

ABSTRACT

The purpose of this research is to examine the differences of tourists' experience towards dancing performance when classified by demographic characteristics, tourists' behavior, tourist types and expectation of tourists. Second, it examines differences of tourists' experience of authenticity regarding the different aspects of the dancing performance "The Grand Qing Dynasty" at New Yuan Ming Palace in Zhuhai, China. Moreover, it also determined degree of authenticity that tourists and production team perceived, and then, to recommend how to provide the products which tourists like while still preserving cultural resource or minimizing negative impacts.

In this study, there were nine hypotheses that were set to test the tourists' experience of authenticity regarding different aspects of the dancing performance when classified by age, educational level, nationality, different tourists' behavior, tourist type and tourists' expectation. By using One-way ANOVA, and Independent t-test testing, researcher found out there were differences among tourists' experience of authenticity regarding different aspects of the dancing performance when classified by age, educational level, repeat visitation, they had different reasons for visiting, they were interested on different types of dance, tourist type and tourists' expectation. There was no difference between tourists' experience of authenticity regarding different aspects of the dancing performance when classified by nationalities and trip types.

Furthermore, tourists' experience of authenticity of Chinese culture,

history and customs appeared to be satisfied by the staged dancing performance “The Grand Qing Dynasty”. But the degree of authenticity on different aspects of the show is varied. And though comparing the tourists’ and production team’s perception on authenticity towards different aspects of the show, the result of the analysis indicates some aspects were matched, some were different.

According to the findings, there are many recommendations for the planners and production teams of dancing performance in tourism industry to establish the right balance between the needs required for the tourists and the conservation objectives, and to make compatible both objectives without affecting the toured objects’ symbolic or spiritual value for the local identity. And, to solve the problems of balancing the commercial purpose, culture conservation, and the authenticity tourists’ perceived and artistic creativity tourists accepted on production process of dancing performance.