



A STUDY ON ATTITUDE OF TOURISTS TOWARD MOSUO CULTURE
AND TOURISM FACILITIES AT LAKE LUGU IN YUNNAN, CHINA
A QUANTITATIVE AND QUALITATIVE STUDY

by
WANG FEI

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

April, 2007

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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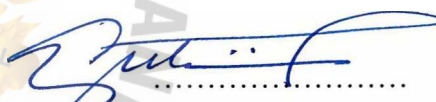
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Abstract

This research studied the attitudes of tourist toward Mosuo culture and tourism facilities at Lake Lugu in Yunnan, China, both quantitatively and qualitatively. The total number of tourists visiting Lake Lugu in 2005 was 478,000. So a sample size of 384 was used in this study at 5% tolerable error, using non-random convenient sampling method, by distributing questionnaires to tourists visiting Lake Lugu during February 7-17, 2007, and interviewing tourists and service providers at Lake Lugu. Descriptive statistics was used to analyze demographic and travel characteristics of tourists. Inferential statistics in the forms of t-test and ANOVA were used for hypothesis testing.

Findings revealed that the overall attitudes of tourist toward Mosuo culture was not bad with a mean of 3.0495, and for transportation (mean 3.3281); whereas the attitudes toward tourism facilities were good for accommodation (mean 3.5747), food & drink (mean 3.5514), and tourist activities (mean 3.3748).

For hypothesis testing, findings revealed that there was no difference in tourists' attitudes toward Mosuo culture when classified by nationality, gender, age, income, occupation, marital status, traveling purpose, nature of travel and frequency of visiting, because most of the tourists visiting Lake Lugu were cultural tourists, they would like to know the special culture, they have the same purpose; but there was difference in their attitudes when classified by educational level as different educational level resulted the tourists have different thinking with the same question, so tourists who had different educational level had different attitudes toward Mosuo culture. There was no difference in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality, gender, age, educational level, marital status, traveling purpose, and nature of travel, because most tourists visited Lake Lugu for its culture, and before they came they had got some information about the transportation in Lake Lugu; but there was difference in their attitude when classified by frequency of visit, because for the tourists who came to here more than once they always compared with their first time, they had more expectation than other tourists.

time, they had more expectation than other tourists. For other aspects of attitudes towards tourism facilities, there was difference in their attitudes in terms of accommodation when classified by gender, educational level, occupation, traveling purpose and frequency of visit, because different kinds of tourists have different living habits that they would have different requirement for the accommodation; difference in terms of food and drinks when classified frequency of visit, tourists who visited Lake Lugu at first time had higher expectation than others; differences in tourist activities when classified by educational level and occupation, because different educational and occupational background made tourists have different understanding toward the local activities.

Based on the result of the survey, the local government and local business sectors could use this research information to improve the negative attitudes, lack of proper tourism office at the destination, hotel staffs lacking professional skills, and continue to improve other aspects with positive perceptions. And also improve the local transportation such as provide more public transportation; improve the accommodation such as building hotel training center; improve food and drinks such as improve the quality and add more food style; and improve English of local people and tour guide.

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The researcher would like to take this opportunity to express her appreciation to all of these people who have supported her in the completion of this study. Most importantly, the researcher is ever so grateful to her parents and older sister, for their love, understanding, patience and encouragement throughout the period of study at Assumption University in Thailand.

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CHAPTER ONE

GENERALITIES OF THE STUDY

1.1 Background of the study

Brief introduction of China

Tourism is playing a very important role in the society today. A great number of global travelers come to China after China opened her door to welcome foreign tourists.

China's continuing economic reforms since 1978 have substantially altered its economic structure, expanding the service sector, including the tourist industry. The reforms have resulted in spectacular economic growth and a boom in tourism development. But China's economic growth has been very uneven regionally and has been cause for political concern. The ability of tourism to counteract this uneven development and promote regionally decentralized development is therefore of special interest as is the sustainability of regional tourism, which often depends on nature conservation and the presence of minority cultures. So cultural tourism becomes one of the most important ways to attract domestic and international tourists to travel China and also improve the economy development of China.

Brief introduction of Yunnan Province

Yunnan is a unique place for the study of tourism due to the richness of natural and ethnic resources, and many ethnic groups and cultures bordering Southeast Asian. Yunnan Province is the most southwest region of China bordering the countries of Vietnam, Laos, and Burma. Yunnan Province borders Guizhou Province and Guangxi Zhuang Autonomous Region to the east, Chongqing and Sichuan to the north, and Tibet Autonomous Region to the northwest. Yunnan encompasses 394,000 square kilometers (152,084 square miles) and has a population of more than 42 million people. There are 25 different ethnic minorities in Yunnan, making it the most

culturally diverse province in China. This multiplicity of cultures has endowed the province with a rich heritage that it shares with all who come to visit.

Brief introduction of Lake **Lugu**

Lugu Lake is situated on the border of Sichuan and Yunnan provinces in China. It also has been called "Mother Lake", "Girl Lake". It is 2,688 meters above the sea level and it covers an area of 72 sq. km. Lugu Lake is one of the deepest natural lakes in China. The average depth of the water is 43 meters. The deepest water is 93 meters. The water is crystal-clean. Its transparency is 12 meters. When the famous American expedition leader came here, he praised: "Absolutely peaceful and quiet. This is a place for the Angels." (Joseph Rock, 1930)

Lugu Lake is rich in fish resource. It produces 18 major species of fishes and other fishing products. Lugu Lake itself is like a quiet, beautiful girl. The color of the lake changes like a girl changes her dresses. In the morning, the sunrise covers it with golden color; during the day it shows the lovely green/blue color; when the sun sets the lake dressed with a dark green sleeping gown. The Lugu Lake is surrounded by elegant mountains, valleys and forests. The lake has 5 islands and 3 semi-islands. These islands show various scenes and providing the travelers the sightseeing spots and wonderful views.

Here live the Mosuo people, a branch of the Naxi nationality. In every family, the women make all the important decisions. The children are raised up by the women based on their matriarchal tradition. And the most famous and most misunderstood aspect of Mosuo culture is their practice of "walking marriage" (or "zou hun" in Chinese), so called because the men will walk to the house of their 'partner' at night, but return to their own home in the morning. The Mosuo generally live in large extended families, with many generations (great grandparents, grandparents, parents, children, grandchildren, aunts, uncles, nieces, nephews, etc.) all living together within the same house. For the most part, everyone lives within communal quarters, without private bedrooms or living areas. However, women between certain ages can have their own private bedrooms. When the youth have gone through the Maturity ceremony at the age of 13, they can then be permitted to look for their own "Axias",

which means lover in the Muoshuo language. In this Axia relationship, the couple need not go through any form of official marriage procedure. After the Axia relationship is established, the male Axia has to pay a visit to the girl at night. This kind of relationship can last as short as several months, or as long as several years or even decades. Axias are not economically depending on each other. Instead of living together, they can live permanently with their own mother, siblings or their maternal aunts or uncles. This matriarchal family style makes the place a "women's kingdom", a rare phenomenon in the present world and a "living fossil of the matriarchal society". The Gemu Goddess Mountain, 3,800 meters above sea level on the north bank of the lake, is a beautiful holy mountain for the Mosuo people. A grand pilgrimage to the mountain is held each year on the 25th of the seventh month of the lunar year to worship the goddess. At the same time, activities like picnics, horse racing, and antiphonal singing are organized. The lakeside economy is almost completely driven by tourist income, and these tourists are coming to see the Mosuo, drawn by curiosity about this much discussed ethnic minority in southwest China. Much of this curiosity has been generated by state categorizations and descriptions of the Mosuo as "matriarchal" which attracts more and more tourists visiting here.

1.2 Statement of the Problem

Tourism at Lake Lugu is developed from 1992; there are an increasing number of domestic and foreign tourists visiting this area every year. Mosuo custom as the special cultures in Lake Lugu becomes the biggest attraction to induce more tourists coming. However, some of the tourists are misunderstanding the Mosuo cultures that result treating the local cultures and people not polite. Meanwhile, the quality of tourism facilities such as accommodations, transportations and souvenirs etc, which affect the attitudes of tourists towards Lake Lugu. So a research to find out the attitudes of tourists towards Mosuo cultures and tourism facilities would be beneficial. Findings could enable the tourists know and understand Mosuo cultures, and also respect the local cultures; finding could enable local people use the suitable way to

develop' local tourism and keep the cultures through the Mosuo custom; findings also could enable local people to improve the quality of tourism services or facilities to increase good impression of tourists visiting Lake Lugu.

1.3 Objective of research

To respond to the research problems, the following two major objectives are developed. The research design is formulated to address each of the objectives stated below:

- To conduct a quantitative research to measure the attitudes of tourists toward Mosuo cultures and tourism facilities at Lake Lugu.
- To conduct additional qualitative study by means of personal observation and interview with international and domestic tourists at Lake Lugu to know the reason why they have different attitudes toward Mosuo culture and tourism facilities.

1.4 Scope of the Research

Most of the tourists who visit Lake Lugu are attracted by the natural resources and Mosuo cultures. In a broader perspective, this research is intended to understand tourists better in terms of their attitudes as cultural tourists in Yunnan, China. The focus of this research is as follows:

- The research is aimed at studying the attitudes of tourists toward the Mosuo cultures in Lake Lugu.
- The respondents in this research were both domestic and international tourists visiting Lake Lugu.

1.5 Limitation of the Research

- The destination studied was limited to the Lake Lugu, thus the result of the research cannot be applied to represent the attitudes of tourists toward other destinations.

- The research was conducted within the specific time period covering the months of February to April 2007, so in generalizing the findings allowances should be made for variation that could happen during different periods of time.

1.6 Significance of the Research

Lake Lugu is an important tourism destination where on the lakeside lives a special minority group known as the Mosuo, a rare group who still carry on a matriarchal clan system. Their unique Azhu marriage system (walking marriage) and primitive folk custom add mysterious and splendid color to the ancient land reputed as a mysterious oriental daughters' kingdom. The lake attracts numerous tourists from home and abroad with its beautiful scenery, primitive and mysterious culture, ancient religious custom, and elegant folk dances.

It is important to know what the attitudes of tourists are and know how they perceive the Lake Lugu. Because through this way we can know how much tourists understand about Mosuo cultures and their satisfaction of tourism facilities, which help tourists know more about Mosuo cultures and respect them and also let more people understand them; meanwhile, the local people can improve the tourism facilities to improve attitudes of tourists toward Lake Lugu and also better to keep the special cultures.

1.7 Definition of Terms

These are literal and operational meanings used for uniformity and clarity of understanding of some terms used in this study:

Attitude: a complex mental state involving beliefs and feelings and values and dispositions to act in certain ways. (Fridgen, 1996)

Mosuo: is a small ethnic group living in Yunnan and Sichuan Provinces in China, close to the border with Tibet.(the Administrative Council of the Lugu Lake Tourist Region, 2004)

Matriarchy: Matriarchy is a form of society in which power is with the women and

especially with the mothers of a community. The word matriarchy derives from the Latin word mater meaning mother and the Greek word archein meaning to rule. Matriarchy is distinct from matrilineality, where children are identified in terms of their mother rather than their father, and extended families and tribal alliances form along female blood-lines. Matriarchy is also distinct from matrilocality, which some anthropologists use to describe societies where maternal authority is prominent in domestic relations, owing to the husband joining the wife's family, rather than the wife moving to the husband's village or tribe, such that she is supported by her extended family, and husbands tend to be more socially isolated. (Bamberger, Joan. 1974)

Marriage: marriage is a governmentally, socially, or religiously recognized interpersonal relationship, usually intimate and sexual, and often created as a contract. The most frequently occurring form of marriage unites a man and a woman as husband and wife. ("Elmer" Social Science Dictionary.)

Walking marriage: in Mosuo society there is no marriage, however walking marriage is the legal way to let women and men stay together, the men will walk to the house of their 'partner' at night, but return to their own home in the morning. (The Administrative Council of the Lugu Lake Tourist Region, 2004)

Coming of Age: The coming of age ceremony, usually at around 12-14 years of age, is one of the most important events in a Mosuo child's life. Before this ceremony, Mosuo children will dress the same, and are restricted from certain aspects of Mosuo life. But once they come of age, girls are given their skirts, and men are given their pants (thus, it is called the "skirt ceremony" for girls, and the "pants ceremony" for boys). Before coming of age, children are forbidden from participating in certain activities, particularly those that involve religious ceremonies. Also, a child who dies before having this ceremony will not receive the traditional funeral. After coming of age, Mosuo females can get their own private bedroom; and, once past puberty, can begin to invite partners for "walking marriages". (The Administrative Council of the Lugu Lake Tourist Region, 2004)

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND STUDY

With the improving living condition, visiting the natural and cultural tourism destinations becomes more and more popular for modern residents when they are on holidays. As a result, these destinations become paying more attention to the cultural tourism market. Cultural Tourism, also known as cultural heritage tourism, "is travel to experiencing the arts, heritage, and the special character of unique places." (1995 White House Conference on Travel and Tourism) Yunnan as one of the famous group of ethnics' cultural destination attracts domestic and international tourists. Although the percentage of international tourists traveling in Lake Lugu occupies a small number in the total tourists, most of them have the same income, education. Also, the perception of international tourists toward the Mosuo culture of Lake Lugu is different from the domestic tourists. International tourists with different nationalities, age, education level, monthly income, perceive Lake Lugu differently.

Within this chapter, Mosuo cultures and attitude related theory are explained with tourists' demographics, travel patterns and frequency of travel will be discussed in order to give a visible view of the study.

2.1 Review of related Main Independent Variables

Independent variables in this study include demographic and tourist characteristics which effect their attitudes and other consumer behaviors.

2.1.1 Demographic Factors

Demographic is the statistical study of human population and distribution. The service industry needs to consider its customer potential in terms of numbers, age, gender, income, occupation and so on as the buyers differ from each other by their needs, what they want, and how much they are prepared to pay (Morrison and Wearne,

1996).

Demographic research is obtaining statistical data about such things as tourists' age, sex, occupation, place of residence, education level, marital status, family size and composition, social class, race or ethnic group, family income, spending habits, number of cars owned, and second-home ownership. The objective is to classify tourists and potential tourists. Some of these demographic data can be obtained from census figures. Other data can be gathered from questionnaires and personal interviews. Much of this research is carried out by the government at various levels. Past research shows that travel is generally closely correlated with income and education levels, as well as urban living. In other words, rural dwellers and those with lower income are less likely to travel. (Michael, 1989)

Nationality: Nationality is important demographic variables which influences consumption pattern. People of different nationalities would have different needs, wants, lifestyle and motivation regarding various tourism products, services or facilities.

Gender: Gender influences tourists' thinking, values, attitudes, behaviors, wants and purchase decision (Schiffman and Kanuk, 2004). Male and female have different values standards, purchase decisions and attitudes.

Age: Age decides the thoughts, wants and abilities of tourists. Product or service needs often vary with consumer age; marketers have found age to be particularly useful demographic variable to distinguish segments. Many markets have carved themselves a niche in the marketplace by concentrating on a specific age segments (Schiffman and Kanuk, 2004).

