



A STUDY OF PEKINESE DOMESTIC TOURISTS' TRAVEL MOTIVATIONS  
AND DESTINATION CHOICE

By

XU XUAN FENG

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

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok, Thailand

October 2004

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## Acknowledgement

To complete a thesis is never the work of a single person. To all people who have supported this research, I am grateful for their assistance and kind encouragement. It is not possible to complete this work without their involvement. Therefore, I wish to acknowledge the contribution of others, who are very important to me.

I would like to firstly express my appreciation to my advisor, Asst. Prof. Dr. Myint Thein for all his appropriate advice, valuable guidance and warm encouragement during the completion of this thesis. Besides, I would like to convey gratitude to the three committee members, Dr. Patricia Arttachariya, Prof. Dr. Navin Mathur and Dr. Jakarin Srimoon for their recommendations for improving this thesis.

Furthermore, I would like to thank my friend Ms. Narihua, who checked the translation copy of my research questionnaire. And I wish to thank all concerned people such as my family for their help and support.

Finally, I would like to express my thanks to all those who encourage and support me in every way.

## **Abstract**

The domestic tourism market has witnessed a fairly rapid development in China. The travel behavior of Pekinese domestic tourists is one of the leading generators in Chinese domestic tourism market; thus, to understand why Pekinese domestic tourists travel and to identify the factors which have significant effects on their destination choice are very important to domestic tourism marketers.

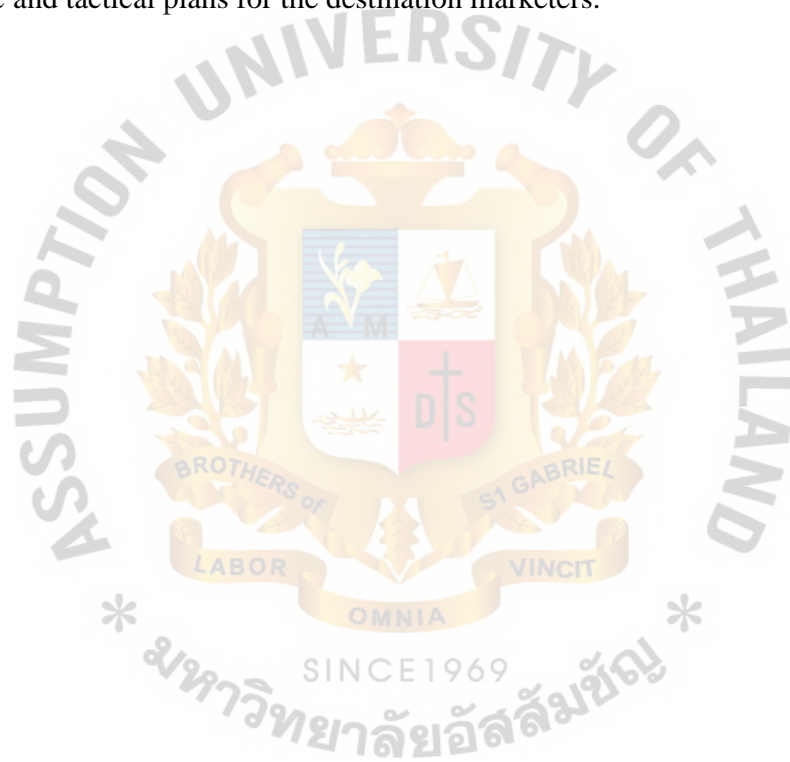
The objectives of this study were to investigate the travel motivation factors of Pekinese domestic tourists, classified as "Push" and "Pull" factors; and to investigate how these push and pull motivation factors affect their choice of destinations. Five destinations were selected as target destinations based on total tourists arrival. The study examined the hypothesis by using logistic regression. Totally 400 questionnaires were distributed to obtain the primary data.

Six push factors and five pull factors were found after the factor analysis of the primary data. The push motivation factors of Pekinese domestic tourists included "Escape", "Knowledge seeking & people", "Fun & unique experiences", "Rest & relaxation", "Family & friend togetherness" and "Novel experiences". The five pull motivation factors were "Cleanliness & safety", "Natural & historical environment", "Easy-to-access & economical deal", "Shopping & cultural attractions" and "Sunny & exotic atmosphere".

The results of logistic regression showed that Pekinese domestic tourists tended to visit Guangdong province for "Natural & historical environment" and

"Easy-to-access & economical deal", Jiangsu province for "Novel experiences", Shandong province for "Escape". "Family & friend togetherness" and "Natural & historical environment", Zhejiang province for "Novel experiences" and "Easy-to-access & economical deal", Shanghai for "Fun & unique experiences" , "Shopping & cultural attractions" and "Sunny & exotic atmosphere".

Finally, some appropriate recommendations were given to assist the development of strategic and tactical plans for the destination marketers.



## CONTENTS

### Acknowledgement

<b>Abstract</b>	ii
-----------------	----

<b>Contents</b>	iii
-----------------	-----

List of tables	iv
----------------	----

### List of figures

### Chapter 1: Introduction of Study Page No.

1.1 Background of study	1
1.2 Statement of problem	5
1.3 Research objectives	5
1.4 Scope of study	6
1.5 Limitations of research	6
1.6 Significance of study	7
1.7 Definition of terms	7

### Chapter 2: Literature Review

2.1 Previous studies of domestic tourism in China	12
2.2 Previous studies of travel motivation	15
2.2.1 Previous motivation studies	15
2.2.2 Previous travel motivation studies	16
2.2.2.1 Previous studies of "push" or "pull" motivations	16
2.2.2.2 Previous studies of "push" and "pull" motivations	19
2.3 Previous studies of destination choice	22
2.3.1 Tourism destination concepts and theories	22

2.3.2 The destination choice studies	23
2.4 Empirical Findings	27
 Chapter 3: Research Frameworks	
3.1 Theoretical framework	33
3.2 Conceptual framework	34
3.3 Definition of variables	35
3.3.1 Travel motivation factors	35
3.3.2 Destination choice	39
3.4 Hypothesis statement	40
3.5 Operationalization of variables	41
 Chapter 4: Research Methodology	
4.1 Research method	44
4.1.1 The target population	45
4.1.2 Sampling elements	45
4.1.3 Sampling units	45
4.1.4 Sample size	46
4.1.5 Duration time	48
4.2 Data collection	48
4.2.1 Research instrument/Questionnaire	49
4.2.2 Pre-testing	49
4.3 Treatment of data	50
4.4 Data analysis	50
4.4.1 Statistics used in this study	50
4.4.2 Decision rule for interpretation	55

## **Chapter 5: Analysis of Data**

5.1 Demographic characteristics of respondents	56
5.2 Importance ranking of motivation items	63
5.3 Factor analysis of Push and Pull motivations	65
5.3.1 Factor analysis of Push motivations	65
5.3.2 Factor analysis of Pull motivations	66
5.4 Logistic regression and hypothesis testing	69
5.4.1 Logistic regression and hypothesis testing of Guangdong destination	69
5.4.2 Logistic regression and hypothesis testing of Jiangsu destination	72
5.4.3 Logistic regression and hypothesis testing of Shandong destination	75
5.4.4 Logistic regression and hypothesis testing of Zhejiang destination	78
5.4.5 Logistic regression and hypothesis testing of Shanghai destination	81

## **Chapter 6: Summary, Conclusion & Recommendation**

6.1 Summary of findings	84
6.1.1 Summary of respondents' characteristics	84
6.1.2 Summary of factor analysis	86
6.1.3 Summary of hypothesis testing	88
6.2 Conclusions	93
6.2.1 Conclusion of Guangdong province	94
6.2.2 Conclusion of Jiangsu province	95
6.2.3 Conclusion of Shandong province	95
6.2.4 Conclusion of Zhejiang province	96
6.2.5 Conclusion of Shanghai	96
6.3 Recommendations	98
6.4 For further studies	103

## Appendix

Bibliography

Questionnaire (English and Chinese)

Reliability test

The SPSS Outputs

Brief introduction of five destinations in this study



## LIST OF TABLES

	Page No.
Table 2.1 Comprehensive view of literatures on destination choice	26
Table 2.2 Sirakaya and Mclellan's conceptual framework	28
Table 2.3 Jang & Cai's conceptual framework	29
Table 2.4 Huyber's conceptual framework	31
Table 2.5 Comparative table of empirical findings	32
Table 3.1 Conceptual framework	34
Table 3.2 Related data of targeted destinations	39
Table 3.3 Map of China	40
Table 3.2 Operationalization of variables	42
Table 4.1 The survey areas	46
Table 4.2 Anderson's Chart of Sample Size	47
Table 4.3 Sample Size	47
Table 5.1 Gender of respondents	57
Table 5.2 Age of respondents	58
Table 5.3 Marital status of respondents	59
Table 5.4 Monthly incomes of respondents	60
Table 5.5 Educational levels of respondents	61
Table 5.6 Occupations of respondents	62

Table 5.7 Importance ranking of push and pull motivations	63
Table 5.8 Push motivation factors of Pekinese domestic tourists	65
Table 5.9 Pull motivation factors of Pekinese domestic tourists	67
Table 5.10 Logistic regression of Guangdong destination	69
Table 5.11 Logistic regression of Jiangsu destination	72
Table 5.12 Logistic regression of Shandong destination	75
Table 5.14 Logistic regression of Zhejiang destination	78
Table 5.15 Logistic regression of Shanghai destination	81
Table 6.1 Push motivation factors	86
Table 6.2 Pull motivation factors	87
Table 6.3 Summary of hypothesis testing in Guangdong province	88
Table 6.4 Summary of hypothesis testing in Jiangsu province	89
Table 6.5 Summary of hypothesis testing in Shandong province	90
Table 6.6 Summary of hypothesis testing in Zhejiang province	91
Table 6.7 Summary of hypothesis testing in Shanghai	92
Table 6.8 Logistic regression models by destination	93

## LIST OF FIGURES

	Page No.
Figure 1.1: Figures of Domestic Tourists from 1994-2002, China.	3
Figure 2.1: Ranks of China's Tourist Arrivals & Tourism Receipts (1978-2003)	13



# **Chapter 1**

## **Introduction of Study**

This chapter provides a brief introduction of domestic tourism in China and Pekinese domestic tourists in Chinese tourism market. A brief review of the linkage between travel motivation factors and destination choice by pervious researchers is discussed to support the objectives of this study. Moreover, the chapter explains the scope of research, limitation, signifcance and definition of key terms.

### **1.1 Background of Study**

China entered the 21<sup>st</sup> century with a new image. The economic development keeps increasing at more than 7 percent in the first two years of the new century. As a result of recession of the global economy and the potential of terrorist attacks, the global tourism industry showed a decease of 2.6 percent in tourism revenue in 2001 when compared to year 2000, with a 0.6 percent decrease in international tourists (WTO, 2002).

China has made great progress and outstanding achievement in fostering and developing the tourism industry as one of the new economic growth points in the first two years of this century. Even though China's tourism industry has been affected by SARS in year 2003, with a negative growth of 12.29 percent and revenues of 488.2 billion Yuan (59.03 billion USD) (CNTO, China tourism statistics, 2003), the industry in the east and the west as well as the central region of the country still developed on a

full scale, where tourism conditions were improved, and the position of local tourism industry was upgraded. As domestic tourism developed fully well across the country since 1978, the number of travelers increased sharply, and the popular tourist areas have expanded quickly and the period of high travel seasons also extended, beginning earlier and lasting longer in recent years. For example, the holidays of the Chinese Spring Festival, International Labor Day and the National Day became the "Golden Weeks" since 1997, playing an important part in stimulating domestic tourism demand and consumption, and driving tourism-related economic sectors, thereby improving the people's quality of life.

Except the year 2003 (the tourism industry was negatively affected by the break out of SARS), the domestic tourism trend shows a powerful increase. The total number of domestic tourists peaked at 878 million in 2002, up 12 percent over year 2001, in which 385 millions were urban residents and 493 millions were rural residents. And the total revenue from domestic tourism amounted to 387.8 billion Yuan (46.89 billion USD) in the same year, up 10.1 percent over year 2001, in which 284.81 billion Yuan were spent by urban residents and 10.303 billion Yuan spent by rural residents. The average domestic tourism expenditure per capita was 442 Yuan, which showed a decrease of 1.7 percent when compared to year 2001 (Annuals of China statistics, 2002 & CNTO, China tourism statistics).

**Figure 1.1: Figures of Domestic Tourists from 1994-2002, China.**

Year	Total number of domestic tourists (Million)	Total expenditures (Million Yuan)	Per-capita Expenditures (yuan)
1994	524.00	102351	195.33
1995	629.00	137570	218.71
1996	639.50	163838	256.20
1997	644.00	211270	328.06
1998	695.00	239118	345.00
1999	719.00	283192	394.00
2000	744.00	317554	426.60
2001	784.00	352240	450.00
2002	878.00	387800	442.00

Source: Annuals of China statistics, 2002.

Beijing, the capital of the People's Republic of China, is one of the leading metropolises in China in terms of politics, culture, and economy. It is also one of the leading generators of China's tourism industry. As a result of economic development, the personal income of Beijing residents reached 13882.6 Yuan (1678.67 USD) in 2003, it had an increase of 11.4 percent when compared to year 2002(Beijing Youth Review, 5/Feb/2004). People have more money to spend and more leisure time to schedule their travel plan. The rationale for selecting Pekinese tourists as unit of this study is that the Pekinese tourists are the second largest group of spenders in China,

only after Guangzhou and followed by Shanghai, with 6.82 million domestic tourists and spending 1.958 billion Yuan (0.237 billion USD) (Annuals of Beijing statistics, 2001). The revenue from Pekinese tourists rose to 2.575 billion Yuan (0.331 billion USD) in 2002 and still retained second place in the tourism market of China (Annuals of Beijing statistics, 2002).

In general, a more effective understanding of the Pekinese domestic tourists' travel behavior is necessary for Chinese tourism marketers to develop the tourism products and services necessary to effectively serve this growing market. A variety of factors have been examined to understand and explain destination choice behavior, ranging from the relatively tangible attributes of products, to intangible benefits, needs, and personal values that travelers seek to satisfy through their choice behavior (Klenosky, Gengler & Mulvery, 1993). Lehto, O'Leary and Morrison (2002) also suggested some key questions for tourism marketers to understand the tourists' travel-related behaviors and factors affecting their destination choice as follows (1) what are the determinants or salient factors that affect travelers' decisions about where to go? And (2) what benefits are travelers looking for in their travel experiences?

## 1.2 Statement of Problem

The travel motivations of travelers, both "push" and "pull" factors, contribute to understanding their choice of destinations. Thus, information about travelers' motivation factors is important to destination marketers and managers. As a result, it is necessary to identify the travel motivation factors of Pekinese domestic tourists and how these motivation factors affect their destination choice.

Accordingly, the statement of problem of this research is to find out the travel motivation factors of Pekinese domestic tourists and the influence of these factors on the choice of destination.

## 1.3 Research objectives

1. To investigate the travel motivation factors of Pekinese domestic tourists, classified as "Push" and "Pull" factors.
2. To investigate how these "Push" and "Pull" factors affect Pekinese domestic tourists' destination choice.

## **1.4 Scope of Study**

This research focused on investigating the travel motivation factors of Pekinese domestic tourists and how these travel motivation factors affect their destination choices. This study focused on Pekinese domestic tourists who meet the following criteria: **(1)** the respondents must be local residents of Beijing; **(2)** the respondents must be over 15 years old; **(3)** the respondents must have taken overnight visit out of Beijing during the past one year prior to the survey. The selected domestic destinations were the top five destinations of year 2001 in China, excluding Beijing based on the number of tourists' arrivals.

## **1.5 Limitations of Research**

1. The research was limited to Beijing residents only who were over 15 years old. Residents younger than 15 years or residents out of Beijing were not included.
2. The research focused on the top five destinations of year 2001, based on the number of tourist arrivals (Annuals of China Tourism, 2002); therefore, the findings may not be generalized for other tourism destinations in China.
3. As this research focused on Pekinese domestic tourists only; its findings may not be generalized for Pekinese outbound tourists and it can not be generalized for tourists from other provinces in China.
4. The research focused on the influence of motivations only; therefore, it did not cover the aspect of price.

## **1.6 Significance of Study**

This study examined the factors motivating Pekinese domestic tourists' choice of travel destination. It described the push and pull factors motivating the tourists' desire to travel and influencing the decision process in selection of a final travel destination.

In an increasingly saturated marketplace, the success of marketing destinations should be guided by a detailed analysis of tourist motivation. This study provided insights for destination marketers to understand why Pekinese tourists travel to the specific destination better. Conceptualizing travel motivation factors of Pekinese domestic tourists and how these factors link to their destination choice are important because they suggest suitable strategies for destination marketers to promote the destination. The findings also suggested that it would be worthwhile for destination marketers to make greater investments in their tourism destination resources so that the sustainable development of the destination could be achieved.

## **1.7 Definition of Key Terms**

For the purpose of this study, certain terms with their specific meanings are used as shown below:

### **1. Destination choice**

Sonmez and Graefe (1998) presented that the holiday destination choice as a series of process, starting from the motivation to travel, followed by a decision to travel domestically or in a foreign destination, the development of awareness, a search for information, evaluation of alternatives and finally, choice. In this study,

destination choice means the selection of a place or location as the target of travel inside China. The research will focus on the top five destinations of year 2001, based on the number of tourist arrivals (Annuals of China Tourism, 2002).

## **2. Factor analysis**

Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance observed in a much larger number of manifest variables (SPSS 11.5, Topic). In this study, factor analysis was employed for the push and pull expressions to separately identify underlying dimensions associated with Pekinese domestic tourists' motivations for traveling to the destinations out of Beijing.

## **3. Five selected destinations in China**

Five destinations were selected to achieve the objectives of this study including Guangdong Province in southern China, Jiangsu Province in South-east China, Shandong Province in eastern China, Zhejiang province in South-east China, and Shanghai in South-east China.

The Guangdong province is teeming with tourist attractions, including so many place of historical associations, and the skyline of an idyllic landscape is graced with modern buildings. In the recent years, a new "triangular" tour program has been introduced to bring visitors to Guangdong, Hong Kong and Macao. Guangzhou,

Chaozhou, Zhaoqing, Foshan, Meizhou and Leizhou are famous historical and cultural cities of national caliber. (CNTA, 2003)

Crisscrossed by rivers and studded with lakes, Jiangsu abounds in natural resources and is known as a "land of fish and rice". Jiangsu has more famous historical and cultural cities than any other province in China-there are seven of them, Nanjing, Suzhou, Yangzhou, Zhenjing, Changshu, Xuzhou and Huai'an. The part of Jiangsu south of the Yangtze River is a famed water-bound region, where there are many river-skirted villages, such as Zhouzhuang and Tongli, and a galaxy of classical Chinese gardens, including those in Suzhou, which have been designated as world cultural heritages. With places of historical and cultural interest scattered all over the province, Jiangsu is one of the provinces with a mature tourist industry (CNTA, 2003).

Shandong province abounds in tourist resources. Mount Taishan has made the UNESCO List of world cultural and natural heritage sites. Qingdao, Yanai, Weihai and Penglai are famed seaside tourist resorts. Shandong was also the homeland of Confucius and Mencius, two celebrated thinkers of ancient China (CNTA, 2003).

Zhejiang province is known for the serenity and elegance of its landscape, the richness of its cultural heritage, and its reputation as a 'Land of Fish and Meat', 'Land of Silk and Tea', 'Land of Cultural Relics' and 'Tourist Resort'. The Qiantang River divides the province in two parts. Famous mountains and rivers, ancient silk-producing towns, and places of cultural and historical interest combine to turn Zhejiang into a major tourist destination (CNTA, 2003).

Shanghai is China's leading industrial and commercial city and major financial center. The famous Huangpu River flows through Shanghai, which is in the possession of a host of historical scenes and sights that testify to the city's modern-time glory as a national commercial and financial center. The policy of reform and opening up to the outside world has transformed Shanghai into a sophisticated metropolis with a well-developed network of land, air and sea transportation (CNTA, 2003).

#### **4. Pekinese domestic tourists**

It is the target population of this study, which includes males and females over 15 years who are Beijing residents and who must have taken overnight visit out of Beijing during the past one year prior to the survey.

#### **5. Push and Pull factors**

Literatures on tourism often conceptualize tourist motives in terms of push and pull forces, and the idea behind this concept is that people travel because they are pushed and pulled to do so by some internal or external forces (Gnoth, 1997; Dann, 1977, 1981). Some of the influences on motivation are internal, such as enjoyment, curiosity, and personal needs and interests. This type of motivation is called intrinsic motivation, or push motives. Other influences are outside the self, such as incentives, punishments, social pressure. These types of motivation are called extrinsic motivation or pull motives. In this study, push factors could be considered as the

41634

motives that make one wants to travel, and pull factors could be considered as the attributes of the destinations.

## 6. Travel motivation

People choose to travel because they are motivated to fulfill their particular needs.

Pearce, Morrison and Rutledge (1998) defined tourist motivation as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience". In this study, travel motivation is classified into two categories: "Push" and "Pull" factors.



## **Chapter 2**

### **Literature Review**

The second chapter of the study focuses on previous studies related to the topic. First, this chapter discusses the previous studies of domestic tourism in China. Second, this chapter discusses the previous studies of travel motivation. The third part of this chapter discusses the literatures on tourists' destination choice. Some factors that affect tourists' destination choice are introduced in this part. In the fourth part of this chapter, there are some supportive studies testing methodology used in this study. Finally, this chapter cites the empirical findings relevant to the study.

