



COMPARATIVE STUDY OF HANGZHOU RESIDENTS' DECISION-  
MAKING AND EXPECTATION OF VISITING THEME PARK IN AND OUT  
OF HANGZHOU

By  
WANG YIMEI

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

Master of Arts in Tourism Management

Graduate School of Business  
Assumption University  
Bangkok, Thailand

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## ACCEPTANCE

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

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## Abstract

This objective of this research is to study the difference of influence factors' influencing level on decision-making between the theme park in Hangzhou and another one in any place other than Hangzhou. The research also studied non-visitor's expectation of theme park in Hangzhou and that in any other places. A convenient sampling of 384 residents was adopted with the aid of structured questionnaires to fulfill this research. The data was collected in three locations: Intime department store, Hongtaiyang Square, and Xicheng Square during the period from 10th to the 20th of March 2005. Quantitative research method is applied within this research. The Wilcoxon matched-pairs signed-ranks test is applied to test the Hypothesis.

After analyzing the data collected, the researcher finds that there is no difference on theme, attraction, safety, service, climate, children's desire, and source of information's influencing level on decision-making between the theme park in Hangzhou and one in any other place. While, as for entrance fee, accessibility and promotion, there is a difference of their influencing level. The research findings also reflect that Hangzhou residents have difference expectation of visiting a theme park in and out of Hangzhou.

According to the research findings of the research, the researcher recommends that the operators should reinvest on new rides/ shows and attractions, develop and promote the theme of "water rides", while ensuring the rides' safety; provide a safe environment to tourists, decrease the entrance fee to less than 50 yuan, and provide

scheduled theme park bus as to cater to the demand of visitors, and promote the theme park through the media with newspaper and Internet. These measures should be taken to meet the expectation of Hangzhou residents, as well as to increase the attendance at the theme park in Hangzhou.



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# **Chapter I**

## **Generalities of the Study**

### **1.1 Introduction of the study**

In recent years, theme parks and attractions have become favorite modes of mass entertainment. Theme parks are generally designed to cater to the family as a visiting unit, and they are considered a form of leisure activity because they provide an opportunity for entertainment during an individual's discretionary free time (Milman, 1991).

The theme park has several historical antecedents, including the ride-based amusement parks of early 20th century America and the garden parks of Europe. The birth of the modern theme park, however, is commonly recognized as occurring with the opening of Disneyland about 40 years ago. Nowadays, the industry has grown into a global business. Yoshii (2002) showed in his report that, by the early 1990s, there were 225 large parks worldwide attracting 300 million visitors and revenues of US\$7 billion. By the year 2000, the number of parks had grown by 50%; attendance by 80% and revenues had almost doubled.

As the main motivators for tourism trips to many destinations and core elements of the tourism product, the theme park industry was supported by many regions especially Asia as an attractive option to increase direct economic input. For example, in articles in the Journal of Travel Research (e.g., Kau Ah-Keng, 1994; Zoltak, 1998a) it has been argued that many of the Asian countries such as China, Thailand and

Malaysia are now actively promoting the construction of major theme parks in their countries to increase tourism revenues. Moreover, Hong Kong announced the opening of the fifth Disneyland in 2005. Obviously, it will stimulate the tourists' demand in the whole region.

Asia is the theme park market for the new millennium (Zoltak, 1998b). For example in China, with a large resident population, improving demographics, with family size shrinking and income rising has brought a growth of the domestic tourism market (Timmermans, & Fesenmaier, 2000).

The Chinese theme park appeared in the 1980s and developed fast during these years. Nowadays, there are 2500 theme parks of all sizes in the whole country. The attendance performance generally is below 2 million, and in some parks up to 3 million. The Parks in the Pearl River Delta and Shenzhen city have the best performance which is 1.5 to 2.4 million for the whole year because of the high level of economic strength in these areas (Jones & Robinett, 1995).

The local residents play an important role to theme park attendance. Typically, residents (from within 1.5 to 2 hours' drive) will account for 80 percent of traditional theme park visitation (Jones & Robinett, 1995). When the continued threat of terrorism and concerns regarding the economy strikes the destination parks, reliance on local visitors will help boost attendance, according to Price Waterhouse Coopers' annual Entertainment and Media Outlook: 2003-2007, North America.

### **Brief introduction of Hangzhou**

Hangzhou, the capital of Zhejiang Province, is the provincial center in politics, economy, culture, science and education. It is also an important national tourist city with its beautiful scenery and rich history and culture resources. The city covers an area of 16847 km<sup>2</sup> with a population of 6.42 million, including the urban registered population of 3.93 million, by the end of 2003. The geographic position of the city is 30°16' north latitude and 120°12' east longitude.

The economic development level of Hangzhou is very high, its economic strength is continuously ranked second among all provincial capitals and its economic general strength is listed in the top ten among all the big to middle size cities in China. In the fourth quarter of 2003, the GDP of China hit 209.2 billion yuan, increased 15.0 percent from a year earlier.

### **Tourism in Hangzhou**

As a famous scenic city in China, Hangzhou attracts more than 20 million domestic and foreign tourists every year. Hangzhou is known for the natural beauty of its West Lake worldwide. "Above is paradise, below is Suzhou and Hangzhou" expresses people's real praise for Hangzhou.

Hangzhou has enjoyed a history of over 2,200 years since the county administration was established in Qin Dynasty. It is one of the cradles of Huaxia (China) civilization. It was the capital of Wu State and then Yue State of the Five Dynasties and also the capital of the Southern Song Dynasty. In the 13th century, the Italian traveler Marco Polo admired Hangzhou as the "Most Beautiful and Splendid



City in the World”.

The West Lake provides the idyllic image of Hangzhou that most people leave with. This huge circular fresh water lake, covering 3km from north to south and 3km from east to west, is surrounded by hills on three sides and the city on the fourth. Two causeways cross the lake and three islands float in the middle. There are numerous historical relics and sights scattered about the Lake, including the famous Buddhist temple, Lingyin Si.

The 2006 World Leisure Expo will be held in Hangzhou. It will offer huge business opportunities for the development of the global leisure economy especially for tourism, entertainment and vacationing holiday. The Hangzhou World Leisure Expo Garden, the main venue of the 2006 Hangzhou World Leisure Expo, is a modern resort with a combination of tourist destinations, holiday resorts, conference, exhibition and residential facilities. It covers an area of 200,000 square meters with a total investment of 3.5 billion yuan. It will play a very important role in the development of China leisure economy.

Up to the year 2003, there were 208 travel agencies in Hangzhou, including 27 international travel agencies, which provide 15 kinds of foreign language guides. There are 2500 inns, guesthouses, and residents-inns, accounting for 156,000 beds. The 96123 tourist information center could provide food, accommodation, shopping, attraction and entertainment information (<http://www.gotohz.gov.cn/index.htm>).

Table 1.1 shows the statistics of tourists' from 1999 to 2002. From that we can see the steady increase of tourist numbers and tourism revenue, from both domestic

and international tourists.

Year	Domestic (million)	% change	Revenue (million yuan)	% change	International (million)	% change	Revenue (million dollar)	% change
1999	22.07	4.0%	166,000	13.7%	0.5919	16.7%	2370	12.0%
2000	23.05	4.5%	190,000	14.0%	0.7071	19.5%	2920	23.4%
2001	25.10	8.9%	218,880	15.2%	0.8194	15.8%	3730	27.7%
2002	26.52	5.7%	255,000	16.4%	1.0562	28.9%	4,770	27.9%

Table 1.1 The statistics of tourists from 1999 to 2002 in Hangzhou.

Source: Hangzhou Government Yearbook (2000, 2001, 2002, 2003)

### Theme Park in Hangzhou

Hangzhou's first theme park – Songcheng Park was built in year 1993. Its successful operation stimulated the booming of the theme park industry. In the next year, Hangzhou Future World opened, which attracted total investment of 2.3 billion Yuan. Till now, there are seven different size parks with different themes in Hangzhou. We give a brief introduction of the three biggest and most successful parks as follows.

### Songcheng Park

Songcheng Park is the first and the largest theme park, featuring the civilization of Song Dynasty in China, which is situated at the southern-west side of the West Lake. The Song Dynasty (A.D.960-1279) was the period of feudal society, in which the development of economy, technology and culture was advanced in the world. The park is mainly divided into 5 parts, Nine Dragon Square, Song Dynasty Town Square, Fair Hill & Wonderful Tower Square, Emperor Palace, and Custom Street.

Songcheng Park represents the Chinese culture by ancient architecture, art and custom show, which also express the Chinese ancient civilization. The Park will surely become a historical site for both recreation and learning.

### **Hangzhou Paradise**

It covers 800 Chinese mu ( $= 0.53 \text{ km}^2$ ), and is 12 kilometers away from Westlake. Hangzhou Paradise includes Holland Water Street, Holland Love River and Ecological Park and so on. It contains lots of exciting attractions for maximum exercise. More than one hundred performances and amusement programs are on show all the year round, the most famous one of which is “the Battle of Pirates”.

### **Hangzhou Future World**

Hangzhou Future World Entertainment Park is an indoor and outdoor activity combined theme park for all generations. It is situated in the center of Hangzhou Zhijiang National resort area, and it only takes 20 minutes to the center of city, therefore, it is one of the large theme parks that are close to the urban area in Hangzhou.

Future World occupies 320,000 square meters, of which 27500 square meters are the lake area. The whole park can be divided into 6 blocks: “Amusement World”, “Romantic Sports”, “Resplendent Celebration”, “Flower Shady Avenue”, “Splendid Square” and “Illusive Center”. It attracts the tourists with modern science and technology, and the modern sculpture design is also advanced in the artistic field.

Table 1.2 shows the tourist number and total revenue of these three theme parks in year 2003.

	Tourist number (million)	Total revenue (million Yuan)
Songcheng park	1.27	55.57
Hangzhou Paradise	0.37	21.92
Hangzhou future world	0.27	15.73

Table 1.2 Tourist number and total revenue of Songcheng park, Hangzhou Paradise and Hangzhou Future World in year 2003.

Source: Hangzhou Tourism Committee

## 1.2 Statement of the Problem

Up to the year 2004, there were 2500 different size theme parks in China, attracting 1500 billion Yuan in total investments. Unfortunately, almost 70% of the parks made losses in past finance performance. The poor performance may due to poor product quality, far distance from market and inconvenient access, poor maintenance and unsafe conditions. From a marketing perspective non-visitor represents new market potential. It is important for park managers and planners to know what they like and dislike, what makes them not to visit theme parks.

According to the problem mentioned above, the research has two main research questions:

**What are the differences of factor's influencing level on decision-making between the theme park in Hangzhou and one in any place other than**



## **Hangzhou?**

**What are the non-visitor's expectation of theme park in Hangzhou and that in any place other than Hangzhou?**

### **1.3 Research objectives**

To respond to the research problems, the following major objectives were developed. The objectives of this research were:

- To study the difference of factors' influencing level on decision-making between the theme park in Hangzhou and one in any place other than Hangzhou.
- To study non-visitor's expectation of theme parks in Hangzhou and that in any place other than Hangzhou.
- To provide information and advice that can be applied by theme park operators, which could be conducted in effective exploration of potential market.

### **1.4 Scope of the Research**

This research is intended to identify the factors that play a role in non-visitor's participation choice concerning theme parks in Hangzhou. The focal points of this research are as follows:

- The research is to study the expectation of visitors' visiting theme parks in Hangzhou and that in any place other than Hangzhou.
- The research is to study the difference of factors' influencing level on decision-making between the theme park in Hangzhou and one in any place other

than Hangzhou.

- The respondents in this study are both male and female residents of Hangzhou who are aged 18 years old and above. They have visited theme parks in any place other than Hangzhou, but never visited the theme parks in Hangzhou.

### **1.5 Limitation of the Research**

- The research is limited to the extent of only Hangzhou residents who never visit the theme parks in Hangzhou. The visitors are excluded from the domain of this research, which also influences the theme park attendance. Therefore, findings from the research cannot be inferred to all the Hangzhou residents.
- The study is limited to examining the difference of influence factors' influencing level on decision-making. Therefore, the findings cannot be generalized for other factors influencing decision-making concerning visiting theme parks.
- The attractions studied is limited only to the theme parks in Hangzhou, thus the results of this research cannot be applied to represent the factors affecting the decision making of tourists toward other attractions in Hangzhou.
- This research is limited in terms of time, so the findings cannot be generalized for all times.

### **1.6 Significance of the Study**

The study has been designed to identify and analyze the factors influencing the decision-making to visit theme parks. It provides various benefits:

- The results of the research will help the theme park industry to identify relevant factors that influence non-visitor's decision-making to visit theme parks. In addition, the theme park industry can apply the inferences drawn from the research for effective planning and developing strategies.
- The result of the research will also provide useful information and suggestions to theme park operators in potential market exploration and effective marketing promotion to increase theme park attendance.
- The result of the research will also assist the government and concerned tourism organizations that could use the findings from this study in planning and controlling the theme park industry as well.

### 1.7 Definition of Terms

**Accessibility:** is the ease of access to a destination including the time taken to reach the destination and the frequency of transport to the destination (Longman, 1996).

**Attraction:** Designated permanent resources which are controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public (Middleton & Clarke, 2001).

**Children's desire:** Children's hope and wish concerning the theme park.

**Climate:** the general weather conditions usually found in a particular place.  
(<http://dictionary.cambridge.org>)

**Decision making process:** It is the conceptual problem-solving process starting from recognition of a need, search for information, evaluation of alternatives, choice, and

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post-purchase (Walters & Bergiel, 1989).

**Demographic characteristics:** Demographics are a profile of society in a given area and include age, sex, household and per capita income, family size, occupation, education, religion, race/ethnicity, and national origin (Kotler & Makens, 1996).

**Entrance fee:** the amount of money that tourists pay in order to be allowed into the theme park.

**Expectation:** Expectations are a person's prior beliefs about what should happen in a given situation (Monen, 1993).

**Non-visitor:** The people who never visit theme parks in Hangzhou.

**Promotion:** Swarbrooke and Horner (1999) defined Promotion as the techniques by which organizations communicate with their customers and seek to persuade them to purchase particular products and services.

**Resident:** a person who lives or has their home in a place more than 12 months (including 12 months). (<http://dictionary.cambridge.org>)

**Safety:** a state in which or a place where you are safe and not in danger or at risk. (<http://dictionary.cambridge.org>)

**Service:** A service is any act or performance that one party can offer to another party and is essentially intangible and does not result in ownership. (Kotler, 1994)

**Source of information:** Normally, information will come from two major sources-the commercial environment and the social environment. The commercial environment refers to information coming from companies, destinations, countries, or tourist businesses. The social environment, characterized by friends, relatives, and reference



groups, presumably would have nothing materially to gain from the tourist's decision to buy (Mill and Morrison, 1992).

**Theme:** the main subject of a theme park.

**Theme park:** Theme park refers to a tract of land on which a developer has created a series of exhibits, rides, and other elements that tend to be designed around some unifying idea (Dittmer, 2002).



## **Chapter II**

### **Review of Related Literature and Study**

#### **2.1 Introduction**

Within this chapter, the fundamental concepts of theme park, expectation and decision-making process related theory are explained, the influencing factors are reviewed in order to give a broad view of the study.

#### **2.2 Theme park**

##### **2.2.1 Definition of theme park**

Since the theme park came to be one of the newest sectors of the tourism industry, many researchers have given the definitions.

As one kind of man-made attraction, the theme park refers to a tract of land on which a developer has created a series of exhibits, rides, and other elements that tend to be designed around some unifying idea (Dittmer, 2002). It creates an atmosphere of another place and time and usually concentrates on one dominant theme around which architecture, landscaping, costumed personnel, rides, shows, food services, and merchandise are coordinated (Kotler, Bowen & Makens, 1996).

The similar definition was provided by McIntosh, Goeldner and Ritchie (1995) who mentioned that the theme park as the places which include shows, shops, and restaurants in theme settings with immaculate cleanliness, promising adventure, history, science fiction, or fantasy.

Pearce, Morrison and Rutledge (1998) express the features of the theme park that

it is a labeled, bounded tourist area, charging admission; usually separated into three or more areas where the activities and displays concentrate on a particular theme or story.

In the definition, the concept of themes is crucial to the operation of the park. Today most such attractions are centered on a unified theme or motif such as history, future, culture, geography, fantasy and others (Jafari, 2000).

It can be concluded from the above definitions that the features of the theme park are: (i) a single pay-one-price admission charge, (ii) the fact that they are mostly artificially created, and (iii) the requirement of high capital investments. Furthermore, it needs to be noted that most theme parks are developed, targeted and managed as private sector companies.