Marital Status: A person's marital status describes their relationship with a significant other. Some common statuses are: married, single, separated, divorced, widowed, engaged, invalid, annulled, cohabitating. (Wikipedia, 2005)

Education level: Education is relatively simple to measure. Educational level is correlated with both occupation and income. In addition, it influences the lifestyle and therefore consumption patterns of individuals in a direct manner (Schiffman and Kanuk, 2004)

Income: Income is a factor relating to buying behavior. Income as a determining factor can impact consumer needs, thinking, and behavior. In addition, income is a factor that marketers consider to plan for product advertising as well as price determining strategy also relates to consumer income (Swarbrooke, 1999).

Occupation: A person's occupation also influences consumption pattern (Swarbrooke, 1999). Occupation reflects values, attitudes, taste, and lifestyle. Occupation, income, and education tend to be closely correlated on almost a cause-and-effect relationship. High-level occupations- those that produce high incomes; usually require advanced educational training (Schiffman and Kanuk, 2004)

2.1.2 Travel Patterns

Travel patterns refer to the way which tourists choose to travel to the destinations. Cohen (1972) forwarded four tourist types: 1. Organized mass tourist that is highly organized travel, minimum contact with destination culture; travel in large groups; 2. Individual mass tourist that rely on the tour operator to arrange flights and accommodation; 3. Explorer who tries to avoid the tourist track; make their own travel arrangements; learn the language of the place they are going to and attempt to associate with local people; retain some of the values and routines of home life; 4. Drifter who attempts to become part of the local community by living and working with them; shuns contact with other tourists and the tourism industry. However, most time there are two kinds of travel patterns tourists can choose, such as group tour and individually. Group tour includes traveling with friends, families or travel agents.

2.1.3 Frequency of travel

Frequency of travel refers to the time tourists visit the same destinations. Tourists can be either the first-time visitors or repeat visitors according to their interests.

2.1.4 Purpose of trip

Trip-purpose segmentation is a special form of occasion-based segmentation that applies to tourism. It exists because there are important differences among travelers according to their principal trip purposes. One major difference is whether they are on business trips or traveling for pleasure on holiday or vacation. It is assumed that business and travelers have different motives for traveling, and that they do not behave alike while traveling. For example, pleasure travelers visit tourist attractions and participate in recreational activities. Business travelers are likely to engage in activities such as attending meeting, making sales calls, and visiting offices or plants within their companies. (Pearce, Morrison, Rutledge, 1998) Mill and Morrison (1985) divide business travel into regular business travel, meetings, conventions and congresses, incentive travel, and 'hybrid' travel (a mixture of business and pleasure.)

2.2 Review of related Main Dependent Variables

Dependent variables in this study include the tourists' attitudes toward Mosuo cultures and tourism facilities.

2.2.1 Attitude

According to the dictionary, the noun attitude has 4 meanings: Meaning 1: a complex mental state involving beliefs and feelings and values and dispositions to act in certain ways (Synonym: mental attitude); Meaning 2: position or arrangement of the body and its limbs (Synonyms: position, posture); Meaning 3: a theatrical pose created for effect; Meaning 4: position of aircraft or spacecraft relative to a frame of reference (the horizon or direction of motion). In psychology, "attitude" is positive, negative or neutral views of an "attitude object": i.e. a person, behavior or event. People can also be "ambivalent" towards a target, meaning that they simultaneously possess a positive and a negative attitude. In daily usage, the concept of an attitude may be familiar, but its meaning is complex. Attitudes are intellectual, emotional, and

behavioral responses to events, things, and persons which people learn over time. A common view suggests that attitudes are composed of at least three components: affective, cognitive, and behavioral. (Fridgen, 1996)

2.2.2 Importance of positive attitude

The philosophy of having a positive attitude is the belief that one can increase achievement through optimistic thought processes. The world is a much better place when we look at things and respond to things in a positive way. The same as tourism industry, attitudes determine thoughts, feelings and reactions. Tourists with positive attitudes towards Mosuo cultures and tourism facilities would have good thoughts and good feelings toward them, resulting in good reactions in good words and most of them would repeat visit to the place. On the other hand, tourists with negative attitudes towards Mosuo cultures and tourism facilities would have bad thoughts and bad feelings, resulting in bad reactions in bad words about them and not make repeat visit.

2.2.3 Attitudes and tourism development

Tourists have attitudes and perceptions about the destination and the local residents. The tenor of the attitudes and perceptions can swing between good and bad depending upon the interpersonal relationship which develops between the traveler and the residents. Tourism decisions are based upon tourists' perceptions and attitudes toward destinations, attractions, tourism service industries and employees, and residents. (Fridgen, 1996)

2.3 Theories used in this research

This research measures the attitudes of tourists towards Mosuo Cultures and Tourism Facilities at Lake Lugu.

Theory about attitudes is TORA (theory of reasoned action) provides an expanded picture of how, when, and why attitudes predict consumer behavior. And the

Expectancy-value models which explain how consumers form and change attitudes based on (1) the beliefs or knowledge they have about an object or action and (2) their evaluation of these particular beliefs.

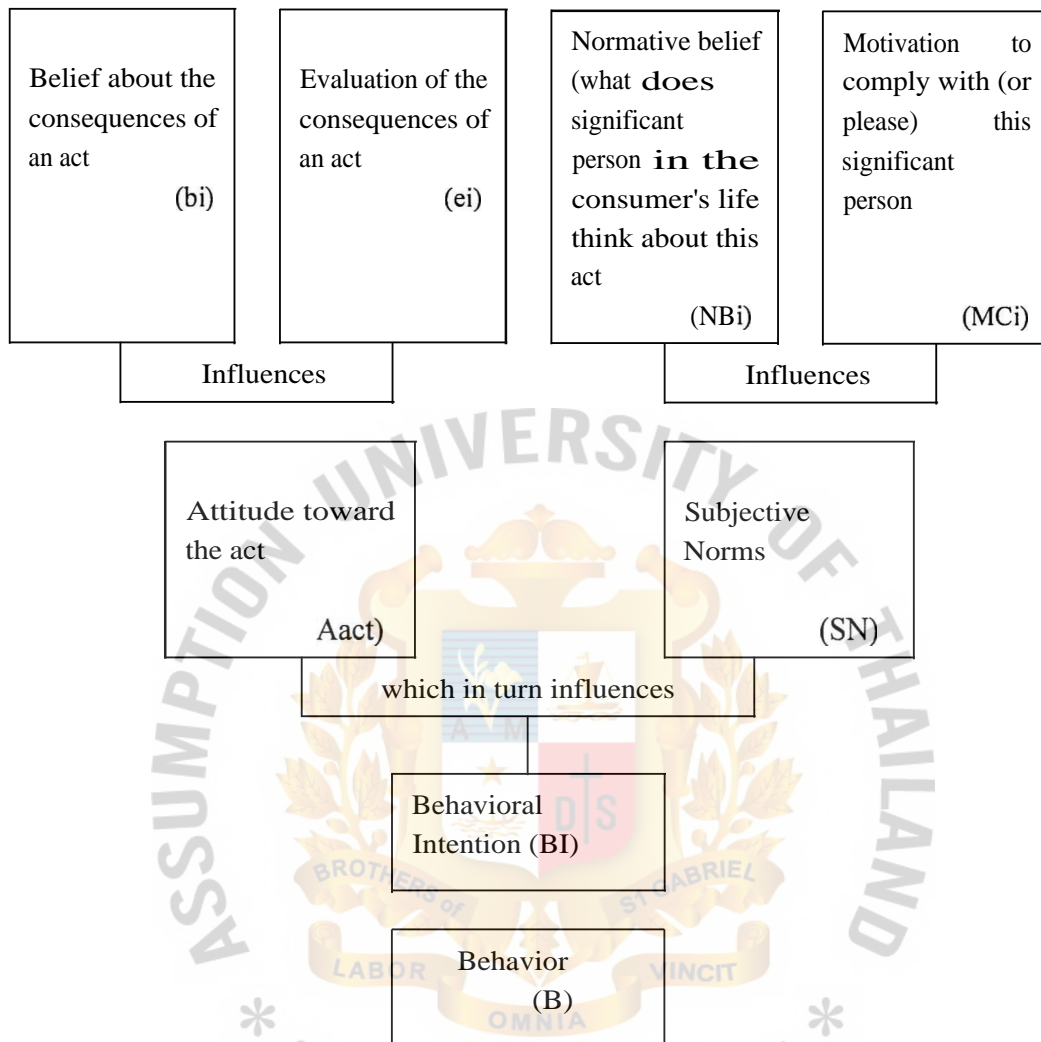


Figure 2.1 A model of TORY theory

According to TORA, behavior is a function of our intent to behave (BI), which is determined by our attitude toward performing that behavior (Aact) as well as the influence of others' opinions (SN). To form Aact, the beliefs we have about the consequences of performing the behavior (bi) are multiplied by an evaluation of the consequences (ei) and summed. Similarly, SN is a function of beliefs about what important people think (NBj) and the motivation to comply with these people (MCj).

The same as tourism market, the attitudes of tourists toward Mosuo culture and the facilities they expecting in Lugu Lake are determined by their understanding and

satisfactions, and their attitudes toward the Mosuo culture and satisfactions will determine they liking or disliking Lake Lugu.

2.4 Lake Lugu and the Mosuo culture

Lake Lugu: Lugu Lake is an incredibly beautiful lake, nestled high in the Himalayan Mountains (at about 3500 meters about sea level). The lake straddles Yunnan and Sichuan provinces, with the border between the two running right through the middle of the lake. As a famous lake on the plateau, it covers an area of 51.8 square meters, and is 2,680 meters above sea level. It is abundant in fish, including carp, thin-scale fish, and Lugu belly-split fish, among others. On the lakeside lives a special minority group known as the Mosor, a rare group who still carry on a matriarchal clan system. Their unique Azhu marriage system (walking marriage) and primitive folk customs add mysterious and splendid color to the ancient land reputed as a mysterious oriental daughters' kingdom. The lake attracts numerous tourists from home and abroad with its beautiful scenery, primitive and mysterious culture, ancient religious customs, and elegant folk dances. After the "daughters' kingdom" had remained hidden deeply in the mountains for many years finally uncovered its veiled face, the Mosor people started to face up to the commercial economic tide outside the mountains. Visitors came to the village and broke down the past tranquility of the people, transforming the once peaceful area into a place where villagers began running family hotels and restaurants.

Mosuo people: The Mosuo people mainly live in the northeast part of the Lijiang Prefecture and along the banks of Jinsha River with a total population of about 40000. The Lake Lugu region is an area inhabited by a large number of the Mosuo people. They settled in this area more than 1,500 years ago, and assimilated Tibetan culture, Mongolian culture, Yi culture, Naxi culture and Pumi culture and formed their own unique Mosuo culture. (Li, 2000) Generally, the Mosuo uses the Han script for daily communication. The Tibetan script is mainly used for religious purposes. The Mosuo also have their own native religion, called Daba, which uses 32 symbols. Often

mistaken for a written script, these symbols do not represent a written language -- no more than a cross in Christianity or a Star of David in Judaism represents a written language. There is currently no written form of the native Mosuo language; it is a purely oral language in which all history, tradition, and ceremonies are passed down from generation to generation by word of mouth. The Mosuo speak the Nari language, which resides in the Tibetan-Burman family.

Matriarchal culture: The Mosuo culture is most frequently described as a matriarchal culture. Mosuo families tend to trace their lineage through the female side of the family (they may sometimes not even know who the father of a particular child is, so tracing through the paternal line is impossible). But there is also a practice in which families that don't have a female to take the role of a family's matriarch may "adopt" a woman from another family, and she will take over as head of the house when the current matriarch dies. She, and her offspring, will be included in the "family genealogy" (Mosuo cultural development association, 2005).

Matriarchal family patterns: The matriarchal family is composed exclusively of matrilineal member, including grandmother, mother, maternal aunts, and uncles (mother's brother), sisters and brothers, and the children of oneself and of the sisters. No members of the parental side are part of it. The members of a matrilineal family belong to a mother or her sister's children. Children remain in the maternal home throughout their lifetime and work there together with their brothers and sisters who belong to the household. The mother is in charge of the economics of the family and its just distribution. If there are several sisters in a family, one of them will be elected as the "Dabu", the matriarch, the woman who is the smartest, most capable and impartial of them all. The brothers of the mother are responsible for the religious activities and rites around the year.

There is a clear division of labor between men and women. Women are responsible for household duties and men for heavy labor. Any income gained by work such as building work or business will be handed to the clan-mother, the Dabu, who will use it to meet any need of the family for clothes, food, housing, and services which they can not provide for themselves. Divorces, quarrels and strife are not

known in Mosuo communities. The benefits of this kind of family culture are listed below: (Lamu, 2005)

- There is great support among all members of the family. Each member is a descendent of the mother. The relationship of the family member with each other is free and easy. They get on well with each other without strife among brothers, wives, uncles or nephews.
- Marriage is free and based on love. It is not affected by political, economic or religious factors. Elders never interfere with the choices of the young. The only exception is the case of being too closely related members of the same clan. There will be an intervention in such a case by the mother's brother. This intervention is accepted and as a result struggles over issues as such never occur.
- Mosuo families care for their own. The young and the old are looked after very well and disabled people have a special place in the community as they are seen as messengers sent by God.
- The population increase is steady but slow. Men and women are equal. Boys are not regarded as more important than girls, girls actually are more preferred. The fertility rate is not very high. The children are common to the sisters who live together. In this way the gender balance is kept perfectly.
- The birth process is easy and they take good care of the children. Many of the young Mosuo live the custom of "walking marriage", and bear their children when they are in the best physical condition. As soon as young woman is pregnant she shares her mothers bedroom in order to avoid being "visited" again, this is to protect the embryo.
- The property of the family always stays intact. Matriarchal families gather great financial strength in spite of the size and many needs of its members. The setting up of separate families would incur great expenses and divide the acquired wealth.
- A clear division of labor encourages all the members who are engaged in different jobs according to their own special abilities. Some members set up businesses, but all work is completed with ease and attention.

- There is a reasonable arrangement between work and the rest of life. Mosuo people are simple, honest and unspoiled. People often sleep without shutting their doors and no one pockets anything found on the road. Mosuo greatly enjoy the plentiful provision of nature and a happy peaceful family life.

Walking marriage: Walking marriages (or “zou hun” in Chinese), so called because the men will walk to the house of their "partner" at night, but return to their own home in the morning. The Mosuo generally live in large extended families, with many generations (great grandparents, grandparents, parents, children, grandchildren, aunts, uncles, nieces, nephews, etc.) all living together within the same house. For the most part, everyone lives within communal quarters, without private bedrooms or living areas. However, women between certain ages (coming of age) can have their own private bedrooms.