#### **2.1 Previous studies of domestic tourism in China**

Tourism can be classified as international tourism and domestic tourism. China's economic liberalization since 1979 has brought about overall economic development, especially for tourism industry. China's tourism industry has developed quickly during the past years, both in domestic tourism and international tourism, respectively (see figure 1.1& 2.1). "Indeed, the development of tourism has advanced rapidly not only in terms of the number of domestic and international tourists but also with respect to the development of tourist sites and facilities, including the building of modern hotels" (Tan Chee-Beng, 2001).

Figure 2.1: Ranks of China's Tourist Arrivals & Tourism Receipts, 1978-2003

YEAR	TOURIST ARRIVALS (10 Thousand)	RANK	TOURISM RECEIPTS (100 Million US\$)	RANK
1978	71.60	N/A	2.63	N/A
1979	152.90	N/A	4.49	N/A
1980	350.00	18	6.17	34
1981	376.70	17	7.85	34
1982	392.40	16	8.43	29
1983	379.10	16	9.41	26
1984	514.10	14	11.31	21
1985	713.30	13	12.50	21
1986	900.10	12	15.31	22
1987	1,076.00	12	18.62	26
1988	1,236.10	10	22.47	26
1989	936.10	12	18.60	27
1990	1,048.40	11	22.18	25
1991	1,246.40	12	28.45	21
1992	1,651.20	9	39.47	17
1993	1,898.20	7	46.83	15
1994	2,107.00	6	73.23	10
1995	2,003.40	8	87.33	10
1996	2,276.50	6	102.00	9
1997	2,377.00	6	120.74	8
1998	2,507.29	6	126.02	7
1999	2,704.66	5	140.99	7
2000	3,122.88	5	162.24	7
2001	3,316.67	5	177.92	5
2002	3,680.26	5	203.85	5
2003	3,297.05	NA	174.06	NA

SOURCE: China National Tourist Office, 2003

Wu, Zhu and Xu (1996) reviewed the scale of expansion in domestic tourism in China and summarized three important factors contributing to the great development of China's tourism industry. They examined the main products of domestic tourism and government policy changes that influence tourism development, and they found that China's domestic tourism has shifted to the 3H (high input, high risk and high output) pattern. Also, the results of their research showed that domestic tourists frequently take medium-short-distance sightseeing trips and short-distance weekend vacations instead of intermediate-long-haul sightseeing and business tourism, which forms a new tourist spatial pattern called ReBAM (recreational belt around metropolis).

Wu (1996) studied the urban recreationists' traveling behaviors in Shanghai, China. He suggested that the availability, periodicity and attractiveness, besides distance, are the basic mechanisms that affect the urban recreationists' traveling models in a city such as Shanghai. With Fang and Yin (1996), he studied a relationship of the demographic characteristics and destination choice behavior of Shanghainese in the weekend recreation. They found that visiting rates of recreationists to destination demonstrated different levels even being under the same demographic characteristic. They also observed the perceptive evaluation of Shanghainese to those sites they had visited or would visit in the future.

## **2. 2 Previous studies of travel motivation**

### **2. 2. 1 Previous motivation studies**

Modern motivation studies are largely based on Maslow's Hierarchy of Needs that starts from basic human needs of food and shelter through a series of stages and concludes with the pinnacle of 'self-actualization', where the individual attains a kind of self-fulfillment, realizing his or her potential.

Pearce and Caltabiano (1983) applied Maslow's theory to their tourist motivation study. They suggested physiological needs as escape or relaxation, security needs as the need for recreation or healthy life, belonging needs as family/friend togetherness or need for the enhancement of interpersonal relations, esteem needs as personal achievement or ego-enhancement, and self-actualization needs as self-evaluation or self-discovery. They also suggested two more needs for travel motivation, which are the need for knowledge seeking and the need for aesthetics.

In general, motivation occurs when an individual wants to satisfy a need. According to Goossens (2002), a motive implies action and an individual is moved to do something. Woolfolk (2001) defined motivation as an internal state that arouses, directs and maintains behavior.

## **2. 2. 2 Previous travel motivation studies**

### **2. 2. 2. 1 Previous studies of "push" or "pull" motivations**

By now, travel motivation has received much of the concentration of researchers. People choose to travel because they are motivated to fulfill their particular needs. Need means a condition or situation in which something is required and want means a desire to do something (<http://dictionary.reference.com/>). From this perspective, our needs make up our survival kit while our wants are the desires we have as our entire additional requirement. Pearce, Morrison and Rutledge (1998) defined tourist motivation "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience". Many researchers believe that the key to understanding tourism motivation is to consider holiday travel as a satisfier of tourists' needs and wants (Bogart, Crowther and Man, 2003).

Eagles (1992) examined the attraction and social motivations of Canadian ecotourists. They found that ecotourists are most interested in the attraction motivation of wilderness, water, mountains, parks and rural areas and this population is also interested in social motivations such as new lifestyle or the experience of adventure.

Peter and Thomas (1992) indicated that push factors are the motives that make one wants to travel, for example, novelty, knowledge, education, prestige, escape,

shopping, and so on; and pull factors are the attributes of a destination which give the initial desire to travel such as transportation, cleanliness, safety, technology, and so on.

Witt and Wright (1992) found a very interesting result in their study. They indicated the importance of push and pull factors through their research that travel is motivated firstly by "going away from" rather than "going towards" something, and secondly travelers' motives and behavior are markedly self-oriented. They mentioned that push factors are somewhat more important than pull factors for travelers. It seems that there is more power in the intrinsic motives of self-indulgence and personal care, physically and psychologically, and by the so called 'escape' motive, than by pull factors considered in their motivation theories. In contrast, some of the researchers do not consider the push factor but only the "pull" factor in their study; for example, Sirakaya and Mclellan (1997) investigated the pull factors that specifically affect destination choice decisions of college students. They suggested that college students are mostly concerned with the "cost of vacation and convenience", "local hospitality and services", "entertainment and drinking opportunities", "recreation and sporting activities available", and "change in their daily environment". Their study was limited to only "pull" factors but ignored the impact of other travel motives, or "push" factors of travelers.

Fodness (1994) believed that individual motivation is related to needs and personal goals (push factors). He suggested five reasons for travel that can be described in terms of the potential that a functional approach holds for understanding, predicting, and influencing the relationship between tourist motivation and behavior. The five reasons are: (1) the "knowledge" function (or cultural and educational motives); (2) the utilitarian functions "punishment minimization" (or the need to escape or stimulus-avoidance) and (3) "reward maximization" (or pleasure and sensation seeking); and (4) the value-expressive functions regarding "self-esteem" and (5) "ego-enhancement" (or social prestige). His research indicated that these dimensions are useful for market segmentation.

Literatures on tourism often conceptualize tourist motives in terms of push and pull forces, and the idea behind this concept is that people travel because they are pushed and pulled to do so by some internal or external forces (Gnoth, 1997; Dann, 1977, 1981). Some of the influences on motivation are internal, such as enjoyment, curiosity, and personal needs and interests. This type of motivation is called intrinsic motivation, or push motives. Other influences are outside the self, such as incentives, punishments, social pressure. These types of motivation are called extrinsic motivation or pull motives. An internal motive is associated with drives, feelings, and instincts; and an external motive involves mental representations such as knowledge or beliefs (Yoon & Uysal, 2003).

#### **2. 2. 2. 2 Previous studies of "push" and "pull" motivations**

In the above research studies, researchers just studied the push or pull motivations respectively. But more exactly, "the push and pull factors of tourist behavior are two sides of the same motivational coin" (Goossens, 2002), that is to say, from this perspective, the tourists are pushed by their particular needs and pulled by the benefits or services provided by the destinations. Destination marketers should consider both of these two sides to understand the travel motivation of tourists.

Dann (1977) referred to motivational influences on an individual as anomie and ego-enhancement, which are viewed as push factors. Anomie refers to the desire of "escape" or "go away" from the daily life and ego-enhancement is derived from the experiences of travel, or, in another word, the need of recognition. Dann believes that push and pull factors can explain tourists' motivation clearly through an easy way. Push motives are the psychological needs which play a significant role in causing a person to feel a disequilibrium that can be corrected through a tourism experience. These intrinsic motives include escape from personal/social pressures, social recognition/prestige, socialization/bonding, self-esteem, learning/discovery, regression, novelty/thrill, and distancing from crowds (Botha, Crompton and Kim, 1999).

Based on Dann's theory of anomie and ego-enhancement, Crompton (1979) identified that push motivations could be seen as the desire for escape, rest and

relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement. At the same time, he also indicated two cultural or pull motives, which were novelty and education. Tourists may travel to escape routine and search for authentic experiences. Pull motivations are those that are attributes of a destination such as recreation facilities, cultural attractions, natural scenery, entertainment, shopping or parks. These destination attributes may stimulate and reinforce inherent push motivations (McGehee, Loker and Uysal, 1996). Later in 1987, Krippendorff identified eight sets of reasons why people travel: recuperation and regeneration; compensation and social integration; escape; communication; freedom and self-determination; self-realization; happiness; and to broaden the mind. These motives are all connected by a going-away-from motive (as opposed to a seeking motive), and the motives are personal and self-directed.

Iso-Ahola's (1987) personal-interpersonal motives also work with the understanding of "Push" and "Pull" factors, which means that they focus not only on the intrinsic motivation to travel to a particular destination, but also on the characteristics and benefits that this destination might appear to offer (pull factors) to satisfy a need. From this perspective, people travel because they want to escape from the personal and/or interpersonal daily life and to obtain the personal and/or interpersonal rewards from a travel experience.

Uysal and Jurowski (1994) examined the correlation between push and pull motivation factors and raised the concern of the relationship testing of push and pull dimension. Kim and Lee (2002) tested the relationship between push and pull motivation factors in their National Park study. The results of their study indicate that significant relationships were found between four push and three pull dimensions. For example, they found that respondents who had motives for "appreciating natural resources and health" in visiting the National Parks showed that they strongly anticipated "easy accessibility to National Parks"; conversely, respondents who sought motives for "family togetherness and study", "escaping from everyday routine", and "adventure and building friendship" did not necessarily expect easy accessibility.

Some travel motivation studies did not differentiate the motivation into "push" and "pull" factors. These researchers only simply summarized the factors that affect people's travel decision. For example, Greenwood and Moscardo (1999) list down motive statement into 17 items whereas Kim and Jogaratnam (2002) classified 26 motivation items into seven motivation factors such as knowledge, sport, entertainment, relax, leisure, family and travel bragging.

In the above studies, it is generally accepted that push and pull motivation factors play a significant role in the studies of tourist behavior. The findings undoubtedly show an explicit way to understand a wide range of needs and wants that can motivate

and influence tourist behavior. Nevertheless, an effective motivation study not only requires the understanding of tourists' needs and wants, but also requires the understanding of how the motivation factors correlate to the destination choice.

## **2. 3 Previous studies of destination choice**

### **2.3.1 Tourism destination concepts and theories**

Christine, Stephen, and Alan (1995) considered destination to be the overall tourism product, an amalgam of three main components of attractions and facilities at the destination, and accessibility of the destination. The success of any geographical area as a tourist destination is primarily determined by these three factors insofar as they combine and interrelate to form a product or products demanded by tourists.

Cooper and Winhill (1996) defined the destination as brand. Normally, branding is a superficially attractive idea with its connotations of clear image, distinctiveness, and perceived competitive advantage through a product, which offers added value over and above its physical features. As a result, destination marketers have recently bandied around branding as an idea, readily assuming that the concept is as applicable to places as it is to airlines, hotels, restaurants, and attractions.

Middleton (1994) stated that a product may be defined as a bundle or package of tangible and intangible components based on activity at a destination. He defined the destination attractions and environment as the elements within the destination that

largely determine tourists' choices and influence prospective consumers' motivations. Middleton also classified four criteria of attractions: Natural attractions; Built attractions; Cultural attractions; and Social attractions.

### **2.3.2 The destination choice studies**

Tourism destinations compete with each other to attract visitors (Huybers, 2003). Crompton (1992) indicated that tourists once aware of a "need" to go on holiday, they will in a form of filtering process, choose some destination and reject some other destinations outright.

Literatures on motivation study give a clear explanation on why people choose to travel. But the question that should be asked here is: how people choose a destination after they decide to go out for travel? Choosing a specific destination for a trip sometimes means tourists have to abandon the choice of other destinations due to spatial and temporal constraints. A variety of factors have been examined to understand and explain destination choice of tourists, ranging from the relatively tangible attributes of destination, such as products and services provided by the destination, to the intangible needs, benefits and personal values that people want to satisfy through their travel experiences (Klenosky, Gengler and Mulvery, 1993). And some of the researches examined the relationship among these factors (Uysal and Jurowski, 1994; Kim and Lee, 2002).

Sonmez and Graefe (1998) presented that the holiday destination choice as a series of process, starting from the motivation to travel, followed by a decision to travel domestically or in a foreign destination, the development of awareness, a search for information, evaluation of alternatives and finally, choice.

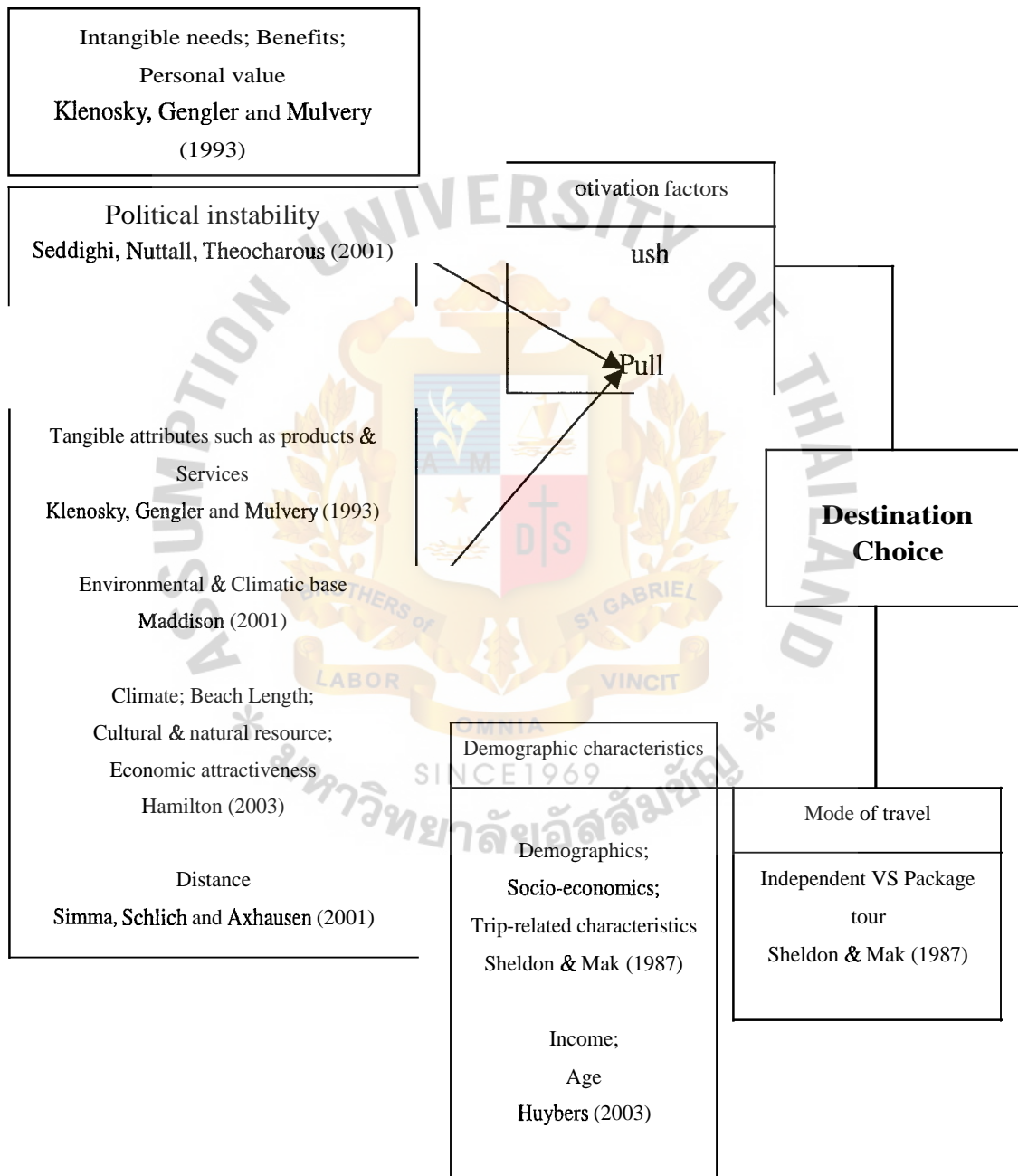
Beside the push and pull factors that have significant influence on people's decision to choose a destination, some researchers investigated other factors that affect people's destination choice. Sheldon and Mak (1987) presented a model that explained tourists' choices of independent travel versus package tours by using logistic regression analysis of survey data on travel to Hawaii. They found that tourists' decisions were related to certain demographic, socio-economic and trip-related characteristics. **It means that people have different demographic/socio-economic/trip-related characteristics which may have different choices of destination.** Huybers (2003) found that tourists' ages and incomes were important destination choice determinants and these determinants showed difference for the different destination. Simma, Schlich and Axhausen (2001) investigated the variables influencing destination choice for different activities in Switzerland, and models for three different activity types—skiing, climbing, hiking were estimated. For example, they found that distance between origin and destination was the variable that influences the variability of destination choice in the model for skiing, destinations further away were less interesting than nearby skiing place.

A few studies believe that the attractiveness of a tourist destination is partly dependent on its environmental and climatic resource base: Climate change can be expected to have an effect on this attractiveness and will subsequently alter patterns of demand. Maddison (2001) examined climate as a determinant of the destination choices of British and estimated a demand function that included climate variables and beach length for each destination country. Lise and Tol (2002) adapted Maddison's model and applied it to data on the destination choice of Dutch tourists. Hamilton (2003) examined the relationship between climate and the destination choice of German tourists, data on the climate, beach length and indicators of cultural, natural resource and economic attractiveness of the destination countries were used in his study and analyzed by a series of regression analysis. He also found that the European countries would increase in attractiveness during the summer months.

Seddighi, Nuttall, Theocharous (2001) investigated the cross-cultural differences of the perceptions of travel agents concerning the impact of political instability on tourism. The results of their study suggested that travel agents from different cultural backgrounds have different perceptions concerning the impact of political instability on the tourism industry. Their findings give the suggestion for further research that tourists may choose a destination with relative political stability instead of another.

A comprehensive view of previous studies on destination choices is illustrated in the following diagram.

**Table 2.1 Comprehensive view of literatures on destination choice**



## 2.4 Empirical Findings

Sirakaya and Mclellan (1997) investigated the pull factors affecting destination choice of college students in Australia. According to their research, the factors affecting vacation destination choices of college students are: (1) local hospitality and services, (2) trip cost and convenience, (3) perception of safe and secure environment, (4) change in daily life environment, (5) recreation and sporting activities, (6) entertainment and drinking opportunities, (7) personal and historical link, (8) cultural and shopping services and (9) unusual and distant vacation spot. Within these factors, they found that local hospitality and services, the total cost of a vacation, safety and security at the destination, change in daily life environment, and entertainment and drinking opportunities as the most significant determinants on college students' decision of choosing a destination. And in the result of their study, female students appear to be more interested in cultural activities such as attending theaters, galleries, museums, and traditional local ceremonies.

As Sirakaya and Mclellan's study used a non-probability sample of college students from one university, the sample may not be representative of all college students. Usually, travel motivation studies include both push and pull factors, but their study concentrated only on pull factors. Since the college students were in the same narrow age group having no earnings by themselves, demographic factors (except gender category) were not significantly used. The conceptual framework of their study is very simple and charted below:

**Table 2.2 Sirakaya and Mclellan’s conceptual framework**

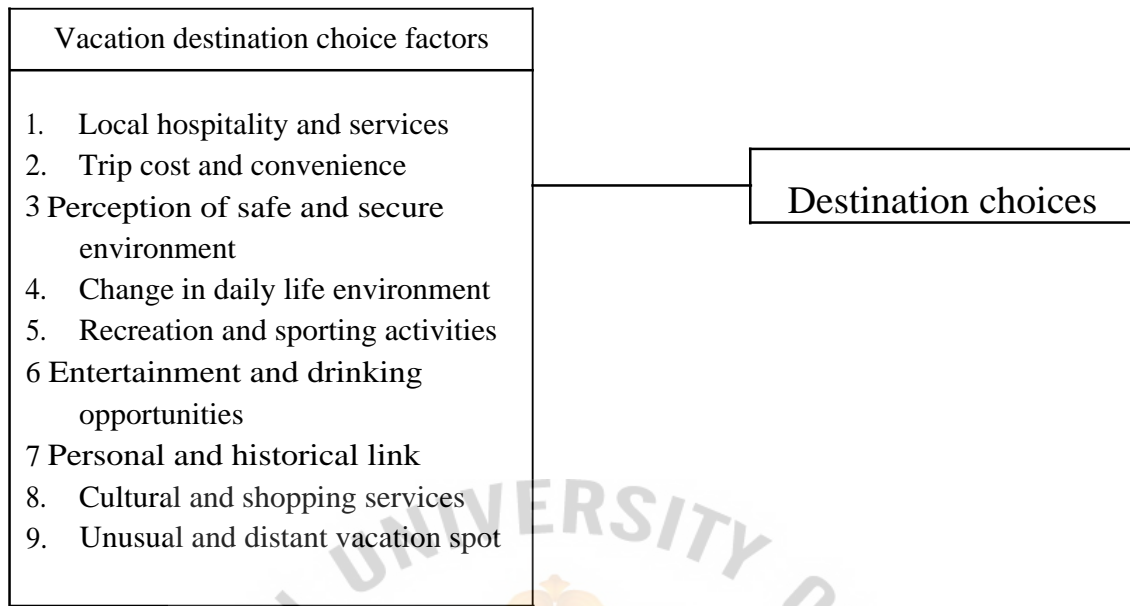


Table 2.2: Sirakaya E. and Mclellan R.W., "Factors affecting vacation destination choices of college students", 1997.

