

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.