Traditionally, a Mosuo woman who is interested in a particular man will invite him to come and spend the night with her in her room. Such pairings are generally conducted secretly, so the man will walk to her house after dark (thus the description of "walking marriage"), spend the night with her, and return home early the next morning. While it is possible for a Mosuo woman to change partners as often as she likes-and in fact, having only one sexual partner would be neither expected nor common- the majority of such couplings will actually be more long term. And few Mosuo women will have more than one partner at a time. Even when a pairing may be long term, however, the man will never go to live with the woman's family. He will continue to live with and be responsible to his family; she will continue to live with and be responsible to her family. There will be no sharing of property. Most significantly, when children are born, the father may have little or no responsibility for his offspring (in fact, some children may not even know who their father is). If a father does want to be involved with the upbringing of his children, he will bring gifts to the mother's family, and state his intention to do so. This gives him a kind of official status within that family, but does not actually make him part of the family. Regardless of whether the father is involved or not, the child will be raised in the mother's family, and take on her family name. This does not mean, however, that the

men get of scot-free, with no responsibilities for children. It is oppositely, in fact. Every man will share responsibilities in caring for all children born to women within their own family, be they a sister, niece, aunt, etc. In fact, children will grow up with many "aunts" and "uncles", as all members of the extended family share in the duties of supporting and raising the children.

2.5 Empirical Studies

Cynthia Fung and Andy McNab (2005) conducted a study on "The Potential for Sustainable Tourism" to study of Luoshui Village of Lake Lugu in Yunnan which was designed to identify the potential for sustainable tourism development which would reduce poverty.

The results of this study revealed that tourism was the way to improve living conditions by local villagers. Notwithstanding the attitudes of poor villagers and officials, it is evident that two villages have moved rapidly into providing tourism facilities with considerable success. It is also apparent that the success is confined to just one of the ethnic groups – the Mosuo – who are well known for their distinctive matriarchal society. It is also evident that tourism, although modest, is creating environmental problems particularly in terms of unplanned lakeside development, pollution of the lake by wastewater and inadequate solid waste disposal.

Roger Casas (2005) conducted a study on "Tourism, Development and Cultural Preservation in Sipsongpanna" to study how the government takes the advantage of the relation between tourist industry and ethnic minorities' traditional cultures to develop their tourism.

The outcome of this study provided that a relative decline of tourist visits in the region has led the local government to develop a project for "Building the Prefecture on the Culture", which is basically aimed at using ethnic culture to promote Sipsongpanna as a major destination for ethnic tourism, following the model of Lijiang, where the so-called "Dongba culture" of the Naxi people has been successfully transformed into a commodity and become a major attraction for national

and foreign visitors.

Jung sung-chae (2005) conducted a study on the "Korean cultural tourists' travel behavior characteristics" to explore Korean cultural tourists' travel behavior patterns as instrument in examining market segmentation for travel behavior of specific cultural attracting attributes.

The results of the study presented a considerable cognitive difference on cultural attractions attributes between Korean cultural tourists' travel choice attitudes and different circumstances.

According to these studies, they could help the researcher get some information and ideas about how to develop tourism sustainable, how to use minorities' traditional cultures suitable to improve tourism industry in ethnic groups areas and also could help the researcher understand the travel behaviors of cultural tourists to use in the research and improve it.



CHAPTER THREE

RESEARCH FRAMEWORKS

This chapter focuses on the framework of the research. There are four parts in this chapter, which are definition of variables, conceptual framework, research hypothesis and operation of the independent and dependent variables. In the first part, the researcher will elaborate each variable that used in the research. In the second part which conceptual framework is the researcher's own model that the study is emphasizing on. The third and fourth parts are the research hypothesis and the operation of the independent and dependent variables are depicting relationships between dependent and independent variables that will be stated in the last section.

3.1 Definition of variables

3.1.1 Independent variables

Nationality: It is interesting to find out whether tourists of different nationalities would have different attitudes about Mosuo culture.

Gender: Male and female tourists might have different attitudes about Mosuo culture.

Age: Tourists of different age group might have different attitudes about Mosuo culture and tourism facilities at the Lake Lugu.

Marital Status: It is interesting to find out whether single or married tourist would have totally different attitudes toward Mosuo cultures.

Education level: Different educational level would have different understanding about Mosuo culture.

Income: It is good to find out whether tourists of different income would have different attitudes about Mosuo culture and tourism facilities at Lake Lugu.

Occupation: Tourists of different occupation would have different purpose of visiting Lake Lugu and it would make them have different attitudes about Mosuo culture.

3.1.2 Dependent variables

In this study, the dependent variables include the following aspects:

- **The Mosuo culture**

1. The matriarchal society by which the mother is the leader of the family and controls everything is good.
2. The value of no husband and no father in the home, leaving the mother to be the only leader is good since the love of the mother is greater than that of anybody else.
3. The Azhu system or Walking Marriage by which girls and boys can be sleeping partners without marriage or any marital bond.
4. When a girl has come of age, she could have her own private bedroom in which she could receive the boy she likes, who could sleep with her and leave in the morning. This concept is OK.
5. The husband or the father has no responsibility at all in taking care of the child. It is the elder brother of the girl or the uncle of the child who would take on the duty. It is good.

- **Tourism facilities at Lake Lugu**

1. Transportation facilities to Lugu Lake are convenient and safe.
2. Transportation facilities around Lugu Lake for sightseeing are convenient and safe.
3. Boating facilities in the Lake for sightseeing is convenient and safe.
4. There are varieties of accommodation at Lake Lugu to choose from.
5. Accommodation facilities in Lake Lugu are convenient and safe with good service quality.
6. The price of accommodation is reasonable.
7. There are varieties of cuisine at Lake Lugu to choose from.
8. The local cuisine is tasty.
9. Prices of food and drinks are reasonable.
10. Food and drinks around Lake Lugu are clean and safe.
11. Culture performances (Mosuo dance, Adult ceremony, Fire torch festival, etc.) are

interesting.

12. There are variety of tourist activities to enjoy, i.e. boating, horse riding, trekking, shopping for gift and souvenir, etc.

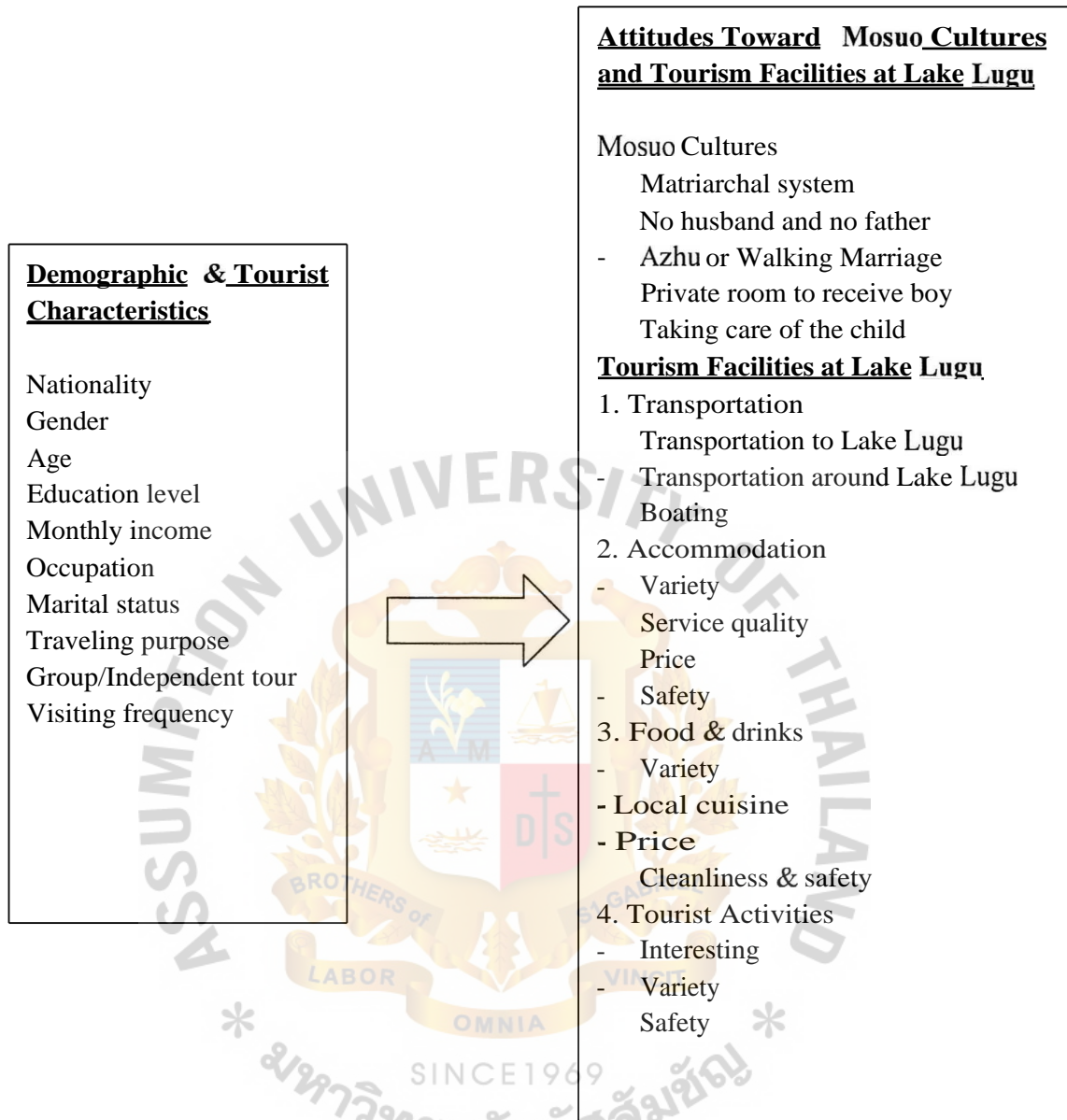
13. Participate in tourist activities at Lake Lugu is safe.

3.2 Conceptual framework

The conceptual framework provides a fundamental understanding of the basic processes underlying the problem situation. The process suggests key dependent and independent variables (Maholtra and Bieks, 2003). Dependent variable is the variable that changes in response to changes in other variables. Independent variable is the variable that causes changes to a dependent variable or variables. (Saunders, Lewis and Thornhill, 2003)



Figure 3.1 Conceptual Framework



3.3 Research hypothesis

It is important to test the hypotheses that inductively emerge from the data by seeking alternative explanations and negative examples that do not conform to the pattern or relationship being tested. Alternative explanations frequently exist, and only by testing the propositions that you identify will you be able to move towards formulating valid conclusions and an explanatory theory, even a simple one (Dey,

1993; Miles and Huberman, 1994). Dey(1993:48) points out that 'the association of one variable with another is not sufficient ground for inferring a causal or any other connection between them'. The existence of an intervening variable may offer a more valid explanation of an association that is apparent in your data.

Table 3.1 Research Hypotheses

H1 o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by nationality.
H1a:	There is a difference among tourists in their attitudes toward Mosuo culture when classified by nationality.
H2o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by gender.
H2a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by gender.
H3o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by age.
H3a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by age.
H4o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.
H4a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.
H5o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.
H5a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.
H6o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.
H6a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.

H7o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.
H7a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.
H8o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.
H8a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.
H9o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.
H9a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.
H10o:	There is no difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.
H10a:	There is a difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.
H11o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality.
H11a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality.
H12o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by gender.
H12a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by gender.
H13o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by age.
H13a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by age.

	'facilities at Lake Lugu in terms of transportation when classified by age.
H14o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by educational level.
H1 4a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by educational level.
H15o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by monthly income.
H15a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by monthly income.
H16o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by occupation.
H16a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by occupation.
H17o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by marital status.
H17a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by marital status.
H18o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by traveling purpose.
H18a:	There is a difference among tourists in their attitudes toward tourism

	facilities at Lake Lugu in terms of transportation when classified by traveling purpose.
H19o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by group/independent tour.
H19a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by group/independent tour.
H20o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by visiting frequency.
H20a:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by visiting frequency.
H21 o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.
H21 a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.
H22o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by gender.
H22a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by gender.
H23o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by age.
H23a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by age.
H24o:	There is no difference among tourists in their attitudes toward tourism

	facilities at Lake Lugu in terms of accommodation when classified by educational level.
H24a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by educational level.
H25o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by monthly income.
H25a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by monthly income.
H26o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by occupation.
H26a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by occupation.
H27o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by marital status.
H27a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by marital status.
H28o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by traveling purpose.
H28a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by traveling purpose.

H29o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by group/independent tour.
H29a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by group/independent tour.
H30o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by visiting frequency.
H30a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by visiting frequency.
H31 o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.
H31 a:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.
H32o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.
H32a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.
H33o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by age.
H33a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by age.
H34o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.

H34a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.
H35o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.
H35a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.
H36o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.
H36a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.
H37o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.
H37a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.
H38o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.
H38a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.
H39o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by

	group/independent tour.
H39a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.
H40o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.
H40a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.
H41 o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.
H41 a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.
H42o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.
H42a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.
H43o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by age.
H43a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by age.
H44o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.

H44a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.
H45o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.
H45a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.
H46o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.
H46a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.
H47o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.
H47a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.
H48o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.
H48a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.
H49o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by

	group/independent tour.
H49a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.
H50o:	There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.
H50a:	There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.

3.4 Operation of the independent and dependent variables

3.4.1 Independent variables

Independent variables	Definition	Components	Level of measurement	Question NO.
Nationality	The status of belonging to a particular nation by origin, birth, or naturalization.	-Asian -European -American	Nominal	Q.1
Gender	Sexual identity, especially in relation to society or culture.	-Male -Female	Nominal	Q.2
Age	The length of time that one has existed.	-20-29 -30-39 -40-49 -Above 50	Ordinal	Q. ³
Marital status	The status of male and female married or single.	-Single -Married	Nominal	Q.4
Education level	The education one has received	-High school -Bachelor degree -Master or Doctoral degree	Ordinal	Q.5
Monthly income	The amount of money or its equivalent	-Below US\$ 1,000 -US\$ 1,001-US\$ 3,000	Ordinal	Q.6

	received per month in exchange for labor or service.	-Above US\$ 3,000		
Occupation	An activity that serves as one's regular source of livelihood.	-Student -Owning private businessmen -Employee -Government officer -Other	Nominal	Q. ⁷
Independent tourist/Group tour	The tourists who visit Lake Lugu without join package tour from travel agencies or join travel agencies	-Independent -Group	Nominal	Q. ⁹
Travel purpose	The purpose tourists visit Lake Lugu for holiday or business.	-Holidays -Business -Other	Nominal	Q. ⁸
Visiting frequency	The time that tourists who visit Lake Lugu.	-First time -Repeated visiting	Nominal	Q.10

3.4.2 Dependent variable

Dependent variables	Definition	Components	Level of measurement	Question NO
Mosuo cultures	The special cultures of Mosuo minority in Lake Lugu	-Matriarchal system -No husband and no father -Azhu or Walking Marriage -Private room to receive boy -Taking care of the child	Interval	Q.11-15
Tourism facilities				
Transportation	The way tourists can visit Lake Lugu	-Variety in Lake Lugu -Variety around Lake Lugu -Boating	Interval	Q.16-18
Accommodation	The place tourists choose to stay	-Variety -Service quality	Interval	Q.19-21

		-Price -Safety		
Food and drinks	The goods tourists choose to eat and drink	-Variety -Local cuisine -Price -Cleanliness and safety	Interval	Q.22-25
Tourist activities	The activities tourists choose to join	-Interesting -Variety -Safety	Interval	Q.26-28



CHAPTER FOUR

RESEARCH METHODOLOGY

This chapter provides an overview of research methodology that includes six sections. The first section is the research method. The second section is respondents and sampling procedures which cover sampling elements, sample unit, sampling size and method. The third section is research instruments and questionnaire. And the fourth, fifth, sixth and last section respectively covers the data collection, pilot study, statistical treatment of data and additional qualitative study.