### **2.2.2 Classification of theme park**

Yoshii (2002) listed the main categories of theme park in the ERA report as follows:

- **Mega Parks/Destination Parks:**
  - Key Characteristics: Attendance more than 5 million, high theming/multiple lands containing major branded attractions and resort amenities/accommodation
  - US\$1 billion investment, international market draws
  - Examples: Disney parks (Walt Disney World, Tokyo Disneyland) and Universal Studios parks (Universal Orlando/Universal Osaka), others

- **Regional Theme Parks:**

- Key Characteristics: Attendance between 1.5 and 3.5 million, rides and shows with some theming and potential branding

- US\$200 million investment, regional market draw

- Examples: Six Flags, Seaworld, Ocean Park, others

- **Amusement Parks:**

- Key Characteristics: Attendance 1 million to 2 million, urban location, ride-oriented, limited branding/theming

- US\$80-\$100 million investment, city market draw

- Examples: Tivoli Gardens, Liseberg, Elitch Gardens, others

- **Small-scale Parks and Attractions (family entertainment centers)**

- Key Characteristics: Attendance 0.2 to below 1 million, urban location, indoor/outdoor, short length of stay

- US\$3-\$10 million investment, neighborhood market draw

- **Educational Attractions (science centers, museums, aquariums)**

Holloway (2002) classified the theme parks into three distinct categories:

- 1.local parks, catering largely to the day-tripper market;

- 2.flagship attractions, such as the Tivoli or Prater, Vienna, which draw on national markets and a significant number of foreign visitors;

- 3.icons, or destination parks, such as those of the Disney Empire, which have become destinations in their own right and attract a worldwide market.

## **2.3 Expectation**

### **2.3.1 Definition of Expectation**

Expectations are a person's prior beliefs about what should happen in a given situation (Monen, 1993). It was described as the person's subjective motions about the future (Walters & Bergiel, 1989).

Neal (2003) referred to expectation as the set of outcomes expected by consumers before entering into an exchange. Similar definitions have been introduced by Hoyer & Macinnis (1997), they expressed that expectations are desired product/service outcomes and include pre-consumption beliefs about overall performance, or the level or attributes possessed by a product (service).

### **2.3.2 Factors influencing the formation of expectations**

Walters & Bergiel (1989) denoted that the expectations consumers hold are influenced by feelings, attitudes, beliefs, personality, reference groups, as well as by the present sense of satisfaction or dissatisfaction.

Parasuraman and Berry (1991) summarized four main sections of expectations of service quality:

1. The expected service component, consisting of the desired level and the adequate level and – consequently – the zone of tolerance.

The desired service level reflects the service the customer hopes to receive. It is a blend of what the customer believes “can be” and “should be”. The adequate service level reflects what the customer finds acceptable, it is a function of the customer's



assessment of what the service “will be”, i.e., the customer’s predicted service level.

2. The antecedents of desired service such as enduring service intensifiers (= stable factors that lead the customer to a heightened sensitivity to service) and personal needs.

3. The antecedents of adequate service such as transitory service intensifiers (= temporary, usually short – term, individual factors that lead the customer to a heightened sensitivity to service), perceived service alternatives, self- perceived service role (= customers’ perceptions of the degree to which they themselves influence the level of service they receive) and all kinds of situational factors.

4. Antecedents of both predicted and desired service such as the explicit service promises made in advertising or personal selling, the implicit service promises (e.g. derived from tangibles or price), word – of – mouth communications, and past experiences.

## **2.4 Models of tourist decision making processes**

Several models of tourist destination choice processes have been proposed. In most proposed models, the decision process is conceptualized as a process of narrowing down from a relatively large choice set of destination alternatives to the destination that is finally selected.

Figure 2.1 illustrates the model of the travel decision process in 1977. The model suggests that purchase decisions are the result of the interaction of four fields of influence, which are both internal and external to the tourist. It also stresses the

important effect that the tourist's own perceptions have on the final purchase decision.

**Figure 2.1 the model of the travel decision process**

Field 1: Travel stimuli. This comprises external stimuli in the form of promotional communication, personal and trade recommendations.

Field 2: Personal and social determinants. These determine customer goals in the form of travel needs and desire, expectations and the objective and subjective risks thought to be connected with travel.

Field 3: External variables. These involve the prospective traveler's confidence in the service provider, destination image, learnt experience and cost and time constraints.

Field 4: This consists of related characteristics of the destination or service that have a bearing on the decision and its outcome.

Source: Source: Consumer Behaviour in Tourism (1999)

Mathieson and Wall offer a framework for understanding the purchase decisions that involves four factors. According to Cooper et al. (1993), these are as shown in Figure 2.2. Cooper et al. (1993) comment that: The model is based on a geographer's product-based perspective rather than that of a consumer behaviorist.

The models discussed all seem to see the decision as a linear process, and no distinctions are made about which factors may weigh heavier than others when decisions are being made.

### **Figure 2.2 The Mathieson and Wall purchase decision framework**

- Tourist profile (age, education, income, attitudes, previous experience and motivators)
- Travel awareness (image of a destination's facilities and services, which is based upon the credibility of the source)
- Destination resources and characteristics (attractions and features of a destination)
- Trip features (distance, trip duration and perceived risk of the area visited)

Source: Tourism: Principles and Practice (1993)

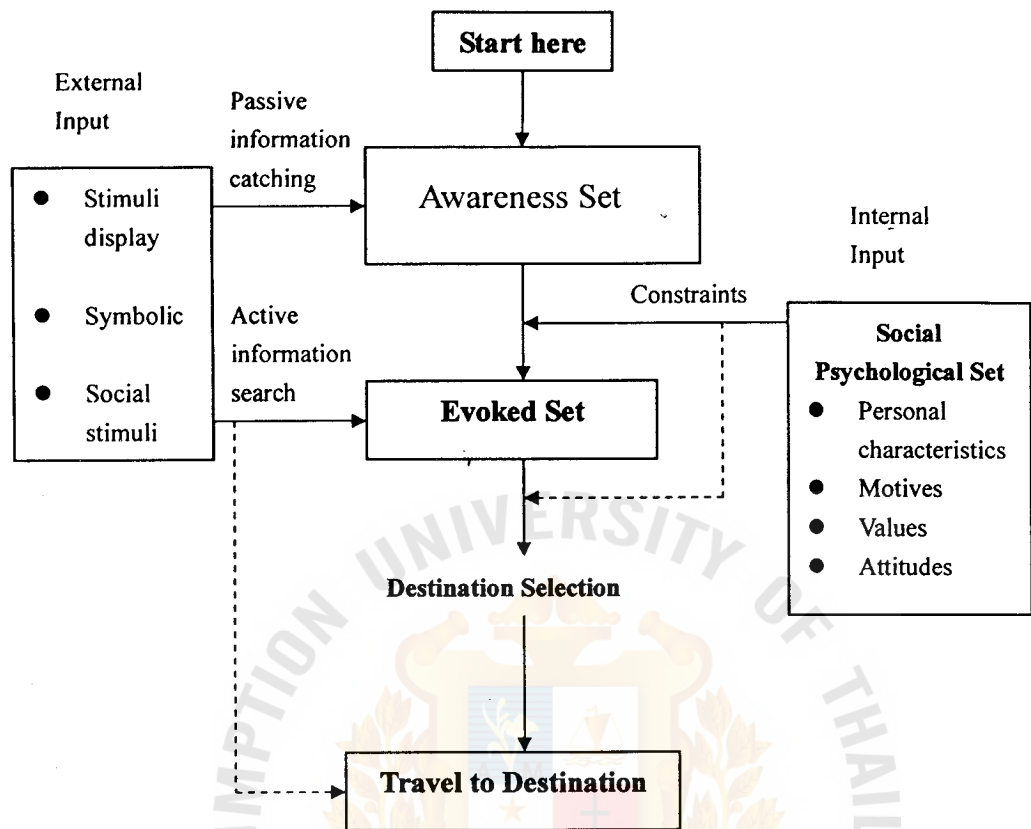
Woodside and Lysonski (1989) presented a general model of tourist destination awareness and choice. Their model consists of four stages. The first stage is the destination awareness stage in which the destinations that a tourist considers are defined on the basis of whether he or she is in some way aware of them. Two groups of variables, tourist characteristics and marketing variables, influence tourist destination awareness. Tourist characteristics include: previous destination experience, lifecycle, income, age, lifestyles and value system. Marketing variables are product design, pricing, advertising and channel decisions. The second stage is the tourist destination preference stage. Tourists construct their preferences for alternatives from destination awareness and affective associations. Preferences are conceptualized as the rankings assigned to destinations by relative attitude strength. The third stage is the tourist's intention to visit, that is, the tourist's perceived likelihood of visiting a

specific destination within a specific time period. This intention to visit is strongly associated with the tourist's preferences. The fourth and final stage is the actual destination choice. This stage is affected by both intention to visit and situational variables.

Um and Crompton (1990) developed a two-stage approach to travel destination choice, in which they specifically focused on the role of attitudes and situational constraints in the pleasure travel destination choice process. The first stage in the process is evolution of an evoked set from the awareness set, and addresses the issue of whether or not to make a trip. They refer to the initial awareness of all places as considering the preferred destinations of your dreams. The evoked set was defined as the specific destinations or tourists products that a tourist will consider in making a purchase choice.

In the second stage, a destination is selected from the evoked set. The results of their study suggested that attitude has a significant influence in determining whether or not a potential destination is selected as part of the evoked set and in selecting a final destination.

**Figure 2.3 A model of the destination choice processes for pleasure travel**



Source: From Motivation to Actual Travel (1992)

Crompton (1992) integrated the approaches by Woodside and Lysonski and Um and Crompton with a number of other choices set based descriptions of consumer choice processes that have been described in the consumer behavior decision process literature into a coherent conceptual structure and relate this structure to the context of tourism, and specifically to vacation destination choice.

In his framework, three stages that constitute the core of the choice process were used by potential tourists. In stage one, the initial (choice) set is developed. This set consists of all the locations that might be considered as potential vacation destinations



before any decision process about a trip has been activated. The subjective beliefs about destination attributes that are responsible for locations being included in this initial set are formulated from passive information catching or incidental learning. Once the decision has been made to go on a vacation, then the second stage begins. This stage involves undertaking an initial active search to acquire information that will enable the relative utility of destinations in the initial set to be evaluated and was reduced to a small number of probable destinations. The third and final stage deals with a more thorough active search to determine which of those probable destinations will be selected as the final destination.

Mansfeld (1992) further extended this theoretical framework with a special focus on the beginning stage. The proposed process starts with a travel motivation stage. An analysis of the motivational stage can reveal the way in which tourists set goals for their destination choice and how these goals are then reflected in both their choice and travel behavior. Even more, travel motivation has been pointed out to be the stage that triggers the whole decision process and channels it accordingly. The second stage that is included is the information-gathering stage. Once motivated to make a trip, potential tourists need to gather sufficient information on the various aspects of their planned trip. The information gathering process proceeds in two phases. First, the individual collects enough information to ascertain that attractive destinations offered or chosen are within constraint limits, such as disposable time and money and family situation. Second, after alternative destinations have been mentally established, another type of information is gathered. This information is meant to enable the

tourist to evaluate each alternative on a 'place-utility' rather than on a constraint basis.

Each of the above models presents a destination choice process. All of the above models portray the factors have a relationship with the decision-making. All these models was integrated in the theoretical framework of this study after scrutinizing the overlapping aspects of each model.

From the literature reviewed, the following factors have been selected to describe the influencing level on theme park visits decision- making. The factors chosen are as the following:

Theme, Attraction, Entrance fee, Accessibility, Safety, Service, Climate, Children's desire, Promotion, Source of information.

## **2.5 Review of related Main Variables**

### **Theme**

Theme is the main subject of a theme park. Some parks focus on one specific theme, but others may have multiple themes. The study conducted by Kau Ah-Keng (1994) shows that the reason of those who did not want to visit the Chinese historical theme park is that they are not interested in Chinese culture. McClung (1991) also has researched on the themes which appeal to tourists. He reported that both park visitors and non-visitors rank educational exhibits as the first theme they prefer, followed with wet and wild, animal shows and water rides.

### **Attractions**

Attractions in the theme park environment largely determine the tourist's

motivation and choice for a park (Moutinho, 1988). Thach and Axinn (1994) found that variety of attractions is considered as a core condition that must be met by a park. Each park requires high investments to add new exciting attractions to their product to attract the required level of visitors (Dietvort, 1995).

### **Entrance fee**

In terms of cost, most theme parks charge a pay-one-price admission, but consumers also face extra costs, for example to pay for their travel to the park and service received in the park.

Entrance price depends on the length of time people spend at the site, the infrastructure, the maintenance and staffing costs of the operation, and the profit needed for the business to be successful and responsible to the resource.

The known or presumed cost of a visit to a particular destination will affect the likelihood of travel. Generally speaking, the more expensive the trip the less will be demand (Mill, 1990). McClung (1991) pointed out that cost is rated as an important influencing factor in the choice about which theme park to attend, especially non-visitors are more affected by it.

### **Accessibility**

Accessibility is determined by aspects like public transport system, frequency and range of transport services and roads. These all affect the costs, speed, and convenience with which a tourist may reach the park.

Holloway (2002) stressed that an attraction must be accessible, if it is to facilitate visits from tourists. Most tourists will not be attracted to a destination unless it is

relatively easy to reach. The accessibility of an attraction to a particular market should be measured in terms of time, cost, frequency, and comfort. An attraction could be popular on its comparative advantage in providing exceptional services in one or a combination of several of the above factors.

### **Safety**

Safety is one basic need according to Maslow's theory, it means the security and assurance that our physiological needs will be met in the future. Jafari (2000) expressed that tourists might be exposed to various safety hazards if the infrastructure and supporting services in a destination are not up to acceptable standards. High safety levels are achieved if the quality of food, sanitation, building materials, tourist activities, transportation facilities and health services are all strictly incorporated into the tourism industry.

Tourism operators should attempt to reduce the level of risk by keeping the standard of service and products, and providing as much knowledge of tourism products as possible to tourists (Johnson, 2000).

### **Service**

A theme park is a service product. A service is any act or performance that one party can offer to another party and is essentially intangible and does not result in ownership (Kotler, 1994). Service production may or may not be tied to a physical product. The service characteristics of theme parks greatly affect theme park planning (e.g. Kotler, 1994; Swarbrooke, 1995). The theme park service is intangible, inseparable, perishable and is only temporary used. The theme park service also is

highly variable. Theme park staff are involved in delivering the service and are part of the product itself. Visitors are directly exposed to the strengths and weaknesses of the staff.

### **Climate**

Theme parks as outdoor and indoor activities combined for attraction, are directly affected by the climate. The climate was consistently rated as the most important influencing factor in the decision to attend or not to attend a theme park (McClung, 1991). Although it appears to be an operationally uncontrollable aspect, managers are trying to provide a variety of activities which could be enjoyed irrespective of climatic conditions.

### **Children's desire**

Non-visitors rated children's desire higher in influence of decision-making than that of park visitors (McClung, 1991). Children are able to take part in negotiations with family to influence the tourist behavior (Thornton, Shaw and Williams, 1997). They do know what they want to do and make regular suggestions, and don't want things thought up for them.

### **Promotion**

Swarbrooke and Horner (1999) defined Promotion as the techniques by which organizations communicate with their customers and seek to persuade them to purchase particular products and services. It involves communication through advertising, personal selling, sales promotion, merchandising, public relations and publicity (Pearce, Morrison and Rutledge, 1998).

Promotion attempts to increase demand by conveying a positive image of the product to potential customers through appeals to the perceived demands, needs, tastes, values and attitudes of the market or a particular target market segment. Effective promotion strategy could attract repeat tourists and explore potential markets.

There are many consumer sales promotional techniques available, summarized in the following:

**Price promotions:** Price promotions are also commonly known as “price discounting”. These offer either a discount to the normal selling price of a product, or more of the product at the normal price.

**Coupons:** Coupons are another, very versatile, way of offering a discount.

Consider the following examples of the use of coupons:

1. On a pack to encourage repeat purchase.
2. In coupon books sent out in newspapers allowing customers to redeem the coupon at a retailer.
3. A cut-out coupon as part of an advert
4. On the back of till receipts.

The key objective with a coupon promotion is to maximize the redemption rate – this is the proportion of customers actually using the coupon.

**Gift with purchase:** The “gift with purchase” is a very common promotional technique. It is also known as a “premium promotion” in that the customer gets something in addition to the main purchase.



**Competitions and prizes:** It is another popular promotion tool with many variants. Most competition and prize promotions are subject to legal restrictions.

**Money refunds:** The customer receives a money refund after submitting a proof of purchase to the manufacturer. Customers often view these schemes with some suspicion – particularly if the method of obtaining a refund looks unusual or onerous.

**Frequent user / loyalty incentives:** Repeat purchases may be stimulated by frequent user incentives. Perhaps the best examples of this are the many frequent flyer or user schemes used by airlines, train companies, car hire companies etc.

