

## Abstract

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

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

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

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

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