The seemingly weakness of Sirakaya and Mclellan’s study is that they did not mention specific destination but just access the significance of pull factors in making destination choice. That weakness was overcome by Jang and Cai (2002) who specified the destination choice by using both push and pull factors

Jang & Cai (2002) examined the relationship between travel motivation and destination choice of British outbound tourists. Six push factors (novel experience; escape; knowledge seeking; fun & excitement; rest & relaxation; family/friend togetherness) and five pull factors (natural & historic environment; cleanliness & safety; easy-to-access & economical deal; outdoor activities; sunny & exotic atmosphere) were found in their study as illustrated below:

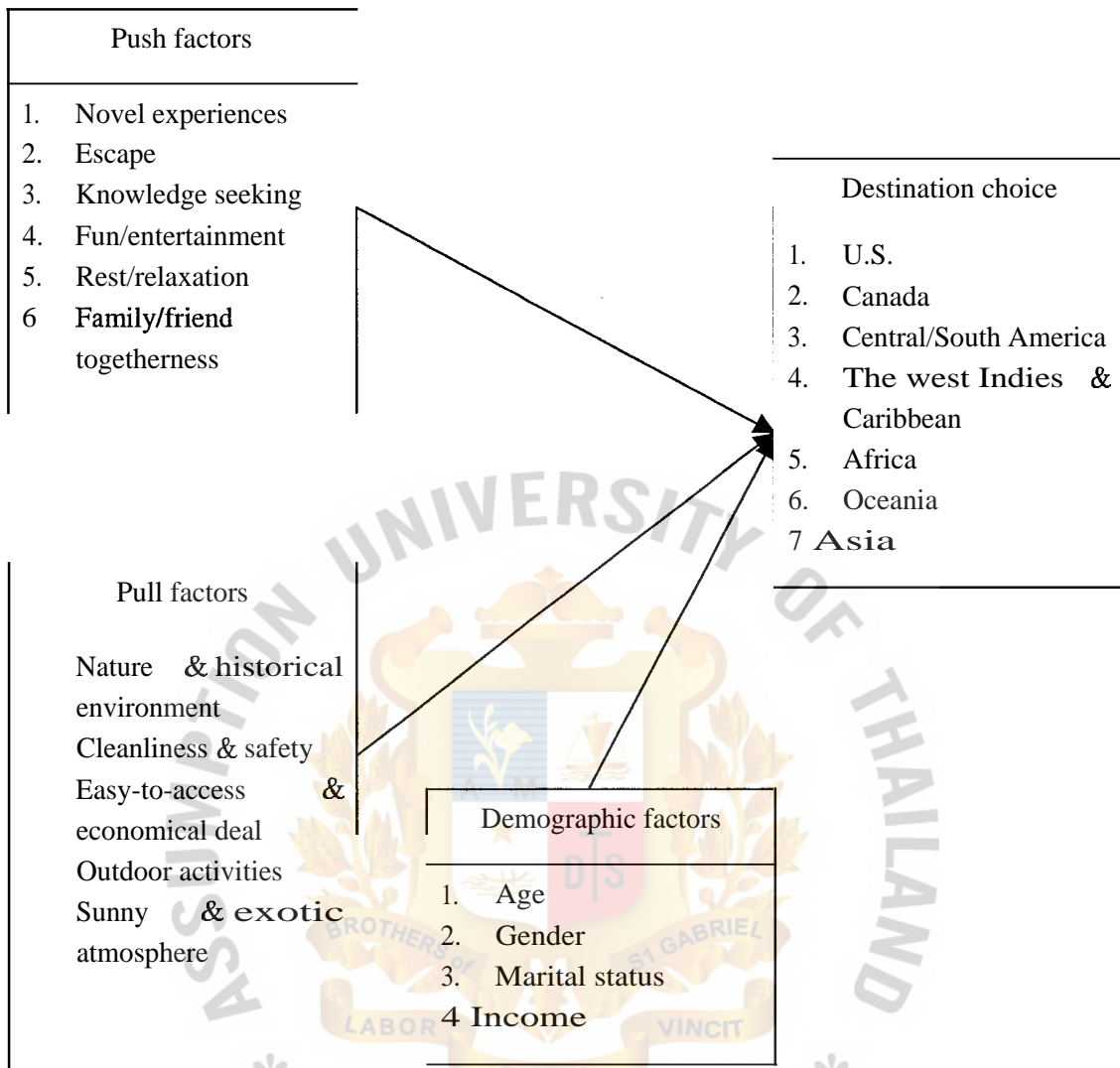
**Table 2.3 Jang & Cai's conceptual framework**

Table 2.3: Jang SooCheong & Cai L.A., "Travel motivations and destination choice: A study of British outbound market", 2002.

A series of logistic regression were used in Jang's research to identify the determinant factors of British outbound tourists' choice of destination. Among the six push factors, "Knowledge seeking" was the most important factor to motivate British tourists traveling overseas, followed by "escape" and "family/friend togetherness". Among the five pull factors, "cleanliness & safety" was found as the most important

factor that affects British travel out of the country, followed by "easy-to-access & economical deal" and "sunny& exotic atmosphere". The results of logistic regression show that British outbound tourists tend to go to Asia for "novel experience", to Oceania for "family/friend togetherness", to USA for "fun & excitement" and "outdoor activities", and to Africa for "natural & historic environment" and "sunny& exotic atmosphere".

Jang and Cai (2002) also surveyed the relationship between demographic factors and travel destinations. The results showed that British tourists who went to Canada had the highest age (50.7 years old) whereas those who went to west Indies/Caribbean were the youngest (39.5 years old). Overall, married people were significant majority (61.1% of respondents) than singles (20.2% of respondents) and others (18.7% of respondents). Their study is based on international tourism but not domestic tourism. A research on domestic tourism was conducted by Huybers (2003) in Australia.

Huybers (2003) investigated the determining factors underlying the short-break holiday destination choices of domestic tourists in Melbourne, Australia. He fixed six destinations in regions namely Canberra, Goldfields of Victoria, Great Ocean Road, Mornington Peninsula, Phillip Island/Gippsland, and Sydney. Again, he identified seven major attributes namely Amenities, Crowdedness, Environment, Event/festival, Expenditure per person, Season, and Travel time (hours). Huybers used the discrete choice modeling method based on random utility theory. In this theory, choices are

assumed to be made on the basis of the relative utility derived from alternative options. He also operationalised the model by carrying out a survey of prospective decision maker in his questionnaire, demographic and trip-related characteristics of respondents such as gender, age, accommodation, transport mode and household income were asked.

**Table 2.4 Huyber's conceptual framework**

Seven major attributes															
1 Amenities	<table><tr><td colspan="2">Destination Utility</td></tr><tr><td>1 Canberra</td><td></td></tr><tr><td>2 Goldfields of Victoria</td><td></td></tr><tr><td>3 Great Ocean Road</td><td></td></tr><tr><td>4 Mornington peninsula</td><td></td></tr><tr><td>5 Phillip Island/Gippsland</td><td></td></tr><tr><td>6 Sydney</td><td></td></tr></table>	Destination Utility		1 Canberra		2 Goldfields of Victoria		3 Great Ocean Road		4 Mornington peninsula		5 Phillip Island/Gippsland		6 Sydney	
Destination Utility															
1 Canberra															
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6 Sydney															
2 Crowdedness															
3 Environment															
4 Event/festival															
5 Expenditure per person															
6 Season	<table><tr><td colspan="2">Demographic &amp; trip-related characteristics</td></tr><tr><td>1 Gender</td><td></td></tr><tr><td>2 Age</td><td></td></tr><tr><td>3 Household income</td><td></td></tr><tr><td>4 Accommodation</td><td></td></tr><tr><td>5 Transport mode</td><td></td></tr></table>	Demographic & trip-related characteristics		1 Gender		2 Age		3 Household income		4 Accommodation		5 Transport mode			
Demographic & trip-related characteristics															
1 Gender															
2 Age															
3 Household income															
4 Accommodation															
5 Transport mode															
7 Travel time (hours)															

Table 2.4: Huybers T., "Domestic tourism destination choice—a choice modeling analysis", 2003.

The findings of Huybers' study demonstrate how the importance of various destination and trip attributes as well as respondent characteristics can be identified. Huybers found that the amount of trip expenditure is negatively related to destination utility while the staging of an event or festival positively affects destination utility. Other factors such as the quality of amenities and the level of crowdedness at the destination are also highly related to the utility of this destination. Conversely, factors

such as environmental setting of the main holiday activities and length of travel time do not appear to be major determinants for the tourists of Melbourne, Australia.

Sirakaya and Mclellan (1997) used only pull factors and the respondents were students. Jang and Cai (2002) used both push and pull factors but the destinations were targeted in international destinations. Huybers (2003) used domestic tourists on domestic destinations, but the applied seven major attributes mainly consisted of pull factors and constraints. A theoretical concept needs to be constructed by taking strengths of these findings. The findings of above researches are compared in the following table.

**Table 2.5 Comparative table of empirical findings**

No	Authors	Independent variables	Dependent variables	Respondents	Testing method
1	Sirakaya & Mclellan (1997)	Pull factors	Vacation destination choice (not specified )	U.S. College students	Factor analysis
2	Jang&Cai (2002)	Push & Pull factors	International destination	British outbound tourists	Factor analysis & Logistic regression
3	Huybers (2003)	Pull factors	Destination utility	Domestic tourists	Discrete choice modeling

## Chapter 3

### Research Frameworks

The purpose of this chapter is to describe a research framework that is related to the objectives of this study. The first part of this section discusses the conceptual framework of this research; the second part of this section defines the variables in the framework of the study; the third part gives the research hypotheses; and the last part shows the operational definitions of variables in this study. The study attempts: **(1)** to investigate the travel motivation factors of Pekinese domestic tourists, classified as "Push" and "Pull" factors, and, **(2)** to investigate how these "Push" and "Pull" factors influence Pekinese domestic tourists' destination choice.

#### 3.1 Theoretical framework

Sonmez and Graefe (1998) presented that the holiday destination choice as a series of process, starting from the motivation to travel, followed by a decision to travel domestically or in a foreign destination, the development of awareness, a search for information, evaluation of alternatives and finally, choice.

Many researchers believed that tourists' destination choice is affected by many factors, ranging from tourists' intangible needs, benefits and personal values that people want to satisfy through their travel experiences (push factors); to the attractiveness of tangible attributes of destination (pull factors), such as products and

services provided by the destination (Klenosky, Gengler and Mulvery, 1993).

The framework of this study is based on Jang and Cai's conceptual framework. They examined the relationship between British outbound travelers' motivation and their destination choice. Their framework is shown in Table 2.2, chapter 2.

### 3.2 Conceptual framework

The second section in chapter 3 describes the conceptual research framework of this study.

**Table 3.1 Conceptual framework**

Travel motivations	
<i><b>Push factors</b></i>	
Escape	
Knowledge seeking & meeting people	
Fun & unique experiences	
Rest & relaxation	
Family & friend togetherness	
Novel experiences	
<i><b>Pull factors</b></i>	
Cleanliness & safety	
Natural & historic environment	
Easy-to-access & economical deal	
Shopping & cultural attractions	
Sunny & exotic atmosphere	
	Destination choices of Pekinese domestic tourists
	1 Guangdong Province
	2 Jiangsu Provice
	3 Shangdong Provice
	4 Zhejiang Province
	5 Shanghai

Table 3.1 illustrates how the "Push" and "Pull" motivation factors influence the destination choice of Pekinese domestic tourists. The independent variables in this framework are "Push" and "Pull" motivation factors, which are based on the factors analysis of 22 push motivation items and 19 pull motivation items and, as the dependent variables are the destination choices of Pekinese domestic tourists, the researcher will study how these "Push" and "Pull" motivation factors influence the destination choice of Pekinese domestic tourists.

### 3.3 Definition of variables

#### 3.3.1 Travel motivation factors

Statistical analysis of research findings often takes the form of assessing the relationship between a dependent variable and a set of independent variables. This research also tries to investigate the relationship between travel motivations of Pekinese domestic tourists and their destination choices. The independent variables in the research framework are "Push" and "Pull" motivation factors based on the previous studies. Based on Jang & Cai's (2002) British outbound tourists study, totally 41 motivation items are used in this research, 22 of these items are in the push category and the remainder 19 in the pull category. The independent variables in this framework are travel motivation factors of Pekinese domestic tourists, which come from the result of factor analysis of the 41 push and pull items.

### **Push factor 1: Escape**

This factor refers to tourists' needs of change from their daily life environment. People's desire to "go away" from daily life can be satisfied by the experiences of travel. A change in environment may bring a change of psychology to a tourist.

### **Push factor 2: Knowledge seeking & meeting people**

This factor refers to the educational motives of Pekinese domestic tourists. People go out for travel sometimes motivated by the desires for learning new things or increasing knowledge, and the knowledge usually comes from the travel experience of an unknown place. Meeting people or making friends is also an important motivator that Pekinese tourists go out for travel. By meeting local people, knowledge about the destination can be enhanced. Thus, traveling is one of the sources of knowledge accumulation.

### **Push factor 3: Fun & unique experiences**

This factor refers to people's needs of amusement, enjoyment, or pleasure. The factor also refers to special experiences from the destination. This is one of the most important factors that drive people to travel.

### **Push factor 4: Rest & relaxation**

The factor rest & relaxation is about people's desire to go away from the busy work, or the busy daily life and, have a rest. People may travel may for relaxing and do nothing at all, for example, sleeping on the beach or just walking along the seaside may make people feel excellent.

### **Push factor 5: Family & friend togetherness**

The content of this factor is about maintaining interpersonal relationship with other people by expressing value to other people through travel experience, such as family members, relatives, or friends.

### **Push factor 6: Novel experiences**

Novel experience refers to experiences of new/different lifestyles. Tourists may be affected by the need to see things that they have never seen before. The new/different lifestyle can be just a taste of local foods or it can be obtained from communication with local people.

### **Pull factor 1: Cleanliness & safety**

Cleanliness means that the destination has a clean and comfortable environment, so that the destination must have appropriate hygiene system to satisfy the tourists' need. The high hygiene standard usually is a main factor that drives people to go to this destination. Safety and security is the basic requirement of a tourist to go to a specific destination. It is associated with attributes such as public security, stable political environment and high standard of local police system.

### **Pull factor 2: Natural & historic environment**

This factor is about destinations with attractions such as historical, archeological, buildings and places, and beautiful natural sights. The natural and historical environment may be the most important factor that drives people to travel out of home.

**Pull factor 3: Easy-to-access & economical deal**

Easy-to-access means that tourists can get to the destination expediently and the destination must provide convenient transportation system, which includes airline, railway, bus, and so on. Economical deal refers to the cost during the trip and this factor also reflects the value of money at the destination. The destination must provide good value for tourists' holiday money.

**Pull factor 4: Shopping & cultural attractions**

This factor is very easy to understand, which is related to the purchasing opportunity in local stores. Shopping opportunity usually includes purchasing of traditional handicraft, souvenir, and so on. The destination that provides variety of products may be considered as more attractive than other destinations by some tourists. Cultural attractions may refer to unique experiences that can be obtained from the local culture.

**Pull factor 5: Sunny & exotic atmosphere**

Sunny weather usually means the nice weather of a destination. People always want to have a nice weather during the trip. Since China is so big and with 56 nationalities in the country, it is not surprising that there are many cultural differences within one country. Exotic atmosphere is about different culture, different living habits of local people, and so on.

### 3.3.2 Destination choice

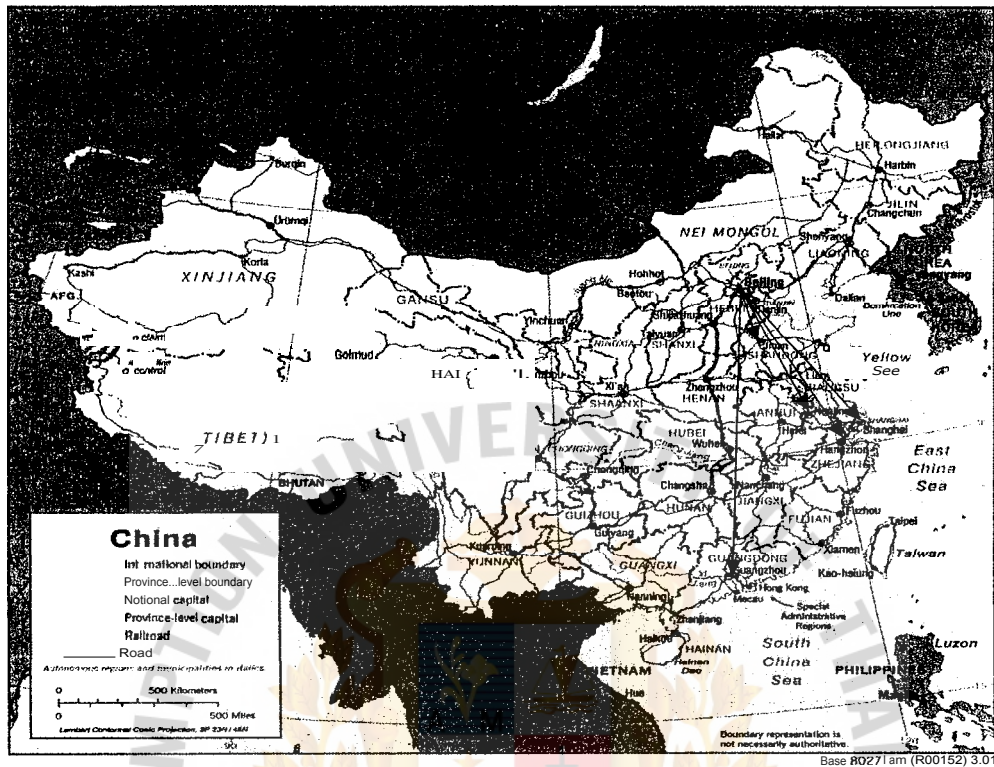
The independent variables in the framework were "Push" and "Pull" motivation factors based on the result of factor analysis. Push factors refer to people's desire to travel while pull factors refer to the destination's attributes. The dependent variable of this framework was the destination choice of Pekinese domestic tourists. The targeted destinations were four provinces and one city in China: Guangdong province, Jiangsu province, Shandong province, Zhejiang province and, Shanghai (city). Related data of these destinations are given in the following table. The researcher investigated the factor that uniquely motivates Pekinese domestic tourists to travel to a specific destination.

**Table 3.2 Related data of targeted destinations**

No	Province/city	Approximate distance from Beijing	Location	Transport link
1	Guangdong	1873 km	South	Air/Railway
2	Jiangsu	885 km	South-east	Air/Railway
3	Shandong	371 km	East	Air/Railway/Car/Bus
4	Zhejiang	1140 km	South-east	Air/Railway/Car/Bus
5	Shanghai	1068 km	South-east	Air/Railway/Car/Bus

Source: <http://www.pmgeiser.ch/china/general/map.htm>, Map of China.

Table 3.3 Map of China



Source: <http://www.pmgeiser.ch/china/general/map.htm>, Map of China, 2004.

### 3.4 Hypothesis statements

The research hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher (Malhotra, 1999). It is a tentative statement about things that the researcher wishes to support or to reject. In this study, the hypotheses are tested to investigate how push and **pull** motivation factors affect Pekinese domestic tourists' choice of destinations.

Ho1: the push travel motivation factors have no significant influence on Pekinese domestic tourists' destination choice.

Ha1: the push travel motivation factors have significant influence on Pekinese domestic tourists' destination choice.

Ho2: the pull travel motivation factors have no significant influence on Pekinese domestic tourists' destination choice.

Ha2: the pull travel motivation factors have significant influence on Pekinese domestic tourists' destination choice.