**Point-of-sale displays:** Research into customer buying behaviour in retail stores suggests that a significant proportion of purchases results from promotions that customers see in the store. Attractive, informative and well-positioned point-of-sale displays are, therefore, a very important part of the sales promotional activity in retail outlets.

### **Source of information**

Normally, information will come from two major sources — the commercial environment and the social environment. The commercial environment refers to information coming from companies, destinations, countries, or tourist businesses. The social environment, characterized by friends, relatives, and reference groups, presumably would have nothing materially to gain from the tourist's decision to buy.

When people are planning a vacation, much evidence suggests that the social environment — the influence of friends and family — is instrumental in selecting a travel destination. It seems that the commercial environment performs an informing

function— letting people know what is available. The social environment performs an evaluating function — being used by potential travelers as a means of evaluating the alternatives (Mill and Morrison, 1992).

## 2.6 Empirical Study

Moutinho (1988) analyzed theme park visitors' behavior in Scotland, in order to assist the development of strategic and tactical plans to provide a number of policy implications for suppliers of amusement parks. The study was designed to: (i) determine visitors' choice related to an amusement park; (ii) the most important sources used when tourists are choosing an amusement park; and (iii) the amusement park attributes that the visitor rank as the most important.

The results of this research show that a park that offers fun rides, little waiting in queues, a good climate or scenery, with easy access, and a clean family atmosphere, is more likely to be successful.

McClung (1991) focused on marketing implications on multi-segmentation strategies in addressing new market expectation. He studied which factors are influential in the selection of a theme park. He examined data from over 3,000 households in 10 eastern metropolitan areas in the USA. Respondents inferred four important influencing factors in their consideration of whether to attend a theme park: climate, preference for theme parks, children's desire to attend and cost.

Another study on factors influencing tourists' intention to visit a particular theme park was conducted by Kau Ah-Keng (1994). This research was done in order to

predict the success of a new theme park to be developed in Singapore by its potential visitors. The researcher presented both local residents and foreign visitors with a park under construction based on a Chinese historical theme for the purpose of assessing their receptivity. The results confirmed that the large majority of respondents showed their desire to visit the new theme park. Of those who did not want to visit, the reasons put forward included lack of time, low level of interest in the theme park, and lack of interest in Chinese culture.

Wierenga and Bakker (1981) used a more in-depth approach while analyzing theme park decision processes to support theme park marketing. First, they described a general decision process with the following phases: (i) problem recognition, (ii) information search, (iii) evaluation of alternatives, (iv) choice, and (v) result. Then, they related these phases to theme park choice behavior. A survey was conducted in the Netherlands which included questions related to each phase of the decision process. The analysis of the data collected and results were given per phase of the decision process.

In addition to the more standard studies of how visitors rate attributes of amusement parks, Thach and Axinn (1994) addressed some new research questions. They would like to establish how the breadth (the number of parks visited in the past three years) and depth of experience (the total number of visits to amusement parks in the past three years) of tourists influence the rating and ranking of amusement park attributes. Additionally, Thach and Axinn attempted to distinguish between core theme park attributes and extended theme park attributes. Respondents were asked to

rate the importance of theme park attributes by using a five-point Likert scale.

The results showed for example, that a park must meet several core conditions. They include cleanliness, variety of rides including roller coaster, agreeable scenery, and a not-too-crowded family atmosphere. 'Hot button' elements, which are highly important, include various types of shows and activities with an educational orientation. Furthermore, their findings showed that tourists who had visited more parks gave higher ratings for comedy shows, music shows, animal shows, and general entertainment. Also it was shown that as depth of experiences increases, some of the service sectors (proximity, parking availability, and hours of operation) show a decreasing importance. This analysis could provide theme park operators with useful information. Tourists that make more visits to the same park or visit more different parks are assumed to have greater experience. Given the importance attribute to both direct experience and word of mouth, potential visitors may be attracted less by knowledge of specific park features than by the satisfaction expressed by those visitor who have greater experience with amusement parks.

In another theme park study, Dietvorst (1995) examined the time-space behavior of theme park visitors. The study had a different perspective than the research discussed above, which analyzed static consumer data to test hypotheses about tourists' preferences and motives. The time-space behavior of visitors is also important in determining the weaknesses and strengths of a theme park. It is helpful to the understanding of relationships between spatially dispersed attractions and movement patterns of visitors. Dietvorst analyzed time-space behavior in a specific

theme park in the Netherlands. A sample of visitors in the park received a questionnaire including a time-budget that they had to fill out during the day. This included indicating which attractions and other merchandising points or restaurants were visited; in which sequence these activities were undertaken; how much time was spent on each attraction. The results showed visitor streams in the park for different time periods during the day.



## **Chapter III**

### **Research Framework**

This chapter focuses on the frameworks of the research. It consists of three sections, which are conceptual framework, definition of variables and hypothesis statements.

#### **3.1 Conceptual Framework**

A conceptual model is defined as any highly formalized representation of a theoretical framework, usually designed with symbols or other such physical analogues.

In this study, the conceptual framework explicates the difference of influencing factors' influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou based on previous empirical researches and theories providing evidence. The conceptual framework of this research is presented in Figure 3.1.



**Theme park in Hangzhou**

**Theme park in any place  
other than Hangzhou**

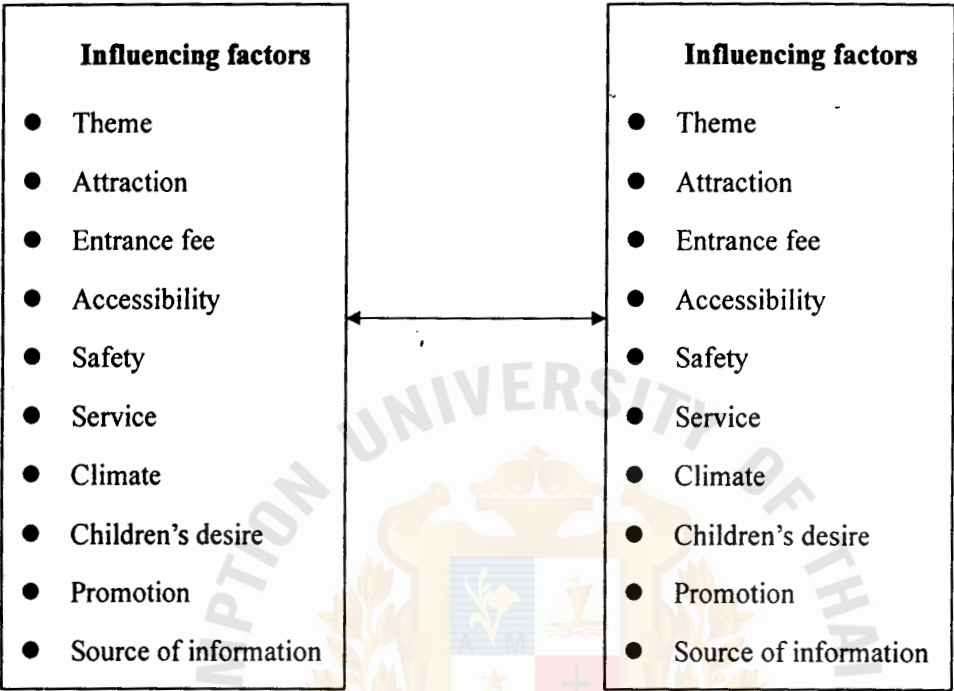


Figure3.1 Conceptual Framework

**3.2 Definition of Variables**

**Influencing factors**

● **Theme**

The main subject of a theme park.

● **Attraction**

Designated permanent resources which are controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public (Middleton & Clarke, 2001).

- **Entrance fee**

The amount of money that tourists pay in order to be allowed into the theme park.

- **Accessibility**

Accessibility is the ease of access to a destination including the time taken to reach the destination and the frequency of transport to the destination (Longman, 1996).

- **Safety**

Safety is a state in which or a place where you are safe and not in danger or at risk. (<http://dictionary.cambridge.org>)

- **Service**

A service is any act or performance that one party can offer to another party and is essentially intangible and does not result in ownership (Kotler, 1994).

- **Climate**

It is the general weather conditions usually found in a particular place. (<http://dictionary.cambridge.org>)

- **Children's desire**

Children's hope and wish concerning the theme park.

- **Promotion**

The techniques by which organizations communicate with their customers and seek to persuade them to purchase particular products and services (Swarbrooke and Horner, 1999).

- **Source of information:**

Normally, information will come from two major sources — the commercial environment and the social environment. The commercial environment refers to information coming from companies, destinations, countries, or tourist businesses. The social environment, characterized by friends, relatives, and reference groups, presumably would have nothing materially to gain from the tourist's decision to buy (Mill and Morrison, 1992).

### **3.3 Hypothesis Statements**

A hypothesis is a conjectured statement about a relationship between two or more variables that can be tested with empirical data. Hypotheses are tentative statements that are considered to be plausible given the available information. A good hypothesis will contain clear implications for testing stated relationships (Carl & Gates, 1998).

#### **Null Hypothesis: ( $H_0$ )**

This is the hypothesis of “no relationship” or “no difference”- it is the one actually tested statistically. It is set up for possible rejection and is an arbitrary convention, hypothesizing that any relation or difference in the finding is due to chance or sampling error.

#### **Research Hypothesis: ( $H_a$ )**

Otherwise called Alternative Hypothesis, it states the expectations of the investigator in positive terms. The probability that one dependent variable has

multiple causes (independent variables) is always greater than the probability that it is caused by a simple independent variable.

The hypothesis statements in this experimental study are represented as follows:

1. Ho: There is no difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.
2. Ho: There is no difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.
3. Ho: There is no difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.
4. Ho: There is no difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.
5. Ho: There is no difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.
6. Ho: There is no difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

7. Ho: There is no difference of climate's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of climate's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

8. Ho: There is no difference of children's desire's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of children's desire's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

9. Ho: There is no difference of promotion's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of promotion's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

10. Ho: There is no difference of source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

## **Chapter IV**

### **Research Methodology**

This chapter discussed the methods used in this research. It consists of 5 parts, which are research methods used, respondents and sampling procedure, pre-test, data collection and statistical treatment of data.

#### **4.1 Research Methods Used**

To accomplish the research objective, the research design adopted in this study is a descriptive research. The descriptive research is referred to as any approach that attempts to describe data.

Descriptive research is preplanned and structured. It is typically based on large representative samples. A descriptive design requires a clear specification of the who, what, where, why, and way (the six Ws) of the research. In summary, descriptive research, in contrast to exploratory research, is marked by a clear statement of the problem, specific hypothesis, and detailed information needs. The researcher used descriptive research to describe the non-visitor's expectation of visiting Theme Park in Hangzhou.

The research will use the survey method for conducting this research. Zikmund (1999) stated that the advantage of survey method is providing a quick, inexpensive, efficient and accurate means of assessing information about a population.



## **4.2 Respondents and Sampling Procedure**

### **4.2.1 Target Population**

The target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made (Malhotra, 2004).

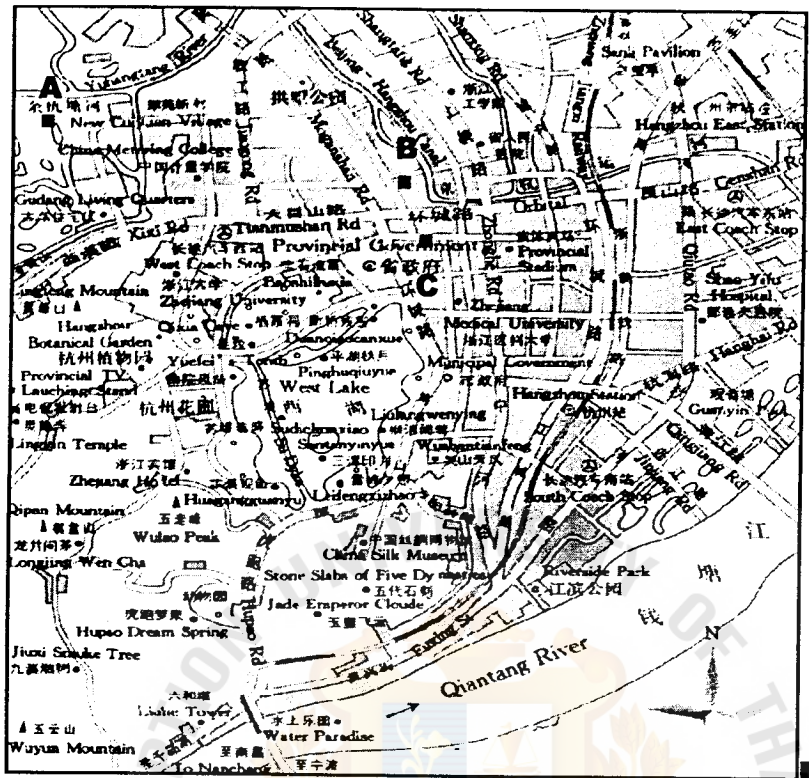
The target population of this research is those Hangzhou residents, who are 18 years old and above. They should have been to the theme park not located in Hangzhou, and have the intention to visit theme parks in Hangzhou.

The time duration that the questionnaires will be distributed to the target population in three locations: In time department store, Hongtaiyang Square, and Xicheng Square during the period from the 10th to the 20th of March 2005. These three places are the center of residential areas. The stream of people there would keep a large quantity. Figure 4.1 shows the location of these three places on the map of Hangzhou city.

### **4.2.2 Sample Unit**

Malhotra (2004) stated that a sample unit is an element, or a unit containing the element, that is available for selection at some stage of the sampling process. In this study, the sampling unit is those Hangzhou residents, who are 18 years old and above. They should have been to theme parks not located in Hangzhou, and have the intention to visit theme parks in Hangzhou.

Figure 4.1 The map of Hangzhou city



A: Xicheng Square B: Hongtaiyang Square C: In time department store,

Source: <http://www.gotohz.com>

### 4.2.3 Sample Size

According to the Hangzhou Government Yearbook 2003, the registered population of Hangzhou is 6.42 million, as mentioned in Chapter I. From Table 1.2 we can see the total tourists arrival number at theme parks was around 2 million in year 2003. It is obvious that the non-visited residents' number is more than 4 million. The target population is the non-visitor residents but have the intention to visit theme parks in Hangzhou. The sample selected for this study is 384 people, which was determined by Anderson's table. The researcher chose the largest number to interpret the accurate data.

**Table 4.1 Theoretical sample sizes for Different Sizes of Population and a 95 percent 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	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Sources: Gary Anderson, Fundamentals of Educational Research, 1996 p.202.

#### 4.2.4 Sampling procedures

Non-probability sampling is used in this research. Non-probability sampling relies on the personal judgment of the researcher rather than chance to select sample elements. The researcher can arbitrarily or consciously decide which elements to include in the sample. Non-probability samples may yield good estimates of the population characteristics (Malhotra, 2004).

The researcher will apply convenient sampling to collect information. The convenient sampling is quick and inexpensive to obtain information.

#### 4.2.5 Research Instrument / questionnaire

The researcher uses a questionnaire as the instrument of this research. The main

advantages of this kind of questionnaire are that it can be collected in a complete form within a short period of time and can be obtained from the target respondents' immediate completion of the respondents. This approach can also be easily manipulated by computer.

The researcher uses a self-administered structured questionnaire to gather the information from the respondents. The questionnaire which is attached in the appendix was constructed into four parts as below:

**Part I:** This part of the questionnaire consists of 4 scanning questions, which attempts to confirm that the respondents are target population of this study. They should have been to the theme park not located in Hangzhou, and have the intention to visit a theme park in Hangzhou.

**Part II:** This part of the questionnaire attempts to ask the respondents to measure the influence of each factor by 11 questions. Two conditions --- in any place other than Hangzhou and specific in Hangzhou was been considered. For each statement, a five-point Likert scales is applied.

**Part III:** This part of the questionnaire attempts to ask the respondents to express their expectation of theme park in both Hangzhou and any place other than Hangzhou. This part consists of 11 questions.

**Part IV:** This part of the questionnaire attempts to get the demographic background of each respondent, such as gender, age, monthly income and so on.

#### 4.2.6 Operational Definition Table

Concept	Conceptual Definition	Level of measurement	Question Number
Theme	The main subject of a theme park.	Ordinal Scale	Q 5.1
Attraction	Designated permanent resources which are controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public.	Ordinal Scale	Q 5.2
Entrance fee	The amount of money that the tourist pays in order to be allowed into theme park.	Ordinal Scale	Q 5.3
Accessibility	Accessibility is the ease of access to a destination including the time taken to reach the destination and the frequency of transport to the destination.	Ordinal Scale	Q 5.4 Q 5.5
Safety	Safety is a state in which or a place where you are safe and not in danger or at risk.	Ordinal Scale	Q 5.6
Service	A service is any act or performance that one party can offer to another party and is essentially intangible and does not result in ownership.	Ordinal Scale	Q 5.7
Climate	It is the general weather conditions usually found in a particular place.	Ordinal Scale	Q 5.8
Children's desire	Children's hope and wish concerning the theme park.	Ordinal Scale	Q 5.9
Promotion	The techniques by which organizations communicate with their customers and seek to persuade them to purchase particular products and services.	Ordinal Scale	Q 5.10

Source of information	Normally, information will come from two major sources-the commercial environment and the social environment. The commercial environment refers to information coming from companies, destinations, countries, or tourist businesses. The social environment, characterized by friends, relatives, and reference groups, presumably would have nothing materially to gain from the tourist's decision to buy.	Ordinal Scale	Q 6.1
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### 4.3 Pre-test

To ensure the reliability of the self-administered questionnaire, a pre-test is essential. The pre-test is a vital tool for evaluating the questionnaire to see whether it is sufficiently effective for the research or not. The results are used to screen out problems in the design of a questionnaire (Zikmund, 2000).

Zikmund (2000) mentioned that in order to conduct the pre-test, the number of respondents should be at least 25 samples. In this research, the researcher used 30 samples.

In order to find out reliability, the questionnaire was processed in the Statistical Package for Social Science (SPSS) by using the Cronbach's Coefficient Alpha Scale. After examining the questionnaire, the results of reliability analysis turned out to be  $\text{Alpha} = 0.701$ . Sekaran (1992) stated that if the reliability value is at least 0.6, it is considered reliable. As the result of reliability analysis from the study, the coefficient alpha scores are higher than 0.6, so it is considered reliable.



#### 4.4 Data Collection

In this study, the data was collected from primary as well as secondary sources in order to accomplish the purpose of this research. The procedures of gathering data are shown as below:

**Primary data:** In this research, primary data is to be collected by a self-administered questionnaire for finding the information obtained from respondents in sample unit.

The 384 questionnaires will be distributed in three locations in Hangzhou Intime department store, Hongtaiyang Square, and Xicheng Square between 10th and 20th of March 2005. Miss Chen Yan and Miss Huang Yanting will help the researcher to distribute the questionnaires.

**Secondary data:** In this research, the secondary data has been gathered from several sources such as textbooks, newspapers, professional journals and Internet. The researcher also refers to the Yearbooks of Hangzhou government. The information derived by these procedures provides meaning, concept and model of theory and are used to develop the framework for this study.

#### 4.5 Statistical Treatment of Data

To analyze the data collected from the respondents, the researcher used the Statistical Package for Social Science (SPSS) program for the testing of hypotheses.

**Table 4.2 Statistical Tool used for data analysis**

<b>Hypothesis</b>	<b>Statistical</b>
1. Ho: There is no difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.	<b>Wilcoxon Matched Pairs test</b>
2. Ho: There is no difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.	<b>Wilcoxon Matched Pairs test</b>
3. Ho: There is no difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.	<b>Wilcoxon Matched Pairs test</b>
4. Ho: There is no difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.	<b>Wilcoxon Matched Pairs test</b>
5. Ho: There is no difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. Ha: There is difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.	<b>Wilcoxon Matched Pairs test</b>

<p>6. Ho: There is no difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p> <p>Ha: There is difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p>	<p><b>Wilcoxon Matched Pairs test</b></p>
<p>7. Ho: There is no difference of climate's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p> <p>Ha: There is difference of climate's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p>	<p><b>Wilcoxon Matched Pairs test</b></p>
<p>8. Ho: There is no difference of children's desire's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p> <p>Ha: There is difference of children's desire's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p>	<p><b>Wilcoxon Matched Pairs test</b></p>
<p>9. Ho: There is no difference of promotion's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p> <p>Ha: There is difference of promotion's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p>	<p><b>Wilcoxon Matched Pairs test</b></p>
<p>10. Ho: There is no difference of source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p> <p>Ha: There is difference of source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.</p>	<p><b>Wilcoxon Matched Pairs test</b></p>

## Chapter V

### Data Analysis

This chapter provides the results of the data based on 384 respondents. It intended to focus on the analysis of collected data, which includes descriptive statistics analysis and inferential statistics analysis of the hypotheses. The presentation of logical application of test results is provided at the end of this chapter.

#### 5.1 Descriptive Statistics

Descriptive statistics is the statistics used to describe or summarize information about a population or sample (Zikmund, 1997).

There are totally 502 questionnaires distributed to Hangzhou residents during the period of 10th to the 20th of March 2005. 118 respondents were screened by questionnaire Part I. In the end, 384 questionnaires are filled in and returned to the researcher flawlessly.

**Table 5.1 Respondent gender group**

gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	186	48.4	48.4	48.4
	female	198	51.6	51.6	100.0
Total		384	100.0	100.0	

Table 5.1 highlights gender of respondents and explains that the 384 respondents

of this research include 186 or 48.4% male respondents and 198 or 51.6% female respondents. This signifies that the majority of the respondents are female.

**Table 5.2 Respondent age group**

age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29 years old	158	41.1	41.1	41.1
30-39 years old	125	32.6	32.6	73.7
40-49 years old	70	18.2	18.2	91.9
50 years old and above	31	8.1	8.1	100.0
Total	384	100.0	100.0	

As can be seen from Table 5.2, those whose age ranges “18-29 years old” represent the largest group of respondents (158 or 41.1% respondents). The other larger age group of respondents is represented by those whose age is between “30-39 years old” (125 or 32.6% respondents). It also includes respondents whose age ranges between “40-49 years old” (18.2% or 70 respondents) and “50 years old and above” (8.1% or 31 respondents).

**Table 5.3 Respondent education group**

educational level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid up to high school	91	23.7	23.7	23.7
bachelor's degree or equivalent	202	52.6	52.6	76.3
master degree or equivalent	72	18.8	18.8	95.1
higher than master degree	19	4.9	4.9	100.0
Total	384	100.0	100.0	

Table 5.3 shows educational level of respondents and explains that the largest group of respondents (202 or 52.6% respondents) has bachelor's degree or equivalent. The second largest group of respondents (91 or 23.7% respondents) has education level up to high school. 72 or 18.8% respondents have master degree or equivalent and the rest, 19 or 4.9% respondents, have education higher than master degree.

**Table 5.4 Respondent income group**

		income level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1,000 yuan	18	4.7	4.7	4.7
	1,000 to 2,500 yuan	163	42.4	42.4	47.1
	2,501 to 5,000 yuan	140	36.5	36.5	83.6
	5,001 to 8,000 yuan	47	12.2	12.2	95.8
	more than 8,000 yuan	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

As can seen from Table 5.4, the respondents who have monthly income at the level of 1,000 to 2,500 yuan occupies 163 or 42.4% as the largest group. 140 or 36.5% respondents have monthly income at the level of 2,501 to 5,000 yuan and represent as the second largest group. The income level per month of 47 or 12.2% respondents, 18 or 4.7% respondents and 16 or 4.2% respondents ranges between 5,001 to 8,000 yuan, less than 1,000 yuan or more and 8,000 yuan respectively.



**Figure 5.1 Theme interested when the theme park is in any place other than Hangzhou**

What kind of themes you are interested in if the theme park is in any place other than Hangzhou?

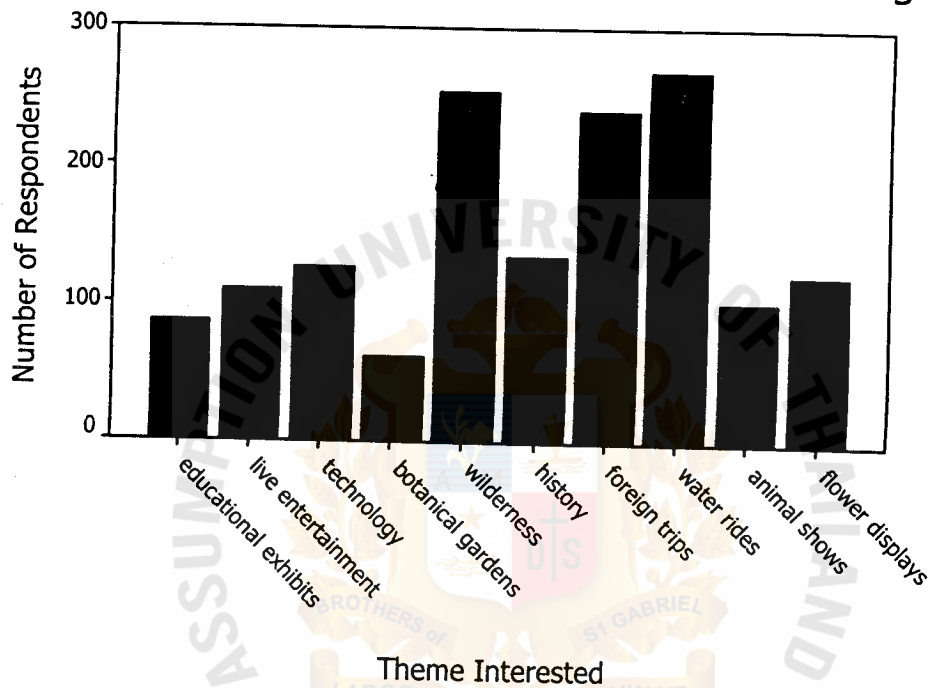


Figure 5.1 highlights the theme respondents interested in if the theme park in any place other than Hangzhou. The most interesting theme group is “water rides” (268 respondents), “wilderness”(253 respondents) and “foreign trips” (141 respondents). “History”, “technology”, “flower displays” and “live entertainment” make up the second group, which attracts 134, 126, 121 and 109 respondents respectively. The third group was composed with the theme as “animal shows” (101 respondents), “educational exhibits” (86 respondents) and “botanical gardens” (61 respondents).

**Figure 5.2 Theme interested in when the theme park is in Hangzhou**

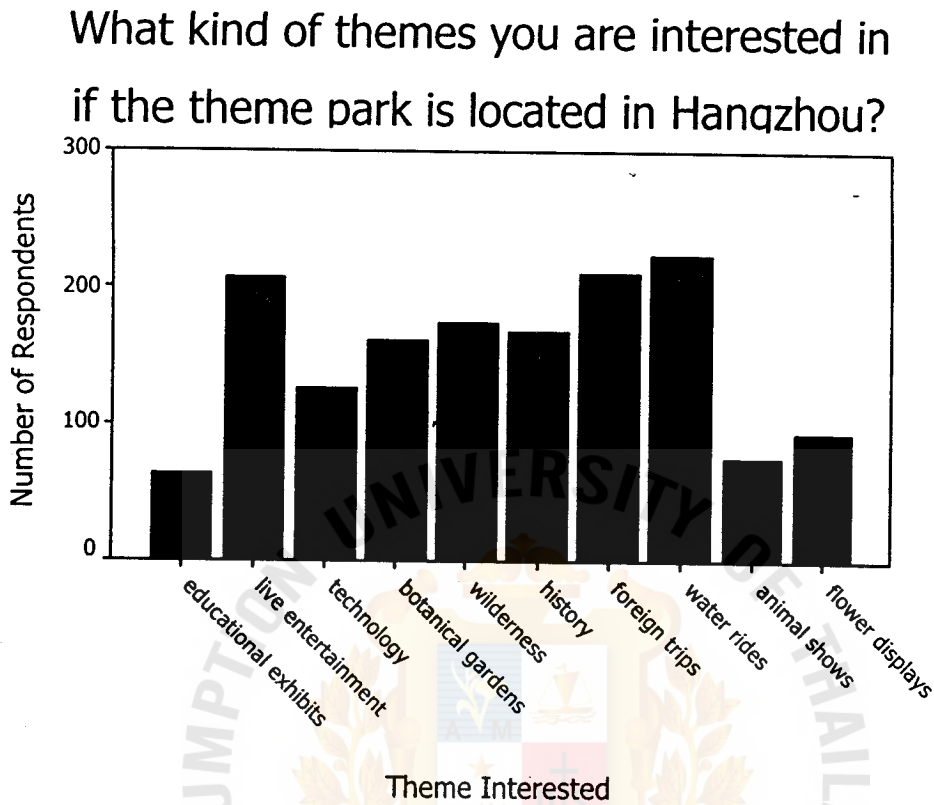
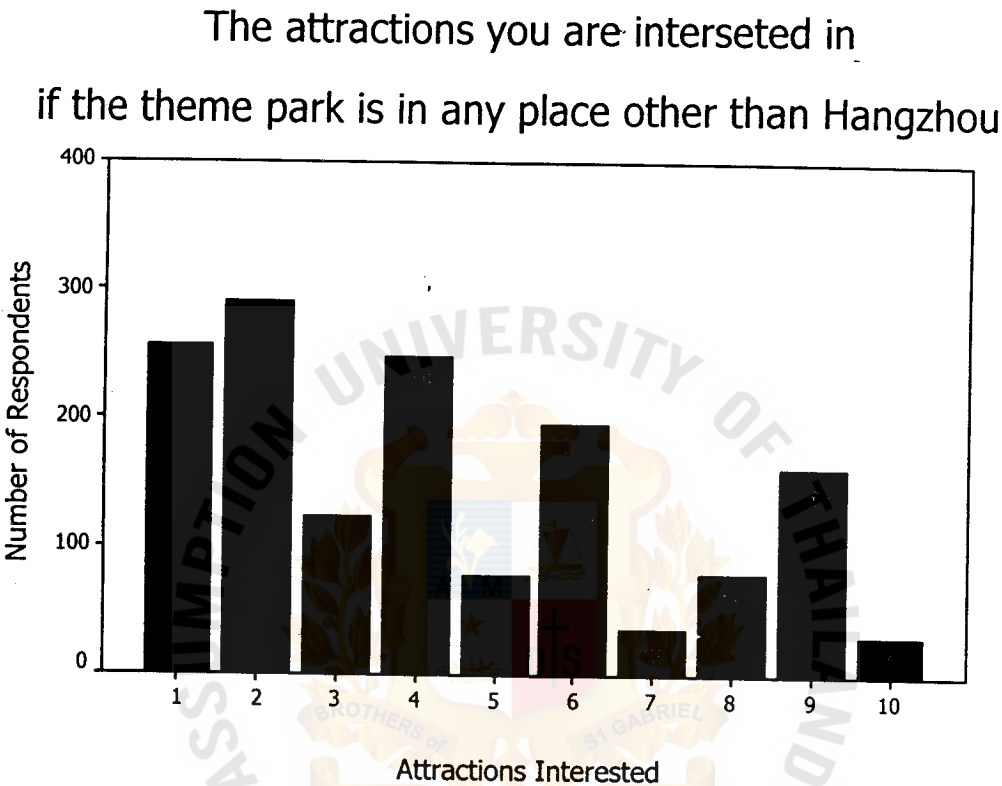


Figure 5.2 highlights the theme respondents are interested in if the theme park is in Hangzhou. The most interesting theme group is “water rides” (223 respondents), “foreign trips”(211 respondents) and “live entertainment” (208 respondents). “wilderness”, “history”, “botanical gardens” and “technology” make up the second group, which attracts 174, 167, 161 and 126 respondents respectively. The third group was composed with the theme as “flower displays” (92 respondents), “animal shows” (75 respondents) and “educational exhibits” (63 respondents).

**Figure 5.3 Attraction interested when the theme park is in any place other than Hangzhou**



- |                                  |   |
|----------------------------------|---|
| 1 Roller coaster                 | 6 Movie-based rides entertainemnt         |
| 2 Water rides                    | 7 Exhibits/attractions promoting learning |
| 3 Big name entertainment         | 8 Rides for small children                |
| 4 Variety/quality of restaurants | 9 Animals in their natural habitat        |
| 5 General shows and entertainmen | 10 Gifts or souvenir shops                |

Figure 5.3 shows the attractions respondents are interested in when the theme park is in any place other than Hangzhou. 290 respondents choose “water rides” as the interesting attraction. “Roller coaster” (257 respondents) and “variety/ quality of restaurants” (248 respondents) listed as the second and third attracted attractions. Followed with “movie-based rides entertainment”, “Animals in their natural habitat”

and “big name entertainment”, which were chosen by 195, 162 and 124 respondents respectively.

**Figure 5.4 Attraction interested when the theme park is in Hangzhou**

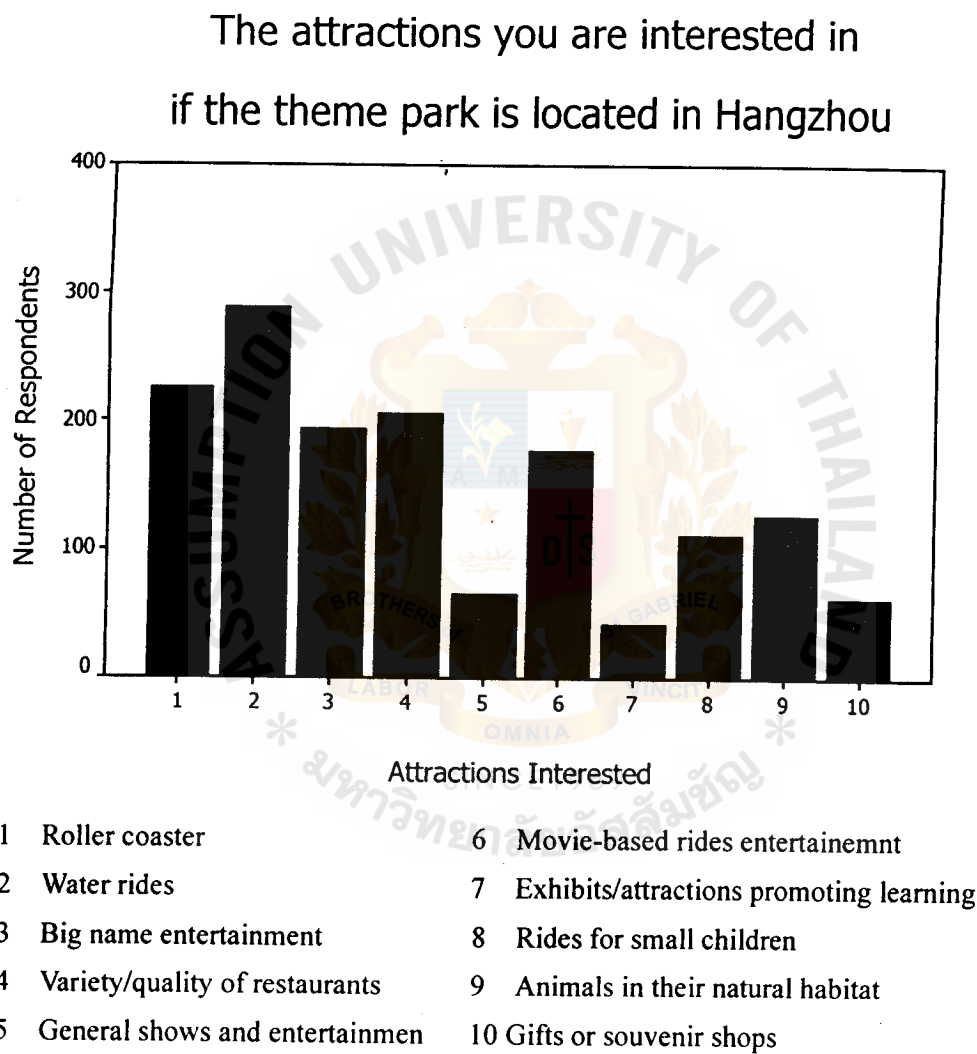


Figure 5.4 shows the attractions respondents are interested in when the theme park is in Hangzhou. 288 respondents choose “water rides” as the interesting attraction. “Roller coaster” (227 respondents) and “variety/ quality of restaurants” (206 respondents) listed as the second and third attracted attractions. Followed with

“big name entertainment”, “movie-based rides entertainment”, “Animals in their natural habitat” and, which were chosen by 194, 177 and 126 respondents respectively.

**Table 5.5 The suitable entrance fee of the theme park in any place other than Hangzhou**

**suitable entrance price for the theme park in the places other than Hangzhou**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 25 yuan	21	5.5	5.5	5.5
less than 50 yuan	182	47.4	47.4	52.9
less than 75 yuan	75	19.5	19.5	72.4
less than 100 yuan	72	18.8	18.8	91.1
less than 150 yuan	34	8.9	8.9	100.0
Total	384	100.0	100.0	

Table 5.5 shows the suitable entrance fee people prefer for the theme park in any places other than Hangzhou. The largest group (182 or 47.4% respondents) chooses less than 50 yuan as the suitable price they think. The second largest group (75 or 19.5% respondents) chooses less than 75 yuan. Followed with 72 or 18.8% respondents choose less than 100 yuan as the third largest group. While 34 or 8.9% respondents choose less than 150 yuan, and 21 or 5.5% respondents choose less than 25 yuan.

**Table 5.6 The suitable entrance fee of the theme park located in Hangzhou**

suitable entrance price for the theme park located in Hangzhou		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 25 yuan	42	10.9	10.9	10.9
	less than 50 yuan	218	56.8	56.8	67.7
	less than 75 yuan	48	12.5	12.5	80.2
	less than 100 yuan	55	14.3	14.3	94.5
	less than 150 yuan	21	5.5	5.5	100.0
	Total	384	100.0	100.0	

Table 5.6 shows suitable entrance fee people prefer for the theme park in Hangzhou. The largest group (218 or 56.8% respondents) chooses less than 50 yuan as the suitable price they think. The second largest group (55 or 14.3% respondents) chooses less than 100 yuan. Followed with 48 or 12.5% respondents choose less than 75 yuan as the third largest group. While 42 or 10.9% respondents choose less than 25 yuan, and 21 or 5.5% respondents choose less than 150 yuan.

**Table 5.7 Transportation preferred to the theme park in the places other than Hangzhou**

transportation prefer to the theme park in the places other than Hangzhou		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	private car	91	23.7	23.7	23.7
	public bus	64	16.7	16.7	40.4
	theme park scheduled bus	148	38.5	38.5	78.9
	train	37	9.6	9.6	88.5
	air	44	11.5	11.5	100.0
	Total	384	100.0	100.0	

Table 5.7 reflects the transportation people prefer to go to the theme park in the



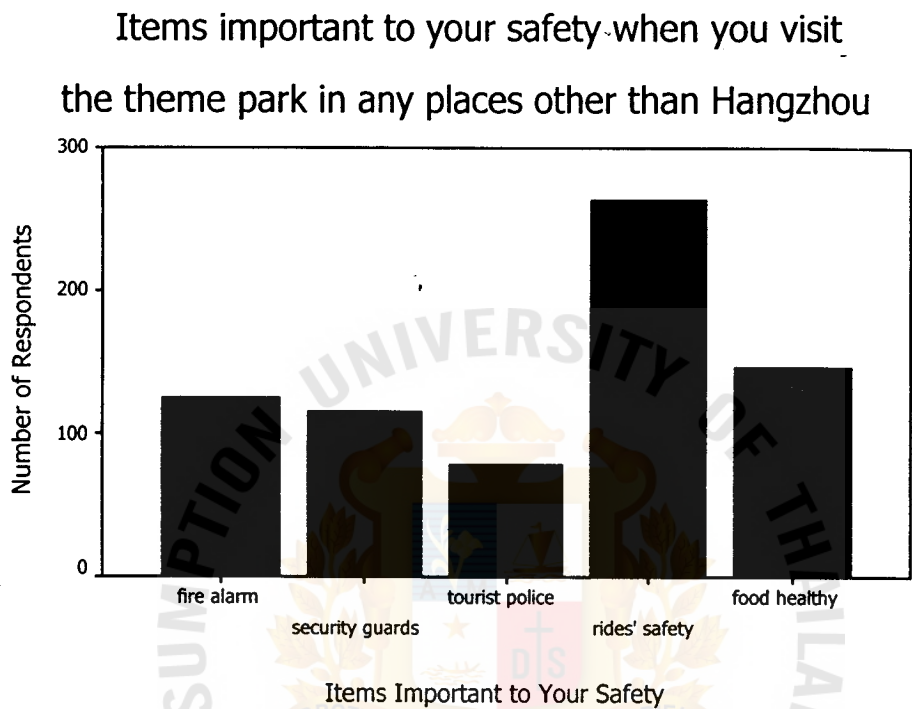
places other than Hangzhou. 148 or 38.5% respondents choose theme park scheduled bus as the first choice, which is the largest group. The second largest group is the respondents prefer private car (91 or 23.7%). 64 or 16.7% respondents choose public bus which is the third largest group. Followed with the people who prefer air (44 or 11.5%) and train (37 or 9.6%).

**Table 5.8 Transportation preferred to the theme park located in Hangzhou**

transportation prefer to the theme park located in Hangzhou					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	private car	117	30.5	30.5	30.5
	public bus	76	19.8	19.8	50.3
	theme park scheduled bus	177	46.1	46.1	96.4
	bicycle	14	3.6	3.6	100.0
	Total	384	100.0	100.0	

Table 5.8 reflects the transportation people prefer to go to the theme park in Hangzhou. 177 or 46.1% respondents choose theme park scheduled bus as the first choice, which is the largest group. The second largest group is the respondents who prefer private car 117 or 30.5%). 76 or 19.8% respondents choose public bus which is the third largest group. Followed with the people prefer bicycle (14 or 3.6%).

**Figure 5.5 Items important to your safety when you visit the theme park in any place other than Hangzhou**



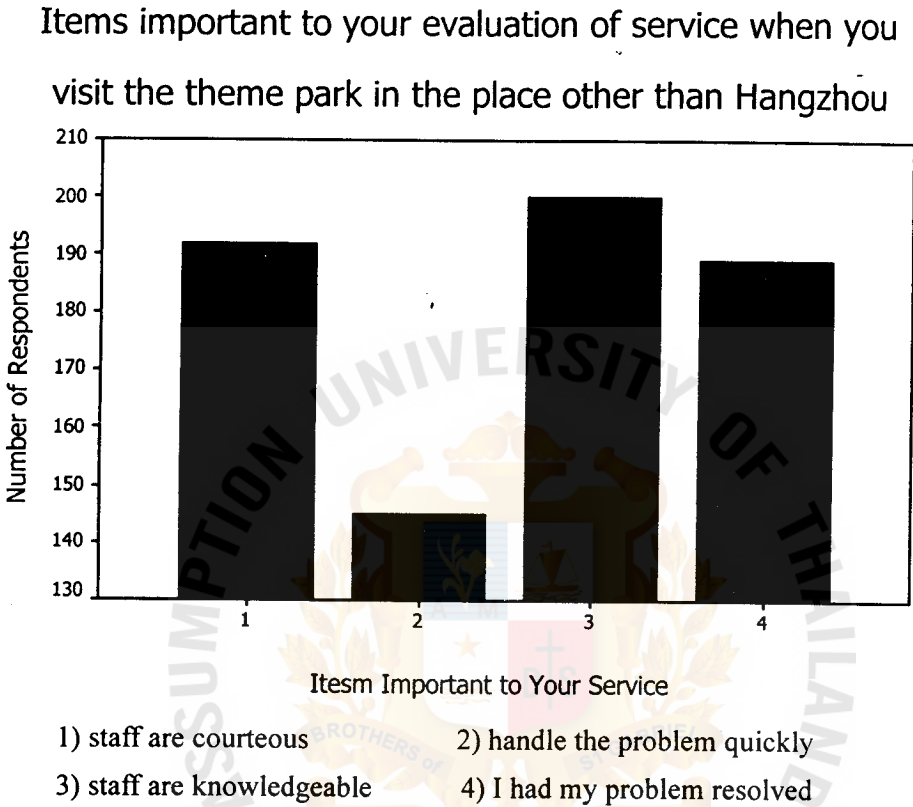
As can be seen from Figure 5.5, there are 264 respondents who choose “rides’ safety” as the item important to their safety when they visit the theme park in any place other than Hangzhou. “Food healthy” was considered as the important items by 146 respondents. Followed with “fire alarm” (125 respondents) and “security guards” (115 respondents), whereas 79 respondents choose tourist police.

**Figure 5.6 Items important to your safety when you visit the theme park in Hangzhou**



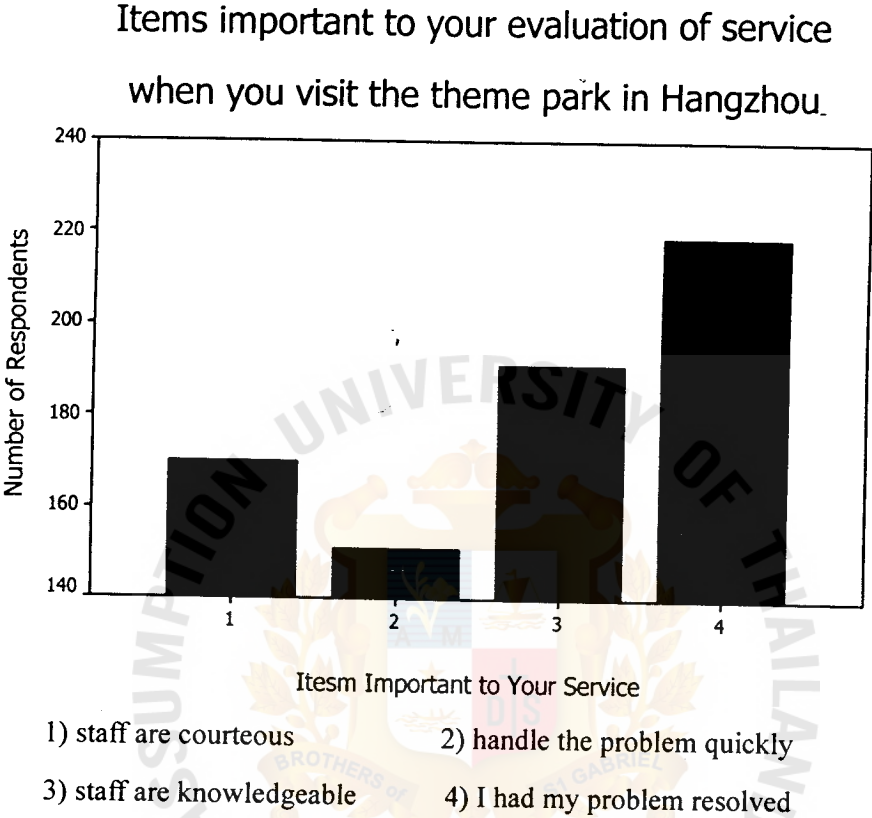
As can be seen from Figure 5.6, there are 255 respondents who choose “rides’ safety” as the item important to their safety when they visit the theme park in Hangzhou. “Security guards” was considered as the important item by 145 respondents. Followed with “fire alarm” (134 respondents) and “tourist police” (105 respondents), whereas 97 respondents choose tourist police.

**Figure 5.7 Items important to your evaluation of service when you visit the theme park in any place other than Hangzhou**



As can be seen from Figure 5.7, 200 respondents choose “staff are knowledgeable” as the important item when they evaluate the service of the theme park in any place other than Hangzhou. 192 respondents choose “staff are courteous” and 189 respondents choose “I had my problem resolved”. While 145 respondents think “handle the problem quickly ” as the important criterion.

**Figure 5.8 Items important to your evaluation of service when you visit the theme park in Hangzhou**



As can be seen from Figure 5.8, 219 respondents choose “I had my problem resolved” as the important item when they evaluation of the service of the theme park in Hangzhou. 191 respondents choose “staff are knowledgeable” and 170 respondents choose “staff are courteous”. While 151 respondents think “handle the problem quickly” as the important criterion.

**Figure 5.9 Promotion methods interested when you visit the theme park in any place other than Hangzhou**

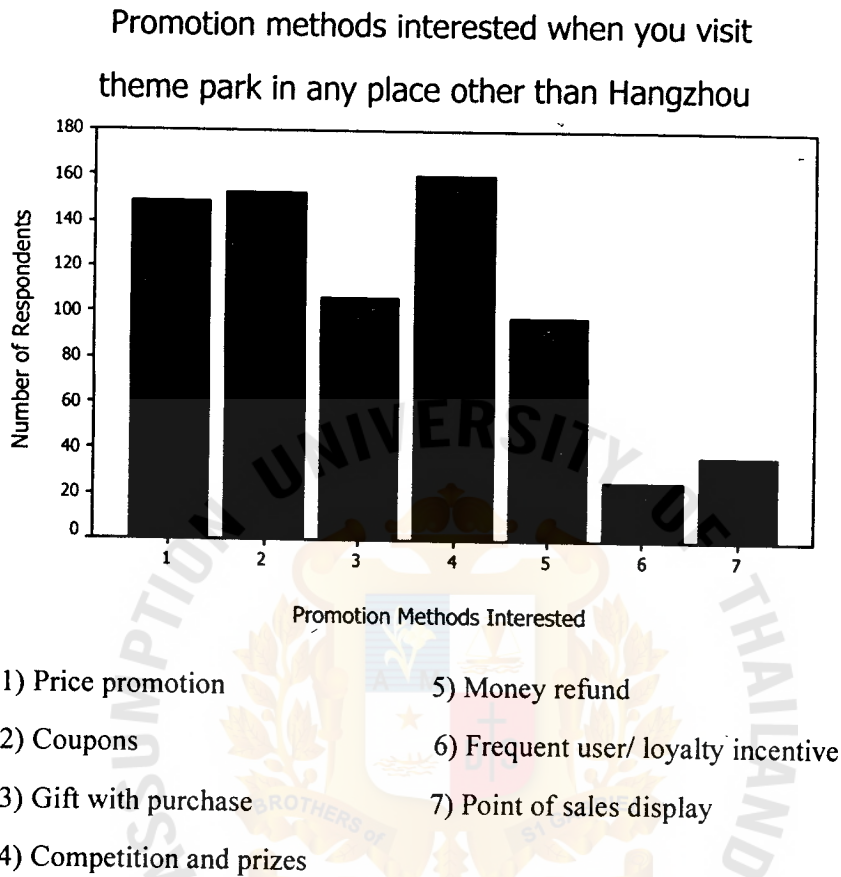


Figure 5.9 shows the promotion methods people are interested in when they visit theme park in any place other than Hangzhou. 160 respondents prefer “competition and prize”, which is the largest group. 153 respondents choose “coupons” and 149 respondents choose “price promotion” as their interested methods. Followed, 106 respondents show their interest to the “gift with purchase”, while 98 respondents choose “money refund”. Only 37 respondents consider “point of sales display” as a method they interested in, whereas 26 respondents choose “frequent user/loyalty incentive”.



**Figure 5.10 Promotion methods interested when you visit the theme park in Hangzhou**

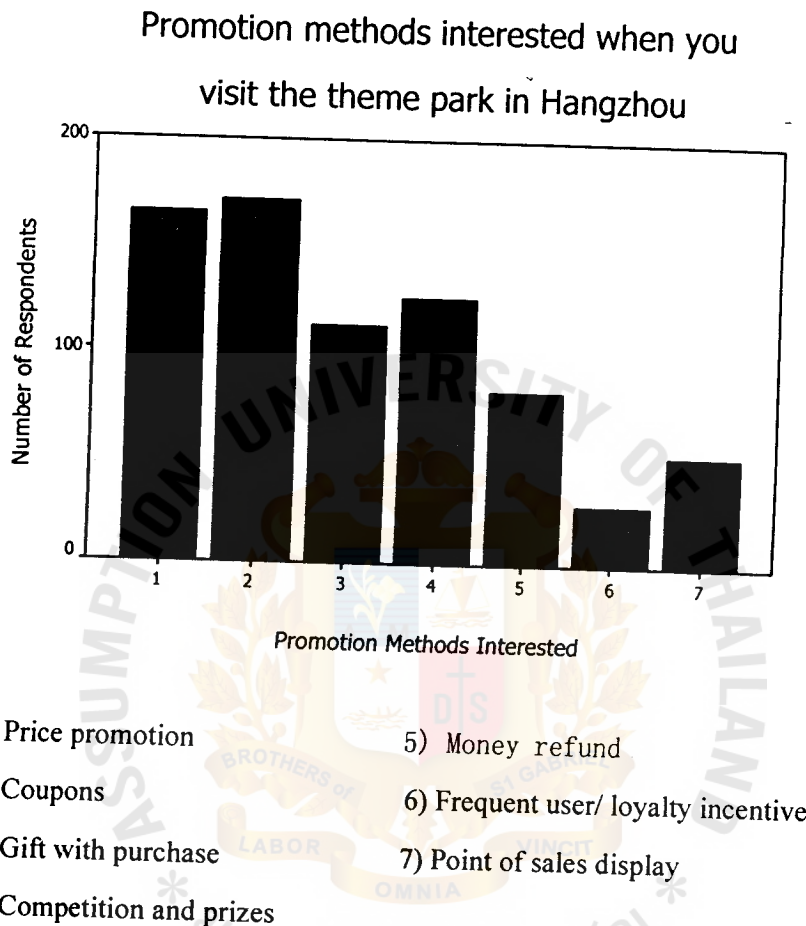
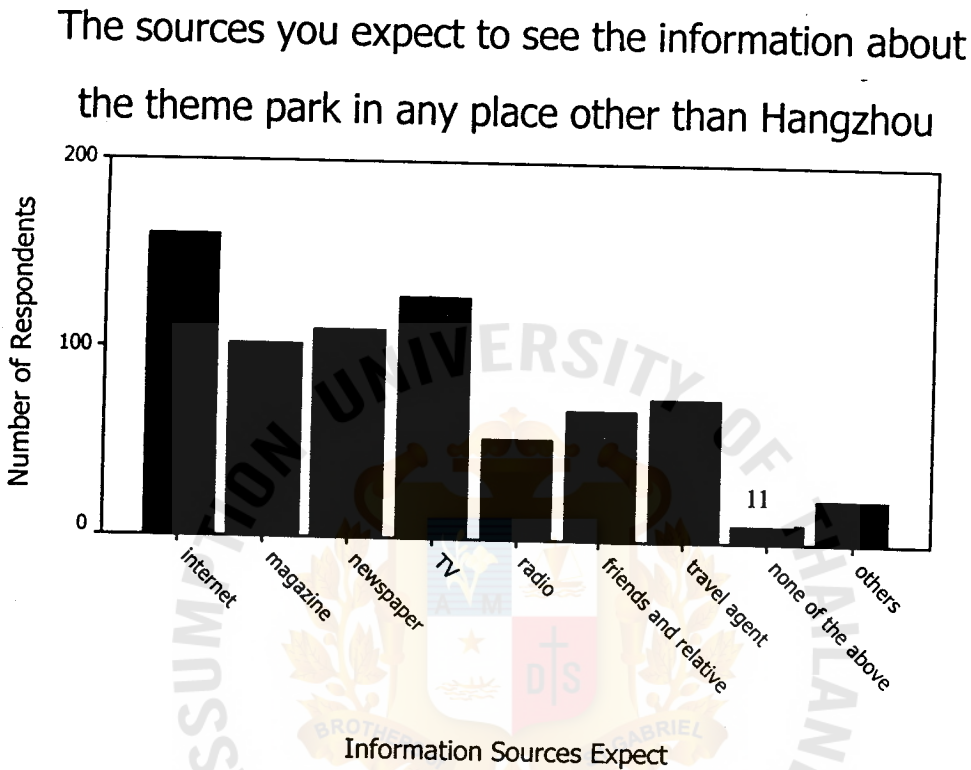


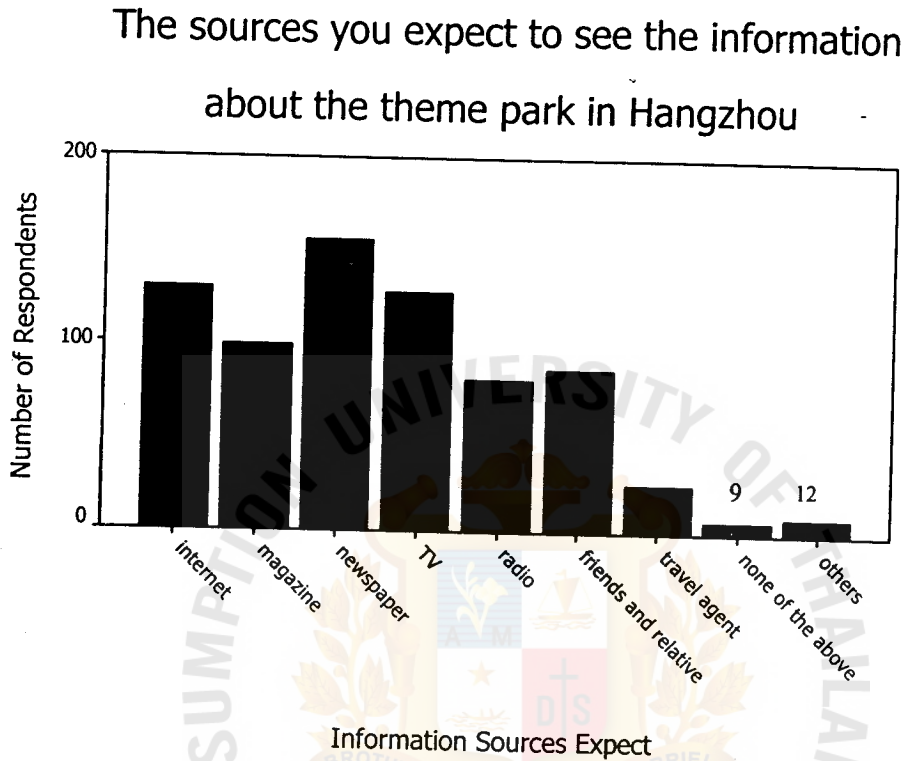
Figure 5.10 shows the promotion methods people are interested in when they visit the theme park in Hangzhou. 171 respondents prefer “coupons”, which is the largest group. 165 respondents choose “price promotion” and 126 respondents choose “competition and prize” as their interested methods. Followed by 112 respondents who show their interest to the “gift with purchase”, while 82 respondents choose “money refund”. Only 52 respondents consider “point of sales display” as a method they interested in, whereas 29 respondents choose “frequent user/loyalty incentive”.

**Figure 5.11 The sources where you expect to see the information about the theme park in any place other than Hangzhou**



As can be seen from figure 5.11, there are 160 respondents expect to see the information about the theme park in any places other than Hangzhou from “internet”, which is the largest group of all. 128 respondents choose “TV” as the information sources they expected. 110 respondents prefer “newspaper” while 102 respondents prefer “magazine”. “Travel agent”, “friends and relatives” and “radio” was considered as the information sources they expect by 76, 69 and 52 respondents respectively. While 11 respondents choose “none of the above”, and 23 respondents choose “others”.

**Figure 5.12 The sources where you expect to see the information about the theme park in Hangzhou**



As can be seen from Figure 5.12, there are 156 respondents who expect to see the information about the theme park in any place other than Hangzhou from “newspaper”, which is the largest group of all. 130 respondents choose “internet” as the information sources they expected. 128 respondents prefer “TV” while 99 respondents prefer “magazine”. “Friends and relatives”, “radio” and “travel agency” was considered as the information sources they expect by 87, 81 and 26 respondents respectively, while 9 respondents choose “none of the above”, and 12 respondents choose “others”.

**Table 5.9 The season you prefer to visit a theme park in any place other than Hangzhou**

**The season preferred to visit a theme park in any place other than Hangzhou**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid spring	136	35.4	35.4	35.4
summer	59	15.4	15.4	50.8
autumn	134	34.9	34.9	85.7
winter	55	14.3	14.3	100.0
Total	384	100.0	100.0	

Table 5.9 shows the season people prefer to visit a theme park in any place other than Hangzhou. 35.4% or 136 respondents choose “spring” as their favorite. 34.9% or 134 respondents choose “autumn”, while only 15.4% or 59 respondents prefer to visit in “summer”. The others (14.5% or 55 respondents) choose winter.

**Table 5.10 The season you prefer to visit a theme park located in Hangzhou**

**The season preferred to visit a theme park located in Hangzhou**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid spring	150	39.1	39.1	39.1
summer	112	29.2	29.2	68.2
autumn	91	23.7	23.7	91.9
winter	31	8.1	8.1	100.0
Total	384	100.0	100.0	

Table 5.10 shows the season people prefer to visit theme park in Hangzhou. 39.1% or 150 respondents choose “spring” as their favorite. 29.2% or 112 respondents choose “summer”, while 23.7% or 91 respondents prefer to visit in “summer”. The others (8.1% or 31 respondents) choose winter.

**Table 5.11 The distance suitable for you to visit a theme park in any place other than Hangzhou**

**suitable distance for you to visit theme park in any places other than Hangzhou**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 1.5 hours by car	72	18.8	18.8	18.8
less than 2 hours by car	139	36.2	36.2	54.9
less than 3 hours by car	119	31.0	31.0	85.9
less than 4 hours by car	32	8.3	8.3	94.3
other	22	5.7	5.7	100.0
Total	384	100.0	100.0	

Table 5.11 indicates the suitable distance for people to visit a theme park in any place other than Hangzhou. 36.2% or 139 respondents prefer the theme park in the range of “less than 2 hours by car”. 31.0% or 119 respondents choose the suitable distance that is “less than 3 hours by car”, while 72 (or 18.8%) and 32 (or 8.3%) respondents prefer visit the theme park in the range of “less than 1.5 hours by car” and “less than 4 hours by car”. But 22 or 5.7% respondents choose “others”.

**Table 5.12 The distance suitable for you to visit a theme park in Hangzhou**

**suitable distance for you to visit theme park in Hangzhou**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 30 minutes by car	41	10.7	10.7	10.7
	less than 45 minutes by car	91	23.7	23.7	34.4
	less than 60 minutes by car	109	28.4	28.4	62.8
	less than 75 minutes by car	110	28.6	28.6	91.4
	less than 90 minutes by car	22	5.7	5.7	97.1
	other	11	2.9	2.9	100.0
	Total	384	100.0	100.0	

Table 5.12 indicates the suitable distance for people to visit a theme park in Hangzhou. 28.6% or 110 respondents prefer the theme park in the range of “less than 75 minutes by car”. 28.4% or 109 respondents choose the suitable distance that is “less than 60 minutes by car”. While 91 (or 23.7 %) and 41 (or 10.7%) respondents prefer to visit the theme park in the range of “less than 45 minutes by car” and “less than 30 minutes by car”. 22 or 5.7% respondents choose “less than 90 minutes by car” as the suitable range. But 11 or 2.9% respondents choose “others”.

**The rank order of the 5 most important factors**

To summarize the data of the rank order, the researcher performed a data transformation by multiplying the frequency times the rank (score) to develop a new scale that represents the summarized rank ordering.



**Figure 5.13 The rank order of the important factors which influence people’s theme park visiting decision making, when the theme park is in Hangzhou.**

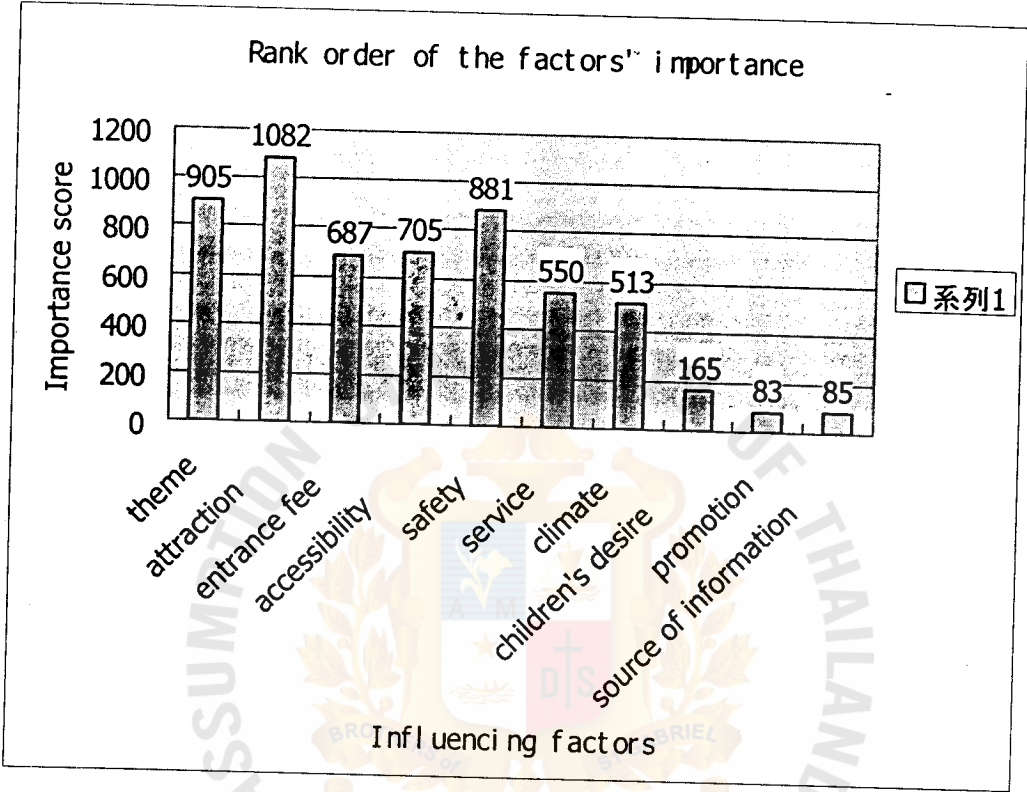


Figure 5.13 shows the rank order of the important factors which influence people’s theme park visiting decision making, when the theme park is in Hangzhou. The most important factor is “attraction”, the second one is “theme”, followed by “safety” and “accessibility” which is the third and fifth important factors. The fifth is “entrance fee”.

**Figure 5.14 The rank order of the important factors which influence people’s theme park visiting decision making, when the theme park is in any place other than Hangzhou**

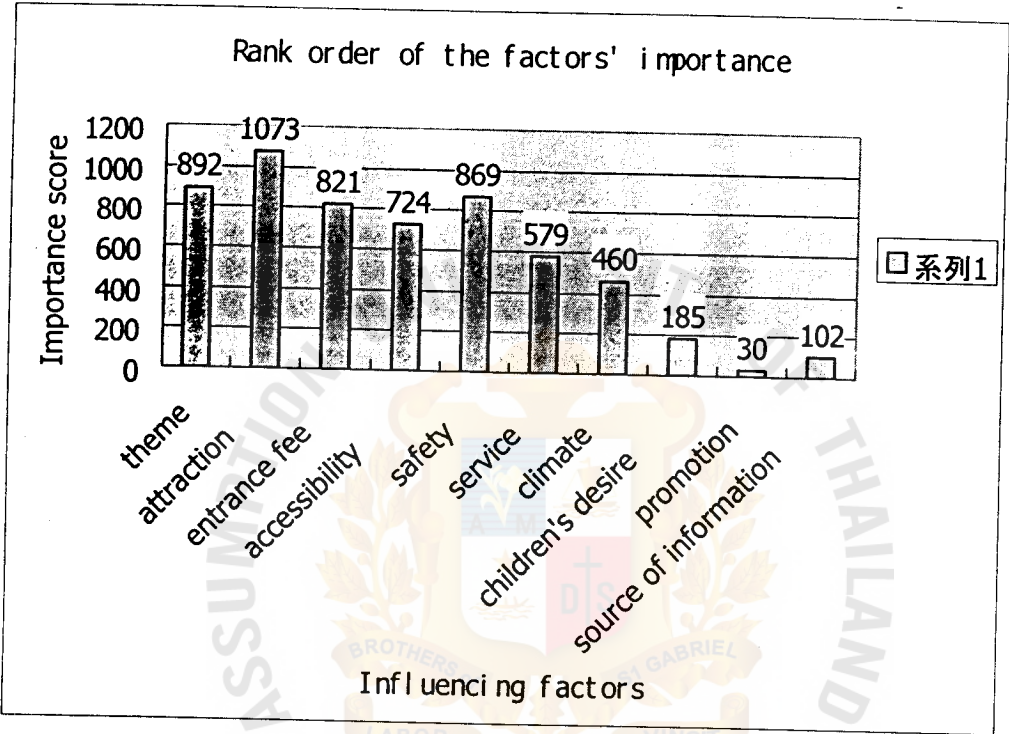


Figure 5.14 shows the rank order of the important factors which influence people’s theme park visiting decision making, when the theme park is in any other place than Hangzhou. The most important factor is “attraction”, the second one is “theme”, followed with “safety” and “entrance fee” which is the third and fifth important factors. The fifth is “accessibility”.

## 5.2 Inferential Statistic

Inferential statistics is used to make an inference about a population from a sample (Zikmund, 1997).

### Hypothesis Testing

In this study, the Wilcoxon matched-pairs signed-ranks test is applied to test the difference of influencing factor's influencing level on decision-making between the theme park in any place other than Hangzhou and one located in Hangzhou.

The Wilcoxon matched-pairs signed-ranks test, also referred to as the Wilcoxon T-test, is used when the researcher would use a repeated measures or paired t-test – that is, when the same participants perform under each level of the independent variable. The level of significance is .05.

### Hypothesis 1

H<sub>01</sub>: There is no difference of theme's influencing level on decision-making between theme park in Hangzhou and in any place other than Hangzhou.

H<sub>a1</sub>: There is difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.13 The Wilcoxon matched-pairs signed-ranks test for theme's influencing level on decision-making between theme park in Hangzhou and in any place other than Hangzhou.**

**Test Statistics<sup>b</sup>**

	theme - theme
Z	-.083 <sup>a</sup>
Asymp. Sig. (2-tailed)	.933

a. Based on negative ranks.

b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.13 illustrates the value of significance at 0.993 which is greater than .05 ( $.993 > .05$ ). Therefore, the null hypothesis is accepted, that there is no difference of theme's influencing level on decision-making between theme park in Hangzhou and in any place other than Hangzhou.

#### **Hypothesis 2**

Ho: There is no difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.14 The Wilcoxon matched-pairs signed-ranks test for attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

**Test Statistics<sup>b</sup>**

	attraction avaible - attraction avaible
Z	-.539 <sup>a</sup>
Asymp. Sig. (2-tailed)	.590

a. Based on negative ranks.

b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.14 illustrates the value of significance at 0.590 which is greater than .05 ( $.590 > .05$ ). Therefore, the null hypothesis is accepted, that there is no difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

### **Hypothesis 3**

Ho: There is no difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.15 The Wilcoxon matched-pairs signed-ranks test for entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

**Test Statistics<sup>b</sup>**

	entrance fee - entrance fee
Z	-3.371 <sup>a</sup>
Asymp. Sig. (2-tailed)	.001

a. Based on positive ranks.

b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.15 illustrates the value of significance at 0.001 which is less than .05 ( $.001 < .05$ ). Therefore, the null hypothesis is rejected, that there is a difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Hypothesis 4:**

Ho: There is no difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.16 The Wilcoxon matched-pairs signed-ranks test for accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**



**Test Statistics<sup>b</sup>**

	accessibilty (aw) - accessibilit y(hz)
Z	-3.848 <sup>a</sup>
Asymp. Sig. (2-tailed)	.000

a. Based on positive ranks.

b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.16 illustrates the value of significance at 0.000 which is less than .05 ( $.000 < .05$ ). Therefore, the null hypothesis is rejected, that there is a difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

### Hypothesis 5:

H<sub>0</sub>: There is no difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

H<sub>a</sub>: There is difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.17 The Wilcoxon matched-pairs signed-ranks test for safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics <sup>b</sup>	
	safety - safety
Z	-1.240 <sup>a</sup>
Asymp. Sig. (2-tailed)	.215

- a. Based on negative ranks.  
b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.17 illustrates the value of significance at 0.215 which is greater than .05 ( $.215 > .05$ ). Therefore, the null hypothesis is accepted, that there is no difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

#### **Hypothesis 6:**

Ho: There is no difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of service's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.18 The Wilcoxon matched-pairs signed-ranks test for safety’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics <sup>b</sup>	
	service - service
Z	-1.194 <sup>a</sup>
Asymp. Sig. (2-tailed)	.233

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.18 illustrates the value of significance at 0.233 which is greater than .05 (.233 > .05). Therefore, the null hypothesis is accepted, that there is no difference of service’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Hypothesis 7:**

Ho: There is no difference of climate’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou

Ha: There is difference of climate’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.19 The Wilcoxon matched-pairs signed-ranks test for climate’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics <sup>b</sup>	
	weather - weather
Z	-.664 <sup>a</sup>
Asymp. Sig. (2-tailed)	.507

- a. Based on negative ranks.
- b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.19 illustrates the value of significance at 0.507 which is greater than .05 (.507 > .05). Therefore, the null hypothesis is accepted, that there is no difference of climate’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Hypothesis 8:**

Ho: There is no difference of children’s desire’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of children’s desire’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.20 The Wilcoxon matched-pairs signed-ranks test for children’s desire’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics<sup>b</sup>

	children's desire - children's desire
Z	-.707 <sup>a</sup>
Asymp. Sig. (2-tailed)	.480

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.20 illustrates the value of significance at 0.480 which is greater than .05 (.480 > .05). Therefore, the null hypothesis is accepted, that there is no difference of children’s desire’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Hypothesis 9:**

Ho: There is no difference of promotion’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of promotion’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.21 The Wilcoxon matched-pairs signed-ranks test for promotion’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics <sup>b</sup>	
	promotion methods - promotion methods
Z	-2.116 <sup>a</sup>
Asymp. Sig. (2-tailed)	.034

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.21 illustrates the value of significance at 0.034 which is less than .05 (.034 < .05). Therefore, the null hypothesis is rejected, that there is a difference of promotion’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Hypothesis 10:**

Ho: There is no difference of source of information’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

Ha: There is difference of source of information’s influencing level on



decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

**Table 5.22 The Wilcoxon matched-pairs signed-ranks test for promotion’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.**

Test Statistics<sup>b</sup>

	information - information
Z	-1.665 <sup>a</sup>
Asymp. Sig. (2-tailed)	.096

- a. Based on negative ranks.
- b. Wilcoxon Signed Ranks Test

**Decision rule:** Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The Wilcoxon matched-pairs signed-ranks test in Table 5.22 illustrates the value of significance at 0.096 which is greater than .05 ( $.096 > .05$ ). Therefore, the null hypothesis is accepted, that there is no difference of source of information’s influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

5.3 Summary of Results from Testing

Table 5.23 Summary of results from hypothesis testing

Hypothesis	Statistics Test	Significance value (2-tailed)	Result
H1	Wilcoxon matched-pairs test	0.993	Accept Ho
H2	Wilcoxon matched-pairs test	0.590	Accept Ho
H3	Wilcoxon matched-pairs test	0.001	Reject Ho
H4	Wilcoxon matched-pairs test	0.000	Reject Ho
H5	Wilcoxon matched-pairs test	0.215	Accept Ho
H6	Wilcoxon matched-pairs test	0.233	Accept Ho
H7	Wilcoxon matched-pairs test	0.507	Accept Ho
H8	Wilcoxon matched-pairs test	0.480	Accept Ho
H9	Wilcoxon matched-pairs test	0.034	Reject Ho
H10	Wilcoxon matched-pairs test	0.096	Accept Ho

Table 5.23 shows the summary of results from hypothesis testing in this research.

The researcher uses Wilcoxon matched-pairs signed-ranks test to analyze the collected data. With 95% confidence value, there are three null hypotheses that are rejected in this research.

**Table 5.24 Summary of detailed hypothesis testing results.**

1	There is no difference of theme's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
2	There is no difference of attraction's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
3	<b>There is a difference of entrance fee's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.</b>
4	<b>There is a difference of accessibility's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.</b>
5	There is no difference of safety's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
6	There is no difference of service's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
7	There is no difference of climate's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
8	There is no difference of children's desire's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
9	<b>There is a difference of promotion's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.</b>

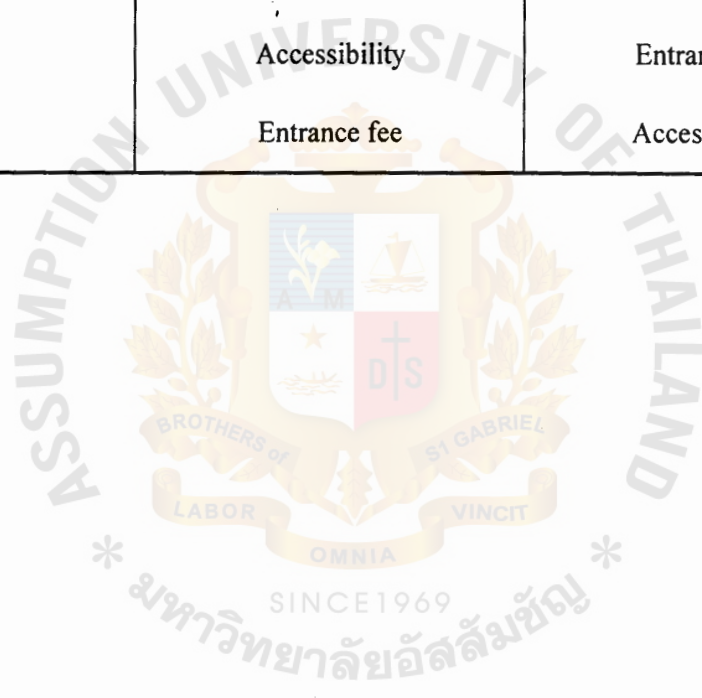
10	There is no difference of source of information's influencing level on decision-making between theme park in Hangzhou and one in any places other than Hangzhou.
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**Table 5.25 Summary of non-visitor’s expectation**

	<b>Theme park in any place other than Hangzhou</b>	<b>Theme park in Hangzhou</b>
<b>Theme interested in</b>	Water rides  Wilderness  Foreign trips	Water rides  Foreign trips  Live entertainment
<b>Attractions interested in</b>	Water rides  Roller coaster  Variety/ quality of restaurants	Water rides  Roller coaster  Variety/quality of restaurants
<b>Suitable entrance fee</b>	Less than 50 yuan	Less than 50 yuan
<b>Season prefer to visit theme park</b>	Spring  Autumn	Spring  Summer
<b>Transportation prefer</b>	Theme park scheduled bus	Theme park scheduled bus
<b>Suitable distance</b>	Less than 2 to 3 hours by car	Less than 60 to 75 minutes  by car
<b>Items important to your safety in theme park</b>	Rides’ safety	Rides’ safety
<b>Items important to your evaluation of service</b>	Staff are knowledgeable	I had my problem resolved
<b>Promotion methods interested in</b>	Competition and prize	Coupons

	Theme park in any places other than Hangzhou	Theme park in Hangzhou
Information sources expected	Internet TV	Newspaper Internet
Rank order of 5 most important factors	Attraction Theme Safety Accessibility Entrance fee	Attraction Theme Safety Entrance fee Accessibility





## Chapter VI

### Summary, Conclusion and Recommendations

The first section of this chapter provides a summary of findings and hypotheses testing results. The conclusion will be presented in the second section. In the third section, the researcher provides some recommendations based on the findings. The last section presents suggestions for further research.

#### 6.1 Summary of Findings

The research is to study the difference of influence factors' influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. The researcher collected the data from 384 respondents who are both male and female residents of Hangzhou, aged 18 years old and above, and never visit the theme park in Hangzhou. The researcher collected data in three locations: Intime department store, Hongtaiyang Square, and Xicheng Square during the period of 10th to the 20th of March 2005.

From finding of demographic characteristics, the majority of the respondents are females, who represented 51.6% of all respondents. The majority of respondents are in age group between 18-29 years old. The respondents who have bachelor's degree or equivalent accounted for 52.6%. The respondent who has a monthly income at the level of 1,000 to 2,500 yuan occupies 42.4% as the largest group.

As the result of this research is to study the difference of factors' influencing level on decision-making between theme park in Hangzhou and one in any place other

than Hangzhou, 10 hypotheses were set up in order to solve the problem mentioned in Chapter I. After analyzing the data collected, the researcher finds that there is no difference on theme, attraction, safety, service, climate, children's desire, and source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. While, as for entrance fee, accessibility and promotion, there is a difference of their influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou.

## **6.2 Conclusion**

The first objective of this study is to find the difference of factor's influencing level on decision-making between the theme park in Hangzhou and one in any other place than Hangzhou.

From the research results, it can be concluded that there is no difference on theme, attraction, safety, service, climate, children's desire, and source of information's influencing level on decision-making between theme park in Hangzhou and one in any place other than Hangzhou. While, as for entrance fee, accessibility and promotion, there is a difference.

When Hangzhou residents consider visiting a theme park in Hangzhou, Respondents indicated five important influencing factors in their consideration of whether or not to attend a theme park. The most important factor is "attraction"; the second one is "theme", followed by "safety" and "accessibility" which is the third and

fifth important factors. The fifth is “entrance fee”. With almost the same importance rank order, the factor “entrance fee” jumps to the fourth position, followed by “accessibility”.

The second objective is to study non-visitor’s expectation of theme park in Hangzhou and one in any other place than Hangzhou.

The finding of the research underscored the fact that Hangzhou residents are interested in the theme of “water rides”, “wilderness” and “foreign trips” with regard to theme park in any other place than Hangzhou. “Water rides”, “Roller coaster” and “variety/quality of restaurants” are the attraction that interest them. The suitable price for them is less than 50 yuan. And they prefer to visit a theme park in spring and autumn. Theme park schedule bus is their favorite transportation, and they hope they can be arrived during less than 2 or 3 hours by car. When the Hangzhou residents plan to visit a theme park in any other places than Hangzhou, rides’ safety is the most important item to their safety, and they expect the staffs are knowledgeable in the service. They will be attracted if the theme park provides competitions and prizes. The ideal information source for them is Internet and TV.

However, the research reflects that there is a different expectation of the Hangzhou residents when they consider visiting a theme park in Hangzhou. They are interested in the theme of “water rides”, “foreign trips” and “live entertainment”. “water rides”, “roller coaster” and “variety/quality of restaurants” still are the attractions they are interested in. The suitable price for them is less than 50 yuan. And they prefer to visit theme park in spring and summer. Theme park schedule bus is

their favorite transportation, and they hope they can arrive in less than 60 or 75 minutes by car, it is the same when they plan to visit a theme park in any other place than Hangzhou, rides' safety is the most important item for their safety, and they expect their problems be resolved as quickly as possible in the service. It also suggested that the theme park could provide coupons and price promotion to attract non-visitors. The ideal information source for them is newspaper and Internet.

### 6.3 Recommendations

According to the research findings of the research, the researcher would like to make recommendations as follows:

- **Reinvestment on new rides/ shows and attractions.**

Attractions as a relatively important factor to the population's theme park selection, suggests the need for an increasing ride and show capacity. Visitors need an availability of a large quantity of attractions with new ones to be offered as well. The researchers suggest that operators should reinvest in new rides/shows and attractions, particularly "water rides" and "roller coaster" which are the highly preferred attractions. They also could offer a balanced entertainment with shows and lighter entertainment compared to hard rides, since "live entertainment" is a highly interesting theme to Hangzhou residents.

- **Develop and promote the theme of "water rides".**

From a marketing perspective any non-visitor represents new market potential,

realistically, the major part of non-visitors have a high expressed interest in “water rides”, “foreign trips” and “live entertainment”. Since there are already some parks with “foreign trips” and “live entertainment” themes in Hangzhou, “water rides” could be developed to draw attendance of potential younger people and families in Hangzhou. With the strong competition in the theme park industry today, a great number of parks position themselves similar to customer, and are sufficiently close substitutes of one another. But “water rides” could become a unique theme especially catering to Hangzhou residents.

From the research finding, respondents also showed a great favor to the “water rides”, which could explain the result that, during the summer season, Hangzhou residents prefer visiting the theme parks in Hangzhou to visiting a theme park in any place other than Hangzhou. The park could develop water related activities and attractions which provide a real estate atmosphere.

**● Ensure the rides’ safety, provide a safe environment to tourists.**

Theme parks offer an exciting escape from everyday life but should promote a stable and secure atmosphere for the visitors, especially emphasizing on the safety of the rides. Theme park rides are complex, powerful machines that expose children and adults to extremes of speed, height, and dynamic force. Normally, the ride accidents may be caused by misbehavior of the riders, operator error, product failure or riders hit by others. The researcher suggest that, first of all, the daily maintenance is necessary, the staff should be educated to avoid mechanical failure. It has proven to

- **Promote the theme park through the media especially newspaper and Internet.**

The parks should create effective sources to transfer proper information about them. The expected information methods for the non-visitors are newspaper and Internet. The newspaper is the cheapest way to reach a mass consumer audience, and the timing is fast, an advertisement could appear just days after deciding to advertise. Theme park operators could change advertisements frequently and convey a lot of information. The researcher also suggests using Internet as a useful media. Internet has become a favorite method to receive information for young people nowadays. The advertisement on the website could be kept for long time compared to that in newspapers. The homepage of the theme park could be set to provide enough information, which also plays an interactive role to the visitor to evaluate the service.

#### **6.4 Suggestions on Future Researches**

- This research only focused on Hangzhou residents. The researcher would like to suggest studying the people's expectation from other areas.
- The research only studied the non-visitors' expectation. The researcher would like to suggest that future research focus on visitors' expectation.
- A complete tourism research should include study on perception, expectation, motivation, and satisfaction. The researcher would like to suggest that future research be carried out to study the tourists' motivations, perceptions and satisfaction of theme park visiting.



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Dear Sir or Madam:

This questionnaire is constructed for the use as part of a thesis entitled “Comparative study of Hangzhou residents’ decision-making and expectation of visiting a theme park in and out of Hangzhou”. The data will be part of my thesis for a Master Degree at Assumption University. The information obtained will be only used for study purpose and your full-cooperation in responding to all items in this questionnaire would be highly appreciated. Thank you for your kind cooperation.

Part I

- 1 Are you Hangzhou residents?
- ☐ Yes ☐ No (no more questions)
- 2 Have you ever visited any theme parks that are not in Hangzhou? (such as Disney Land)?
- ☐ Yes ☐ No (no more questions)
- 3 Have you ever visited theme park in Hangzhou (such as Songcheng Park, Hangzhou Paradise and Future world)?
- ☐ Yes (no more questions) ☐ No
- 4 Will you have a plan to visit the theme park in Hangzhou within three years?
- ☐ Yes ☐ No why? \_\_\_\_\_ (no more questions)

Part II

5 Following are the statements about the factors influencing tourists’ decision making concerning with theme park. Each statement was considered under two different conditions from your expectation: any place other than Hangzhou (any theme parks operated in the places other than Hangzhou) and specific in Hangzhou (the theme parks located in Hangzhou). Please express your viewpoint about the statements by ticking “√” on the appropriate number.

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

	Any Place other than Hangzhou					In Hangzhou				
5.1 The theme influents my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5

	Any Place other than Hangzhou					In Hangzhou				
5.2 The attractions available influent my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.3 The entrance fee influents my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.4 The distance of theme park influents my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.5 The convenience of transportation influent my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.6 The safety of theme park influent my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.7 The service influent my decision making to visit theme park	1	2	3	4	5	1	2	3	4	5
5.8 The weather influent my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.9 The promotion influent my decision making to visit theme park.	1	2	3	4	5	1	2	3	4	5
5.10 Information influent my decision making to visit theme park	1	2	3	4	5	1	2	3	4	5

6 Does your family have children under 18 years old?

1 Yes

2 No (please go to Q7)

6.1 Children's desire influent my decision making to visit theme park	1	2	3	4	5	1	2	3	4	5
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7 Please choose 5 most important factors which influencing your theme park visiting decision making, and rank it with its importance.(Please consider under two conditions)

- 1 Theme
- 2 Attraction
- 3 Entrance fee
- 4 Accessibility
- 5 Safety
- 6 Service
- 7 Climate
- 8 Children’s desire
- 9 Promotion
- 10 Source of information

	Any Place other than Hangzhou	In Hangzhou
Most important		
Less important		

Part III Non-visitor’s Expectation of Theme parks.

Instruction: please choose the answers by ticking “√” on the appropriate number. Please consider each question under two different conditions: any place other than Hangzhou (any theme park operated in the places other than Hangzhou) and specific in Hangzhou (the theme parks located in Hangzhou).

	Any Place other than Hangzhou	In Hangzhou
8 What kind of themes you are interesting in? (Could select more than one)	1)Educational exhibits 2)live entertainment 3) technology 4)Botanical gardens 5)Wilderness 6) History 7)Foreign trips 8)water rides 9 )Animal shows 10) Flower displays	1)Educational exhibits 2)live entertainment 3) technology 4)Botanical gardens 5)Wilderness 6) History 7)Foreign trips 8)water rides 9 )Animal shows 10) Flower displays

9 Please select the attractions you are interesting in. (could select more than one)	1) Roller coaster 2) water rides 3) Big name entertainment 4) Variety/quality of restaurants 5) General shows and entertainment 6) Movie-based rides entertainment 7) Exhibits/ attractions promoting learning 8) Rides for small children 9) Animals in their natural habitat 10) Gifts or souvenir shops	1) Roller coaster 2) water rides 3) Big name entertainment 4) Variety/quality of restaurants 5) General shows and entertainment 6) Movie-based rides entertainment 7) Exhibits/ attractions promoting learning 8) Rides for small children 9) Animals in their natural habitat 10) Gifts or souvenir shops
10The suitable theme park entrance price for you is	1) less than 25 yuan 2) less than 50 yuan 3) less than 75 yuan 4) less than 100 yuan 5) less than 150yuan 6) less than 200 yuan 7) others _____	7) less than 25 yuan 8) less than 50 yuan 9) less than 75 yuan 10) less than 100 yuan 11) less than 150yuan 12) less than 200 yuan 7) others _____
11What kind of transportation you prefer to achieve the park?	1) private car 2) public bus 3) theme park scheduled bus 4) bicycle 5) others _____	1) private car 2) public bus 3) theme park scheduled bus 4) bicycle 5) others _____

<p>12 Please choose the items that are important to your safety?</p> <p>(Could select more than one)</p>	<p>1) Fire alarm</p> <p>2) Security guards</p> <p>3) Tourist police</p> <p>4) Rides' safety</p> <p>5) Food healthy</p> <p>6) others _____</p>	<p>1) Fire alarm</p> <p>2) Security guards</p> <p>3) Tourist police</p> <p>4) Rides' safety</p> <p>5) Food healthy</p> <p>6) others _____</p>
<p>13 Which options are important for your evaluation of service?</p> <p>(Could select more than one)</p>	<p>1) staff are courteous</p> <p>2) handle the problem quickly</p> <p>3) staff are knowledgeable</p> <p>4) I had my problem resolved</p>	<p>1) staff are courteous</p> <p>2) handle the problem quickly</p> <p>3) staff are knowledgeable</p> <p>4) I had my problem resolved</p>
<p>14 What kind of promotion methods you are interested in?</p> <p>(could select more than one)</p>	<p>1) Price promotion</p> <p>2) Coupons</p> <p>3) Gift with purchase</p> <p>4) Competition and prizes</p> <p>5) Money refund</p> <p>6) Frequent user/ loyalty incentive</p> <p>7) Point of sales display</p>	<p>1) Price promotion</p> <p>2) Coupons</p> <p>3) Gift with purchase</p> <p>4) Competition and prizes</p> <p>5) Money refund</p> <p>6) Frequent user/ loyalty incentive</p> <p>7) Point of sales display</p>
<p>15 From which sources you expect to see the information about theme park? (could select more than one)</p>	<p>1) Internet</p> <p>2) Magazine</p> <p>3) Newspaper</p> <p>4) TV</p> <p>5) Radio</p> <p>6) Friends and relatives</p> <p>3) Travel agent</p> <p>8) None of the above</p> <p>9) Others _____</p>	<p>1) Internet</p> <p>2) Magazine</p> <p>3) Newspaper</p> <p>4) TV</p> <p>5) Radio</p> <p>6) Friends and relatives</p> <p>7) Travel agent</p> <p>8) None of the above</p> <p>9) Others _____</p>

16 What kind of season you prefer to visit a theme park?	1) Spring 2) Summer 3) Autumn 4) Winter	1) Spring 2) Summer 3) Autumn 4) Winter
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Please fill the answers in the blanks

17 I would like to visit the theme park which is in the range of	_____ (hours/minutes) by (air/car)	_____ (hours/minutes) by car
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Par VI

18. Gender:

☐ Male

☐ Female

19. Age

☐ 18-29 years old

☐ 30-39 years old

☐ 40-49 years old

☐ 50 years old and above

20. Educational level

☐ Up to high school

☐ Bachelor’s degree or equivalent

☐ Master degree or equivalent

☐ High than Master degree

21. Income level (Monthly)

☐ less than 1,000 yuan

☐ 1,000 to 2,500 yuan

☐ 2,501to 5,000 yuan

☐ 5,001 to 8,000 yuan

☐ More than 8,000 yuan

“Thank you for your cooperation”

尊敬的女士 / 先生:

本问卷用于调查“影响杭州市民是否游览主题公园的因素和他们对杭州内外主题公园的期望值”。数据将仅用于学术研究。烦请您填写本问卷。十分感谢您的合作。

第一部分

1 您是否杭州市市民？

☐ 是 ☐ 否 (谢谢您的合作，问卷到此结束)

2 您是否曾游览过杭州外的主题公园（比如迪斯尼）？

☐ 是 ☐ 否 (谢谢您的合作，问卷到此结束)

3 您是否曾游览过杭州的主题公园（比如宋城，杭州乐园，未来世界公园）？

☐ 是（谢谢您的合作，问卷到此结束） ☐ 否

4 您是否计划在将来三年内游览杭州主题公园？

☐ 是 ☐ 否 为什么？\_\_\_\_\_（谢谢您的合作，问卷到此结束）

第二部分

5 说明：以下这些句子描述了影响游客是否游览主题公园的因素。请用“√”选择合适的数字，表达您对这些句子的观点。每个句子请考虑两种情况：主题公园在杭州，在杭州外任何地方。

1=非常不同意 2=不同意 3=中立 4=同意 5=非常同意

	杭州外任何地方					在杭州				
5.1 主题公园的主题决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5
5.2 主题公园的特色景点和游乐设施决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5
5.3 主题公园的门票价格决定我是否游览公园	1	2	3	4	5	1	2	3	4	5
5.4 到主题公园的距离决定我是否游览公园..	1	2	3	4	5	1	2	3	4	5
5.5 到主题公园的交通是否便利决定我是否游览公园...	1	2	3	4	5	1	2	3	4	5
5.6 主题公园的安全与否决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5
5.7 主题公园的服务质量决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5

5.8 天气决定我是否游览主题公园..	1	2	3	4	5	1	2	3	4	5
5.9 主题公园的促销手段决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5
5.10 对主题公园的了解决定我是否游览公园.	1	2	3	4	5	1	2	3	4	5

6 您家里有 18 岁以下的小孩吗？

- 1 有                      2 无 (请跳到 Q7)

6.1 小孩的要求影响我是否游览主题公园	1	2	3	4	5	1	2	3	4	5
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7 请选择五个影响您是否游览主题公园的最重要因素，并按它们的重要性排序。(请考虑两种情况)

- 1 主题    2 特色景点和游乐设施    3 门票    4 交通便利    5 安全性  
6 服务    7 天气    8 孩子的要求    9 促销    10 公园信息

	在除杭州外任何地方	在杭州
最重要		
次重要		

第三部分 说明：请用“√”在合适的数字上选择答案。

	在杭州以外任何地方	在杭州
8 哪些公园主题您感兴趣？（可多选）	1 有教育意义的展览 2 现场演出 3 科技 4 植物园 5 野生动物 6 历史 7 异国风情 8 水上活动 9 动物表演 10 花展	1 有教育意义的展览 2 现场演出 3 科技 4 植物园 5 野生动物 6 历史 7 异国风情 8 水上活动 9 动物表演 10 花展

9 以下哪些特色景点和游乐设施 您感兴趣？（可多选）	1 过山车 2 水上活动 3 大型表演 4 众多/优质的餐厅 5 普通演出和表演 6 与电影有关的表演 7 教育意义的展览和景点 8 儿童游乐设施 野生动物 11 纪念品商店	1 过山车 2 水上活动 3 大型表演 4 众多/优质的餐厅 5 普通演出和表演 6 与电影有关的表演 7 教育意义的展览和景点 8 儿童游乐设施 野生动物 11 纪念品商店
10 您觉得合适的主题公园门票 价位是	1 低于 25 元 2 低于 50 元 3 低于 75 元 4 低于 100 元 5 低于 150 元 6 低于 200 元 7 其他_____	1 低于 25 元 2 低于 50 元 3 低于 75 元 4 低于 100 元 5 低于 150 元 6 低于 200 元 7 其他_____
11 如果要游览主题公园，您倾向 于选择哪种交通工具	1 私家车 2 公共巴士 3 主题公园班车 4 自行车 6 5 其他_____	1 私家车 2 公共巴士 3 主题公园班车 4 自行车 5 其他_____
12 在您评价主题公园安全性时， 以下哪些比较重要？（可多选）	1 火警装置 2 警卫 3 游客须知 4 游乐设施的安全 5 食物卫生 6 其他_____	1 火警装置 2 警卫 3 游客须知 4 游乐设施的安全 5 食物卫生 6 其他_____



13 在您评价主题公园的服务质量时，以下哪些比较重要？（可多选）	1 服务人员谦恭有礼 快速处理问题 3 服务人员具备足够的服务知识 4 妥善处理问题	2 1 服务人员谦恭有礼 2 快速处理问题 3 服务人员具备足够的服务知识 4 妥善处理问题
14 您对哪些促销手段感兴趣？（可多选）	1 价格促销 2 礼券 3 购买就送礼物 4 竞赛送奖金 5 人民币返利 6 奖励重复购买 7 购买到一定数量奖励	1 价格促销 2 礼券 3 购买就送礼物 4 竞赛送奖金 5 人民币返利 6 奖励重复购买 7 购买到一定数量奖励
15 你希望在哪里得到关于主题公园的信息？（可多选）	1 网上 2 杂志 3 报纸 4 电视 5 广播 6 亲戚和朋友 7 旅行社 8 以上都不是 9 其他	1 网上 2 杂志 3 报纸 4 电视 5 广播 6 亲戚和朋友 7 旅行社 8 以上都不是 9 其他
16 您愿意在哪些季节游览主题公园？	1 春 2 夏 3 秋 4 冬	1 春 2 夏 3 秋 4 冬

请把答案填入空格处：

17 我愿意游览的主题公园距离范围为	_____(小时/分) 乘（飞机/汽车）	_____(小时/分) 乘车
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#### 第四部分

18.性别:

☐ 男

☐ 女

19. 年龄

☐ 18-29 岁

☐ 30-39 岁

☐ 40-49 岁

☐ 50 以上

20. 教育程度

☐ 高中及以下

☐ 本科或同等学历

☐ 研究生或同等学历

☐ 研究生以上

21. 月收入（人民币）

☐ 低于 1,000 元

☐ 1,000 到 2,500 元

☐ 2,501 到 5,000 元

☐ 5,001 to 8,000 元

☐ 高于 8,000 元

“非常感谢您的合作”