TOURISTS' SATISFACTION FOR TOURISM PRODUCTS AND
FACILITIES AT MOUNT EMEI IN SICHUAN

By
KUN LUI

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

August 2008

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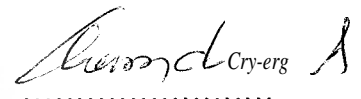Assumption University
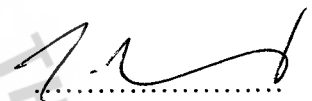Bangkok, Thailand

August 2008

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 Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.
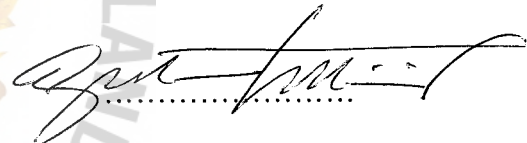
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Abstract

This research aims to study the tourists' satisfaction for tourism products and facilities at Mount Emei in Sichuan Province, China. The number of tourists' reception in Mount Emei is 25.679 million in 2007, so a sample size of 384 was used in this study at 5% tolerable error, using a non-random convenient sampling method, by distributing questionnaires to tourists visiting Mount Emei, and interviewing tourists, local government and tourism operators at Mount Emei. Descriptive statistics was used to analyze the demographics and travel characteristics of tourists. Inferential statistics in the forms of T-test and ANOVA were used for hypothesis testing.

The findings revealed that the overall tourists' satisfaction for transportation is neutral with a mean of 3.4583; neutral for accommodation with a mean of 3.2092; neutral for travel agency and services with a mean of 3.2819; neutral for food and drinks with a mean of 3.1858; high for tourist scenery with a mean of 3.5651; neutral for tourist activities and spiritual atmosphere with a mean of 3.4518; neutral for shopping with a mean of 2.9609.

Results from hypotheses testing reveals that there was no difference in transportation at Mount Emei when classified by nationality, age, income level and travel patterns, but there was a difference when classified by gender, marital status, religion, educational level and frequency of travel. There was no difference in accommodation at Mount Emei when classified by nationalities, age, religion, income level and travel patterns, but there was a difference when classified by gender, religion, marital status, education level and frequency of travel. There was no difference in travel agency and services at Mount Emei when classified by nationality and religion, but there was a difference when classified by gender, age, marital status,

educational level, income level, travel patterns and frequency of travel. There was no difference in food and drinks at Mount Emei when classified by nationality, age, religion marital status, educational level, travel patterns and frequency of travel, but there was a difference when classified by gender and income level. There was no difference in scenery at Mount Emei when classified by nationality, age, gender, marital status, income level and travel patterns but there was a difference when classified by religion, educational level and frequency of travel. There was no difference in activities and culture at Mount Emei when classified by nationality, marital status, income level, travel patterns and frequency, but there was a difference when classified by gender, age, religion and educational level. There was no difference in shopping at Mount Emei when classified by nationality, age, religion, marital status, income level and travel patterns, but there was a difference when classified by gender, educational level and frequency of travel.

Based on the result of the survey, the local government and local business sectors could use research information to improve follows: transportation, accommodation, restaurant facilities and shopping centers; public services and information and facilities in the scenic areas of Mount Emei; activities and culture and improvement in tourism industry at Mount Emei. Finally, the level of tourists' satisfaction for tourism products and facilities at Mount Emei will be improved which could make the local tourism industry have a sustainable development.

Acknowledgements

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CHAPTER ONE

GENERALITIES OF THE STUDY

Chapter one introduces the background of the study, statement of problem, research objective, scope of the study, limitation of the study, significance of the study and definition of terms.

1.1 Background of the Study

1.1.1 Brief Introduction of China's tourism

China had 38,147 travel agencies, hotels, and other tourism companies and enterprises in 2006. Their revenue amounted to 344.326 billion RMB. It included 17,957 travel agencies which operating income were 141.103 billion RMB; there were 12,751 stars hotels which operating income were 148.286 billion RMB; there were 7439 other tourism companies and tourism enterprises which operating income was 54.938 billion RMB. At the end of 2006, there were 2,713,400 people working in the travel agencies, hotels, and other tourism companies and enterprises. It included 285,900 people worked with the travel agents, 1,580,400 people worked in star hotels and 847,100 people worked in other tourism companies and tourism related enterprises.

In 2006 China received 124.9421 million international tourists are 33.949 billion US dollars was from them and 1,394 million domestic tourists with 623 billion RMB from them.

But tourism industry in China is in the initial stage, so it still has some problems about tourism products and facilities. China National Tourism Administration compiles the "standardization of the national tourism development plan for 2006-2010". The purpose of plan build a complete standardization system which includes tourism infrastructure, tourism quality, tourist information, tourist safety and health and tourism environment protection.

(Source: http://www.cnta.com/)

1.1.2 Brief Introduction of Sichuan Province's Tourism

Figure 1.1.2 Map of Sichuan Province

(Source: http://atimes.com/atimes/images/sichuan-map.gif)
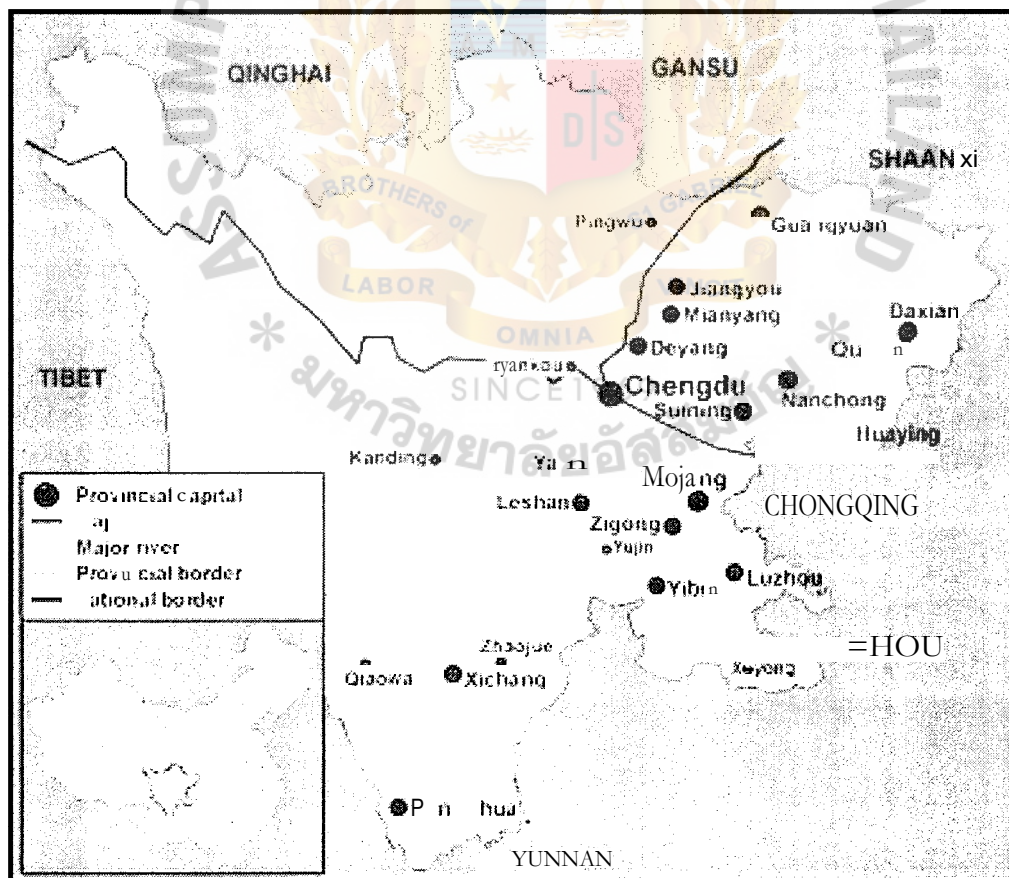
Sichuan is located in the southwest of China. There are four World Heritages, two World Geological Parks, fifteen National Scenic Spots, eighteen National Reserves, twenty-five National Forest Parks, eight National Geological Parks, and sixty-six National Cultural Protections, five China's forty best tourist destinations, nine China's Excellent Tourism Cities, and seven Chinese Historical and Cultural Relics. Sichuan abounds with local and special products, which total more than 3,000 kinds and fall into main categories: liquors and wines, handicrafts, medicinal, products, herbs, tea, and agricultural products such as food.

According to Sichuan Provincial Tourism Bureau's Statistics, Sichuan tourism total revenue was 12.68 billion US dollars, and received tourists 167 million in 2006 and tourism foreign exchange revenue was 395 million US dollars. In recent years, there are 485 stars level hotels, 697 travel agencies, and 1000 big shopping centers, restaurants and amusements increased. Furthermore, 10 airports have opened and about 30 international airlines and about 200 civil airlines operate there.

(Source: http://www.scta.gov.cn/web/)

1.1.3 Brief Introduction of Mount Emei's Tourism

Figure 1.1.3 Map of Emei Location

Jı gou

• ʾhaʾ

Chongqing

ng • Eiji

Daiʾ

nshuʾ

(Source: http://www.cof.org.cn/ENGLISH/2006ioc/images/map02.jpg)
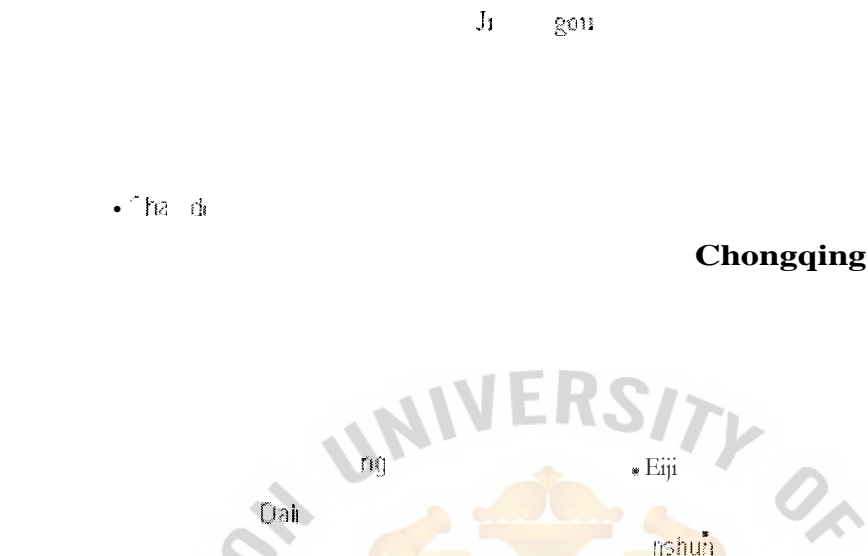
Mount Emei lies in the southwestern area of Sichuan basin in China. Its main

peak is called as the Jingding Top and the highest peak, the Wanfo Top 3099 meters

above the sea level, as the famous scenic spot and the Buddhist Mountain in China.

Mount Emei has inscribed in the World Natural Heritage List by UNESCO.

Mount Emei is one of the earliest developments of the tourism area. Mount Emei

experienced development history from the Religious mountains to Buddhist holy

destination, then to national scenic areas and then to world natural and cultural

heritage. There are rich in natural and cultural heritage, Mount Emei is hence featured

by "Kingdom of Plants", "Paradise of Animals", "Geological Museum", "Buddhist

Celestial Mountain", "particularly famous for the "NO.1 Elegance of Mount Emei

Under The Sun". Mount Emei is one of four famous Buddhist Mountains in China,

and Known as the place of Buddhist Mountains in China, and Known as the place of

Buddhist Rites of Puxian. There are the four seasons a years and different weather condition five Kilometers from the bottom to the summit of Mount Emei. At present, the new tourist products with specialty are set up, including a single track car in the highest summit of Mount Emei, we can have sightseeing of ecological landscapes and wild animals, the biggest scale skiing rink. In southern area of China, and the natural ecological wild monkey area, Mount Emei Ethic Folk Customs Villages Huangwan hot spring resort and entertainment center of bowling, billiards, disco bar, Mt. Emei is the place where people can go sightseeing, worship and doing scientific research. (Source: http://www.ems517.com/)

According to the State Tourism Administration of China, the number of tourists' reception at Mount Emei was 25.679 million in 2007, and the income of tourism at Mount Emei was 1965.646 million RMB in 2007. The number of tourists' reception and income of Mount Emei during 2004-2007 is shown in Table. (http://www.scta.gov.cn/)

Table1.3.1 The Number of Tourists' Reception and the Income of Admission Ticket during 2004-2007 at Mount Emei

The Number of Tourists' Reception and the Income of Admission Ticket during 2004-2007 at Mount Emei				
	2004	2005	2006	2007
Number of tourists' reception(million person)	21.534	20.064	23.498	25.679
Income of admission ticket(million RMB)	1607.41	1542.91	1827.442	1965.646

(Source: the State Tourism Administration of China (STAC))

1.2 Statement of the Problem

Mount Emei is becoming more and more popular among domestic and international tourists who love nature tourism. The Chinese government has the ambition to make Mount Emei as "the First Mountain of China". As one of the most popular visited mountain. Mount Emei is also a prominent showcase of tourist satisfaction. Tourist satisfaction determines direction of tourist was growth and tourism marketing developed. A study on tourist satisfaction, based on the products and facilities of transportation, accommodations, travel agencies, restaurants, scenery, activities and cultural, shopping can help improve tourism in many ways.

In addition, recognizing the tourist satisfaction of Mount Emei would provide awareness in tourists' behaviors and preferences in visiting this cite, thereby inducing sustainability of tourism in this popular destination, such brings to the research question:

What are the tourists' satisfaction towards tourism products and facilities at Mount Emei?

1.3 Research of Objectives

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

1. To identify the demographic characteristics of tourists visiting Mount Emei.

2. To identify the level of tourists' satisfaction on various aspects of tourism products

and facilities at Mount Emei in Sichuan.

3.   To recognize whether there are differences among tourists in their satisfaction for various products and facilities when classified by various demographic characteristics (nationality, gender, age, marital status, religion, educational, income) and travel characteristics (travel nature, frequency of visiting).

4.   To describe additional study by means of personal interviews and observations with operators of tourism businesses regarding how they operate their respective businesses and improve the products and facilities at Mount Emei.

1.4 Scope of the Study

This research is conducted with tourists' arrival to visiting Mount Emei during March, 2008---April, 2008, regarding their satisfaction, toward various tourism products and facilities, namely transportation facilities, accommodation, travel agency and services, food and drinks, scenery, activities and culture and shopping.

1.5 Limitation of the Study

The limitations of this research are:

1.   The destination study is limited to Mount Emei, so the result of the research cannot be applied to represent the satisfaction of tourists toward other destinations.

2.   The research is conducted within the specific time period covering the months of March, 2008 --- April, 2008, so in generalizing the findings allowances should be made for variation that could happen during different periods of time.

1.6 Significance of the Study

Overseas experts have made great contributions in the research of satisfaction theories. However, similar researches are few in China, especially concrete researches. Therefore, this research will analyze the influence of satisfaction factors on visitors to the world heritage Mount Emei holds an important position among the world heritage resorts of China.

Findings from this study could enable the authorities of Mount Emei and the specific sectors of tourism business providing various tourism products and facilities to know what the tourists need, so that they could respectively improve the quality of tourism products and facilities. For local tourism industry, the results of the study could also help to improve the management level of Mount Emei's Scenic Spot, attract more tourists and promote local economic development, so that the tourism industry could achieve sustainable development.

Moreover the research of Mount Emei has reference function to other resorts, and conduct local authority to make Mount Emei as "the First Mountain of China".

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.

1. Demographic: Refers to identifying the main population characteristics that influence demand for travel and tourism. (Jafari, 2000)

2. Tourism Facilities: Tourism facilities are the physical facilities and equipment

relied on when the staff of tourism industry provide the service to the tourists. It includes the transport facilities, accommodation facilities, entertainment facilities and shopping facilities. (Middleton, 1994)

3. Tourism Products: Tourism products are anything that can be offered to a guest or tourist for use or consumption that might satisfy a want or need (Kotler & Armstrong, 2001).

4. Tourist: Visitor who travels to a country other than that in 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 and activity remunerated from within the country visited (Collin,1994)

5. Tourists' Satisfaction: Tourists' Satisfaction is based on the goodness of fit between a tourist's expectations at the destination area, which is simply the result of the comparison between he/she actually sees, feels and achieves at the destination (Chon, 1991)

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND STUDY

The researcher reviews literature relevant to this study thereby focusing on tourist satisfaction for products and facilities. And then introduces Mount Emei and review some empirical studies.

2.1 Independent Variables

2.1.1 Tourists' Demographic Characteristics

1. Nationality: Seaton and Bennett (1996) found that both in terms of generating regions from which they come and the destination regions at which they arrive, has always been central to tourism analysis. At a global level 70% of tourists come from Europe with four nations – the U.K. Germany, France and Holland – accounting for the majority. At the micro level of the individual trip, distance and traveling time can influence choices of destinations, attractions and accommodation. Luxury hotels are frequently located within 30 mins-1 hour from a main air port, conference center and /or major resort areas. One of the first tasks of segmentation for any tourism organization is that of examining the geographic origins of its visitors or potential visitors, trips or bed nights generated from a particular place. It is believed that tourists with different nationalities might have different needs, attitudes and satisfaction.

2. Age: Age influence the travel activities and decides the thoughts, wants and

abilities of tourists. Product needs often vary with consumer age; marketers have found age to be particularly useful demographic variable to distinguish segments. (Schiffman and Kanuk, 2004).

3. <u>Gender:</u> Gender influences tourists' thinking, values, attitudes, behaviors, wants, satisfaction, and purchase decision (Kotler, 1996).

4. <u>Religion:</u> A religion is a set of common beliefs and practices generally held by a group of people, often codified as prayer, ritual, and religious law. Religious tourism, also commonly referred to as faith tourism, is a form of tourism whereby people of faith travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes.

 (http://en.wikipedia.org/wiki/Religion)

5. <u>Marital Status:</u> There are many aspects of marital status, each with its special travel needs and they may need the option of a crib or be comfortable in their hotel room. They want to dine in restaurants where menus for children are available. Thir needs are very different from those of a couple on their honeymoon or a retired couple traveling without children. Marital status of being single or married also determines some differences in attitudes and satisfaction towards some tourism products and services. (Seaton and Bennett, 1996)

6. <u>Education level:</u> Educational level strongly influence satisfaction of people, the higher of the education might have the higher of the satisfaction. Well-educated individuals account for the most travel and spent the most dollars for vacation and pleasure trips. (Goeldner, 2000)

7.   <u>Income level:</u> Income levels have an obvious impact in the decision of people to travel, the location to which they travel and often the mode of transport (Cooper, 1993).The large and increasing number of population has sufficient discretionary income to finance business and pleasure travel. The greater income, the more likely that household will travel. The affluent spend more on lodging, all-expense-paid tours, food, and shopping, but transportation expenditure is a smaller share of their total travel outlays. Since income levels determine the purchasing power on the part of tourists. (Goeldner, 2000)

2.1.2 Travel Characteristics

1.   <u>Travel Patterns:</u> Travel patterns refer to the way by which tourists choose to travel to the destinations. Cohen (1972) forwarded four tourist types: 1. Organized mass tourist that is highly organized travel, minimum contact with destination culture; travel in large groups; 2. Individual mass tourists rely on the tour operator to arrange flights and accommodation; 3. Explorers who try to avoid the tourist track; make their own travel arrangements; learn the language of the place they are going to and attempt to associate with local people; retain some of the values and routines of home life; 4. Drifter who attempts to become part of the local community by living and working with them; shuns contact with other tourists and the tourism industry. However, most of the time there are two kinds of travel patterns tourists can choose, such as group tour and individually. Group tour includes traveling with friends, families or travel agents. The natures your travel has two aspects: Tourists who travel in groups and

those who travel individually usually have different needs and might have different satisfaction levels. A travel agency is a business that sells travel related products and services, particularly package tours, to end-user customers on behalf of third party travel suppliers, such as airlines, hotels, tour companies, and cruise lines. In addition to dealing with ordinary tourists, most travel agents have a special department devoted to travel arrangements for business travelers. Indeed, some agencies specialize in that work. Some agencies also serve as general service agents for foreign travel companies in different countries.

2. Frequency of travel: Frequency of travel refers to the time tourists visit the same destinations. Tourists can be either the first-time visitors or repeat visitors according to their interests. The frequency of visit is the buyer behavior of tourist, which exhibits the level of commitment or agreement of purchasing to a particular destination or attraction. the repurchase is so call repeat visitor, whom reveal the royalty to the destination. The repeat visitor may display different the tourism behavior as comparing to the first visit tourist, because the repeat visitor is more familiar with the destination. (Lumsdon, 1997)

2.2 Dependent Variables

1. Transportation Facilities: Transportation concerns the movement of products or passenger from a source to 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

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generally depend upon the distance between the source and destination, the means of transportation chosen, and the size and quantity of the product to be shipped (Hoch, 1998).