### 3.5 Operationalization of variables

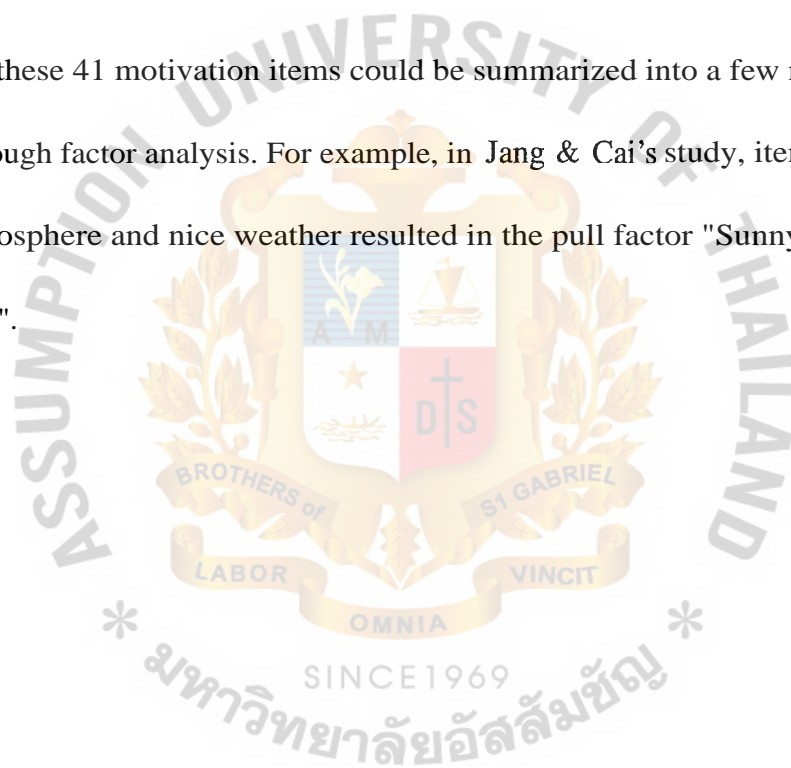
The attributes of push and pull factors are selected from previous literature review. Jang and Cai (2002) pointed out about 22 push items and 19 pull items, and these items are selected to summarize into push and pull factors that affect Pekinese domestic tourists' choice of selected destinations. The operationalization of variables includes concept of motivations, conceptual definitions, operational components, and the level of measurement, and they are shown in the following table.

**Table 3.2 Operationalization of variables**

Concept	Conceptual Definition	Operational Components	Level of Measurement
The items of <b>push</b> motivations	Intangible needs, benefits and personal values that tourists want to satisfy through their travel experiences	Experiencing new and different lifestyle	Interval
		Unique or different indigenous people	
		See people from many different backgrounds/nationalities.	
		Experiencing a simpler lifestyle	
		Meeting new & different people	
		Trying new foods	
		Getting away from the demand of home	
		Getting a change from a busy job	
		Escaping from the ordinary	
		Going place that never visited before	
		Opportunities to increase one's knowledge	
		Doing and seeing destination's unique things	
		Visiting a place that can be talked about after go back to home	
		Finding thrills and excitement	
		Having fun and entertainment	
		Going places that friends never been	
		Relaxing	
		Doing nothing at all	
		Indulging in luxury	
		Visiting friends/relatives	
The items of <b>pull</b> motivations	The tangible attributes of destinations	Interesting rural areas	Interval
		Historical/archeological building and places	
		Visit to appreciate natural ecological sites	
		Outstanding scenery	
		Standard of hygiene and cleanliness	
		Personal safety	
		Environmental quality	
		Availability of information	
		The best deal that can be get	
		Destination that provides value for holiday money	

Concept	Conceptual definition	Operational Components	Level of Measurement
The items of <b>pull</b> motivations	The tangible attributes of destinations	Public transportation	Interval
		Primitive outdoor camping	
		Outdoor activities	
		Activities for the entire family	
		Ease of driving	
		Exotic atmosphere	
		Nice weather	
		Shopping	
		Arts & cultural attractions	

All of these 41 motivation items could be summarized into a few motivation factors through factor analysis. For example, in Jang & Cai's study, items such as exotic atmosphere and nice weather resulted in the pull factor "Sunny & exotic atmosphere".



## Chapter 4

### Research Methodology

The information obtaining is based on questioning a number of respondents. A structured questionnaire designed to elicit specific information from respondents is given to a sample of population. The chapter of this motivation study explained the research methodology, including the sampling technique, the research questionnaire, data collection procedure, data measurement, and analysis of the data. In data analysis, descriptive analysis, factor analysis and logistic regression were explained.

#### 4.1 Research method

A survey is a way of collecting data from members of a population in order to determine the current status of that population relating to variables. The survey includes both census survey and sample survey. A sample survey is a way of inquiring information about a population based on a sample drawn from that population (Gay & Diebl, 1992).

The sample survey method was employed in this study to collect the necessary data. A self-administered, closed-ended questionnaire was used to collect information about travel motivation factors and destination choices of Pekinese domestic tourists. As the researcher is a native Chinese, he can communicate with respondents directly by using the questionnaire and get the primary data.

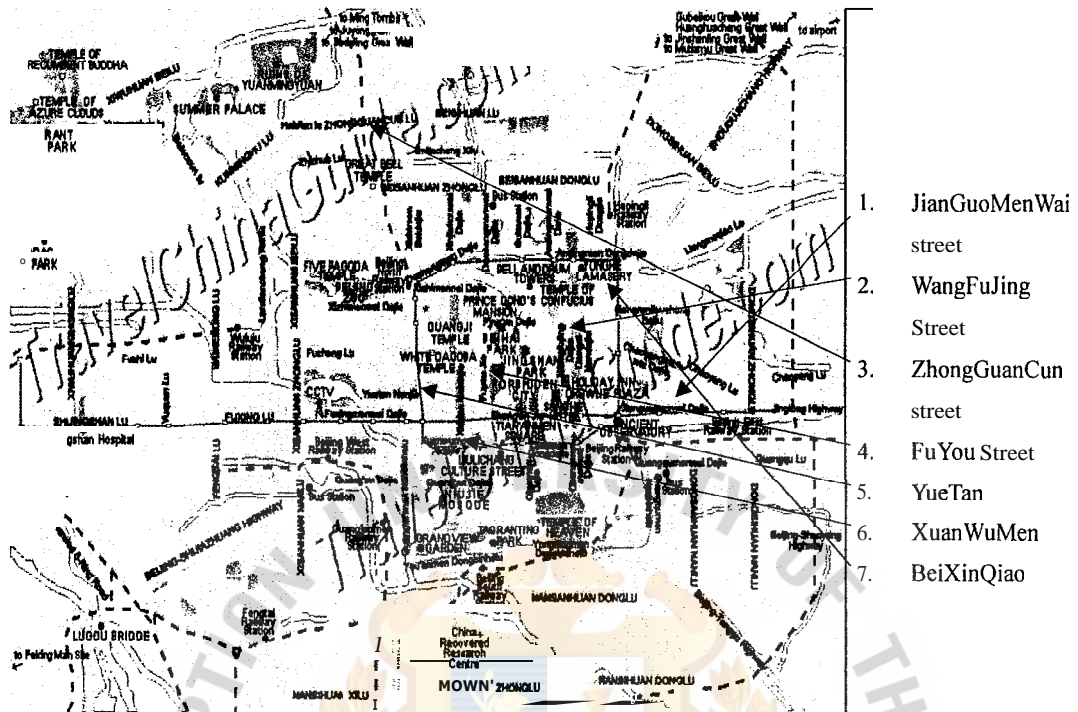
A non-probability sampling was used to select respondents.

**4.1.1 The target population:** the objective of most marketing researches is to obtain information about the characteristics or parameters of a population. A population is the aggregate of all the elements that share some common set of characteristics, and that comprise the universe for the purpose of the marketing research problem (Malhotra, 1999). In this study, the target population means "Male and female over 15 years old who are residents in Beijing and they must have taken overnight visit out of Beijing during the past one year prior to the survey".

**4.1.2 Sampling elements:** Any Beijing resident over 15 years old who has taken overnight visits out of Beijing during the past one year prior to the survey.

**4.1.3 Sampling units:** to ensure that the respondents can be representatives in the population, the survey was conducted around Beijing city, which was divided into several units: (1) JiangGuoMenWai street in ChaoYang district—the areas where many multinational companies are located; (2) Wang Fu Jing Street in DongCheng district—one of the most famous shopping areas in Beijing; (3) ZhongGuanCun street in HaiDian district—a famous educational area with many high-tech companies; (4) FuYou street—the area where many government institutions are located; (5) Yue Tan—a large residential area; (6) XuanWuMen—a large residential area; (7) BeiXinQiao—a large residential area. In this way respondents included the company employees, shopper, scholars, and local residents. The survey areas are shown in the following map of Beijing.

Table 4.1 The survey areas



Source: <http://www.travelchinaguide.com/cityguides/beijing/beijingmap.htm>, Map of Beijing.

#### 4.1.4 Sample size:

According to the census survey of Beijing Statistic Bureau, 2004 ([http://www.chinapop.gov.cn/rkzh/zgrk/tigb/t20040326\\_2833.htm](http://www.chinapop.gov.cn/rkzh/zgrk/tigb/t20040326_2833.htm)), the total population of Beijing residents is 13.82 million, and the target population of this research—Beijing residents over 15 years old, is 10.73 million. It is understood that sample size should be as big as possible. In general, the larger the sample, the more representative it is likely to be (Gay & Diebl, 1992). The sample size of this study is based on this population, which is determined by using Anderson's theoretical sample size for different sizes of population.

Table 4.2 Anderson's Chart of Sample Size

Population	Required sample for tolerable error			
	2%	3%	4%	5%
100	96	91	85	79
500	413	340	272	217
1,000	705	516	375	277
5,000	1,622	897	535	356
50,000	2,290	1,044	593	381
100,000	2,344	1,055	596	382
>1,000,000	2,344	1,065	599	384

Source: Anderson, G, <Fundamentals of Education Research>, 1996, P202.

According to Anderson, the total sample size of this research is shown in the following table.

Table 4.3 Sample Size

Total population of Beijing 13.82		
million	Target population 10.73	
	million	Sample size 400

#### **4.1.5 Duration time:**

Total sample size of this study was broken into seven sample units in equal ratio. The rationale of the questionnaire distribution was to ensure the sample fairly representative of each category of respondents in terms of company employees, shoppers, scholars, and local residents. It was not practically to find out the census of these categories. The survey was conducted from 9/Aug/2004 to 15/Aug/2004 to achieve the requirement of data collection in the seven survey areas in Beijing, China (Table 4.1). Totally, 400 questionnaires were collected during the period. Each survey area contributed around 57 questionnaires and each questionnaire was finished in about 5 minutes.

#### **4.2 Data collection**

This research relies on primary and secondary data. The primary data was collected through a self-administrated questionnaire including a wide range of information such as the respondents' socio-demographic characteristics, travel motivation and their travel destinations. The questionnaire was confined to three main parts. The first part of questionnaire includes only one question, and the respondents were required to choose only one destination for their most recent trip within the five given destinations. If the respondents visited more than one destination during the trip, they were required to select the destination of the longest stay. The second part included the travel motivation factors, and the respondents were asked to indicate the level of importance concerning a motivational scale of the 41 "push" and "pull" items.

The importance level of each motivation is measured on a five-point Likert scale (with 5 being extremely important and 1 being extremely unimportant). The last part included the socio-demographic characteristics of respondents, such as gender, age, income, marital status, educational level and occupation.

Main sources of secondary data included books, journals, publications, and articles from Assumption University Library. The Internet was another useful source of information in this study.

#### **4.2.1 Research instrument/Questionnaire**

The research considered using a "self-administered structured questionnaire," which the respondents can express to complete freely without interference by the interviewer. The questionnaire was translated into Chinese character (mandarin) by the researcher after getting the proposal evaluation form from the thesis committee. Mr. MaChao also helped to check the translation of the questionnaire.

#### **4.2.2 Pre-testing**

The research required a pretest of the questionnaire to determine whether it is reliable or not. Totally 40 questionnaires were randomly distributed to the respondents who meet the required respondents' criteria of the study. The result of reliability test 0.8037 showed that the data collected through the questionnaire was reliable to be further analyzed. Any error or misunderstanding in the questionnaire was modified immediately.

### **4.3 Treatment of data**

The collected questionnaires were encoded and interpreted by The Statistical Package for Social Science (SPSS) after the survey. All statistical procedures were performed by computer software package to ensure accuracy and to minimize costs.

### **4.4 Data analysis**

#### **4.4.1 Statistics used in this study**

The statistical test methods for this study were conducted based on Jang & Cai's study in 2002, which include descriptive statistics, factor analysis and logistic regression.

##### **1) Descriptive Analysis**

Descriptive analysis is the statistics that is used to describe or summarize the information about the population or sample. Zikmund (1997) presented that descriptive analysis is a transformation of raw data into a form that makes the data easy to understand and interpret. This transformation process is done by rearranging, ordering, and manipulating the data to generate descriptive information. Malhotra (1999) defined descriptive research as a type of conclusive research which has its major objective as the description of something—usually market characteristics or functions. According to him, descriptive research is conducted for the following reasons: (1) to describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas; (2) to estimate the percentage of units in a specified population exhibiting a certain behavior; (3) to determine the perceptions of

product characteristics; (4) to determine the degree to which marketing variables are associated and (5) to make specific predictions.

In this study, descriptive analysis is used to profile the Pekinese domestic tourists in terms of their demographic characteristics.

## 2) Factor Analysis

Factor analysis is a mathematical tool which can be used to examine a wide range of data sets. It is a general term for several specific computational techniques. All have the objective of reducing to a manageable number many variables that belong together and have overlapping measurement characteristics.

Factor analysis helps to reduce a vast number of variables (for example, all the questions tapping several variables of interest in a questionnaire) to a meaningful, interpretable, and manageable set of factors. A principal-component analysis transforms all the variables into a set of composite variables that are not correlated to one another. For example if a researcher has measured in a questionnaire the four concepts of mental health, job satisfaction, life satisfaction, and job involvement, with seven questions tapping each. Then factor analyze these 28 items, there will be found four factors with the right variables loading on each factor, confirming that researcher has measured the concepts correctly (Sekaran, 2003).

Factor analysis begins with the construction of a new set of variables based on the relationships in the correlation matrix. While this can be done in a number of ways, the most frequently used approach is **principal-components analysis**. This method transforms a set of variables into a new set of composite variables or principal components that are not correlated with each other. These linear combinations of variables, called factors, account for the variance in the data as a whole. The best combination makes up the first principal component and is the first factor. The second principal component is defined as the best linear combination of variables for explaining the variance not accounted for by the first factor. In turn, there may be a third, fourth, and  $k$ th component, each being the best linear combination of variables not accounted for by the previous factors (Cooper & Schindler, 2003).

The principal factor analysis is used to summarize the 41 motivation items into some push and pull factors to understand why Pekinese domestic tourists go out for travel and the result will be used for further destination choice study.

### **3) Logistic regression**

Many research techniques are available to test the relationship between independent variables and dependent variables. For example when both independent and dependent variables are ratio or interval scale then regression analysis may be an appropriate choice; discriminant analysis is often used when the dependent variable is categorical and the independent variables are ratio or interval scale and analysis of

variance techniques are usually employed when the dependent variable is ratio or interval scale and the independent variable is categorical (Jobber, 1994).

However, in some situation, both independent and dependent variables are categorical. It is here that logit model can be used to determine associations (Fienberg, 1977). With a categorical dependent variable, discriminant function analysis is usually employed if all of the predictors are continuous and nicely distributed; logit analysis is usually employed if all of the predictors are categorical; and logistic regression is often chosen if the predictor variables are a mix of continuous and categorical variables and/or if they are not nicely distributed (logistic regression makes no assumptions about the distributions of the predictor variables). According to SPSS helps (SPSS 11.5), logistic regression is useful for situations in which you want to be able to predict the presence or absence of a characteristic or outcome (dependent variables) based on values of a set of predictor (independent) variables. It is similar to a linear regression model but is suited to models where the dependent variable is *dichotomous*. Dichotomous means the situation in which the outcome (dependent) variable is limited to two discrete values—an event occurring or not occurring, with a "yes" or "no" response to an attitude question, or a characteristic being present or absent. For example, getting a job or not, joining a union or not, or voting a certain candidate.

In a logit model, the value of the dependent variable is based upon the "log odds".

An odds ratio is the ratio between the frequency of being in one category and the frequency of not being in that category (Jobber, 1994). In this study, five logistic regression (logit) models will be used to find out what factors contributed to determining Pekinese domestic tourists' destination choice. The dichotomous dependent variables in these models are: the choice of a specific destination, which is coded as 1; and the choice of other destination, which is coded as 0. The general logit model used in this study can be specified as follows:

$$\ln(ODDS) = \ln \left| \frac{P}{1-P} \right| = a + bX + e$$

Where

P: probability that the value of outcome variable is 1.

bX:  $b_1x_1 + b_2x_2 + \dots + b_nx_n$ .

$\ln(ODDS)$ : Log odds of occurrence on one destination over the other destinations.

The model estimates the logit, which is the natural logarithm of the odds that an event occurs or a state exists. In this study, the logit means the natural log of the odds of the outcome (dependent) variable being equal to 1, for example, the respondents choose Shanghai as a destination or, the natural log of the odds of the outcome (dependent) variable is 0, for example, the respondents choose the other destinations.

In this study, logistic regression is used to determine the factors that significantly influence Pekinese domestic tourists' destination choice.

#### 4.4.2 Decision rule for interpretation

Null hypothesis in the statement of hypothesis which means that push and pull motivation factors have no significant influence on Pekinese domestic tourists' destination choice. Reject null hypothesis means that  $H_a$  – "push and pull motivation factors have significant influence on Pekinese domestic tourists' destination choice" — should be accepted. Logit coefficients can be used to estimate odds ratios for each of the independent variables in the model. In this study the logit coefficients might be positive or negative, the positive logit coefficient associated with the factors indicate that Pekinese domestic tourists are more likely to travel to the modeled destination and the negative logit coefficients indicate that Pekinese domestic tourists are less likely to choose this destination. For example, if the factor "Novel experiences" resulted in the logit coefficient 0.4, whereas the factor "Outdoor activities" resulted in -0.4 in the Shanghai model, it indicates that the factor "Novel experiences" contributes to Pekinese domestic tourists decision to go to Shanghai, whereas the Pekinese domestic tourists are not likely to choose Shanghai for "Outdoor activities".

## Chapter 5

### Analysis of Data

This chapter presents the results of the data analysis according to the procedure discussed in previous chapters. The analysis results are based on the 400 respondents who have been selected in the seven sampling units. The first part of this chapter describes the demographic characteristics of respondents, including gender, age, marital status, monthly income, educational level and occupation of respondents. The second part of this chapter is the factor analysis of Pekinese domestic tourists' travel motivation. It starts with importance ranking of push and pull motivation items and proceeds to factor analysis of them regardless of destination. The last part is the logistic regression and the hypothesis testing of six push factors and five pull factors for each destination.

#### 5.1 Demographic characteristics of respondents

According to the objectives of this research, the Pekinese respondents were investigated in terms of gender, age, monthly income, marital status, educational level, and occupation. Totally 400 questionnaires were collected during August 2004 in the selected sampling units in Beijing. The demographic characteristics of these respondents are shown below:

**Table 5.1 Gender of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Male	179	44.7	44.7	44.7
Female	221	55.3	55.3	100.0
Total	400	100.0	100.0	

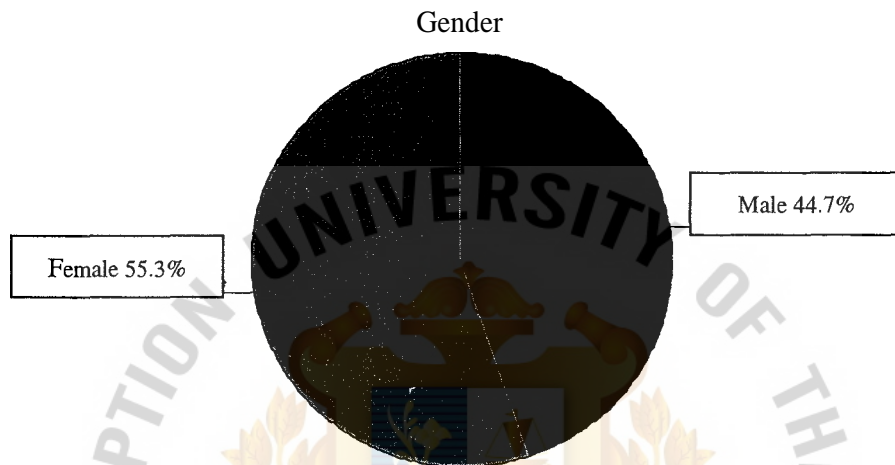


Table 5.1 shows that totally 400 questionnaires have been collected during the survey period. Among these 400 questionnaires, female respondents (55.3% of total respondents) are more than male respondents (44.7% of total respondents). However, we can say that the gender distribution among respondents is fairly equal.

