

ABSTRACT

This research studies tourists' perception on sustainable tourism development of Tianzhu Mountain in Anhui Province, China. It reviews tourists' opinions of the sustainability aspects (economic, socio-cultural and environmental aspects) of tourism and assesses differences among tourist demographics. The sample size of 384 was selected in this study; the research used non-random convenience sampling method and distributed questionnaires to the tourists who traveled to Tianzhu Mountain in October 2012 and March 2013. Descriptive research was used to analyze the difference between tourists' perception on sustainable tourism development and tourist demographics. The independent t-test and One-way ANOVA were used as statistical tools for hypotheses testing.

The findings from the hypotheses testing reveal that there were differences in the tourists' perception of economic, environmental and socio-cultural aspects of tourism development when classified by education and income; There is a difference in the tourists' perception of environmental aspect of tourism development when classified by age and there is a difference in the tourists' perception of socio-cultural aspect of tourism development when classified by occupation. There is no difference in the tourists' perception of economic, environmental and socio-cultural aspects of tourism development when classified by gender; There is also no difference in the tourists' perception of economic and socio-cultural aspects of tourism development when classified by age; Moreover, there is no difference in tourists' perception of economic and environmental aspects of tourism development when classified by occupation.