2.00	4.50	**3.6940**	.44779
Safety	384	2.00	5.00	**4.0638**	.61250
Valid N (listwise)	384				

This could be interpreted as follows:

Less than 1.5= Very Poor **1.5-2.4= Poor** **2.5-3.4= Neutral**

3.5-4.4= Good **4.5-5= Very Good**

From the above Table 5.3.1, the perceptions of tourists towards various tourism products and facilities at Sanxingdui Museum were as follows:

1. Regarding transportation facilities, the mean value is 4.0430, which could be interpreted as good.
2. In terms of accommodation, the mean value is 3.8377, which could be interpreted as good.
3. With respect to the main attractions, the mean value is 3.9362, which could be interpreted as good.
4. The mean value of restaurants and entertainment is 3.7148, which could be interpreted as good.
5. The mean value of gifts and souvenirs is 3.6940, which could be interpreted as good.
6. Safety with the mean value of 4.0638 could be interpreted as good.

5.4 Results from Additional Qualitative Study

In addition to the quantitative study elaborated, the researcher also conducted additional qualitative study by means of personal observations and personal interviews with some selected domestic and international tourists as well as some managers.

5.4.1 Personal Interviews

The question of personal interview from this research is **"what are your suggestions about developing and improving tourism products and facilities at**

Sanxingdui Museum?" The purpose of this question is to allow tourists to give their opinions freely. The researcher asked two categories of respondents: 1. Tourists, 2. Tourism business operators.

5.4.1.1 Tourists

1. A female Chinese, aged 26, said, "I want to complain about the prices of goods and the quality of services, for example, the accommodation is too expensive and a ticket for the cultural show is expensive, too. I hope the marketing controller to have a fixed price for foods and drinks."
2. A male American aged 43, commented, "The communication between tourists and service provider should be improved. The employees should be trained to learn English because it is very difficult to make a contract without this."
3. A male German aged 32, said, "Too crowded during my visit at the museum, many big group tour at the afternoon time, the authorities should think about carrying capacity plan."
4. A male Australian, aged 28, said, "Local people are very friendly. This is good for Sanxingdui", "Hotel staffs need more customer service training. I mean the hotel professional training".

5.4.1.2 Tourism business operators

1. A male Chinese, aged 33, the manager of Guanghan Hotel, said, "Lack of luxurious limousine services among the hotels in Guanghan should be improved to fulfill the need of the Niche clients group", and "I would present my proposal project to the

hotel's owners to establish the entertainment complex, such as cinema, sport center, massage club, and disco club, etc.,; I have been successful in this kind of project in Yibin, China"

2. A male Chinese, aged 48, driving a mini bus around Sanxingdui Museum, said, "The police is not strict about traffic laws, so there are a few accidents sometimes. For example some tourists do not wear a helmet while driving, some traffic signs and traffic lights are not clear enough for tourists. Road condition also should be improved in many parts."
3. A female Chinese, aged 28, owner of a coffee shop, said, "I am concerned about the social problems. The tourists and the development of tourism industry cause changes in social norms and culture of local people especially among children. Some of these children go to pub and bar, internet cafe to play online game, and concern about prostitution."
4. A female Chinese, aged 40, a restaurant manager, said, "I want to see Sanxingdui always developing fast, but there are some problems such as environmental deterioration. We should keep and conserve Sanxingdui not only for the tourists, but for the local people, too."

5.4.2 The observation concerning the tourism products and facilities at Sanxingdui Museum

Transportation

In general there are wide variety of transportation services such as taxi, coach, motorcycle trailer, and bicycle rental. Those services are convenient and offered with a reasonable price.

Accommodation

There are many hotels and guesthouses under construction within this year. Most of the hotel suppliers are imported and leakage of professional human resources of hotel staffs (weak of hotel professional training skills) that could have a long term effect to the local tourism.

The main attractions at Sanxingdui

The section on Ancient City, Ancient State and Ancient Shu Culture is the main exhibition in the museum. Many tourists including domestic and international tourists are very interested in these attractions. The surroundings of the museum are very beautiful. The poor signs and published materials for information and educational purpose should be improved as priority. They could help tourists to understand more Sanxingdui Wonder.

Restaurants and Entertainment

A wide variety of restaurants and pubs are available around the museum. The traditional cultural shows are provided with dinner at most restaurants in this area. For the night activities, international live music bands are available in a couple of pubs there.

Gifts and Souvenirs

In selling gifts and souvenirs to tourists, souvenirs shops would add 30% commission to the prices charged, making prices for gifts and souvenirs rather high.

Safety

Over these years, the government has improved security and safety measures to protect tourists from accidents and crimes. The security and safety is very good at Sanxingdui, it's hard to find crimes there.

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CHAPTER SIX

SUMMARY AND RECOMMENDATIONS

This chapter consists of five parts: summary of tourists' demographic and travel characteristics, summary of domestic and international tourists' perceptions toward tourism products and facilities at Sanxingdui Museum, summary of hypothesis testing, recommendations to improve tourism products and services at Sanxingdui Museum, and recommendations for further research.

6.1 Summary of Tourists' Demographic and Travel Characteristics

Table 6.1: Summary of Tourists' Demographic and Travel Characteristics

Tourists' Demographic and Travel Characteristics	Findings
1. Nationality	Chinese (69.3%), European (13.0%), American (11.7%), Others (6.0%)
2. Age	Under 20 years old (11.2%), 21-40 years old (61.7%) 41-60 years old (21.1%), over 60 years old (6.0%)
3. Gender	Male (42.2%), Female (57.8%)
4. Marital Status	Single (47.4%), Married (52.6%)
5. Educational Level	High school or lower (22.1%), Bachelor Degree (62.5%), Master Degree or higher (15.4%)
6. Monthly Income Level	Under 1,000USD (61.2%), 1,000-1,499USD (19.3%), 1,500-1,999USD (10.7%), 2,000USD or more (8.9%)
7. Occupation	Student (12.5%), Owing private businessman (19.5%) Employee (50.3%), Government officer (8.3%), Others (9.4%)
8. Group/Individual	Group tour (38.8%), Individual (61.2%)
9. Purposes of Travel	Travel (66.9%), Business (16.1%), Education (14.1%), Others (2.9%)

As shown in Table 6.1, in terms of nationality the dominant group (69.3%) was Chinese, in terms of age the dominant group (61.7%) was 21-40 years old, in terms of gender the dominant group (57.8%) was female, in terms of marital status the dominant group (52.6%) was married, in terms of educational level the dominant group (62.5%) was bachelor degree, in terms of monthly income level the dominant group (61.2%) was under 1,000USD, in terms of occupation the dominant group (50.3%) was employee, in terms of group/individual the dominant group (61.2%) was individual, and in terms of purposes of travel the dominant group (66.9%) was travel.

6.2 Summary of Domestic and Tourists' Perception toward Tourism Products and Facilities at Sanxingdui Museum

Table 6.2: Summary of tourism products and facilities at Sanxingdui Museum

Research Items	Mean
1. Transportation facilities	4.0430
2. Accommodation	3.8377
3. The Main Attractions	3.9362
4. Restaurants and Entertainment	3.7148
5. Gifts &Souvenirs	3.6940
6. Safety	4.0638

This could be interpreted as follows:

4.5-5= Very Good **3.5-4.4= Good** **2.5-3.4= Neutral**

1.5-2.4= Poor **Less than 1.5= Very Poor**

As shown in Table 6.2 above, the means scores for tourists' perception toward tourism products and facilities at Sanxingdui Museum (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) indicate that the perceptions are good for all the aspects of tourism products and facilities at Sanxingdui Museum.

6.3 Summary of Hypotheses Testing

Table 6.3: Summary of Hypotheses Testing

Hypothesis	Statistical tool (Significance Value)	Results
1. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by nationality.	One way **ANOVA** (0.000)	Rejected
2. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by age.	One way **ANOVA** (0.304)	Accepted
3. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by gender.	T-test (0.470)	Accepted
4. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by marital status.	T-test (0.250)	Accepted
5. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by educational level.	One way **ANOVA** (0.204)	Accepted

6. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by income level.	One way **ANOVA** (0.000)	Rejected
7. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by occupation.	One way **ANOVA** (0.002)	Rejected
8. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by group/individual.	T-test (0.047)	Rejected
9. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward transportation facilities when classified by purpose of travel.	One way **ANOVA** (0.001)	Rejected
10. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by nationality.	One way **ANOVA** (0.000)	Rejected
11. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by age.	One way **ANOVA** (0.421)	Accepted
12. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by gender.	T-test (0.965)	Accepted
13. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by marital status.	T-test (0.168)	Accepted
14. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by educational level.	One way **ANOVA** (0.095)	Accepted

15. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by income level.	One way **ANOVA** (0.000)	Rejected
16. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by occupation.	One way **ANOVA** (0.008)	Rejected
17. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by group/individual.	T-test (0.011)	Rejected
18. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward accommodation facilities when classified by purpose of travel.	One way **ANOVA** (0.000)	Rejected
19. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by nationality.	One way **ANOVA** (0.000)	Rejected
20. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by age.	One way **ANOVA** (0.367)	Accepted
21. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by gender.	T-test (0.574)	Accepted
22. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by marital status.	T-test (0.742)	Accepted
23. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by educational level.	One way **ANOVA** (0.258)	Accepted

24. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by income level.	One way **ANOVA** (0.000)	Rejected
25. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by occupation.	One way **ANOVA** (0.079)	Accepted
26. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by group/individual.	T-test (0.024)	Rejected
27. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward the main attractions when classified by purpose of travel.	One way **ANOVA** (0.247)	Accepted
28. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by nationality.	One way **ANOVA** (0.000)	Rejected
29. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by age.	One way **ANOVA** (0.034)	Rejected
30. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by gender.	T-test (0.665)	Accepted
31. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by marital status.	T-test (0.073)	Accepted
32. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by educational level.	One way **ANOVA** (0.248)	Accepted

33. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by income level.	One way **ANOVA** (0.000)	Rejected
34. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by occupation.	One way **ANOVA** (0.001)	Rejected
35. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by group/individual.	T-test (0.016)	Rejected
36. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward restaurants and entertainment when classified by purpose of travel.	One way **ANOVA** (0.015)	Rejected
37. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by nationality.	One way **ANOVA** (0.001)	Rejected
38. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by age.	One way **ANOVA** (0.005)	Rejected
39. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by gender.	T-test (0.987)	Accepted
40. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by marital status.	T-test (0.047)	Rejected
41. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by educational level.	One way **ANOVA** (0.484)	Accepted

42. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by income level.	One way **ANOVA** (0.000)	Rejected
43. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by occupation.	One way **ANOVA** (0.111)	Accepted
44. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by group/individual.	T-test (0.924)	Accepted
45. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward gifts and souvenirs when classified by purpose of travel.	One way **ANOVA** (0.000)	Rejected
46. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by nationality.	One way **ANOVA** (0.000)	Rejected
47. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by age.	One way **ANOVA** (0.091)	Accepted
48. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by gender.	T-test (0.340)	Accepted
49. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by marital status.	T-test (0.031)	Rejected
50. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by educational level.	One way **ANOVA** (0.453)	Accepted

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51. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by income level.	One way **ANOVA** (0.003)	Rejected
52. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by occupation.	One way **ANOVA** (0.060)	Accepted
53. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by group/individual.	T-test (0.348)	Accepted
54. Ho: There is no difference among tourists visiting Sanxingdui Museum regarding their perceptions toward safety when classified by purpose of travel.	One way **ANOVA** (0.002)	Rejected

Results from hypotheses testing 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' perceptions 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

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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.

6.4 Recommendations to Improve Tourism Products and Services at Sanxingdui Museum

Based on the results of the quantitative study by means of a questionnaire survey, and the qualitative study by means of personal interview with some selected domestic and international tourists and some selected managers, as well as by means of personal observation by the researcher, the following recommendations are made regarding improving the various aspects of tourism products and facilities at Sanxingdui Museum.

1. Research findings reveal a profile of dominant tourists as Chinese, age21-40, female, employees with monthly income under 1,000USD, with Bachelor degree, and marital status of married. So, related organizations should concentrate on this target group and plan to develop tourism products and facilities to satisfy their needs. They can create a strategy and management to reach and serve the target tourists more effectively.
2. Besides understanding tourists' characteristics and their perceptions toward tourism products and facilities, the authorities of Sanxingdui Museum and private

businesses sectors may use this research information to improve the negative perceptions, such as poor signs and published materials for information, control over carrying capacity, higher price of foods and drinks, and hotel staffs lacking professional skills; and continue to improve other aspects with positive perceptions.

3. Improvement in transportation: the government should provide more public transportation by means of bus and metered taxi, and control the fares properly.
4. Improvement in accommodation: most of the hotel operators lack hotel management skills, hotel staff are not properly trained, average hotel service quality is still low. All these problems might be overcome by setting up hotel management schools, or hotel management training centers. This could be done through government subsidy and cooperation among hotel operators.
5. Improvement in foods and drinks: domestic and international tourists are very health-conscious. Many restaurants are not strict about hygiene of foods and drinks that they serve. This would lead not only to customer dissatisfaction, but also to legal action since nowadays tourists are very legal-minded. There should be strict rules and regulation to enforce high standard of foods and drinks, and also there should be proper control over pricing.
6. Controlling prices of gifts and souvenirs. At present shops charge excessively high prices as they like, next to blood sucking or cheating. There should be proper control over pricing.

Moreover, the government, local tourism authority, and tourism industry

related businesses, namely transportation, accommodation, tour operator, tourist attraction, restaurant and entertainment to promote and advertise Sanxingdui Museum by using various medias such as television, newspaper, magazine, radio, build board and internet to attract more tourists. Efforts should be made to develop not only the number of tourists to go to Sanxingdui Museum, but also sustainable tourism concept to optimal use of cultural resources of Sanxingdui and improved the quality of life through a local people, government and tourism industry.

6.5 Recommendations for Further Research

This study has provided general information of tourists' perceptions toward various tourism products and facilities at Sanxingdui Museum.

Some further research about tourism development on Sanxingdui Museum should be conducted to measure the perceptions of local residents regarding economic, social and environmental impacts caused by tourism development at Sanxingdui.

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Conclusion

The overall conclusion of this study is that tourists' perceptions toward various tourism products and facilities at Sanxingdui Museum are good. Still there are rooms for improvement in the areas of museum management, hygiene for foods and drinks and toilet facilities, hotel staffs professional skills, controlling over carrying capacity, and rationalizing the prices of gifts and souvenirs.

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Appendix A

Reliability analysis results of pre-test (30 respondents)

