

## Abstract

This research studied the attitudes of tourist toward Mosuo culture and tourism facilities at Lake Lugu in Yunnan, China, both quantitatively and qualitatively. The total number of tourists visiting Lake Lugu in 2005 was 478,000. So a sample size of 384 was used in this study at 5% tolerable error, using non-random convenient sampling method, by distributing questionnaires to tourists visiting Lake Lugu during February 7-17, 2007, and interviewing tourists and service providers at Lake Lugu. Descriptive statistics was used to analyze demographic and travel characteristics of tourists. Inferential statistics in the forms of t-test and ANOVA were used for hypothesis testing.

Findings revealed that the overall attitudes of tourist toward Mosuo culture was not bad with a mean of 3.0495, and for transportation (mean 3.3281); whereas the attitudes toward tourism facilities were good for accommodation (mean 3.5747), food & drink (mean 3.5514), and tourist activities (mean 3.3748).

For hypothesis testing, findings revealed that there was no difference in tourists' attitudes toward Mosuo culture when classified by nationality, gender, age, income, occupation, marital status, traveling purpose, nature of travel and frequency of visiting, because most of the tourists visiting Lake Lugu were cultural tourists, they would like to know the special culture, they have the same purpose; but there was difference in their attitudes when classified by educational level as different educational level resulted the tourists have different thinking with the same question, so tourists who had different educational level had different attitudes toward Mosuo culture. There was no difference in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality, gender, age, educational level, marital status, traveling purpose, and nature of travel, because most tourists visited Lake Lugu for its culture, and before they came they had got some information about the transportation in Lake Lugu; but there was difference in their attitude when classified by frequency of visit, because for the tourists who came to here more than once they always compared with their first time, they had more expectation than other tourists.

time, they had more expectation than other tourists. For other aspects of attitudes towards tourism facilities, there was difference in their attitudes in terms of accommodation when classified by gender, educational level, occupation, traveling purpose and frequency of visit, because different kinds of tourists have different living habits that they would have different requirement for the accommodation; difference in terms of food and drinks when classified frequency of visit, tourists who visited Lake Lugu at first time had higher expectation than others; differences in tourist activities when classified by educational level and occupation, because different educational and occupational background made tourists have different understanding toward the local activities.

Based on the result of the survey, the local government and local business sectors could use this research information to improve the negative attitudes, lack of proper tourism office at the destination, hotel staffs lacking professional skills, and continue to improve other aspects with positive perceptions. And also improve the local transportation such as provide more public transportation; improve the accommodation such as building hotel training center; improve food and drinks such as improve the quality and add more food style; and improve English of local people and tour guide.