Transport is the most critical element that has promoted the growth of domestic and international tourism. At a simple level, transport links the tourists from the origin area with the destination area. It enables the traveler to consume the products and experience they have purchased, because it links the supply chain together, Figure 2.2(1) illustrates the all-embracing role of transport in facilitating the tourist trip to de destination and enabling tourist travel within the destination. (Page J. Stephen, 2003)

Figure2.2 (1) the role of transport in tourist travel

Tourist leaves home area

Airport shuttle/taxi/public transport/private car

Departure airport

Flight to destination

Destination airport

Airport shuttle to hotel

Hotel

Scenic train journey	Local tours by coach	Car hire	Local cruise	Cycle hire

_____ Transport link
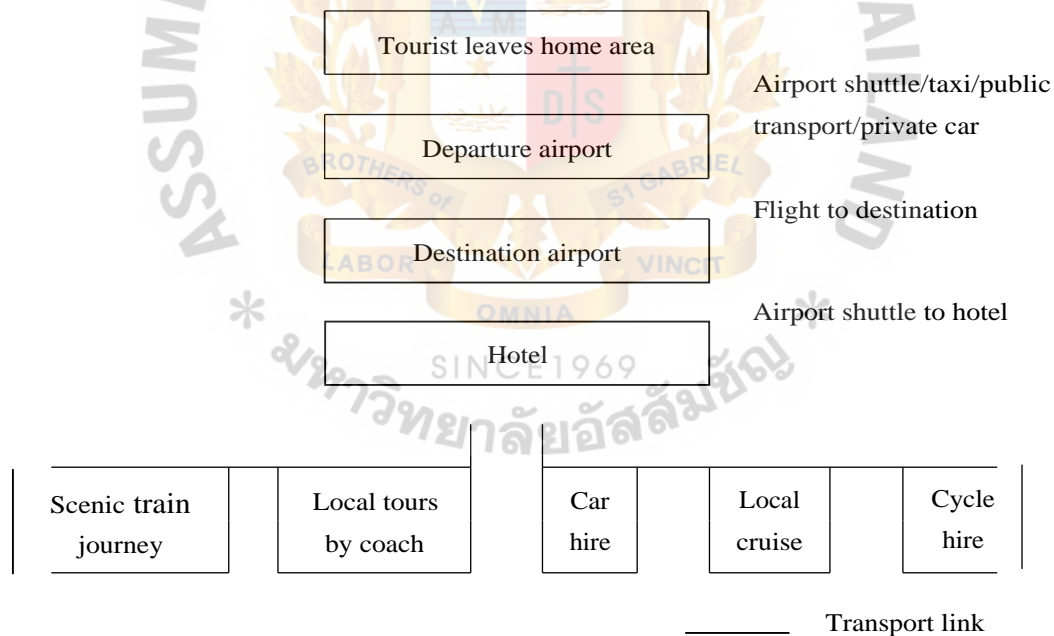
(Source: Tourism Management.(1 ed.))

2. <u>Accommodation:</u> 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

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diverse as business and conference hotels, guesthouses, resort hotels, motels, and budget hotels (Turner, 1996)

Accommodation has been conceptualized by some researchers as a product. This is illustrated in Figure 2.2(2), which depicts the principal factors that can impact upon the way in which the product is constructed, portrayed and sold to customers. For example, large luxury hotels will emphasize facilities, service and image to certain market segments, such as business travelers, to secure business. In contrast, economy hotels will ultimately emphasize price as the key determinant of the product formulation. (Page J. Stephen, 2003)

Figure 2.2 (2) Accommodation as a product
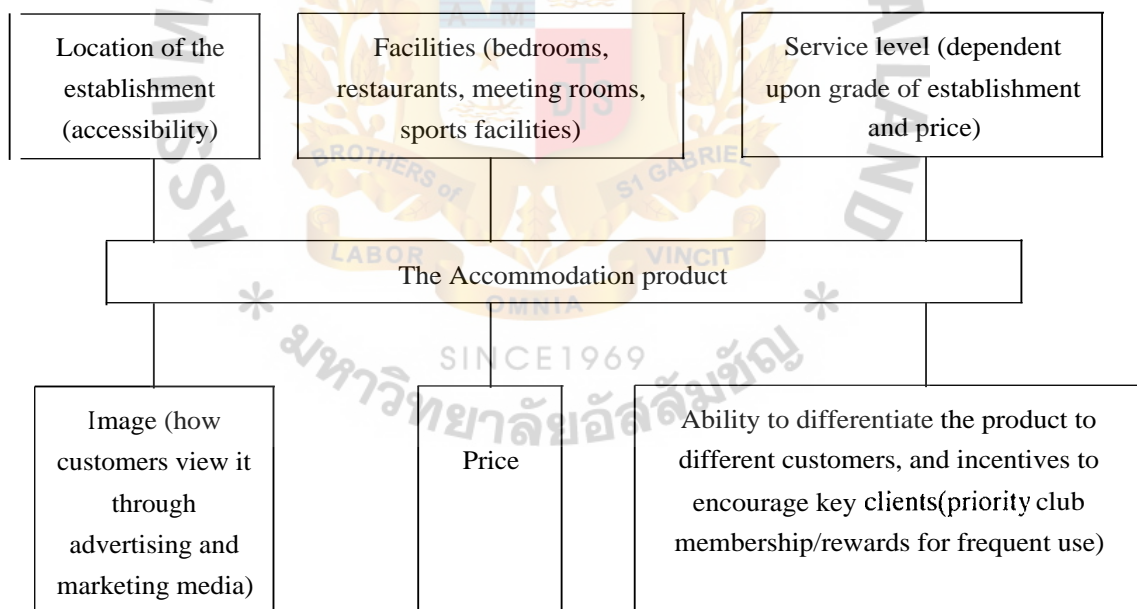
(Source: Tourism Management.(1 ed.))

3. <u>Travel Agency and Services:</u> A travel agency is a middleman--- a business or person selling the travel industry's individual parts or a combination of the parts to the consumer. In marketing terms a travel agent an agent middleman, acting on behalf of

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the client, making arrangements with suppliers of travel--- airlines, accommodation, tour operators---and receiving a commission from suppliers.

4. Food and Drinks: 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 food and drinks, good service delivery, cleanliness, as well as good atmosphere. Businesses indirectly related to tourism restaurants include cleaning services, publishing companies, and local food suppliers. (Nickerson, N. P. 1996)

5. Scenery: Any examination of the visitor attractions sector must start with a definition of what exactly is meant by this term. It is, after all, the attraction which prompts the tourist to travel in the first place; but the concept of an 'attraction' is a very broad one, encompassing a great many different sights-and sites. And also is where the attractions and the other support facilities needs by the visitors are found, and there are five main components in the overall tourism products. They are destination attractions, image and satisfactions of the destination, and price to the consumer (Weaver & Lawton, 2002).

6. Activities and culture: Tourists joining certain festivals would like to participate in various festival activities to learn the cultures, to interact with local people, or just for fun.

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 &

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McIntosh, 2000).

7. <u>Shopping</u>: Shopping is an important part of most tourists' activities. For many people, shopping is main reason for traveling. Shopping leads as the most populate activities while traveling for both international and domestic tourists and shopping providers which are retail outlets, manufacturer outlets, supermarkets, and department stores. The most casual observation of traveler behavior would show that shopping seems to be the first and last thing visitors do upon reaching and leaving a destination. (Chuck Y., 1996)

2.3 Theories Used In This Research

2.3.1 Tourists' Satisfaction

Tourists' satisfaction is a crucial factor for creating long-term relationships among tourist companies and customers (Day, Schocker and Srivastrava, 1979; Swarbrooke and Horner, 2001). If tourists are not fully satisfied by the quality of the services and products provided, it is highly unlike that they visit the same destination again. This reaction is normal if one considers the lack of refunding opportunity for the tourist's potential dissatisfaction.

According to Zeithaml and Bitner (1996): "satisfaction, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors". Other researchers believe that the dissatisfaction from a service or product provided in the past could negatively influence the future repurchase behavior (Kabak and Siomkos, 1990, Schnaars, 1998).

The tourists' satisfaction depends on certain characteristics of the tourist product offered, such as transportation, accommodation, gastronomy, attractiveness and cost of the service (Pizam, Neumann and Reichel 1978). Other research studies have focused on the assessment of the tourist product offered based on the degree of satisfaction (Kozak and Rimmington 2000, Tribe and Snaith 1998, Bramwell 1998, Weber 1997, Qu and Li 1997, Danaher and Arweiler 1996, Pizam and Milman 1993, Chon and Olsen 1991).

Generally, the research studies mentioned above approach the satisfaction degree through two points of view. The first one describes the association between the satisfaction degree and visitors' expectations. The second one focuses on the association between the satisfaction degree and the current or previous visitors' experience (Teare, 1994).

2.3.2 Satisfaction

1. Disconfirmation Model:

This is illustrated in Figure 2.3.2(1) the most commonly used representation of customer satisfaction. There are three situations in customer satisfaction. (a) A service whose performance meets expectation will satisfy customer. (b) A service that exceeds expectation will delight customer. (c) A service that does not meet expectation causes dissatisfaction. (Rohit Ramaswamy & Adddison wesley, 1996)

Figure 2.3.2(1) Representation of customer satisfaction
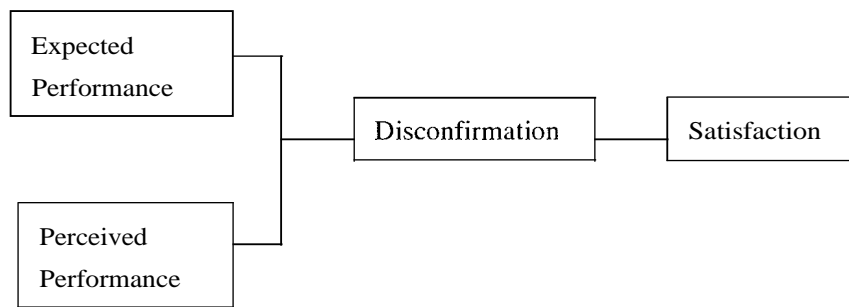
(Source: Design and Management of Service Processes)

Disconfirmation Model (a) Used for a single individual's service encounter (b) Not a useful measure in practice. (c) Unable to know impact of satisfaction on profitability/future purchase decision of a group of customers.

2.   Other Model of Satisfaction:

(Rohit Ramaswamy & Adddison wesley, 1996) These decisions depend on long-term experience of a group of customers and who is making purchase decisions. (a) Individual vs. Group satisfaction. (b) Transaction-specific vs. Cumulative satisfaction. (c) User vs. Decision-maker satisfaction.

(a) Individual vs. Group satisfaction.

 • Satisfaction must be measured against a common standard

 • Before survey, segmenting population into groups with homogenous expectations is required

 • Some of key dimensions

   - Similar needs

   - Similar priority ranking of needs

   - Similar ratings of performance of key competitors

- Similar satisfaction/performance relationships

(b) Transaction-specific vs. Cumulative satisfaction.

• Focus on promoting long-term loyalty

(c) User vs. Decision-maker satisfaction.

• Occasional user is not the best source of information about satisfaction

• Three types of target customers

- Decision maker: Perceived quality perceived quality may be derived from

users, advertising and informational material, and opinion of

experts

- Regular user: Cumulative satisfaction

- Leaving or complaining customer: Transaction-specific satisfaction.

2.3.3 Tourist Satisfaction Research Methods

Many approaches to tourist satisfaction research methods have been descried and

prescribed by both academics and practitioners in the literature on tourism research

(Ryan, 1995) but in practice one approach dominates the industry- the quantitative,

questionnaire-based survey using multiple-choice responses. The basis of such studies,

like those we have described in tourism motivation research earlier, is a questionnaire

administered through a face-to-face interview (e.g. a visitor study carried out at an

attraction or in the home of the respondent), by phone or though a self-completion

form (e.g. a questionnaire left in a hotel room for the guest to complete when he or

she checks out). Such questionnaires are then analyzed and the results quantified to

provide data on what percentage of respondents were satisfied/dissatisfied with the survey means that any tourism marketer needs to be thoroughly familiar with the major factors involved in designing, administering and analyzing questionnaire surveys including sampling methods.

2.3.4 Tourist Satisfaction Degree in the Questionnaire

The most common primary data collection technique for the satisfaction degree analysis is the questionnaire. According to Hague (1993), in a questionnaire, the total satisfaction degree is usually evaluated by a 5-point Likert scale where: 1=Very satisfied, 2=Quite satisfied, 3=Neither satisfied nor dissatisfied, 4=Not very satisfied and 5=Not at all satisfied or with 1=Totally satisfied, 2=Mostly satisfied, 3=Somewhat satisfied, 4=somewhat dissatisfied and 5=Very dissatisfied (Swarbrooke and Homer, 2001). These categories could be recoded into two categories, e.g., "satisfied" and "not or less satisfied visitors".

2.4 Mount Emei

2.4.1 History of Mount Emei

Mt. Emei is famous for its long history and cultural atmosphere, because in the ancient China the poets and scholars would like to leave their inscriptions and poems when they travel to the famous mountain. Nowadays the tourists could appreciate plenty of couplets, poems, tablets and articles at Mount Emei.

The slopes of Mount Emei have been inhabited as early as 10,000 years ago. It

was originally a Taoist retreat, but became a sacred Buddhist mountain by the 3rd century AD.

Pugong, a medicinal plant farmer, built the Puguang Hall on the Jinding Top in the 1st century AD. In the 3rd century, the Puxian form of Buddhism (which centers on devotion to the Bodhisattva Puxian, or Samantabhadra) became dominant on Emei and the Chinese monk Huichi built the Puxian Temple (now the Wannian Temple) at the foot of the Guanxinpo Terrace.

In the mid-9th century, the Song Emperor Zhao Kuangyin sent a Buddhist mission headed by Master Jiye to India. On his return he was authorized to build temples on Mount Emei, where he preached and translated the Indian Buddhist texts. He was also authorized to cast a Puxian bronze statue, 62 tonne in weight and 7.85 m high, now in the Wannian Temple. Ever since, Mount Emei has been one of the most holy places of Buddhism. Extensive rebuilding during the Ming dynasty finally converted most of Emei's Taoist temples to Buddhism. The natural beauty and sacred significance of Mount Emei has been drawing pilgrims and tourists for 2,000 years. It was designated a World Heritage Site in 1996.

(Soure:http://www.sacred-destinations.com/china/emei-shan.htm)

2.4.2 Scenery

Emei Mount is located in Sichuan Province, the southwest of China. It is 156 kilometers far from Chengdu city, 1.5 hours' car run through the highway. The principal peak---Jinding Top soars mightily into the clouds. In the mountain, ones

look over the snowy peaks in the west, eastern luxuriant plains, seems majestic and astonishing. It is blessed with clouds Sea, Sunrise, Buddha Rays, Saint Lamps -- these four great spectacles. The central clustering ridges and peaks, wreathed with thin mist, jade green, spurting waterfalls, birds' twittering, and the fragrance of flowers, give Emei the reputation of one of the country's famous scenic spots for tourists. In 1996, it was ranked in "The world Cultural & Natural Heritage" by UNESCO (United Nations Educational, Scientific, and Cultural Organization).

Since the Jin Dynasty, Emei Mount has been serving as the place for Buddha Pu Xian's preaching rites. It is one of four the Chinese famous Buddhist mountains, and has more than thousands of years' history. Emei is outstanding in aspects of height, scenery or its wonderful variety, vividly described as "four seasons in one mountain, variable climates within ten kilometers." As the figure 2.4.2 shown, there are four scenery spots area: a) Baoguo Temple section: Archway of "No. 1 Mountain under The Sun" Baoguo Temple, Bell Pavilion on Phoenix Village, Fuhu Temple, Shanjue Temple, Leiyin Temple, Chunyang Hall, Holy-water Pavilion; b) Clean Sound Pavilion section: The Pavilion Housing Liangkuan Poem Tablet, Clean Sound Pavilion, Guangfu Temple, Niuxin Temple, A Line of Sky, Hongchun Terrace, Ninety-nine Turns, Immortal Peak Temple, Nine Sages' Cave, Yuxian Temple, The Ecological Monkey Zone; c) Wannian Temple section: Wannian Temple, White Dragon Cave, Xixin Place, Chu Hall, Huayan Summit; d)Jinding section: Elephant Bathing Pool, Leidong Terrace, Jieyin Hall, Taizi Terrace, Woyun Temple, Huazang Temple, The Cable Cars of the Jinding Top. There are eight famous temples: Baoguo

Temple, Fuhu Temple, Clean Sound Pavilion, Immortal peak Temple, Elephant Bathing Pool, Huazang Temple, Wannian Temple, Hongchun Terrace. Tan Zhongyue -- a poet in the Qing dynasty summed it into <u>ten scenes:</u> Golden Crest and Auspicious Light, Night Moon over Elephant Bathing Pool, Nine Elders' Celestial Abode, Heaven Toons and Drizzles, White Water and Breeze of Fall, Ringing Sound At Twin Bridges, Snowy Great Ground, Superposed-Green Covered Crags, Overlapping Peaks and Clean Clouds, and Shengji Copper Bell. By now, people have discovered and created even more new landscapes. In spring, all the creations germinate, radiate fresh green; in summer, colorful flowers are in full blossom; in autumn, red leaves are spread all over the ridges; and in winter, it is dressed up with heavy snow. Right from ancient age, Emei has become a booming place for worship, sightseeing, scientific investigation, leisure and recuperation.

(Source: http://www.ems517.com/Chinese)

Figure 2.4.2 Map of Mount Emei

(Source: http://www.maps-of-china.net/province/emeim.htm)
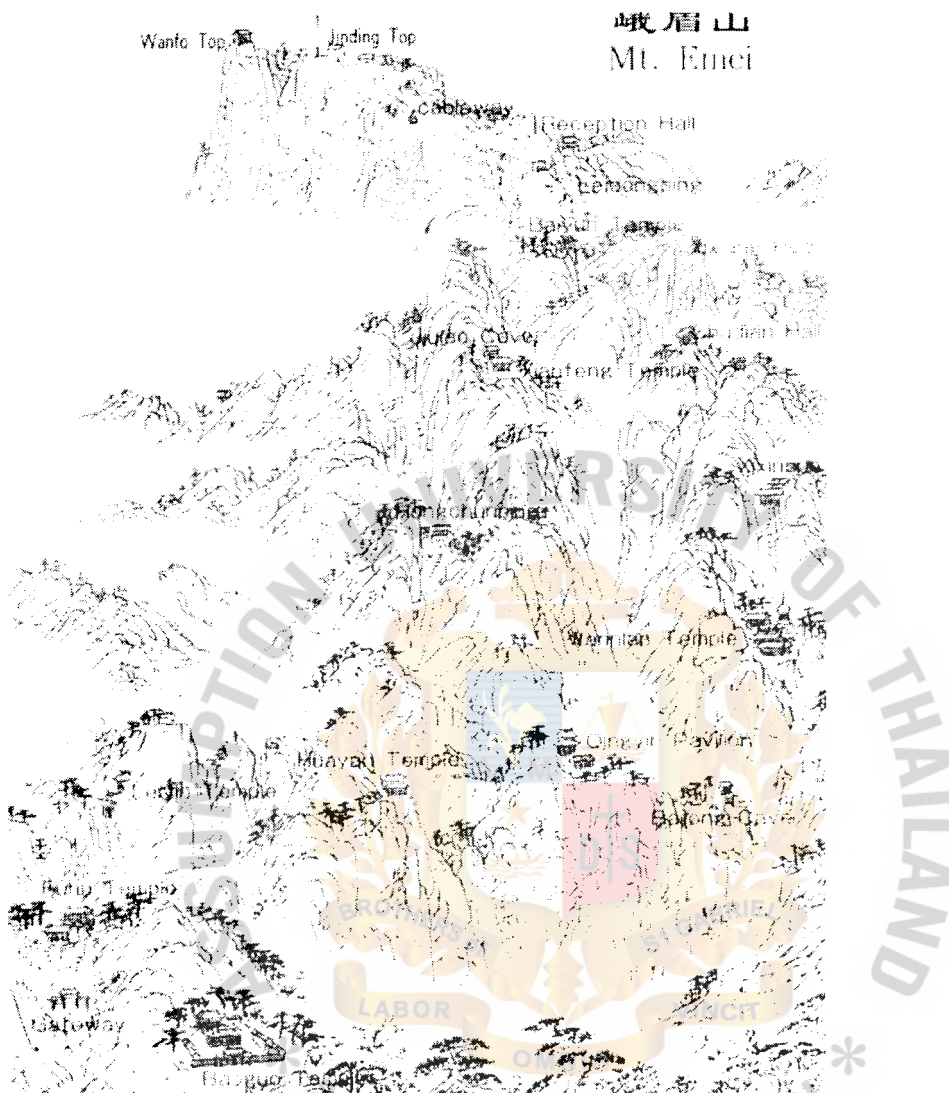
2.4.3 Transportation Facilities

Mount Emei is one of the most popular tourist attractions. Tourism industry seeks to satisfy increased tourist demand for fast delivery. The growth of the travel industry operations is also contributing to increased use of more variety of transport.

1. <u>Transportation Facilities to</u> Emei:

There are four major transportation routes, such as by air, rail, road, and

waterway.