4.1 Research Method

The research methodology used sources of information from both primary data including the survey, interview, and observation. And secondary data including textbooks, journals, internet, and other empirical studies on related fields (Malhotra, 2000 and Seaton and Bennett, 1996)

4.1.1 Descriptive research

(Zikmund, 1994) mentioned that the major purpose of descriptive research is to describe characteristics of a population or phenomenon. Descriptive research seeks to determine the answers to who, what, when, where, and how questions. Frequently, descriptive research will attempt to determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups. In this research, the researcher attempts to determine the attitudes of tourists toward Mosuo cultures and tourism facilities at Lake Lugu.

4.1.2 Sample survey technique

The most common method of generating primary data is through survey. (Zikmund, 1994) stated that a survey is a research technique in which information is

gathered from a sample of people by a use of a questionnaire. Some typical survey objectives are to identify characteristics of a particular group, measure attitudes and describe behavior patterns. Surveys provide quick, inexpensive, efficient, and accurate means of assessing information about the population.

4.2 Respondents and sampling procedures

4.2.1 Sampling element

A population comprises all the study subjects (tourists, visitors, hosts, family, friends, employees, managers) or study units (attractions, transportations, accommodation facilities) that are the focus of the research project (Ticehurst and Veal, 1999)

Neuman (2000) stated that the target population is the unit in the population that the researcher wishes to target for study. The sampling element under this research comprise of three areas of interest as following:

- 1) The sampling element was both domestic and international tourists who are aged 20 years old and above.
- 2) The sampling element was traveling in the Lake Lugu while the questionnaires are distributed.
- 3) The time duration that the questionnaires were distributed to the sampling element would during the 7th to the 17th of February, 2007.

4.2.2 Sample unit

The sampling unit is the basic unit containing the elements of the population to be sampled (Malhotra, 2000). In this study, the sampling unit is the people, who are 20 years old and above, traveling in Lake Lugu during the 6th to 17th of February, 2007.

4.2.3 Sample size

Sample size is determined as the actual number of subjects chosen as a sample to represent the population characteristics (Jennings, 2001).

According to data of total of tourists arrivals to Lake Lugu in year 2005 are 478,000 visitors. (Ministry of tourism, Yunnan 2006).

The researcher used non-random convenient method as a sampling method. Based on Table 4.1, with 5% tolerable errors, a sample size 384 are used in this study. Table 4.1 Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty

Population/Sampling Frame	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. (1996), Fundamentals of Educational Research

4.3 Research instrument and questionnaire

The instrument to be used for this research is questionnaire, which is a set of questions designed to generate data necessary to accomplish the objectives of the research project. Self-administered questionnaires are used in this research. Self-administered questionnaires are usually completed by the respondents. Such questionnaires are delivered and returned electronically using either email or the internet (on-line questionnaires), posted to respondents who return them by post after completion (postal or mail questionnaires), or delivered by hand to each respondent

and collected later (delivery and collection questionnaires). (Saunders, Lewis and Thornhill, 2003)

Under this study, the personally distributed questionnaires to tourists at Lake Lugu and collected them back by hereby, questionnaire was constructed based on the theoretical frame work and previous studies. It consisted of two parts. The questionnaire is attached in appendix while the outline of each is shown below:

Part 1: This part of questionnaire attempted to ask the respondents to express their demographic characteristics and travel patterns, which include nationality, gender, age, marital status, education, income, occupation, etc., in the form of close-end choice questions. There are 10 questions ask in this part.

Part 2: This part is specific questions to attempt to ask the respondents to express their attitudes of Mosuo culture and tourism facilities in Lake Lugu. Sixteen questions are asked, and for each statement, a five-point rating scales is applied:

5 = Like very much

2 = Dislike

4 = Like

1 = Dislike very much

3 = Indifferent

4.4 Collection of data

The researcher distributed 384 questionnaires by hand to respondents and collected them back during February 2007 at Lake Lugu. The respondents were asked to fill out the initial surveys based on their experiences from visiting Lake Lugu, taking about five minutes to complete questionnaire.

4.5 Reliability test or pre-test

Prior to using the questionnaire to collect data it should be pilot tested. The purpose of the pilot test is to refine the questionnaire so that respondents will have no problems in answering the questions and there will be no problems in recording the data. As part of the pilot the researcher should check each completed pilot questionnaire to ensure that respondent have had no problems understanding or answering questions and have followed all instructions correctly (Fink, 1995b). Their

responses will provide you with an idea of the reliability and suitability of the questions. For self-administered questionnaires additional information about problems can be obtained by giving respondents a further short questionnaire.

It is necessary to use pre-test to ensure the reliability of the self-administered questionnaire. The pre-test is a vital tool for evaluating the questionnaire to see whether it is sufficiently effective for the research or not. The results are used to screen out problems in the design of a questionnaire (Zikmund, 2000).

In this study, prior to launching full-scale research, a pre-test was conducted by distributing 30 questionnaires to tourists visiting Lake Lugu. The result showed a coefficient of Cronbach's reliability test, which was greater than 0.6, meaning that the questionnaire was reliable.

According to Cronbach's reliability test method, the questionnaire was processed with the Statistical Package for Social Science (SPSS) to find out reliability.

4.6 Statistical treatment of data

The researcher used the SPSS (Statistical Package for Social Science) program for both descriptive analysis and the test of hypotheses.

4.6.1 Descriptive statistics

Descriptive statistics provides summary measures of the data contained in all the elements of a sample. The calculation of averages, frequency distributions and percentage distributions is the most common form summarize data (William, 1997)

The research analyzes such demographic characteristics of respondents as nationality, gender, age, education level, marital status, income, group/individual, frequency of travel and purpose of travel.

4.6.2 Inferential statistics for hypothesis testing

Inferential statistics consist of techniques that allow researcher to study samples

and then make generalizations about the populations from which were selected. (Gravetter and Wallnau, 2000) Inferential statistics are used for hypothesis testing. In this study, the following inferential statistics are used to test the hypothesis:

t-test

The t-test is the most elementary experimental comparison involves two samples. This may take the form of comparing a conventional control condition and experimental condition or two groups that have received differing level of the independent variable. (Nation, 1997)

ANOVA

ANOVA is stands for variance, which tests for significant mean differences in variables among multiple groups. (Jennings, 1995) The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs. (Nation, 1997)

Table 4.2 Statistical tools use for data analysis

Hypothesis	Statistical tool
1. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by nationality. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by nationality.	One-way ANOVA
2. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by gender. Ha: There a no difference among tourists in their attitudes toward Mosuo cultures when classified by gender.	T-test
3. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by age. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by age.	One-way ANOVA
4. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by educational level. Ha: There is no difference among tourists in their attitudes	One-way ANOVA

toward Mosuo cultures when classified by educational level.	
5. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.	One-way ANOVA
6. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by occupation. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.	One-way ANOVA
7. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by marital status. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.	T-test
8. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.	One-way ANOVA
9. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.	One-way ANOVA
10. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency. Ha: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.	One-way ANOVA
11. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation	One-way ANOVA

<p>when classified by nationality.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality.</p>	
<p>12. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by gender.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by gender.</p>	T-test
<p>13. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by age.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by age.</p>	One-way ANOVA
<p>14. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by educational level.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by educational level.</p>	One-way ANOVA
<p>15. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by monthly income.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by monthly income.</p>	One-way ANOVA
<p>16. Ho: There is no difference among tourists in their attitudes</p>	One-way

<p>toward tourism facilities at Lake Lugu in terms of transportation when classified by occupation.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by occupation.</p>	ANOVA
<p>17. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by marital status.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by marital status.</p>	T-test
<p>18. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by traveling purpose.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by traveling purpose.</p>	One-way ANOVA
<p>19. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by group/independent tour.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by group/independent tour.</p>	One-way ANOVA
<p>20. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by visiting frequency.</p> <p>Ha: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by visiting frequency.</p>	One-way ANOVA

<p>21. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.</p>	<p>One-way ANOVA</p>
<p>22. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by gender.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by gender.</p>	<p>T-test</p>
<p>23. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by age.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by age.</p>	<p>One-way ANOVA</p>
<p>24. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by educational level.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by educational level.</p>	<p>One-way ANOVA</p>
<p>25. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by monthly income.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of</p>	<p>One-way ANOVA</p>

accommodation when classified by monthly income.	
<p>26. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by occupation.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by occupation.</p>	One-way ANOVA
<p>27. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by marital status.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by marital status.</p>	T-test
<p>28. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by traveling purpose.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by traveling purpose.</p>	One-way ANOVA
<p>29. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by group/independent tour.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by group/independent tour.</p>	One-way ANOVA
<p>30. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by visiting frequency.</p> <p>Ha: There is a difference among tourists in their attitudes</p>	One-way ANOVA

toward tourism facilities at Lake Lugu in terms of accommodation when classified by visiting frequency.	
<p>31. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.</p> <p>Ha: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.</p>	One-way ANOVA
<p>32. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.</p>	T-test
<p>33. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by age.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by age.</p>	One-way ANOVA
<p>34. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.</p>	One-way ANOVA
<p>35. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.</p>	One-way ANOVA

<p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.</p>	
<p>36. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.</p>	<p>One-way ANOVA</p>
<p>37. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.</p>	<p>T-test</p>
<p>38. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.</p>	<p>One-way ANOVA</p>
<p>39. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.</p>	<p>One-way ANOVA</p>
<p>40. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and</p>	<p>One-way ANOVA</p>

<p>drinks when classified by visiting frequency.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.</p>	
<p>41. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.</p> <p>Ha: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.</p>	One-way ANOVA
<p>42. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.</p>	T-test
<p>43. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by age.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourist facilities at Lake Lugu in terms of tourism activities when classified by age.</p>	One-way ANOVA
<p>44. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.</p>	One-way ANOVA
<p>45. Ho: There is no difference among tourists in their attitudes</p>	One-way

<p>toward tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.</p>	ANOVA
<p>46. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.</p>	One-way ANOVA
<p>47. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.</p>	T-test
<p>48. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.</p>	One-way ANOVA
<p>49. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.</p>	One-way ANOVA

<p>50. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.</p> <p>Ha: There is a difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.</p>	<p>One-way ANOVA</p>
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4.7 Additional qualitative study

Qualitative research is the foundation on which strong, reliable research programs are based. It is most often the first step in a research program – the step designed to uncover motivations, reasons, impressions, perceptions, and ideas that relevant individual have about a subject of interest. The goal of qualitative research is to develop extensive information from a few people. (Peterson, 1994)

In addition to the quantitative study elaborated, the researcher would also conduct additional qualitative study by means of personal observations and personal interviews with some selected domestic and international tourists as well as some local people. The qualitative part would give additional information and explanation to the findings of the quantitative part.

There are some open – ended questions in the interviews, such as "How do you feel Lake Lugu?" "What are the problems you encountered while you are traveling in Lake Lugu?" "What are the important factors that influenced your attitudes toward Lake Lugu?" etc. to help the researcher get more information for this research.

CHAPTER FIVE

PRESENTATION OF DATA AND CRITICAL

DISCUSSION OF RESULTS

This chapter consists of four parts: tourists' demographic and travel characteristics, results of hypothesis testing, discussion of statistical results, and results from additional qualitative study.

5.1 Tourists' Demographic and Travel Characteristics

The results of statistical analysis concerning demographic and travel characteristics of respondents are as follows (n = 384):

5.1.1 Nationality

The nationalities of respondents are presented in Table 5.1.1 and Figure 5.1.1:

Table 5.1.1: Summary of respondents by Nationality

1. nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	272	70.8	70.8	70.8
European	30	7.8	7.8	78.6
American	28	7.3	7.3	85.9
Others	54	14.1	14.1	100.0
Total	384	100.0	100.0	

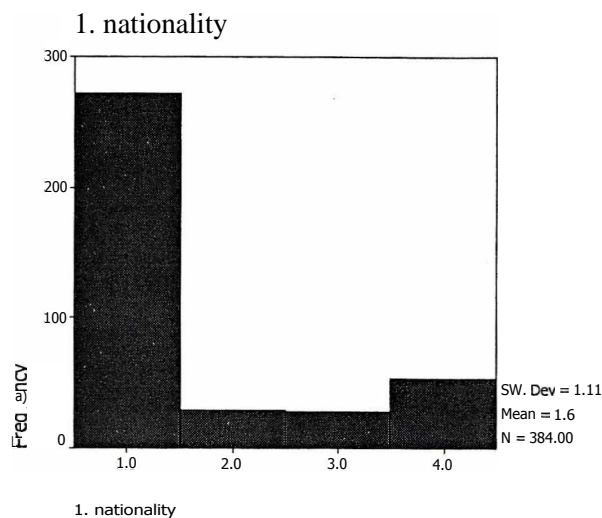


Figure 5.1.1: Nationality

From Table 5.1.1 and Figure 5.1.1 shown above, 272 respondents or (70.8%) were Chinese tourists, 30 respondents or (7.8%) were European tourists and 28 respondents or (7.3%) were American tourists and 54 respondents or (14.1%) were other nationalities such as Thailand, Malaysia, Korean and Australian tourists.

5.1.2 Gender

The gender groups of respondents are presented in Table 5.1.2 and Figure 5.1.2:
Table 5.1.2: Summary of Respondents by Gender

2. gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	213	55.5	55.5	55.5
	Female	171	44.5	44.5	100.0
	Total	384	100.0	100.0	

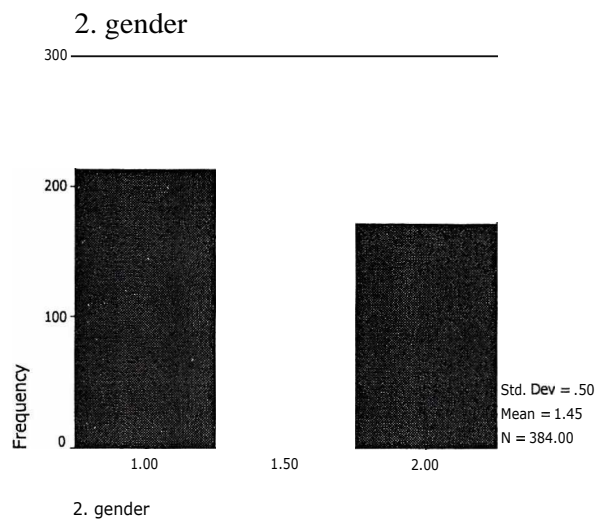


Figure 5.1.2: Gender

From Table 5.1.2 and Figure 5.1.2 shown above, 213 respondents or (55.5%) were male and 171 respondents or (44.5%) were female.

5.1.3 Age

The age groups of respondents are presented in Table 5.1.3 and Figure 5.1.3:

Table 5.1.3: Summary of Respondents by Age

3. age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	age 20~29	241	62.8	62.8	62.8
	age 30~39	103	26.8	26.8	89.6
	age 40~49	24	6.3	6.3	95.8
	age above 50	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

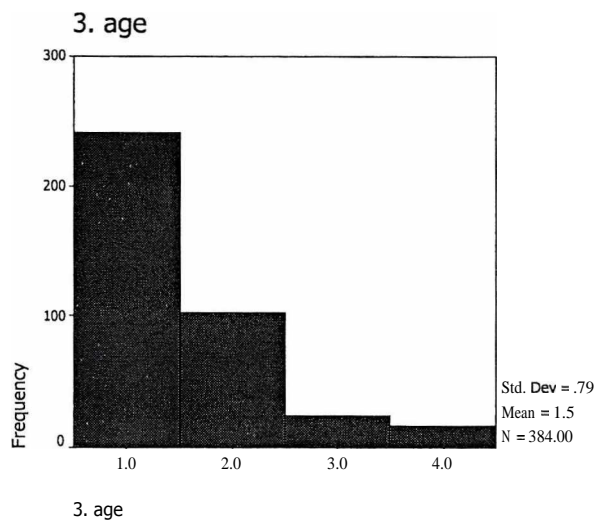


Figure 5.1.3: Age

From Table 5.1.3 and Figure 5.1.3 shown above, age range of tourists 20-29 years old are 241 respondents or (62.8%), 30-39 years old are 103 respondents or (26.8%) tourists and 40-49 years old are 24 respondents or (6.3%) and over 50 years old are 16 respondents or (4.2%).

5.1.4 Marital Status

The marital status groups of respondents are presented in Table 5.1.4 and Figure 5.1.4:

Table 5.1.4: Summary of Respondents by Marital Status

4. marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	252	65.6	65.6	65.6
	Married	132	34.4	34.4	100.0
	Total	384	100.0	100.0	

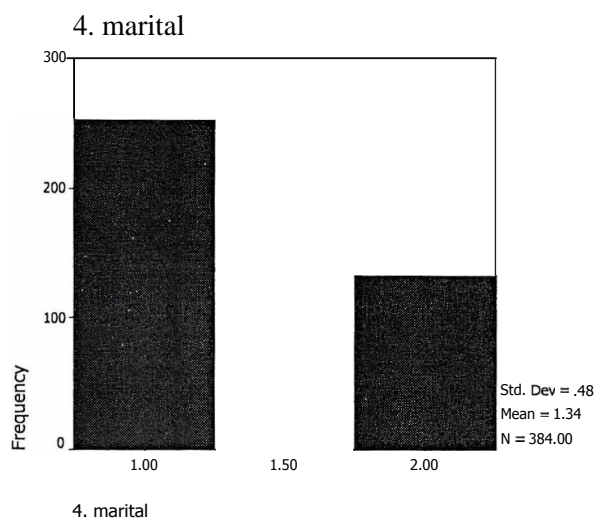


Figure 5.1.4: Marital Status

From Table 5.1.4 and Figure 5.1.4 shown above, 252 respondents or (65.6%) were single and 132 respondents or (34.4%) were married.

5.1.5 Educational Level

The educational level groups of respondents are presented in Table 5.1.5 and Figure 5.1.5:

Table 5.1.5: Summary of Respondents by Educational Level

5.education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	35	9.1	9.1	9.1
	Bachelor degree	260	67.7	67.7	76.8
	Master or Doctoral degree	89	23.2	23.2	100.0
	Total	384	100.0	100.0	

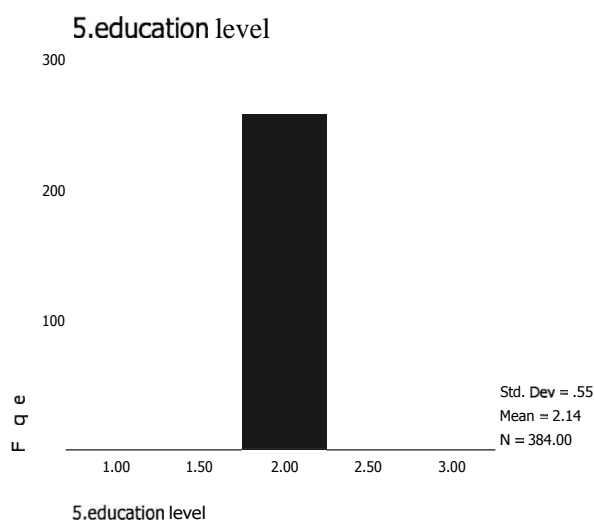


Figure 5.1.5: Educational Level

From Table 5.1.5 and Figure 5.1.5 shown above, 35 respondents or (9.1%) were High school, 260 respondents or (67.7%) were Bachelor Degree level and 89 respondents or (23.2%) were Master Degree or higher level.

5.1.6 Monthly Income

The monthly income groups of respondents are presented in Table 5.1.6 and Figure 5.1.6:

Table 5.1.6: Summary of Respondents by Monthly Income Level

6.monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1000\$ US	264	68.8	68.8	68.8
	US 1001—US 3000\$	95	24.7	24.7	93.5
	Above 3000\$ US	25	6.5	6.5	100.0
	Total	384	100.0	100.0	

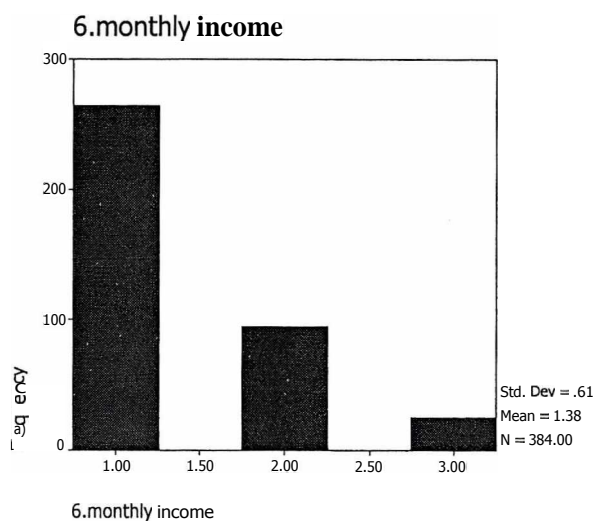


Figure 5.1.6: Monthly Income

From Table 5.1.6 and Figure 5.1.6 shown above, 264 respondents or (68.8%) have monthly income under 1000\$US, 95 respondents or (24.7%) have monthly income from 1001\$US-3000\$US and 25 respondents or (6.5%) have monthly income 3000\$US or more.

5.1.7 Occupation

The occupation groups of respondents are presented in Table 5.1.7 and Figure 5.1.7:

Table 5.1.7: Summary of Respondents by Occupation Level

		7.occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	121	31.5	31.5	31.5
	Owning private businessman	28	7.3	7.3	38.8
	Employee	150	39.1	39.1	77.9
	Government officer	21	5.5	5.5	83.3
	Other	64	16.7	16.7	100.0
	Total	384	100.0	100.0	

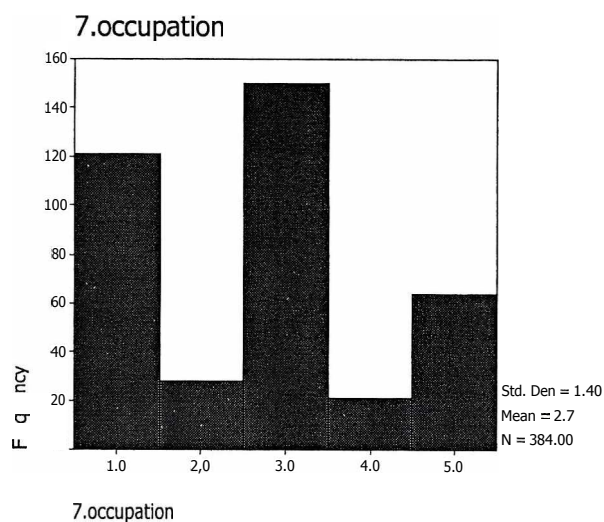


Figure 5.1.7: Occupation

From Table 5.1.7 and Figure 5.1.7 shown above, 121 respondents or (31.5%) were students, 28 respondents or (7.3%) were businessman and 150 respondents or (39.1%) were employees, 21 respondents or (5.5%) were government officers and 64 respondents or (16.7%) were other occupations such as teachers, farmers.

5.1.8 Purpose of Travel

The purpose of travel groups of respondents are presented in Table 5.1.8 and Figure 5.1.8:

Table 5.1.8: Summary of Respondents by Purpose of Travel

8.main purpose of visiting Lake Lugu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Holiday	343	89.3	89.3	89.3
	Business	34	8.9	8.9	98.2
	Other	7	1.8	1.8	100.0
	Total	384	100.0	100.0	

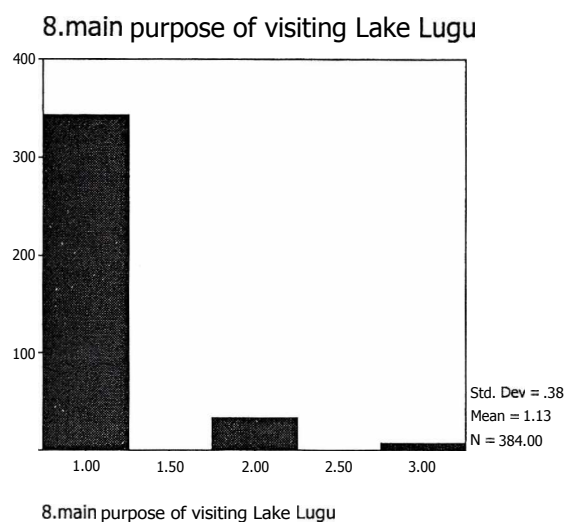


Figure 5.1.8: Purpose of Travel

From Table 5.1.8 and Figure 5.1.8 shown above, 343 respondents or (89.3%) were holiday purpose, 34 respondents or (8.9%) were business purpose and 7 respondents or (1.8%) were other purpose such as education purpose and researching.

5.1.9 Group/Individual

The group/individual tours of respondents are presented in Table 5.1.9 and Figure 5.1.9:

Table 5.1.9: Summary of Respondents by Group tour/Individual

9.nature of your travel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Group tour	128	33.3	33.3	33.3
	Travel independently	256	66.7	66.7	100.0
	Total	384	100.0	100.0	

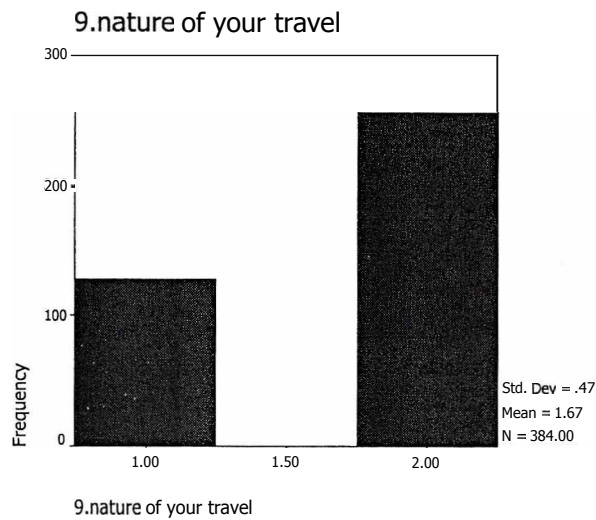


Figure 5.1.9: Group tour/Individual

From Table 5.1.9 and Figure 5.1.9 shown above, 128 respondents or (33.3%) were group tour, 256 respondents or (66.7%) were individual travellers.

5.1.10 Visiting Frequency

The visiting frequency of respondents is presented in Table 5.1.10 and Figure 5.1.10:

Table 5.1.10: Summary of Respondents by Visiting Frequency

10.how many times have you visited Lake Lugu area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first time	291	75.8	75.8	75.8
	repeated visitors	93	24.2	24.2	100.0
	Total	384	100.0	100.0	

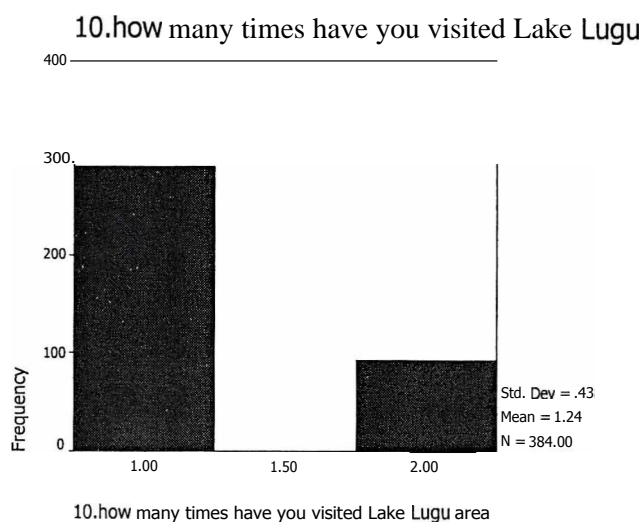


Figure 5.1.10: Purpose of Travel

From Table 5.1.10 and Figure 5.1.10 shown above, 291 respondents or (75.8%) were first time to travel, 93 respondents or (24.2%) were repeated visitors.

5.2 Results of Hypothesis Testing

This study tested of the 50 operational hypotheses using T-test and ANOVA as follows:

5.2.1 Hypothesis 1

Ho 1: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by nationality.

Hal: There is a difference among tourists in their attitudes toward Mosuo culture when classified by nationality.

Table 5.2.1: One-way ANOVA test for hypothesis 1

ANOVA

CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.501	3	.834	1.357	.256
Within Groups	233.479	380	.614		
Total	235.980	383			

As shown in Table 5.2.1, the significance value is 0.256, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by nationality.

5.2.2 Hypothesis 2

Hot: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by gender.

Ha2: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by gender.

Table 5.2.2: Independent t-test for hypothesis 2

Independent Samples Test									
	Levene's Test for Equality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
CULTURE	3.270	.071	2.752	382	.006	.2199	.07991	.06281	.37706
Equal variances assumed			2.784	76.953	.006	.2199	.07900	.06459	.37528

Group Statistics					
2. gender	N	Mean	Std. Deviation	Std. Error Mean	
CULTURE Male	213	3.1474	.81325	.05572	
Female	171	2.9275	.73236	.05601	

As shown in Table 5.2.2, the significance value is 0.071, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by gender.

5.2.3 Hypothesis 3

Ho3: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by age.

Ha3: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by age.

Table 5.2.3: One-way ANOVA test for hypothesis 3

ANOVA					
CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.417	3	.806	1.311	.270
Within Groups	233.562	380	.615		
Total	235.980	383			

As shown in Table 5.2.3, the significance value is 0.270, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by age.

5.2.4 Hypothesis 4

Ho4: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.

Ha4: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.