Reliability Transportation Facilities

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	2

Reliability Accommodation

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	3

Reliability the Main Attractions

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.771	8

Reliability Restaurants and Entertainment

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	4

Reliability Gifts and Souvenirs

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	2

Reliability Safety

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.915	2

Reliability Total

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	6

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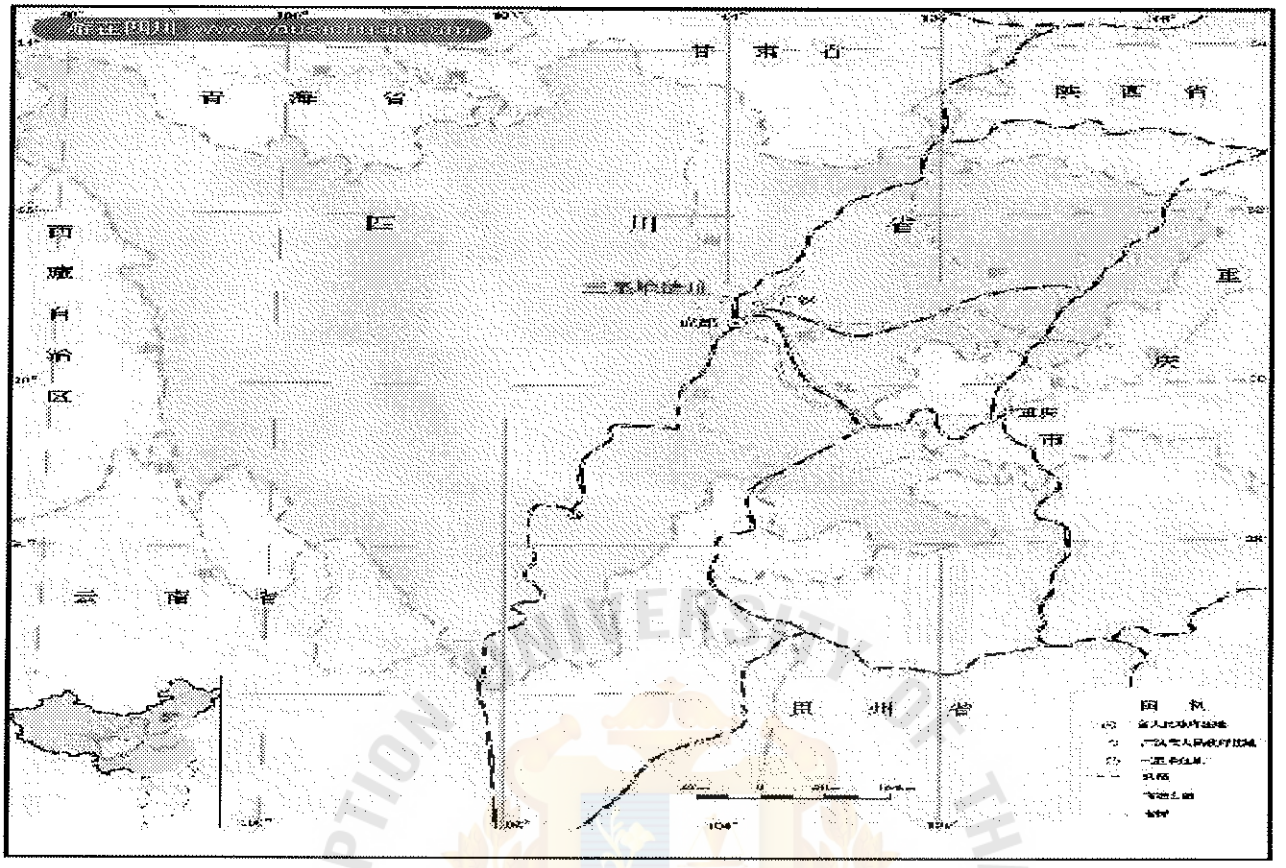
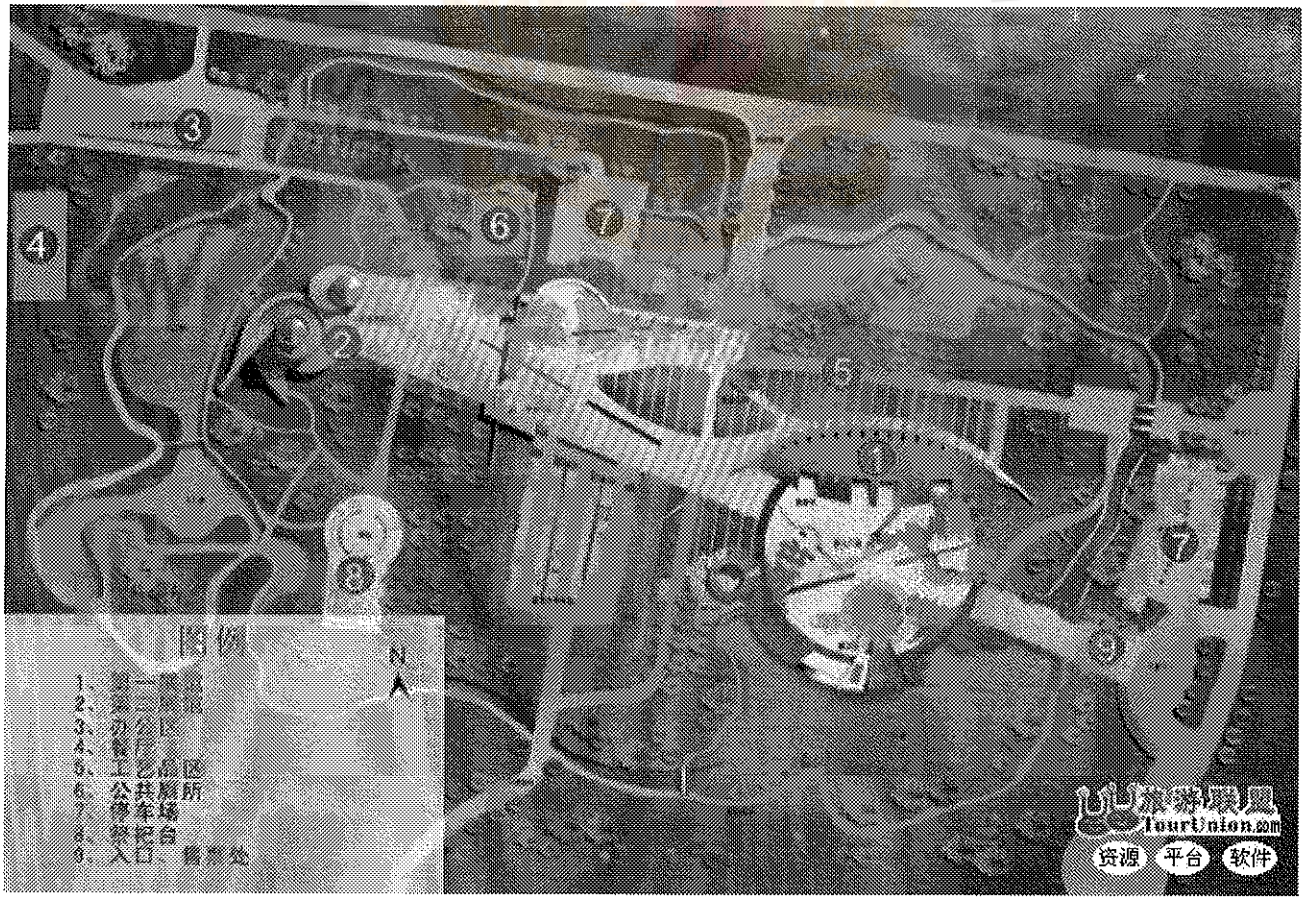
Appendix B


青海省
甘肃省
陕西省
西藏自治区
四川省
重庆市
云南省
贵州省


图例
1、
2、
3、
4、
5、工艺品区
6、公共厕所
7、停车场
8、祭祀台
9、入口、售票处
旅游联盟
TourUnion.com
资源 平台 软件

Appendix C

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Questionnaire

Dear Respondent:

This questionnaire is constructed for the use as part of a thesis entitled **"Tourists' Perception toward Tourism Products and Facilities at Sanxingdui Museum in Sichuan, China".** The data will be part of my thesis for a Master Degree in Tourism Management at Assumption University (Bangkok, Thailand). Please kindly respond to the following questionnaire. The information obtained will be only used for study purpose and your full cooperation in responding would be highly appreciated.

Thank you for your very kind cooperation.

Part I: Demographic and Travel Characteristics

1. What is your nationality?

☐Chinese ☐European ☐American ☐Others (Please specify)_____

2. Age

☐ Under 20 ☐ 21-40 ☐ 41-60 ☐ Over 60 years old

3. Gender

☐ Male ☐ Female

4. Marital status

☐ Single ☐ Married

5. Education level

☐ High school or lower ☐ Bachelor Degree ☐ Master Degree or higher

6. Monthly income

☐Under 1,000USD ☐1,000-1,499USD ☐1,500-1,999USD ☐2,000USD or more

7. Occupation

☐ Student ☐Owing private businessman ☐ Employee

☐Government officer ☐Other, (Please specify)_____

8. Do you travel with group tour or individual?

☐ Group tour ☐ Individual

9. What is the purpose of your traveling?

☐ Travel ☐ Business ☐ Education ☐ Others (Please specify)_____

Part II: Please rate your perception toward the following tourism products and facilities at Sanxingdui Museum, basing on Five-Point Scales:

5=Strongly Agree 4=Agree 3=Neutral 2=Disagree 1=Strongly Disagree

Tourism Products and Facilities at Sanxingdui	Rate Scale				
	5	4	3	2	1
Transportation facilities					
10. Transportation to Sanxingdui Museum is convenient.					
11. Transportation around Sanxingdui Museum is convenient.					
Accommodation					
12. There are wide varieties of accommodation around Sanxingdui Museum to choose from.					
13. Hotels and other accommodations provide good quality of services.					
14. Hotel rates are reasonable.					
The Main Attractions at Sanxingdui					
15. Splendor of Ancient Shu Culture is very interesting.					
16. Mystery of the Primitive Faith is very interesting.					
17. Exquisite Cultural Artifacts is very interesting.					
18. Excavation and Study of Sanxingdui is very interesting.					
19. The collections of Sanxingdui cultural relics are very beautiful.					
20. The surroundings of Sanxingdui Museum are very beautiful.					
21. Signs& published materials for information and educational purpose are good.					
22. Toilet facilities at Sanxingdui are good.					
Restaurants and Entertainment					
23. Restaurants & food shops provide wide variety of cuisines.					
24. Service quality and cleanliness of restaurants & food shops are good.					
25. Restaurants & entertainment places provide interesting cultural shows and dancing performance.					
26. Prices for food and drinks are reasonable.					
Gifts and Souvenirs					
27. There are wide varieties of gifts & souvenirs such as handicraft, art work, etc.					
28. Prices for gifts & souvenirs items are reasonable.					
Safety					
29. Safety in Sanxingdui Museum area is good.					
30. Safety around Sanxingdui Museum area is good.					

Thank you very much for your valuable time and your cooperation!

调查问卷

尊敬的朋友：

我是泰国易三仓大学旅游管理专业的研究生，目前正在做“游客对三星堆博物馆的旅游产品和旅游条件的认知”的研究。希望您能用几分钟时间填写一下调查问卷。您所提供的信息将仅用于专业研究。

衷心感谢您的合作！

第一部分

1． 您的国籍？

□中国人 □ 欧洲人 □美国人 □ 其他。请注明_____

2．您的年龄？

□20 岁以下 □21 - 40 岁 □41 - 60 岁 □60 岁以上

3． 您的性别？

□男性 □女性

4．您的婚姻状况？

□单身 □已婚

5． 您的教育程度？

□高中 □大学 □硕士或博士

6． 您的月收入？

□8000 元以下 □8000 元 - 12000 元 □12000 元 - 16000 元 □16000 元以上。

7． 您的职业？

□学生 □商人 □职员 □公务员 □其他。请注明_____

8． 您选择到三星堆博物馆的旅游方式？

□参加旅行团 □自助游

9． 您到三星堆博物馆的原因？

□度假 □商务事由 □教育学习 □其他。请注明_____

第二部分

请根据下面的问题，在您选择的那一栏打勾，为您对三星堆博物馆的旅游产品和旅游条件的认知度进行排列。

5＝非常认同　　4＝认同　　3＝一般　　2＝不认同　　1＝非常不认同

三星堆旅游产品和旅游条件	认知度				
	5	4	3	2	1
交通					
10. 到三星堆博物馆的交通很便利。					
11. 三星堆博物馆周边的交通很便利。					
住宿					
12. 在三星堆博物馆周边住宿旅客可以有多种选择。					
13. 当地的宾馆旅店提供的服务质量都不错。					
14. 各类酒店比率是合理的。					
三星堆博物馆					
15. 灿烂的古蜀文明让人非常感兴趣。					
16. 神秘的原始宗教让人非常感兴趣。					
17. 奇绝的文物精华让人非常感兴趣。					
18. 三星堆的发掘与研究让人非常感兴趣。					
19. 三星堆文物群是美奂绝伦的。					
20. 三星堆博物馆的环境非常幽雅漂亮。					
21. 博物馆的宣传册制作得非常好。					
22. 博物馆的卫生设施非常好。					
饮食和娱乐					
23. 饭店和食品店提供的食物非常丰富。					
24. 饭店和食品店的服务质量和卫生条件都非常好。					
25. 当地的文化表演非常的有趣。					
26. 食物和饮料的价格是合理的。					
礼品和纪念品					
27. 当地有多种旅游纪念品（如手工艺品等）。					
28. 旅游纪念品的价格是合理的。					
安全					
29. 在三星堆博物馆内参观是安全的。					
30. 三星堆博物馆周边也是安全的。					

再次衷心感谢您的帮助与支持！！！

Office of Graduate Studies

MBA -TRM

Grammar Checking form

orm signed by Proofreader of the Thesis

, Ravi Dent, have proofread this thesis entitled Tourists' Perception toward Tourism Products and Facilities at Sanxingdui Museum in Sichuan, China

and hereby certify that the verbiage, spelling and format is commensurate with the quality of internationally acceptable writing standards for a masters degree in business.

Signed Ravi Dent

(Ravi)

Contact Number/Email address 0851573322

Date: 25/10/2007

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