<u>Air:</u> The city of Emei does not have an airport. But it is 120 kilometers from the Chengdu Shuangliu International Airport and one and half hours driving to Emei.

<u>Rail:</u> Emei train station is just 10 kilometers from Mount Emei. The tourists can arrive by train from Chengdu in the north or Kunming in the south to Emei and the take bus, taxi or tricycle to Mount Emei scenery spot area.

<u>Road:</u> The mini buses run by private owners leave from Chengdu to Emei every ten minutes from most of Chengdu bus stations, although the Xinnanmen Bus Station in Chengdu is he most frequently used. Tourists can also drive a car though Cheng-Le expresses way to Emei.

<u>Waterway:</u> The city of Emei is not directly accessible by boat, but it is only 28 kilometers from Leshan city which has its own shipside. The tourists can arrive by boat from Chongqing or Yibing and then take a bus from Leshan to Emei.

2. <u>Transportation Facilities up and Around Mount Emei:</u>

For tourists who arrive at Emei, the transportation is up and around Mount Emei also convenient. There are taxis, buses and tricycles around Mount Emei and there are sightseeing bus, cableways, sightseeing train and sedan chair (huagan) up the Mount Emei. At Mount Emei scenery spots on area of the road is for 61.69 kilometers. There are five car parks: Mount Emei tourist transportation & service center, Baoguo parking, Wuxiangang parking lot, Wannian parking lot and Leidongping parking lot. There are two cableways: Wannian cableway and Jingding cableway. There is one sightseeing train form Jinding to Wanfo Top. At Mount Emei, tourists also could take

the sedam chair to climb up the mountains.

(Source: http://www.ems517.com/lyfw/fwdh.jsp?key=XZEM#showxzem)

2.4.4 Accommodation

Actually, there are more than 300 hotels and guesthouses and more than 15,000 beds in Mount Emei. There are many types of accommodation in Emei such as luxurious hotel, economy hotels, guesthouses, and temples. There are four luxurious hotels around Baoguo temple section and one around Jinding section; Up and around Mount Emei such as train station, scenery spot area have guesthouses and economy hotels, Furthermore, temples provide accommodation, as well as price is cheaper than at hotel. Anyway, the level of service and facility available depends on the budget. (Source: http://www.ems517.com/lyfw/zzem.jsp?key=ZZEM)

2.4.5 Travel Agency and Services

There are six travel agencies in Mount Emei: The Landscape International Travel Service Mount Emei, Emeishan Travel Agency, Emeishan Jindun Travel Agency, Emeishan Jinjian Travel Agency, Emeishan College Student Travel Agency and Emeishan International Travel Agency. All the travel agencies offer the tours and guides for Mount Emei. The level of service available depends on the budget. (Source: http://www.emei517.com/chinese)

2.4.6 Food and drinks

Around Mount Emei, in the Emei city, there are many kinds of restaurants and

cuisines. But on top of mountain as a result of environmental factors just few kinds of food is available and the water is expensive. The level of clearing available depends on the budget.

1. Variety of Cuisines:

The variety of cuisines in Emei are as follows: Emei Suxi, Herbal Diet, Local food, Local snack and Hotpot. Emei Suxi (vegetarian) stands for Buddhism, just uses vegetable, fruit and Doufu cooking. Herbal Diet uses Emei herbs, fruits and vegetables for cooking dishes. Kusun and Xuemoyu both are Mt. Emei's famous local food. Luya, Liangfen, Lianggao, Emei noodles, Sanheni, Doufudao, Emei dongba are traditional local food in Emei.

2. Variety of Restaurants:

The variety of restaurants in Emei as follows: business banquet, special food, local food and a Snack Street, Yoga gallery of dishes, old brand name and bar. Hongzhu Shan Hotel and Emei Shan Grand Hotel provide every food to customs, from Chinese to Western dishes, from Classy to local food for business banquet. Qiaojiao Beef restaurant and Lanzhou Noodle restaurant are special food in Emei. Local food and snack Street provides Emei local food and snacks. Yoga Gallery of dishes provide snacks and from other countries such as Thai food, South Korean food and Japanese food. Yuanzi Fish restaurant, Fengshui Fish restaurant, Yaosan Duck hotpot restaurant are traditional old brand name restaurants.

(Source: http://www.ems517.com/lyfw/czem.jsp?key=CZEM)

2.4.7 Activities and Culture

1. <u>Mountaineering Routes for Tourists Climb Mountain:</u>

There are four mountaineering routes for tourists to climb the mountain:

Route 1: Along the Face of the Mountain A:

Figure 2.4.7(1) Mountaineering Route of Mount Emei

(Source: http://61.139.77.29:88/eng/guideline/routes.htm)
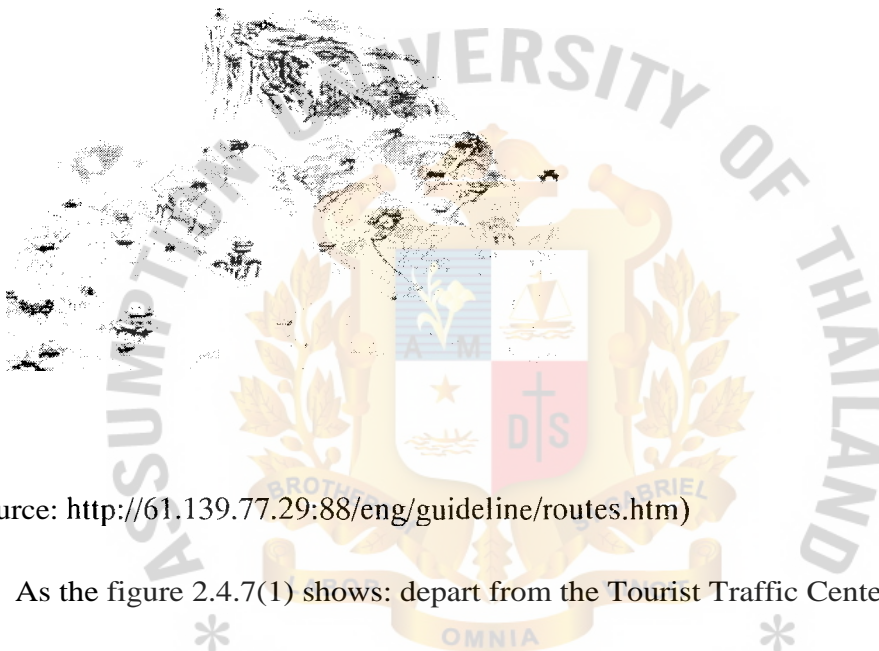
As the figure 2.4.7(1) shows: depart from the Tourist Traffic Center, tourists can also visit the Tourist Center of Mt. Emei and the Baoguo Temple. Take the road along the stream for one kilometer and come to Fuhu temple. Later, along the mountain way, tourists can visit Leiyin Temple, Chunyang Hall, Holy-water Pavilion, Middle Peak Temple, Guangfu Temple, Niuxin Temple, Clean Sound Pavilion, the Line of Sky, the Ecological Monkey Zone, Hongchun Terrace, Ninety-nine Turns, Immortal Peak Temple and Nine Sages' Cave, Yuxian Temple, Jiuling Top, Elephant Bathing Pool, Lianwang Slope, Leidong Terrace and Jieyin Hall. From Jieyin Hall, tourists can go to the Jinding Top.

Route 2: Along the Face of the Mountain 2:

Figure 2.4.7(2) Mountaineering Route of Mount Emei

(Source: http://61.139.77.29:88/eng/guideline/routes2.htm)

As the figure 2.4.7(2) shows: depart from the Tourist Traffic Center, tourists can also visit the Tourist Center of Mt. Emei and the Baoguo Temple. Take the road along the stream for one kilometer and come to Fuhu temple. Later, along the mountain way, tourists can visit Leiyin Temple, Chunyang Hall, Holy-water Pavilion, Middle Peak temple, Guangfu Temple, Niuxin Temple, Clean Sound Pavilion, White Dragon Cave, Wannian Temple, Guanxin Slope, Xixin Place, Senior Buddhist Terrace, Chu Hall, Huayan Summit, Skyward Slope, Elephant Bathing Pool, Lianwang Slope, Leidong Terrace and Jieyin Hall. From Jieyin **Hall,** tourists can go to the Jinding Top.

Route 3: Along the Back of Mount Emei 3:

Figure 2.4.7(3) Mountaineering Route of Mount Emei

(Source: http://61.139.77.29:88/eng/guideline/routes3.htm)

As the figure 2.4.7(3) shows: depart from the Tourist Traffic Center and take a bus to the Wannian Parking Lot. Then, tourists can take the Wannian Cableway to Wannian temple. Following Wannian temple are Guanxin Slope, Xixin Place, Senior Buddhist Terrace, the Chu Hall, Huayan Summit, Skyward Slope, Elephant Bathing Pool, Lianwang Slope, Leidong Terrace and Jieyin Hall. From Jieyin Hall, tourists can go to the Jinding Top by cable cars.

Route 4: Along the Back of Mount Emei 4:

Figure 2.4.7(4) Mountaineering Route of Mount **Emei**

(Source: http://61.139.77.29:88/eng/guideline/routes4.htm)

As the figure 2.4.7(4) shown: depart from the Tourist Traffic Center and take a bus about 50 kilometers to Jieyin Hall along the road at the back of Mt. Emei. From Jieyin Hall, tourists can take cable cars to the Jinding Top.

(Source: http://61.139.77.29:88/eng/guideline/index.html)

2. Itinerary:

The tourists can join one-day tour, two-day tour, three-day tour and the expeditionary tour at Mount Emei. Although the tours are not the same, all of them will pass the Jinding Top, Wannian Temple, Baoguo Temple, and Fuhu Temple. (http://61.139.77.29:88/eng/guideline/index.html)

3. Leisure & Entertainment:

Mount Emei provides skiing, hot spring, Local Custom Garden, Foguang Entertainment Center and Emei Theater for the tourists. The winter temperatures can reach 5°C below zero at Mount Emi. December to February of next year is the

snowing season. With modern facilities, this ski field is the best one in the south of China. The Local Custom Garden is quite near to the Baoguo Temple. It covers an area of 23,000 square meters with the total investment of 4 million RMB. The garden features the Minority Dances & Songs Hall, the Animal-fight Ring, Minority Dining Room, and the Local Craftwork Gallery. Foguang Entertainment Center covers an area of 30,000 square meters with the total investment of more than 20 million RMB. The center is equipped with bowling halls, arrow-shooting halls, a western & Chinese restaurant, a tearoom, and a disco hall. In the full-scaled entertainment center with various kinds of facilities, tourists can really find time to relax and enjoy. The Emei Theater, located at No.51 Shuyuan Street, Suishan town, was built in 1972 with an area of 1,738 square meters with the capacity of 1,200 people.

(Source: http://www.ems517.com/lyfw/fwdh.jsp?key=YUZEM#showyuzem)

4. <u>Culture and Festivals:</u>

a. Emei Buddhism Culture: Mount Emei is one of China's four sacred Buddhism Mountains in China. It was said that Buddhism was brought to Mount Emei in the first century BC, until now Mount Emei is still hugely popular for going on a pilgrimage.

b. Emei Daoism Culture: At the beginning, Taoism at Mount Emei is as the original religion, but Buddhism has become more and more popular now.

c. Emei Kung Fu Culture: Emei, Shaolin and Wudang were the three big branches of Kung Fu in central mainland of China.

d. Festivals: Emei Mount city holds large festival celebrations fastening on the

beginnings of rush traveling seasons and New Year's, Spring Festival every year. The two activities rooting on tourism are: firstly, Emei Mount City snow festival conducted in January and February lasting two months annually, displays the snowy scenery on Ten Thousand Buddhist Summit and entertains tourists with Leidong Ground Skiing Rite; secondly, Mount Emei-worshiping party of Leshan Great Buddha festival with the focus of sightseeing held in every May for seven days.

(Source: http://www.ems517.com/lyfw/fwdh.jsp?key=GZEM#showgzem)

2.4.8 Shopping

The shopping centers in Mount Emei is as follows: Eshan Hall, Fairyland Medicinal Materials, Zhuyeqing Tea Center, Tourist Souvenir Center, the Tourism Commodity Street which sell Mount Emei's local and traditional gifts and souvenirs as tea, herbs, Buddhist souvenirs, tourist souvenirs and local products, local food, arts and handwork. The level of price available depends on the products. (Source: http://61.139.77.29:88/eng/service/shopping.htm)

2.5 Empirical Studies or Other Related Studies

Jin Huh(2002) The study focuses on identifying the cultural/heritage destination attributes which influence tourists' satisfaction. Therefore, this research is based on a consumer behavior model, which postulates that consumer satisfaction is a function of both expectations related to certain attributes, and judgments of performance regarding these attributes.

Milian and Esteban (2004) explained customer satisfaction as an expectancy disconfirmation model of satisfaction, which is applied to different contexts. All the definitions of customer satisfaction describe the information of satisfaction as a process; they define the key variables and the mechanisms of interaction of those variables and they recognize that the satisfaction is the final step of a psychological process of purchase and consumption and not only observation and or direct consumption of the product or service.

Ryan (1995) states that satisfaction can explain that tourist's might experience various degrees of satisfaction, if the tourism product's performance falls short of tourist expectations, the tourists will be dissatisfied. If the performance matches expectations, the tourists will be highly satisfied or delighted.

Xuemei Zhang (2006) The author adopted questionnaire investigation to tourists of different gender and age from various scenic spots such as Fuhu Temple, Shanjue Temple, tourists' centre station, Wuxiangang bus stop station, Qingyin garret, ecology monkey are, Leidongping, Jinding Top and so on, This composition indexes were computed and analyzed by SPSS11, the principal factors affecting the tourists' satisfaction on kinds of tour-merchandise of Mount Emei were extracted. The questionnaire aimed at the tourism products to recognize the tourist satisfaction at Mount Emei from price, quality, packaging and practicality. For different gifts and souvenirs, the tourists would have different satisfaction levels as Because of the tourists' age, educational level and income level were different from each others.

CHAPTER THREE

RESEARCH FRAMEWORK

This chapter focuses on the framework of the research. There are five parts in this chapter, which are theoretical framework, definition of variables, conceptual framework, research hypothesis, and operation of the independent and dependent variables.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). It clarifies the questions and it summarizes the overall concepts being investigated (McDaniel, 1993; Gate et al., 1998).

The model proposed in this study concerns with two principal variables that are types of independent variables: nationality, gender, age, marital status, religion, educational level, income level, travel patterns, frequency of travel; and dependent variables: transportation facilities, accommodation, travel agency and services, food and drinks, scenery, activities and culture and shopping.

3.2 Definition of Variables

3.2.1 Independent Variables

1. Nationality: The most of tourists come from China, and lots of foreign tourists are come from: Asia, European and American. This study would group nationalities of

tourists under five main groups Chinese, Europeans, Americans, and Other Asians, and others whose tourists write their' nationality in the blank. It is interesting to know whether tourists of different nationalities would have different results in different degrees of satisfaction toward tourism in Mount Emei.

2.   Age: This study classified tourists under four age ranges, $under20, 21$---40, 41---60, over 60 years old. It is important to understand whether different ages of tourists had different levels satisfaction for tourism in Mount Emei.

3.   Gender: Based on gender status, this study would group tourists under two broad groups: male and female. It is important to recognize the satisfaction degree of tourists through the gender of tourists in Mount Emei.

4.   Religion: Mount Emei is famous Buddhist and Taoist. There are four groups: Buddhism, Daoism (Taoism), Antitheism and others, tourists can write what is their religion. It is important to understand whether different religions of tourists in Mount Emei have different levels of satisfaction.

5.   Marital Status: Based on marital status, this study would group tourists under two broad groups: Single and Married. It is try to find to understand tourists of different marital status would have different satisfaction resulting.

6.   Education level: In terms of education this study would group tourists under four main groups: High School or Lower (Vocational), Bachelor degree, Master Degree, Doctoral Degree. It is important to understand whether different education levels would affect tourism in Mount Emei resulting in satisfaction level.

7.   Income level: The tourists divided into four groups of yearly income: Under

$3,000, $3001---$6001, $6001---$12,000, over $12,000. It is important to understand the attitude of tourists towards Mount Emei and whether a difference in income level would determine different satisfaction level.

8.   Travel Patterns: This study would group tourists under two broad groups: Joining a group tour and Traveling independently. It is important to know whether different travel nature of tourists at Emei would influence the degree of satisfaction resulting for tourism in Mount Emei

9.   Frequency of Travel: This study would group tourists under two broad groups: First visit and Repeated visit. It is useful to analyze whether frequency of visit Mount Emei by tourists would have different levels of satisfaction resulting for tourism in Mount Emei.

3.2.2 Dependent Variables:

In this study, the dependent variables include the following aspects:

1.   Transportation Facilities: In this part, tourists would be asked to rate their satisfaction for transportation regarding the following aspects:

-    Transportation facilities from other places to Emei.

-    Transportation facilities up and around Mount Emei.

2.   Accommodation: There are luxurious hotels, economy hotels, guesthouses, and temples in Emei and Mount Emei. So in this aspect, tourists would be asked to rate their satisfaction for accommodation concerning following aspects:

-    Variety of accommodations in Emei and at Mount Emei.

- Service quality of accommodation in Emei and at Mount Emei.

- Reasonable rates of accommodations in accommodation in Emei and at

   Mount Emei

- What kind of accommodation do you prefer?

3.   <u>Travel Agency and Services:</u> In this aspect, Tourists would be asked to rate their

satisfaction for travel agencies and tourist activities services concerning the following

aspects:

- Travel Agency service to Mount Emei

- The tour guide service to Mount Emei

- Reasonable price for travel agency and tour guide services.

4.   <u>Food and drinks:</u> There are Emei suxi, herbal diet, local food, local snack, hotpot,

business banquet, special food, Thai food, South Korean food, Japanese food, Western

food restaurants and cuisines in Emei and Mount Emei. In this part, tourists would be

asked to rate their satisfaction for food and drinks concerning following aspects:

- Variety of restaurants and cuisines.

- Cleanliness of food and drinks

- Reasonable price of food and drinks.

- What kind of food do you prefer?

5.   <u>Scenery:</u> There are Jinding's "Four wonders", Emei's "Ten landscapes" and

"Eight Temples" in Mount Emei. Mount Emei also has natural resource such as

animals, plants and medicinal materials. So in this part, tourists would be asked to rate

their satisfaction for scenery regarding the following aspects:

- The beautiful scenery of Mount Emei, especially those worth watching.

- The beauty of Wannian Temple and other Buddhist and Taoist temples, as well as spiritual atmosphere.

- Safety measures against accidents, crimes and attack by the golden monkeys or other animals.

- Reasonable price value for entrance tickets, cable car services, etc.

- What specific attractions at Mount Emei interest you?

6. Activities and culture: Tourist activities of climbing up the Mount, taking cable cars, hiking and trekking. There are Interesting cultural festivals and performances in Emei and at Mount Emei, such as "Mount Emei Puxian Cultural Festival", "Mount Emei Chaoshan Meeting", "Emei City Snow Festival", and "Chinese Kungfu Assembly Tourists". Tourists can ski and go to the hot spring in Mount Emei. So in this part, tourists would be asked to rate their satisfaction for activities and culture regarding the following aspects:

- Tourist activities of climbing up the Mount, taking cable cars, hiking and trekking.

- Interesting cultural festivals and performance in Emei and at Mount Emei, such as Buddhist Festivals.

- What tourist activities at Mount Emei interest you?

7. Shopping: In this part, tourists would be asked to rate their satisfaction for shopping activities regarding the following aspects:

- Variety of local and traditional gifts and souvenirs.

40

- Quality of gifts and souvenirs.

- Reasonable prices of gifts and souvenirs.

3.3 Conceptual Framework

The conceptual framework provides a fundamental understanding of the basic processes underlying the problem situation. The process suggests key dependent and independent variables. Dependent variable is the variable that changes in response to changes in other variables. Independent variable is the variable that causes changes to a dependent variable or variables. (Saunders, Lewis and Thornhill, 2003)

Table 3.3: Conceptual Framework

Independent Variables   **Dependent Variables**

Tourists' Demographic and Travel Characteristics		Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei
1. Nationality 2. Gender 3. Age 4. Marital Status 5. Religion 6. Educational Level 7. Income Level 8. Travel patterns 9. Frequency of travel	→	1. Transportation Facilities 2. Accommodation 3. Travel Agency and Services 4. Food and drinks 5. Scenery 6. Activities and Culture 7. Shopping

3.4 Research Hypothesis

A hypothesis is a conjectural statement of the relation ship between independent and dependent variables. It is an educated speculation about the logically developed relationship between two or more variables, expressed in the form of a testable

statement (Jennings, 2001).

Table 3.4: Research Hypothesis

Hot	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.
Hal	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.
Hot	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by gender.
Ha2	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by gender.
Ho3	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by age.
Ha3	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by age.
Ho4	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.
Ha4	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.
Ho5	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.
Ha5	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.
Ho6	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.
Ha6	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.
Ho7	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.
Hal	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.
Ho8:	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by travel patterns.
Ha8	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by travel patterns.
Ho9	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by frequency of travel.
Ha9	There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by frequency of travel.
Ho10	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by nationalities.