**Table 5.2 Age of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
15-20 years old	23	5.8	5.8	5.8
21-25 years old	109	27.3	27.3	33.0
26-30 years old	106	26.5	26.5	59.5
31-35 years old	79	19.8	19.8	79.3
36-40 years old	59	14.8	14.8	94.0
41 and up	24	6.0	6.0	100.0
Total	400	100.0	100.0	

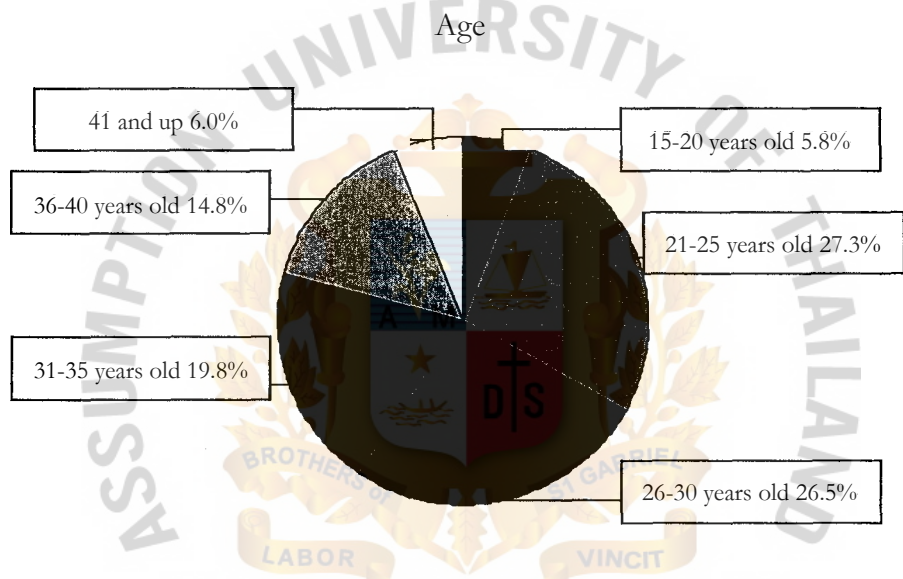


Table 5.2 shows the age category of respondents. The highest percentage of age category of respondents is between 21-25 years old (27.3% of total respondents), followed by the age between 26-30 years old (26.5%), 31-35 years old (19.8%), 36-40 years old (14.8%), over 41 years old (6.0%), and the least age category of respondents is age between 15-20 years old, which takes 5.8% of total respondents only. It is observed that the majority of respondents concentrate on the age between 21 to 30 years old, representing young adults.

**Table 5.3 Marital status of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Single	242	60.5	60.5	60.5
Married	148	37.0	37.0	97.5
Others	10	2.5	2.5	100.0
Total	400	100.0	100.0	

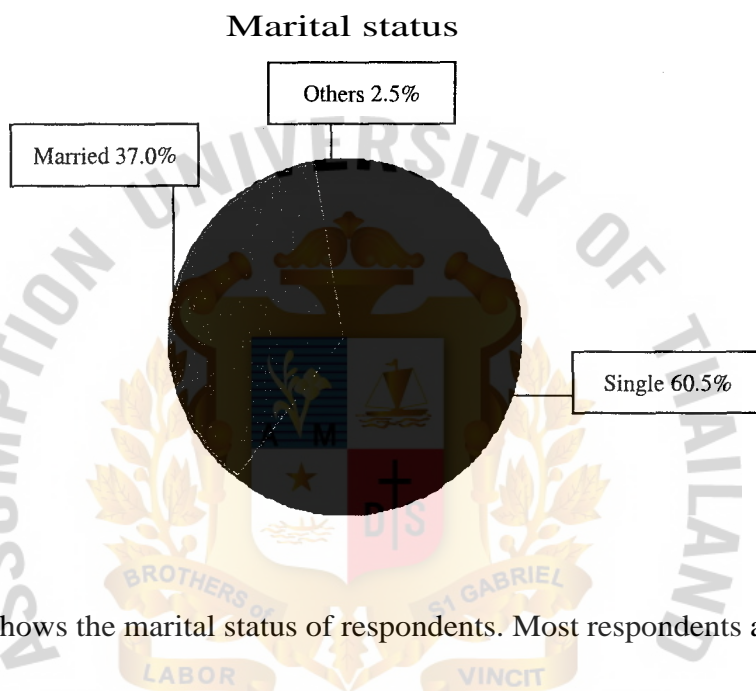


Table 5.3 shows the marital status of respondents. Most respondents are single, which takes 60.5% of total respondents, much more than married respondents (37.0%) and other respondents (divorced & living together) only take 2.5% of the total. The results of singles taking over sixty percent corresponds to the majority of respondents who are young adults aged between 21 to 30 years old.

**Table 5.4 Monthly incomes of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1, 500 Yuan or equal	32	8. 0	8. 0	8. 0
1, 501-2, 000 Yuan	56	14. 0	14. 0	22. 0
2, 001-2, 500 Yuan	77	19. 3	19. 3	41. 3
2, 501-3, 000 Yuan	69	17. 3	17. 3	58. 5
3, 001-3, 500 Yuan	78	19. 5	19. 5	78. 0
more than 3, 500 Yuan	88	22. 0	22. 0	100. 0
Total	400	100.0	100.0	

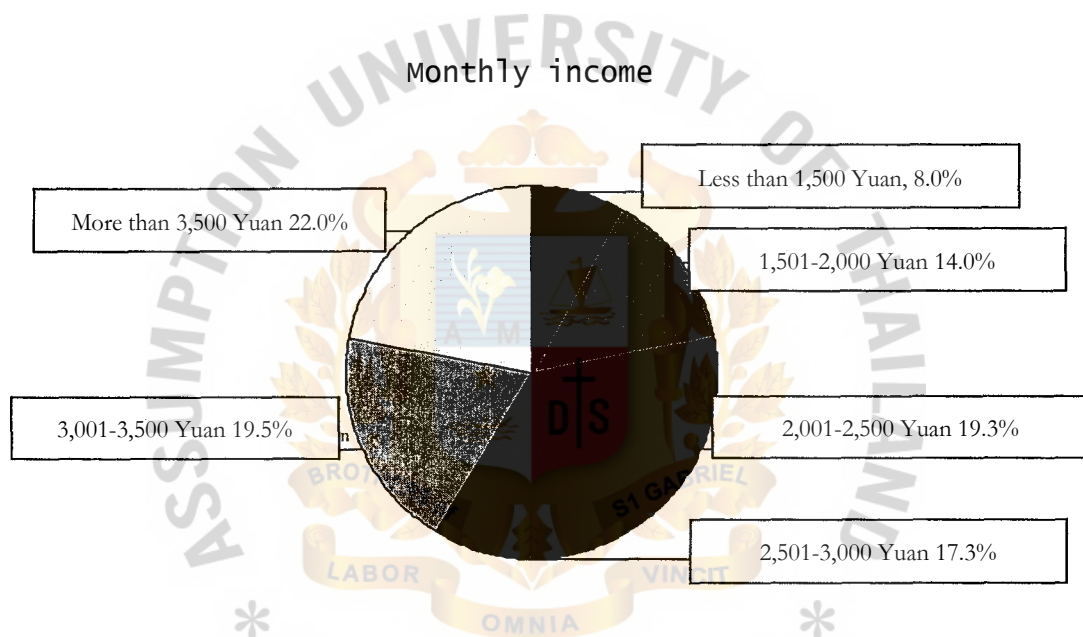


Table 5.4 shows the monthly income of Pekinese respondents. The highest percentage of respondents' monthly income is more than 3,500 Yuan, which takes 22% of total respondents, followed by the income between 3,001-3,500 Yuan (19.5%), 2,001-2,500 Yuan (19.3%), 2,501-3,000 Yuan (17.3%), 1,501-2,000 Yuan (14.0%), and the income less than 1,500 Yuan a month (8.0%). Thus, the monthly income levels among the respondents are fairly distributed.

**Table 5.5 Educational levels of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Primary school	2	.5	.5	.5
Junior high school	10	2.5	2.5	3.0
Senior high school	42	10.5	10.5	13.5
Technical/Vocational school	88	22.0	22.0	35.5
College	148	37.0	37.0	72.5
University/Advanced degree	110	27.5	27.5	100.0
Total	400	100.0	100.0	

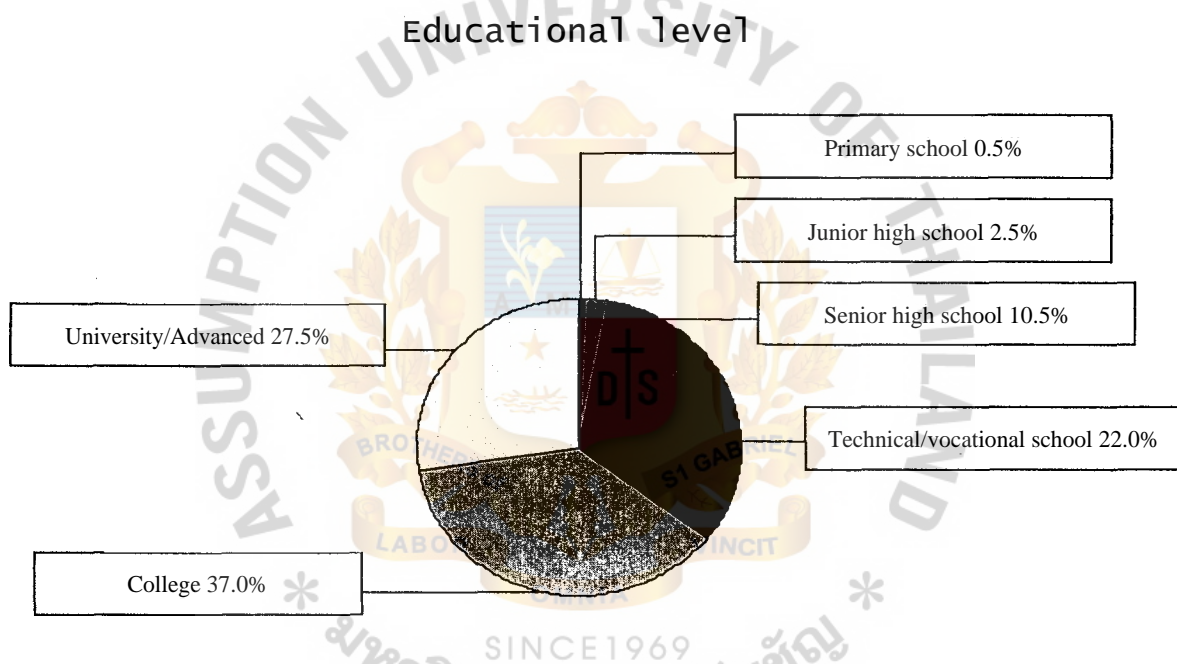


Table 5.5 shows the educational level of respondents. Most of the respondents have a college degree, which takes 37.0% of total respondents, followed by the respondents with university/advanced degree (27.5%), technical/vocational school (22.0%), senior high school (10.5%), junior high school (2.5%), and educational level of primary school (0.5%). It is found that the majority of respondents are college educated. Since the number of respondents with primary school level is only two persons, almost all the respondents are expected to understand the questionnaire and to fill it up correctly. It could contribute to the reliability of the instrument.

**Table 5.6 Occupations of respondents**

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Labor/Production	18	4.5	4.5	4.5
Company Officer	100	25.0	25.0	29.5
Owner/Self-employed	42	10.5	10.5	40.0
Government Officer	48	12.0	12.0	52.0
Manager/Executives	58	14.5	14.5	66.5
Unemployed/Housewife	32	8.0	8.0	74.5
student	44	11.0	11.0	85.5
Others	58	14.5	14.5	100.0
Total	400	100.0	100.0	

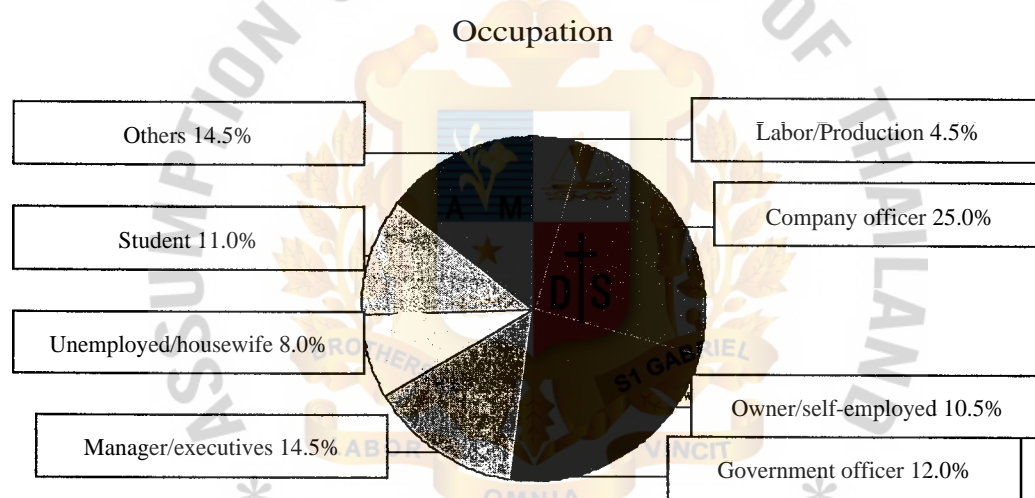


Table 5.6 shows the occupations of respondents. Among the eight types of occupation, the company officer takes the highest percentage of 25.0%, followed by the manager/executives and other (14.5% both), government officer (12.0%), student (11.0%), owner/self-employed (10.5%), unemployed/housewife (8.0%), and the lowest percentage is the labor/production, which takes 4.5% of the total. Except for the highest group (company officer) and the lowest group (labor/production), the occupation of the respondents is fairly distributed.

## 5.2 Importance ranking of motivation items

As mentioned in chapter 4, the importance levels of the Pekinese domestic tourists' travel motivations were measured on a five-point Likert scale (1=extremely unimportant; 2=unimportant; 3=neutral; 4=important; 5=extremely important). Table 5.7 shows the importance rankings of top five motivation items.

**Table 5.7 Importance ranking of push and pull motivations**

Motivations		Rank	Items	Mean
Push motivations	Most important	1	Going place that never visited before	4.02
		2	Going place can be talked about after home	3.98
		3	Finding thrills and excitement	3.88
		4	Meeting people with similar interest	3.81
		5	Unique or different indigenous people	3.76
	Least important	1	Visiting friends/ relatives	3.00
		2	See people from different background/nationalities	3.06
		3	Indulging in luxury	3.12
		4	Trying new foods	3.15
		5	Doing nothing at all	3.25
Pull motivations	Most important	1	Historical/archeological buildings and places	3.89
		2	Availability of information	3.84
		3	Outstanding scenery	3.83
		4	Interesting rural area	3.75
		5	Standard of hygiene and cleanliness	3.67

Motivations		Rank	Items	Mean
Pull motivations	Least important	1	Public transportation	2.93
		2	The best deal that can be got	3.02
		3	Destination that provides value for holiday money	3.24
		4	Shopping	3.27
		5	Ease of driving	3.37

Table 5.7 shows that the most important push items in order of ranking include "Going place that never visited before", "Going place can be talked about after go back to home", "Finding thrills and excitement", "Meeting people with similar interest", and "Unique or different indigenous people". On the other hand, the respondents considered that "Visiting friends/ relatives", "See people from different background/nationalities", "Indulging in luxury", "Trying new foods", "Doing nothing at all" are the least important items.

The most important pull motivation items are "Historical/archeological buildings and places", "Availability of information", "Outstanding scenery", "Interesting rural area", and "Standard of hygiene and cleanliness". On the other hand, the five least important pull motivation items considered by Pekinese domestic tourists are "Public transportation", "The best deal that can be got", "Destination that provides value for holiday money", "Shopping", and "Ease of driving".

### 5.3 Factor analysis of Push and Pull motivations

#### 5.3.1 Factor analysis of Push motivations

As mentioned in chapter 2, push factors are the motives that make individuals want to travel; they are the internal needs of travelers. In this study, push factors mean the Pekinese domestic tourists' intrinsic motivations to visit to a particular destination.

Table 5.8 shows the result of factor analysis of 22 push motivation items.

**Table 5.8 Push motivation factors of Pekinese domestic tourists**

Push motivation factors (Reliability Alpha)	Loading	Eigenvalues	Variance explained
Factor 1:Escape (0.648)		3.13	14.21%
Going place that never visited before	.78		
Escaping from the ordinary	.71		
Getting away from the demand of home	.70		
Meet new & different people	.56		
Trying new foods	.56		
Getting a chance from the busy work	.45		
Factor 2: Knowledge seeking & meeting people (0.629)		2.60	11.85%
Finding thrills and excitement	.70		
Meeting people with similar interest	.66		
Opportunity of increase one's knowledge	.57		
Unique or different indigenous people	.41		
Factor 3: Fun & unique experiences (0.679)		2.08	9.44%
Doing and seeing destination unique things	.72		
Visiting a place that can be talked after go back to home	.66		
Having fun and entertainment	.55		
Going place that friends never been	.48		
Factor 4: Rest & relaxation (0.700)		1.50	6.84%
Doing noting at all	.78		
Relaxing	.76		
Factor 5: Family & friend togetherness (0.607)		1.23	5.57%
Indulging in luxury	.80		
Visiting friends/relatives	.78		
Being together as a family	.54		
Factor 6: Novel experiences (0.603)		1.13	5.16%
See people from different background/nationalities	.69		
Experiencing new & different lifestyle	.67		
Experiencing a simpler lifestyle	.54		
Total variance explained			53.06%

Table 5.8 shows six factors that have been derived from the factor analysis of 22 push motivation items and they totally explains 53.06 percent of variance. The first factor named as "escape" with the variance of 14.21%, has the reliability alpha of 0.648 and the eigenvalue of 3.13; the second factor named as "knowledge seeking & people" with the variance of 11.85%, has the reliability alpha of 0.629 and the eigenvalue of 2.60; the third factor named as "fun & unique experiences" with the variance of 9.44%, has the reliability alpha of 0.679 and the eigenvalue of 2.08; the fourth factor named as "rest & relaxation" with the variance of 6.84%, has the reliability alpha of 0.700 and the eigenvalue of 1.50; the fifth factor named as "family & friend togetherness" with the variance of 5.57%, has the reliability alpha of 0.607 and the eigenvalue of 1.23; the last push factor named as "novel experiences" with the variance of 5.16%, has the reliability alpha of 0.603 and the eigenvalue of 1.13.

In sum, the factors of "escape", "knowledge seeking & meeting people", "fun & unique experiences", "Rest & relaxation", "Family & friend togetherness" and "Novel experiences" take 53.06 percent of total push variance; that is to say, these factors explain much of the reason the Pekinese domestic tourists travel.

### **5.3.2 Factor analysis of Pull motivations**

Pull factors are the motives of the benefits or services provided by the destination. In this study, the pull factors mean the Pekinese domestic tourists' extrinsic motivations to visit a particular destination. Table 5.9 shows the result of factor analysis of 19 pull motivation items.

**Table 5.9 Pull motivation factors of Pekinese domestic tourists**

Pull motivation factors (Reliability Alpha)	Loading	Eigenvalues	Variance explained
Factor 1: Cleanliness & safety (0.603)		2.51	16.1%
Personal safety	.70		
Standard of hygiene and cleanliness	.67		
environmental quality	.65		
visits to appreciate natural ecological sites	.60		
Factor 2: Natural & historical environment (0.603)		1.76	11.75%
Interesting rural area	.87		
Historical/archeological buildings and places	.59		
Outstanding scenery	.57		
Factor 3: Easy-to-access & economical deal (0.611)		1.23	8.22%
Destination that provides value for holiday money	.71		
Primitive outdoor camping	.65		
Public transportation	.54		
The best deal that can be got	.46		
Factor 4: Shopping & cultural attractions (0.634)		1.21	8.07%
Shopping	.79		
Arts & cultural attractions	.73		
Factor 5: Sunny & exotic atmosphere (0.600)		1.09	7.29%
Exotic atmosphere	.77		
Nice weather	.64		
Total variance explained			52.07%

Seven factors that have derived from the factor analysis of 19 pull motivation items. The last two factors, "driving & outdoor activities" with the reliability alpha of 0.479 and "information & family activities" with the reliability alpha of 0.303, were excluded for further analysis due to low reliability. The factor analysis was rerun and table 5.9 shows that five factors have been derived from the last 15 pull motivation items and they totally explain 52.07 percent of variance. The first factor named as "cleanliness & safety" with the variance of 16.1%, has the reliability alpha of 0.603 and the eigenvalue of 2.51; the second factor named as "natural & historical environment" with the variance of 11.75%, has the reliability alpha of 0.603 and the eigenvalue of 1.76; the third factor named as "easy-to-access & economical deal"

with the variance of 8.22%, has the reliability alpha of 0.611 and the eigenvalue of 1.23; the fourth factor named as "shopping & cultural attractions" with the variance of 8.07%, has the reliability alpha of 0.634 and the eigenvalue of 1.21; the last pull motivation factor named as "sunny & exotic atmosphere" with the variance of 7.29%, has the reliability alpha of 0.600 and the eigenvalue of 1.09.

In sum, the factors "cleanliness & safety", "natural & historical environment", "easy-to-access & economical deal", "Shopping & cultural attractions" and "Sunny & exotic atmosphere" take 52.07 percent of total pull variance, that is to say, these factors explain the destination attributes that motivate Pekinese domestic tourists travel to a specific destination.



## 5.4 Logistic regression and hypothesis testing

### 5.4.1 Logistic regression and hypothesis testing of Guangdong Destination

**Table 5.10 Logistic regression of Guangdong Destination**

	B	S. E.	Wald	df	Sig.	Exp (B)
Step 1(a) PUSH 1	.077	.131	.347	1	.056	1.080
PUSH 2	.033	.126	.069	1	.092	1.034
PUSH 3	-.366	.132	.246	1	.049	.937
PUSH 4	-.085	.129	.427	1	.051	.919
PUSH 5	-.172	.129	.312	1	.077	.930
PUSH 6	.049	.126	.153	1	.195	1.051
PULL 1	-.151	.134	1.276	1	.159	.860
PULL 2	.291	.145	4.007	1	.045	1.338
PULL 3	.381	.130	4.677	1	.031	1.324
PULL 4	-.119	.126	.897	1	.054	.888
PULL 5	.095	.133	.511	1	.175	1.100
Constant	-2.394	.130	114.521	1	.000	.248

a Variable (s) entered on step 1: PULL1, PULL2, PULL3, PULL4 PULL5, PUSH1, PUSH2, PUSH3, PUSH4, PUSH5, PUSH6.

