



INTERNATIONAL TOURISTS' PERCEPTIONS OF TOURISM PRODUCTS
AND FACILITIES IN SHANGHAI, CHINA: A QUANTITATIVE AND
QUALITATIVE STUDY

by
JIANG LI

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

September, 2007

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ACCEPTANCE

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

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Abstract

This research is a quantitative and qualitative study on international tourists' perception of tourism products and facilities in Shanghai, China.

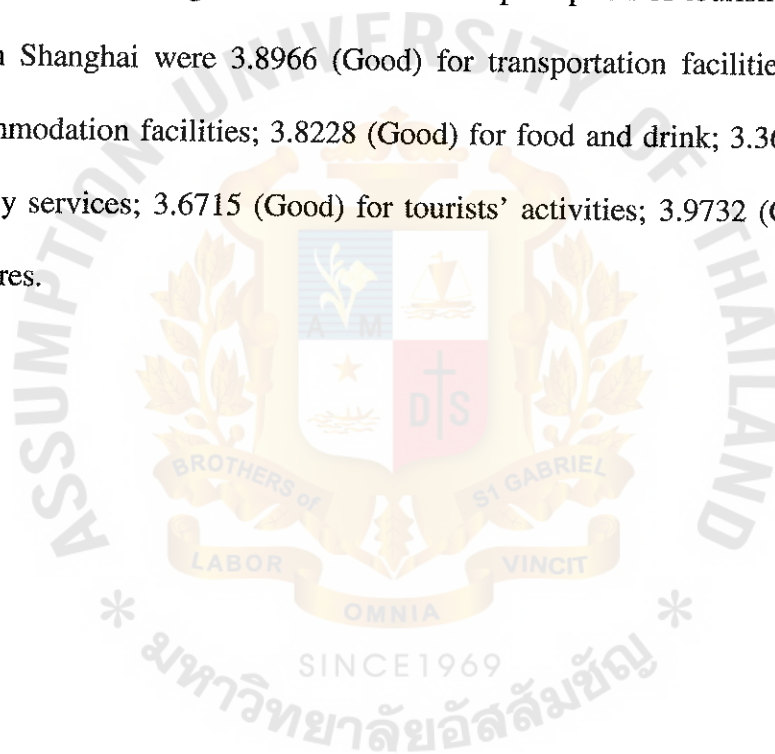
For the quantitative study, a sample of 384 respondents was selected, and questionnaires were distributed to 384 international tourists at key destinations in Shanghai by non-random convenient sampling method. T-test and ANOVA were used for hypothesis testing.

The qualitative study was conducted by means of personal observation and interviews with about 20 hotel operators, travel agencies, tourist attractions managers, and some selected international tourists.

Results for hypothesis testing revealed that there were no differences among international tourists' perception in Shanghai for transportation facilities when classified by nationality, gender, age, marital status, education, and income; regarding their perception of accommodation facilities when classified by nationality, gender, age, marital status, education, frequency of visit, and group/individual; regarding their perception of food and drink when classified with nationality, gender, marital status, education, income, frequency of visit, purpose of visit and group/individual; regarding their perception of travel agency services when classified by gender, income, frequency of visit, purpose of visit and group/individual; regarding their perception of tourists' activities when classified by gender, age, income, frequency of visit, purpose of visit and group/individual; regarding their perception of interesting cultures when classified by nationality, gender, age, marital status, income, frequency of visit and purpose of visit. On the other hand, there were differences among international tourists visiting Shanghai regarding their perception of transportation facilities when

classified by frequency of visit, purpose of visit and group/individual; regarding their perception of accommodation facilities when classified by age, income and purpose of visit; regarding their perception of food and drink when classified by age; regarding their perception of travel agency services when classified by nationality, age, marital status, and education; regarding their perception of tourists' activities when classified by nationality, marital status and education; regarding their perception of interesting cultures when classified by education and group/individual.

The mean values showing international tourists' perception of tourism products and facilities in Shanghai were 3.8966 (Good) for transportation facilities; 3.3854 (Fair) for accommodation facilities; 3.8228 (Good) for food and drink; 3.3689 (Fair) for travel agency services; 3.6715 (Good) for tourists' activities; 3.9732 (Good) for interesting cultures.



Acknowledgement

This research is to study the international tourists' perception of tourism products and facilities in Shanghai, China. This study would not have been accomplished without the cooperation and assistance of many people.

First of all, I would like to express my sincere gratitude to Dr. Chanchai Athichitskul, who gave his academic and moral support over the whole period of production of this research. Without his help, I couldn't finish this research on time.

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Finally, to my parents and my friends, for all the sympathy with which they overwhelmed me through this thesis, thank you.

Jiang Li

Assumption University

August, 2007

TABLE OF CONTENTS

| | Page |
|---|--------------|
| Abstract | i |
| Acknowledgements | iii |
| Table of Contents | iv |
| List of Tables | iv |
| List of Figures | iv |
| CHAPTER ONE: GENERALITIES OF THE STUDY | 1 |
| 1.1 Background of The Study ----- | 1 |
| 1.2 Statement of The Problem----- | 3 |
| 1.3 Research Objective----- | 4 |
| 1.4 Scope of The Study----- | 4 |
| 1.5 Limitations of The study----- | 4 |
| 1.6 Significance of The Study ----- | 5 |
| 1.7 Definition of Terms----- | 5 |
| CHAPTER TWO: LITERATURE REVIEW | 7 |
| 2.1 Discussion of Variables----- | 7 |
| 2.1.1 Independent Variables----- | 7 |
| 2.1.2 Dependent Variables----- | 9 |
| 2.2 Theories Used in This Research----- | 14 |
| 2.3 Shanghai Tourism----- | 17 |
| 2.4 Empirical Studies or Other Related----- | 24 |

CHAPTER THREE: RESEARCH FRAMEWORK **28**

| | |
|---|----|
| 3.1 Theoretical Framework----- | 28 |
| 3.2 Conceptual Framework ----- | 28 |
| 3.3 Definition of Variables----- | 30 |
| 3.3.1 Independent Variables----- | 30 |
| 3.3.2 Dependent Variables----- | 31 |
| 3.4 Research Hypothesis----- | 31 |
| 3.5 Operation of the Independent and Dependent Variables----- | 41 |
| 3.5.1 Operationalization of Independent Variables----- | 41 |
| 3.5.2 Operationalization of Dependent ----- | 42 |

CHAPTER FOUR: RESEARCH METHODOLOGY **43**

| | |
|--|----|
| 4.1 Research Methods----- | 43 |
| 4.2 Respondents and Sampling Procedures ----- | 44 |
| 4.2.1 Target Population----- | 45 |
| 4.2.2 Sample Method----- | 45 |
| 4.2.3 Sample Size----- | 45 |
| 4.3 Research Instruments and Questionnaire----- | 45 |
| 4.4 Collection of Data----- | 46 |
| 4.5 Pre-test----- | 46 |
| 4.6 Statistical Treatment of Data----- | 47 |
| 4.6.1 Descriptive Statistics----- | 47 |
| 4.6.2 Inferential Statistics for Hypothesis Testing----- | 47 |

| | |
|---|------------|
| CHAPTER FIVE: PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS----- | 56 |
| 5.1 Tourists’ Demographic and Travel Characteristics----- | 56 |
| 5.2 Results of Hypothesis Testing----- | 64 |
| 5.3 Discussion of Statistical Results----- | 99 |
| 5.4 Result from Additional Qualitative Study----- | 102 |
| 5.4.1 The feedbacks concerning international tourists’ perception towards tourism products and facilities in Shanghai, China. ----- | 102 |
| 5.4.2 The observation concerning tourism products and facilities in Shanghai.----- | 104 |
| 5.4.3 Favorite attractions and activities in Shanghai ----- | 105 |
| CHAPTER SIX: SUMMARY AND RECOMMENDATIONS----- | 108 |
| 6.1 Summary of Tourists’ Demographic and Travel Characteristics----- | 108 |
| 6.2 Summary of International Tourists’ Perception of Tourism Products and Facilities----- | 109 |
| 6.3 Summary of Hypothesis Testing----- | 110 |
| 6.4 Recommendations to Improve Tourism Products and Facilities In Shanghai, China. ----- | 121 |
| 6.5 Recommendations for Further Research----- | 123 |
| BIBLIOGRAPHY----- | 124 |
| APPENDIXES | |
| Appendix A: Questionnaire ----- | 128 |
| Appendix B: Reliability Test----- | 133 |

List of Tables

| | |
|---|----|
| Table 2.4: Summary of Empirical Studies----- | 27 |
| Table 4.2 Theoretical Sample Size for Different Sizes of Population and A 95%Level of Certainty----- | 44 |
| Table 4.5 Reliability Analysis-Scale (ALPHA) of Pre-Test Result ----- | 47 |
| Table 4.6 Statistic tools use for data analysis----- | 48 |
| Table 5.1.1 Summary of Respondents By Nationality----- | 56 |
| Table 5.1.2 Summary of Respondents By Gender----- | 57 |
| Table 5.1.3 Summary of Respondents By Age----- | 58 |
| Table 5.1.4 Summary of Respondents By Marital Status----- | 59 |
| Table 5.1.5 Summary of Respondents By Education Background----- | 60 |
| Table 5.1.6 Summary of Respondents By Annual Income----- | 61 |
| Table 5.1.7 Summary of Respondents By Frequency of Visit----- | 62 |
| Table 5.1.8 Summary of Respondents By Purpose of Vist----- | 63 |
| Table 5.1.9 Summary of Respondents By Types of Trip----- | 64 |
| Table 5.2.1: One Way ANOVA test for Hypothesis 1----- | 65 |
| Table 5.2.2: Independent T-test for Hypothesis 2----- | 65 |
| Table 5.2.3: One Way ANOVA test for Hypothesis 3----- | 66 |
| Table 5.2.4: Independent T-test for Hypothesis 4----- | 67 |
| Table 5.2.5: One Way ANOVA test for Hypothesis 5----- | 67 |
| Table 5.2.6: One Way ANOVA test for Hypothesis 6----- | 68 |
| Table 5.2.7: One Way ANOVA test for Hypothesis 7----- | 69 |
| Table 5.2.8: One Way ANOVA test for Hypothesis 8----- | 69 |

| | |
|---|----|
| Table 5.2.9: One Way ANOVA test for Hypothesis 9----- | 70 |
| Table 5.2.10: One Way ANOVA test for Hypothesis 10----- | 70 |
| Table 5.2.11: Independent T-test for Hypothesis 11----- | 71 |
| Table 5.2.12: One Way ANOVA test for Hypothesis 12----- | 72 |
| Table 5.2.13: Independent T-test for Hypothesis 13----- | 72 |
| Table 5.2.14: One Way ANOVA test for Hypothesis 14----- | 73 |
| Table 5.2.15: One Way ANOVA test for Hypothesis 15----- | 74 |
| Table 5.2.16: One Way ANOVA test for Hypothesis 16----- | 74 |
| Table 5.2.17: One Way ANOVA test for Hypothesis 17----- | 75 |
| Table 5.2.18: One Way ANOVA test for Hypothesis 18----- | 76 |
| Table 5.2.19: One Way ANOVA test for Hypothesis 19----- | 76 |
| Table 5.2.20: Independent T-test for Hypothesis 20----- | 77 |
| Table 5.2.21: One Way ANOVA test for Hypothesis 21----- | 78 |
| Table 5.2.22: Independent T-test for Hypothesis 22----- | 78 |
| Table 5.2.23: One Way ANOVA test for Hypothesis 23----- | 79 |
| Table 5.2.24: One Way ANOVA test for Hypothesis 24----- | 80 |
| Table 5.2.25: One Way ANOVA test for Hypothesis 25----- | 80 |
| Table 5.2.26: One Way ANOVA test for Hypothesis 26----- | 81 |
| Table 5.2.27: One Way ANOVA test for Hypothesis 27----- | 82 |
| Table 5.2.28: One Way ANOVA test for Hypothesis 28----- | 82 |
| Table 5.2.29: Independent T-test for Hypothesis 29----- | 83 |
| Table 5.2.30: One Way ANOVA test for Hypothesis 30----- | 84 |
| Table 5.2.31: Independent T-test for Hypothesis 31----- | 84 |
| Table 5.2.32: One Way ANOVA test for Hypothesis 32----- | 85 |
| Table 5.2.33: One Way ANOVA test for Hypothesis 33----- | 86 |

| | |
|--|-----|
| Table 5.2.34: One Way ANOVA test for Hypothesis 34----- | 86 |
| Table 5.2.35: One Way ANOVA test for Hypothesis 35----- | 87 |
| Table 5.2.36: One Way ANOVA test for Hypothesis 36----- | 88 |
| Table 5.2.37: One Way ANOVA test for Hypothesis 37----- | 88 |
| Table 5.2.38: Independent T-test for Hypothesis 38----- | 89 |
| Table 5.2.39: One Way ANOVA test for Hypothesis 39----- | 90 |
| Table 5.2.40: Independent T-test for Hypothesis 40----- | 90 |
| Table 5.2.41: One Way ANOVA test for Hypothesis 41----- | 91 |
| Table 5.2.42: One Way ANOVA test for Hypothesis 42----- | 92 |
| Table 5.2.43: One Way ANOVA test for Hypothesis 43----- | 92 |
| Table 5.2.44: One Way ANOVA test for Hypothesis 44----- | 93 |
| Table 5.2.45: One Way ANOVA test for Hypothesis 45----- | 94 |
| Table 5.2.46: One Way ANOVA test for Hypothesis 46----- | 94 |
| Table 5.2.47: Independent T-test for Hypothesis 47----- | 95 |
| Table 5.2.48: One Way ANOVA test for Hypothesis 48----- | 96 |
| Table 5.2.49: Independent T-test for Hypothesis 49----- | 96 |
| Table 5.2.50: One Way ANOVA test for Hypothesis 50----- | 97 |
| Table 5.2.51: One Way ANOVA test for Hypothesis 51----- | 97 |
| Table 5.2.52: One Way ANOVA test for Hypothesis 52----- | 98 |
| Table 5.2.53: One Way ANOVA test for Hypothesis 53----- | 98 |
| Table 5.2.54: One Way ANOVA test for Hypothesis 54----- | 99 |
| Table 5.3.1: Descriptive Statistics of International Tourists' Perception of Tourism | |
| Product and Facilities in Shanghai, China.----- | 100 |
| Table 5.4.3.1: Favorite Attractions in Shanghai----- | 105 |
| Table 5.4.3.2: Favorite Attractions in Shanghai----- | 106 |

| | |
|---|-----|
| Table 6.1: Summary of Tourism Demographic and Travel Characteristics----- | 108 |
| Table 6.2: Summary of International Tourists' Perception of Tourism Products and Facilities in Shanghai, China.----- | 109 |
| Table 6.3: Summary of Hypothesis Testing----- | 110 |



List of Figures

| | |
|---|-----|
| Figure 2.2: PZB Service Quality Gap Model (Modified)----- | 16 |
| Figure 3.2: Conceptual Framework----- | 29 |
| Figure 5.1.1: Nationality----- | 56 |
| Figure 5.1.2: Gender----- | 57 |
| Figure 5.1.3: Age----- | 58 |
| Figure 5.1.4: Marital Status----- | 59 |
| Figure 5.1.5: Education Background----- | 60 |
| Figure 5.1.6: Annual Income----- | 61 |
| Figure 5.1.7: Frequency of Visit----- | 62 |
| Figure 5.1.8: Purpose of Visit----- | 63 |
| Figure 5.1.9: Types of Trip----- | 64 |
| Figure 5.4.3.1: Favorite Attractions in Shanghai----- | 106 |
| Figure 5.4.3.2: Favorite Tourists' Activities----- | 107 |

CHAPTER ONE

GENERALITIES OF THE STUDY

1.1 BACKGROUND OF THE STUDY

With the rapid development of China's economy and increasing in disposable income, its tourism industry is flying. Inbound, outbound and domestic tourism are all showing expansive growth, with tourism revenues now accounting for 6.1 percent of total GDP in 2006. The industry will grow at least 10 percent in each of the next five years, while the World Tourism Organization predicts that China will be the world's largest tourism market by 2020. ("www.chinaview.cn" Feb 9, 2007). Growth is due to newly opened international destinations, improved domestic transportation and infrastructure, and overall economic development and stability in China.

China received 124 million inbound travelers in 2006, ranking fourth in the world, according to statistics released by China National Tourism Administration (CNTA) ("www.chinaview.cn" Jan 14, 2007). Inbound tourism has become China's biggest service trade area. The number of travelers from Japan, the Republic of Korea and Southeast Asian nations grew steadily in 2006, and the growth of new markets such as Europe, North America and India has accelerated.

The development of inbound tourism boosted construction of infrastructure, hotels, restaurants and shops. Inbound tourism will continue to increase in the next few years. The Beijing Olympic Games in 2008 and the Shanghai World Expo in 2010 will attract more travelers from all over the world.

Shanghai, as one of the largest centers of economic growth in China, is now making an effort to develop its international tourism industry. The famous Huangpu River flows through Shanghai,

which possesses of a host of historical scenes and sights that testify to the city's modern-time glory as a national commercial and financial center. The city has opened more than 30 tourism routes and boasts more than 400 scenic spots. In 2006, Shanghai welcomed 6 million overseas tourists, it also sets its sights on attracting 10 million in 2010, when it will host the World Expo("tyw.sh.gov.cn/en/intro" Jan 20, 2007). It attributed the city's success to its modern tourism facilities, which it had successfully used to host conferences and festivals. And the city's buildings are not without charm. Places like the Oriental Pearl TV Tower, Jin Mao Tower and the Shanghai Museum have become tourist attractions.

The World Expo will accelerate Shanghai's pace to become an internationally well-known expo city. By 2010, officials of nearly 200 countries, regions and international organizations as well as 70 million foreign visitors will visit Shanghai ("www.expo2010china.com", Jan 12, 2007). It is definitely providing a great opportunity. With great economic potential, regional advantages and convenient transport and auxiliary service facilities, Shanghai is rapidly advancing to become an international convention center. In order to realize its goals for 2010, Shanghai is working hard to attract more foreign travelers. The city will also cooperate more with both Shanghai-based and foreign-funded travel agencies.

The Shanghai Government believes a well developed tourism industry can help accelerate Shanghai's transformation into one of the world's best known and most visited metropolises. They hope to attract more overseas visitors in the next few years, following China's accession to the WTO. New policies that allow foreigners to visit Shanghai for up to two days without a visa may boost the numbers of visits ("www.chinaview.cn" Jan 14, 2007). Though Shanghai's tourism lacks behind other world advanced, yet wide vistas are open. Irrespective of the fact new challenges may

be met after China's entry into the WTO, Shanghai will be assured of success in developing its tourism to a world top-class level during a not long period of time in the future.

Generally speaking, domestic and overseas scholars have carried out extensive studies on overseas tourists' perception of tourism products and facilities, which have promoted and guided tourism planning and management, tourism product development and marketing, as well as the sustainable development of tourist places. However, the major results of overseas study are mainly on international tourists' perception towards tourism, compared with overseas literature, they found that domestic studies were still at the initial stage and there remains a big gap between them (Wang Li & Lu Lin, 2005). Therefore, the researcher should continue to do this study of international tourists' perceptions in domestic city.

1.2 STATEMENT OF THE PROBLEM

With the opening of the door to welcome foreign tourists in 1990s, an increasing number of international tourists has been visiting Shanghai as business travelers and holiday makers. In 2010 when Shanghai hosts the World Expo, it is estimated that 70 million visitors will come to Shanghai from all over the world ("lyw.sh.gov.cn" Jan 20, 2007). So it is very important to improve tourism products and facilities. Chinese tourism enterprises are making efforts to understand the needs and perceptions of foreign tourists, so that they could improve their respective services to satisfy these international tourists.

The statement of problem for this study is "What is the perception of international tourists towards tourism products and facilities in Shanghai, China?"

1.3 RESEARCH OBJECTIVES

- To identify significant differences among international tourists in their perception of tourism products and facilities in Shanghai when classified by various demographic characteristics.
- To find explanation to results for qualitative study by means of personal interviews and observation.

1.4 SCOPE OF THE STUDY

This research is conducted under the following scope.

- The research was aimed at find the difference among the perception of international tourists towards tourism products and facilities in Shanghai. The respondents will be classified by a demographic background to accomplish the objectives of the research.
- This research would measure international tourists' perception towards transportation facilities, accommodation facilities, food and drink, travel agency's services, tourists' activities and interesting cultures.

1.5 LIMITATIONS OF THE STUDY

- The research was limited to only foreign tourists. Chinese tourists were excluded from the domain of this research, which also has an impact on improving accommodation facilities, tourists' activities and the hygiene of food and drinks in Shanghai.
- This research was conducted during June-July, 2007, so the finding can't be generalized for all times.

1.6 SIGNIFICANCE OF THE STUDY

Findings from this research would reveal the different perceptions of tourism products and facilities of international tourists visiting Shanghai, China.

Finding from this research would contribute to the transportation sector to improve their service in accordance with the needs of international tourists.

For the contribution to the accommodation sector, the finding of the research will offer hoteliers satisfaction scale of international tourists on accommodation in Shanghai on the aspect of price and quality therefore hoteliers can improve their accommodation to serve the needs of international tourists.

The research will determine the perception of international tourists to food and drink provided in Shanghai. Hence the restaurants and food service sector would understand the needs of international tourists and can offer better service and assure hygienic of food and drink.

The travel agencies and tourism activities providers can apply the result of the research as a guideline to give their ideas and provide better services in order to leave over the positive perception for international tourists.

The outcome of the research may be help Shanghai Municipal Tourism Administrative Commission as a guideline for making a marketing plan and promotion to this inbound market, which will prepare for World Expo 2010 in Shanghai.

1.7 DEFINITION OF TERMS

For the purposes of this research, the following definitions are use to define the following:

International tourism: Travel/tourism between countries, i.e. foreign travel/tourism by residents

of one country to, from and within other countries, as distinct from domestic travel/tourism; for statistical purposes residents include resident aliens. From the point of view of a country, international travel/tourism consists inbound and outbound travel/tourism (Medlik, 1996)

International tourists: For statistical purposes, an international visitor who travels to a country for at least one night and main purpose of visit may be classified under one of the following three groups: (a) leisure and holidays; (b) business and professional; (c) other tourism purpose (Medlik, 1996)

Business Tourism: Business tourism is concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early times (Davidson, 1994).

Perception: Perception is a 'process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world' (Schiffman & Kanuk, 2004).

Tourists' Perception: Perception is a process by which tourists receive information about destination or services and how their perception of that information influences their traveling. The information will come from two major sources, the commercial environment and social environment. Any information from either environment is molded into an image through the tourist's perceptual processes (Mill & Morrison, 1985).

Tourism Products: Product is anything that can be offered to a guest or tourist for use or consumption that might satisfy a want or need (Kotler, 2000).

CHAPTER TWO

LITERATURE REVIEW

This study aims at identifying and analyzing the perception of international tourists towards tourism products and facilities in Shanghai, the meaning of international tourists' perception involves tourists' awareness, sense and the degree of appreciation. Therefore, this chapter will provide literature review on tourists' demographic and travel Characteristics. Moreover, this research refers to some theories which seek to survey how international tourists perceive the quality of various tourism products and facilities in Shanghai.

2.1 DISCUSSION OF VARIABLES

2.1.1 INDEPENDENT VARIABLES

Demographic Characteristics

Demographics are the characteristics of human populations and population segments. Demographic characteristics, such as age, sex, marital status, income, occupation, and education, are most often used as the basic for market segmentation, especially when used to identify target markets. Basic demographic analysis is used for two reasons: to identify population characteristics in order to determine just who potential customer is and to serve as a means of locating geographic areas where the largest number of potential customers live.

Nationality: Nationality is one issue in demographic segmentation with similar to used for distinguishing customer groups (Kotler, 2000). It affects tourist behavior. Different tourists in

different countries should have different cultures, causing them to have different attitudes and perceptions. It is also interesting to find out whether any difference in nationality would determine different perceptions of international tourists for various tourism products and facilities provided in Shanghai.

Gender: Gender influences tourists' thinking, values, attitudes, behaviors, wants and purchase decision. Occasionally, other marketers' notice an opportunity for gender segmentation (Kotler, 2000). Male and female have different bias in needs, wants and purchasing decisions. It is also interesting to find out whether any difference in gender would determine different perceptions on international tourists for various tourism products and facilities provided in Shanghai.

Age: Age influences purchasing decisions, since age is one factor influencing consumer's behavior and thinking. Mill and Morrison (1985) stated that the relationship between age and tourism has two dimensions, which are the amount of leisure time available relative to age and the type and extent of activities undertaken at various age levels. It also interesting to find out whether difference in age would determine different perception on international tourists for various tourism products and facilities provided in Shanghai.

Marital Status: The pattern of the recreation is associated with life stage of the family, The existence of young children trends to decrease the number of trips taken, whereas married couples with no children are among the best travel prospects (Goeldner, 2000). It also interesting to find out whether difference in marital status would determine different perception on international tourists for various tourism products and facilities provided in Shanghai.

Education: Education is relatively simple to measure. Educational level is correlated with both occupation and income. In addition, it influences the lifestyle and therefore consumption patterns of individuals in a direct manner (Hawkins, Best, & Coneys, 1983). This research would try to find out whether difference in educational level would determine different perceptions on international tourists for various tourism products and facilities provided in Shanghai.

Income: Income segmentation is dividing a market into different income groups. It can indicate the characteristics of tourists in order to satisfy their needs related to their income's characteristics (Kotler, 2000). In general, income tends to increase with age as people obtain better-paying jobs and receive promotions. Married couples often have a higher income because both spouses are working. It is also interesting to find out whether any difference in income level would determine different perceptions of international tourists for various tourism products and facilities provided in Shanghai.

Other important demographic factors include marital status, frequency of visit, purpose of visit and types of trips. This research would try to find out whether the difference in those factors would determine different perception on international tourists for various tourism products and facilities provided in Shanghai.

2.1.2 DEPENDENT VARIABLES

Transportation Facilities

Transportation is used to move people and things from one place to another. It includes items such as ships, airplanes, buses, taxis, etc. Tourism, as an economic activity, is characterized by a

high level of elasticity. As transport costs are significant for international transportation, demand is strongly influenced by cost fluctuations. Therefore, transport is the key element in the tourism industry (Mill, 1990). He also pointed out that transport is the cause and the effect of the growth of tourism. To start with, the improved facilities have stimulated tourism, and the expansion of tourism has stimulated transport. Accessibility is the main function behind the basics of tourism transport. In order to access the areas that are mainly aimed, tourists will use any transportation mode. However, air transport is the main mode for international tourism. Air transport plays a dominant role in inter-regional movements of tourists, which normally entails travel over long-distance. Growth rates of international air traffic are pegged with growth rates of international tourism.

The Shanghai airport is currently focusing its efforts on phase two expansion. If only 2% of these visitors are from overseas, the demand for flights will be 2.8 million person-times. If 20% of the domestic visitors travel by air, it will translate into 26.88 million person-times. In order to cater for this, expansion of the international airport at the Pudong New Area has been speeded up. The Shanghai airport is currently focusing its efforts on phase two expansion. A new runway was completed in 2004 and new terminal building operational by 2007 which can then more than double the existing capacity. By 2010, another runway will also be completed as part of the phase three expansion (“www.tdctrade.com” Jan 20, 2007). By that time, the Shanghai airport is expected to become not only a safe, comfortable, convenient and efficient transport hub, but also features a wide range of facilities such as shopping, leisure and conventions.

Accommodation Facilities

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The accommodation sector comprises widely differing forms of sleeping and hospitality facilities which can be conveniently categorized as either serviced or self catering.

The demand for hotel bedrooms will come from a widely distributed market, nationally or internationally, large hotel chains enjoy substantial advantages in gaining access to their markets. Many international chains have close links, through ownership or financial interest, with the airlines. This relationship today gives the hotel chains access to the airlines' global distribution systems (GDS), computerized reservations networks which constitute a vital factor in selling rooms to the international markets. Virtually all of the large hotel chains, and many smaller hotel companies, have today installed their own computer reservations systems to cope with world wide demand for immediate confirmation on availability and reservations ("www.world-tourism.org/quality" Jan 20, 2007).

Beyond Shanghai are dozens of boomtowns like Suzhou and Hangzhou with growing expatriate communities. Hotel restaurants there often serve as centers of community life, giving them great influence over the trade in their respective cities. Introducing new products into distant cities requires close coordination with local distributors, which is generally much more forthcoming with the support of one of the city's top hotels ("lyw.sh.gov.cn/en/intro" May 5, 2007).

Food and Drink

A representative number of restaurants, cafeterias, cafes and bars in the area should provide accessible facilities which take into account ease of exterior access, furniture designed to enable their utilization by users in wheelchairs, bars at different heights, menus in Braille and with easily readable type, accessible bathrooms, etc. Such establishments should be clearly marked to make

them easy to find.

Shanghai, with so many business people rushing in, is not only China's economic and cultural center, but also a "Grand View Garden" for dinners of all tastes. Different styles of cuisine meet and merge in Shanghai only to create the so-called Shanghai style cuisine, influenced by Beijing cuisine, Yangzhou cuisine, Guangdong cuisine and Sichuan cuisine, together with the foods of Suzhou, Wuxi, Ningbo and Hangzhou flavors, making Shanghai an ideal "gourmet kingdom". Foreign style restaurants and coffee shops are found all over the city, among them are French, Russian and German a la Carte restaurants, American fast food restaurants, Italian Pizza Huts, Japanese Sushi bars, Korean BBQ houses, as well restaurants of Indian, Vietnamese, Thai and Mexican flavors("lyw.sh.gov.cn/en/cuisine" May 5, 2007).

Travel Agency Services

A travel agency is a business that sells travel related products and services to end-user customers on behalf of third party travel suppliers, such as airlines, hotels and cruise lines. Customers of travel agencies include tourists and business travellers. Some agencies also serve as general service agents for foreign travel companies in different countries ("www.travelchinaguide" May 5, 2007).

To comply with WTO, China has adopted new regulations governing the travel business, effective on Jan. 1, 2002. Under these new rules, foreign travel agencies are permitted to offer travel services within China. Local Chinese travel agencies will soon begin to face the challenges resulting from China's accession to the WTO ("strategis.ic.gc.ca " Dec 17, 2006).

In Shanghai, travel agency's service normally supply brochures to potential customers for them to browse through and then take booking along with any deposits or payments. They will use

computer reservations systems to investigate availability and the costs of any planned journey and advice on the sustainability of the accommodation or transport to meet the customer' needs. Although there are 40 travel agencies in Shanghai which are supposedly authorized to conduct international travel business, in fact all but five are limited to providing inbound and domestic travel services only ("strategis.ic.gc.ca " Dec 17, 2006).

Tourists' Activities

Tourism includes a range of activities, nowadays international tourism tends to be so competitive, individual countries often target different groups of individuals depending on the country's assets, such as culture, history, nature etc, and potentially indirectly targeting different individuals, such as business men, young women and old couples.

The stakeholders who would most obviously be interested in attractions and activity segmentation are the operators of such businesses, or the destinations that specialize in these attractions or activities. Shanghai offers lots of tourists' activities for both pleasure tourists and business travelers. A new tourism project will be open, a dumpling culture exhibition will be held in Jiading District from September 28 to October 6 in 2007, allowing visitors to learn about the history of the tasty snacks as they chew down, according to the Shanghai Tourism Administrative Commission. Visitors will also learn how to make Nanxiang steamed dumplings, a famous treat in China that combines tender meat wrapped in dough skins and its tasty soup ("www.chinaview.cn" July, 27. 2007). The tourism festival will also include several traditional events, including a parade down Huaihai Road to kick off the festival, fireworks, and Shanghai Oktoberfest, a chance to drink beer and dance the polka ("www.pudong.gov.cn". May 5, 2007).

Interesting Cultures

Culture-oriented tourists are a new, emerging, category of travelers. They live a vacation as a learning experience – an opportunity to discover unexploited resources of an area, including folk traditions, habits of the everyday life, rituals, history, or gastronomy. They look for original, engaging and customized travelling proposal.

Cultural tourism is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types of tourism. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle (“www.chinaview.cn” July, 27. 2007).

Although Shanghai is a modern and developed city, many people of Shanghai are still living their traditional way of life, thus many traditional customs are preserved and last to show the fascination of Shanghai. To celebrate the customs, numerous festivals and plentiful exhibitions are held and have made profound influence in Shanghai people's daily life (“lyw.sh.gov.cn/en/intro” May 5, 2007).

2.2 THEORIES USED IN THIS RESEARCH

Theories on Perception

Perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world (Schiffman & Kanuk, 2004). It can be

describes as “How we see the world around us.”

Perception as the process by which stimuli are selected from the external environment and interpreted into meaningful internal experience (Samour & Porter, 1991).

Subjective Perception

Perceptions depend on people's value orientations, expectations, experiences, and interests that are culturally determined (Schiffman & Kanuk, 2004; Cohen, 1992). The stronger the culture value orientation, the high awareness of stimuli relevant to the value. Tourists differ in their perceptions because they have different views of the world. Tourists who have more experience will create more perceptions than tourists who just have the first experience.

Tourists' Perception

Besides the principles of the perceptual concept, the element of perception is another issue that reflects directly on to the perception of tourists or the receivers. Tourist perceptions are perceived as an important intervening variable in influencing a tourist's destination choice (Pearce, 1982). While Mill and Morrison (1985) pointed out that perception is a process by which tourists receive information about destination or services and how their perception of that information influences their travel. The information will come from two major sources, the commercial environment and social environment. The commercial environment refers to the information coming from companies, destinations, countries or tourism business. The social environment is characterized by friends, relatives and reference groups. Any information from either environment is molded into an image through the tourist's perceptual processes.

Service Quality

It must be realized that quality is a particular subjective notion and there is no generally agreed

definition of what constitutes quality. However, there are a number of indicators that can help characterize it. There are those relating to attributes that are externally approved and controlled, for example certification or specification and, those which are more subjective in nature in that they are experiential and mean different things to different people e.g. being associated with or being attracted to a place. The best assessor of quality is the consumer whose own experiences, beliefs and motivations, all of which influence the service expectation (“strategis.ic.gc.ca” Dec 17 , 2006).

The PZB model or ‘gap theory’ drawn up by Parasuraman et al. (1985) is a straightforward and appropriate way of identifying quality differences between providers and consumers. There are five possible service gaps that can exist, all of which are illustrated in Figure 2.2 below. This figure focused on the fifth gap, which can occur between customer’s expectation and the perceived service. The expected service is based to a large degree on what consumers' know already, word of mouth and past experiences.

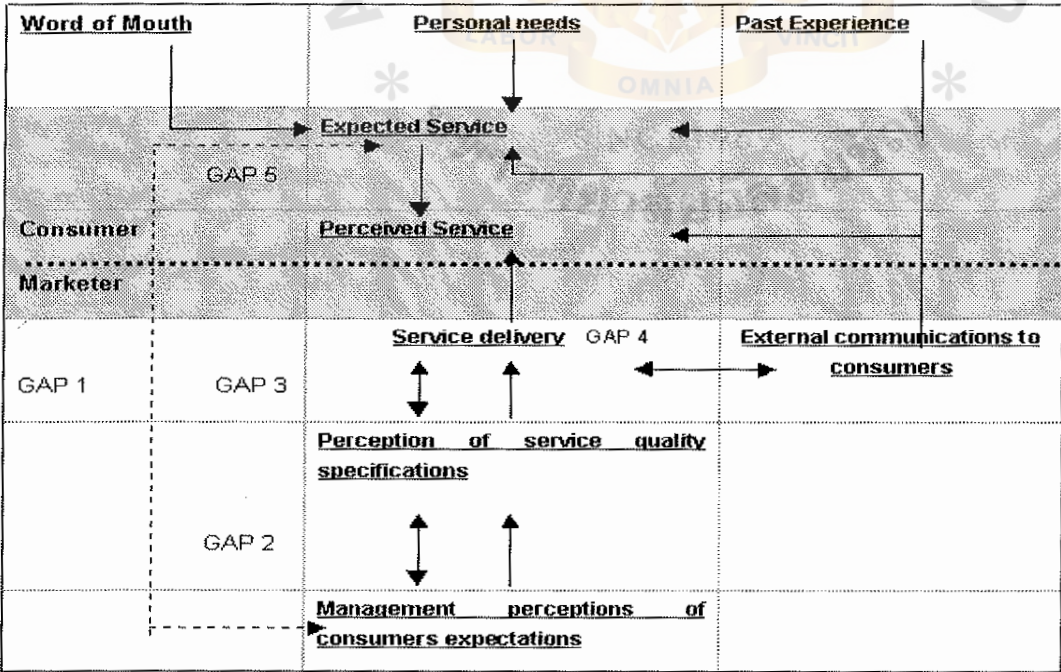


Figure2.2: PZB Service Quality Gap Model (Modified)

2.3 SHANGHAI TOURISM (Shanghai Tourism, <http://lyw.sh.gov.cn/en/intro>)

Shanghai, an open city on the coast and a famous historical and cultural city, is a gate to the Yangtze River delta. In the last 15 years we have seen a lot of changes in Shanghai, a number of modern buildings have been added to the city, such as the Oriental Pearl TV Tower, Shanghai Museum, Shanghai Library, Shanghai Stadium, Shanghai Grand Theatre, Shanghai Circus City, Shanghai City-Planning Exhibition Hall and Jin Mao Tower, Shanghai Science & Technology Museum. They have become new scenic sights in Shanghai. Colorful festivities, like Shanghai Tourism Festival and Shanghai China International Art Festival, have attracted an increasing number of tourists from home and overseas.

The city has a lot to offer, it has a reasonable transportation and infrastructure network with a large port facility, its tourist infrastructure is getting more and more accomplished. By the end of 2002, there were 40 international travel services, 524 domestic travel services and 300 star-rated hotels with about 50,000 rooms.

Shanghai is well developed in transportation facilities by land, water and air. There are over 40 Chinese and foreign air companies opening about 300 air routes dispatching from Shanghai. The Pudong International Airport has opened for traffic. Its annual passenger transport volume will be 20,000,000 person/times. Plus that of the Hongqiao International Airport, it will be 30,000,000 person/times. Recently, the magnetic buoyant train has been opened to the public. It is the world's first high-speed maglev train put into commercial use, and also China's first maglev line that integrates urban traffic, sightseeing and tourism. It takes the passengers only about 7 minutes to reach downtown Shanghai from the Pudong International Airport. Meanwhile, Shanghai offers Sightseeing Bus Center which was set up by Shanghai Municipal Tourism Administrative

Commission for the convenience of making tours by individual Chinese and foreign tourists. The center mainly offers self-aid tours and supplies different kinds of package tour tickets, and it can arrange accommodation for tourists in some tourism areas.

To comply with WTO, China has adopted new regulations governing the travel business, effective on Jan 1, 2002. Under these new rules, foreign travel agencies are permitted to offer travel services within China. The Shanghai Government has announced that other foreign travel agencies from the U.S., Japan and Europe will also be permitted to form joint ventures with Chinese companies to provide travel service in Shanghai. Two to three joint venture travel agencies are expected to be established in 2002. Evidently, China has begun to fulfill its commitments under WTO and has agreed to lift the restrictions on the travel industry. The city will also permit foreign tourism agencies to set up joint ventures or solely-funded travel services at an earlier date than what China has promised for its WTO entry and encourage local enterprises to explore the international tourism market. The construction of tourism facilities in urban and scenic areas will be speeded up.

On Dec. 3, 2002, Shanghai succeeded in winning the bid for the sponsorship of World Expo 2010. The world has given China a share of luck and Shanghai will add more splendor to the world. Shanghai is displaying an excellent opportunities for development in the tourism industries. People of Shanghai warmly welcome visitors from home and overseas.

There are two main categories of tourists visiting Shanghai:

1. Business Tourists: Those who visit Shanghai for some business purposes, specifically including the MICE sector of Meeting, Incentive, Convention and Exhibition.

With the Chinese economy's dynamic growth and the country's ascension into the World Trade

Organization, the need for business travel services is growing rapidly. Shanghai is one of the most important business centers in the world and the demand for business travel management services is significant, as is the need for increasing MICE tourism for business travelers.

MICE are a growing market internationally, but China currently has only one per cent of the market - there is tremendous potential. Although China has started late, they can develop quickly. Such as IT&CM China will be held in Shanghai from April 23 to 25 in 2007 would give the MICE industry a boost. Shanghai International Yoga Fitness Exhibition and Shanghai International Recreational Business Fair were held in Shanghai Mart on March 16-18, 2007. Guided by the market, the organizing committee brings “2007 Shanghai Tourism Festival” management system into this exhibition, and through improved promoting, inviting professional audiences and elevating the service level by the publicizing power of “Shanghai Tourism Festival”, Events like that will drive demand for Shanghai and China as MICE destination(“www.pudong.gov.cn” May 5, 2007).

It is forecast by the International Congress & Convention Association that “China is likely to become a primary destination for international MICE tourism in the 21st Century”. A survey launched by American Express forecasts that China will attract over 137 million business travelers, accounting for 8.6 percent of global business tourism market, by 2020. It is expected that China will become the largest market business traveling in the world by then (“home3.americanexpress.com” Jan 16, 2007).

2. Pleasure Tourists: those holiday makers who visit Shanghai on their holidays for sightseeing and leisure activities. Shanghai main attractions for sightseeing and leisure activities include:

- **Main Sightseeing in Shanghai**

- 1. Oriental Pearl TV Tower**

It is one of the distinctive landmarks in the Shanghai skyline. It rises above the banks of the Huangpu River to 468 meters.

The design for the Tower incorporates eleven spheres (or “pearls”) and three gigantic columns linking the green grass below to the blue sky above. There are six high speed passenger elevators inside the column taking visitors up to the viewing platform which affords great views over the city. One of the most impressive aspects of the building is the lighting. A computer controlled system alternates the light on the tower dependent on the weather conditions (“lyw.sh.gov.cn” Jan 20, 2007).

- 2. The Bund**

The symbol of old and new Shanghai, the Bund (officially known as Zhongshan Lu) is Shanghai’s most famous landmark. The Bund is from an Anglo Indian term meaning the muddy embankment on the waterfront, and it is the Huangpu River which helps create the uniquely colonial feel here and provides a feeling of space and openness which is lacking elsewhere in the city.

The pleasure of the Bund is that it is not simply a tourist strip but a place that everyone enjoys. At sunrise, the boulevard fills up with people of all ages practicing Tai Chi or dancing. In the day, while visitors file up and down the long strip, its business is running as usual in many of these magnificent buildings. And, in the evenings, couples wander along the river front, holding hands and enjoying the spectacular city lights, buildings and atmosphere of the area which provide a continual reminder that Shanghai was, and in many ways still is, a foreign invention.

("lyw.sh.gov.cn" Jan 20, 2007).

3. Yuyuan Garden

The Yuyuan gardens are located not far from the Bund in the southwestern side of the city. The Gardens themselves were completed in 1577 by the Pan family in Shanghai. The gardens cover a significant space and include a few halls, springs and other buildings of interest ("lyw.sh.gov.cn" Jan 20, 2007).

4. The Old City God's Temple

Old City God's Temple is a major yet relatively inactive, Taoist temple in Shanghai. It is located in the area south of Yan'an Road on the Fangbang Zhong Road.

The Old City God's Temple is not only famous for tourist sites but also popular for shopping attractions. There are boutiques, shops selling local specialties, as well as large jewelry stores, department stores and fabulous local snack restaurants to be found here ("lyw.sh.gov.cn" Jan 20, 2007).

5. Nanjing Road

Nanjing Road was the first commercial road in Shanghai. In the early 20th century, there were only four department stores along this stretch. Today, it has become the number one place for shopping in the city. The money at work in the road has encouraged many companies and businesses over the years to set up bases near here ("lyw.sh.gov.cn" Jan 20, 2007).

6. The Great World

It was built in 1917, the Great World (Da Shi Jie) Amusement Center has a checkered past. It was rumored to have been built by a Shanghainese organized crime boss. After Liberation (the Chinese Revolution), the building has been used for various purposes until its' current status as one

Shanghai's largest entertainment facilities. The art exhibition hall exhibits calligraphy, painting, folk paper cut, clay sculpture and photographic work of art. In the theatres, one can see Beijing opera, Suzhou opera, Wuxi opera, Zhejiang opera, Shanghai opera, Yangzhou opera, Ningpo opera, Chaozhou opera, Chinese "stand-up" comedy performances (or xiangsheng), acrobatics, and magic ("tyw.sh.gov.cn" Jan 20, 2007).

7. The Pudong

The area that has changed most dramatically in the city in recent years is the eastern bank of the Huangpu River, the district known as Pudong. Only ten years old this year, Pudong symbolizes everything that is new and exciting about Shanghai.

The International Conference Center has been completed recently, just in time for the Fortune 500 conference which attracted literally thousands of investors to the city. Shanghai's Wall Street is also over here and hundreds of commuters make the trip under the river every day to work. The Jinmao Tower, the tallest building in China and the third tallest in the world, now soars above even the TV Tower, skyscrapers are shooting up all over the place, and what were empty fields only one year ago, are now homes to offices and luxury hotels. Work on what is planned to be the tallest building in the world, the Shanghai World Financial Center is due to begin any day ("www.pudong.gov.cn" May 20, 2007).

● **Leisure Activities**

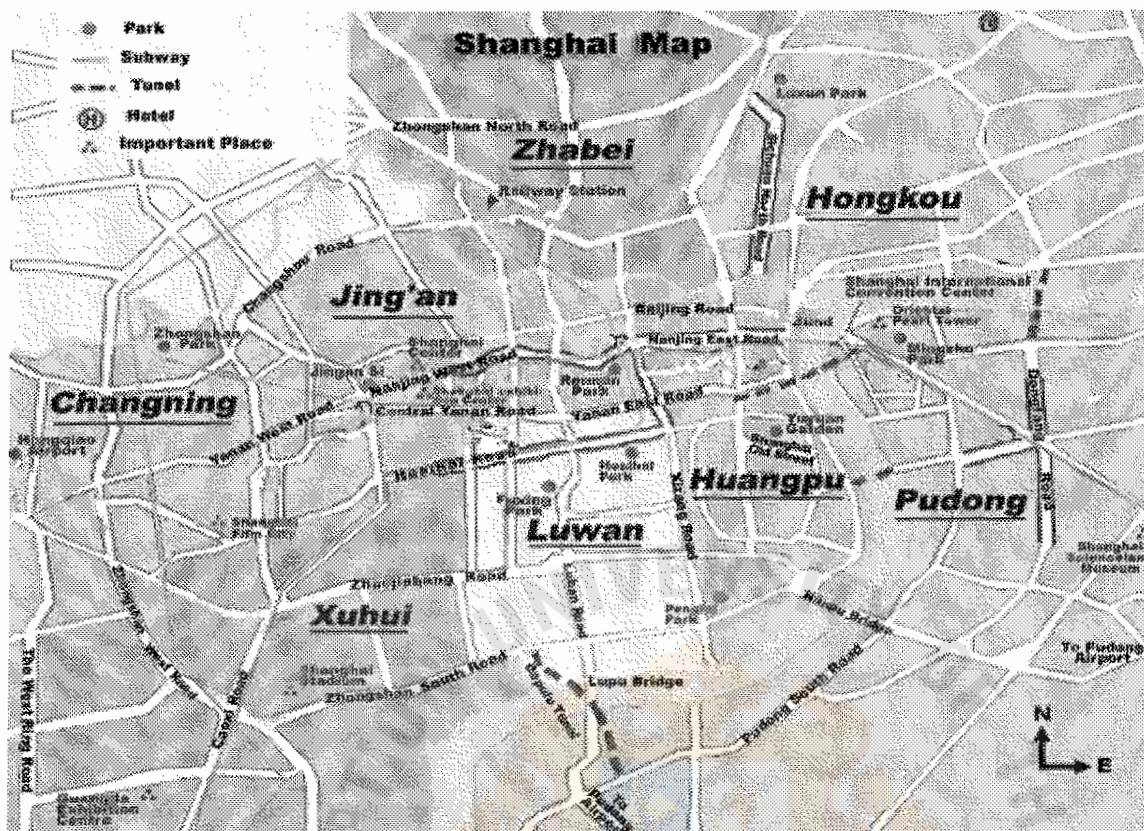
Shanghai is an ideal "paradise for shoppers". There are commercial streets and shopping areas like the famous Nanjing Road Pedestrian Mall, Huaihai Road, Sichuan Bei Road, Yuyuan Commercial and Tourist Area, the Ever Bright Commercial City, Xujiahui Commercial City and

Zhangyang Road Commercial City in Pudong. There, shops stand rows upon rows with large collections of beautiful commodities, meeting the needs of tourists of different levels. Shanghai is also the paradise for gourmets. There are over a thousand restaurants serving the 16 different styles of food in China, such as the Beijing, Sichuan, Guangdong, Yangzhou, Fujian, etc. There are Western restaurants serving French, Russian, Italian, English, German, Japanese and Indian food and also Muslim and vegetarian food. In Shanghai, one can have a taste of all the delicacies in the world (“lyw.sh.gov.cn/en/leisure” Jan 20, 2007).

Colorful leisure and recreational activities are symbols of a modern international metropolis, as well as a reflection of its great charm. Regarded as an international metropolis, the city of Shanghai has developed various types of leisure and recreation activities, best representing the principle of “the Sea accepting hundreds of flowing rivers”.

Wine and pottery bars, cloth-toy boutiques, Internet clubs and Chocolate bars--all emphasizing individuality; tea shops, cafes, musical theme restaurants--all for seeking elegance and relaxation; museums and private collection houses realizing an educational function through colorful displays; health and sports centers attracting mostly young people, as well as community parks suitable for people of all ages and walks of life. All these sites and facilities are calling the citizens to release themselves for a moment from their hectic schedules and join in the relaxed and pleasant environment (“lyw.sh.gov.cn/en/leisure” Jan 20, 2007).

The following picture is Shanghai city map. It was divided many sections and also shown main tourism products and facilities.



Source: http://www.yangtzeriver.org/map/shanghai_map2s.gif May, 2007

2.4 EMPIRICAL STUDIES OR OTHER RELATED STUDIES

Ma Yao Feng and Hu Xiao Hong (2005) conducted a study on “A Study of Tourism Selection Behaviors of Foreign Tourists to Shanghai” to study tourists behavior lie as the way of foundation of tourism market exploitation, tourism resources development, as well as tourism planning.

The outcome of this study provided that the foreign tourists to Shanghai prefer visiting tourism resources of peculiar tastes like cultural relics, landscapes and folk customs and culinary products; traveling individually rather than in groups; tasting food and drinks of distinctive Chinese flavors; shopping crafts, dresses, silky textiles and works of arts; enjoying entertainments of folk cultural characteristics and adventure features; staying in hotels of advantageous geographical locations of reasonable price, guaranteed security and full equipment.

Xu Cong-cong and Liu Xin ping (2006) conducted a study on “Oversea tourists’ synthetic evaluation on quality of tourist services of our country” to study overseas tourists’ comprehensive appraisal on the quality of tourist services.

The outcome of this study provided that the main tourist countries are classified by cluster analysis of multiple statistical and the evaluation results are kept closely touch with the culture background.

Ma Yao Feng, Zhang You Yin and Liang Xue Song(2006) conducted a study on “Positivism Study on The Model of Tourism Perception and Evaluation” and take Xi’an as an example to study foreign tourists’ tourism service perception and appraisal in order to make a precise evaluation of satisfaction of customers.

The outcome of this study provided that there existed a kind of perception relationship between tourists and the destination’s tourism service. A good service provided by the destination’s enterprise can give tourists a good perception of tourism service, as a result it will increase revisiting chances, and it might influence tourists to choose this place as their destination indirectly. Moreover, market competitiveness comes from the satisfaction of customers. Finally, they took Xi’an as an example, the foreign tourists were analyzed in the light of different cultural background, different sex and age. The main problems in the tourism service are given, foreign tourists were not satisfied about tour guides and information technology, such as: telecommunication industry, there are a big gap between male and female because of different of preference and behaviors for tourism activities.

Li Chun Quan, Liu Xin Ping and Jin Jian Hua (2006) conducted a study on “Fuzzy Synthetic Evaluation of Xi’an Travelling Quality Service to Overseas Tourist” to study traveling quality

service in Xi'an.

The outcome of this study provided Xi'an traveling service was neutral to Japanese and South Korean tourists, and satisfactory for American tourists. Furthermore, it was pointed out that Xi'an traveling quality service should be improved for safety, friendliness, civilization and cleanness aspects.

Conclusion:

According to these studies, they could help the researcher get some information and ideas about foreign tourists of different culture background, different sex and ages and their behaviors which could help the researcher understand foreign tourists' perceptions of tourism products and facilities to use in the research and let the tourism enterprises able to improve the quality of tourism service in order to achieve various degrees of satisfaction.

Table 2.4: Summary of Empirical Studies.

| Author | Year | Topic | Findings |
|---|-------------|---|---|
| 1. Ma Yao Feng and Hu Xiao Hong | 2005 | A Study of Tourism Selection Behaviors of Foreign Tourists to Shanghai | The foreign tourists travel to Shanghai and prefer visiting tourism resources of peculiar tastes. |
| 2. Xu Cong Cong and Liu Xin Ping | 2006 | Oversea tourists' synthetic evaluation on quality of tourist services of our country | Oversea tourists' evaluation results are kept closely touch with the culture background. |
| 3. Ma Yao Feng, Zhang You Yin and Liang Xue Song | 2006 | Positivism Study on The Model of Tourism Perception and Evaluation: Take Xi'an as an example. | The main problems in the tourism service are given, foreign tourists were not satisfied about tour guides and information technology. |
| 4. Li Chun Quan, Liu Xin Ping and Jin Jian Hua | 2006 | Fuzzy Synthetic Evaluation of Xi'an Travelling Quality Service to Oversea Tourist | It was pointed out that Xi'an traveling quality service should be improved in safety, friendliness, civilization and cleanliness aspects. |

CHAPTER THREE

RESEARCH FRAMEWORK

This chapter consists of three sections that are conceptual framework, research hypothesis and operationalization of the independent and dependent variables.

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 summarizes the overall concepts being investigated (MaDaniel, 1993; Gate et al., 1998).

This study makes use of different theories which are already discussed in the previous chapter. It helps to develop conceptual framework to conduct this research. The conceptual framework includes many variables, such as demographic characteristics, facilities, travel agency services and interesting cultures, which are explained the relationship between independent variables and dependent variables.

3.2 CONCEPTUAL FRAMEWORK

This research is conducted using the following conceptual framework:

Independent Variables

Dependent Variables

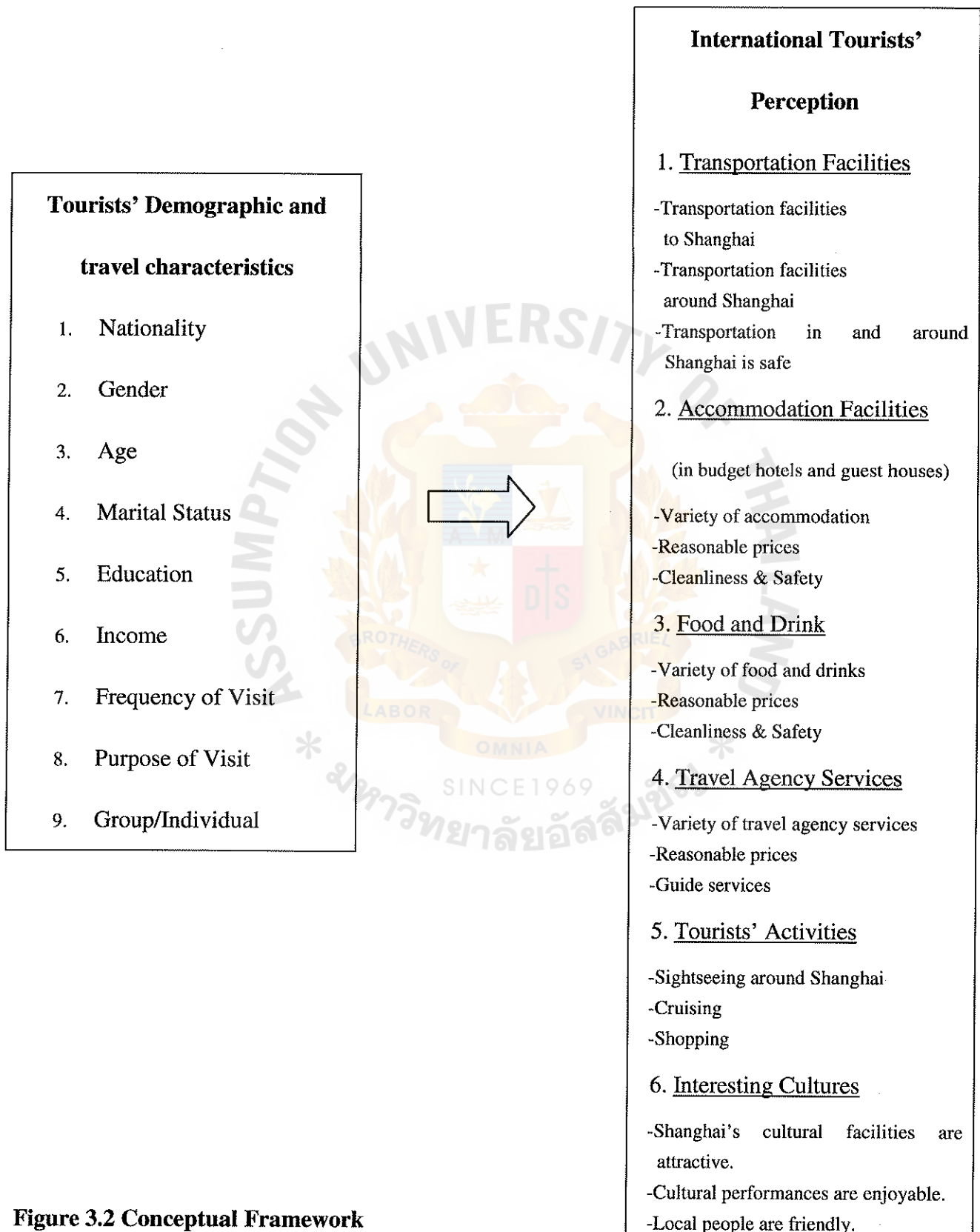


Figure 3.2 Conceptual Framework

The conceptual framework exhibited in Figure 3.2 is constructed based on the assumption that tourists' demographic and travel characteristics have significant influence on international tourists' perception in Shanghai, China.

The conceptual framework of this study consists of two parts, which are independent and dependent variables. The independent variables consist of demographic characteristics, which are nationality, gender, age, marital status, education, income, frequency of visit, purpose of visit and types of trips. For dependent variables are international tourists' perception towards transportation facilities, accommodation facilities, food and drink, travel agency services, tourists' activities and interesting cultures.

3.3 DEFINITION OF VARIABLES

3.3.1 Independent Variables:

A symbol or concept that the researcher can manipulate and that is hypothesized to cause or influence the dependent variable (McDaniel and Gates, 1998). For this research, independent variable is demographic characteristics.

- a. **Nationality:** It's interesting to find out whether people of different nationalities would have different perceptions regarding various tourism facilities, services and interesting cultures.
- b. **Gender:** Male and female tourists visiting Shanghai might have different perceptions.
- c. **Age:** Tourists of different age groups –young, adult, senior people might different perceptions.
- d. **Marital Status:** Tourists include single, married, widowed and divorced people.
- e. **Education:** Tourists include different levels of education – bachelor degree, master degree and doctor degree.

- f. **Income:** Tourists have different levels of income. Income determines tourists' purchasing power.
- g. **Frequency of visit:** Tourists just visit this place or they always visit this place.
- h. **Purpose of visit:** Tourists' purpose can be business affairs or personal safari.
- i. **Types of Trips:** Tourists can apply for group tours or individual trips.

3.3.2 **Dependent Variables:**

A symbol or concept expected to be explained or caused by the independent variable (McDaniel & Gates, 1998).

For this research, dependent variable includes transportation facilities, accommodation facilities, food and drink, travel agency's services, tourists' activities and interesting cultures.

3.4 RESEARCH HYPOTHESIS

This research set the following hypothesis for testing.

- H1₀: There is no difference among international tourists in their perception towards transportation facilities when classified by nationality.
- H1_a: There is a difference among international tourists in their perception towards transportation facilities when classified by nationality.
- H2₀: There is no difference among international tourists in their perception towards transportation facilities when classified by gender.
- H2_a: There is a difference among international tourists in their perception towards transportation facilities when classified by gender.
- H3₀: There is no difference among international tourists in their perception towards transportation facilities when classified by age.

- H3a: There is a difference among international tourists in their perception towards transportation facilities when classified by age.
- H4₀: There is no difference among international tourists in their perception towards transportation facilities when classified by marital status.
- H4a: There is a difference among international tourists in their perception towards transportation facilities when classified by marital status.
- H5₀: There is no difference among international tourists in their perception towards transportation facilities when classified by education.
- H5a: There is a difference among international tourists in their perception towards transportation facilities when classified by education.
- H6₀: There is no difference among international tourists in their perception towards transportation facilities when classified by income.
- H6a: There is a difference among international tourists in their perception towards transportation facilities when classified by income.
- H7₀: There is no difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.
- H7a: There is a difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.
- H8₀: There is no difference among international tourists in their perception towards transportation facilities when classified by purpose of visit.
- H8a: There is a difference among international tourists in their perception towards transportation facilities when classified by purpose of visit.

- H9₀: There is no difference among international tourists in their perception towards transportation facilities when classified as groups/individuals.
- H9_a: There is a difference among international tourists in their perception towards transportation facilities when classified as groups/individuals.
- H10₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by nationality.
- H10_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by nationality.
- H11₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by gender.
- H11_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by gender.
- H12₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by age.
- H12_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by age.
- H13₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by marital status.
- H13_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by marital status.
- H14₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by education.

- H14a: There is a difference among international tourists in their perception towards accommodation facilities when classified by education.
- H15₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by income.
- H15a: There is a difference among international tourists in their perception towards accommodation facilities when classified by income.
- H16₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.
- H16a: There is a difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.
- H17₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.
- H17a: There is a difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.
- H18₀: There is no difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.
- H18a: There is a difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.
- H19₀: There is no difference among international tourists in their perception towards food and drink when classified by nationality.
- H19a: There is a difference among international tourists in their perception towards food and drink when classified by nationality.

- H20₀: There is no difference among international tourists in their perception towards food and drink when classified by gender.
- H20_a: There is a difference among international tourists in their perception towards food and drink when classified by gender.
- H21₀: There is no difference among international tourists in their perception towards food and drink when classified by age.
- H21_a: There is a difference among international tourists in their perception towards food and drink when classified by age.
- H22₀: There is no difference among international tourists in their perception towards food and drink when classified by marital status.
- H22_a: There is a difference among international tourists in their perception towards food and drink when classified by marital status.
- H23₀: There is no difference among international tourists in their perception towards food and drink when classified by education.
- H23_a: There is a difference among international tourists in their perception towards food and drink when classified by education.
- H24₀: There is no difference among international tourists in their perception towards food and drink when classified by income.
- H24_a: There is a difference among international tourists in their perception towards food and drink when classified by income.
- H25₀: There is no difference among international tourists in their perception towards food and drink when classified by frequency of visit.

- H25a: There is a difference among international tourists in their perception towards food and drink when classified by frequency of visit.
- H26₀: There is no difference among international tourists in their perception towards food and drink when classified by purpose of visit.
- H26a: There is a difference among international tourists in their perception towards food and drink when classified by purpose of visit.
- H27₀: There is no difference among international tourists in their perception towards food and drink when classified as groups/individuals.
- H27a: There is a difference among international tourists in their perception towards food and drink when classified as groups/individuals.
- H28₀: There is no difference among international tourists in their perception towards travel agency services when classified by nationality.
- H28a: There is a difference among international tourists in their perception towards travel agency services when classified by nationality.
- H29₀: There is no difference among international tourists in their perception towards travel agency services when classified by gender.
- H29a: There is a difference among international tourists in their perception towards travel agency services when classified by gender.
- H30₀: There is no difference among international tourists in their perception towards travel agency services when classified by age.
- H30a: There is a difference among international tourists in their perception towards travel agency services when classified by age.

- H31₀: There is no difference among international tourists in their perception towards travel agency services when classified by marital status.
- H31_a: There is a difference among international tourists in their perception towards travel agency services when classified by marital status.
- H32₀: There is no difference among international tourists in their perception towards travel agency services when classified by education.
- H32_a: There is a difference among international tourists in their perception towards travel agency services when classified by education.
- H33₀: There is no difference among international tourists in their perception towards travel agency services when classified by income.
- H33_a: There is a difference among international tourists in their perception towards travel agency services when classified by income.
- H34₀: There is no difference among international tourists in their perception towards travel agency services when classified by frequency of visit.
- H34_a: There is a difference among international tourists in their perception towards travel agency services when classified by frequency of visit.
- H35₀: There is no difference among international tourists in their perception towards travel agency services when classified by purpose of visit.
- H35_a: There is a difference among international tourists in their perception towards travel agency services when classified by purpose of visit.
- H36₀: There is no difference among international tourists in their perception towards travel agency services when classified as groups/individuals.

- H36: There is a difference among international tourists in their perception towards travel agency services when classified as groups/individuals.
- H37₀: There is no difference among international tourists in their perception towards tourists' activities when classified by nationality.
- H37a: There is a difference among international tourists in their perception towards tourists' activities when classified by nationality.
- H38₀: There is no difference among international tourists in their perception towards tourists' activities when classified by gender
- H38a: There is a difference among international tourists in their perception towards tourists' activities when classified by gender.
- H39₀: There is no difference among international tourists in their perception towards tourists' activities when classified by age.
- H39a: There is a difference among international tourists in their perception towards tourists' activities when classified by age.
- H40₀: There is no difference among international tourists in their perception towards tourists' activities when classified by marital status.
- H40a: There is a difference among international tourists in their perception towards tourists' activities when classified by marital status.
- H41₀: There is no difference among international tourists in their perception towards tourists' activities when classified by education.
- H41a: There is a difference among international tourists in their perception towards tourists' activities when classified by education.

- H42₀: There is no difference among international tourists in their perception towards tourists' activities when classified by income.
- H42_a: There is a difference among international tourists in their perception towards tourists' activities when classified by income.
- H43₀: There is no difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.
- H43_a: There is a difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.
- H44₀: There is no difference among international tourists in their perception towards tourists' activities when classified by purpose of visit
- H44_a: There is a difference among international tourists in their perception towards tourists' activities when classified by purpose of visit.
- H45₀: There is no difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.
- H45_a: There is a difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.
- H46₀: There is no difference among international tourists in their perception towards interesting cultures when classified by nationality.
- H46_a: There is a difference among international tourists in their perception towards interesting cultures when classified by nationality.
- H47₀: There is no difference among international tourists in their perception towards interesting cultures when classified by gender

- H47a: There is a difference among international tourists in their perception towards interesting cultures when classified by gender.
- H48₀: There is no difference among international tourists in their perception towards interesting cultures when classified by age.
- H48a: There is a difference among international tourists in their perception towards interesting cultures when classified by age.
- H49₀: There is no difference among international tourists in their perception towards interesting cultures when classified by marital status.
- H49a: There is a difference among international tourists in their perception towards interesting cultures when classified by marital status.
- H50₀: There is no difference among international tourists in their perception towards interesting cultures when classified by education.
- H50a: There is a difference among international tourists in their perception towards interesting cultures when classified by education.
- H51₀: There is no difference among international tourists in their perception towards interesting cultures when classified by income.
- H51a: There is a difference among international tourists in their perception towards interesting cultures when classified by income.
- H52₀: There is no difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.
- H52a: There is a difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.

H53₀: There is no difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.

H53_a: There is a difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.

H54₀: There is no difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.

H54_a: There is a difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.

3.5 OPERATION OF THE INDEPENDENT AND DEPENDENT VARIABLES

3.5.1 OPERATIONALIZATION OF INDEPENDENT VARIABLES

Table 3.5.1: Operationalization of independent variables

| INDEPENDENT VARIABLES | COMPONENTS | LEVEL OF MEASUREMENT | QUESTION NO. |
|--------------------------------|--|-------------------------|-----------------|
| 1. Nationality | 1. European 3. Asian 2. American 4. Others | Nominal | Q.1 |
| 2. Gender | 1. Male 2. Female | Nominal | Q.2 |
| 3. Age | 1. Under 20 3. 41-60 2. 21-40 4. Over 60 | Ordinal | