An Analysis of the Effects of Tourism Destination, Product, Price, Promotion and Demographics on Domestic Tourists' Attitudes in Dalian, Liaoning, China.

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Thesis Title	An Analysis of the Effects of Tourism Destination, Product, Price, Promotion and Demographics on Domestic Tourists' Attitudes in Dalian, Liaoning, China.
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Abstract

This study aims to understand the attitude of tourist towards tourism destination, product, price and tourism promotion in Dalian, Liaoning, China. At the same time, its objective is to study and appreciate the difference in tourists' attitude when classified by gender and age. The researcher conducted a survey by using 400 questionnaires distributed at the airport and train station in Dalian, Liaoning, China. The Pearson Correlation Coefficient, Independent Sample t-test and One-way ANOVA were employed in this research in order to do the hypothesis testing.

The results show that there is a significant difference in tourists' attitudes with regard to product, price, destination (place) and promotion in Dalian. However, there is no significant difference in tourists' attitudes with regard to gender and age in Dalian.

Key-words: tourists' attitude, product, price, destination (place), promotion, gender age, domestic tourists, Dalian, China.

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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Introduction to the Study

1.1.1 Growth of Tourism in China

China is the second largest country in the world, full of environmental resources, such as rivers, mountains, forests, deserts, and different climates in different provinces. China also has a very long history, from the ancient Chinese civilization period until today. Now, the Chinese government is still trying to protect the old heritage. (see Figure 1.1)

Figure 1.1 Map of China
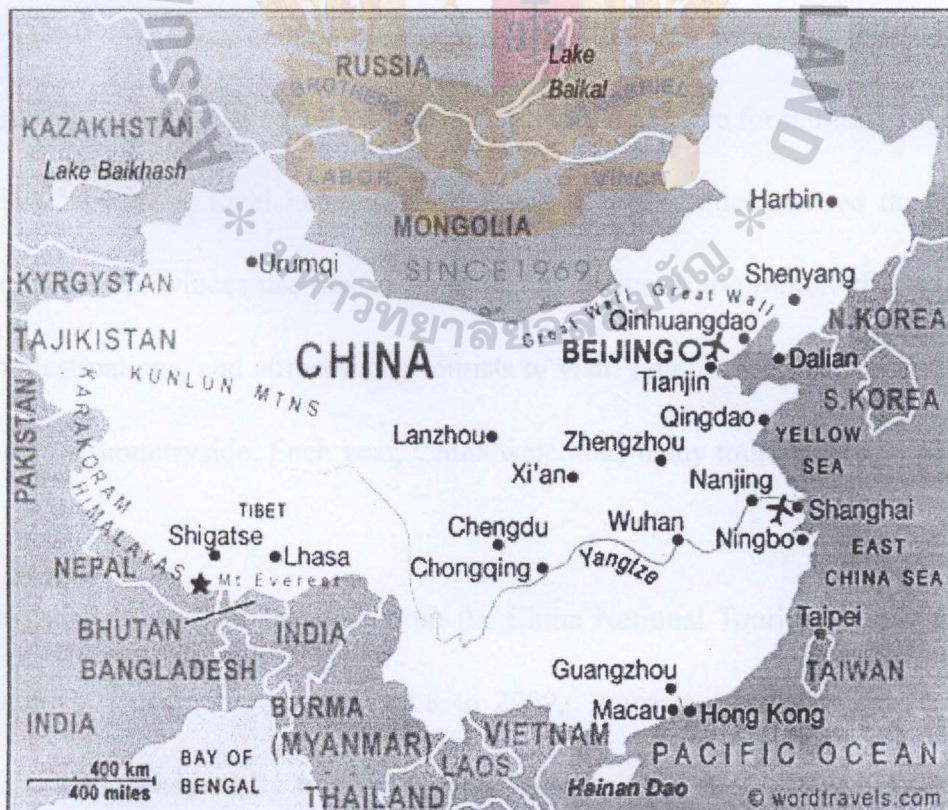
Source: www.wordtravels.com/Travelguide/Countries/China/Map

In the 1990's, there was little opportunity for Chinese people to travel around the world. Most Chinese became domestic tourists. They travelled from their own city to other places, by train, bus, or airplane. During that period, it was popular to go to Southeast Asian countries, such as Thailand, Malaysia and Singapore. Only a few Chinese could travel to Europe or the US. Conversely for most foreigners, China was not their first choice as a travel destination. China was not ready to open.

Things changed after China joined the WTO on December 11, 2001. People began to explore China. International trade, intercultural communication, investments, and so on, between China and other countries increased, which helped China gain more opportunities in many areas. Tourism was one of those opportunities. Since China joined the WTO, many international chain hotels entered China and they brought many new ideas for Chinese tourism. Later on, more and more formal travel agencies, air tickets operators, local hotels and professional tour guides entered the tourism industry. Some provinces use their environmental resources to promote themselves as tourism destinations, and attract many tourists to visit. Foreigners may prefer travel in rural areas or countryside. Each year, China welcomes many tourists from around the world.

According to tourism statistics from the China National Tourism Administration (see Table 1.1), during the years 2008 to 2009, tourists came to China from 16 countries. This is especially true for Korea, Japan and Russia, as they have a larger market share. In 2010, 9.2 million Vietnamese visited China. At the same time, Korea,

Japan and Russia still kept their top market share records from 2008 to 2010 and the US also made some efforts for tourist arrivals. In 2012, Kazakhstan became one of the main countries for international tourist arrivals to China, which brought 49,140,000 tourists. Until 2012, there were 18 main countries to bring their people to China. (source: translated and gathered data from http://www.cnta.gov.cn/html/rjy/index.html)

Table 1.1 The Main Countries International Tourist Arrivals to China, 2008 to 2012

	International Tourist Arrivals (1,000,000 people)				
Country	2008	2009	2010	2011	2012
Korea	396.04	319.75	407.64	418.54	406.99
Japan	344.61	331.75	373.12	365.82	351.82
Russia	312.34	174.30	237.03	253.63	242.62
U.S.A	178.64	170.98	200.96	211.61	211.81
Malaysia	104.05	105.90	124.52	124.51	97.37
Singapore	87.58	88.95	100.37	106.3	102.77
Philippines	79.53	74.89	82.83	89.43	96.20
Mongolia	70.53	57.67	79.44	99.42	101.05
Australia	57.15	56.15	66.13	72.62	77.43
Thailand	55.43	54.18	63.55	60.8	64.76
England	55.15	52.88	57.50	59.57	61.84
Canada	53.47	55.03	68.53	74.8	70.83
Germany	52.89	51.85	60.86	63.7	65.96
India	43.66	44.89	54.93	60.65	61.02
France	43	42.48	51.27	49.31	52.48
Indonesia	42.63	46.90	57.34	60.87	62.20
Vietnam	-	-	92.00	100.65	92.92
Kazakhstan	-	-	-	-	49.14

Source:

translated and gathered data fromhttp://www.cnta.gov.cn/html/rjy/index.html)

1.1.2   Overview of Dalian

Dalian is located at the northeast of China. It is the second largest city in Liaoning Province and with its main harbor it is the most important external gateway of Northeast China. Meanwhile, Dalian is an important international shipping point in Northeast Asia. Seven million people live in Dalian in an area of 13,237 square kilometer. (see Figure 1.2 and Figure 1.3)

Figure 1.2 Map of Liaoning Province, China
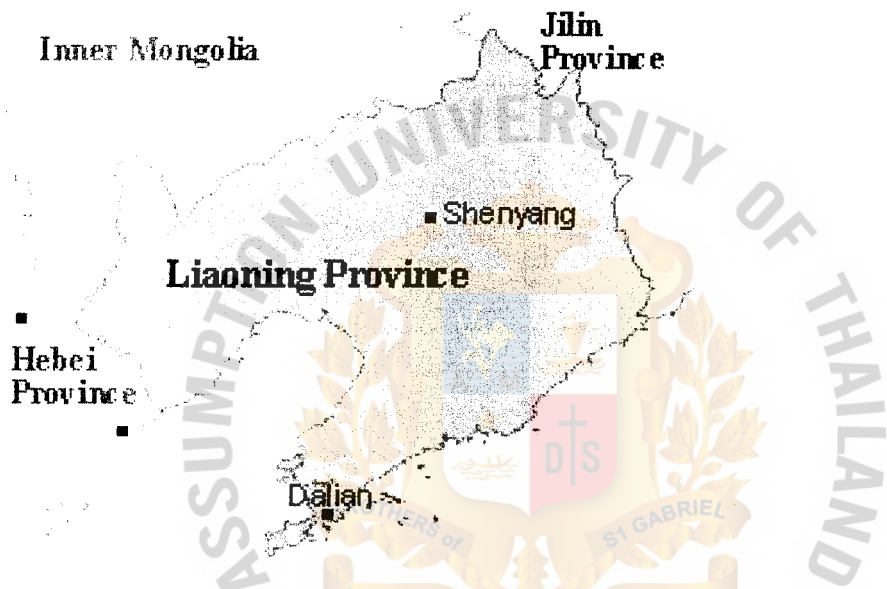
Source: www.chinatour360.com/liaoning/dalian/

Figure 1.3 Map of Dalian, Liaoning, China

Source: www.dalian.world-guides.com/dalian_maps.html

Dalian is a city full of economic competition. In 2012, the gross domestic product reached 7002.8 billion RMB, having increased 10.3% over the previous year. Agriculture as the primary industry reached 451.4 billion RMB and increased 5.1% over the previous year. The secondary industry is manufacturing, which reached 3634.8 billion RMB and increased 10.6%. The third industry is the construction and real estate industry, which reached 2916.7 billion RMB and increased 10.6% compared with the year 2011. It made a huge contribution toward Dalian's economy in 2012. At the same time, the gross domestic product (GDP) reached 7002.8 billion RMB. It increased 10.3%.

(source: translated from http://www.fdc001.cn/portal/2013/0328/7560.shtml)

Dalian has received many awards, such as China Hygiene City, China Soccer City and International Garden City. Since 2002, Dalian has become the best city in Liaoning Province. Dalian is also called a romantic city. Because of its history, culture and natural resources, it makes Dalian a tourism city that attracts millions of tourists each year. Thus, tourism becomes the mainstay of the economy in Dalian. (source: http://en.visitdl.com/Web/)

In China, there are 56 ethnic minorities, and Dalian owns 36 ethnic groups. The religions in Dalian are Buddhism, Taoism, Christian (Catholic), and Islam.

1.1.3 Tourism Industry in Dalian

Tourism in Dalian has developed from its own innovations and education. There are universities and colleges based in Dalian, which is why it is generally considered to

be a national education base. The large number of students coming to study in Dalian also contributes to tourism development. Therefore, each year a large number of tourists come to Dalian. Table 1.2, shows an uptrend for domestic tourist arrivals in Dalian during from 2011 to 2012. (source: translated and gathered data from http://www.fdc001.cn/portal/2013/0328/7560.shtml)

Table 1.2 Domestic Tourist Arrivals in Dalian 2011- 2012

YEAR	DOMESTIC (10,000 people)	INCREASE	INCOME (10,000 RMB)	INCREASE
2011	4260.6	12.8%	597.9	20.7%
2012	4814.84	13%	711.4	19%

source translated and gathered data from

http://www.fdc001.cn/portal/2013/0328/7560.shtml

Tourism marketing is a composite marketing which includes accommodation, transportation, attraction, food and beverage, and service. It is provided by different hotels, restaurants, airlines, tour agencies, etc. Moreover, it has different pricings, promotion strategies and locations.

The Dalian municipal government intends to gradually develop new tourism marketing, to build a new city brand and make Dalian more international. The tourism marketing not only includes good views of beaches, but also local culture of the northeast of China. A good variety of choices in shopping and dining plays an important role as well. Since the beginning of 2012, Dalian municipal government has established a key project on the Dalian tourism development and cultural construction. Advertisements are put on newspapers, televisions and other media to attract more tourists. With all that, sustainable development of tourism has always

been   given   first   priority.   (source: translated   from http://www.dltour.gov.cn/main/index.html?m=index)

Dalian municipal government focuses on its tourism industry. Dalian has a good variety of tourism products, such as their diverse food, pleasant weather, beautiful attractions and excellent infrastructure. As of the end of 2012, Dalian has a total of 242 hotels, which includes 161 starred hotels. It also has 388 travel agencies or tour operators. There are 44 National A-level destinations in Dalian, including 2 National AAAAA level destinations (highest score) and 11 National AAAA level destinations (second highest score). Whatever the visitor's preferences are, there must be a suitable place to satisfy his/her needs. Moreover, because of the significant location of Dalian, it provides a convincing transportation system that is easy connect to nearby cities, provinces and countries.

(source: translate from http://www.fdc001.cn/portal/2013/0328/7560.shtml)

Dalian has become the second largest city in Liaoning Province, and the tourism industry is an important pillar of the economy of Dalian. There are many different kinds of hotels for tourists to choose from in Dalian: international chain hotels such as Shangri-la Hotel, Howard Johnson Parkland Hotel Dalian, Dalian Xin Peninsula Hotel, InterContinental Hotel, Kempinski Hotel, Holiday Inn, Hilton Dalian, as well as local budget hotels. Thus, tourists can choose their accommodations based on their travel budgets.

The city also provides a good number of quality restaurants. Good quality includes atmosphere, taste of food, service delivery, and cleanliness of restaurants. At

the same time, local and traditional foods can also be reasons to attract tourists and make a good destination image. Dalian is a coastal city, therefore, fresh seafood is a must eat food for tourists.

Transportation is a very important factor in the tourism industry, which provides tourists a necessary way from their departure location to many destinations. Dalian transportations are very convenient for tourists to go anywhere within the city, or outside the city. Dalian International Airport is an important airport in the north of China. Dalian also has a train, coaches, ferries, busses, a light rail and taxis.

Tourism attractions can be divided in many different types. In Dalian, there are many tourism attractions, such as squares, architectural, historic remains, mountains, island scenic spots, museums, parks, gardens, beaches, orchards, forest zones, and so on. The main tourism attractions in Dalian are as follows:

- Sea Melody Park

- Dalian Botanical Garden

- Xinghai Square

- Golden Sands Beach Bathing Place

- Sun Asia Ocean World

- Dalian Mounted Policewomen Training Base

- Russian-style Street

- Lushun Russia-Japan Prison

- Zhuanghe Chengshan Ancient Town

- Mausoleum of Ten Thousand Martyrs

Festivals and events have become important reasons for tourists to travel to a particular destination. Janiskee (1980) states that festivals and events can be understood as "formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact." Each year, Dalian holds a variety of festivals and events in order to attract more and more tourists from all over the world, such as Dalian International Fashion Festival, Dalian International Beer Festival and Dalian Beach Cultural Festival.

Various tourism facilities can give different types of feelings to different tourists. At the same time, price, tourism destination and promotion will lead to different forms of tourist attitude and satisfaction. Although different people have different attitudes towards tourism attractions, the researcher can still see a bright future for Dalian tourism and believes that tourists have positive attitude towards this city.

1.2 Statement of the Problem

The tourism industry is growing very quickly in today's China, as well as in other countries. This researcher has noticed that not only Dalian but also other Chinese cities too are famous for tourism industry and can attract many tourists. For example, Yunnan province is located on the southwest side of China. Many tourists want to go to Kunming, Lijiang, or Shangrila. They can enjoy local culture, customs, sights, and food. Beijing, the capital city, held the Olympic Games in 2008, and is the site of original palaces of both the Ming and Qing dynasty.

Because of the different level of economic development, some places are still

undeveloped. Each tourism destination uses its unique things to attract tourists, because tourism can help economic growth. There are some basic things for the tourism industry, such as products which include accommodations, transportations, and restaurants, as well as price, promotion and destination. But, in each place, they have their own way of pricing, promoting, and finding good locations. So, it is hard to let all tourists feel happy and satisfied in Dalian. Furthermore, sometimes it will lead to tourists' comparisons of tourism products, prices, promotions and destinations of Dalian with those of other provinces.

Thus, it is very important to know and understand tourists' attitudes. In this study, the researcher will be engaged with the following questions:

1. What are the attitudes of domestic tourists towards tourism destination, product, price and tourism promotion in Dalian, Liaoning, China?

2. What are the difference of gender and age towards domestic tourists' attitude?

1.3 Research Objectives

1 To understand how product,price,promotion affect domestic tourist's attitude in Dalian city, Liaoning province, China.

2 To study the difference in domestic tourists' attitude when classified by gender and age.

3 To identified the significant relationship between tourism destination and domestic tourist's attitude.

1.4 Scope of the Research

The researcher focuses on attitudes of domestic tourists towards tourism destination, product, price and promotion in Dalian. The survey was conducted at the airport and the train station in Dalian, Liaoning, China and during the period February 17, 2013 to March 31, 2013

1.5 Limitations of the Research

The researcher understands that the topic and issue of this study are only about the Dalian region's tourism destination, product, price and tourism promotion. Therefore, this study is constrained to tourism in the Dalian city. Although there are many tourism attractions in Dalian, the researcher conducts the survey at the airport and the train station. This may lead to tourism attractions cannot be given recommendations for future tourism development.

Secondly, questionnaires will be distributed between February and March 2013. During this period, it is winter holiday and the time of the Spring Festival. People will go to travel. The final conclusion may not be the same as when the survey was conducted during another season.

Finally, the research only focuses on the six factors that affect tourist's attitudes, but there could be more factors affecting tourist's attitudes toward Da Lian city.

1.6 Significance of the Study

First, in the course of the study, the researcher studies the attitudes of domestic tourists towards tourism destination, product, price and tourism promotion in Dalian.

The study will facilitate the analysis of the potential of Dalian's tourism market and tourism development in the future. It will also inform of the weakness of the Dalian tourism and the way to improve it. This allows more and more people to understand and attract investments to Dalian. The tourism company and Department of Tourism in Dalian City will direct benefit by this research. Secondly, Dalian is located in northern China. People in the south may not know much about it. This study could let more people in other regions see the bright future of tourism in Dalian. This reasearch will build Dalian City's image of the people who lives in South of China and attract them travel in Dalian.Thirdly, through this study, the researcher can decide whether tourism destination, product, price and tourism promotion in Dalian could satisfy tourists' requirements at this moment or not.

1.7 Definition of Terms

- **Attitude:** Attitude is the way that people think and feel about it, especially when this shows in the way that people behave (Sinclair, 2006).

- **Demography:** Demography is used to divide the market into groups such as age, family size, family life cycle, education, gender, income, occupation, religion, and so on (Kotler, Bowen and Makens, 2010).

- **Marketing:** The art and science of finding, retaining, and growing profitable customers (Kotler, Bowen and Makens, 2010).

- **Marketing mix:** Elements include tourism product, price, promotion, and destination. Sometimes destination is called place and the marketing situation facing a company (Kotler, Bowen and Makens, 2010).

- **National A level destination:** In China, there are 5 levels of destination. The highest is AAAAA, the lowest is A. It is classified by quality of destination, such as service quality, environment quality. Meanwhile, it is evaluated and given certification by the National Tourism Administration of the People's Republic of China. (source: translated from http://baike.baidu.com/view/2594132.htm)

- **Price:** The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler, Bowen and Makens, 2010).

- **Product:** Anything can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations, and ideas (Kotler, Bowen and Makens, 2010).

- **Promotion:** Promotion is an attempt to make a product or event popular or successful, especially advertising (Sinclair, 2006).

- **Tourism:** Tourism is the business of providing services for people on holiday, for example hotels, restaurants, and trips (Sinclair, 2006).

- **Tourist:** A tourist is a person who visits a place for pleasure and interest, especially when people are on holiday (Sinclair, 2006).

- **WTO:** This is an abbreviation for the World Trade Organization, which is an international organization that encourages and regulates trade between its member states (Sinclair, 2006).

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter explains the theories and literature review related to the research topic. It consists of five parts. The first section examines theories description, the second section examines literature interpreting concepts and theories relating to customer satisfaction and the third section includes the preview studies related to the research topic. The third and fifth section are summary of related empirical studies and summary of literature review

2.1 Independent Variables

Kotler (1996) mentions that selling products and services to a company is different from selling them to individuals. Others disagree, claiming that the marketing theory is still valid and only involves some adaptation in marketing tactics. In order for firms to be competitive and to remain in business, their products, prices and promotional activities must be satisfactory and offer as good a value as most rivals and industry leaders (Mujtaba and McFarlane, 2007). What is certain though is that to be successful in tourism and its related industries, it is necessary to understand the marketing mix or the 4 P's (people, product, place, and promotion), target audience segmentation, objective and evaluation method (Mujtaba & Karadayi, 2004; The Tourism Network, 2010).

The 4th "P" of marketing, i.e. promotions, provides target audiences with accurate and timely information or special deals to help encourage them in deciding to visit a community or a business (Panda Data, 2009). The information should be of great value to the potential or existing tourists. It is necessary to make decisions regarding target audience, image, objectives, budget, timing, media, and evaluation.

Furthermore, how to increase the effectiveness of the promotional campaign is also a key factor (Rawewan and Bahaudin, 2012).

In this research, the independent variables include two parts, which are the 4Ps in marketing and demography. They are tourism destination, product, price, promotion, gender and age. At same times, each item is very important when tourists make decisions.

2.1.1 Product

The characteristic of a product in the tourism industry is totally different from a manufactured product. It is intangible, which means before customers purchase and use it, the only way to know it is by using physical evidence, e.g. pictures and other information on websites. A product is defined as the total bundle of utilities (or benefits) obtained by consumers in the exchange process (Blackwell, 2006). Dalian as a tourism destination is full of different kinds of tourism products.

Accommodation

A hotel provides accommodation, meals and refreshments for irregular periods of time for those who may reserve their accommodation either in advance or on the premises (Bhanumurthy and Mathur, 2011). As the researcher mentions in chapter 1, since Dalian has become the second largest city in Liaoning Province, the tourism industry is an important pillar of its economy. There are many different kinds of hotels for tourists to choose from in Dalian, such as some international chain hotels like the

Shangri-la Hotel, Howard Johnson Parkland Hotel Dalian, Dalian Xin Peninsula Hotel, InterContinental Hotel, Kempinski Hotel, Holiday Inn, Hilton Dalian, as well as local budget hotels. Thus, tourists can choose their accommodation based on their travel budgets.

Food and Beverage

Eating food is a basic human need. Thus, it is very important to own quality restaurants. Good quality includes atmosphere, taste of food, service delivery, and cleanliness of restaurants. At the same time, the local traditional foods could also be a reason to attract tourists and give a destination a positive image. Dalian is a coastal city, therefore, the fresh seafood is a must-try food for tourists.

Transportation

Transportation is a very important factor in the tourism industry, which facilitates the movement of holiday visitors and business travelers (Bhanumurthy and Mathur, 2011). It provides tourists with a necessary way from their location to their destination.

Dalian's transportation system is very convenient for tourists to go anywhere within the city or outside it. Dalian International Airport is an important airport in the north of China. It also has trains, coaches, ferries, busses, a light rail system and taxis.

Tourism Attractions

Facilities are developed especially to provide residents and visitors with entertainment activities, learning, socializing, and other forms of stimulation that make a region or destination a desirable and enjoyable place (Goeldner, Ritchie and McIntosh, 2000). There are destination attractions and environments, destination facilities and services, accessibility of the destination, image and perceptions of the destination, and the price for the consumers to be considered in the overall tourism products (Weaver and Lawton, 2002). Tourism attractions can be divided into many different types.

Festivals and Events

Currently, festivals and events have become two of the tourists' travel purposes. Janiskee (1980) explains that festivals and events can be understood as "formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact."

2.1.2 Price

According to Kotler (2007) the price of tourism services is the cost of producing, delivering and promoting the product charged by a tourism organization. Customers can choose prices in the tourism industry. They have a certain share of absolute importance of the need to define all the itinerary prices, thus the value-for-money. Thus, customers can receive further participation in tourism. People may use prices to evaluate the quality of services and locations. The consumer must see a link between

the price charged and the product quality (Rattanakitrungrueang, 2007). The price is very sensitive and hard to control. Because of changing seasons, festivals, and holidays in the tourism industry, the price will change according to these factors. Or a company's promotion strategy can also lead to price change.

2.1.3 Destination

Destination or place includes channels, coverage, assortments, location and inventory (Kotler and Keller, 2009). Kotler (2007) states that the place (distribution) in tourism provides a guideline for different tourist spots. It also provides the appropriate tour time and distances from various spots, gives ideas for different travel routes, for selecting attractions and support facilities along different travel routes, and for informing potential tourists (customers) about alternative travel routes. Huang, Chen and Wu (2009) identify the variety of marketing channel efficiencies for marketing activities and set up an optimal marketing distribution mix for different wholesaler travel agencies. In the tourism industry, distribution systems or channels are very important for communication between tourists and suppliers, e.g., hotels, travel agencies and airlines use central reservation systems directly for sales to customers (Bhanumurthy and Mathur, 2011). However, the geography locations are also important for tourists. Normally, tourists or travelers may choose their hotels based on the purpose of their travels. Business travelers may choose hotels that are convenient for them to do business. Or some tourists prefer to choose hotels near attractions.

However, in the tourism industry, the locations for many natural attractions are

unchangeable. So, it is very important to have a convenient and city-wide transportation system.

2.1.4 Promotion

Wearne (2001) suggests that objectives for promotions must be set. Therefore it is clearly established what is required of the promotion in monetary terms, numbers of customers, and the customers' reactions to the proposition. For Kotler and Keller (2009) promotion means "sales promotion, advertising, sales force, public relations and direct marketing." Technological advance helps a lot to promote the tourism industry. People use the Internet to get to know unknown locations, to search information, to plan their travel schedules, and so on. People also watch TV, read travel magazines, or hear from friends as to which city is a good choice for travels. Moreover, in the airport or bus stations, tourists may be able to find some brochures.

During his research in Thailand, the researcher watched Channel 4 of China Central Television. It shows an advertisement for tourism in Dalian.

2.1.5 Demographics

Demographic segmentation can be divided in groups and be based on variables, such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class (Kotler and Keller, 2009). There are many marketers who like to use demographics because it is easy for them to understand customers' needs and wants.

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Gender

Gender can always be used to determine the segmentation variable because gender differentiation influences consumer behavior. Women may be impulsive than men when they go shopping and they are easy to change stores only based on their feelings. But, male shoppers with higher reputation perceptions are willing to spend more money at the store with a favorable reputation (An, 2007).

Age

Kotler and Keller (2009) state that consumer wants and abilities change with age. People buy different goods and services over their lifetime, and taste in different products and services are also age related. Meanwhile, the different age segments could influence consumer decision making. It is the same in the tourism industry. Young tourists prefer to go to theme parks and adventure activities. However, older tourists will choose tour programs that are suitable for them.

2.2 Attitude

According to Solomon (2009), "an attitude is a predisposition to evaluate positively or negatively. We form attitudes towards products or services that often determine whether we will purchase them or not."

In one tourism blog, tourist attitude is a movement designed to satisfy people by perpetuating the feeling of being on vacation. "It's about embracing new experiences and liberating ourselves from the monotony of routine."

Tourists' attitudes can vary depending on their experiences with a location and country's products, services, prices, and general promotional strategies (Sangkaworn and Mujtaba, 2010). "An attitude is an imaginary construct that represents a person's degree of liking or dislike for something or an item" (Exforsys Inc, 2010). "Attitudes are generally positive or negative views of a person, place, thing, or event, which is often referred to as the attitude object" (Glossary, 2010).

Jie (2006) states that tourism and hospitality are activities in which attitudes play a significant role in decision making; they are focused activities and mass activities. In other words there are a lot of reasons to have positive or negative feelings in tourism. Attitude objects can be clearly defined, for example, a destination, a proposal, protection of the environment, cultural pollution, even tourism itself. Not only can the issues and objects in the tourism world be the source of attitude focus but they can also be the focus of conflicting attitudes. In short, tourism is a dynamic activity which often involves change. Therefore it would be reasonable to expect attitudes to be significant components of this activity.

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

There are three components of attitudes, which are cognitive, affective and behavioral.

Cognitive Component

The cognitive component focuses on the object in terms of attention. It is important to keep in mind that beliefs need not be correct or true. The more positive beliefs are associated with a brand and the more positive each belief is, the more favorable the overall cognitive component is presumed to be (Hawkins, Best and Coney, 1992).

Affective Component

The affective component focuses on the object in terms of interest in it. A customer who states "I like" is expressing the results of an emotional or affective evaluation of this brand. These attitude statements imply an overall evaluation of the product (Hawkins, Best and Coney, 1992).

Behavioral Component

The behavioral component focuses on the action implicit in the perception of the object. A series of decisions to purchase or not to purchase or to recommend it or other brands to friends would reflect the behavioral component of an attitude (Hawkins, Best and Coney, 1992).

2.3 Related Empirical Studies

Rattanakitrungrueang, S. (2007). A Study of Marketing Mix Factors Influencing Tourist's Tourism Decision to Travel to Sukhothai: This research investigates tourists' decisions to travel to Sukhothai with regard to revisiting and the length of stay. The scope of this study is also based on Thai domestic tourists who travel within Sukhothai. The study is a quantitative research, using a structured questionnaire survey to collect data from 400 Thai tourists who were traveling to Sukhothai. Both descriptive and inferential statistics were used to analyze the result of this research. According to the study, product factors had most influence on tourists' decision to travel to Sukhothai, followed by place factors, promotion factors, and price factors.

Rawewan, M. and Bahaudin, G. M. (2012). Tourist Attitudes toward Traveling in Thailand after the Political Demonstrations and Protests: This study is to explore tourists' practices in Thailand during the demonstrations in terms of security, information and tourists' perceptions about political problems. There were a total of 400 questionnaires distributed equally for male and female tourists in the Bangkok area. The result shows that demonstrations only have short-term negative effects on tourism. There is no long-term effect on it. And a large number of respondents are willing to return to Thailand.

Angel, B. B. and Jaume, R. N. (2007). Attitudes toward Tourism and Tourism Congestion: This study investigates the relationship between tourism congestion and

the local residents' perceptions and attitudes toward tourism. In this study, the researcher uses the Balearic Islands as an example to propose and estimate choice models. There are two models to measure attitudes. First, the researcher uses the Likert scale to explain the residents' opinions. Secondly, to analyze the attitudes of the Balearic residents, the researcher conducts a survey. A total of 791 surveys were distributed. The results show the higher the density of tourism, the more favorable people are to tourism development and the less worried they are about its possible negative repercussions.

An, Y. (2007). The attitudes of tourists toward Dai cultures and tourism products in Xishuangbanna, Yunnan, China: This study tries to understand tourists' attitudes toward Dai cultures in Xishuangbanna, and to understand attitudes of tourists toward products in Xishuangbanna, Yunnan, China. In 2006, there were 3 Mio. visitors to Xishuangbanna. Thus, a total of 384 questionnaires were distributed, by using a non-random convenient sampling method. The results show that tourists' attitudes toward Dai cultures and tourism products in Xishuangbanna were positive.

Begum, S. (2012). Investigating the Impact of Marketing Mix Elements on Tourists 'Satisfaction: An Empirical Study on East Lake': This study is to examine the impact of marketing mix elements on tourists' satisfaction. The data for this study was collected through a verified and structured questionnaire from sample of 132 students from Wuhan University of Technology and Huazhong Normal

University in China. The target respondents visited the East Lake. The seven

marketing mixes are product, price, place, promotion, people, process and physical

evidence. The findings of the study show that six out of seven marketing mix

elements were positively related to tourists' satisfaction but the price imposed by the

authority is not satisfactory to the visitors.

2.4 Summary of Related Empirical Studies

Table 2.1 Summary of Related Empirical Studies

Year	Research Title	Objective of the Research	Research Instrument	Research Finding
Rattanakitr ungrueang, S. (2007).	A Study of Marketing Mix Factors Influencing Tourist's Tourism Decision to Travel to Sukhothai.	To investigate tourist's tourism decision to travel to Sukhothai with regard to revisiting and length of stay.	Questionnaire	Product factors had the most influence followed by place factors, promotion factors, and price factors on tourists' decision to travel to Sukhothai.
Rawewan, Maliwan and Bahaudin, G Mujtaba (2012).	Tourist Attitudes toward Traveling in Thailand after the Political Demonstrations and Protests.	To explore tourists' practices in Thailand during the demonstrations in terms of security, information and tourists' perceptions about the political problems.	Questionnaire	The demonstrations only have short-term negative effects on tourism. There is no long-term effect on it. And a large number of respondents are willing come back to Thailand again.

Table 2.1 Summary of Related Empirical Studies (Continued...)

Angel, Bujosa Bestard and Jaume, Rossello Nadal (2007).	Attitudes toward Tourism and Tourism Congestion.	To examine the relationship between tourism congestion and the local residents' perceptions and attitudes toward tourism.	Questionnaire	The higher the density of tourism, the more favorable people are to tourism development and the less worried they are about its possible negative repercussions.
An, Y (2007).	The attitudes of tourists toward Dai cultures and tourism products in Xishuangbann a, Yunnan, China.	To understand tourists' attitudes toward Dai cultures in Xishuangbanna and attitudes of tourists toward products in Xishuangbanna.	Questionnaire	Tourists' attitudes toward Dai cultures and tourism products in Xishuangbanna were positive.
Begum, S. (2012).	Investigating the Impact of Marketing Mix Elements on Tourists 'Satisfaction: An Empirical Study on East Lake'.	To examine the impact of marketing mix elements on tourists' satisfaction.	Questionnaire	Six out of seven marketing mix elements were positively related to tourists' satisfaction but the price imposed by the authority is not satisfactory to the visitors.

Source: compiled by researcher

2.5 Summary of Literature Review

The result further indicates that among four influences tested, *The product* has the strongest impact on consumer, followed by place factors,promotion factor,and price factors on tourists' decision to travel to the destination. Meanwhile, according to the summary of related empirical studies , attitude has a positive relationship between tourism and tourism congestion of local people' perceptions and local culture.

The six out of seven marketing-mix elements have resulted in statistically significant positively influence related to tourists' satisfaction and the demonstrations just has a very short-term negative negative effect on tourism but international events and festival have a long-term positive effect on tourism .

CHAPTER III

RESEARCH FRAMEWORK

This chapter consists of four sections which are theoretical framework, conceptual framework, research hypothesis, and the operationalization of variables. The first section is theoretical framework which is a description of a logically developed and elaborated framework of variables. The second section is conceptual framework which is the researcher's model explaining how the independent variables affect dependent variables of the study. The third section is research hypothesis which is presents the statements indicating the relationship between the independent and dependent variables. Finally, the last section is operationalization of variables which translate all the variables into actions of research.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). It clarifies the questions and it summarized the overall concepts being investigated (Mc Daniel; Gates, 1998).

Begum (2012) examines the seven marketing mix elements on tourist satisfaction, which are product, price, place, promotion, people, process and physical evidence. Figure 3.1 shows the original conceptual model for research of Begum (2012).

Figure 3.1 Conceptual Model of Marketing-mix

Marketing Mix Elements
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

Tourists Satisfaction
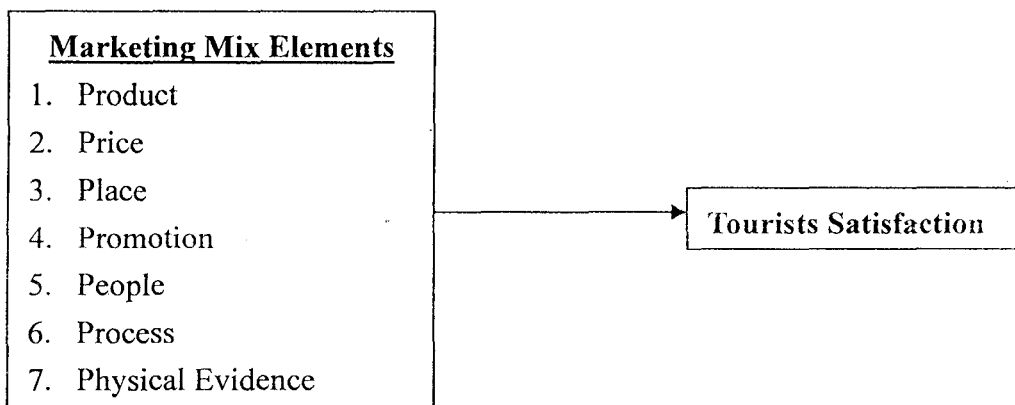
Source: Investigating the Impact of Marketing Mix Elements on Tourists' Satisfaction: An Empirical Study on East Lake   Begum(2012)

An (2007) tested whether demographic factors could be considered when testing tourists' attitudes toward Dai culture and tourism products in Xishuangbanna, Yunnan, China. In this research, demographic factors will be selected. Figure 3.2 shows the original conceptual model for that research.

Figure 3.2 Conceptual Model of Dai Culture and Tourism Products

Independent Variables   **Dependent Variable**

Demographic Variables	Tourists' attitude toward Dai culture and tourism products in Xishuangbanna
1. Nationality	1. Dai cultures
2. Age	2. Transportations facilities
3. Gender	3. Accommodation
4. Income	4. Tourism attractions
5. Occupation	5. Restaurants and entertainment
6. Education	6. Gifts and souvenirs
	7. Travel agents and tour operators

Source: An,Y(2007) The attitudes of tourists toward Dai cultures and tourism products in Xishuangbanna, Yunnan, China Graduate school of Assumption University, MBA-TRM.

3.2 Conceptual Framework

According to the literature review further above, the researcher has selected nationality, gender, age, marketing-mix as independent variables. Moreover, tourists' attitude is considered as a dependent variable. Figure 3.3 present the conceptual framework in this research.

Figure 3.3 Conceptual Framework of Domestic Tourists' Attitude

Independent Variables   Dependent Variable

- Product
- Price
- Destination
- Promotion
- Gender
- Age

→ Domestic Tourists' Attitudes
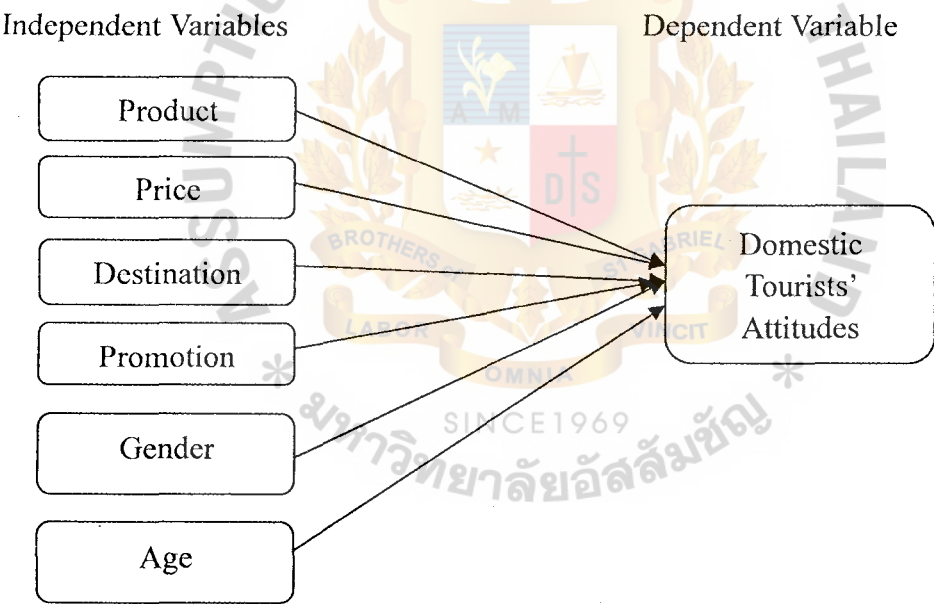
Source: compiled by researcher

In this research, there are 6 independent variables, which include product, price, destination, promotion, gender and age.