Note: **Push1**: Escape; **Push2**: Knowledge seeking & People; **Push3**: Fun & unique experiences; **Push4**: Rest & relaxation; **Push5**: Family & friend togetherness; **Push6**: Novel experiences; **Pull1**: Cleanliness & safety; **Pull2**: Natural & historical environment; **Pull3**: Easy-to-access & economical deal; **Pull4**: Shopping & cultural attractions; **Pull5**: Sunny & exotic atmosphere.

Table 5.10 shows the result of logistic regression of Guangdong Province as a destination.

Push 1: With the significant level of 0.056, which is greater than 0.05 ( $0.056 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Escape" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Push 2: With the significant level of 0.092, which is greater than 0.05 ( $0.092 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Knowledge seeking & people" has no significant influence on Pekinese domestic

tourists' choice of Guangdong province.

Push 3: With the significant level of 0.049, which is less than 0.05 ( $0.049 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Fun & unique experiences" has significant influence on Pekinese domestic tourists' choice of Guangdong province.

Push 4: With the significant level of 0.051, which is greater than 0.05 ( $0.051 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Rest & relaxation" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Push 5: With the significant level of 0.077, which is greater than 0.05 ( $0.077 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Family & friend togetherness" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Push 6: With the significant level of 0.195, which is greater than 0.05 ( $0.195 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Novel experiences" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Pull 1: With the significant level of 0.159, which is greater than 0.05 ( $0.159 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Cleanliness & safety" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Pull 2: With the significant level of 0.045, which is less than 0.05 ( $0.045 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Natural & historical environment" has significant influence on Pekinese domestic tourists' choice of Guangdong province.

Pull 3: With the significant level of 0.031, which is less than 0.05 ( $0.031 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Easy-to-access & economical deal" has significant influence on Pekinese domestic tourists' choice of Guangdong province.

Pull 4: With the significant level of 0.054, which is greater than 0.05 ( $0.054 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Shopping & cultural attractions" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

Pull 5: With the significant level of 0.175, which is greater than 0.05 ( $0.175 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Sunny & exotic atmosphere" has no significant influence on Pekinese domestic tourists' choice of Guangdong province.

To sum up, only factors pull 2 (Natural & historical environment), pull 3 (Easy-to-access & economical deal) and push 3 (Fun & unique experiences) have significant influence on Pekinese domestic tourists choice of Guangdong province as their travel destination. The remaining three pull factors and five push factors do not have significant influence on their choice of Guangdong province.

#### 5.4.2 Logistic regression and hypothesis testing of Jiangsu Destination

**Table 5.11 Logistic regression of Jiangsu Destination**

	B	S. E.	Wald	df	Sig.	Exp (B)
Step 1(a) PUSH 1	-.364	.128	1.622	1	.024	.849
PUSH 2	-.172	.131	.303	1	.182	.930
PUSH 3	.210	.142	.005	1	.142	1.010
PUSH 4	.117	.136	.000	1	.099	1.002
PUSH 5	-.103	.137	.001	1	.098	.997
PUSH 6	.366	.129	.260	1	.030	.936
PULL 1	-.117	.136	.015	1	.101	.983
PULL 2	.062	.144	.184	1	.068	1.064
PULL 3	-.283	.130	.412	1	.121	.920
PULL 4	.032	.129	.061	1	.204	1.032
PULL 5	-.272	.134	1.654	1	.018	.842
Const ant	-1.474	.130	128.326	1	.000	.229

a Variable (s) entered on step 1: PULL1, PULL2, PULL3, PULL4, PULL5, PUSH1, PUSH2, PUSH3, PUSH4, PUSH5, PUSH6.

Note: **Push1**: Escape; **Push2**: Knowledge seeking & People; **Push3**: Fun & unique experiences; **Push4**: Rest & relaxation; **Push5**: Family & friend togetherness; **Push6**: Novel experiences; **Pull1**: Cleanliness & safety; **Pull2**: Natural & historical environment; **Pull3**: Easy-to-access & economical deal; **Pull4**: Shopping & cultural attractions; **Pull5**: Sunny & exotic atmosphere.

Table 5.11 shows the result of logistic regression of Jiangsu Province as a destination.

Push 1: With the significant level of 0.024, which is less than 0.05 ( $0.024 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Escape" has significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Push 2: With the significant level of 0.182, which is greater than 0.05 ( $0.182 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Knowledge seeking & people" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Push 3: With the significant level of 0.142, which is greater than 0.05 ( $0.142 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Fun & unique experiences" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Push 4: With the significant level of 0.099, which is greater than 0.05 ( $0.099 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Rest & relaxation" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Push 5: With the significant level of 0.198, which is greater than 0.05 ( $0.198 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Family & friend togetherness" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Push 6: With the significant level of 0.030, which is less than 0.05 ( $0.030 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Novel experiences" has significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Pull 1: With the significant level of 0.101, which is greater than 0.05 ( $0.101 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Cleanliness & safety" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Pull 2: With the significant level of 0.068, which is greater than 0.05 ( $0.068 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Natural & historical environment" has no significant influence on Pekinese domestic

tourists' choice of Jiangsu province.

Pull 3: With the significant level of 0.121, which is greater than 0.05 ( $0.121 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Easy-to-access & economical deal" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Pull 4: With the significant level of 0.204, which is greater than 0.05 ( $0.204 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Shopping & cultural attractions" has no significant influence on Pekinese domestic tourists' choice of Jiangsu province.

Pull 5: With the significant level of 0.018, which is less than 0.05 ( $0.018 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Sunny & exotic atmosphere" has significant influence on Pekinese domestic tourists' choice of Jiangsu province.

To sum up, only factors pull 5 (Sunny & exotic atmosphere), push 1 (Escape) and push 6 (Novel experiences) have significant influence on Pekinese domestic tourists' choice of Jiangsu province as their travel destination. The remaining four pull factors and four push factors do not have significant influence on their choice of Jiangsu province.

### 5.4.3 Logistic regression and hypothesis testing of Shandong Destination

**Table 5.12 Logistic regression of Shandong Destination**

	B	S. E.	Wald	df	Sig.	Exp (B)
Step 1(a) PUSH 1	.313	.129	.767	1	.031	.893
PUSH 2	.107	.136	.624	1	.129	1.113
PUSH 3	-.016	.140	.014	1	.090	.984
PUSH 4	-.101	.136	.000	1	.097	.999
PUSH 5	.193	.142	1.846	1	.034	1.213
PUSH 6	.051	.133	.146	1	.102	1.052
PULL 1	.144	.142	1.028	1	.111	1.155
PULL 2	.209	.141	.004	1	.038	.991
PULL 3	-.170	.133	1.644	1	.100	.844
PULL 4	.107	.135	.638	1	.124	1.113
PULL 5	-.256	.141	3.311	1	.049	1.292
Constant	-1.518	.134	128.418	1	.000	.219

a Variable (s) entered on step 1: PULL1, PULL2, PULL3, PULL4 PULL5, PUSH1, PUSH2, PUSH3, PUSH4, PUSH5, PUSH6.

Note: **Push1:** Escape; **Push2:** Knowledge seeking & People; **Push3:** Fun & unique experiences; **Push4:** Rest & relaxation; **Push5:** Family & friend togetherness; **Push6:** Novel experiences; **Pull1:** Cleanliness & safety; **Pull2:** Natural & historical environment; **Pull3:** Easy-to-access & economical deal; **Pull4:** Shopping & cultural attractions; **Pull5:** Sunny & exotic atmosphere.

Table 5.12 shows the result of logistic regression of Shandong province as a destination.

Push 1: With the significant level of 0.031, which is less than 0.05 ( $0.031 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Escape" has significant influence on Pekinese domestic tourists' choice of Shandong province.

Push 2: With the significant level of 0.129, which is greater than 0.05 ( $0.129 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Knowledge seeking & people" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Push 3: With the significant level of 0.090, which is greater than 0.05 ( $0.090 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Fun & unique experiences" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Push 4: With the significant level of 0.097, which is greater than 0.05 ( $0.097 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Rest & relaxation" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Push 5: With the significant level of 0.034, which is less than 0.05 ( $0.034 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Family & friend togetherness" has significant influence on Pekinese domestic tourists' choice of Shandong province.

Push 6: With the significant level of 0.102, which is greater than 0.05 ( $0.102 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Novel experiences" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Pull 1: With the significant level of 0.111, which is greater than 0.05 ( $0.111 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Cleanliness & safety" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Pull 2: With the significant level of 0.038, which is less than 0.05 ( $0.038 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Natural & historical

environment" has significant influence on Pekinese domestic tourists' choice of Shandong province.

Pull 3: With the significant level of 0.100, which is greater than 0.05 ( $0.100 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Easy-to-access & economical deal" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Pull 4: With the significant level of 0.124, which is greater than 0.05 ( $0.124 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Shopping & cultural attractions" has no significant influence on Pekinese domestic tourists' choice of Shandong province.

Pull 5: With the significant level of 0.049, which is less than 0.05 ( $0.049 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Sunny & exotic atmosphere" has significant influence on Pekinese domestic tourists' choice of Shandong province.

To sum up, only factors pull 2 (Natural & historical environment), pull 5 (Sunny & exotic atmosphere), push 1 (Escape) and Push 5 (Family & friend togetherness) have significant influence on Pekinese domestic tourists' choice of Shandong Province as their travel destination. The remaining three pull factors and four push factors do not have significant influence on their choice of Shandong province.

## 5.4.4 Logistic regression and hypothesis testing of Zhejiang Destination

Table 5.13 Logistic regression of Zhejiang Destination

	B	S. E.	Wald	df	Sig.	Exp (B)
Step 1(a) PUSH 1	.144	.137	1.103	1	.094	1.154
PUSH 2	-.246	.132	3.498	1	.041	.782
PUSH 3	.262	.145	.182	1	.170	1.064
PUSH 4	.091	.141	.176	1	.075	1.061
PUSH 5	-.348	.140	.117	1	.133	.953
PUSH 6	.290	.136	1.936	1	.041	.827
PULL 1	-.180	.140	.007	1	.133	.988
PULL 2	-.198	.143	1.917	1	.166	.821
PULL 3	.212	.134	.695	1	.045	1.118
PULL 4	-.137	.134	.075	1	.084	.964
PULL 5	-.336	.139	.067	1	.096	.965
Constant	-1.582	.136	134.879	1	.000	.206

a Variable (s) entered on step 1: PULL1, PULL2, PULL3, PULL4 PULL5, PUSH1, PUSH2, PUSH3, PUSH4, PUSH5, PUSH6.

Note: **Push1**: Escape; **Push2**: Knowledge seeking & People; **Push3**: Fun & unique experiences; **Push4**: Rest & relaxation; **Push5**: Family & friend togetherness; **Push6**: Novel experiences; **Pull1**: Cleanliness & safety; **Pull2**: Natural & historical environment; **Pull3**: Easy-to-access & economical deal; **Pull4**: Shopping & cultural attractions; **Pull5**: Sunny & exotic atmosphere.

Table 5.13 shows the result of logistic regression of Zhejiang province as a destination.

Push 1: With the significant level of 0.094, which is greater than 0.05 ( $0.094 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Escape" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Push 2: With the significant level of 0.041, which is less than 0.05 ( $0.041 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Knowledge seeking & people" has significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Push 3: With the significant level of 0.170, which is greater than 0.05 ( $0.170 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Fun & unique experiences" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Push 4: With the significant level of 0.075, which is greater than 0.05 ( $0.075 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Rest & relaxation" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Push 5: With the significant level of 0.133, which is greater than 0.05 ( $0.133 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Family & friend togetherness" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Push 6: With the significant level of 0.041, which is less than 0.05 ( $0.041 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Novel experiences" has significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Pull 1: With the significant level of 0.133, which is greater than 0.05 ( $0.133 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Cleanliness & safety" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Pull 2: With the significant level of 0.166, which is greater than 0.05 ( $0.166 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Natural & historical environment" has no significant influence on Pekinese domestic

tourists' choice of Zhejiang province.

Pull 3: With the significant level of 0.045, which is less than 0.05 ( $0.045 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Easy-to-access & economical deal" has significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Pull 4: With the significant level of 0.084, which is greater than 0.05 ( $0.084 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Shopping & cultural attractions" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

Pull 5: With the significant level of 0.096, which is greater than 0.05 ( $0.096 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Sunny & exotic atmosphere" has no significant influence on Pekinese domestic tourists' choice of Zhejiang province.

To sum up, only factors pull 3 (Easy-to-access & economical deal), push 2 (Knowledge seeking & people) and push 6 (Novel experiences) have significant influence on Pekinese domestic tourists' choice of Zhejiang province as their travel destination. The remaining four pull factors and four push factors do not have significant influence on their choice of Zhejiang province.

#### 5.4.5 Logistic regression and hypothesis testing of Shanghai Destination

**Table 5.14 Logistic regression of Shanghai Destination**

	B	S. E.	Wald	df	Sig.	Exp (B)
Step 1(a) PUSH 1	.373	.121	.225	1	.163	1.059
PUSH 2	-.158	.124	1.640	1	.020	1.172
PUSH 3	.295	.129	.052	1	.019	1.030
PUSH 4	.033	.126	.067	1	.080	1.033
PUSH 5	-.046	.126	.131	1	.072	.955
PUSH 6	.115	.125	.841	1	.136	1.122
PULL 1	.037	.129	.082	1	.078	1.038
PULL 2	-.207	.128	.893	1	.034	.886
PULL 3	-.129	.121	1.144	1	.128	.879
PULL 4	.315	.121	.015	1	.036	1.015
PULL 5	.102	.125	.659	1	.017	.903
Constant	-1.205	.120	100.072	1	.000	.300

a Variable (s) entered on step 1: PULL1, PULL2, PULL3, PULL4 PULL5, PUSH1, PUSH2, PUSH3, PUSH4, PUSH5, PUSH6.

Note: **Push1**: Escape; **Push2**: Knowledge seeking & People; **Push3**: Fun & unique experiences; **Push4**: Rest & relaxation; **Push5**: Family & friend togetherness; **Push6**: Novel experiences; **Pull1**: Cleanliness & safety; **Pull2**: Natural & historical environment; **Pull3**: Easy-to-access & economical deal; **Pull4**: Shopping & cultural attractions; **Pull5**: Sunny & exotic atmosphere.

Table 5.14 shows the result of logistic regression of Shanghai as a destination.

Push 1: With the significant level of 0.163, which is greater than 0.05 ( $0.163 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Escape" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Push 2: With the significant level of 0.020, which is less than 0.05 ( $0.020 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Knowledge seeking & people" has significant influence on Pekinese domestic tourists' choice of Shanghai.

Push 3: With the significant level of 0.019, which is less than 0.05 ( $0.019 < 0.05$ ), the null hypothesis is rejected or it means that the push factor "Fun & unique experiences" has significant influence on Pekinese domestic tourists' choice of Shanghai.

Push 4: With the significant level of 0.080, which is greater than 0.05 ( $0.080 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Rest & relaxation" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Push 5: With the significant level of 0.072, which is greater than 0.05 ( $0.072 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Family & friend togetherness" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Push 6: With the significant level of 0.136, which is greater than 0.05 ( $0.136 > 0.05$ ), it fails to reject the null hypothesis or it means that the push factor "Novel experiences" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Pull 1: With the significant level of 0.078, which is greater than 0.05 ( $0.078 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Cleanliness & safety" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Pull 2: With the significant level of 0.034, which is less than 0.05 ( $0.034 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Natural & historical

environment" has significant influence on Pekinese domestic tourists' choice of Shanghai.

Pull 3: With the significant level of 0.128, which is greater than 0.05 ( $0.128 > 0.05$ ), it fails to reject the null hypothesis or it means that the pull factor "Easy-to-access & economical deal" has no significant influence on Pekinese domestic tourists' choice of Shanghai.

Pull 4: With the significant level of 0.036, which is less than 0.05 ( $0.036 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Shopping & cultural attractions" has significant influence on Pekinese domestic tourists' choice of Shanghai.

Pull 5: With the significant level of 0.017, which is less than 0.05 ( $0.017 < 0.05$ ), the null hypothesis is rejected or it means that the pull factor "Sunny & exotic atmosphere" has significant influence on Pekinese domestic tourists' choice of Shanghai.

To sum up, factors pull 2 (Natural & historical environment), pull 4 (Shopping & cultural attractions), pull 5 (Sunny & exotic atmosphere), push 2 (Knowledge seeking & people) and push 3 (Fun & unique experiences) have significant influence on Pekinese domestic tourists' choice of Shanghai as their travel destination. The remaining two pull factors and four push factors do not have significant influence on their choice of Shanghai.

## Chapter 6

### Summary, Conclusion and Recommendation

This chapter provides the summary and conclusion of the research results along with proper recommendation for this study. It comprises of four sections. The first section contains the summary of respondents' characteristics, result of factors analysis of 41 motivation items and the results of logistic regression of five destinations. The second section gives the conclusion of this study. The third discusses the recommendations for each destination. The last section is suggestions for further study.

#### 6.1 Summary of findings

##### 6.1.1 Summary of respondents' characteristics

This research aimed to identify the push and pull factors that affect Pekinese domestic tourists' choice of selected destinations. Totally 400 questionnaires were collected during August 2004 to achieve the objective. The summary of respondents' characteristics is shown below.

- (a) From the data of 400 respondents collected, female respondents (211 which takes 55.3% of total) were more than male respondents (189 which takes 44.7% of total).
- (b) The respondents were almost equally distributed within the age category, most of the respondents being between 21-40 years old (88.2% of total respondents).

Only 5.8% of respondents were younger than 20 years old and only 6.0% were older than 41 years old.

(c) The single respondents took the majority of total respondents (60.5%), followed by married respondents (37.0%) and other (2.5%).

(d) There were no obvious differences among the monthly income category of the respondents, 22 percent of respondents had monthly income of more than 3,500 Yuan, followed by the income between 3,001-3,500 Yuan (19.5%), 2,001-2,500 Yuan (19.3%), 2,501-3,000 Yuan (17.3%), 1,501-2,000 Yuan (14.0%), and the income less than 1,500 Yuan a month (8.0%).

(e) It was found that majority of the respondents had the educational levels equal to or greater than a college degree, which took 64.5% of total respondents, and the others (equal to lower than technical/vocational school) took the other 35.5% of total.

(f) In the occupation category, much of the respondents were employed by government, companies or factories, which took (56% of total respondents) and the rest were owner/self-employed (10.5), unemployed/housewife (8.0%), student (11.0%) and others (14.5%).

### 6.1.2 Summary of factor analysis

**Table 6.1 Push motivation factors**

Push motivation factors	Reliability Alpha	Eigenvalues	Variance explained
Factor 1:Escape	0.648	3.13	14.21%
Factor 2: Knowledge seeking & meeting people	0.629	2.60	11.85%
Factor 3: Fun & unique experiences	0.679	2.08	9.44%
Factor 4: Rest & relaxation	0.700	1.50	6.84%
Factor 5: Family & friend togetherness	0.607	1.23	5.57%
Factor 6: Novel experiences	0.603	1.13	5.16%
Total variance explained			53.06%

Analyzed by factor analysis, the 22 push motivation items were summarized into six factors, stepped according to total variance explained, as shown in table 6.1. Although all of the six push factors have reliability alpha greater than 0.6, rejecting acceptable status, they were moderate as they do not exceed 0.7.

As mentioned in chapter 5, the factors of "escape", "Knowledge seeking & meeting people", "fun & unique experiences" took 35.50 percent of total push variance. It means that these three factors explain much of the reason the Pekinese domestic tourists travel.

**Table 6.2 Pull motivation factors**

Pull motivation factors	Reliability Alpha	Eigenvalues	Variance explained
Factor 1: Cleanliness & safety	0.603	2.51	16.1%
Factor 2: Natural & historical environment	0.603	1.76	11.75%
Factor 3: Easy-to-access & economical deal	0.611	1.23	8.22%
Factor 4: Shopping & cultural attractions	0.634	1.21	8.07%
Factor 5: Sunny & exotic atmosphere	0.600	1.09	7.29%
Total variance explained			52.07%

Analyzed by factor analysis, the 19 push motivation items were summarized into seven factors. In the seven factors, the factors "driving & outdoor activities" with the reliability alpha of 0.479 and "information & family activities" with the reliability alpha of 0.303, were excluded for further analysis due to the low reliability. The factor analysis was rerun and the obtained result of five motivation factors, stepped according to total variance explained, are shown in table 6.2. It was observed that reliability alpha, though acceptable, were moderate because all of them have alpha just over 0.6.

As mentioned in chapter 5, the factors "cleanliness & safety", "natural & historical environment" and "easy-to-access & economical deal" took 36.07 percent of total pull variance. It means that these three factors explained the destination attributes that motivated Pekinese domestic tourists travel to a specific destination.

