

Abstract

Shenyang's image has been considered to be an obstacle hampering its progress in tourism. So this study was conducted with the purpose of evaluating the image of Shenyang as perceived by tourists. The sample numbered 384. Descriptive statistics was used to analyze the demographic characteristics of respondents, as well as to describe the present image of Shenyang perceived by tourists in the current context. Inferential statistics in the forms of t-test and ANOVA were used for hypothesis testing.

The result of this study revealed that the image of Shenyang as perceived by tourists is good with an average mean of 4.22 for transportation; 4.07 for accommodation; 3.94 for travel agency; 3.83 for the main attractions; 3.96 for restaurant and entertainment; 4.08 for local people; 4.14 for shopping and 4.17 for safety.

From the results of hypothesis testing, it shows that there is no difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by gender, age, and purpose of visit; accommodation when classified by gender and age; travel agency when classified by age; the main attractions when classified by gender, age, educational level, and source of information; restaurant and entertainment when classified by gender, age, marital status, and educational level; local people when classified by gender, age, marital status, educational level, purpose of visit, and source of information; shopping when classified by gender, age, marital

status, educational level, and source of information; safety when classified by gender, age, educational, and purpose of visit.

There is difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by nationality, marital status, educational level, and source of information; accommodation when classified by nationality, marital status, educational level, purpose of visit, and source of information; travel agency when classified by nationality, gender, marital status, educational level, purpose of visit, and source of information; the main attractions when classified by nationality, marital status, and purpose of visit; restaurant and entertainment when classified by nationality, purpose of visit, and source of information; local people when classified by nationality; shopping when classified by nationality and purpose of visit; safety when classified by nationality, marital status, and source of information.

At the end of the thesis, the researcher also gave some recommendations in the areas of transportation, accommodation, travel agency, the main attractions, restaurant and entertainment, and shopping to improve the image of Shenyang as a tourist destination according to the results of this study.