Product in the tourism industry is the main element and it is very important towards tourists. It will lead to tourists' attitudes, i.e. whether they will be satisfied or

30

not. Diverse products are easier to fulfill tourists' needs. **Price** is a key factor to evaluate service and to affect tourists' satisfaction. It is hard to change tourism attraction at a fixed place; however, tourists prefer to evaluate it. Promotion could help a destination to improve its reputation. Also, it can be a factor towards tourists' attitudes. For the demography part, gender and age have significant values towards tourists' attitudes. Because people of different gender at different age will have specify and differing attitudes.

3.3 Research Hypotheses

Ho1: There is no significant difference in tourists' attitudes with regard to product in Dalian.

Ha1: There is a significant difference in tourists' attitudes with regard to product in Dalian.

Ho2: There is no significant difference in tourists' attitudes with regard to price in Dalian.

Ha2: There is a significant difference in tourists' attitudes with regard to price in Dalian.

Ho3: There is no significant difference in tourists' attitudes with regard to destination in Dalian.

Ha3: There is a significant difference in tourists' attitudes with regard to destination in Dalian.

Ho4: There is no significant difference in tourists' attitudes with regard to promotion

in Dalian.

Ha4: There is a significant difference in tourists' attitudes with regard to promotion in Dalian.

Ho5: There is no significant difference in tourists' attitudes with regard to gender in Dalian.

Ha5: There is a significant difference in tourists' attitudes with regard to gender in Dalian.

Ho6: There is no significant difference in tourists' attitudes with regard to age in Dalian.

Ha6: There is a significant difference in tourists' attitudes with regard to age in Dalian.

3.4 Operationalization of the Independent and Dependent Variables

Operational is defined as a concept by specifying the activities or operations necessary to measure it. (An, 2007)

3.4.1 Independent Variables

Table 3.1 Operationalization of Independent Variables

Independent Variables	Operational Components	Level of Measurement	Question Number
2 Gender	1= Male 2= Female	Nominal	Q2
3 Age	1= Less than 18 2= 18-29 3= 30-39 4= 40-49 5= Over 50	Ordinal	Q3

4-11 Product	1. There are different standard accommodations provided to choose from.	Interval	Q4
	2. I can use all facilities in my hotel.	Interval	Q5
	3. I can choose various restaurants.	Interval	Q6
	4. The atmosphere/environment of the restaurant is good.	Interval	Q7
	5. I can choose different types of transportation.	Interval	Q8
	6. Tourism attractions are beautiful and interesting.	Interval	Q9
	7. Festivals and events are enjoyable.	Interval	Q10
	8. The quality of service is good.	Interval	Q11

Continued…

Table 3.1 Operationalization of Independent Variables (Continued…)

12-16 Price	9. I can afford the price when I check out from my hotel.	Interval	Q12
	10. I think the price of different restaurants is reasonable.	Interval	Q13
	11. Transportation fee (taxi, bus, etc.) is reasonable.	Interval	Q14
	12. It is worth to pay tickets for tourist attractions.	Interval	Q15
	13. The travel agency provides reasonable prices for tour programs.	Interval	Q16
17-20 Place	14. The location of my hotel is convenient for travelling.	Interval	Q17
	15. The transportation facility is convenient and accessible for me.	Interval	Q18
	16. Tourist signs are placed openly.	Interval	Q19
21-23 Promotion	17. I can get Dalian tourism information through Internet or travel books.	Interval	Q20
	18. It is easy to get tourism information at the airport or train/bus stations.	Interval	Q21
	19. I can watch Dalian tourism advertisement on TV.	Interval	Q22
	20. I can get Dalian tourism	Interval	Q23

	information through the Internet or travel books.		

Source: compiled by researcher

3.4.2 Dependent Variables

Table 3.2 Operationalization of Dependent Variables

Dependent Variables	Operational Components	Level of Measurement	Question Number
Tourists' Attitudes	21. I appreciate servers have service minds in Dalian.	Interval	Q24
	22. I easily find local delicious restaurants in Dalian.	Interval	Q25
	23. I appreciate that Dalian people are friendly and hospitable.	Interval	Q26
	24. I know Dalian is a safe and clean city.	Interval	Q27
	25. I pay attention to the history and culture of Dalian.	Interval	Q28
	26. I pay attention to the good range of attractions.	Interval	Q29
	27. I am willing to make an effort to protect the environment in Dalian.	Interval	Q30
	28. I am satisfied with the tourism industry in Dalian.	Interval	Q31
	29. I would like to come to Dalian again.	Interval	Q32
	30. I would recommend Dalian to my family/friends.	Interval	Q33

Source: compiled by researcher

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents an overview of the research methodology used in this research. In order to realize the research objectives, collecting data is important as it will serve as a guide for the research design. This chapter consists of six parts. Part one describes the way the respondents were selected and the way data were collected. The second part is a description of the analyzed population and the estimation of the size of respondents. The third part is the usage and explanation of a research instrument. In this study, the researcher uses a questionnaire as a research instrument, which was developed from many empirical studies to measure how consumers feel toward Dalian city. The fourth part is an explanation of the pre-test. The rest two parts will be the explanations of collecting data and the statistical design for hypothesis testing.

4.1 Methods of Research Used

The research methodology uses sources of information from both primary data including the survey, interviews, and observations and secondary data including textbooks, journals, the Internet, and other empirical studies from related fields (Malthotra, 2000).

A descriptive research will be used in this research, as it is an easy way to describe data through transforming the raw data. Furthermore, the sample survey method is defined as a research technique in which information is gathered from samples of people by using a questionnaire; thus follows a method of primary data collection based on communication with a representative sample of individuals. It indicates that the purpose of contacting respondents is to obtain a representative sample of the target population. At the same time, surveys provide quick, inexpensive, efficient, and

accurate means of assessing information about the population (Zikmund, 2000).

4.2 Respondents and Sampling Procedures

4.2.1 Respondents

In order to investigate and analyze the domestic tourists' attitudes towards tourism destination, product, price and promotion in Dalian, Liaoning, China, the respondents are domestic tourists visiting Dalian(not Dalian residents), during the period of February 17, 2013 to March 31, 2013.

A sampling frame is the list of elements from which a sample may be drawn; also called working population (Zikmund, 2000).

In 2012, domestic tourist arrivals in Dalian were 48'148'400. (see Table 4.1)

Table 4.1 Domestic Tourist arrivals in Dalian in 2012

YEAR	DOMESTIC (10,000 people)	INCREASE	INCOME (10,000 RMB)	INCREASE
2012	4814.84	13%	711.4	19%

Source: http://www.cnta.gov.cn/html/2013-2/2013-2-4-14-16-93900.html

Table 4.2 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	526	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

According to table 4.2 (Anderson, 1996), with 5% tolerable errors, the sample size of 384 will be used.

4.2.2 Sampling Procedures

After gathering basic information and preparing the questionnaire, the researcher went to some tourism attractions and the center of the city in order to conduct the survey.the research place such as Sheng Ya Ocean Park, Lao Hu Tan sea Beach Garden and Jin Shi Tan Nation Park which are most popular tourism place. He used simple random sampling, which is defined as everyone having equal chances to do the survey. Before conducting the survey, the researcher gave a brief introduction, such as the purpose of this study, and asking respondents whether they have a few minutes to spare. Because this research was to investigate tourism products in China, and the majority of Chinese people cannot understand English, the researcher provides a questionnaire in Chinese version as well.

4.3 Research Instruments/Questionnaire

In this study the researcher chose a questionnaire as the research instrument and has developed it based on the conceptual framework in Chapter III. This questionnaire includes:

Section 1: Demographics: There are three close-ended questions. The researcher provides multiple choices for each question. The first question is considered as a

screening question, in order to classify the respondents, determining whether they are local residents or domestic tourists. The respondents will be asked about their gender and age. All of the above are considered as demography.

Section 2: Tourism Product, Price, Destination and Promotion in Dalian: In this part, the researcher will use a 5-point Likert Scale ranging from 5=strongly agree, 4= agree, 3=neutral, 2= disagree, 1=strongly disagree to measure marketing mix elements in Dalian. It is separated into 4 parts, which are product, price, tourism destination and promotion.

Section 3: Domestic Tourists' Attitudes in Dalian: The last part of this questionnaire also uses a 5-point Likert Scale ranging from 5=strongly agree, 4= agree, 3=neutral, 2= disagree, 1=strongly disagree to measure tourists' attitudes in Dalian. At last, respondents are required to answer one open-ended question. This question could help researchers to gather information as the recommendation for Dalian tourism development in the future.

4.4 Collection of Data and Gathering Procedures

Both primary data and secondary data will be collected in this section.

Primary data helped the researcher to analyze situations, to make conclusions and recommendations. A total of 370 questionnaires were distributed by the researcher during February 17, 2013 to March 31, 2013 at the airport and train station in Dalian.

The Spring Festival holidays were on February 9 – 16, 2013 and most Chinese preferred to travel with their friends or family members during this period. After this period, tourists went back to their hometown or working places. Meanwhile, it was the winter holidays for schools. Many students and their family would go to other destinations for travel. Thus, it was a good opportunity for the researcher to investigate tourists' attitudes in Dalian. Most of the tourists' choices are either trains or airplanes, thus the researcher distributed questionnaires at the airport and train station in Dalian. Furthermore, these two places were convenient to do data collection. During the distribution process of the questionnaire, the researcher explained the respondents the purpose of this questionnaire before handing it out. However, some people were not willing to help the researcher because they were not tourists. Because many Chinese people cannot understand English, the researcher designed a questionnaire with an English and a Chinese version.

4.5 Pretest and Reliability Test

4.5.1 Pretest

The pretest helps the researcher to understand whether the questionnaire contains similar meanings to all respondents or points at which respondents possibly stop giving information (Zikmund, 2000). Therefore, during November 2012, the researcher distributed 30 questionnaires as pretest at the airport and train station in Dalian.

An evaluation using the index of item-objective congruence (Rovinelli & Hambleton, 1977) is a procedure where content experts rate individual items on the degree to

which do or do not measure specific objectives listed by the test developer. Validity refers to the degree in which the test or other measuring device is truly measuring what is intended to measure. It is rated +1 if there is a clear match between the research objectives and the research instruments. It is rated 0 if there is ambiguous statements and -1 when the research objectives and the instruments do not match at all (Refer Appendix B).

In this context, the researcher has distributed the Item Objective Congruency (IOC) to the experts and the findings . The formula developed by Rovinelli and Hambleton is used under the assumption that there is only one valid objective being measured by each item. If an item is measuring multiple objectives, then the index value would be less than one. The premise of the index is to have high positive values on the objective an item is intended to measure and values close to -1 on all of the remaining objectives. The index of item-objective congruence developed by Rovinelli and Hambleton (1977) is computed using the following equation:

$$I_{ik} = \sum S_{ik} / N$$

Where I_{ik} is the index of item-objective congruence for item i on objective k

N is the number of specialists (j = 1, 2... N),

S_{ik} is the rating (1, 0, -1) of item i as a measure of objective k by content specialist j. The index cut-off is 0.75. All items with an index of item objective congruence below 0.75 are deemed non-valid, while those that index more than 0.75 are considered valid. Those with an index below 0.75 are discarded from the measure or analyzed and revised to improve their validity.

4.5.2 Reliability Test

SPSS can calculate Cronbach's Alpha Scale, which is the way to test the reliability of

the questionnaire. Based on the rule of Cronbach's Reliability Test, if the coefficient is greater than 0.6, it means the questionnaire is reliable.

Table 4.3 Reliability Test

Cronbach's Alpha	N of Items
.861	10

Source: compiled by researcher

4.6 Statistical Treatment of Data

4.6.1 Descriptive Statistics

Descriptive statistics is used to calculate the average. The frequency distribution and the percentage distribution are the most common forms of summarizing data (Zikmund, 2000). Thus, the researcher uses descriptive statistics to analyze demographic characteristics.

4.6.2 Inferential Statistics

The objective to use inferential statistics is for hypothesis testing. The researcher chose Multiple Regressions, One-way ANOVA and Independent Sample t-test as the inferential statistics method.

Pearson Correlation Coefficient: The Pearson Correlation Coefficient is used to find the relationship between marketing stimuli. The correlation coefficient ranges from +1.0 to -1.0. If the value of r is 1.0, there is a perfect positive linear (straight-line) relationship. If the value of r is -1.0, a perfect negative linear relationship or a perfect

inverse relationship is indicated. No correlation is indicated if r = 0. A correlation coefficient indicates both the magnitude of the linear relationship and the direction of the relationship (Zikmund, 2000). In this current study, hypotheses 1, 2, 3 and 4 will be employed by using Pearson Correlation Coefficient.

One-way ANOVA: One-way ANOVA is different with an Independent Sample t-test. It is used to test more than two groups at a same time. The One-way ANOVA is based on the same logic of the t-test, but it is applied to mire complex designs (Cooper & Schindler, 2003). Hypotheses 6 will be examined by this methodology.

Independent Sample t-test: The T-test is used to test differences between two groups at a same time. This may take the form of comparing a conventional control condition and experimental condition or two groups that have received differing levels of the independent variable (Churchill, 1995). Thus, the researcher will use this methodology to test hypothesis 5.

Table 4.4 Statistical Method Used for Data Analysis

No.	Hypothesis	Statistical
Ho1	*There is no significant difference in tourists' attitudes with regard to product in Dalian.*	Pearson Correlation Coefficient

Ho2	*There is no significant difference in tourists' attitudes with regard to price in Dalian.*	Pearson Correlation Coefficient
Ho3	*There is no significant difference in tourists' attitudes with regard to destination in Dalian.*	Pearson Correlation Coefficient
Ho4	*There is no significant difference in tourists' attitudes with regard to promotion in Dalian.*	Pearson Correlation Coefficient
Ho5	*There is no significant difference in tourists' attitudes with regard to gender in Dalian.*	Independent Sample t-test
Ho6	*There is no significant difference in tourists' attitudes with regard to age in Dalian.*	One-way ANOVA

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents the results of the data analysis according to the procedure discussed in chapter four. The analyses of results are based on the data of 400 samples collected from two sections of data analyses in this chapter. The first section is concerned with the descriptive statistics of the respondents and the second is the inferential testing of the research hypotheses. The results of data analyses are based on product,price,destination,promotion,gender,age toward toTourists' attitudes in Dalian city.The questionnaires were collected during the month of February17 to March 31 at Airport and train station.

5.1 Demographics

The researcher distributed the questionnaires to domestic tourists during February 17, 2013 to March 31, 2013, in Dalian, Liaoning, China. There were 400 questionnaires, but only 343 questionnaires returned.

5.1.1 Types of Tourists

Table 5.1 and Figure 5.1 shows that 85.5% of 400 respondents are domestic tourists, 14.2% of 400 respondents are not complete the questionnaire.

Table 5.1 Types of Tourists

Types of tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic tourists	343	85.8	85.8	85.8
	Local residents	57	14.2	14.2	100.0
	Total	400	100.0	100.0	

Figure 5.1 Respondents

Types of tourist
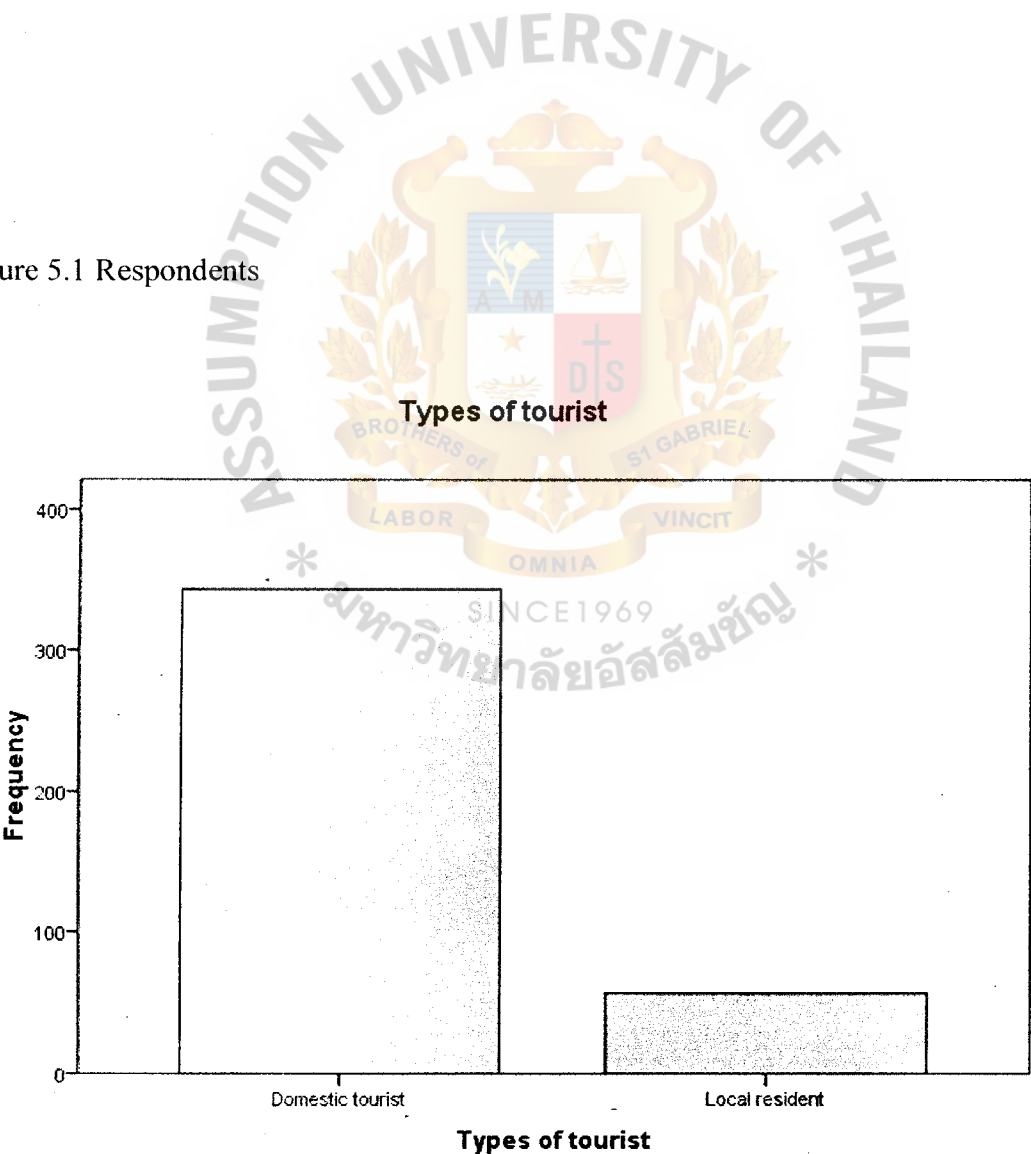
(Local resident is not related to this research , the research consider local resident data as missing data)

5.1.2 Gender

According to Table 5.2 and Figure 5.2, 14.2% of 400 respondents' data are missing. It shows that 37% of 343 respondents are males, 48.8% of 343 respondents are females.

Table 5.2 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	148	37.0	43.1	43.1
	Female	195	48.8	56.9	100.0
	Total	343	85.8	100.0	
Total		343	85.6		

Figure 5.2 Gender
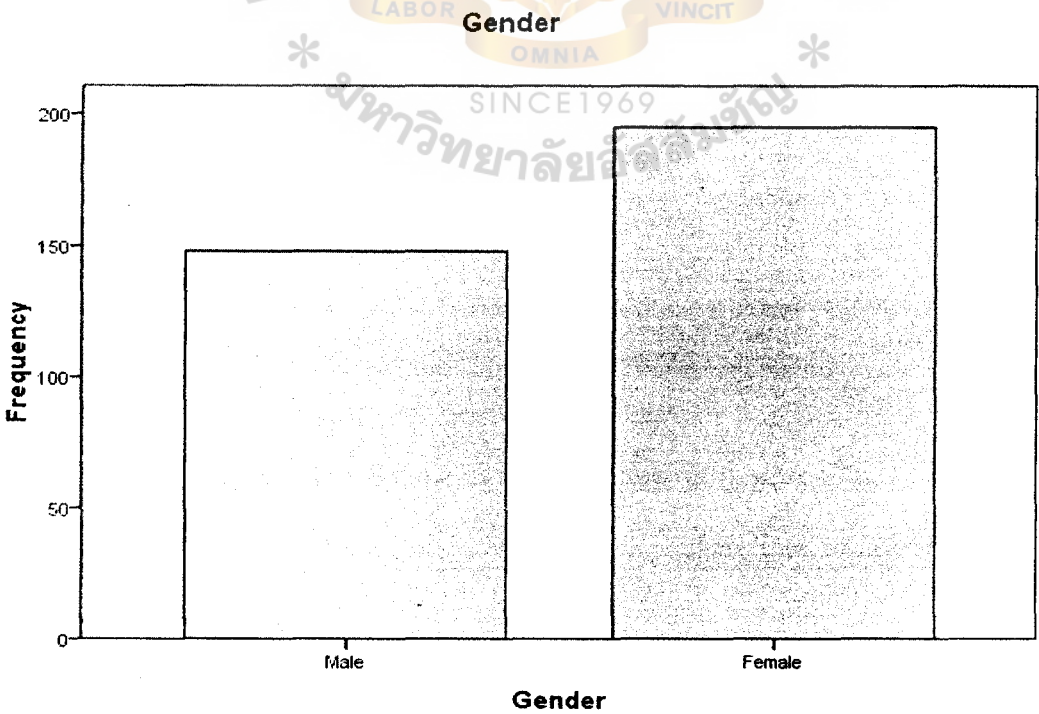
5.1.3 Age

According to Table 5.3 and Figure 5.3, 14.2% of 400 respondents' data are missing. It shows that 9.5% of 343 respondents are aged 18-19; 21% of 343 respondents are aged 20-29; 22.2% of 343 respondents are aged 30-39; 18% of 343 respondents are aged 40-49; 15% of 343 respondents are aged over 50.

Table 5.3 Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19	38	9.5	11.1	11.1
	20-29	84	21.0	24.5	35.6
	30-39	89	22.2	25.9	61.5
	40-49	72	18.0	21.0	82.5
	Over 50	60	15.0	17.5	100.0
	Total	343	85.8	100.0	
Total		343	85.6		

Figure 5.3 Age

Age
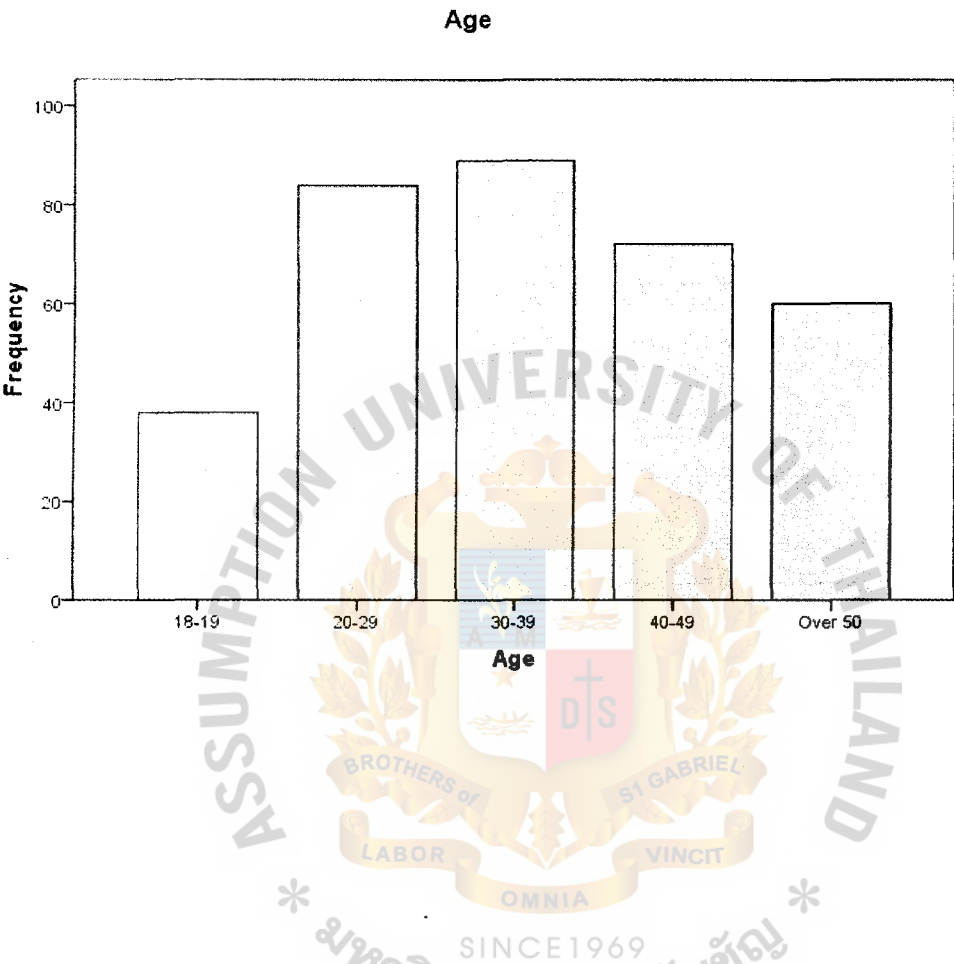
5.2 Tourism Product, Price, Destination and Promotion in Dalian

5.2.1 Product

From Table 5.4, the highest mean value is 3.82, which is 'tourism attractions are beautiful and interesting'. This means most respondents think that 'tourism attractions are beautiful and interesting'. It is the most important factor in products. 'Festivals and events are enjoyable' has a mean value of 3.8, which is the second most important factor in products. 'The quality of service is good' has a mean value of 3.79, which is the third most important factor in products.

'The atmosphere/environment of restaurant is good' is also an important factor, which has a mean value of 3.76. 'I can choose different types of transportation' has a mean value of 3.71. Finally, 'I can choose various restaurants' has a mean value of 3.70.

There are two less important factors which are 'I can use all facilities in my hotel' has a mean value of 3.64. And 'there are different accommodations to choose' is the least important factor, which has a mean value of 3.56.

Table 5.4 Mean and Standard Deviation of Products

Descriptive Statistics

	N	Mean	Std. Deviation
Product-There are different accommodations to choose.	343	3.56	1.082
Product-I can use all facilities in my hotel.	343	3.64	.903
Product-I can choose various restaurants.	343	3.70	.885
Product-The atmosphere/environment of restaurant is good.	343	3.76	.867
Product-I can choose different types of transportation.	343	3.71	.902
Product-Tourism attractions are beautiful and interesting.	343	3.82	.962
Product-Festivals and events are enjoyable.	343	3.80	.927
Product-The quality of service is good.	343	3.79	1.013
Valid N (listwise)	343		

5.2.2 Price

According to Table 5.5, the highest mean value is 3.87, which states 'I can afford the price when I check out from my hotel'. This means most of the respondents think that 'I can afford the price when I check out from my hotel' is the most important factor when it comes to prices. 'Travel agency provides a reasonable price for tour

programs' has a mean value of 3.62, which is the second most important factor in prices.

Two factors have the same mean value of 3.52, which are 'The transportation fee (Taxi, bus, etc.) is reasonable' and 'It is worth to pay tickets at tourism attractions.' Finally, 'I think the price of different restaurants is reasonable' is the least important factor, which has a mean value of 3.47.

Table 5.5 Mean and Standard Deviation of Price

Descriptive Statistics

	N	Mean	Std. Deviation
Price-I can afford the price when I check out from my hotel.	343	3.87	1.083
Price-I think the price of different restaurants is reasonable.	343	3.47	1.128
Price-The transportation fee (Taxi, bus, etc.) is reasonable.	343	3.52	.942
Price-It is worth to pay tickets at tourism attractions.	343	3.52	1.023
Price-Travel agency provides reasonable price for tour programs.	343	3.62	.938
Valid N (listwise)	343		

5.2.3 Destination

From Table 5.6, the highest mean value is 3.70, which is 'Tourist signs are placed obviously'. This means most respondents think that this is the most important factor in the category of place. 'The location of my hotel is convenient for travelling' has a mean value of 3.62. 'Transportation facility is convenient and accessible for me' has the lowest mean value, which is 3.58.

Table 5.6 Mean and Standard Deviation of Destination

Descriptive Statistics

	N	Mean	Std. Deviation
Place-The location of my hotel is convenient for travelling.	343	3.62	1.039
Place-Transportation facility is convenient and accessible for me.	343	3.58	.976
Place-The tourist signs are placed obviously.	343	3.70	.976
Valid N (listwise)	343		

5.2.4 Promotion

According to Table 5.7, the highest mean value is 3.82, which is 'I can get Dalian tourism information through Internet or travel books'. This means that most respondents think that this statement reflects the most important factor with regard to place. 'I can watch Dalian tourism advertisement on TV' is also an important factor, which has a mean value of 3.80.

'I can make reservations through the Internet for hotels, transportation, etc.' has a mean value of 3.67. 'It is easy to get tourism information at the airport or train/bus stations' has the lowest mean value, which is 3.65.

Table 5.7 Mean and Standard Deviation of Promotion

Descriptive Statistics

	N	Mean	Std. Deviation
Promotion-I can make reservations through the Internet for hotel, transportation, etc.	343	3.67	.972
Promotion-It is easy to get to tourism information at the airport or train/bus stations.	343	3.65	1.109
Promotion-I can watch Dalian tourism advertisement on TV.	343	3.80	.927
Promotion-I can get Dalian tourism information through the Internet or travel books.	343	3.82	.968
Valid N (listwise)	343		

5.3 Tourists' Attitudes in Dalian

According to Table 5.8, the highest mean value is 4.15, which is 'I would like to recommend Dalian to my family/friends'. 'I would like to come to Dalian again' has a mean value of 4.07, which is the second most important factor. 'I am satisfied with the tourism industry in Dalian' has a mean value of 3.95, which becomes the third important factor.

'I am willing to make an effort to protect the environment in Dalian' is also an important factor, which has a mean value of 3.92. 'I appreciate that Dalian people are friendly and hospitable' has a mean value of 3.82. 'I know Dalian is a safe and clean city' has a mean value of 3.78. Two factors have a same mean value of 3.75, which are 'I pay attention to the history and culture of Dalian' and 'I pay attention to the good range of attractions'.

There are two less important factors. First, 'I easily find local delicious restaurants

in Dalian'. It has a mean value is 3.65. Secondly, 'I appreciate that servers have service minds in Dalian' becomes the least important factor, which has a mean value of 3.58.

Table 5.8 Mean and Standard Deviation of Tourists' Attitudes in Dalian

Descriptive Statistics

	N	Mean	Std. Deviation
I appreciate that servers have service minds in Dalian.	343	3.58	1.123
I easily find local delicious restaurants in Dalian.	343	3.65	.983
I appreciate that Dalian people are friendly and hospitable.	343	3.82	.938
I know Dalian is a safe and clean city.	343	3.78	.947
I pay attention to the history and culture of Dalian.	343	3.75	.932
I pay attention to good range of attractions.	343	3.75	.993
I am willing to make an effort to protect the environment in Dalian.	343	3.92	.956
I am satisfied with the tourism industry in Dalian.	343	3.95	.900
I would like to come to Dalian again.	343	4.07	.877
I would like to recommend Dalian to my family/friends.	343	4.15	.863
Valid N (listwise)	343		

Open-ended Question: *34. Comments/Suggestions for tourism development in Dalian*

According to Table 5.9, there are 89 respondents who like Dalian and wish to come

back again; 2 respondents do not like Dalian; 67 respondents think the commodity

price is high; 15 respondents think the information is less in Dalian; 1 respondent

thinks the views are beautiful; 10 respondents think Dalian should develop new

tourism attractions; 53 respondents think there is air pollution in Dalian, and also the

beach is dirty; 48 respondents think that the traffic facilities are not convenient for

them; and there are 85 respondents who do not give comments or suggestions.

Table 5.9 Comments/Suggestions for Tourism Development in Dalian

	Frequency
I like Dalian and wish to come again.	89
I don't like Dalian.	2
Commodity price is high.	67
Less information for tourism in Dalian.	15
Beautiful views.	1
Develop new tourism attractions.	10
Air pollution, the beach is dirty.	53
Traffic is not convenient.	48
Missing.	85
Total	**343**

Source: compiled by researcher

5.4 Hypotheses

5.4.1 Hypotheses 1

Ho1: There is no significant difference in tourists' attitudes with regard to product in Dalian.

Ha1: There is a significant difference in tourists' attitudes with regard to product in Dalian.

According to Table 5.10 below, and based on the Pearson Correlation analysis, there is a statistically significant correlation between product and tourists' attitudes with a 2-tailed significance of .000 which is less than .01 (.000< .01). Accordingly, the null hypothesis is rejected. This means that there is a significant difference in tourists' attitudes with regard to product in Dalian at the .01 significant level.

With regard to the Pearson Correlation value,

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'There are different accommodations to choose' has a positive correlation at .518;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'I can use all facilities in my hotel' has a positive correlation at .430;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'I can choose various restaurants' has a positive correlation at .361;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'The atmosphere/environment of restaurant is good' has a positive

correlation at .350;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'I can choose different types of transportation' has a positive correlation at .322;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'Tourism attractions are beautiful and interesting' has a positive correlation at .309;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'Festivals and events are enjoyable' has a positive correlation at .345;

- there is a significant difference in tourists' attitudes with regard to product in Dalian, when 'The quality of service is good' has a positive correlation at .430;

- there is a significant difference in tourists' attitudes with regard to product in Dalian have a positive correlation at .530.

There are different accommodations to choose:

Accommodation is an important element for people when they travel. It provides a place for them to take a rest. Tourists will choose their accommodation based on their income, preference, life style, and so on. As the researcher mentioned in Chapter 1, Dalian has many kinds of hotels; not only local hotels, but also international chain hotels. It is easy for tourists to choose.

I can use all facilities in my hotel

When tourists decide for a hotel, they choose a suitable for them. Some hotels may provide a swimming pool, a fitness room; some may provide a spa, and so on. Tourists could use all those facilities based on their needs, and they have rights to enjoy it.

I can choose various restaurants

Dalian is a globalization city near the sea, and it is an important port to connect China with Japan and Korea. It creates opportunities for people to get a job. There are many people who come from different provinces and work in Dalian. Therefore, apart from local traditional food and seafood, it also has delicious food from other parts of China, as well as international dishes.

The atmosphere/environment of restaurant is good

Except taste, the atmosphere/environment of a restaurant is also important. It can bring good moods to tourists. Before they have a meal, they do not have any idea of the taste of the regional foods. However, they can decide whether to have a meal at this restaurant based on the atmosphere/environment.

I can choose different types of transportation

There are many types of transportation for tourists to choose from, such as buses, taxi,

bicycles and so on. Tourists could choose their transportation based on their preferences and situations.

Tourism attractions are beautiful and interesting

The Dalian municipal government pays attention to the tourism industry development. Therefore, it can ensure the cleanliness and provide beautiful views of/at tourism attractions. At the same times, some tourism attractions, such as beaches, provide a variety of water activities to tourists, or at the national parks with original views.

Festivals and events are enjoyable

Dalian will hold different kinds of festivals and events each year, such as beer festivals, fashion weeks. Many tourists come to Dalian because of those festivals and events. They will do some research before they come in order to enjoy their time in Dalian. It is including Dalian restaurant cultural festival and Dalian football events.

The quality of service is good

Since Dalian is an international city there are many international chain hotels. It is important to provide good quality of service in Dalian. Service quality is a key to attract tourists and to improve the loyalty of tourists, which could encourage tourists to revisit Dalian frequently.

Table 5.10 Pearson Correlation – Product

Product

	Tourists' Attitud		
	N	Pearson Correlation	Sig. (2-tailed)
Product-There are different accomodations choose.	343	.518**	.000
Product-I can use all facilities in my hotel.	343	.430**	.000
Product-I can choose various restaurants.	343	.361**	.000
Product-The atmosphere/environment of restaurant is good.	343	.350**	.000
Product-I can choose different types of transportation.	343	.322**	.000
Product-Tourism attractions are beautiful an interesting.	343	.309**	.000
Product-Festivals and events are enjoyable.	343	.345**	.000
Product-The quality of service is good.	343	.430**	.000
Product(Total)	343	.530**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.2 Hypotheses 2

Ho2: There is no significant difference in tourists' attitudes with regard to price in Dalian.

Ha2: There is a significant difference in tourists' attitudes with regard to price in Dalian.

According to Table 5.11 below, and according to the Pearson Correlation analysis, there is a statistically significant correlation between price and tourists' attitudes with a 2-tailed significance of .000 which is less than .01 (.000< .01). Accordingly, the null hypothesis is rejected. This means that there is a significant difference in tourists' attitudes with regard to price in Dalian at the .01 significant level.

Base on the Pearson Correlation value,

- there is a significant difference in tourists' attitudes with regard to price in Dalian, when 'I can afford the price when I check out from my hotel' has a positive correlation at .350;

- there is a significant difference in tourists' attitudes with regard to price in Dalian, when 'I think the price of different restaurants is reasonable' has a positive correlation at .544;

- there is a significant difference in tourists' attitudes with regard to price in Dalian, when 'Transportation fees (Taxi, bus, etc.) are reasonable' has a positive correlation at .460;

- there is a significant difference in tourists' attitudes with regard to price in Dalian, when 'It is worth to pay tickets at tourism attractions' has a positive correlation at .413;

- there is a significant difference in tourists' attitudes with regard to price in Dalian, when 'The travel agency provides reasonable prices for tour programs' has a positive correlation at .347;

- there is a significant difference in tourists' attitudes with regard to price in Dalian with a positive correlation at .558.

I can afford the price when I check out from my hotel

Tourists choose the hotel based on their income and also the price they can afford. Meanwhile, some tourists would pay the hotel fee in advance.

I think the price of different restaurants is reasonable

Based on the dishes, services and environment of restaurants, tourists would evaluate whether the price is reasonable or not with regard to the restaurants.

Transportation fee (Taxi, bus, etc.) is reasonable

There are different types of transportation. Tourists who take buses for travel will pay less than tourists who take taxis. It depends on the tourists' income and the price they can afford it.

It is worth to pay tickets at tourism attractions

Some tourism attractions own unique views for it and a ticket may include protection fee, maintain fee, insurance, and so on. Especially for national parks, before entering, tourists should buy tickets.

The Travel agency provides reasonable prices for tour programs

Based on tourists' behaviors the travel agency provides different kinds of tour programs with different prices. Tourists choose these programs based on their preferences, income, and duration of travel.

Table 5.11 Pearson Correlation – Price

Price

	Tourists' Attitud		
	N	Pearson Correlation	Sig. (2-tailed)
Price-I can afford the price when I check out from my hotel.	343	.350**	.000
Price-I think the price of different restaurants is reasonable.	343	.544**	.000
Price-Transportation fee (Taxi, bus, etc.) is reasonable.	343	.460**	.000
Price-It is worth to pay tickets at tourism attractions.	343	.413**	.000
Price-Travel agency provides reasonable price for tour programs.	343	.347**	.000
Price (Total)	343	.558**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.3 Hypotheses 3

Ho3: There is no significant difference in tourists' attitudes with regard to destination in Dalian.

IIa3: There is a significant difference in tourists' attitudes with regard to destination in Dalian.

Based on Table 5.12 below, and according to the Pearson Correlation analysis there is a statistically significant correlation between destination and tourists' attitudes with a 2-tailed significance of .000, which is less than .01 (.000< .01). Accordingly, the null hypothesis is rejected. This means that there is a significant difference in tourists' attitudes with regard to destination in Dalian at the .01 significant level.

Based on the Pearson Correlation value,

- there is a significant difference in tourists' attitudes with regard to destination in Dalian, when 'The location of my hotel is convenient for travelling' has a positive

correlation at .497;

- there is a significant difference in tourists' attitudes with regard to destination in Dalian, when 'Transportation facility is convenient and accessible for me' has a positive correlation at .485;

- there is a significant difference in tourists' attitudes with regard to destination in Dalian, when 'Transportation facility is convenient and accessible for me' has a positive correlation at .485;

- there is a significant difference in tourists' attitudes with regard to destination in Dalian, when 'Tourist signs are placed obviously' has a positive correlation at .456;

- there is a significant difference in tourists' attitudes with regard to destination in Dalian with a positive correlation at .582.

The location of my hotel is convenient for travelling

Some hotels are located near tourism attractions, the center of the city, or the airport. Tourists choose their hotel based on where they will go, and what they want to do.

Transportation facility is convenient and accessible for me

Suppose tourists take a taxi when they go to a tourism attraction. They can wait anywhere. Right now, when building a hotel, developers choose the place where it is convenient for people to go out and some are near the main transportation facility.

Tourist signs are placed obviously

For tourists, it is important to have clear signs placed at the road sides. Due to the city planning of Dalian municipal government, tourists could notice tourist signs easily from various boards.

Table 5.12 Pearson Correlation – Destination

Place

	Tourists' Attitud	
	Pearson Correlation	Sig. (2-tailed)
Place-The location of my hotel is convenient for travelling.	.497**	.000
Place-Transportation facility is convenient and accesssiable for me.	.485**	.000
Place-Tourist sign is placed obviously.	.456**	.000
Destination(Total)	.582**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.4 Hypotheses 4

Ho4: There is no significant difference in tourists' attitudes with regard to promotion in Dalian.

Ha4: There is a significant difference in tourists' attitudes with regard to promotion in Dalian.

According to Table 5.13 below, and according to the Pearson Correlation analysis there is a statistically significant correlation between promotion and tourists' attitudes with a 2-tailed significance of .000 which is less than .01 (.000< .01). Accordingly, the null hypothesis is rejected. This means that there is a significant difference in tourists' attitudes with regard to promotion in Dalian at the .01 significant level.

Based on the Pearson Correlation value,

- there is a significant difference in tourists' attitudes with regard to promotion in Dalian, when 'I can make reservations through the Internet for hotel, transportation, etc.' has a positive correlation at .420;

- there is a significant difference in tourists' attitudes with regard to promotion in Dalian, when 'It is easy to get tourism information at the airport or train/bus stations' has a positive correlation at .525;

- there is a significant difference in tourists' attitudes with regard to promotion in Dalian, when 'I can watch Dalian tourism advertisement on TV' has a positive correlation at .421;

- there is a significant difference in tourists' attitudes with regard to promotion in Dalian, when 'I can get Dalian tourism information through the Internet or travel books' has a positive correlation at .487;

- there is a significant difference in tourists' attitudes with regard to promotion when in Dalian it has a positive correlation at .551.

I can make reservations through the Internet for hotels, transportation, etc.

The Internet is increasingly important, popular and a central media tool in the tourism industry. There are many websites that provide tourists with information and to make reservations.

It is easy to get tourism information at the airport or train/bus stations

There are information desks at the airport and train/bus stations. Therefore, tourists can ask the staff there for information. At the same time, the advertisement boards will also provide information for tourism. Tourists can also get brochures.

I can watch Dalian tourism advertisements on TV

There is Dalian tourism advertisement on China Central Television, which helps Dalian to promote its tourism industry.

I can get Dalian tourism information through the Internet or travel books

Nowadays, many tourism books and the Internet have basic introductions for tourism in Dalian. It is easy and fast for people to gather and search information.
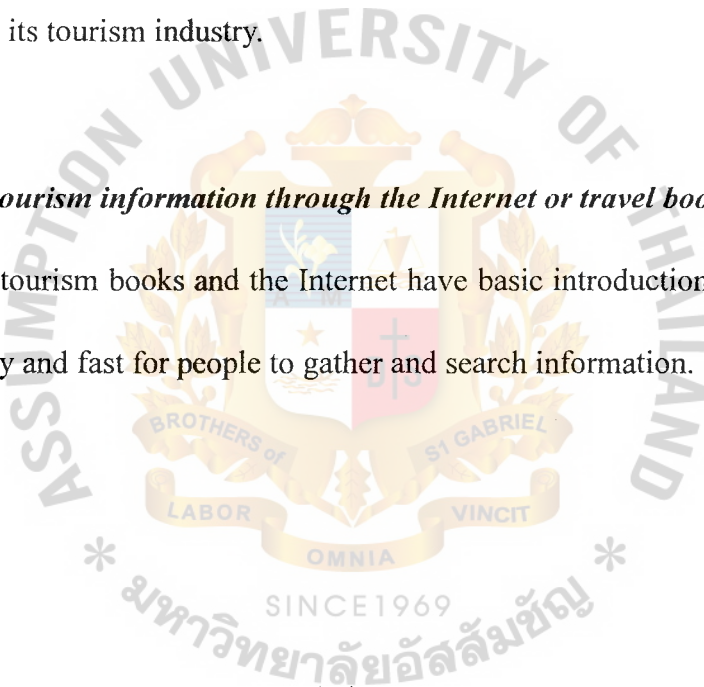
Table 5.13 Pearson Correlation – Promotion

Correlations

	Tourists' Attitud		
	N	Pearson Correlation	Sig. (2-tailed)
Promotion-I can make reservations through Internet for hotel, transportation, etc.	343	.420**	.000
Promotion-It is easy to get to tourism information at airport or train/bus stations.	343	.525**	.000
Promotion-I can watch Dalian tourism advertisement on TV.	343	.421**	.000
Promotion-I can get Dalian tourism information through Internet or travel books.	343	.487**	.000
Promotion (Total)	343	.551**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.5 Hypotheses 5

Ho5: There is no significant difference in tourists' attitudes with regard to gender.

Ha5: There is a significant difference in tourists' attitudes with regard to gender.

According to Table 5.14 below, the results show that all items have a significant value of more than 0.05. 'I appreciate that servers have service minds in Dalian' has a significant value of 0.720; 'I easily find local delicious restaurants in Dalian' has a significant value of 0.564; 'I appreciate that Dalian people are friendly and hospitable' has a significant value of 0.433; 'I know Dalian is a safe and clean city' has a significant value of 0.676; 'I pay attention to the history and culture of Dalian' has a significant value of 0.596; 'I pay attention to good range of attractions' has a significant value of 0.704; 'I am willing to make an effort to protect the environment in Dalian' has a significant value of 0.775; 'I am satisfied with tourism industry in

Dalian' has a significant value of 0.621; 'I would like to come to Dalian again' has a

significant value of 0.253; 'I would like to recommend Dalian to my family/friends'

has a significant value of 0.494.

In conclusion, all items have failed to reject the null hypothesis. It means there is

no significant difference in tourists' attitudes with regard to gender.

Table 5.14 Independent Samples Test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I appreciate that servers have service minds in Dalian.	Equal variances assumed	.353	.553	.359	341	.720	.044	.123	-.197	.285
	Equal variances not assumed			.361	322.914	.718	.044	.122	-.196	.284
I easily find delicious local restaurants in	Equal variances assumed	4.076	.044	.577	341	.564	.062	.107	-.149	.273

				.591	336.937	.555	.062	.105	-.144	.268
Dalian.	Equal variances not assumed									

Table 5.14 Independent Samples Test (Continued)

I appreciate that Dalian people are friendly and hospitable.	Equal variances assumed	1.846	.175	.784	341	.433	.080	.102	-.121	.281
	Equal variances not assumed			.792	326.858	.429	.080	.101	-.119	.280
I know Dalian is a safe and clean city.	Equal variances assumed	.222	.638	-.418	341	.676	-.043	.103	-.247	.160
	Equal variances not assumed			-.416	310.915	.677	-.043	.104	-.248	.161
I pay attention to the history and culture of Dalian.	Equal variances assumed	.113	.737	-.531	341	.596	.054	.102	-.146	.254
	Equal variances not assumed			.532	319.083	.595	.054	.101	-.146	.254
I pay attention to the good range of attractions.	Equal variances assumed	.830	.363	-.380	341	.704	-.041	.108	-.254	.172
	Equal variances not assumed			-.378	310.074	.706	-.041	.109	-.255	.173
I am willing to make an effort to	Equal variances assumed	.229	.633	.286	341	.775	.030	.104	-.175	.235

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I appreciate that Dalian people are protect the environment in Dalian.	Equal variances assumed	1.846	.175	.784	341	.433	.080	.102	-.121	.281
	Equal variances not assumed			.287	318.058	.775	.030	.104	-.175	.235
I am satisfied with the tourism industry in Dalian.	Equal variances assumed	2.200	.139	-.495	341	.621	-.049	.098	-.242	.145
	Equal variances not assumed			-.492	308.234	.623	-.049	.099	-.243	.146

Continued…

Table 5.14 Independent Samples Test (Continued)

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I would like to come to Dalian again.	Equal variances assumed	.401	.527	1.145	341	.253	.109	.096	-.079	.298
	Equal variances not assumed			1.168	334.841	.244	.109	.094	-.075	.294
I would like to recommend Dalian to my family/friends.	Equal variances assumed	.001	.981	.685	341	.494	.064	.094	-.121	.250
	Equal variances not assumed			.685	316.068	.494	.064	.094	-.121	.250

Continued…

5.4.6 Hypotheses 6

Ho6: There is no significant difference in tourists' attitudes with regard to age.

Ha6: There is a significant difference in tourists' attitudes with regard to age.

Based on Table 5.15 below, the results show that all items have a significant value of more than 0.05. 'I appreciate that servers have service minds in Dalian' has a significant value of 0.259; 'I easily find delicious local restaurants in Dalian' has a

significant value of 0.615; 'I appreciate that Dalian people are friendly and hospitable' has a significant value of 0.218; 'I know Dalian is a safe and clean city' has a significant value of 0.804; 'I pay attention to the history and culture of Dalian' has a significant value of 0.534; 'I pay attention to a good range of attractions' has a significant value of 0.316; 'I am willing to make an effort to protect the environment in Dalian' has a significant value of 0.185; 'I am satisfied with the tourism industry in Dalian' has a significant value of 0.497; 'I would like to come to Dalian again' has a significant value of 0.567; 'I would like to recommend Dalian to my family/friends' has a significant value of 0.509.

In conclusion, all items have failed to reject the null hypothesis. It means that there is no significant difference in tourists' attitudes with regard to age.

Table 5.15 ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I appreciate that servers have service minds in Dalian.	Between Groups	6.679	4	1.670	1.329	.259
	Within Groups	424.703	338	1.257		
	Total	431.382	342			
I easily find delicious local restaurants in Dalian.	Between Groups	2.586	4	.647	.667	.615
	Within Groups	327.729	338	.970		
	Total	330.315	342			
I appreciate that Dalian people are friendly and hospitable.	Between Groups	5.071	4	1.268	1.449	.218
	Within Groups	295.722	338	.875		

ANOVA

	Total	300.793	342			
I know Dalian is a safe and clean city.	Between Groups	1.466	4	.366	.406	.804
	Within Groups	305.135	338	.903		
	Total	306.601	342			

Table 5.15 ANOVA (Continued)

I pay attention to the history and culture of Dalian.	Between Groups	2.739	4	.685	.787	.534
	Within Groups	294.194	338	.870		
	Total	296.933	342			
I pay attention to the good range of attractions.	Between Groups	4.669	4	1.167	1.187	.316
	Within Groups	332.264	338	.983		
	Total	336.933	342			
I am willing to make an effort to protect the environment in Dalian.	Between Groups	5.659	4	1.415	1.558	.185
	Within Groups	306.889	338	.908		
	Total	312.548	342			
I am satisfied with the tourism industry in Dalian.	Between Groups	2.746	4	.687	.845	.497
	Within Groups	274.507	338	.812		
	Total	277.254	342			
I would like to come to Dalian again.	Between Groups	2.279	4	.570	.738	.567
	Within Groups	260.899	338	.772		
	Total	263.178	342			
I would like to recommend Dalian to my family/friends.	Between Groups	2.466	4	.617	.826	.509
	Within Groups	252.245	338	.746		
	Total	254.711	342			

CHAPTER VI

SUMMARY, CONCLUSION & RECOMMENDATIONS

This chapter, consists of four sections, the first section includes summary of finding which consist of the summaries of the demographic factor and the summary of hypotheses testing. It also includes including discussion and implication the results. The second section is the conclusion of this research. The third section is the recommendations for the beneficiaries. And the last section is future study for any researcher who would like to apply this research for further study.

6.1 Summary of Demographics

Table 6.1 Summary of Demographics

Demographics	Findings
Types of Tourist	Domestic tourist (85.8%)
Gender	Female (56.9%)
Age	30-39 (25.9%)

Source: compiled by researcher

Based on Table 6.1 above, of 343 respondents 85.8% were domestic tourists. Based on the number of domestic tourists (343), more than half of them were female (56.9%). In terms of age, 25.9% of the respondents were between 30 to 39 years old.

6.2 Summary of Tourism Product, Price, Destination and Promotion in Dalian

Table 6.2 Summary of Tourism Product, Price, Destination and Promotion in Dalian

Tourism Product, Price, Destination and Promotion in Dalian	Mean
Product: Tourism attractions are beautiful and interesting	3.82
Price: I can afford the price when I check out from my hotel.	3.87
Destination: Tourist signs are placed obviously.	3.70
Promotion: I can get Dalian tourism information through the Internet or travel books.	3.82

Source: compiled by researcher

The higher the mean value, the more agreement for the statement there is. According to Table 6.2 above, the highest mean value for the product is 3.82, which is 'Product- Tourism attractions are beautiful and interesting'. For price, 'I can afford the price when I check out from my hotel' has the highest mean value of 3.87. For place, 'Tourist signs are placed obviously' has the highest mean value at 3.70. For promotion, 'I can get Dalian tourism information through the Internet or travel books' has the highest mean value at 3.82.

6.3 Findings of Hypotheses Testing

Table 6.3 Summary of Hypotheses Testing

Description	Statistical Technique	Hypothesis Testing Results
Hypothesis 1		
There is no significant difference in tourists' attitudes with regard to product in Dalian.	Pearson Correlation	All items reject Ho 1
Hypothesis 2		
There is no significant difference in tourists' attitudes with regard to price in Dalian.	Pearson Correlation	All items reject Ho 2
Hypothesis 3		
There is no significant difference in tourists' attitudes with regard to destination in Dalian.	Pearson Correlation	All items reject Ho 3
Hypothesis 4		
There is no significant difference in tourists' attitudes with regard to promotion in Dalian.	Pearson Correlation	All items reject Ho 4
Hypothesis 5		
There is no significant difference in tourists' attitudes with regard to gender in Dalian.	Independent Sample t-test	All items reject Ho5
Hypothesis 6		
There is no significant difference in tourists' attitudes with regard to age in Dalian.	One-way ANOVA	All items reject Ho6

Source: compiled by researcher

Table 6.3 above shows that hypotheses 1, 2, 3, 4 used Pearson Correlation as

statistical technique, all items reject Ho1which mean there is a significant difference in tourist' attitudes with regard to product in Dalian, there is a significant difference in tourists' attitudes with regard to price in Dalian,there is a significant difference in tourists' attitudes with regard to destination in Dalian, there is a significant difference in tourists' attitudes with regard to promotion in Dalian. Hypothesis 5 used Independent Sample t-test and hypothesis 6 used One-way ANOVA as statistical technique and the result are following , there is no significant difference in tourists' attitudes with regard to gender in Dalian and there is no significant difference in tourists' attitudes with regard to age in Dalian.

6.4 Conclusion

6.4.1 Objective 1

The objective is to understand the attitude of domestic tourists towards tourism destination, product, price and promotion in Dalian, Liaoning, China.

Based on the conceptual framework, there are 4 hypotheses set up by the researcher in order to reach objective 1, i.e. to understand the attitude of domestic tourists towards tourism destination, product, price and tourism promotion in Dalian, Liaoning, China. Base on the results of hypotheses testing in Chapter 5, all items are rejected in hypotheses 1, 2, 3, 4. Thus, there is a significant difference in tourists' attitudes with regard to product, price, destination and promotion in Dalian.

6.4.2 Objective 2

The objective is to study the difference in domestic tourists' attitude when classified under gender and age.

Based on the conceptual framework, there are 2 hypotheses set up by the researcher in order to reach objective 2, to study the difference in domestic tourists' attitude when classified under gender and age. Based on the results of hypotheses testing in Chapter 5, all items failed to reject hypotheses 5, 6.

6.5 Recommendations

The results of Chapter 5 shows that product, price, destination and promotion factors have significant difference with tourists' attitudes. Therefore, the researcher makes the following recommendations:

Product: Dalian already owns a variety of tourism resources and necessary tourism facilities. The highest mean value is 3.82 by beautiful and interesting , which mean Dalian city need to build more building and garden to enhance this attraction. And also according to the second highest mean 3.82,the tourism department in Dalian may hold more festivals and events, maintain and protect the environment and facilities in and of tourism attractions, and add new activities and recreations in order to attract more tourists, not only domestic tourists, but also international tourists, and to increase the tourists' loyalty to Dalian.

Price: Based on the results, many respondents think prices are too high in Dalian, such as hotels and tickets for entering parks. Therefore, a decrease in prices may be sufficient to influence the tourists to come and visit Dalian. The relevant government department in Dalian should pay attention to the prices and reduce them in an appropriate way.

Destination: Some respondents state that the environment around beaches is dirty. It would cause some serious environment issues, such as water pollution, and garbage that is not collected. Thus, it is necessary to solve these problems. Tourism attractions may set new signs or boards to prompt tourists as well as local people to pay more attention to protect the environment.

Promotion: Dalian has a good strategy to promote the whole city based on the results in Chapter 5. However, it is also important to promote specific tourism attractions. At the same time, tourism agencies may provide attractive Dalian tour packages, or by holding more special events and festivals in order to increase the number of visitors. Moreover, the official Dalian tourism website should improve and add more language options in English, so that it is convenient for tourists from other countries to get knowledge and information about Dalian.

6.6 Future Study

In this study, the researcher analyzed tourists' attitude with regard to product, price,

destination and promotion in Dalian by conducting a survey among domestic tourists at the airport and the train station. For a future study, other researchers could investigate tourists' attitudes with regard to a specific tourism attraction. Or they could aim at the tourism marketing mix in Dalian. It would be beneficial to study the residents' attitudes toward the tourism industry in Dalian.

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Questionnaire

Dear Respondents:

I am a student who studies in the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. This questionnaire has been developed under the purpose of education only and the information will be treated with high confidentiality. Please spend a few minutes to respond to the following questions. Thank you very much!

Your Sincerely,

Wei Liu

Section 1: Demographics

1. Are you tourist in Dalian?

1) Domestic tourist. Please continue to answer following questions.

2) Local resident. Please stop, thanks for your cooperation!

2. Gender

1) Male   2) Female

3. Age (years old)

1) 18-19   2) 20-29

3) 30-39   4) 40-49

5) Over 50

Section 2: Tourism Product, Price, Destination and Promotion Dalian

Please choose only one choice for the following questions:

1=Strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5=Strongly Agree

All Variables	Strongly Disagree ←→ Strongly Agree				
	1	2	3	4	5
Product					
4. There are different accommodations to choose.					
5. I can use all facilities in my hotel.					
6. I can choose various restaurants.					
7. The atmosphere/environment of restaurant is good.					
8. I can choose different types of transportation.					
9. Tourism attractions are beautiful and interesting.					
10. Festivals and events are enjoyable.					
11. The quality of service is good.					
Price					
12. I can afford the price when I check out from my hotel.					
13. I think the price of different restaurants is reasonable.					
14. Transportation fee (Taxi, bus, etc.) is reasonable.					
15. It is worth to pay tickets at tourism attractions.					
16. Travel agency provides reasonable price for tour programs.					
Destination					
17. The location of my hotel is convenient for travelling.					
18. Transportation facility is convenient and accessible for me.					
19. Tourist sign is placed obviously.					

	Promotion					
20.	I can make reservations through Internet for hotel, transportation, etc.					
21.	It is easy to get tourism information at airport or train/bus stations.					
22.	I can watch Dalian tourism advertisement on TV.					
23.	I can get Dalian tourism information through Internet or travel books.					

Section 3: Tourists' Attitudes in Dalian

Please choose only one choice for the following questions:

1=Strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5=Strongly Agree

Tourists' Attitudes	Strongly Disagree ←-----→ Strongly Agree				
	1	2	3	4	5
24.	I appreciate servers have service minds in Dalian.				
25.	I easily find local delicious restaurants in Dalian.				
26.	I appreciate Dalian people are friendly and hospitable.				
27.	I know Dalian is a safe and clean city.				
28.	I pay attention to history and culture of Dalian.				
29.	I pay attention to good range of attractions.				
30.	I am willing to make an effort to protect environment in Dalian.				
31.	I am satisfied with tourism industry in Dalian.				
32.	I would like to come to Dalian again.				
33.	I would like to recommend Dalian to my family/friends.				

34. Comments/Suggestions for tourism development in Dalian

_____

_____

_____

调查问卷

尊敬的先生,女士:

我是泰国易三仓大学旅游管理硕士学位的在读研究生。现在,正在做我的毕业论文,关于"调查和研究游客对大连旅游产品的态度"。这份调查问卷由两个部分组成,并且所有信息仅以学习,研究为目的。同时,它也是我毕业论文的重要材料之一。希望您能抽出您宝贵的几分钟,帮我完成此份调查问卷。

谢谢您的合作!

此致

敬礼!

刘巍

第一部分：个人信息

1. 请问您是来大连旅游的吗?
1) 旅游者。请回答下面问题
2) 当地居民。谢谢合作！
2. 性别
1) 男　　　　　　　2) 女
3. 年龄
1) 18-19　　　　　　2) 20-29
3) 30-39　　　　　　4) 40-49
5) 50 岁以上

第二部分：大连旅游

请从以下选项中选出一个最佳答案

1= 非常不同意, 2= 不同意, 3= 一般, 4=同意, 5= 非常同意

		非常不同意 ←→非常同意						
		1	2	3	4	5		
	产品							
4.	大连有许多不同的酒店提供个我选择							
5.	我能使用酒店里的所有设施							
6.	我能选择不同的餐厅就餐							

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		1	2	3	4	5
7.	餐厅的气氛和环境很好					
8.	我能选择不同的交通出行方式					
9.	大连旅游景点很美丽					
10.	大连的节日很有趣					
11.	大连的服务质量好					
	价格					
12.	我能够支付酒店费用					
13.	我认为不同餐厅的价格很合理					
14.	交通费很合理					
15.	我认为购买旅游景点的门票是值得的					
16.	旅行社对不同项目的报价是合理的					
	地点					
17.	我住的酒店很方便我出游					
18.	交通工具和公交站台很容易找到					
19.	旅游指示标很明显					
	宣传					
20.	我能通过网络进行预订					
21.	在飞机场或车站我能得到有关大连旅游的信息					
22.	我在电视上看过关于推动大连旅游的广告					
23.	我能从书籍或网络得到大连旅游信息					

第三部分：旅游者对大连旅游的态度
请从以下选项中选出一个最佳答案
1= 非常不同意, 2= 不同意, 3= 一般, 4=同意, 5= 非常同意

游客态度	非常不同意←------→非常同意				
	1	2	3	4	5
24. 大连服务行业的服务者有很好的服务意识					
25. 我很容易的能找到大连当地小吃					
26. 大连人很友好和热情					
27. 我知道大连是个安全和干净的城市					
28. 我很注意大连的文化和历史					
29. 我很在乎景区的规划					
30. 我愿意为保护大连环境出一份力					

31.	我很满意大连旅游业					
32.	我愿意再来大连游玩					
33.	我愿意介绍我的亲友来大连					

34. 请问．您对于大连未来的旅游发展有何意见或建议：

_____

_____

_____

_____

_____