Table 5.2.4: One-way ANOVA test for hypothesis 4

ANOVA					
CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.475	2	4.737	7.969	.000
Within Groups	226.505	381	.595		
Total	235.980	383			

As shown in Table 5.2.4, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.

5.2.5 Hypothesis 5

Ho5: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.

Ha5: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.

Table 5.2.5: One-way ANOVA test for hypothesis 5

ANOVA					
CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.103	2	1.051	1.713	.182
Within Groups	233.877	381	.614		
Total	235.980	383			

As shown in Table 5.2.5, the significance value is 0.182, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.

5.2.6 Hypothesis 6

Ho6: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.

Ha6: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.

Table 5.2.6: One-way ANOVA test for hypothesis 6

ANOVA					
CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.559	4	1.640	2.709	.030
Within Groups	229.421	379	.605		
Total	235.980	383			

As shown in Table 5.2.6, the significance value is 0.030, which is less than 0.05, so the null hypothesis is rejected, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.

5.2.7 Hypothesis 7

Ho7: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.

Ha1: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.

Table 5.2.7: Independent t-test for hypothesis 7

Independent Samples Test

	Levene's Test for waft of Variance	t_-test for Equality of Means										
									95% Confidence Interval of the Difference			
									Mean Difference	Std. Error Difference	Lower	Upper
CULTUR	Equal variances a	2.987	.085	-.338	382	.736	-.0285	.08443	-.19451	.13752		
	Equal variances n assumed			-.352	299.889	.725	-.0285	.08087	-.18764	.13064		

Group Statistics

	4. marital	N	Mean	Std. Deviation	Std. Error Mean
CULTURE	Single	252	3.0397	.82066	.05170
	Married	132	3.0682	.71444	.06218

As shown in Table 5.2.7, the significance value is 0.085, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.

5.2.8 Hypothesis 8

Ho8: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.

Ha8: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.

Table 5.2.8: One-way ANOVA test for hypothesis 8

ANOVA					
CULTURE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.092	2	1.546	2.529	.081
Within Groups	232.888	381	.611		
Total	235.980	383			

As shown in Table 5.2.8, the significance value is 0.081, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.

5.2.9 Hypothesis 9

Ho9: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.

Ha9: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
CULTURE	2377	.109	.390	380	.697	.0333	.08527	-.13437	.20093
			.406	283.279	.685	.0333	.08198	-.12809	.19465

Table 5.2.9: Independent t-test for hypothesis 9

Group Statistics

9.nature of your travel		N	Mean	Std. Deviation	Std. Error Mean
CULTURE	Group tour	128	3.0734	.72432	.06402
	Travel independently	254	3.0402	.81612	.05121

As shown in Table 5.2.9, the significance value is 0.109, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by group/independent tour.

5.2.10 Hypothesis 10

Ho 10: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.

Ha10: There is a difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.

Table 5.2.10: Independent t-test for hypothesis 10

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
CULTURE	Equal variances assumed	.401	.527	-1.553	381	.121	-.1456	.09377	-.33002	.03874
	Equal variances not assumed			-1.544	151.380	.125	-.1456	.09434	-.33203	.04075

Group Statistics

10.how many times have you visited		N	Mean	Std. Deviation	Std. Error Mean
CULTURE	first time	291	3.0131	.78184	.04583
	non-first time	92	3.1587	.79090	.08246

As shown in Table 5.2.10, the significance value is 0.527, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.

5.2.11 Hypothesis 11

H₀₁₁: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality.

H_{a11}: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportation when classified by nationality.

Table 5.2.11: One-way ANOVA test for hypothesis 11

ANOVA

TRANSPOR					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.427	3	1.142	1.425	.235
Within Groups	304.563	380	.801		
Total	307.990	383			

As shown in Table 5.2.11, the significance value is 0.235, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by nationality.

5.2.12 Hypothesis 12

Ho12: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by gender.

Ha12: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by gender.

Table 5.2.12: Independent t-test for hypothesis 12

Group Statistics				
2. gender	N	Mean	Std. Deviation	Std. Error Mean
TRANSPOR Male	213	3.4022	.92737	.06354
Female	171	3.2359	.85075	.06506

Independent Samples Test									
	Levene's Test for Equality of Variances				t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
TRANSPOR Equal variances assumed	3.304	.070	1.812	382	.071	.1663	.09180	-.01418	.34683
Equal variances not assumed			1.829	375.228	.068	.1663	.09094	-.01249	.34514

As shown in Table 5.2.12, the significance value is 0.070, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by gender.

5.2.13 Hypothesis 13

Ho13: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by age.

Ha13: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by age.

Table 5.2.13: One-way ANOVA test for hypothesis 13

ANOVA					
TRANSPOR					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.732	3	.911	1.134	.335
Within Groups	305.257	380	.803		
Total	307.990	383			

As shown in Table 5.2.13, the significance value is 0.335, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by age.

5.2.14 Hypothesis 14

Ho 14: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by educational level.

Ha14: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by educational level.

Table 5.2.14: One-way ANOVA test for hypothesis 14

ANOVA					
TRANSPOR					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.051	2	2.025	2.539	.080
Within Groups	303.939	381	.798		
Total	307.990	383			

As shown in Table 5.2.14, the significance value is 0.080, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by educational level.

5.2.15 Hypothesis 15

Ho 15: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by monthly income.

Ha15: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by monthly income.

Table 5.2.15: One-way ANOVA test for hypothesis 15

ANOVA

TRANSPOR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.567	2	2.283	2.867	.058
Within Groups	303.423	381	.796		
Total	307.990	383			

As shown in Table 5.2.15, the significance value is 0.058, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by monthly income.

5.2.16 Hypothesis 16

Ho 16: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by occupation.

Hal 6: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by occupation.

Table 5.2.16: One-way ANOVA test for hypothesis 16

ANOVA

TRANSPOR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.387	4	5.097	6.716	.000
Within Groups	287.603	379	.759		
Total	307.990	383			

As shown in Table 5.2.16, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists

in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by occupation.

5.2.17 Hypothesis 17

Ho 17: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by marital status.

Ha17: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by marital status.

Table 5.2.17: Independent t-test for hypothesis 17

Group Statistics

	4. marital	N	Mean	Std. Deviation	Std. Error Mean
TRANSPOR	Single	252	3.2897	.87326	.05501
	Married	132	3.4015	.93897	.08173

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TRANSPOR	Equal variances assumed	2.203	.139	-1.161	382	.246	-.1118	.09631	-.3019	.07752
	Equal variances not assumed			-1.135	249.828	.257	-.1118	.09852	-.30586	.08219

As shown in Table 5.2.17, the significance value is 0.139, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by marital status.

5.2.18 Hypothesis 18

Ho 18: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by traveling purpose.

Hal 8: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by traveling purpose.

Table 5.2.18: One-way ANOVA test for hypothesis 18

ANOVA

TRANSPOR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.737	2	1.868	2.340	.098
Within Groups	304.253	381	.799		
Total	307.990	383			

As shown in Table 5.2.18, the significance value is 0.098, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by traveling purpose.

5.2.19 Hypothesis 19

Ho 19: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by group/independent tour.

Ha19: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by group/independent tour.

Table 5.2.19: Independent t-test for hypothesis 19

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means						
		F	Sig.	t	df	g. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
TRANSPOR	Equal variances assumed	2.430	.120	-.080	380	.936	-.0078	.09750	.19952	.18389
	Equal variances not assumed			-.083	77.847	.934	-.0078	.09442	.19368	.17805

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
TRANSPOR	9.nature of your travel Group tour	128	3.3255	.84126	.07436
	Travel independently	254	3.3333	.92731	.05818

As shown in Table 5.2.19, the significance value is 0.120, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by group/independent tour.

5.2.20 Hypothesis 20

Ho20: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by visiting frequency.

Ha20: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by visiting frequency.

Table 5.2.20: Independent t-test for hypothesis 20

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
TRANSPOR	10.how many times have you visited first time	291	3.2451	.85290	.05000
	non-first time	92	3.5978	.98280	.10246

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means					
		F	Sig.	t	df	g. (2-tailed)	Mean Difference	Rd. Error Difference	95% Confidence Interval of the Difference Lower Upper
TRANSP	Equal variances	13.245	.000	-3329	381	.001	-.3527	.10593	.56098 .14441
	Equal variances assumed			-3.093	37.055	.002	-.3527	.11401	.57814 .12724

As shown in Table 5.2.20, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of transportations when classified by visiting frequency.

5.2.21 Hypothesis 21

Ho21: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by nationality.

Ha21: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.

Table 5.2.21: One-way ANOVA test for hypothesis 21

ANOVA					
ACCOM	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.009	3	.670	1.301	.274
Within Groups	195.629	380	.515		
Total	197.638	383			

As shown in Table 5.2.21, the significance value is 0.274, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by nationality.

5.2.22 Hypothesis 22

Ho22: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by gender.

Ha22: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by gender.

Table 5.2.22: Independent t-test for hypothesis 22

Group Statistics					
	2. gender	N	Mean	Std. Deviation	Std. Error Mean
ACCOM	Male	213	3.6275	.76276	.05226
	Female	171	3.5088	.65511	.05010

Independent Samples Test									
	Levene's Test for Equality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
ACCOM	6.090	.014	1.614	382	.107	.1188	.07360	.02595	.26349
Equal variances assumed			1.641	80.238	.102	.1188	.07240	.02358	.26112

As shown in Table 5.2.22, the significance value is 0.014, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by gender.

5.2.23 Hypothesis 23

Ho23: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by age.

Ha23: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by age.

Table 5.2.23: One-way ANOVA test for hypothesis 23

ANOVA					
ACCOM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.107	3	.036	.069	.977
Within Groups	197.530	380	.520		
Total	197.638	383			

As shown in Table 5.2.23, the significance value is 0.977, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by age.

5.2.24 Hypothesis 24

Ho24: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by educational level.

Ha24: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by educational level.

Table 5.2.24: One-way ANOVA test for hypothesis 24

ANOVA

ACCOM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.816	2	1.908	3.751	.024
Within Groups	193.822	381	.509		
Total	197.638	383			

As shown in Table 5.2.24, the significance value is 0.024, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by educational level.

5.2.25 Hypothesis 25

Ho25: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by monthly income.

Ha25: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by monthly income.

Table 5.2.25: One-way ANOVA test for hypothesis 25

ANOVA

ACCOM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.391	2	.195	.377	.686
Within Groups	197.247	381	.518		
Total	197.638	383			

As shown in Table 5.2.25, the significance value is 0.686, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by monthly income.

5.2.26 Hypothesis 26

Ho26: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by occupation.

Ha26: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by occupation.

Table 5.2.26: One-way ANOVA test for hypothesis 26

ANOVA					
ACCOM	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.799	4	2.200	4.415	.002
Within Groups	188.839	379	.498		
Total	197.638	383			

As shown in Table 5.2.26, the significance value is 0.002, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by occupation.

5.2.27 Hypothesis 27

Ho27: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by marital status.

Ha27: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by marital status.

Table 5.2.27: Independent t-test for hypothesis 27

Group Statistics				
	4. marital	N	Mean	Std. Deviation
ACCOM	Single	252	3.5106	.72113
	Married	132	3.6970	.69951

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								5% Confidence Interval of the Difference	
		F	Sig.	t	df	g. (2-tailed)	Mean Difference	Std. Error Difference	
ACCOM	Equal variances assumed	.067	.796	-2.430	382	.016	-.1864	.07669	.33718 .03560
	Equal variances not assumed			-2.454	73.252	.015	-.1864	.07596	.33594 .03684

As shown in Table 5.2.27, the significance value is 0.796, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by marital status.

5.2.28 Hypothesis 28

Ho28: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by traveling purpose.

Ha28: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by traveling purpose.

Table 5.2.28: One-way ANOVA test for hypothesis 28

ANOVA					
ACCOM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.459	2	2.730	5.412	.005
Within Groups	192.178	381	.504		
Total	197.638	383			

As shown in Table 5.2.28, the significance value is 0.005, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists

in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by traveling purpose.

5.2.29 Hypothesis 29

Ho29: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by group/independent tour.

Ha29: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by group/independent tour.

Table 5.2.29: Independent t-test for hypothesis 29

Group Statistics									
9.nature of your travel		N	Mean	Std. Deviation	Std. Error Mean				
ACCOM	Group tour	128	3.5339	.65520	.05791				
	Travel independently	254	3.5984	.75016	.04707				

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Mean Difference	Std. Error Difference	5% Confidence Interval of the Difference	
								Lower	Upper
ACCC	Equal variances assumed	3.587	.059	-.828	380	-.408	.0646	07802	18884
	Equal variances not assumed			-.865	7.280	-.388	.0646	07463	18232

As shown in Table 5.2.29, the significance value is 0.059, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by group/independent tour.

5.2.30 Hypothesis 30

Ho30: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by visiting frequency.

Ha30: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by visiting frequency.

Table 5.2.30: Independent t-test for hypothesis 30

Group Statistics					
10.how many times have you visited		N	Mean	Std. Deviation	Std. Error Mean
ACCOM	first time	291	3.5178	.69092	.04050
	non-first time	92	3.7536	.77958	.08128

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	. (2-tailed)	Mean Difference	Std. Error Difference	5% Confidence Interval of the Difference		
								Lower	Upper	
ACCC Equal variance assumed	4.602	.033	-2.765	381	.006	-.2359	.08529	40357	06817	
Equal variance not assumed			-2.597	39.116	.010	-.2359	.09081	41541	05632	

As shown in Table 5.2.30, the significance value is 0.033, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of accommodations when classified by visiting frequency.

5.2.31 Hypothesis 31

Ho31: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.

Ha31: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.

Table 5.2.31: One-way ANOVA test for hypothesis 31

ANOVA					
EAT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.830	3	.943	1.928	.125
Within Groups	185.966	380	.489		
Total	188.797	383			

As shown in Table 5.2.31, the significance value is 0.125, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.

5.2.32 Hypothesis 32

Ho32: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.

Ha32: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.

Table 5.2.32: Independent t-test for hypothesis 32

Group Statistics					
2. gender		N	Mean	Std. Deviation	Std. Error Mean
EAT	Male	213	3.5164	.70105	.04804
	Female	171	3.5950	.70301	.05376

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
EAT	Equal variances assumed	.254	.614	1.091	382	-.0786	.07207	-.2031	.06311
	Equal variances not assumed			1.090	3.836	-.0786	.07209	-.2037	.06318

As shown in Table 5.2.32, the significance value is 0.614, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among

tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.

5.2.33 Hypothesis 33

Ho33: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by age.

Ha33: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by age.

Table 5.2.33: One-way ANOVA test for hypothesis 33

ANOVA

EAT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.088	3	.029	.059	.981
Within Groups	188.709	380	.497		
Total	188.797	383			

As shown in Table 5.2.33, the significance value is 0.981, which is greater than 0.05, so the **null** hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by age.

5.2.34 Hypothesis 34

Ho34: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.

Ha34: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.

Table 5.2.34: One-way ANOVA test for hypothesis 34

ANOVA

EAT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.911	2	.455	.923	.398
Within Groups	187.886	381	.493		
Total	188.797	383			

As shown in Table 5.2.34, the significance value is 0.398, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.

5.2.35 Hypothesis 35

Ho35: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.

Ha35: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.

Table 5.2.35: One-way ANOVA test for hypothesis 35

ANOVA					
EAT	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.106	2	.053	.107	.898
Within Groups	188.691	381	.495		
Total	188.797	383			

As shown in Table 5.2.35, the significance value is 0.898, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.

5.2.36 Hypothesis 36

Ho36: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.

Ha36: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.

Table 5.2.36: One-way ANOVA test for hypothesis 36

ANOVA					
EAT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.562	4	.641	1.304	.268
Within Groups	186.235	379	.491		
Total	188.797	383			

As shown in Table 5.2.36, the significance value is 0.268, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.

5.2.37 Hypothesis 37

Ho37: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.

Ha37: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.

Table 5.2.37: Independent t-test for hypothesis 37

Group Statistics				
4. marital	N	Mean	Std. Deviation	Std. Error Mean
EAT Single	252	3.5040	.69287	.04365
Married	132	3.6420	.71328	.06208

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
EAT Equal variances assumed	1.315	.252	1.836	382	.067	-.1381	.07520	-.28594	.00979
EAT Equal variances not assumed			1.819	9.421	.070	-.1381	.07589	-.28752	.01136

As shown in Table 5.2.37, the significance value is 0.252, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.

5.2.38 Hypothesis 38

Ho38: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.

Ha38: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.

Table 5.2.38: One-way ANOVA test for hypothesis 38

ANOVA					
EAT	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.122	2	.561	1.139	.321
Within Groups	187.674	381	.493		
Total	188.797	383			

As shown in Table 5.2.38, the significance value is 0.321, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by traveling purpose.

5.2.39 Hypothesis 39

Ho39: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.

Ha39: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.

Table 5.2.39: Independent t-test for hypothesis 39

Group Statistics

9.nature of your travel		N	Mean	Std. Deviation	Std. Error Mean
EAT	Group tour	128	3.5117	.66245	.05855
	Travel independently	254	3.5778	.72068	.04522

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	5% Confidence Interval of the Difference	
								Lower	Upper
EAT Equal variance assumed	.831	.362	-.868	380	.386	-.0660	.07607	21560	08353
EAT Equal variance not assumed			-.893	14.629	.373	-.0660	.07398	21168	07960

As shown in Table 5.2.39, the significance value is 0.362, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.

5.2.40 Hypothesis 40

Ho40: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.

Ha40: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.

Table 5.2.40: Independent t-test for hypothesis 40

Group Statistics

10.how many times have you visited		N	Mean	Std. Deviation	Std. Error Mean
EAT	first time	291	3.5369	.68648	.04024
	non-first time	92	3.5924	.75385	.07859

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
EAT Equal variances assumed	3.994	.046	-.659	381	.510	-.0554	.08410	-.2081	.0992
EAT Equal variances not assumed			-.628	1.909	.531	-.0554	.08830	-.2300	.11910

As shown in Table 5.2.40, the significance value is 0.046, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.

5.2.41 Hypothesis 41

Ho41: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.

Ha41: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.

Table 5.2.41: One-way ANOVA test for hypothesis 41

ANOVA					
ACT	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.463	3	.488	1.117	.342
Within Groups	165.794	380	.436		
Total	167.257	383			

As shown in Table 5.2.41, the significance value is 0.342, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.

5.2.42 Hypothesis 42

Ho42: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.

Ha42: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.

Table 5.2.42: Independent t-test for hypothesis 42

Group Statistics									
2. gender		N	Mean	Std. Deviation	Std. Error Mean				
ACT	Male	213	3.6510	.69798	.04782				
	Female	171	3.8168	.60083	.04595				

Independent Samples Test									
		Levene's Test for Equality of Variance		t-test for Equality of Means					
		F	Sig.	t	df	g. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
ACT	Equal variances assumed	2.191	.140	-2.459	382	.014	-.1657	.06741	.29829 .03320
	Equal variances not assumed			-2.499	80.120	.013	-.1657	.06632	.29615 .03535

As shown in Table 5.2.42, the significance value is 0.140, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.

5.2.43 Hypothesis 43

Ho43: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by age.

Ha43: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by age.

Table 5.2.43: One-way ANOVA test for hypothesis 43

ANOVA					
ACT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.952	3	.984	2.275	.079
Within Groups	164.305	380	.432		
Total	167.257	383			

As shown in Table 5.2.43, the significance value is 0.079, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by age.

5.2.44 Hypothesis 44

Ho44: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.

Ha44: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.

Table 5.2.44: One-way ANOVA test for hypothesis 44

ANOVA					
ACT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.570	2	2.285	5.351	.005
Within Groups	162.687	381	.427		
Total	167.257	383			

As shown in Table 5.2.44, the significance value is 0.005, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by educational level.

5.2.45 Hypothesis 45

Ho45: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.

Ha45: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.

Table 5.2.45: One-way ANOVA test for hypothesis 45

ANOVA					
ACT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.377	2	.189	.431	.650
Within Groups	166.879	381	.438		
Total	167.257	383			

As shown in Table 5.2.45, the significance value is 0.650, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.

5.2.46 Hypothesis 46

Ho46: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.

Ha46: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.

Table 5.2.46: One-way ANOVA test for hypothesis 46

ANOVA					
ACT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.578	4	1.144	2.666	.032
Within Groups	162.679	379	.429		
Total	167.257	383			

As shown in Table 5.2.46, the significance value is 0.032, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.

5.2.47 Hypothesis 47

Ho47: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.

Ha47: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.

Table 5.2.47: Independent t-test for hypothesis 47

Group Statistics

4. marital		N	Mean	Std. Deviation	Std. Error Mean
ACT	Single	252	3.7857	.66795	.04208
	Married	132	3.6086	.63339	.05513

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ACT	Equal variances assumed	1.005	.317	2.512	382	.012	.1771	.07051	.03848	.31577
	Equal variances not assumed			2.554	18.714	.011	.1771	.06935	.04061	.31365

As shown in Table 5.2.47, the significance value is 0.317, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.

5.2.48 Hypothesis 48

Ho48: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.

Ha48: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.

Table 5.2.48: One-way ANOVA test for hypothesis 48

ANOVA					
ACT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.051	2	.026	.058	.943
Within Groups	167.205	381	.439		
Total	167.257	383			

As shown in Table 5.2.48, the significance value is 0.943, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.

5.2.49 Hypothesis 49

Ho49: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.

Ha49: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.

Table 5.2.49: Independent t-test for hypothesis 49

Group Statistics					
9.nature of your travel		N	Mean	Std. Deviation	Std. Error Mean
ACT	Group tour	128	3.5547	.64299	.05683
	Travel independently	254	3.8123	.65621	.04117

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
ACT Equal variances assumed	.069	.792	-3.647	380	.000	-.2576	.07065	.39657	.11873
Equal variances not assumed			-3.671	59.428	.000	-.2576	.07018	.39584	.11945

As shown in Table 5.2.49, the significance value is 0.792, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.

5.2.50 Hypothesis 50

Ho50: There is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.

Ha50: There is a difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.

Table 5.2.50: Independent t-test for hypothesis 50

Group Statistics

10.how many times have you visited		N	Mean	Std. Deviation	Std. Error Mean
ACT	first time	291	3.7835	.66328	.03888
	non-first time	92	3.5326	.61931	.06457

Independent Samples Test

	Levene's Test for Equality of Variance		t-test for Equality of Means						
	F	Sig.	t	df	9. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
ACT Equal variances assumed	1.784	.182	3.212	381	.001	.2509	.07811	.09732	.40448
Equal variances not assumed			3.329	62.272	.001	.2509	.07537	.10206	.39973

As shown in Table 5.2.50, the significance value is 0.182, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in their attitudes toward Tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.

5.3 Discussion of Statistical Results

5.3.1 Descriptive Statistics of the attitudes of tourists toward Mosuo culture and tourism facilities at Lake Lugu

Table 5-.3.1: Descriptive Statistics of the attitudes of tourists toward Mosuo culture and tourism facilities at Lake Lugu

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
11.The matriarchal society by which the mother is the leader of the family and controls everything is good.	384	1	5	3.06	1.076
12.The value of no husband and no father in the home, leaving the mother to be the only leader is good since the love of the mother is greater than that of anybody else.	384	1	5	3.13	1.242
13.The Azhu system or Walking Marriage by which girls and boys can be sleeping partners without marriage or any marital bond.	384	1	5	3.16	1.128
14.When a girl has come of age (13 years old), she could have her own private bedroom in which she could receive the boy she likes, who could sleep with her and leave in the morning. This concept is OK.	384	1	5	3.22	1.243
15.The husband or the father has no responsibility at all in taking care of the child. It is the elder brother of the girl or the uncle of the child who would take on the duty. It is good.	384	1	5	2.68	1.147
16.Transportation facilities to Lugu Lake are convenient and safe.	384	1	5	3.23	1.089
17.Transportation facilities around Lugu Lake for sightseeing are convenient and safe.	384	1	5	3.27	1.066

18.Boating facilities in the Lake for sightseeing is convenient and safe.	384	1	5	3.49	.967
19.There are varieties of accommodation at Lake Lugu to choose from.	384	1	5	3.46	.941
20.Accommodation facilities in Lake Lugu are convenient and safe with good service quality.	384	2	5	3.51	.972
21.The price of accommodation is reasonable.	384	1	5	3.76	.895
22.There are varieties of cuisine at Lake Lugu to choose from.	384	2	5	3.54	.829
23. local cuisine is tasty	384	1	5	3.61	.867
24. price of food and drinks are reasonable	384	1	5	3.60	.906
25. foods and drinks around Lake Lugu are clean and safe	384	1	5	3.47	.990
26.Culture performances (Mosuo dance, Adult ceremony, Fire torch festival, etc.) are interesting.	384	1	5	3.82	.858
27.There are variety of tourist activities to enjoy, i.e. boating, horse riding, trekking, shopping for gift and souvenir, etc.	384	1	5	3.53	.964
28.Participating in tourist activities at Lake Lugu is safe	384	1	5	3.82	.923
MOSUO CULTURE	384	1.00	4.80	3.0495	.78494
TRANSPORTATION	384	1.33	5.00	3.3281	.89674
ACCOMMODATION	384	1.67	5.00	3.5747	.71835
FOOD AND DRINK	384	2.00	5.00	3.5514	.70210
TOURIST ACTIVITY	384	2.00	5.00	3.7248	.66083
Valid N (listwise)	384				

From the above Table 5.3.1, the attitude of tourist towards Mosuo culture and

tourism facilities could be said to be ok, with a range of mean values from 2.68 to 3.82 on the Five-Point Rating scale. The attitudes toward tourism facilities were good for accommodation (mean 3.5747), food & drinks (mean 3.5514), and tourist activities (mean 3.7248), and neutral for transportation (mean 3.3281).

5.4 Result from Additional Qualitative study

In addition to the quantitative study elaborated, the researcher also conducted additional qualitative study by means of personal observations and personal interviews with local people, domestic and international tourists. Some important findings are follows.

5.4.1 The feedbacks concerning Mosuo cultures and tourism facilities at Lake Lugu

1. How about the tourism developing in Lake Lugu?

A local tourism business operator, age 36 years old, said, "Tourism make my hometown develop quickly and increase my income, it must be a good thing, but I don't like some tourists treat my family and my hometown as visiting a zoo. Mosuo people are not animal, out lives are simple and peaceful, we satisfy our lives in the mountain."

2. How do you think of your custom, such as "matriarchy society and walking marriage"?

A local person, age 28 years old, said, "Our special society and walking marriage custom are very good. Firstly, we are all our mother's children; all of us make money for our mother, therefore there is no conflict between the brothers and sisters. Secondly, the relationship is based on love, and no money or dowry is involved in it. If a couple feels contented, they stay together. If they feel unhappy, they can go their separate ways. As a result, there is little fighting."

3. What's your opinion of Lake Lugu?

A male American tourist, age 22 years old, said, "Lake Lugu is the best place, beautiful, comfortable, not too many tourists. I like here and Mosuo people."

4. How do you feel about Lake Lugu?

A male Chinese tourists, age 30 years old, said, "I really understand why Mosuo people like singing, absolutely as they were born here, stay with the peaceful mountain and lake, their voices from their deep-down. It's impossible if they don't sing.

5.4.2 The observation concerning the tourism facilities at Lake Lugu

Transportation

Until now, the transportation service around Lake Lugu is still not convenient. It only offers bus, van and car rental service from some place to Lake Lugu. However, these service offer with a reasonable price.

Accommodation

There are many hostelrys at Lake Lugu. Most of these hostelrys are run by the local people (weak of hotel professional train skills), and the hostelry facilities are also very weak.

Food and drinks

There are many local cuisines at Lake Lugu offer to tourists. According to tourists' taste, some local restaurant became offering many western foods to cater international tourists.

Tourist activities

Tourists can choose riding horse or boating to visit some islands in daytime, and they also can choose to visit local handicraft shop to buy some gifts and souvenirs with cheap price for their friends.

Safety

The security and safety is very good at Lake Lugu, it's hard to find crimes here.

CHAPTER SIX

SUMMARY AND RECOMMENDATIONS

This chapter consists of five parts: summary of tourists' demographic and travel characteristics; summary of domestic and international tourists' attitude toward Mosuo culture and tourism facilities at Lake Lugu; summary of hypothesis testing; recommendations to improve tourism products and services at Lake Lugu; recommendations for further research.

6.1 Summary of tourists' Demographic and Travel characteristics

Table 6.1: Summary of Tourists' Demographic and Travel characteristics

tourists' Demographic and Travel characteristics	Findings
Nationality	Chinese (70.8%), American (7.3%), European (7.8%), others (14.1%)
Gender	Male (55.5%), Female (44.5%)
Age	20-29 (62.8%), 30-39 (26.8%), 40-49 (6.3%), Above 50 (4.2%)
Marital status	Married (34.4%), Single (65.6%)
Education level	High school (9.1%), Bachelor (67.7%), Master or Doctoral degree (23.2%)
Monthly income	Below \$1,000 (68.8%), \$1,001-3,000 (24.7%), Above \$3,000 (6.5%)
Occupation	Student (31.5%), Owning private businessman (7.3%), Employee (39.1%), Government officer (5.5%), Other (16.7%)
Independent tourist / Group tour	Independent tourist (66.7%), Group tour (33.3%)
Travel purpose	Holidays (89.3%), Business (8.9%), Others (1.8%)
Visiting frequency	First time (75.8%), Not first time (24.2%)

As shown in Table 6.1, in terms of nationality the dominant group was Chinese with (70.8%), in terms of gender the dominant group was male with (55.5%), in terms age the dominant group was 20-29 years old with (62.8%), in terms of marital

status the dominant group was single with (65.6%), in terms of education level the dominant group was bachelor with (67.7%), in terms of monthly income the dominant group was below \$1,000 with (68.8%), in terms of occupation the dominant group was employee with (39.1%), in terms of Travel purpose the dominant group was holidays with (89.3%), in terms of visiting frequency the dominant group was first time with (75.8%)

6.2 Summary of domestic and international tourists' attitude toward Mosuo culture and tourism facility at Lake Lugu

Table 6.2 Summary of Mosuo culture and tourism facility at Lake Lugu

Research Items	Mean
MOSUO CULTURE	3.0495
TRANSPORTATION	3.3281
ACCOMMODATION	3.5747
FOOD AND DRINK	3.5514
TOURIST ACTIVITIES	3.7248

As shown in Table 6.2 above, findings revealed that the overall attitudes of tourists forward Mosuo culture was neutral with a mean of 3.0495, and neutral for transportation (mean 3.3281); whereas the attitudes forward tourism facilities were good for accommodation (mean 3.5747), food & drink (mean 3.5514), and tourist activities (mean 3.7248).

6.3 Summary of Hypotheses Testing

Table 6.3: Summary of Hypotheses Testing

Hypothesis	Statistical tool	Result
1. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by nationality.	One-way ANOVA	accepted
2. Ho: There is no difference among	T-test	accepted

tourists in their attitudes toward Mosuo cultures when classified by gender.		
3. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by age.	One-way ANOVA	accepted
4. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by educational level.	One-way ANOVA	rejected
5. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by monthly income.	One-way ANOVA	accepted
6. Ho: There is difference among tourists in their attitudes toward Mosuo cultures when classified by occupation.	One-way ANOVA	rejected
7. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by marital status.	T-test	accepted
8. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by traveling purpose.	One-way ANOVA	accepted
9. Ho: There is no difference among tourists in their attitudes toward	One-way ANOVA	accepted

Mosuo cultures when classified by group/independent tour.		
10. Ho: There is no difference among tourists in their attitudes toward Mosuo cultures when classified by visiting frequency.	One-way ANOVA	accepted
11. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality.	One-way ANOVA	accepted
12. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by gender.	T-test	accepted
13. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by age.	One-way ANOVA	accepted
14. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by educational level.	One-way ANOVA	accepted
15. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in	One-way ANOVA	accepted

terms of transportation when classified by monthly income.		
16. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by occupation.	One-way ANOVA	rejected
17. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by marital status.	T-test	accepted
18. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by traveling purpose.	One-way ANOVA	accepted
19. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by group/independent tour.	One-way ANOVA	accepted
20. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by visiting frequency.	One-way ANOVA	rejected
21. Ho: There is no difference among tourists in their attitudes toward	One-way ANOVA	accepted

tourism facilities at Lake Lugu in terms of accommodation when classified by nationality.		
22. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by gender.	T-test	rejected
23. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by age.	One-way ANOVA	accepted
24. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by educational level.	One-way ANOVA	rejected
25. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by monthly income.	One-way ANOVA	accepted
26. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by occupation.	One-way ANOVA	rejected
27. Ho: There is no difference among	T-test	accepted

tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by marital status.		
28. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by traveling purpose.	One-way ANOVA	rejected
29. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by group/independent tour.	One-way ANOVA	accepted
30. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of accommodation when classified by visiting frequency.	One-way ANOVA	rejected
31. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by nationality.	One-way ANOVA	accepted
32. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by gender.	T-test	accepted

33. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by age.	One-way ANOVA	accepted
34. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by educational level.	One-way ANOVA	accepted
35. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by monthly income.	One-way ANOVA	accepted
36. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by occupation.	One-way ANOVA	accepted
37. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by marital status.	T-test	accepted
38. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when	One-way ANOVA	accepted

classified by traveling purpose.		
39. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by group/independent tour.	One-way ANOVA	accepted
40. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of food and drinks when classified by visiting frequency.	One-way ANOVA	rejected
41. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by nationality.	One-way ANOVA	accepted
42. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by gender.	T-test	accepted
43. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by age.	One-way ANOVA	accepted
44. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in	One-way ANOVA	rejected

terms of tourist activities when classified by educational level.		
45. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by monthly income.	One-way ANOVA	accepted
46. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by occupation.	One-way ANOVA	rejected
47. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by marital status.	T-test	accepted
48. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by traveling purpose.	One-way ANOVA	accepted
49. Ho: There is no difference among tourists in their attitudes toward tourism facilities at Lake Lugu in terms of tourist activities when classified by group/independent tour.	One-way ANOVA	accepted
50. Ho: There is no difference among tourists in their attitudes toward	One-way ANOVA	accepted

tourism facilities at Lake Lugu in terms of tourist activities when classified by visiting frequency.		
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For hypothesis testing, findings revealed that there was no difference in tourists' attitudes toward Mosuo culture when classified by nationality, gender, age, income, occupation, marital status, traveling purpose, nature of travel and frequency of visiting, because most of the tourists visited Lake Lugu were cultural tourists, they would like to know the special culture, they have the same purpose; but there was difference in their attitudes when classified by educational level and occupation as different educational level and occupation resulted the tourists have different thinking with the same question, so tourists who had different educational level and occupation had different attitudes toward Mosuo culture. There was no difference in their attitudes toward tourism facilities at Lake Lugu in terms of transportation when classified by nationality, gender, age, educational level, marital status, traveling purpose, and nature of travel, because most tourists visited Lake Lugu for its culture, and before they came they had got some information about the transportation in Lake Lugu; but there was difference in their attitude when classified by frequency of visit, because for the tourists who came to here more than once they always compared with their first time, they had more expectation than other tourists. For other aspects of attitudes towards tourism facilities, there was difference in their attitudes in terms of accommodation when classified by gender, educational level, occupation, traveling purpose and frequency of visit, because different kinds of tourists have different living habits that they would have different requirement for the accommodation; difference in terms of food and drinks when classified frequency of visit, tourists who visited Lake Lugu at first time had higher expectation than others; differences in tourist activities when classified by educational level and occupation, because different educational and occupational background made tourists have different understanding toward the local activities.

Based on the result of the survey, the local government and local business sectors could use this research information to improve the negative attitudes, lack of proper tourism office at the destination, hotel staffs lacking professional skills, and continue to improve other aspects with positive perceptions. And also improve the local transportation such as provide more public transportation; improve the accommodation such as building hotel training center; improve food and drinks such as improve the quality and add more food style; and improve English of local people and tour guide.

6.4 Recommendations to Improve Tourism products and services at Lake Lugu

Based on the result of the quantitative study by means of a questionnaire survey, and the qualitative study by means of personal interview with selected local people, domestic and international tourists, as well as by means of personal observation by the researcher the following recommendations are made regarding improving the local people ability to let more tourists know Mosuo culture and respect it in a proper way that have a positive attitude toward Mosuo culture, and improving the various aspects of tourism facilities at Lake Lugu.

1. In order to let more tourists understand the Mosuo culture and respect it, besides understanding tourists' attitudes toward tourism facilities private businesses sectors could use this research information to improve the negative attitudes, lack of proper tourism office at the destination; training the local people and tour guide to use a properly way to introduce Lake Lugu. And continue to improve other aspects with positive perceptions.
2. Improvement in transportation: the government should provide more public transportation by mean of bus and metered taxi, and control the fares properly.
3. Improvement in accommodation: most of the hotel operators lack hotel management skills, hotel staff are not properly trained, average hotel service quality is still low. This entire problem could be overcome by setting up,

4. **Improvement in foods and drinks:** international tourists are very health-conscious. Many restaurants are not strict about hygiene of foods and drinks that they serve. This would lead not only to customer dissatisfaction, but also to legal action since nowadays tourists are very legal-minded. There should be strict rules and regulation to enforce high standard of foods and drinks, and also there should be proper control over pricing.
5. **Improvement in English level:** people who work in the tourism and hospitality industry in Lake Lugu are poor at English. So the tourism related organizations should provide practical tourism English for those people who work in the tourism and hospitality industry to improve their communication skills in English.

6.5 Recommendations for Further Research

This study has provided general information of tourists' attitude toward various tourism facilities at Lake Lugu.

Further research about any issue of tourism at Lake Lugu, Yun Nan province could be conducted regarding tourists' motivation and satisfaction at Lake Lugu. Future research could also be conducted to measure the perception of local residents regarding economic, social and environmental impacts caused by tourism development at Lake Lugu.

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Appendix A





Appendix B

Questionnaire

Dear Respondent:

I am a student of MBA-TRM program of Assumption University, doing a Master Degree thesis on **Attitudes of Tourists towards Mosuo Cultures and Tourism Facilities at Lake Lugu**. Please spend few minutes to respond to the following questionnaire. Your information would be used for academic purpose only, and would be kept confidential.

Thank you for your kind cooperation.

Part 1 Demographic/Tourist characteristics

1. What is your nationality?

- ☐ Chinese
- ☐ European
- ☐ American
- ☐ Other. Please specify _____

2. What is your gender?

- ☐ Male
- ☐ Female

3. What is your age?

- ☐ 20- 29
- ☐ 30- 39
- ☐ 40- 49
- ☐ Above 50

4. What is your marital status?

- ☐ Single
- ☐ Married

5. What is your educational level?

- ☐ High school
- ☐ Bachelor degree
- ☐ Master or Doctoral degree

6. What is your monthly income (US\$)?

- ☐ Below US\$ 1,000
- ☐ US\$ 1001- US\$ 3000
- ☐ Above US\$ 3000

7. What is your occupation?

- ☐ Student
- ☐ Owning private businessman
- ☐ Employee

- ☐ Government officer
- ☐ Other. Please specify _____

8. What is your main purpose of visiting Lake Lugu?

- a) Holidays
- b) Business
- c) Other. Please specify

9. What is the nature of your travel?

- ☐ Joining a group tour
- ☐ Traveling independently

10. How many times have you visited Lake Lugu area?

- ☐ This is my first visit
- ☐ This is my repeat visit

Part 2

Please rate your attitude towards Mosuo Culture and tourism facilities of Lugu Lake using the following five-point scale:

5 = Like very much

2 = Dislike

4 = Like -

1 = Dislike very much

3 = Indifferent

Research Item	Scale				
	5	4	3	2	1
Mosuo Culture					
11. The matriarchal society by which the mother is the leader of the family and controls everything is good.					
12. The value of no husband and no father in the home, leaving the mother to be the only leader is good since the love of the mother is greater than that of anybody else.					
13. The Azhu system or Walking Marriage by which girls and boys can be sleeping partners without marriage or any marital bond.					
14. When a girl has come of age (13 years old), she could have her own private bedroom in which she could receive the boy she likes, who could					

<p>sleep with her and leave in the morning. This concept is OK.</p> <p>15. The husband or the father has no responsibility at all in taking care of the child. It is the elder brother of the girl or the uncle of the child who would take on the duty. It is good.</p> <p>Tourism Facilities at Lugu Lake</p> <p>16. Transportation facilities to Lugu Lake are convenient and safe.</p> <p>17. Transportation facilities around Lugu Lake for sightseeing are convenient and safe.</p> <p>18. Boating facilities in the Lake for sightseeing is convenient and safe.</p> <p>19. There are varieties of accommodation at Lake Lugu to choose from.</p> <p>20. Accommodation facilities in Lake Lugu are convenient and safe with good service quality.</p> <p>21. The price of accommodation is reasonable.</p> <p>22. There are varieties of cuisine at Lake Lugu to choose from.</p> <p>23. The local cuisine is tasty.</p> <p>24. Prices of food and drinks are reasonable.</p> <p>25. Foods and drinks around Lake Lugu are clean and safe.</p> <p>26. Culture performances (Mosuo dance, Adult ceremony, Fire torch festival, etc.) are interesting.</p>					
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27. There are variety of tourist activities to enjoy, i.e. boating, horse riding, trekking, shopping for gift and souvenir, etc.					
28. Participating in tourist activities at Lake Lugu is safe.					



调查问卷

尊敬的朋友：

文化和当地旅游条件程度”
的信息研究。

“游客对于 南泸沽湖的摩梭
希望您能用几分钟时间填 下调查问卷。

1. 您的国籍？

☐ 中国人 ☐ 欧洲人 ☒ 其他。请注明_____

2. 您的性别？

☒ 男性

3. 您的年龄？

☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50 以上

4. 您的婚否状况？

5. 您的教育程度？

☐ 高中 ☐ 大学 ☐ 硕士或博士

6. 您的月收入？

☐ 8000 元以下 ☐ 8000 元-15000 元 ☐ 25000 元以上

7. 您的职业？

☐ 学生 ☐ 农民 ☐ 职员 ☐ 其它。_____

8. 您来泸沽湖的原因？

☐ ☐ 其它。请注明_____

9. 您选择来泸沽湖的旅游方式？

☒ 参加旅行团 ☐ 自助游

10. 这是您第几次来泸沽湖？

☐ 第一次 ☐ 不是第一次

第二部分

请根据下面的问题，在您选择的那一栏打勾，为您对泸沽湖的摩梭文化和旅游条件的满意程度进行排列。

5 = 非常喜欢 4 = 喜欢 3 = 一般 2 = 不喜欢 1 = 非常不喜欢

研究目标	度				
	5	4	3	2	1
摩梭文化					
11. 母系社会要求是 家之主，掌管家庭所有事物是非常好的。					
12. 摩梭文化中， 一个家庭没有丈夫，没有父亲的家庭方式，足使母亲成为 家之主，这种方式很好，因为母爱是最伟大的。					
13. 摩梭文化中“走婚”是男士和女士可以没有结婚或其它婚姻约束而成为生活伴侣。					
14. 摩梭文化中， 女孩到了举行成人仪式的年龄，她们可以有自己的卧室，并且可以邀请他喜欢的男孩和她过夜，在次日清晨让男孩离开。					
15. 摩梭文化中，扮演父亲或丈夫角色的人是不用照顾他的孩子的，而是由母亲或妻的兄弟来承担照顾孩子的责任。					
泸沽湖的旅游条件					
16. 泸沽湖的交通很便利，也很安全。					
17. 泸沽湖周边的交通很便利，也很安全。					
18. 作为游览泸沽湖的小船是便利和安全的。					
19. 在泸沽湖有很多种住宿条件可以选择。					
20. 泸沽湖的住宿条件是很方便，很干净的，卫生条件很好。					
21. 泸沽湖的住宿价格很合理。					

22.在泸沽湖有很多可以选择。					
23.当地小吃味道很好。					
24.泸沽湖饮食的价格很合理。					
25.泸沽湖周围的饮食很干净，很安全。					
26.泸沽湖当地的民俗表演（摩梭舞蹈，成人仪式，火把节等等）很有趣。					
27.泸沽湖有很多活动可以参与，例如：游船，骑马，购买纪念品等）。					
28.游客参与泸沽湖当地的活动是很安全的。					



MBA -TRM
Grammar Checking form

Form signed by Proofreader of the Thesis

. Daniel James Chee Kwan Lee, have proofread this thesis entitled
Study on Attitude Tourists Toward osno Culture
and Tourism Facilitate Lake Li u in Yunnan
Quantitative and Qualitative

and hereby certify that the verbiage, spelling and format is commensurate with the quality of internationally acceptable writing standards for a masters degree in business.

Signed

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Date: / /2007.