Ha1°	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by nationalities.
Ho11	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.
Ha1 1	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.
Ho12	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.
Ha12	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.
Ho13	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by marital status.
Ha13	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by marital status.
Ho14	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by religion.
Ha14	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by religion
Ho15	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.
Ha15	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.
Ho16	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by income level.
Ha16	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by income level.
Ho17	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by travel patterns.
Ha17	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by travel patterns.
Ho18	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.
Ha18	There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.
Ho 19:	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.
Ha19	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.
Ho20	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by gender.
Ha20	There is a difference among tourists visiting Mount Emei Mount Emei regarding their satisfaction for travel agency and services when classified by gender.
Ho21	There is no difference among tourists visiting Mount Emei regarding their

	satisfaction for travel agency and services when classified by age.
Ha21	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.
Ho22	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.
Ha22	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.
Ho23	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.
Ha23	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.
Ho24	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by educational level.
Ha24	There is a difference among tourists visiting L Mount Emei regarding their satisfaction for travel agency and services when classified by educational level.
Ho25	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by income level.
Ha25	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by income level.
Ho26	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.
Ha26	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.
Ho27	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.
Ha27	There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.
Ho28	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by nationalities.
Ha28	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by nationalities.
Ho29	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by gender.
Ha29	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by gender.
Ho30	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.
Ha30	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.
Ho31	There is no difference among tourists visiting Mount Emei regarding their

	satisfaction for food and drinks when classified by martial status.
Ha31	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.
Ho32	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by religion.
Ha32	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by religion.
Ho33	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.
Ha33	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.
Ho34	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by income level.
Ha34	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by income level.
Ho35	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by travel patterns.
Ha35	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by travel patterns.
Ho36	There is no difference among international tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.
Ha36	There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.
Ho37	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.
Ha37	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.
Ho38	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by gender.
Ha38	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by gender.
Ho39	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by age.
Ha39	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by age.
Ho40	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.
Ha40	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.
Ho41	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.
Ha41	There is a difference among tourists visiting Mount Emei regarding their

	satisfaction for scenery when classified by religion.
Ho42	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by educational level.
Ha42	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by educational level.
Ho43	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by income level.
Ha43	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by income level.
Ho44	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.
Ha44	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.
Ho45	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.
Ha45	There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.
Ho46	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by nationalities.
Ha46	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by nationalities.
Ho47	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by gender.
Ha47	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by gender.
Ho48	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.
Ha48	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.
Ho49	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by marital status.
Ha49	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by marital status.
Ho50	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by religion.
Ha50	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by religion.
Ho51	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.
Ha51	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.
Ho52	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by income level.

Ha52	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by income level.
Ho53	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by travel patterns.
Ha53	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by travel patterns.
Ho54	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.
Ha54	There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.
Ho55	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.
Ha55	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.
Ho56	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by gender.
Ha56	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by gender.
Ho57:	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by age.
Ha57	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by age.
Ho58	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.
Ha58	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.
Ho59	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.
Ha59	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.
Ho60	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by educational level.
Ha60	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by educational level.
Ho61	There is no difference among international tourists visiting Mount Emei regarding their satisfaction for shopping when classified by income level.
Ha61	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by income level.
Ho62	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by travel patterns.
Ha62	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by travel patterns.
Ho63	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by frequency of travel.

Ha63	There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by frequency of travel.

3.5 Operationalization of Variable

3.5.1 Operationalization of Independent Variables

Table 3.5.1: Operationalization of Independent Variables

Independent Variables	Conceptual Definition	Operational Component	Level of Measurement	Question No.
Nationality	The legal right of belonging to a particular nation	1= Chinese 2= European 3= American 4= Other Asian 5= Other place	Nominal	Q.1
Gender	Sexual identity, especially in relation to society to culture	1= Male 2= Female	Nominal	Q.2
Age	A particular period of a person's life	1= Under 20 2= 21---40 3= 41---60 4= Over 60	Ordinal	0.3
Marital Status	The fact of whether a person are single or married	1= Married 2= Single	Nominal	Q.4
Religion	Belief in the existence of a supernatural ruling power, the creator and controller of the universe	1= Buddhism 2= Daoism (Taoism) 3= None 4= Others	Nominal	Q.5
Educational Level	The education that one has graduated	1= High School or Lower(Vocational) 2= Bachelor Degree 3= Master Degree 4= Doctoral	Ordinal	Q.6

		Degree		
Income Level	The amount of money or its equivalent received per month in exchange for labor or services	1= Under $ 3,000 2= $ 3,001--- $ 6,000 3= $ 6,001--- $ 12,000 4= $ Over 12,000	Ordinal	0.7
Travel patterns	The tourist who purchasing package tour program/ The tourist who travel by their own	1= Joining a group tour 2= Traveling independentl y	Nominal	Q.8
Frequency of travel	Needed in a particular situation of visiting a destination	1= First visit 2= Repeated visit	Nominal	Q.9

Operationalization of Dependent Variables

Table3.5.2: Operationalization of Dependent Variables

Dependent Variables	Conceptual Definition	Operational Component	Level of Measurement	Question No.
Transportati on Facilities	A system for carrying people or goods from one place to another using vehicles	- Transportation to Emei - Transportation around mount Emei	Interval	Q:10-11
Accommodat ion	Somewhere to live or stay often also providing food or other services	- Variety of accommodation - Service quality - Reasonable rates of	Interval	Q:12-14Q: 31

49

		- accommodation - Prefer accommodation		
Travel Agency and Services	A business that sells travel related products and services	- Travel Agency services - The tour guide service - Reasonable price	Interval	Q:15-17
Food and drinks	The goods tourists choose to eat and drink	- Variety of restaurants and cuisines - Clean level - Reasonable price - Prefer the food	Interval	Q:18-20 Q:32
Scenery	An interesting or enjoyable place to visit	- The beautiful scenery - Safety measures against accidents - The beautiful of the temple as well spiritual atmosphere - Reasonable price for	Interval	Q:21-24 Q:33

50

		- Interesting attractions		51
Activities and Spiritual Atmosphere	The activities tourists choose to join	- Tourist activities - Interesting cultural and festivals and performance - Friendliness of local people - Interesting activities	Interval	Q:25-27 0:34
Shopping	A thing that keep to remind of a place or an occasion	- Variety of souvenirs - Quality of souvenirs - Reasonable price of souvenirs	Interval	Q:28-30

CHAPTER FOUR
RESEARCH METHODOLOGY

This chapter provides an overview of the research methodology that was employed in this study and it consists of seven sections which are research method, respondents and sampling procedures, research instruments and questionnaires, collection of data, pre-test, statistical treatment of data, and additional qualitative study.

4.1 Research Method

The research methodology used sources of information from both primary data including surveys, interviews, and observations, and secondary data including textbooks, journals, the internet, and other empirical studies on related fields. (Malhotra, 2000 and Seaton and Bennett, 1996)

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. In this research, the researcher attempts to determine tourists' satisfaction for tourism products and facilities at Mount Emei in Sichuan.

4.1.2 Sample survey technique

The most common method of generating primary data is through surveys. (Zikmund, 1994) stated that a survey is a research technique in which information is gathered from a sample of people by a use of a questionnaire. 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

The sampling element under this research comprises of two areas of interest as follows:

1. The sampling element must be traveling in Mount Emei while the questionnaires are distributed.

2. The time duration that the questionnaires were distributed to the sampling element was during March, 2008 to April, 2008.

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 sample units were people, who were from every age group, traveling at Mount Emei during April, 2008

4.2.3 Sample Size

This research is conducted by visiting Mount Emei in March, 2008---Apirl, 2008. The number of tourists' in Mount Emei is 25.679 million in 2007, Sample size was determined as the actual number of subjects chosen as a sample to represent the population characteristics (Jennings, 2001).

The researcher would use 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 4.2 Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty

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	L622
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 Instrument and Questionnaire

The instrument used for this research is questionnaire, which is a set of questions designed to generate data necessary to accomplish the objectives of the research project (MaDaniel, 2001). The researcher used a self-administered questionnaire to gather the information from respondents. The formation of questionnaire is based on the research framework. It was constructed into three parts. The questionnaire is

attached appendix in the while the outline of each is shown below:

Part 1: This part of the questionnaire attempted to ask the respondents to express their demographic characteristics and travel patterns, in the form of close-end choice questions. There are were nine questions in this part.

- Nationalities

- Age

- Gender

- Religion

- Marital Status

- Educational Level

- Income Level (Annual)

- Travel patterns

- Frequency of travel.

Part 2: This part is specific questions to attempt to ask the respondents to express their satisfaction of products and facilities in Mount Emei. 21 questions are asked, and for each statement, a five-point rating scales is applied:

- 5 = Very High Satisfaction

- 4 = High Satisfaction

- 3 = Neutral Satisfaction

  2 = Low Satisfaction

- 1 = Very Low Satisfaction

Part3: This part of the questionnaire attempted to ask the respondents to express their

specific preferences for various tourism products and services. There were four

questions in this part.

- What kind of accommodation do you prefer?

- What kind of food do you prefer?

- What specific attractions at Mount Emei interest you?

- What tourist activities at Mount Emei interest you?

4.4 Collection of Data

The researcher, with a number of assistants distributed 384 questionnaires to

tourists visiting Mount Emei during March, 2007---April, 2008. The respondents are

asked to fill out the initial surveys based on their experience from visiting Mount

Emei, and takes about five minutes to complete answer.

4.5 Pre-test

A pre-test by mean of Cronbach's Alpha was conducted by distributing the 30

samples questionnaire to tourists. The researcher did the pre-test at Baoguo Temple in

Mount Emei during December, 2007---January, 2008. The result of Cronbach's Alpha

Coefficient was greater than 0.60, the questionnaire was considered to be reliable.

The reliability of the instrument was accessed by calculation of Cronbach's alpha.

The result was calculated on the basis of a pre-test data, as follows:

Sample size of = 30 cases   Alpha coefficient = .806

According to pre-test analysis, the Alpha coefficient from the pre-test was 0.806.

So the questionnaire was considered to be reliability because of the Coefficient Alpha

scores was higher than 0.60, as shown on Table 4.5.

Table 4.5 Reliability Analysis-Scale (ALPHA) of Pre-Test Result

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
.806	21

4.6 Statistical Treatment of Data

The researcher will use the SPSS (Statistical Package for Social Science)

program for both descriptive analysis and the test of hypotheses.

4.6.1 Descriptive Statistics

Descriptive statistics provides summary measures of the data contained in all the

elements of a sample. The calculation of averages, frequency distributions and

percentage distributions is the most common form summarize data (William, 1997)

In this study, descriptive statistics is used to analyze demographic and travel

characteristics   of respondents as nationality, age, gender, religion, marital status,

education level, income, travel patterns and frequency of travel in Mount Emei.

4.6.2 Inferential Statistics for Hypothesis Testing

Inferential statistics consists of techniques that allow the researcher to study samples and then make generalizations about the populations from which samples were selected. (Gravetter and Wallnau, 2000) Inferential statistics are used for hypothesis testing. In this study, the following inferential statistics are used to test the hypothesis:

1. <u>ANOVA:</u> The ANOVA is stands for variance, which tests for significant mean differences in variables among multiple groups. (Jennings, 1995) The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs. (Nation, 1997)

2. <u>T-Test:</u> 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. (Nation, 1997)

4.6.3 Statistics to Be Used for Testing Various Hypotheses

The following statistics would be used to test the sixteen-three hypotheses set in this study.

Table 4.6.3 statistical used for various hypotheses

Hypotheses		Statistics Used
Ho1	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.	ANOVA
Ho2	There is no difference among tourists visiting Mount Emei	T-test

	regarding their satisfaction for transportation facilities when classified by gender.	
Ho3	There is difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by age.	ANOVA
Ho4	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.	T-test
Ho5	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.	ANOVA
Ho6	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.	ANOVA
Ho7	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.	ANOVA
Hob	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by travel patterns.	T-test
Ho9	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by frequency of travel.	T-test
Ho10	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by nationalities.	ANOVA
Ho11	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.	T-test
Ho12	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.	ANOVA
Ho 13	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by marital status.	T-test
Ho14 :	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by religion.	ANOVA
Ho15	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.	ANOVA
Ho16	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by income level.	ANOVA

Ho17	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by travel patterns.	T-test
Ho18	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.	T-test
Ho19	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.	ANOVA
Ho20	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by gender.	T-test
Ha20	There is difference among tourists visiting Mount Emei Mount Emei regarding their satisfaction for travel agency and services when classified by gender..	T-test
Ho21	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.	ANOVA
Ho22	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.	T-test
Ha22	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.	T-test
Ho23	There is no difference among tourists visiting Mount Emei regarding their atisfaction for travel agency and services when classified by religion.	ANOVA
Ho24	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by educational level.	ANOVA
Ho25	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by income level.	ANOVA
Ho26	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.	T-test
Ho27:	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.	T-test
Ho28	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by nationalities.	ANOVA
Ho29	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by	T-test

	gender.	
Ho30	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.	ANOVA
Ho31	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.	T-test
Ho32	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by religion.	ANOVA
Ho33	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.	ANOVA
Ho34	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by income level.	ANOVA
Ho35	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by travel patterns.	T-test
Ho36	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.	T-test
Ho37	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.	ANOVA
Ho38	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by gender.	T-test
Ho39	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by age.	ANOVA
Ho40	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.	T-test
Ho41	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.	ANOVA
Ho42	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by educational level.	ANOVA
Ho43	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by income level.	ANOVA
Ho44	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.	T-test

Ho45	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.	T-test
Ho46	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by nationalities.	ANOVA
Ho47	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by gender.	T-test
Ho48	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.	ANOVA
Ho49	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by marital status.	T-test
Ho50	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by religion.	ANOVA
Ho51	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.	ANOVA
Ho52	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by income level.	ANOVA
Ho53	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by travel patterns.	T-test
Ho54	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.	T-test
Ho55	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.	ANOVA
Ho56	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by gender.	T-test
Ho57	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by age.	ANOVA
Ho58	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.	T-test
Ho59	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.	ANOVA

Ho60	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by educational level.	ANOVA
Ho61	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by income level.	ANOVA
Ho62	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by travel patterns.	T-test
Ho63	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by frequency of travel.	T-test

4.7 Additional Qualitative Study

This additional qualitative study was conducted to find out specific preferences of tourists for accommodation, restaurants, attractions and activities.

In addition to the quantitative study in the form of questionnaire the researcher conducted a qualitative study by means of personal observation while questionnaire on Mount Emei during April 2008, as well as doing some personal interviews, with some operator, local people and selected tourists in Mount Emei, to give additional explanations to the result of quantitative study.

CHAPTER FIVE

PRESENTATION OF DATA AND CRITICAL

DISCUSSION OF RESULTS

This chapter consists of four sections: tourists' demographic and travel characteristics, results of hypothesis testing, discussion of statistical results, and result from additional qualitative study.

5.1 Demographic Characteristics

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

5.1.1 Nationality

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

Table 5.1.1 Summary of Respondents by Nationality

What is your nationaity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	328	85.4	85.4	85.4
	European	22	5.7	5.7	91.1
	American	12	3.1	3.1	94.3
	Other Asian	22	5.7	5.7	100.0
	Total	384	100.0	100.0	

Figure 5.1.1 Nationality

What is your nationality?

O Chinese
O European
O American
• Other Asian
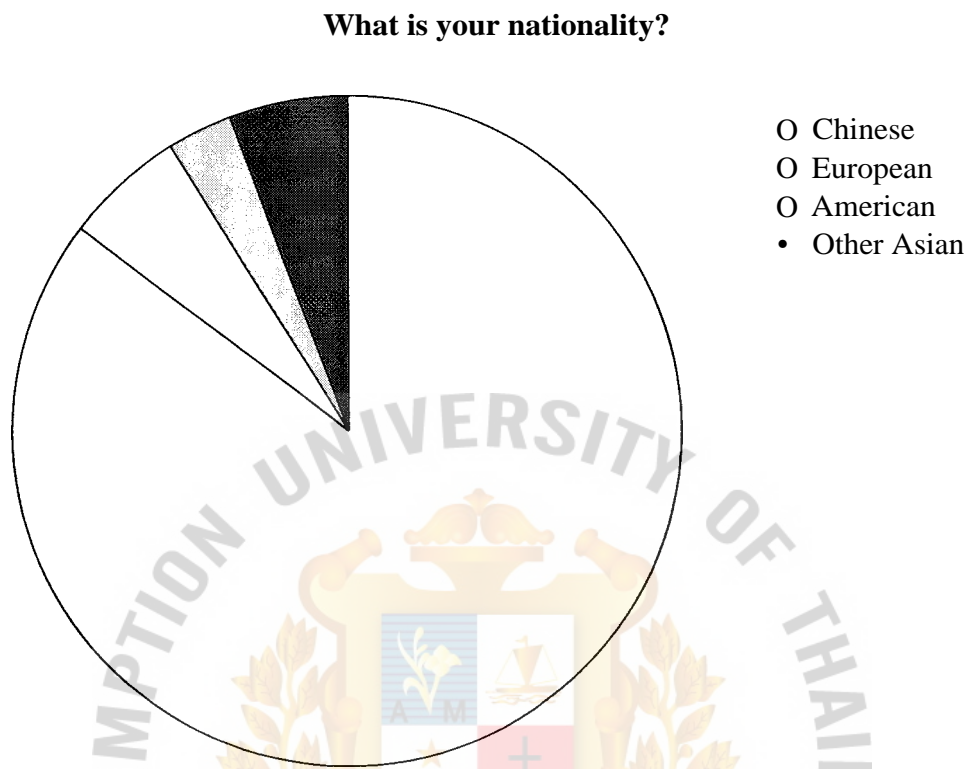
Table 5.1.1 and Figure 5.1.1 shows that out of the 384 respondents, 328 respondents (85.4%) were Chinese tourists, 22 respondents (5.7%) were European tourists, 22 respondents (5.7%) were Other Asia tourists (except Chinese), 12 respondents (3.1%) were American tourists,. Therefore, it can be concluded that the majority of respondents (85.4%) were Chinese tourists.

5.1.2 Gender

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

Table 5.1.2 Summary of Respondents by Gender

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	191	49.7	49.7	49.7
	Female	193	50.3	50.3	100.0
	Total	384	100.0	100.0	

Figure 5.1.2 Gender

What is your gender?

Male
O Female

From Table 5.1.2 and Figure 5.1.2 shown above, 193 respondents (50.3%) were

female, 191 respondents (49.7%) were male. Therefore, it can be concluded that the

majority of respondents (50.3%) were female.

5.1.3 Age

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

Table 5.1.3 Summary of Respondents by Age

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	56	14.6	14.6	14.6
	21---40	259	67.4	67.4	82.0
	41---60	60	15.6	15.6	97.7
	Over 60	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

Figure 5.1.3 Age
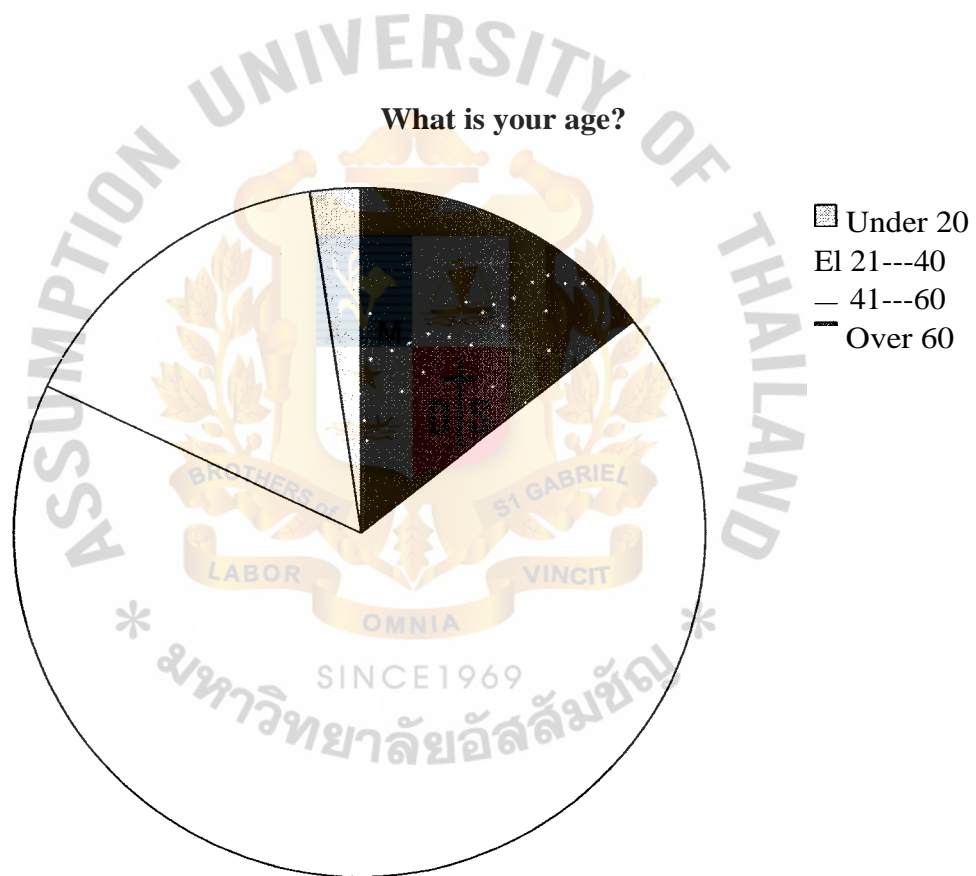
Table 5.1.3 and Figure 5.1.3 shows that out of the 384 respondents, 259 respondents (67.4%) were 21-40 years, 60 respondents (15.6%) were 41-60 years, 56 respondents (14.6%) were below 20 years, 9 respondents (2.3%) were over 60 years. Therefore, it can be concluded that the majority of respondents (67.4%) were 21-40 years.

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

What is your marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	183	47.7	47.7	47.7
	Single	201	52.3	52.3	100.0
	Total	384	100.0	100.0	

Figure 5.1.4 Marital Status

What is your marital status?
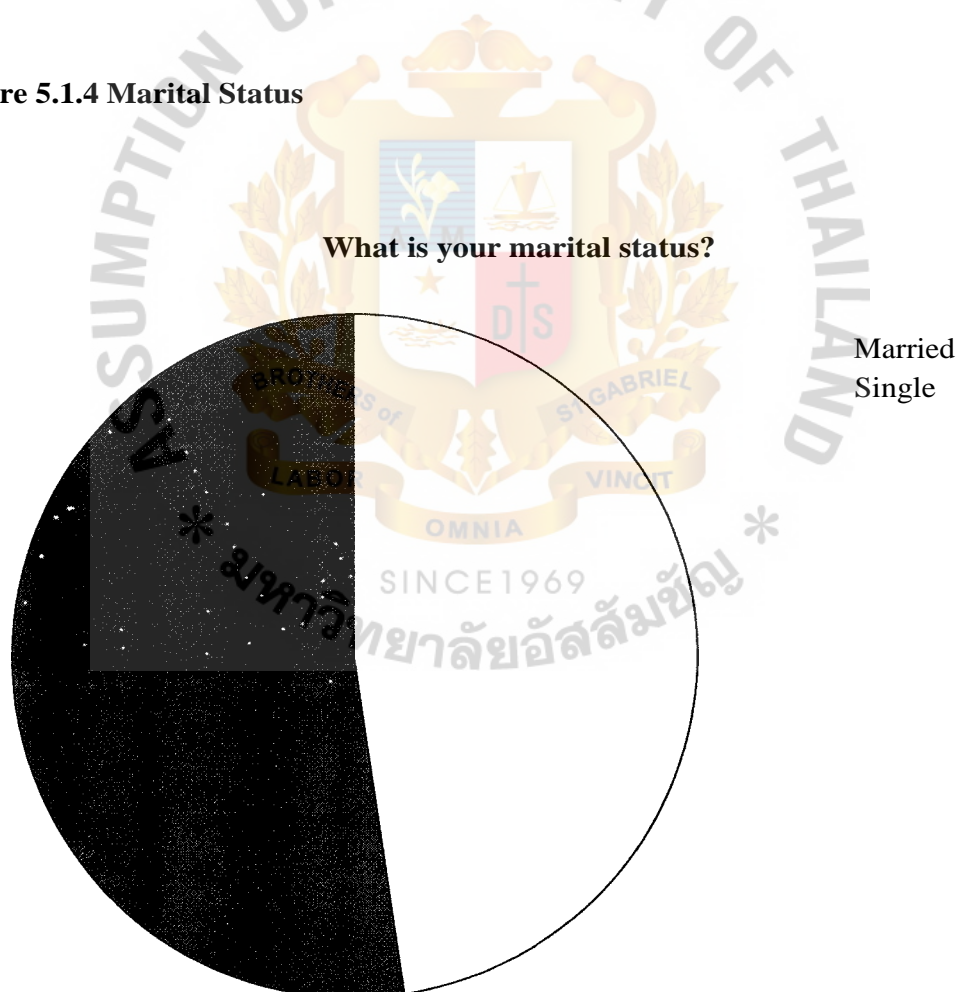
Married
Single

Table 5.1.4 and Figure 5.1.4 show that out of the 384 respondents, 201
respondents (52.3%) were single, 183 respondents (47.7%) were married. Therefore,

it can be concluded that the majority of respondents (52.3%) were single.

5.1.5 Religion

The religion groups of respondents are presented in Table 5.1.5 and Figure 5.1.5:

Table 5.1.5: Summary of Respondents by Religion

What is your religion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buddhism	75	19.5	19.5	19.5
	Daoism(Taoism)	26	6.8	6.8	26.3
	None	271	70.6	70.6	96.9
	Others	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

Figure 5.1.5 Religion

What is your religion?

O Buddhism
▪ Daoism(Taoism)
El None
■ Others
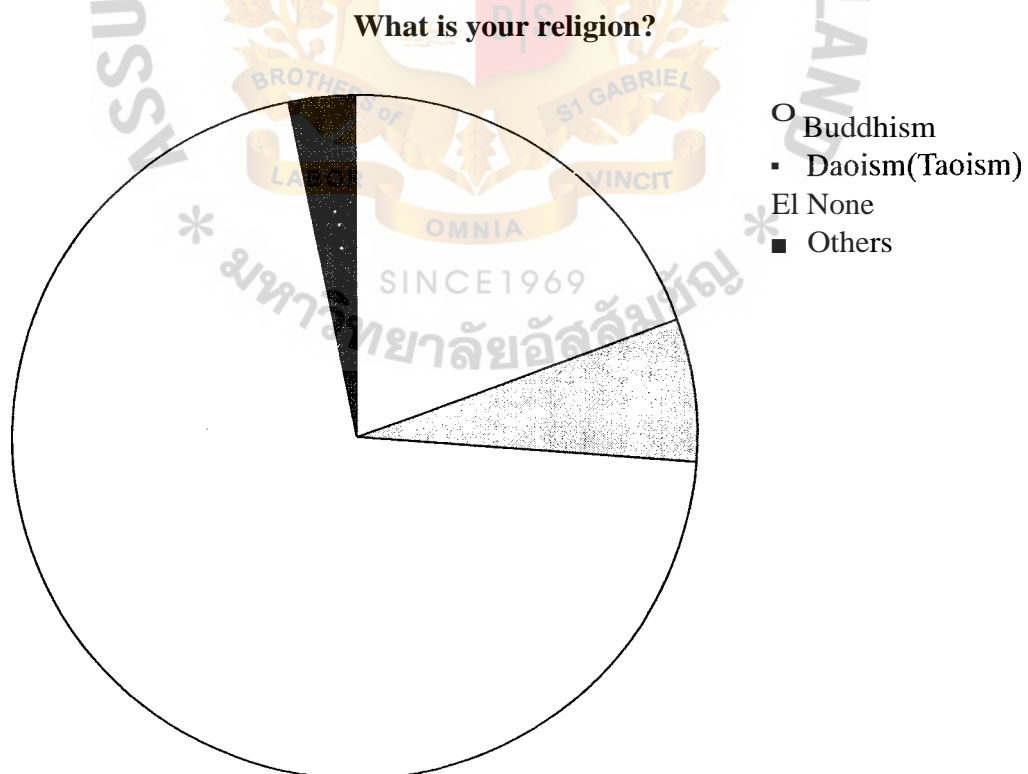
From Table 5.1.5 and Figure 5.1.5 shown above, 26 respondents 271

respondents(70.6%)were none, 75 respondents (19.5%) were Buddhism, (6.8%) were

Daoism, 12 respondents (3.1%) were others religion. therefore, it can be concluded

that the majority of respondents (70.6%) were none .

5.1.6 Education Level

The educational level groups of respondents are presented in Table 5.1.6 and

Figure 5.1.6:

Table 5.1.6 Summary of Respondents by Educational Level

What is your highest educational qualification?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Lower(Vocational)	58	15.1	15.1	15.1
	Bachelor Degree	190	49.5	49.5	64.6
	Master Degree	120	31.3	31.3	95.8
	Doctoral Degree	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

Figure 5.1.6 Educational Level

What is your highest educational qualification?
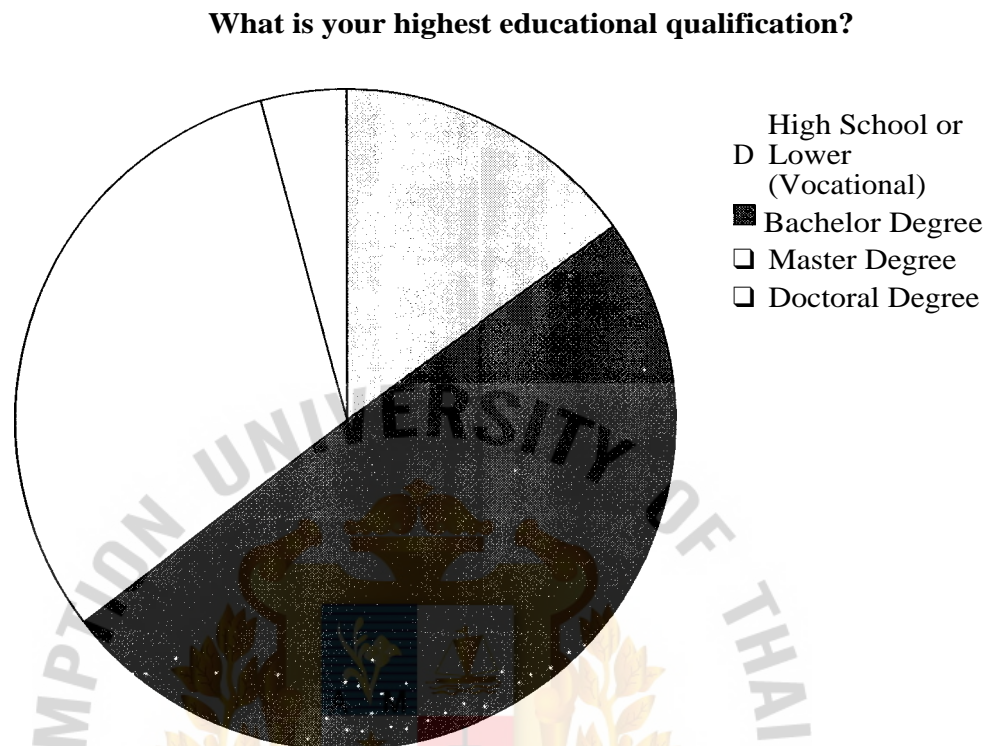
From table 5.1.6 and figure 5.1.6 shown above, 190 respondents (49.5%) had bachelor's degrees, 120 respondents (31.3%) had master's degrees, 58 respondents (15.1%) had finished high school or lower, 16 respondents (4.2%) had doctoral degrees. Therefore, it can be concluded that the majority of respondents (49.5%) had completed bachelor's degrees.

5.1.7 Income Level

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

Table 5.1.7 Summary of Respondents by Income Level

What is your yearly income range(U.S dollar)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under$3000	186	48.4	48.4	48.4
	$3001---$6000	105	27.3	27.3	75.8
	$6001---$12,000	54	14.1	14.1	89.8
	$Over 12,000	39	10.2	10.2	100.0
	Total	384	100.0	100.0	

Figure 5.1.7 Income Level

What is your yearly income range (U.S dollar)?

O Under$3000
$3001---$6000
• $6001---$12,000
❑ $Over 12,000
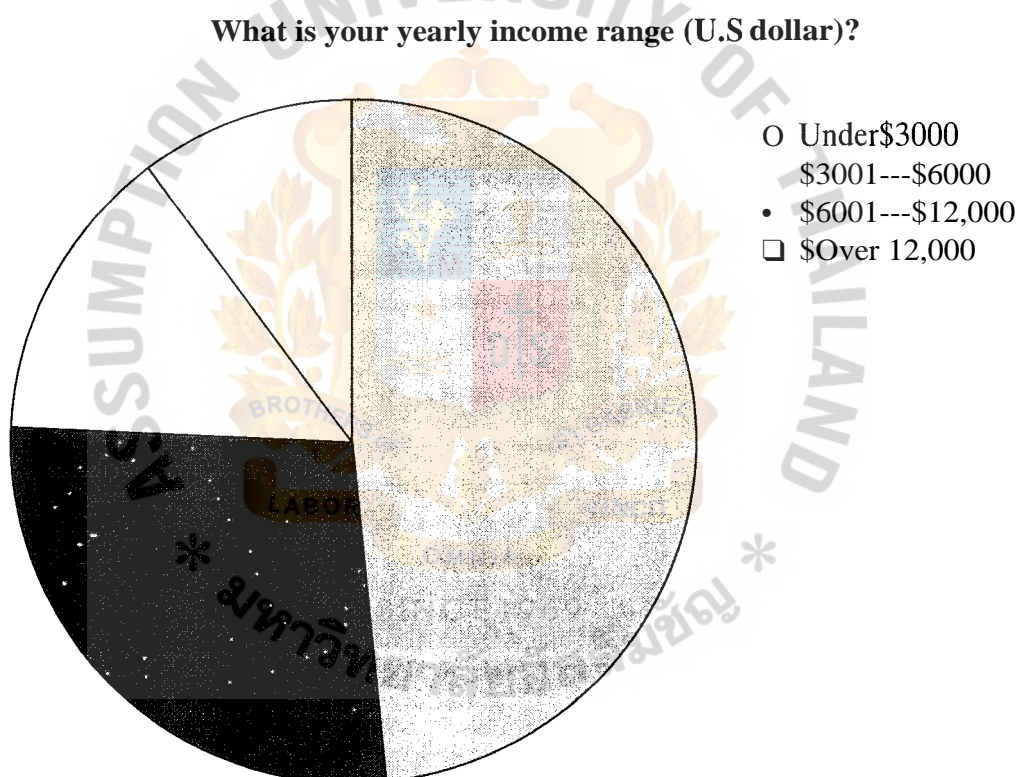
Table 5.1.7 and Figure 5.1.7 shows that out of the 384 respondents, 186 respondents (48.4%) earned under $3,000 U.S., 105 respondents (27.3%) earned between $3,001-$6,000 U.S., 54 respondents (14.1%) earned between $6,001-$12,000 U.S., and 39 respondents (10.2%) earned over $12,000 U.S.. Therefore, it can be concluded that the majority of respondents (48.4%) were those with an income of less

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than $3,000 U.S..

5.1.8 Group/Individual

The Group/Individual tours or respondents are presented in Table 5.1.8 and

Figure 5.1.8:

Table 5.1.8 Group/Individual

What is the nature of your travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joining a group tour	161	41.9	41.9	41.9
	Traveling independent	223	58.1	58.1	100.0
	Total	384	100.0	100.0	

Figure 5.1.8 Group/Individual

What is the nature of your travel?

- Joining a group tour
- Traveling independently
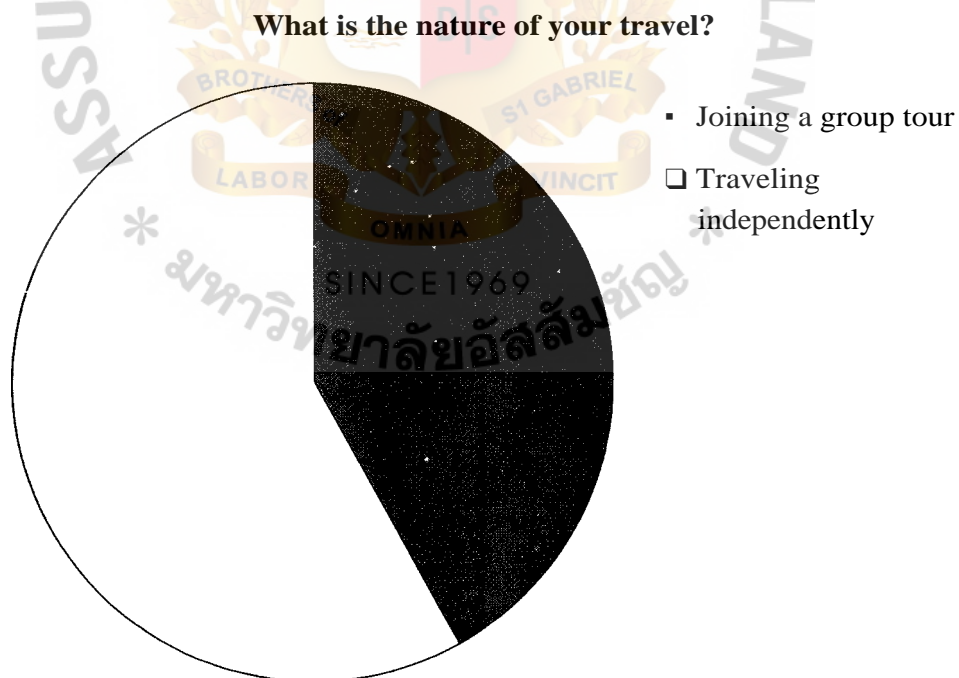
Table 5.1.8 and Figure 5.1.8 shows that out of the 384 respondents, 223

respondents (58.1%) were traveling independently, 161 respondents (41.9%) were on

a group tour. Therefore, it can be concluded that the majority of respondents (58.1%)

were traveling independently.

5.1.9 Visiting Frequency

The visiting frequency of respondents is presented in Table 5.1.9 and Figure

5.1.9:

Table 5.1.9 Visiting Frequency

What is the frequency of your visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First visit	182	47.4	47.4	47.4
	Repeated visit	202	52.6	52.6	100.0
	Total	384	100.0	100.0	

Figure 5.1.9 Visiting Frequency

What is the frequency of your visit?

II First visit
❑ Repeated visit
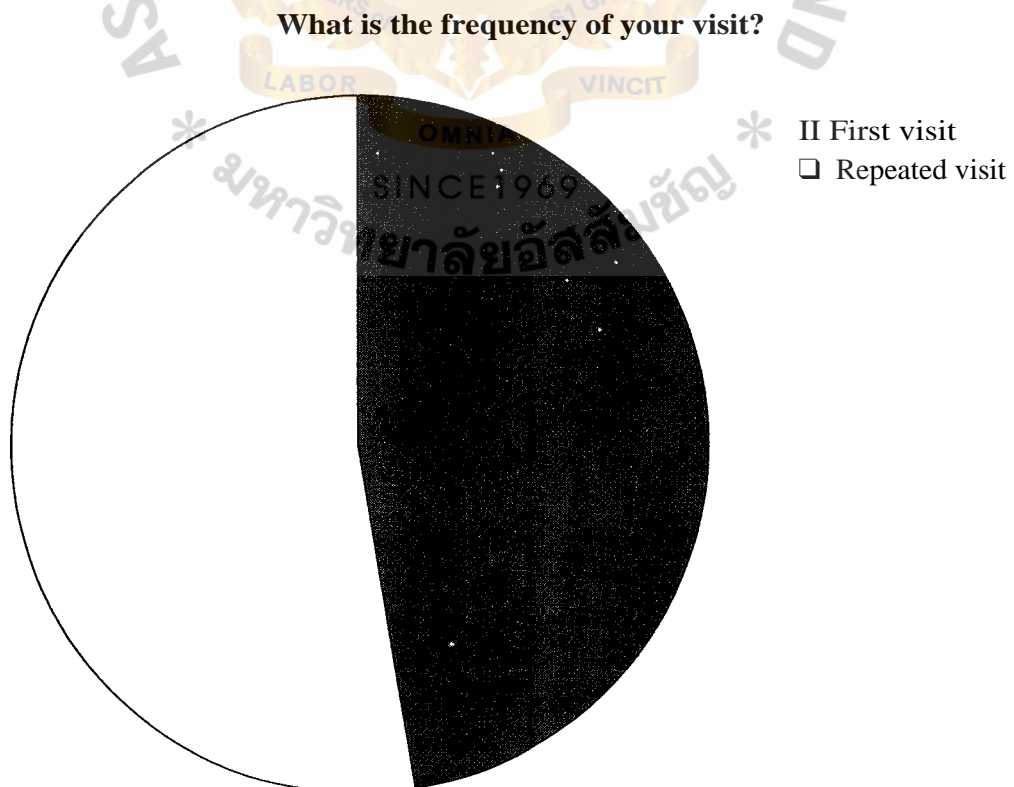
Table 5.1.9 and Figure 5.1.9 shows that out of the 384 respondents, 202 respondents (52.6%) were repeat visitors,182 respondents (47.4%) were first time visitors. Therefore, it can be concluded that the majority of respondents (52.6%) were first time visitors.

5.2 Results of Hypothesis Testing

This study tested 63 hypotheses. Independent T-test and one-way ANOVA were used to test the hypotheses as follows:

Hypothesis 1

Ho1: There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.

Ha1: There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.

Table 5.2.1 One-way ANOVA Test for Hypothesis 1

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.541	3	.847	1.491	.216
Within Groups	215.793	380	.568		
Total	218.333	383			

As shown in Table 5.2.1, the significance value is 0.216, is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.

Hypothesis 2

Ho2: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by gender.

Ha2: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by gender.

Table 5.2.2 Independent-Samples T-test for Hypothesis 2

Group Statistics

	What is your gender	N	Mean	Std. Deviation	Std. Error Mean
Transportation	Male	191	3.5628	.80540	.05828
	Female	193	3.3549	.68821	.04954

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	ig. (2-tailed	Mean Difference	Std. Error Difference	Lower	Upper
Transportat	Equal varian assumed	2.541	.112	2.720	382	.007	.20790	.07642	.05764	.35817
	Equal varian not assumed			2.718	371.723	.007	.20790	.07649	.05750	.35831

As shown in Table 5.2.2, the significance value is 0.007, which is less than 0.05,

so the null hypothesis is rejected, meaning that there is a difference among tourists

visiting Mount Emei regarding their satisfaction for transportation facilities when

classified by gender.

Hypothesis 3

Ho3: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by age.

Ha3: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by age.

Table 5.2.3 One-way ANOVA Test for Hypothesis 3

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.138	3	1.046	1.847	.138
Within Groups	215.195	380	.566		
Total	218.333	383			

As shown in Table 5.2.3, the significance value is 0.138, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by age.

Hypothesis 4

H_04: There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.

H_a4:   There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.

Table 5.2.4 Independent-Samples T-test for Hypothesis 4

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Transportation	Married	183	3.3197	.77937	.05761
	Single	201	3.5846	.71085	.05014

Independent Samples Test

	Levene's Test for Equality of Variance		t-test for Equality of Means						95% Confidence Interval of the Difference	
	F	Sig.	t	df	ig. (2-tailed	Mean Difference	Std. Error Difference	Lower	Upper
Transporta Equal variar assumed	1.523	.218	-3.483	382	.001	-.26490	.07605	-.41443	-.11538
Equal variar not assume(			-3.468	169.310	.001	-.26490	.07638	-.41509	-.11472

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As shown in Table 5.2.4, 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 Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.

Hypothesis 5

Ho5: There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.

Ha5: There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.

Table 5.2.5 One-way ANOVA Test for Hypothesis 5

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.744	3	4.581	8.509	.000
Within Groups	204.589	380	.538		
Total	218.333	383			

As shown in Table 5.2.5, 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 Mount Emei regarding their satisfaction for transportation facilities when classified by religion.

Hypothesis 6

Ho6: There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.

Ha6: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by educational level.

Table 5.2.6 One-way ANOVA Test for Hypothesis 6

AN OVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.004	3	2.335	4.198	.006
Within Groups	211.330	380	.556		
Total	218.333	383			

As shown in Table 5.2.6, the significance value is 0.006, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.

Hypothesis 7

Ho7:   There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.

Hal: There is a difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.

Table 5.2.7 One-way ANOVA Test for Hypothesis 7

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.248	3	1.083	1.913	.127
Within Groups	215.085	380	.566		
Total	218.333	383			

As shown in Table 5.2.7, the significance value is 0.127, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities

when classified by income level.

Hypothesis8

Ho8: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by travel patterns.

Ha8: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by travel patterns.

Table 5.2.8 Independent-Samples T-test for Hypothesis 8

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Transportation	Joining a group tour	161	3.4348	.83503	.06581
	Traveling independently	223	3.4753	.69300	.04641

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
Transportatio	Equal variance assumed	3.203	.074	-.519	382	.604	-.04055	.07816	-.19423	.11312
	Equal variance not assumed			-.504	304.431	.615	-.04055	.08053	-.19901	.11791

As shown in Table 5.2.8, the significance value is 0.604, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by travel patterns.

Hypothesis9

Ho9: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by frequency of

travel.

Ha9:   There is a difference among tourists visiting Mount Emei regarding their

satisfaction for transportation facilities when classified by frequency of

travel.

Table 5.2.9 Independent-Samples T-test for Hypothesis 9

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Transportation	First visit	182	3.5549	.74867	.05549
	Repeated visit	202	3.3713	.75196	.05291

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means						
							Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Difference	Difference	Lower	Upper
Transportation	Equal variance assumed	.433	.511	2.395	382	.017	.18366	.07669	.03287	.33445
	Equal variance not assumed			2.395	378.203	.017	.18366	.07667	.03290	.33442

As shown in Table 5.2.9, the significance value is 0.017, which is less than 0.05,

so the null hypothesis is rejected, meaning that there is a difference among tourists

visiting Mount Emei regarding their satisfaction for transportation facilities when

classified by frequency of travel.

Hypothesis10

Ho10: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by nationalities.

Ha10:   There is a difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by nationalities.

Table 5.2.10 One-way ANOVA Test for Hypothesis 10

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.854	4	.713	2.318	.057
Within Groups	116.672	379	.308		
Total	119.526	383			

As shown in Table 5.2.10, the significance value is 0.057, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by nationalities.

Hypothesis11

Ho11: There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.

Hall: There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.

Table 5.2.11 Independent-Samples T-test for Hypothesis 11

Group Statistics

	What is your gender	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Male	191	3.3259	.54904	.03973
	Female	191	3.1518	.55830	.04040

Independent Samples Test

		Levene's Test for Equality of Variance		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
Accommodati	Equal variance assumed	.106	.745	3.073	380	.002	.17408	.05666	.06268	.28549
	Equal variance not assumed			3.073	379.894	.002	.17408	.05666	.06268	.28549

As shown in Table 5.2.11, 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 Mount Emei regarding their satisfaction for accommodation when classified by gender.

Hypothesis12

Ho12: There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.

Ha12: There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.

Table 5.2.12 One-way ANOVA Test for Hypothesis 12

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.606	3	.535	1.725	.161
Within Groups	117.920	380	.310		
Total	119.526	383			

As shown in Table 5.2.12, the significance value is 0.161, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.

Hypothesis13

Ho13: There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by marital status.

Ha13: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by marital status.

Table 5.2.13 Independent-Samples T-test for Hypothesis 13

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Married	183	3.1708	.51809	.03830
	Single	201	3.3035	.58731	.04143

Independent Samples Test

		Levene's Test for quality of Variance		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
Accommodati	Equal varianc assumed	2.942	.087	-2.339	382	.020	-.13272	.05675	-.24430	-.02114
	Equal varianc not assumed			-2.352	381.627	.019	-.13272	.05642	-.24364	-.02179

As shown in Table 5.2.13, the significance value is 0.020, which is less than 0.05,

so the null hypothesis is rejected, meaning that there is a difference among tourists

visiting Mount Emei regarding their satisfaction for accommodation when classified

by marital status.

Hypothesis14

Ho14: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by religion.

Ha14: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by religion

Table 5.2.14 One-way ANOVA Test for **Hypothesis14**

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.881	3	.294	.940	.421
Within Groups	118.645	380	.312		
Total	119.526	383			

As shown in Table 5.2.14, 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 Mount Emei regarding their satisfaction for accommodation when classified by religion.

Hypothesie15

Ho15: There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.

Ha15: There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.

Table 5.2.15 One-way ANOVA Test for Hypothesis 15

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.811	3	1.937	6.473	.000
Within Groups	113.715	380	.299		
Total	119.526	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 Mount Emei regarding their satisfaction for accommodation when classified by educational level.

Hypothesis16

Ho16: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by income level.

Ha16: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by income level.

Table 5.2.16 One-way ANOVA Test for Hypothesis 16

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.270	3	.423	1.361	.254
Within Groups	118.256	380	.311		
Total	119.526	383			

As shown in Table 5.2.16, the significance value is 0.254, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for accommodation when

classified by income level.

Hypothesis17

Ho17: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by travel patterns.

Ha17: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for accommodation when classified by travel patterns.

Table 5.2.17 Independent-Samples T-test for Hypothesis 17

Group Statistics

What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Accommodation Joining a group tour	161	3.2547	.59258	.04670
Traveling independent	223	3.2298	.53391	.03575

Independent Samples Test

	Levene's Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	t	df	ig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Accommoda Equal varian assumed	4.501	.035	.429	382	.668	.02484	.05784	-.08888	.13855
Equal varian not assumed			.422	322.636	.673	.02484	.05882	-.09087	.14055

As shown in Table 5.2.17, the significance value is 0.673, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by travel patterns.

Hypothesis18

Ho18: There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.

Ha18: There is a difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.

Table 5.2.18 Independent-Samples T-test for Hypothesis 18

Group Statistics

What is the frequenc of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Accommodatior First visit	182	3.3297	.56471	.04186
Repeated visit	202	3.1597	.54196	.03813

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	34 (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Accommodatic Equal variance assumed	2.999	.084	3.009	382	.003	.17002	.05650	.05892	.28111
Equal variance not assumed			3.003	374.078	.003	.17002	.05662	.05868	.28136

As shown in Table 5.2.18, 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 Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.

Hypothesis19

Ho19: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.

Ha19: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.

Table 5.2.19 One-way ANOVA Test for Hypothesis 19

ANOVA

A_enc

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.058	4	.265	.959	.430
Within Groups	104.613	379	.276		
Total	105.672	383			

As shown in Table 5.2.19, the significance value is 0.430, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.

Hypothesis20

Ho20: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by gender.

Ha20: There is a difference among tourists visiting Mount Emei Mount Emei

regarding their satisfaction for travel agency and services when classified by gender.

Table 5.2.20 Independent-Samples T-test for Hypothesis 20

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Agency	Male	191	3.3887	.51144	.03701
	Female	191	3.1754	.52126	.03772

Independent Samples Test

		Levene's Test for quality of Variance		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
Agency	Equal variance assumed	.166	.683	4.038	380	.000	.21335	.05284	.10946	.31725
	Equal variance not assumed			4.038	379.863	.000	.21335	.05284	.10946	.31725

As shown in Table 5.2.20, 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 Mount Emei Mount Emei regarding their satisfaction for travel agency and services when classified by gender.

Hypothesis21

Ho21: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.

Ha21: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.

Table 5.2.21 One-way ANOVA Test for Hypothesis 21

ANOVA

A_enc

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.099	3	.700	2.568	.054
Within Groups	103.572	380	.273		
Total	105.672	383			

As shown in Table 5.2.21, the significance value is 0.054, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.

Hypothesis22

Ho22: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.

Ha22: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.

Table 5.2.22 Independent-Samples T-test for Hypothesis 22

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Agency	Married	183	3.2227	.49441	.03655
	Single	201	3.3358	.54753	.03862

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
Agency Equal variance assumed	3.730	.054	-2.118	382	.035	-.11314	.05343	-.21819	-.00810
Equal variance not assumed			-2.128	381.976	.034	-.11314	.05317	-.21769	-.00860

As shown in Table 5.2.22, the significance value is 0.035, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.

Hypothesis23

Ho23: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.

Ha23: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.

Table 5.2.23 One-way ANOVA Test for Hypothesis 23

ANOVA

n

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.183	3	.394	1.434	.232
Within Groups	104.489	380	.275		
Total	105.672	383			

As shown in Table 5.2.23, the significance value is 0.232, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.

Hypothesis24

Ho24: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for travel agency and services when classified by educational

level.

Ha24: There is a difference among tourists visiting L Mount Emei regarding their

satisfaction for travel agency and services when classified by educational

level.

Table 5.2.24 One-way ANOVA Test for Hypothesis 24

ANOVA

A_enc

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.622	3	2.207	8.468	.000
Within Groups	99.050	380	.261		
Total	105.672	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 L Mount Emei regarding their satisfaction for travel agency and services

when classified by educational level.

Hypothesis25

Ho25: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for travel agency and services when classified by income level.

Ha25: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for travel agency and services when classified by income level.

Table 5.2.25 One-way ANOVA Test for Hypothesis 25

ANOVA

A_enc

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.495	3	.832	3.064	.028
Within Groups	103.176	380	.272		
Total	105.672	383			

As shown in Table 5.2.25, the significance value is 0.028, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by income level.

Hypothesis26

Ho26: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.

Ha26: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.

Table 5.2.26 Independent-Samples T-test for Hypothesis 26

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Agency	Joining a group tour	161	3.3478	.52676	.04151
	Traveling independently	223	3.2343	.52018	.03483

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
Agency Equal variances assumed	.293	.589	2.099	382	.036	.11352	.05408	.00718	.21986
Equal variances not assumed			2.095	342.312	.037	.11352	.05419	.00693	.22011

As shown in Table 5.2.26, the significance value is 0.036, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists

visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.

Hypothesis27

Ho27: There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.

Ha27: There is a difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.

Table 5.2.27 Independent-Samples T-test for Hypothesis 27

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Agency	First visit	182	3.3723	.55483	.04113
	Repeated visit	202	3.2005	.48423	.03407

Independent Samples Test

	Levene's Test for quality of Variance		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
Agent Equal variant assumed	5.027	.026	3.239	382	.001	.17176	.05303	.06749	.27602
Equal varian not assumed			3.216	361.405	.001	.17176	.05341	.06673	.27678

As shown in Table 5.2.27, 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 Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.

Hypothesis28

Ho28: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by nationalities.

Ha28: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by nationalities.

Table 5.2.28 One-way ANOVA Test for Hypothesis 28

ANOVA

Foods

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.096	4	.774	1.842	.120
Within Groups	159.299	379	.420		
Total	162.396	383			

As shown in Table 5.2.28, the significance value is 0.146, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for food and drinks when

classified by nationalities.

Hypothesis29

Ho29: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by gender.

Ha29: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by gender.

Table 5.2.29 Independent-Samples T-test for Hypothesis 29

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Foods	Male	191	3.2635	.69988	.05064
	Female	191	3.0908	.59128	.04278

Independent Samples Test

	Levene's Test for Equality of Variance		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
Foods Equal variance assumed	6.027	.015	2.606	380	.010	.17277	.06630	.04242	.30313
Equal variance not assumed			2.606	369.685	.010	.17277	.06630	.04241	.30314

As shown in Table 5.2.29, the significance value is 0.010, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by gender.

Hypothesis30

Ho30: There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.

Ha30: There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.

Table 5.230 One-way ANOVA Test for Hypothesis 30

ANOVA

Food

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.730	3	.577	1.364	.254
Within Groups	160.666	380	.423		
Total	162.396	383			

As shown in Table 5.2.30, the significance value is 0.254, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.

Hypothesis31

Ho31: There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.

Ha31: There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.

Table 5.2.31 Independent-Samples T-test for Hypothesis 31

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Foods	Married	183	3.1275	.63150	.04668
	Single	201	3.2239	.66680	.04703

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
Foods Equal variance assumed	1.949	.164	-1.451	382	.148	-.09638	.06644	-.22700	.03425
Equal variance not assumed			-1.454	381.400	.147	-.09638	.06627	-.22667	.03392

As shown in Table 5.2.31, the significance value is 0.148, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.

Hypothesis32

Ho32: There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by religion.

Ha32: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by religion.

Table 5.2.32 One-way ANOVA Test for Hypothesis 32

ANOVA

Foods

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.586	3	.195	.459	.711
Within Groups	161.809	380	.426		
Total	162.396	383			

As shown in Table 5.2.32, the significance value is 0.711, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by religion.

Hypothesis33

Ho33: There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.

Ha33: There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.

Table 5.2.33 One-way ANOVA Test for Hypothesis 33

ANOVA

Foods

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.233	3	7.744	21.146	.000
Within Groups	139.163	380	.366		
Total	162.396	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 Mount Emei regarding their satisfaction for food and drinks when classified

by educational level.

Hypothesis34

Ho34: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by income level.

Ha34: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by income level.

Table 5.2.34 One-way ANOVA Test for Hypothesis 34

ANOVA

Foods

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.845	3	.948	2.259	.081
Within Groups	159.551	380	.420		
Total	162.396	383			

As shown in Table 5.2.34, the significance value is 0.081, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for food and drinks when

classified by income level.

Hypothesis35

Ho35: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by travel patterns.

Ha35: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for food and drinks when classified by travel patterns.

Table 5.2.35 Independent-Samples T-test for Hypothesis 35

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Foods	Joining a group tour	161	3.1325	.66383	.05232
	Traveling independentl	223	3.2108	.64135	.04295

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
Foods	Equal variance assumed	.108	.742	-1.163	382	.246	-.07826	.06731	-.21060	.05409
	Equal variance not assumed			-1.156	337.762	.248	-.07826	.06769	-.21140	.05489

As shown in Table 5.2.35, the significance value is 0.246, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by travel patterns.

Hypothesis36

Ho36: There is no difference among international tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.

Ha36: There is a difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.

Table 5.2.36 Independent-Samples T-test for Hypothesis 36

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Foods	First visit	182	3.1813	.60240	.04465
	Repeated visit	202	3.1749	.69364	.04880

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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
Foods Equal variance assumed	.244	.622	.096	382	.924	.00640	.06664	-.12462	.13742
Equal variance not assumed			.097	381.496	.923	.00640	.06615	-.12366	.13646

As shown in Table 5.2.36, the significance value is 0.924, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.

Hypothesis37

Ho37: There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.

Ha37: There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.

Table 5.237 One-way ANOVA Test for Hypothesis 37

ANOVA

n r

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.695	4	.424	1.005	.405
Within Groups	159.789	379	.422		
Total	161.484	383			

As shown in Table 5.2.37, the significance value is 0.405, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.

Hypothesis38

Ho38: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by gender.

Ha38: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by gender.

Table 5.2.38 Independent-Samples T-test for Hypothesis 38

Group Statistics

	What is your gender	N	Mean	Std. Deviation	Std. Error Mean
Scenery	Male	191	3.6073	.68907	.04986
	Female	191	3.5218	.60935	.04409

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
Scenery	Equal variance assumed	4.579	.033	1.285	380	.200	.08551	.06656	-.04535	.21638
	Equal variance not assumed			1.285	374.396	.200	.08551	.06656	-.04536	.21639

As shown in Table 5.2.38, the significance value is 0.200, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for scenery when classified

by gender.

Hypothesis39

Ho39: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by age.

Ha39: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by age.

Table 5.2.39 One-way ANOVA Test for Hypothesis 39

ANOVA

Scener

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.083	3	1.028	2.465	.062
Within Groups	158.401	380	.417		
Total	161.484	383			

As shown in Table 5.2.39, the significance value is 0.062, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by age.

Hypothesis40

Ho40: There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.

Ha40: There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.

Table 5.2.40 Independent-Samples T-test for Hypothesis 40

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Scenery	Married	183	3.5100	.59587	.04405
	Single	201	3.6153	.69211	.04882

Independent Samples Test

	Levene's Test for quality of Variance		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
Scener Equal variant assumed	3.199	.074	-1.589	382	.113	-.10524	.06621	-.23543	.02495
Equal variance not assumed			-1.601	380.832	.110	-.10524	.06575	-.23452	.02404

As shown in Table 5.2.40, the significance value is 0.113, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.

Hypothesis41

Ho41: There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.

Ha41: There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.

Table 5.2.41 One-way ANOVA Test for Hypothesis 41

ANOVA

Scener

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.496	3	1.832	4.463	.004
Within Groups	155.988	380	.410		
Total	161.484	383			

As shown in Table 5.2.41, the significance value is 0.004, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.

Hypothesis42

Ho42: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by educational level.

Ha42: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by educational level.

Table 5.2.42 One-way ANOVA Test for Hypothesis 42

ANOVA

Scene

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.485	3	1.162	2.794	.040
Within Groups	157.999	380	.416		
Total	161.484	383			

As shown in Table 5.2.42, the significance value is 0.040, which is less than 0.05,

so the null hypothesis is rejected, meaning that there is a difference among tourists

visiting Mount Emei regarding their satisfaction for scenery when classified by

educational level.

Hypothesis43

Ho43: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by income level.

Ha43: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for scenery when classified by income level.

Table 5.2.43 One-way ANOVA Test for Hypothesis 43

ANOVA

Scener

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.038	3	.346	.820	.484
Within Groups	160.445	380	.422		
Total	161.484	383			

As shown in Table 5.2.43, 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 Mount Emei regarding their satisfaction for scenery when classified by income level.

Hypothesis44

Ho44: There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.

Ha44: There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.

Table 5.2.44 Independent-Samples T-test for Hypothesis 44

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Scenery	Joining a group tour	161	3.5280	.62534	.04928
	Traveling independently	223	3.5919	.66621	.04461

Independent Samples Test

	Levene's Test for quality of Variance		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
Scener Equal variance assumed	.421	.517	-.953	382	.341	-.06398	.06716	-.19603	.06807
Equal variance not assumed			-.962	356.922	.336	-.06398	.06648	-.19471	.06676

As shown in Table 5.2.44, the significance value is 0.341, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.

Hypothesis45

Ho45:   There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.

Ha45: There is a difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.

Table 5.2.2 Independent-Samples T-test for Hypothesis 2

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Scenery	First visit	182	3.6832	.69044	.05118
	Repeated visit	202	3.4587	.59173	.04163

Independent Samples Test

		Levene's Test for quality of Variance		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
Scener	Equal variance assumed	5.461	.020	3.429	382	.001	.22440	.06545	.09572	.35309
	Equal variance not assumed			3.401	358.464	.001	.22440	.06597	.09466	.35415

As shown in Table 5.2.45, 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 Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.

Hypothesis46

Ho46:   There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by nationalities.

Ha46:   There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by nationalities.

Table 5.2.46 One-way ANOVA Test for Hypothesis 46

ANOVA

Activities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.274	4	.569	1.317	.263
Within Groups	163.584	379	.432		
Total	165.859	383			

As shown in Table 5.2.46, the significance value is 0.263 which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for activities and culture

when classified by nationalities.

Hypothesis47

Ho47: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by gender.

Ha47:   There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by gender.

Table 5.2.47 Independent-Samples T-test for Hypothesis 47

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Activities	Male	191	3.5550	.69461	.05026
	Female	191	3.3534	.60652	.04389

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
Activitie Equal variance assumed	4.120	.043	3.021	380	.003	.20157	.06672	.07038	.33277
Equal variance not assumed			3.021	373.219	.003	.20157	.06672	.07037	.33277

As shown in Table 5.2.47, 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 Mount Emei regarding their satisfaction for activities and culture when classified by gender.

Hypothesis48

Ho48: There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.

Ha48: There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.

Table 5.2.48 One-way ANOVA Test for Hypothesis 48

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.919	3	1.306	3.066	.028
Within Groups	161.939	380	.426		
Total	165.859	383			

As shown in Table 5.2.48, the significance value is 0.028, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.

Hypothesis49

Ho49: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by marital status.

Ha49: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by marital status.

Table 5.2.49 Independent-Samples T-test for Hypothesis 49

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Activities	Married	183	3.4481	.65573	.04847
	Single	201	3.4552	.66180	.04668

Independent Samples Test

	Levene's Test for quality of Variance		t-test for Equality of Means					95°k Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Activitie Equal varianc assumed	.066	.798	-.106	382	.916	-.00714	.06732	-.13951	.12524
Equal varianc not assumed			-.106	379.267	.916	-.00714	.06730	-.13946	.12518

As shown in Table 5.2.49, the significance value is 0.916, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for activities and culture

when classified by marital status.

Hypothesis50

Ho50: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by religion.

Ha50: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by religion.

Table 5.2.50 One-way ANOVA Test for Hypothesis 50

ANOVA

Activities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.197	3	2.732	6.586	.000
Within Groups	157.661	380	.415		
Total	165.859	383			

As shown in Table 5.2.50, 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 Mount Emei regarding their satisfaction for activities and culture when classified by religion.

Hypothesis51

Ho51: There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.

Ha51: There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.

Table 5.2.51 One-way ANOVA Test for Hypothesis 51

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.391	3	4.464	11.125	.000
Within Groups	152.468	380	.401		
Total	165.859	383			

As shown in Table 5.2.51, 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 Mount Emei regarding their satisfaction for activities and culture when

classified by educational level.

Hypothesis52

Ho52: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by income level.

Ha52: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by income level.

Table 5.2.52 One-way ANOVA Test for Hypothesis 52

ANOVA

Activities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.729	3	.243	.559	.642
Within Groups	165.130	380	.435		
Total	165.859	383			

As shown in Table 5.2.52, the significance value is 0.642, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for activities and culture

when classified by income level.

Hypothesis53

Ho53: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by travel patterns.

Ha53: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for activities and culture when classified by travel patterns.

Table 5.2.53 Independent-Samples T-test for Hypothesis 2

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Activities	Joining a group tour	161	3.4193	.72651	.05726
	Traveling independently	223	3.4753	.60447	.04048

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interva of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Activitie	Equal varianc assumed	7.368	.007	-.824	382	.411	-.05608	.06809	-.18995	.07779
	Equal varianc not assumed			-.800	304.991	.424	-.05608	.07012	-.19406	.08190

As shown in Table 5.2.53, the significance value is 0.411, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by travel patterns.

Hypothesis54

Ho54: There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.

Ha54: There is a difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.

Table 5.2.54 Independent-Samples T-test for Hypothesis 54

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Activities	First visit	182	3.4918	.60722	.04501
	Repeated visit	202	3.4158	.70028	.04927

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
Activities	Equal variance assumed	10.491	.001	1.129	382	.260	.07592	.06723	-.05627	.20811
	Equal variance not assumed			1.138	381.452	.256	.07592	.06674	-.05530	.20713

As shown in Table 5.2.54, the significance value is 0.256, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.

Hypothesis55

Ho55: There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.

Ha55: There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.

Table 5.2.55 One-way ANOVA Test for Hypothesis 55

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.210	4	.802	1.856	.118
Within Groups	163.871	379	.432		
Total	167.081	383			

As shown in Table 5.2.55, the significance value is 0.118, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.

Hypothesis56

Ho56: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by gender.

Ha56: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by gender.

Table 5.2.56 Independent-Samples T-test for Hypothesis 56

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Shopping	Male	191	3.0436	.69321	.05016
	Female	191	2.8778	.62048	.04490

Independent Samples Test

		Levene's Test for quality of Variance		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
Shopping	Equal variance assumed	1.043	.308	2.463	380	.014	.16579	.06732	.03343	.29816
	Equal variance not assumed			2.463	375.425	.014	.16579	.06732	.03343	.29816

As shown in Table 5.2.56, the significance value is 0.014, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by gender.

Hypothesis57

Ho57: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by age.

Ha57: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by age.

Table 5.2.57 One-way ANOVA Test for Hypothesis 57

ANOVA

Shoppin

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.465	3	.822	1.897	.130
Within Groups	164.615	380	.433		
Total	167.081	383			

As shown in Table 5.2.57, the significance value is 0.130, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by age.

Hypothesis58

Ho58: There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.

Ha58: There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.

Table 5.2.58 Independent-Samples T-test for Hypothesis 58

Group Statistics

	What is your marital status	N	Mean	Std. Deviation	Std. Error Mean
Shopping	Married	183	2.9107	.67480	.04988
	Single	201	3.0066	.64546	.04553

Independent Samples Test

	Levene's Test for quality of Variance		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
Shoppin Equal variant assumed	.116	.734	-1.423	382	.156	-.09589	.06739	-.22840	.03662
Equal variant not assumed			-1.420	374.822	.156	-.09589	.06754	-.22868	.03691

As shown in Table 5.2.58, the significance value is 0.156, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.

Hypothesis59

Ho59: There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.

Ha59: There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.

Table 5.2.59 One-way ANOVA Test for Hypothesis 59

ANOVA

Shoppin

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.280	3	.093	.212	.888
Within Groups	166.801	380	.439		
Total	167.081	383			

As shown in Table 5.2.59, the significance value is 0.888, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.

Hypothesis60

Ho60: There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by educational level.

Ha60: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by educational level.

Table 5.2.60 One-way ANOVA Test for Hypothesis 60

ANOVA

Shoppin

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.319	3	5.106	12.786	.000
Within Groups	151.762	380	.399		
Total	167.081	383			

As shown in Table 5.2.60, 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 Mount Emei regarding their satisfaction for shopping when classified by educational level.

Hypothesis61

H_061: There is no difference among international tourists visiting Mount Emei regarding their satisfaction for shopping when classified by income level.

H_a61: There is a difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by income level.

Table 5.2.61 One-way ANOVA Test for Hypothesis 61

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.551	3	.517	1.187	.314
Within Groups	165.529	380	.436		
Total	167.081	383			

As shown in Table 5.2.61, the significance value is 0.314, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists visiting Mount Emei regarding their satisfaction for shopping

when classified by income level.

Hypothesis62

Ho62: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by travel patterns.

Ha62: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by travel patterns.

Table 5.2.62 Independent-Samples T-test for Hypothesis 62

Group Statistics

	What is the nature of your travel?	N	Mean	Std. Deviation	Std. Error Mean
Shopping	Joining a group tour	161	2.9607	.62403	.04918
	Traveling independently	223	2.9611	.68699	.04600

Independent Samples Test

		Levene's Test for quality of Variance		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
Shoppin	Equal varianc assumed	3.003	.084	-.007	382	.994	-.00047	.06840	-.13495	.13401
	Equal varianc not assumed			-.007	362.482	.994	-.00047	.06734	-.13291	.13196

As shown in Table 5.2.62, the significance value is 0.994, which is greater than

0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists visiting Mount Emei regarding their satisfaction for shopping when classified

by travel patterns.

Hypothesis63

Ho63: There is no difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by frequency of travel.

Ha63: There is a difference among tourists visiting Mount Emei regarding their

satisfaction for shopping when classified by frequency of travel.

Table 5.2.63 Independent-Samples T-test for Hypothesis 63

Group Statistics

	What is the frequency of your visit?	N	Mean	Std. Deviation	Std. Error Mean
Shopping	First visit	182	3.0458	.63438	.04702
	Repeated visit	202	2.8845	.67562	.04754

Independent Samples Test

		Levene's Test for quality of Variance		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
Shopping	Equal variance assumed	1.062	.303	2.404	382	.017	.16130	.06708	.02940	.29320
	Equal variance not assumed			2.412	381.341	.016	**.16130**	.06686	.02983	.29277

As shown in Table 5.2.63, the significance value is 0.017, which is less than 0.05,
so the null hypothesis is rejected, meaning that there is a difference among tourists
visiting Mount Emei regarding their satisfaction for shopping when classified by
frequency of visitor.

5.3 Discussion of Statistical Results

**5.3.1 Descriptive Statistics of the Tourists' Satisfaction towards Tourism
Products and Facilities at Mount Emei**

The table gives the mean value of tourists' satisfaction for tourism products and
facilities at Mount Emei are as follows:

**Table 5.3.1 Descriptive Statistics of the Tourists' Satisfaction towards Tourism
Products and Facilities at Mount Emei**

Descriptive Statistics

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	N	Minimum	Maximum	Mean	Std. Deviation
Transportation					
Transportation facilities to Emei	384	1	5	3.45	.898
Transportation facilities up and around Mount Emei	384	1	5	3.18	.950
TRANSPORTATION OVERALL MEAN	384	1.00	5.00	3.4583	.75502
Accommodation					
Accommodation facilities	384	1		3.25	.956
Variety of accommodation	384	1	5	3.43	.820
Service quality of accommodation	384	1	5	3.17	.826
Reasonable rates of accommodation	384	1	5	3.03	.804
ACCOMMODATION OVERALL MEAN	384	1.00	4.67	3.2092	.55864
Travel agency and services					
Travel agency products	384		5	3.36	.915
Travel agency services	384	2	5	3.53	.784
The tour guide services	384		5	3.13	.784
TRAVEL AGENCY I AND SERVICES MEAN	384	2.00	4.50	3.2819	.52527
Food and drinks					
Reasonable price of travel agency and tour guide services	384	1	5	3.10	.826
Variety of restaurants and cuisine	384	1	5	3.22	.874
Price of food and 1 drinks	384		5	3.08	.799
FOOD AND DRINKS OVERALL MEAN	384	1.00	4.67	3.1858	.65116
Scenery					

The beauty of the landscape at and around Mount Emei	384	1		3.67	.892
Scenery routes around Mount Emei, especially the cruise along Minjiang River and Dadu River	384	1		3.70	.920
Reasonable price for entrance tickets and other service	384	1	5	3.32	.870
SCENERY OVERALL MEAN	384	2.00	5.00	3.5651	.64933
Activities					
Tourist activities	384	2	5	3.50	.782
Interesting cultural festivals and performance	384	2	5	3.40	.831
ACTIVITIES OVERALL MEAN	384	2.00	4.00	3.4518	.65807
Shopping					
Variety of gifs and souvenirs	384		5	2.99	.821
Quality of gifts and souvenirs	384		5	2.97	.839
Reasonable prices of gifts and souvenirs	384		5	2.92	.837
SHOPPING OVERALL MEAN	384	1.00	4.67	2.9609	1.66049

Form the above table 5.3.1, the mean value for tourists' satisfaction for tourism

products and facilities at Mount Emei could be interpreted as follow:

4.5-5.0 = Very High Satisfaction

3.5-4.4 = High Satisfaction

2.5-3.4 = Neutral Satisfaction

1.5-2.4 = Low Satisfaction

1.0-1.4 = Very Low Satisfaction

Therefore, the satisfaction of tourists towards transportation at Mount Emei could be said to be neutral, with a mean of 3.4583

The satisfaction of tourist towards accommodation at Mount Emei could be said to be neutral, with a mean of 3.2092

The satisfaction of tourist towards travel agency and services at Mount Emei could be said to be neutral, with a mean of 3.2819.

The satisfaction of tourists towards food and drinks at Mount Emei could be said to be neutral, with a mean of 3.1858.

The satisfaction of tourists towards scenery at Mount Emei could be said to be high, with a mean of 3.5651

The satisfaction of tourists towards activities and culture at Mount Emei could be said to be neutral, with a mean of 3.4518

The satisfaction of tourists towards shopping at Mount Emei could be said to be neutral, with a mean of 2.9609

In general, the satisfaction of tourists towards tourism products and facilities at Mount Emei could be said to be neutral. However, there still are some problems with the local tourism industry, which need to improve in future.

5.3.2 Findings about Specific Preference of Tourists for Various Tourism Products and Facilities at Mount Emei

The following are the findings regarding specific preferences of tourists for various tourism products and facilities at Mount Emei:

1.	<u>What kind of accommodation do you prefer?</u>

	The findings revealed that 42% of tourists preferred guest house, 29% of tourists preferred economy hotels, 11% of tourists preferred luxurious hotels, and 8% of tourists preferred temple.

2.	<u>What kind of food do you prefer?</u>

	The finding also revealed that 21% of tourists preferred local food, 19% of tourists preferred old brand name food, 16% of tourists preferred special food, 9% of tourists preferred business banquet, 9% of tourists preferred Emei Suxi, 7% of tourists preferred hotpot, 5% of tourists preferred Yoga gallery of dishes, 4% of tourists preferred Western food, 3% of tourists preferred herbal diet, 3% of tourists preferred Thai food, 2% of tourists preferred South Korean food, 2% of tourists preferred Japanese food.

3.	<u>What specific attractions at Mount Emei interest you?</u>

	The finding revealed that 14% of tourists preferred Buddha Rays, 8% of tourists preferred Clouds Sea, 7% of tourists preferred Golden Crest and Auspicious Light, 7% of tourists preferred Wannian Temple, 6% of tourists preferred Overlapping Peaks and Clean Clouds, 5% of tourists preferred Saint Lamps, 5% of tourists preferred Baoguo Temple, 5% of tourists preferred Snowy Great Ground, 4% of tourists preferred Fuhu Temple, 4% of tourists preferred Clean Sound Pavilion, 4% of tourists preferred Night Moon over Elephant Bathing Pool, 4% of tourists preferred Superposed-Green Covered Crags, 4% of tourists preferred White Water and Breeze of Fall, 3% of tourists preferred Immortal peak Temple, 3% of tourists preferred

Hongchun Terrace, 3% of tourists preferred Nine Elders' Celestial Abode, 3% of

tourists preferred Sunrise, 3% of tourists preferred Shengji Copper Bell, 3% and of

tourists preferred Heaven Toons and Drizzles, 2% of tourists preferred Elephant

Bathing Pool, 2% of tourists preferred Huazang Temple, 1% of tourists preferred

Ringing Sound At Twin Bridges.

4. <u>What tourist activities at Mount Emei interest you?</u>

The finding revealed that 18% of tourists preferred Hot spring, 17% of tourists

preferred Hiking and trekking, 15% of tourists preferred Skiing, 15% of tourists

preferred Emei City Snow Festival, 14% of tourists preferred Chinese Kungfu

Assembly, 12% of tourists preferred Mount Emei Puxian Cultural Festival and 9% of

tourists preferred Mount Emei Chaoshan Meeting.

5.4 Result 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 operator, local people and selected tourists at Mount Emei

during March, 2008---April, 2008.

5.4.1 The Observation on the Tourism Facilities at Mount Emei

1. <u>Transportation</u>

Mount Emei "Ten scenes" are very famous in Mount Emei, lots of tourists come

to Mount Emei because of these scenes. For the protection of scenic spots, vehicle can

not arrive at all of the ten scenes. Only it tourists climb mountain they can watch

every scenes. So if tourist's health is not good or if do not have haven't enough time they enjoy the scenery.

2. Accommodation

As the condition of the environment is mountain, there is one five star hotel in foot of Mount Emei which is for the reception of celebrities and national leaders, except the park and around it which have economy hotels tourist can stay only at temple and guesthouses at Mount Emei.

There are many Japanese, Korean and European tourists come to Mount Emei, but accommodation ability to receive foreign tourists is not high, only one guesthouse receives foreign tourists, most accommodation operators can not speak English or other languages.

3. Scenery

Most tourists who come to Emei for visiting Mount Emei's ten scenes: Golden Crest and Auspicious Light, Night Moon over Elephant Bathing Pool, Nine Elders' Celestial Abode, Heaven Toons and Drizzles, White Water and Breeze of Fall, Ringing Sound At Twin Bridges, Snowy Great Ground, Superposed-Green Covered Crags, Overlapping Peaks and Clean Clouds, and Shengji Copper Bell. Actually, Tourists can not watch all of scenery in one time, because most of scenery needs special condition. Such as Golden Crest and Auspicious Light, the special condition is raining at previous day so the next morning will have no clouds. Since of transportation is limited and tourists have not enough time, tour group and individual tourists focus on Qingyin , Wannian temple and Jinding.

4. <u>Activities of Mount Emei</u>

There are abundant resources in Mount Emei, such as hot spring and butterfly, and the most popular activity at Mount Emei is hot spring. Most of tourists who travel to Mount Emei are interested scenery of Mount Emei, tourists also would like to make pilgrimages in the famous temples and join the Cultural Festival. But the activities and advertisements are not enough for the development of the local tourism industry.

5.4.2 The Feedback on Tourism Products and Facilities at Mount Emei

There are some operator, local people and selected tourists were interviewed through four questions and spent five to ten minutes on every one. Some important findings are as follows.

1. <u>What do you think of the vehicle at Mount Emei?</u>

Mr. Liu, a local man, 29 years old, said, "I have lived in Emei for 10 years already, I take a taxi anywhere the taxi driver just charges 10RMB in Emei city. Some times they use meters and the price is higher than 10RMB, some times the price is lower than 10RMB, but the driver also charges 10RMB. I think there should be control over taxi charges."

2. <u>What do you think of the accommodation at Mount Emei?</u>

Mrs. Zhao, a local woman, 49 years old, said, "I like climbing, so I always climb Mount Emei on weekends. Some times I sleep in the temple and some times I sleep in the guesthouse, because both are very cheap, but they are not quite clean. Each room in a temple can host accommodation three to eight people. Some times I have to share the room with stranger and the room is not clean. Guesthouses are cleaner than

temples but the facilities not good. I think there should be improvement in accommodation on Mount Emei."

Mrs. Shi, a Chinese visitor, 41 years old, traveling independently, said, "I like the scenery of Jinding, so I have to live in the Jinding. However, I am not satisfied with the accommodation. There are two accommodations in Jinding, one 3 star hotel and one guesthouse. These two places do not show and special characteristic of Mount Emei, just standard rooms. There is no standard in pricing. The temperature at Jinding is very low especially in the night but there is no heater in Jinding guesthouse."

Mrs.Zhang, a student studying in Emei, 19 years old, said, "guesthouse is very cheap and clean around Baoguo temple, if my friend comes to Emei I will recommend it."

3. What do you think about the travel agency and tour guide services at Mount Emei?

Mr. Zhang, a Chinese visitor, 42 years old, joining tour group, said, "I come to Mount Emei just for watching Overlapping Peaks and Clean Clouds. What a pity, because of rain I didn't see Overlapping Peaks and Clean Clouds."

Mrs. Chen, a Chinese visitor, 56 years old, joining tour group, said, "I am Buddhist, I planed to join meditation tour come to Mount Emei, but travel agency just provide tour for visiting."

Mr. Hao, a Chinese visitor, 32 years old, joining tour group, said, "I have come to Mount Emei three times already, I like scenery very much. This time my mother come with me so we joined a tour group. I feel that travel agency provides

accommodation facilities but the food quality which is not quite good. Tour guides vigorously promote shopping. I did not have a chance to enjoy other activities here. In fact, special local products are cheaper in Emei city."

Mrs. Wang, Mount Emei tour guide, 27 years old, said, "Many tourists said that we promote shopping, but we have not salary, no benefits, no insurance. We can not get money if tourists don't do shopping."

4. <u>What do you think of the food and drinks at Mount Emei?</u>

Mr. Zhen, 45 years old, a local man, said, "There are kinds of snack in Emei city. You can find many delicious foods in the roadside. But in the Mount Emei, food and drinks are very scarce and expensive, especially on the top of the mountain."

Mrs. Wu, a tourist, 51 years old, traveling independently, said, "I came from Beijing. Before I came here, I heard that the local food was too hot to eat if you did not like the spicy food. But I think I'm OK. The restaurant I went was a normal Sichuan food restaurant in the city, it was clean and the price was reasonable. But I heard that the prices of food and drinks near the scenic spots were more expensive."

5. <u>What do you think of attractions and activities at Mount Emei?</u>

Mr. Wang, a shopping center operator, said, "Mount Emei Tea and Emei Herb are very famous products in China and many tourists want to buy these at Mount Emei. But tourists always complain about shopping, because some operators want get more benefit, they sell bad quality and very high price tea and herb to tourists."

CHAPTER SIX

SUMMARY AND RECOMMENDATIONS

6.1 Summary of Tourists' Demographics and Travel Characteristics

Table6.1 Summary of Tourists' Demographic and Travel Characteristics

Tourists' Demographic and Travel Characteristics	Findings		
Nationality	Chinese (85.4%)	European (5.7%)	American (3.1%)
	Other Asian (5.7%)	Others (0%)	
Gender	Male (49.7%)	Female (50.3%)	
Age	Under20 (14.6%)	21-40 (67.4%)	
	41-60 (15.6%)	Over60 (2.3%)	
Marital Status	Married (47.7%)	Single (52.3%)	
Religion	Buddhism (29.5%)	Daoism (6.8%)	
	None (70.6%)	Others (3.1%)	
Educational Level	High School or Lower (15.1%)	Bachelor Degree (49.5%)	
	Master Degree (31.3%)	Doctoral Degree (4.2%)	
Income Level	Under$3000(48.4%)	$3000-$6000(27.3%)	
	$6001—$12000(14.1%)	Over $12000(10.2%)	
Travel patterns	Joining a group tour (41.9%)		
	Traveling independently (58.1%)		
Frequency of travel	First visit (47.4%)	Repeated visit (52.6%)	

As shown in Table 6.1, in terms of nationality the dominant group was Chinese

with 85.4%, in terms of gender the dominant group were female with 50.3%,in terms

of age the dominant group were 21-40 years with 67.4%, in terms of marital status the

dominant group those who were single with 52.3%, in terms of religion the dominant

group were people with no religion with 70.6%, in terms of education level the

dominant group was these with Bachelor's degrees with 49.5%, in terms of income

level the dominant group these under $3000 U.S. with 48.4% and in terms of

Group/Individual the dominant group were those traveling independently with 58.1%, in terms of first time/repeat visitors the dominant group were first time visitors at 52.6%.

6.2 Summary of Degree of Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei

Table 6.2 Summary of Degree of Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei

Research Items	Mean
Transportation Facilities	3.4581
Accommodation	3.2192
Travel Agency and Services	3.2819
Food and drinks	3.1858
Scenery	3.5755
Activities and culture	3.4518
Shopping	2.9609

As shown in Table 6.2, finding revealed that the degree of tourists' satisfaction for tourism products and facilities at Mount Emei was neutral for transportation with mean 3.4581; neutral for accommodation with mean 3.2192; neutral for travel agency and services with mean 3.2819; neutral for food and drinks with mean 3.1858; high for scenery with mean 3.4518; neutral for activities and culture with mean 3.4518; neutral for shopping with mean 2.9609.

Hypotheses		Statistics Used	Research
Ho1	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by nationalities.	ANOVA	Accepted
Ho2	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by gender.	T-test	Rejected

Ho3	There is difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by age.	ANOVA	Accepted
Ho4	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by marital status.	T-test	Rejected
Ho5	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by religion.	ANOVA	Rejected
Ho6	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by educational level.	ANOVA	Rejected
Ho7	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by income level.	ANOVA	Accepted
Ho8	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by travel patterns.	T-test	Accepted
Ho9	There is no difference among tourists visiting Mount Emei regarding their satisfaction for transportation facilities when classified by frequency of travel.	T-test	Rejected
Ho10	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by nationalities.	ANOVA	Accepted
Ho 1 1	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by gender.	T-test	Rejected
Ho 12	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by age.	ANOVA	Accepted
Ho13	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by marital status.	T-test	Rejected
Ho14	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by religion.	ANOVA	Accepted
Ho15	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by educational level.	ANOVA	Rejected
Ho 16	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by income level.	ANOVA	Accepted
Ho17	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation	T-test	Accepted

	when classified by travel patterns.		
Ho18	There is no difference among tourists visiting Mount Emei regarding their satisfaction for accommodation when classified by frequency of travel.	T-test	Rejected
Ho19	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by nationalities.	ANOVA	Accepted
Ho20	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by gender.	T-test	Rejected
Ho21	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by age.	ANOVA	Rejected
Ho22	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by marital status.	T-test	Rejected
Ho23	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by religion.	ANOVA	Accepted
Ho24	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by educational level.	ANOVA	Rejected
Ho25	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by income level.	ANOVA	Rejected
Ho26	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by travel patterns.	T-test	Rejected
Ho27	There is no difference among tourists visiting Mount Emei regarding their satisfaction for travel agency and services when classified by frequency of travel.	T-test	Rejected
Ho28	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by nationalities.	ANOVA	Accepted
Ho29	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by gender.	T-test	Rejected
Ho30	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by age.	ANOVA	Accepted
Ho31	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by martial status.	T-test	Accepted
Ho32	There is no difference among tourists visiting Mount	ANOVA	Accepted

	Emei regarding their satisfaction for food and drinks when classified by religion.		
Ho33	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by educational level.	ANOVA	Rejected
Ho34	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by income level.	ANOVA	Accepted
Ho35	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by travel patterns.	T-test	Accepted
Ho36	There is no difference among tourists visiting Mount Emei regarding their satisfaction for food and drinks when classified by frequency of travel.	T-test	Accepted
Ho37	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by nationalities.	ANOVA	Accepted
Ho38	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by gender.	T-test	Accepted
Ho39	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by age.	ANOVA	Accepted
Ho40	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by marital status.	T-test	Accepted
Ho41	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by religion.	ANOVA	Rejected
Ho42	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by educational level.	ANOVA	Rejected
Ho43	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by income level.	ANOVA	Accepted
Ho44	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by travel patterns.	T-test	Accepted
Ho45	There is no difference among tourists visiting Mount Emei regarding their satisfaction for scenery when classified by frequency of travel.	T-test	Rejected
Ho46	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by nationalities.	ANOVA	Accepted

Ho47	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by gender.	T-test	Rejected
Ho48	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by age.	ANOVA	Rejected
Ho49	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by marital status.	T-test	Accepted
Ho50	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by religion.	ANOVA	Rejected
Ho51	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by educational level.	ANOVA	Rejected
Ho52	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by income level.	ANOVA	Accepted
Ho53	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by travel patterns.	T-test	Accepted
Ho54	There is no difference among tourists visiting Mount Emei regarding their satisfaction for activities and culture when classified by frequency of travel.	T-test	Accepted
Ho55	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by nationalities.	ANOVA	Accepted
Ho56	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by gender.	T-test	Rejected
Ho57	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by age.	ANOVA	Accepted
Ho58	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by marital status.	T-test	Accepted
Ho59	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by religion.	ANOVA	Accepted
Ho60	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by educational level.	ANOVA	Rejected
Ho61	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when	ANOVA	Accepted

	classified by income level.		
Ho62	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by travel patterns.	T-test	Accepted
Ho63	There is no difference among tourists visiting Mount Emei regarding their satisfaction for shopping when classified by frequency of travel.	T-test	Rejected

Results from hypotheses testing reveals that there was no difference in transportation at Mount Emei when classified by nationality, age, income level and travel patterns, but there was a difference when classified by gender, marital status, religion, educational level and frequency of travel. There was no difference in accommodation at Mount Emei when classified by nationalities, age, religion, income level and travel patterns, but there was a difference when classified by gender, marital status, education level and frequency of travel. There was no difference in travel agency and services at Mount Emei when classified by nationality and religion, but there was a difference when classified by gender, age, marital status, educational level, income level, travel patterns and frequency of travel. There was no difference in food and drinks at Mount Emei when classified by nationality, age, marital status, religion, educational level, travel patterns and frequency of travel, but there was a difference when classified by gender and educational level. There was no difference in scenery at Mount Emei when classified by nationality, gender, age, marital status, income level and travel patterns but there was a difference when classified by religion, educational level and frequency of travel. There was no difference in activities and culture at Mount Emei when classified by nationality, marital status, income level, travel patterns and frequency of travel, but there was a difference when classified by gender, age, religion and educational level. There was no difference in shopping at

Mount Emei when classified by nationality, age, religion, marital status, income level and travel patterns, but there was a difference when classified by gender, educational level and frequency of travel.

As shown in Table 6.3, we could find out which factors will influence tourists' satisfaction for tourism products and facilities at Mount Emei, so that the local government and business sectors could use this information to improve the specific aspects for different tourists in the future.

6.4 Recommendations to Improve Tourism Industry at Mount Emei

Based on the results of the quantitative study by means of a questionnaire survey, and a qualitative study by means of personal interviews with the selected people both domestic and international tourists, 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 Mount Emei.

1. <u>To improve transportation, accommodation, restaurant facilities and shopping centers</u>

To improve transportation, accommodation, restaurant facilities and shopping centers management systems, improving regulations of transportation, accommodation, restaurant and shopping centers; Training employees in the tourism industry, such as for accommodation of employees, travel agency employees, shopping staff training to help them speak daily English and other operations.

2. To improve public services and information and facilities in the scenic areas of Mount Emei

First, improve Chinese, English, Japanese and Korean logo in city roads, scenic areas or scenic spots; Second, set up tourist information service center around bus station and scenic spots; Third, establish tourist information service center for tourists in the urban areas, to provide free travel information services to Chinese and foreign tourists; fourth, use Chinese, English, Japanese and Korean languages for tourism information service telephone in accommodation and restaurant.

Many tourists, especially the foreigners complain about the cleanliness of public toilets, as well as private toilets provided by the private sector. There should improvement in their area to make public and private toilets hygienic and up to the universal standard to serve international tourists who are very much concerned about this issue.

3. To improve activities and culture

For instance, we can build a butterfly sample workshop on the top or at the foot of Mount Emei, if we would like to use the abundant butterfly resources. The butterfly sample workshop could provide different kinds of butterflies and sample materials, which the tourists can choose by themselves according to their needs and design. At the same time, it is a good way to control the figure and category of butterfly at Mount Emei. Because the personal butterflies sample selling will be reduced, and then some valuable butterflies will be protected. Also the original cliff is very suitable to build a cliff climbing center on the top or in the middle of the mountains. In addition,

we can hold a photography festival every year whose topic is Mount Emei. On the

foot of Mount Emei, the hot spring is the best resource for tourism. However, we need

to completely use it, such as holding some important international meetings, which

will be also good for Mount Emei's advertising.

4. Improvement in tourism industry at Mount Emei

To develop the diversification in tourism, such as though ecological tours,

Buddhist pilgrimage tours, leisure tours, and MICE, which will promote the tourism

industry of Emei City to become the comprehensive tourism sport for driving, leisure

and business in a rural style. Provide more leisure, entertainment, and health activities

to the tourists, which will give them personal space to show themselves and relax.

Mount Emeis and Leshan Giant Buddha, as a golden route, should have more

cooperation with other destinations in Sichuan Province, such as sell the tickets of the

tourism packages and tourism vouchers, in order to promote each other, thereby

improve the tourism industry of the whole province.

6.5 Recommendations for Further Research

This study has provided general information for tourists' satisfaction for

tourism products and facilities at Mount Emei.

Further research about other issue of tourism at Mount Emei, Sichuan Province

could be conducted regarding tourists' satisfaction at Mount Emei. Further research

could also be conducted to measure the rationality of local residents regarding

economic, social and environmental impacts caused by tourism development.

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Website	Accessed
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http://61.139.77.29:88/eng/guideline/routes2.htm	18.12.2008
http://61.139.77.29:88/eng/guideline/routes3.htm	21.12.2008
http://61.139.77.29:88/eng/service/shopping.htm	21.12.2008
http://atimes.com/atimes/images/sichuan-map.gif/	6.12.2007
http://www.cnta.com/	6.12.2007
http://www.cof.org.cn/ENGLISH/2006ioc/images/map02.jpg/	6.12.2007
http://en.wikipedia.org/wiki/Religion	6.12.2007
http://www.ems517.com/	6.12.2007
http://www.ems517.com/Chinese	13.12.2007
http://www.ems517.com/lyfw/czem.jsp?key=CZEM	18.12.2008
http://www.ems517.com/lyfw/fwdh.jsp?key=GZEM#showgzem	21.12.2008
http://www.ems517.com/lyfw/fwdh.jsp?key=XZEM#showxzem	13.12.2007
http://www.ems517.com/lyfw/fwdh.jsp?key=YUZEM#showyuzem	21.12.2008
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http://www.maps-of-china.net/province/emeim.htm	13.12.2007
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http://www.scta.gov.cn/	6.12.2007

Questionnaire

Dear Respondent:

My name is Kun Liu. I am a student of Assumption University, taking the program of master of Business Administration in Tourism Management (MBA-TRM)

I am doing a thesis as "Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei, Sichuan" as past of the requirement for the degree.

Please spare me few minutes to respond to the following questionnaire. All information would be used for academic purpose only, and would be treated as confidential.

Yours Sincerely

Part1: Tourists' Demographic and Travel Characteristics.
Part2: Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei.
Part3: Specific Preferences for Various Tourism Products and Services.

Part 1: Tourists' Demographic and Travel Characteristics
1. Please specify your nationality?
   ❑Chinese   □Asian (except Chinese)   □European   □American
   ❑Others, please specify:
2. Please specify your gender?
   ❑Male   □Female
3. Please specify your age?
   ❑Under 20   □21---40   □41---60   □Over 60
4. Please specify your marital status?
   ❑Married   □Single
5. Please specify your religion?
   ❑Buddhism   □Daoism (Taoism)   □Antitheism
   ❑Others _____
6. Please specify your highest educational qualification.
   ❑High School or Lower(Vocational)   □Bachelor Degree
   ❑Master Degree   □Doctoral Degree
7. Please specify your yearly income range (U.S. dollar).
   ❑Under $ 3000   □ $ 3001--- $ 6000   □ $ 6000--- $ 12,000   □ $ Over 12,000
8. Please specify the nature your travel.
   ❑Joining a group tour   □Traveling independently
9. Please specify the frequency of your visit.
   ❑First visit   □Repeated visit

Part 2: Tourists' Satisfaction for Tourism Products and Facilities at Mount Emei.

Please rate your satisfaction for the following aspects of tourism products and facilities at Mount Emei, using the following Five-Point Scale:

5 = Very High Satisfaction   4 = High Satisfaction   3 = Neutral Satisfaction
2 = Low Satisfaction   1 = Very Low Satisfaction

	Scale				
	5	4	3	2	1
Transportation Facilities					
10. Transportation facilities from other place to Emei.					
11. Transportation facilities up and around Mount Emei.					
Accommodations					
12. Accommodations facilities (bedrooms, restaurants, meeting rooms, sports facilities) in Emei and around Mount Emei					
13. Variety of accommodations in Emei and at Mount Emei.					
14. Service quality of accommodation in Emei and at Mount Emei.					
15. Reasonable rates of accommodations in accommodation in Emei and at Mount Emei					
Travel Agency and Services					
15. Travel agency products (quality and variety) in Emei and at Mount Emei					
16. Travel agency service to Mount Emei					
17.The tour guide service to Mount Emei					
18. Reasonable price for travel agency and tour guide services.					
Food and drinks					
19. Variety of restaurants and cuisines.					
20. Restaurants quality (such as good taste of food and drinks, good service delivery, cleanliness, as well as good atmosphere) in Emei and at Mount Emei.					
21. Reasonable price of food and drinks.					
Scenery					
22. The beautiful scenery of Mount Emei , especially watching.					
23. Safety measures against accidents, crimes and attack by the golden monkeys or the animals					
24. Reasonable price for entrance tickets ,cable car services, etc.					
Activities and Culture					
25. Tourist activities of climbing up the Mount, taking cable cars, hiking and trekking.					
27. Interesting cultural festivals and performance in Emei and at Mount Emei, such as Buddhism Festival.					
Shopping					
28. Variety of local and traditional gifts and souvenirs.					
29. Quality of gifts and souvenirs.					
30. Reasonable prices of gifts and souvenirs.					

Part 3: Specific preferences for various tourism products and services.

31. What kind of **accommodation** do you prefer? You may specify more than one.
   ❏ Luxurious hotel
   ❏ Economy hotel
   ❏ Guesthouse
   ❏ Temple

32. What kind of **food** do you prefer? You may specify more than one.
   ❏ Emei Suxi
   ❏ Herbal Diet
   ❏ Local food
   ❏ Local snack
   ❏ Hotpot
   ❏ Yoga gallery of dishes
   ❏ Old brand name food
   ❏ Business banquet
   ❏ Special food
   ❏ Thai food
   ❏ South Korean food
   ❏ Japanese food
   ❏ Western food

33. What specific **attractions** at Mount Emei interest you? You may specify more than one.
   ❏ Baoguo Temple
   ❏ Fuhu Temple
   ❏ Clean Sound Pavilion
   ❏ Immortal peak Temple
   ❏ Elephant Bathing Pool
   ❏ Huazang Temple
   ❏ Wannian Temple
   ❏ Hongchun Terrace
   ❏ Golden Crest and Auspicious Light
   ❏ Night Moon over Elephant Bathing Pool
   ❏ Nine Elders' Celestial Abode
   ❏ Ringing Sound At Twin Bridges
   ❏ Snowy Great Ground
   ❏ Superposed-Green Covered Crags
   ❏ Overlapping Peaks and Clean Clouds
   ❏ Shengji Copper Bell
   ❏ Sunrise
   ❏ Clouds Sea
   ❏ Buddha Rays
   ❏ Saint Lamps
   ❏ White Water and Breeze of Fall
   ❏ Heaven Toons and Drizzles

34. What tourist **activities** at Mount Emei interest you? You may specify more than one.
   ❏ Hiking and trekking
   ❏ Skiing
   ❏ Hot spring
   ❏ Mount Emei Puxian Cultural Festiva **l**
   ❏ Chinese Kungfu Assembly
   ❏ Emei City Snow Festival
   ❏ Mount Emei Chaoshan Meeting

Chinese Questionnaire (Ha   查)

！我是   国   大   MBA   业旅游管理方向的 生。 在   于"乐   大
佛"   地旅   A   设   程度，   帮助   份问，I
                时 门，   的数据   于学术论 ，   以妥善保管
'ail建   际性的   羽 游LI的地，   谢您的 作   ！

资

1.
□中国   □亚洲人(除 国人)   □欧洲A   □美洲A   □其他_____

2. 性别
□男   □女

3. 年
□小 下 20   □21---40   o41---60   □超过 60

4. 姻 Y
□已婚   □单

5. 仰
□佛   □道   □无   □ 他

6. 历
Fr'   以下 和 硕   1:

7. 月收入
低 ￥2,000   □2,000--- ￥4,000   □   ￥8,000   □超过￥8,000

8. 方 游方 式

9. 到乐山   次数
    次   □两 或

二   ：请用   别对最后 由
5=1 i   **4=很满意**   **3=一般**   **2=不太满意**   **1=很不满意**

	满意程度				
	5	4	3	2	1
1. 峨眉山的 通设施					
2. 峨眉山景区内的 通设施					
住宿					
3. 峨眉山住宿的设施条件(包括住房、餐厅、 议室、娱乐设 Ai)					
4. 峨眉和峨眉山景区住宿 的种					
5. 峨眉和峨眉山 区住					
6. 峨眉 和峨眉山景LK住宿的价格					
游(包括提供服务的质量 和旅游路线)的 样 t					
旅行社的服					
导游的服务质量					
旅行社和导游服务的价格					
餐饮					
峨眉山景区的餐饮的种类的					
峨眉山景区的餐饮的质量（包括饮食的味道、良好的区分、 度及良好 环境）					

峨眉山景区的餐饮的价格					
峨眉al景区的白然风光（美丽程度）					
峨 al的安 程度， 事故、犯罪 动物袭击等					
峨眉山 所 造出的旅游氛围					
峨眉					
旅游项目和文化					
峨眉al区的旅游方4，如 di					
峨眉山的 化节H RI表演，如佛教文化节 等					
购物					
峨眉di景区的旅游纪念品的种类					
峨O山 区的旅游2, 品的					
峨眉山景区的旅游纪念品的价					

乐 大 景 肯 的旅游 或服

1. 您喜欢的**住宿**,可

☐ 店 *Li*

2.
☐ 峨眉山 *Li* 生药膳 *Li* VI' O '4E+'lL 0)(W.'
☐ 𠂤 生 ☐ El Y1 t *Li* -* 111
☐ **H**本菜 me

3. 您喜欢的**景点**,可选择多项
☐ 报国寺 *Li* 17 ☐ 清音阁 ☐ 洪椿坪 ☐ 洗象池
☐ 华藏寺 *Li* ☐ 仙峰寺 ☐ 云海 ☐ 圣灯
☐ 佛光 *Li* H ☐ 洗象月夜 ☐ 九老仙府 ☐ 洪椿晓雨
☐ 白水秋风 *Li* 音 ☐ 大坪雾雪 ☐ 灵岩叠翠 ☐ 萝峰晴云
☐ 圣积晚钟 *Li* A if光

4. 您4欢 旅游 目,可 择 项
𠂤 Li, *Li* 揸 ☐ ☐ 11
Li 山 节的 节 ☐ 峨眉 峨眉