### 6.1.3 Summary of hypothesis testing

The results of hypothesis testing by logistic regression to reject or accept expecting null hypothesis of each motivation factor for each tourist destination are summarized in the following tables.

**Table 6.3 Summary of hypothesis testing in Guangdong province**

Hypothesis	Results
Ho 1: the push motivation factors have no significant influence on Pekinese domestic tourists' choice of Guangdong province. Ha 1: the push motivation factors have significant influence on Pekinese domestic tourists' choice of Guangdong province.	
Push 1: Escape	Failed to reject Ho
Push 2: Knowledge seeking & meeting people	Failed to reject Ho
Push 3: Fun & unique experiences	<i>Rejected Ho</i>
Push 4: Rest & relaxation	Failed to reject Ho
Push 5: Family & friend togetherness	Failed to reject Ho
Push 6: Novel experiences	Failed to reject Ho
Pull 1: Cleanliness & safety	Failed to reject Ho
Pull 2: Natural & historical environment	<i>Rejected Ho</i>
Pull 3: Easy-to-access & economical deal	<i>Rejected Ho</i>
Pull 4: Shopping & cultural attractions	Failed to reject Ho
Pull 5: Sunny & exotic atmosphere	Failed to reject Ho

Motivation factors	Total	Hypothesis testing result	
		Rejected Ho	Failed to reject Ho
Push factors	6	1	5
Pull factors	5	2	3
Total	11	3	8

**Table 6.4 Summary of hypothesis testing in Jiangsu province**

Hypothesis	Results
Ho 1: the push motivation factors have no significant influence on Pekinese domestic tourists' choice of Jiangsu province. Ha 1: the push motivation factors have significant influence on Pekinese domestic tourists' choice of Jiangsu province.	
Push 1: Escape	<i>Rejected Ho</i>
Push 2: Knowledge seeking & meeting people	Failed to reject Ho
Push 3: Fun & unique experiences	Failed to reject Ho
Push 4: Rest & relaxation	Failed to reject Ho
Push 5: Family & friend togetherness	Failed to reject Ho
Push 6: Novel experiences	<i>Rejected Ho</i>
Pull 1: Cleanliness & safety	Failed to reject Ho
Pull 2: Natural & historical environment	Failed to reject Ho
Pull 3: Easy-to-access & economical deal	Failed to reject Ho
Pull 4: Shopping & cultural attractions	Failed to reject Ho
Pull 5: Sunny & exotic atmosphere	Failed to reject Ho

Motivation factors	Total	Hypothesis testing result	
		Rejected Ho	Failed to reject Ho
Push factors	6	2	4
Pull factors	5	1	4
Total	11	3	8

**Table 6.5 Summary of hypothesis testing in Shandong province**

Hypothesis	Results
Ho 1: the push motivation factors have no significant influence on Pekinese domestic tourists' choice of Shandong province. Ha 1: the push motivation factors have significant influence on Pekinese domestic tourists' choice of Shandong province.	
Push 1: Escape	<i>Rejected Ho</i>
Push 2: Knowledge seeking & meeting people	Failed to reject Ho
Push 3: Fun & unique experiences	Failed to reject Ho
Push 4: Rest & relaxation	Failed to reject Ho
Push 5: Family & friend togetherness	<i>Rejected Ho</i>
Push 6: Novel experiences	Failed to reject Ho
Pull 1: Cleanliness & safety	Failed to reject Ho
Pull 2: Natural & historical environment	<i>Rejected Ho</i>
Pull 3: Easy-to-access & economical deal	Failed to reject Ho
Pull 4: Shopping & cultural attractions	Failed to reject Ho
Pull 5: Sunny & exotic atmosphere	<i>Rejected Ho</i>

Motivation factors	Total	Hypothesis testing result	
		Rejected Ho	Failed to reject Ho
Push factors	6	2	4
Pull factors	5	2	3
Total	11	4	7

**Table 6.6 Summary of hypothesis testing in Zhejiang province**

Hypothesis	Results
Ho 1: the push motivation factors have no significant influence on Pekinese domestic tourists' choice of Zhejiang province. Ha 1: the push motivation factors have significant influence on Pekinese domestic tourists' choice of Zhejiang province.	
Push 1: Escape	Failed to reject Ho
Push 2: Knowledge seeking & meeting people	<i>Rejected Ho</i>
Push 3: Fun & unique experiences	Failed to reject Ho
Push 4: Rest & relaxation	Failed to reject Ho
Push 5: Family & friend togetherness	Failed to reject Ho
Push 6: Novel experiences	<i>Rejected Ho</i>
Pull 1: Cleanliness & safety	Failed to reject Ho
Pull 2: Natural & historical environment	Failed to reject Ho
Pull 3: Easy-to-access & economical deal	<i>Rejected Ho</i>
Pull 4: Shopping & cultural attractions	Failed to reject Ho
Pull 5: Sunny & exotic atmosphere	Failed to reject Ho

Motivation factors	Total	Hypothesis testing result	
		Rejected Ho	Failed to reject Ho
Push factors	6	2	4
Pull factors	5	1	4
Total	11	3	8

**Table 6.7 Summary of hypothesis testing in Shanghai**

Hypothesis	Results
Ho 1: the push motivation factors have no significant influence on Pekinese domestic tourists' choice of Shanghai. Ha 1: the push motivation factors have significant influence on Pekinese domestic tourists' choice of Shanghai.	
Push 1: Escape	Failed to reject Ho
Push 2: Knowledge seeking & meeting people	<i>Rejected Ho</i>
Push 3: Fun & unique experiences	<i>Rejected Ho</i>
Push 4: Rest & relaxation	Failed to reject Ho
Push 5: Family & friend togetherness	Failed to reject Ho
Push 6: Novel experiences	Failed to reject Ho
Pull 1: Cleanliness & safety	Failed to reject Ho
Pull 2: Natural & historical environment	<i>Rejected Ho</i>
Pull 3: Easy-to-access & economical deal	Failed to reject Ho
Pull 4: Shopping & cultural attractions	<i>Rejected Ho</i>
Pull 5: Sunny & exotic atmosphere	<i>Rejected Ho</i>

Motivation factors	Total	Hypothesis testing result	
		Rejected Ho	Failed to reject Ho
Push factors	6	2	4
Pull factors	5	3	2
Total	11	5	6

## 6.2 Conclusions

The framework of this research was established to investigate the travel motivation factors of Pekinese domestic tourists and how these factors affect their choice of five selected destinations. The data were collected using the sample survey method in August of 2004. The collected data were analyzed by SPSS with methods of descriptive analysis, factor analysis and binary logistic regression.

**Table 6.8 Logistic regression models by destination**

Motivation factors (400 respondents)	B1(84)	B2(76)	B3(75)	B4(71)	B5(94)
Push 1: Escape	.077	-.364*	.313*	.144	.373
Push2: Knowledge seeking & meeting people	.033	-.172	.107	-.246*	-.158*
Push 3: Fun & unique experiences	-.366*	.210	-.016	.262	.295*
Push 4: Rest & relaxation	-.085	.117	-.101	.091	.033
Push 5: Family & friend togetherness	-.172	-.103	.193*	-.348	-.046
Push 6: Novel experiences	.049	.366*	.051	.290*	.115
Pull 1: Cleanliness & safety	-.151	-.117	.144	-.180	.037
Pull 2: Natural & historical environment	.291*	.062	.209*	-.198	-.207*
Pull 3: Easy-to-access & economical deal	.381*	-.283	-.170	.212*	-.129
Pull 4: Shopping & cultural attractions	-.119	.032	.107	-.137	.315*
Pull 5: Sunny & exotic atmosphere	.095	-.272*	-.256*	-.336	.102*
<b>Constant</b>	-2.394	-1.474	-1.518	-1.582	-1.205

Note: (1) B1-B5 refer to the Beta of five models: B1 (beta of Guangdong model) B2 (beta of Jiangsu model), B3 (beta of Shandong model), B4 (Beta of Zhejiang model), B5 (beta of Shanghai model); (2) the 0 followed Beta refers to the respondents who choose this specific destination; (3) \* refers to the factors with significant influence on respondents' choice of destination.

The results of logistic regression (by destinations) are shown in table 6.8. The five push factors and four pull factors were found significant in at least one of the seven destinations. However, the push factor "Rest & relaxation" and the pull factor "Cleanliness & safety" were found to be not significant in any destination. That is to say, these two factors were not critical determinants of the selected destinations.

### **6.2.1 Conclusion of Guangdong province**

One of six push factors and two of five pull factors were found significant in the testing of Guangdong province. Two of the logit coefficients in the model were found positive whereas one of them was negative. As mentioned in chapter 4, the positive logit coefficient associated with the factors indicate that Pekinese domestic tourists were more likely to travel to the modeled destination and the negative logit coefficients indicate that Pekinese domestic tourists were less likely to choose this destination. Accordingly, the pull factors "Natural & historical environment" and "Easy-to-access & economical deal" were much contributing to the Pekinese tourists' choice of Guangdong province. That is to say, these two factors were the competitive advantages of this province. On the other hand, tourists motivated by "Fun & unique experiences" did not intend to choose Guangdong province to be their visit destination. In another word, Guangdong province had relative strength in the above two pull factors and weakness in one push factor.

### **6.2.2 Conclusion of Jiangsu province**

Two of six push factors and one of five pull factors were found significant in the testing of Jiangsu province. Only one of the logit coefficients in the model was found positive whereas two of them were negative. That is to say, Pekinese domestic tourists motivated by the push factor "Novel experiences" were much likely to choose Jiangsu province as their travel destination. On the other hand, tourists motivated by the push factor "Escape" and the pull factor "Sunny & exotic atmosphere" were less likely to go to Jiangsu province. The finding suggests that the Jiangsu province had the relative strength in push factor "Novel experiences" and, in contrast, it had the relative weaknesses in the two aspects, push factor "Escape" and pull factor "Sunny & exotic atmosphere".

### **6.2.3 Conclusion of Shandong province**

Two of six push factors and also two of five pull factors were found significant in the testing of Shandong province. Three of the logit coefficients in the model were found positive whereas one of them was negative. The Pekinese tourists who were looking for "Escape" and "Family & friend togetherness" were much motivated to choose Shandong province as their targeted destination, and the destination had relative strength in "Natural & historical environment" to attract Pekinese tourists to go. On the other hand, the destination had relative weakness on the pull factor "Sunny & exotic atmosphere", Pekinese tourists motivated by this factor would not choose Shandong province as their travel destination. The finding suggests that Shandong

province had the relative strengths in three factors and weakness in one aspect.

#### **6.2.4 Conclusion of Zhejiang province**

Three factors were found significant in the testing of Zhejiang province. Two of them were push factors and one was pull factor. Among them two had positive coefficient and one had negative coefficient. The two positive factors were: "Novel experiences" (push) and "Easy-to-access & economical deal" (pull). The Pekinese tourists motivated by these two factors were much likely to choose Zhejiang province as vacation destination. The negative push factor was "Knowledge seeking & meeting people". Pekinese tourists pushed by this factor may not choose Zhejiang province as a destination. The finding suggests that Zhejiang province had the relative strength in the push factor "Novel experiences" and pull factor "Easy-to-access & economical deal", in contrast, the destination had the relative weakness to provide that function of "Knowledge seeking & meeting people".

#### **6.2.5 Conclusion of Shanghai**

The last model in Table 6.8 was the testing of Shanghai province. Totally five out of eleven motivation factors were found significant in the testing, which is the most in the five logistic regressions. That is to say, among five destinations, Shanghai is the one influenced by the largest number of motivation factors. Three of the logit coefficients in the model were found positive whereas two of them were negative. The push factor "Fun & unique experiences", pull factors "Shopping & cultural

attractions" and "Sunny & exotic atmosphere" were most contributing to the Pekinese tourists' choice of Shanghai. On the other hand, Pekinese tourists who were motivated by the push factor "Knowledge seeking & meeting people" and the pull factor "Natural & historical environment" were less likely to visit Shanghai. The finding suggests that Shanghai had the relative strength in three factors and weaknesses in the two aspects.

The conclusion of logistic regression could be summarized as follow. (a) mostly Pekinese domestic tourists who seek "Natural & historical environment" and "Easy-to-access & economical deal" would select Guangdong province as their travel destination; (b) Jiangsu province was favored by Pekinese tourists who were motivated by "novel experiences"; (c) Pekinese tourists who looked for "Escape" and "Friend & family togetherness" were much likely to choose Shandong province as their destination; (d) Zhejiang province had relative strength in "Knowledge seeking & meeting people", "Novel experiences" and "Easy-to-access & economical deal" and these three factors indicated why Pekinese tourists choose to go to Zhejiang province; (e) for Shanghai, Pekinese tourists were much likely to be motivated by the factors "Fun & unique experiences", "Shopping & cultural attractions" and "Sunny & exotic atmosphere".

All of the above factors could be explained as determinants by which Pekinese domestic tourists choose the selected destinations.

### 6.3 Recommendations

Despite the strong focus on international tourism growth, domestic tourism remains the major component of tourism industry in many countries. In China, domestic marketers must understand the factors that affect tourists' decision to select destinations. In other words, marketers charged with development and promotion of their destination need to understand the preferences of tourists.

The findings shows that each destination region had a unique mix of destination attractions and amenities, but is constrained in different ways in what it can offer to the travelers. The findings of this research gave important understanding of why Pekinese domestic tourists travel and also identified the factors that affected their choice of selected destinations. Therefore, the findings were of significant importance for destination product development, destination advertising, and promotion.

In sum, the destinations should try to keep the strength and improve the weakness according to the findings. The researcher would like to make the following recommendations to respective tourism destinations,

- (1) As "Fun & unique experiences" was found as a negative factor for Guangdong province, domestic marketers and tourism authorities in the province should promote facilities to develop fun and unique experiences depending on the nature and environment in the province. Local marketers could set up advertising plan to change the public image about this factor. For example, the international amusement park such as Disneyland could be introduced into Guangdong province. On the other hand, as "Natural & historical environment" and

"Easy-to-access & economical deal" were found significant and positive to the destination, they should preserve the natural and historical environment which could be valuable for commercial tourism. For example, to build up more National parks so that the natural and historical environment could be preserved. To enhance its competitive advantages, local marketers should coordinate with transportation network providers to improve accessibility at less cost. For example, Guangzhou could be considered as the hub of the province's transportation system, including highway, railway and airline. The province also could seek the cooperation with Hong Kong and Macao to build up a whole tourism region based on the Zhu triangle area.

- (2) For Jiangsu province, its significant and negative factors were found as "Escape" and "Sunny & exotic atmosphere". To eliminate this situation, local tourism marketers and authorities should concentrate on these two factors, for example, search for a new interesting place that contains the image of the two factors, and it could be attractive for Pekinese tourists. Besides, they could promote more attractions based on the existed tourism resources and the key points of interest. To maintain the significant and strong factors of the province, i.e., "Novel experiences', local marketers should preserve the life style of different ethnic groups by promoting their traditional villages, handicrafts, and culture. Those ethnic groups should be encouraged to preserve their traditions as the basis of their ethnic pride.

(3) Shandong province has a significant and negative factor in "Sunny & exotic atmosphere" like Jiangsu province. Tourism marketers should try to improve the attributes which depend on this factor. For example, some seaside cities such as Qingdao and Weihai are located in Shandong province, based on these cities the new seaside resorts and the aquatic activities could be introduced. To promote these seaside attractions, the proper marketing project should be performed such as price discount and free transfer services. The province has significant and positive factors in "Escape" and "Natural & historical environment". Marketers should preserve interesting rural areas, historical sites and outstanding scenery by protecting from commercial development. Since Shandong province abounds varieties of cultural and historical resources, the local marketers could concentrate on these strength points of the province to provide the culture theme tourism project. For example, Mount Taishan has made the UNESCO List of world cultural and natural heritage sites, so the local marketers should emphasis on the eco-tourism development in the area and, they could also enhance the positive image of this attraction through a series of marketing activities such as advertising, develop new mountain trekking project.

(4) As for Zhejiang province, and significant and negative factor was found as "Knowledge seeking & meeting people", the Pekinese tourists motivated by this factor are less likely to visit Zhejiang province. To eliminate the negative image, local tourism marketers should try to build up the positive image of

knowledge-based attractions through the ways such as advertising, knowledge-based theme park. The province could also provide the well-trained tourist guides to the tourists to introduce the related features of the province such as local culture and convention. Through these ways, the knowledge of tourists could be enhanced and also their needs for knowledge seeking would be satisfied. The province's significant and positive factors were found as "Novel experiences" and "Easy-to-access & economical deal". The recommendations for Guangdong and Jiangsu province could also be applied here. As the province has the reputation of the "Land of Fish and Meat", "Land of Silk and Tea", "Land of Cultural Relics" and "Tourist Resort", the marketers could develop the new attractions depend on these features, for example, the travel program of the facture process of silk and the silk tailor shop could be provided; another example is the drying process of tea leafs. These new program based on the existed attractions could attract more Pekinese domestic tourists to visit Zhejiang province. For the transportation system, use the reference of Guangdong province, the Zhejiang province could build up the transportation hub in Nanjing, which is the interprovincial capital of the province, to link the tourism attractions and local cities as a whole tourism area.

- (5) The last destination, yet the most attractive one, is Shanghai with five significant factors. Among them, three factors were found positive and two of them were negative. Two negative factors were "Knowledge seeking & meeting people" and

"Natural & historical environment", and those were the side-effects of Shanghai's development after opening up of the Chinese economy. Yet, Shanghai could preserve old historical buildings like the attempt of Singapore government. Moreover, it could preserve the river and river bank communities. The travel environment should be improved on the full scale in terms of safety, air quality, information acquiring, and service quality. Its significant and positive factors were "Fun & unique experiences", "Shopping & cultural attractions" and "Sunny & exotic atmosphere". To maintain these positive images, attraction within Shanghai could seek cooperation with each other to project a stronger destination image based on these strong factors. For example, Shanghai could develop the walking street in the urban area where many shopping malls and the entertainment facilities should be located. In the walking street the Pekinese tourists could enjoy the entertainment activities as well as the needs of shopping.

In sum, the destinations can capitalize on the combination of their strong factors and try to avoid the weak factors at the same time. The implementation of proper strategies would motivate more Pekinese domestic tourists to visit selected destinations. Moreover, tourists from other regions in China would also be attracted to these destinations.

#### 6.4 For further studies

This research is limited only to the Pekinese domestic tourists and five selected destinations. There are many possibilities to extend this kind of framework within China. As China is a very big country with many regions/provinces, (1) future studies could be performed on other destinations in China, (2) the targeted population could be changed to Chinese tourists from other cities/regions, and (3) the expansion of other types of push motivation items and the destination specific attributes (pull motivation items) are highly recommended.



# APPENDIX



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**Others**

SPSS (11.5) helps, Application Guide, factor analysis.



## The Questionnaire

Dear friends:

This is a survey designed as a partial fulfillment of the thesis of a Master of Business Administration student, Assumption University of Thailand. This questionnaire is proposed to obtain information about Beijing domestic tourists' perceived importance of travel motivations. All information is for academic purpose only. I hope for your full-cooperation in answering to all items in this questionnaire.

### Part I Destination choice

Did you have a trip out of Beijing in the past one year? If yes, please choose only ONE destination for your most recent trip. If you have visited more than one destination on the trip, please pick out the destination of the longest stay.

1. Guangdong Province \_\_\_\_\_
2. Jiangsu Province \_\_\_\_\_
3. Shandong Province \_\_\_\_\_
4. Zhejiang Province \_\_\_\_\_
5. Shanghai \_\_\_\_\_

## Part II Travel motivation information

Please read the following items and indicate how important that these items affect your decision to go out of Beijing for travel.

1—extremely unimportant; 2—unimportant;

3—neutral; 4—important; 5—extremely important.

No	The push motivation items	1	2	3	4	5
1	Experiencing new and different lifestyle					
2	Unique or different indigenous people					
3	See people from many different backgrounds/nationalities					
4	Experiencing a simpler lifestyle					
5	Meeting new & different people					
6	Trying new foods					
7	Getting away from the demand of home					
8	Getting a change from the daily work					
9	Escaping from the ordinary					
10	Going place that never visited before					
11	Opportunities to increase one's knowledge					
12	Doing and seeing destination's unique things					
13	Visiting a place that can be talked about after go back to home					
14	Finding thrills and excitement					
15	Having fun and entertainment					

16	Going places that friends never been					
17	Relaxing					
18	Doing nothing at all					
19	Indulging in luxury					
20	Visiting friends/relatives					
21	Being together as a family					
22	Meeting people with similar interest					
<b>No</b>	<b>The pull motivation items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
23	Interesting rural areas					
24	Historical/archeological building and places					
25	Visit to appreciate natural ecological sites					
26	Outstanding scenery					
27	Standard of hygiene and cleanliness					
28	Personal safety					
29	Environmental quality					
30	Availability of information					
31	The best deal that can be got					
32	Destination that provides value for holiday money					
33	Public transportation					
34	Primitive outdoor camping					
35	Outdoor activities					

36	Activities for the entire family					
37	Ease of driving					
38	Exotic atmosphere					
39	Nice weather					
40	Shopping					
41	Arts & cultural attractions					



### Part III Demographic characteristics

1. What is your gender, please?

- ( ) Male ( ) Female

2. What is your age, please?

- A. ( ) 15-20 years old B. ( ) 21-25 years old  
C. ( ) 26-30 years old D. ( ) 31-35 years old  
E. ( ) 36-40 years old F. ( ) 41 and up

3. What is your average total income per month?

- A. ( ) less than 1,000 Yuan or equal B. ( ) 1,001 – 1,500 Yuan  
C. ( ) 1,501 – 2,000 Yuan D. ( ) 2,501 – 3,000 Yuan  
E. ( ) 3,001 – 3,500 Yuan F. ( ) More than 3,500 Yuan

4. Your marital status, please.

- A. ( ) Single B. ( ) Married  
C. ( ) Others (divorced, living together)

5. Your educational level, please

- A. ( ) Primary school B. ( ) Junior high school  
C. ( ) Senior high school D. ( ) Technical/vocational school  
E. ( ) College F. ( ) University/advanced

6. Your occupation, please.

- A. ( ) Labor/production B. ( ) Company officer  
C. ( ) Owner/self-employed D. ( ) Government officer  
E. ( ) Manager/executives F. ( ) Unemployed/housewife  
G. ( ) Student H. ( ) Others

Thank You Very Much!

## 调查问卷

亲爱的朋友们:

这份调查问卷是用来收集北京游客到外地旅游的有关信息，作为易三大学 (Assumption University) 工商管理硕士 (MBA) 毕业论文数据收集的一部分，所有收集到的信息只作学术研究目的，希望能够得到您的合作和。非常感谢作为北京市民的您能够回答这份调查问卷，Mit.

### 第一部分 旅游目的地选择

您在最近一次旅行中到过以下地点旅游过吗？如果是，请选择一个您最近去过的旅游目的地，如果您在次旅行中到过多个地方，请您选出您最想去的一个地方。谢谢

1. 广东省
2. 江苏省
3. 山东省
4. 浙江省
5. 上海市

# I

在适当的选项下划勾。谢谢。

1—非常重要; 2—不重要;

3—一般; 4—15; 5—非常重要.

No	内部激励因素	1	2	3	4	5
1	能够体验新的生活方式					
2	能够看到当地居民的独特生活方式和习俗					
3	能够见过不同风景/民族的人们					
4	能够体验更简单的生活方式					
5	能够结交新朋友					
6	能够尝试新奇的食物					
7	能够摆脱家庭中的压力					
8	寻求日常工作的					
9	能够从日常生活中解脱出来					
10	能够去一个从未去过的地方					
11	能够有机: 提高自己的知识					
12	能够看到/体验旅游地的独特事物					
13	去一个在回来后能够和家人/朋友起谈论的地方					
14	能够寻求刺激					
15	能够寻求有趣的娱乐活动					
16	能一个朋友从未去过的地					

17	放松和 —					
18	不做任何事以得到放松					
19	享 华的旅行					
20	访友					
21	能够和一家人一起旅行					
22	能够碰到有共同兴趣的朋友					
No	外部激励因素	1	2	3	4	5
23	有趣的田园景色					
24	有历史价值的建筑和地点					
25	游览有价值的自然生态景观					
26	美丽的风景					
27	卫生和清洁标准					
28	旅游者的个人安					
29	旅游目的地的环境质量					
30	旅游目的地信息提供					
31	能够得到最好的待遇					
32	物有所值的旅游地点					
33	公共交通					
34	原始的野外露营					
35	户外活动					
36	能 家人一起的活动					

37	很容易开车到达					
38	异国情调/氛围					
39	好天气					
40	购物					
41	有艺术/文化吸引力的旅游地点					



### 第三部分 个人信息

1. 您的性别

( ) **( ) A**

2. 您的年龄

A. ( ) 15-20 B. ( ) 21-25  
C. ( ) 26-30 D. ( ) 31-35  
E. ( ) 36-40 F. ( ) 41 以上

3. 您的月收入

A. ( ) 1,000 元或相等 B. ( ) 1,001 -1,500 元  
C. ( ) 1,501 -2,000 D. ( ) 2,501 -3,000 元  
E. ( ) 3,001 -3,500 元 E ( ) **A T** 3,500 )G

4. 您的婚姻状况

A. ( ) 未婚 B. ( ) 已婚 C. ( ) —J (I , MX)

5. 您的教育程度

**A.** ( ) 小学 B. ( ) VP:1<sup>1</sup>  
C. ( ) 高中 D. ( ) 技能职业学校  
E. ( ) **A** —科学院 F. ( )

6. 您的职业

A. ( ) 劳工/工人 B. ( )  
C. ( ) 个体业主 D. ( ) 政府职员  
E. ( ) 经理/行政主管 F. ( ) —  
G ( ) H.( )

非常感谢您的合作！

## RELIABILITY

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0

N of Items = 41

Alpha = .8037



**The SPSS Outputs**

## 1. The push motivation factors

Rotated Component Matrix(a)

	Component						
	1	2	3	4	5	6	7
Escaping from the ordinary	.714						
Getting away from the demand of home	.699						
Meeting new & different people	.561	.405					
Trying new foods	.556					.454	
Getting a change from a busy job	.450						
Finding thrills and excitement		.698					
Meeting people with similar interest		.658					
Opportunities to increase one's knowledge		.571					
unique or different indigenous people		.405					
Doing and seeing destination's unique things			.721				
Visiting a place that can be talked about after go back to home			.656				
Have fun and being entertainment			.545				
Going places that friends never been			.480	.406			
Doing nothing at all				.779			
Relaxing				.758			
Indulging in luxury					.802		
Visiting friends/relatives					.779		
Being together as a family					.539		
see people from many different backgrounds/nationalities						.691	
experiencing new and different lifestyle						.673	
experiencing a simpler lifestyle	.402					.544	
Going place that never visited before							.778

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FILES\SPSS\en\windows\spss.err": No such

a Rotation converged in 7 iterations.

## 2. The pull motivation factors (1)

Rotated Component Matrix(a)

	Component						
	1	2	3	4	5	6	7
Personal safety	.714						
Standard of hygiene and cleanliness	.667						
Environmental quality	.616						
Visit a appreciate natural ecological sites	.599						
Interesting rural area		.851					
Historical/archeological building and places	.447	.628					
Outstanding scenery	.438	.510					
Destination that provides value for holiday money			.689				
Primitive outdoor camping			.614				
Public transportation			.500				
The best deal that can be get			.493				-.426
shopping				.724			
Arts & cultural attractions				.613			
Exotic atmosphere					.805		
Nice weather					.716		
Ease of driving						.694	
Outdoor activities						.607	
Activities for the entire family							.719
Availability of information							.412

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 No such Undefined error #11408 - Cannot open text file "C:\PROGRAM  
 FILES\SPSS\en\windows\spss.err": No such  
 a Rotation converged in 7 iterations.

### 3. The pull motivation factors (2)

Rotated Component Matrix (a)

	Component				
	1	2	3	4	5
Personal safety	.703				
Standard of hygiene and cleanliness	.671				
Environmental quality	.651				
visit o appreciate natural ecological sites	.595				
Interesting rural area		.870			
Historical/archeological building and places	.479	.591			
Outstanding scenery	.410	.574			
Destination that provides value for holiday money			.712		
Primitive outdoor camping			.645		
Public transportation			.542		
The best deal that can be get			.460		
Exotic atmosphere				.793	
Nice weather				.727	
shopping					.767
Arts & cultural attractions					.637

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 No such Undefined error #11408 - Cannot open text file "C:\PROGRAM  
 FILES\SPSS\en\windows\spss.err": No such  
 a Rotation converged in 6 iterations.



#### 4. Logistic regression of Guangdong destination Variables in the Equation

	B	S.E.	wald	df	Sig.	Exp(B)
Step 1(a) PULL1_1	-.151	.134	1.276	1	.159	.860
PULL2_1	.291	.145	4.007	1	.045	1.338
PULL3_1	.381	.130	4.677	1	.031	1.324
PULL4_1	-.119	.126	.897	1	.054	.888
PULL5_1	.095	.133	.511	1	.175	1.100
PUSH1_2	.077	.131	.347	1	.056	1.080
PUSH2_2	.033	.126	.069	1	.092	1.034
PUSH3_2	-.366	.132	.246	1	.049	.937
PUSH4_2	-.085	.129	.427	1	.051	.919
PUSH5_2	-.172	.129	.312	1	.077	.930
PUSH6_2	.049	.126	.153	1	.195	1.051
Constant	-2.394	.130	114.521	1	.000	.248

a Variable(s) entered on step 1: PULL1\_1, PULL2\_1, PULL3\_1, PULL4\_1, PULL5\_1, PUSH1\_2, PUSH2\_2, PUSH3\_2, PUSH4\_2, PUSH5\_2, PUSH6\_2.

#### 5. Logistic regression of Jiangsu destination Variables in the Equation

	B	S.E.	wald	df	Sig.	Exp(B)
Step 1(a) PULL1_1	-.117	.136	.015	1	.101	.983
PULL2_1	.062	.144	.184	1	.068	1.064
PULL3_1	-.283	.130	.412	1	.121	.920
PULL4_1	.032	.129	.061	1	.121	1.032
PULL5_1	-.272	.134	1.654	1	.018	.842
PUSH1_2	-.364	.128	1.622	1	.024	.849
PUSH2_2	-.172	.131	.303	1	.182	.930
PUSH3_2	.210	.142	.005	1	.142	1.010
PUSH4_2	.117	.136	.000	1	.099	1.002
PUSH5_2	-.103	.137	.001	1	.198	.997
PUSH6_2	.366	.129	.260	1	.030	.936
Constant	-1.474	.130	128.326	1	.000	.229

a Variable(s) entered on step 1: PULL1\_1, PULL2\_1, PULL3\_1, PULL4\_1, PULL5\_1, PUSH1\_2, PUSH2\_2, PUSH3\_2, PUSH4\_2, PUSH5\_2, PUSH6\_2.

6. Logistic regression of Shandong destination  
Variables in the Equation

	B	S. E.	wald	df	Sig.	Exp(B)
Step 1(a) PULL1_1	.144	.142	1.028	1	.111	1.155
PULL2_1	.209	.141	.004	1	.038	.991
PULL3_1	-.170	.133	1.644	1	.100	.844
PULL4_1	.107	.135	.638	1	.124	1.113
PULL5_1	-.256	.141	3.311	1	.049	1.292
PUSH1_2	.313	.129	.767	1	.031	.893
PUSH2_2	.107	.136	.624	1	.129	1.113
PUSH3_2	-.016	.140	.014	1	.090	.984
PUSH4_2	-.101	.136	.000	1	.097	.999
PUSH5_2	.193	.142	1.846	1	.034	1.213
PUSH6_2	.051	.133	.146	1	.102	1.052
Constant	-1.518	.134	128.418	1	.000	.219

a. Variable(s) entered on step 1: PULL1\_1, PULL2\_1, PULL3\_1, PULL4\_1, PULL5\_1, PUSH1\_2, PUSH2\_2, PUSH3\_2, PUSH4\_2, PUSH5\_2, PUSH6\_2.

7. Logistic regression of Zhejiang destination  
Variables in the Equation

	B	S. E.	wald	df	Sig.	Exp(B)
Step 1(a) PULL1_1	-.180	.140	.007	1	.133	.988
PULL2_1	-.198	.143	1.917	1	.166	.821
PULL3_1	.212	.134	.695	1	.045	1.118
PULL4_1	-.137	.134	.075	1	.084	.964
PULL5_1	-.336	.139	.067	1	.096	.965
PUSH1_2	.144	.137	1.103	1	.094	1.154
PUSH2_2	-.246	.132	3.498	1	.041	.782
PUSH3_2	.262	.145	.182	1	.170	1.064
PUSH4_2	.091	.141	.176	1	.075	1.061
PUSH5_2	-.348	.140	.117	1	.133	.953
PUSH6_2	.290	.136	1.936	1	.041	.827
Constant	-1.582	.136	134.879	1	.000	.206

a. Variable(s) entered on step 1: PULL1\_1, PULL2\_1, PULL3\_1, PULL4\_1, PULL5\_1, PUSH1\_2, PUSH2\_2, PUSH3\_2, PUSH4\_2, PUSH5\_2, PUSH6\_2.

8. Logistic regression of Shanghai destination  
variables in the Equation

	B	S. E.	wald	df	Sig.	Exp (B)
Step 1(a) PULL1_1	.037	.129	.082	1	.078	1.038
PULL2_1	-.207	.128	.893	1	.034	.886
PULL3_1	-.129	.121	1.144	1	.128	.879
PULL4_1	.315	.121	.015	1	.036	1.015
PULL5_1	.102	.125	.659	1	.017	.903
PUSH1_2	.373	.121	.225	1	.163	1.059
PUSH2_2	-.158	.124	1.640	1	.020	1.172
PUSH3_2	.295	.129	.052	1	.019	1.030
PUSH4_2	.033	.126	.067	1	.080	1.033
PUSH5_2	-.046	.126	.131	1	.072	.955
PUSH6_2	.115	.125	.841	1	.136	1.122
Constant	-1.205	.120	100.072	1	.000	.300

a variable (s) entered on step 1: PULL1\_1, PULL2\_1, PULL3\_1, PULL4\_1, PULL5\_1, PUSH1\_2, PUSH2\_2, PUSH3\_2, PUSH4\_2, PUSH5\_2, PUSH6\_2.

9. Descriptive analysis of respondents  
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
valid Male	179	44.8	44.8	44.8
Female	221	55.3	55.3	100.0
Total	400	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
valid 15-20 years old	23	5.8	5.8	5.8
21-25 years old	109	27.3	27.3	33.0
26-30 years old	106	26.5	26.5	59.5
31-35 years old	79	19.8	19.8	79.3
36-40 years old	59	14.8	14.8	94.0
41 and up	24	6.0	6.0	100.0
Total	400	100.0	100.0	

### Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Single	242	60.5	60.5	60.5
	Married	148	37.0	37.0	97.5
	Others	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

### Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Less than 1,500 yuan or equal	32	8.0	8.0	8.0
	1,501-2,000 yuan	56	14.0	14.0	22.0
	2,001-2,500 yuan	77	19.3	19.3	41.3
	2,501-3,000 yuan	69	17.3	17.3	58.5
	3,001-3,500 yuan	78	19.5	19.5	78.0
	more than 3,500 yuan	88	22.0	22.0	100.0
	Total	400	100.0	100.0	

### Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Primary school	2	.5	.5	.5
	Junior high school	10	2.5	2.5	3.0
	Senior high school	42	10.5	10.5	13.5
	Technical/Vacational school	88	22.0	22.0	35.5
	College	148	37.0	37.0	72.5
	University/Advanced degree	110	27.5	27.5	100.0
	Total	400	100.0	100.0	

### occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Labor/Production	18	4.5	4.5	4.5
	Company Officer	100	25.0	25.0	29.5
	Owner/Self-employed	42	10.5	10.5	40.0
	Government officer	48	12.0	12.0	52.0
	Manager/Executives	58	14.5	14.5	66.5
	Unemployed/Housewife	32	8.0	8.0	74.5
	student	44	11.0	11.0	85.5
	Others	58	14.5	14.5	100.0
	Total	400	100.0	100.0	

## 10. Importance ranking of 41 motivation items (from the lowest to highest)

### 10.1 Importance ranking of 22 push motivation items

Visiting friends/relatives	3.0050
see people from many different backgrounds/nationalities	3.0575
Indulging in luxury	3.1125
Trying new foods	3.1450
Doing nothing at all	3.2525
Relaxing	3.3600
Being together as a family	3.4125
Meeting new & different people	3.4225
experiencing new and different lifestyle	3.4950
Getting away from the demand of home	3.5200
experiencing a simpler lifestyle	3.5575
Escaping from the ordinary	3.5575
Getting a change from a busy job	3.5625
Doing and seeing destination's unique things	3.6700
Have fun and being entertainment	3.7200
Opportunities to increase one's knowledge	3.7300
Going places that friends never been	3.7500
unique or different indigenous people	3.7550
Meeting people with similar interest	3.8100
Finding thrills and excitement	3.8775
Visiting a place that can be talked about after go back to home	3.9775
Going place that never visited before	4.0150

### 10.2 Importance ranking of 19 pull motivation items

Public transportation	2.9275
The best deal that can be get	3.0175
Destination that provides value for holiday money	3.2350
shopping	3.2725
Ease of driving	3.3675
Personal safety	3.4675
Nice weather	3.4725
Arts & cultural attractions	3.4750
Exotic atmosphere	3.4850
Environmental quality	3.4875
Activities for the entire family	3.5225
Outdoor activities	3.5400
Visit o appreciate natural ecological sites	3.5775
Primitive outdoor camping	3.5900
Standard of hygiene and cleanliness	3.6675
Interesting rural countryside	3.7475
Outstanding scenery	3.8325
Availability information	3.8400
Historical/archeological building and places	3.8850

## **Brief Introduction of Five Destinations in this study**

**Guangdong Province:** Guangdong Province in south China sprawls on the shore of the South China Sea and is in close proximity to the Hong Kong and Macao special administrative regions. With an ideal location, Guangdong was one of the earliest regions to benefit from the policy of reform and opening up to the outside world. Situated in the subtropical zone with a mild climate characterized by bright sunshine and a soothing average annual temperature of 22 degrees Celsius, Guangdong is a tourist attraction all year round. The horizon of the province is teeming with tourist attractions, including so many places of historical association, and the skyline of an idyllic landscape is graced with modern buildings. Guangzhou, Chaozhou, Zhaoqing, Foshan, Meizhou and Leizhou are famous historical and cultural cities of national caliber. The Guangdong schools of embroidery, opera and culinary art never fail to hold the visitor enthralled. A new 'triangular' tour program has been introduced recently to bring visitors to Guangdong and Hong Kong and Macao. Major cities include Guangzhou, Shenzhen, Zhuhai, Shantou, Zhanjiang, Foshan and Zhaoqing (CNTA, 2003).

**Jiangsu Province:** Jiangsu Province lies in the lower reaches of the Yangtze and Huai rivers and on the shore of the Yellow Sea. The mighty Yangtze River runs east and west across it, while the Beijing-Hangzhou Grand Canal flows through it from north to south. Jiangsu Province is one of the developed regions in China with a burgeoning market economy. Transportation is convenient, and there is a complete array of tourist facilities. Crisscrossed by rivers and studded with lakes, Jiangsu

abounds in natural resources and is known as a "land of fish and rice". Jiangsu has more famous historical and cultural cities than any other province in China-there are seven of them, Nanjing, Suzhou, Yangzhou, Zhenjing, Changshu, Xuzhou and Huai'an. The part of Jiangsu south of the Yangtze River is a famed water-bound region, where there are many river-skirted villages, such as Zhouzhuang and Tongli, and a galaxy of classical Chinese gardens, including those in Suzhou, which have been designated as world cultural heritages. With places of historical and cultural interest scattered all over the province, Jiangsu is one of the provinces with a mature tourist industry (CNTA, 2003).

**Shandong Province:** The Shandong Peninsular constitutes the eastern part of Shandong, a province in the lower reaches of the Yellow River and a cradle of the Dawenkou and Longshan cultures about 4,000 years ago. During the Western Zhou (c. 1066-771 BC) Dynasty and the spring and autumn (770-476 BC) and Warring States (475-221 BC) periods, most part of Shandong became part of the states of Qo and Lu, which bequeathed a rich legacy on the land. Shandong abounds in tourist resources. Mount Taishan has made the UNESCO List of world cultural and natural heritage sites. Qingdao, Yanai, Weihai and Penglai are famed seaside tourist resorts. Shandong was also the homeland of Confucius and Mencius, two celebrated thinkers of ancient China (CNTA, 2003).

**Shanghai:** Shanghai, China's leading industrial and commercial city and major financial center, is located in the middle of the coast of the Chinese mainland and on the Southern shore of the Yangtze River estuary. The famous Huangpu River flows

through Shanghai, which is in the possession of a host of historical scenes and sights that testify to the city's modern-time glory as a national commercial and financial center. The policy of reform and opening up to the outside world has transformed Shanghai into a sophisticated metropolis with a well-developed network of land, air and sea transportation. Catering and entertainment service are distinctive of the tourist industry of Shanghai. Many countries, such as Canada, France, Russia, Iran, Cuba, the Republic of Korea, Germany, New Zealand, the United States, Italy, Japan, India, Poland, Britain and the Netherlands, have established consulates-general in Shanghai (CNTA, 2003).

**Zhejiang Province:** Centrally located in east China and adjacent to Shanghai, the southeast coastal province of Zhejiang is known for the serenity and elegance of its landscape, the richness of its cultural heritage, and its reputation as a 'Land of Fish and Meat', 'Land of Silk and Tea', 'Land of Cultural Relics' and 'Tourist Resort'. The Qiantang River divides the province in two parts. Famous mountains and rivers, ancient silk-producing towns, and places of cultural and historical interest (such as the Buddhist Kingdom on the Sea) combine to turn Zhejiang into a major tourist destination. There are 11 national scenic resorts in the province, including the West Lake of Hangzhou, the Thousand-Island Lake, and the Putuo Mountain, and 19 sites under protection as key national cultural relics. Hangzhou, Ningbo, Shaoxing and Zhoushan are major tourist cities. Local tourist programs are focused on folklore, such as the tolling of bells to usher in the New Year, the festival to watch the tidal bore of the Qiantang River, the International Boat Festival on the West Lake, the festival in

honor of the Great Immortal Huang, and the pilgrimage to the Putuo Mountain  
(CNTA, 2003).



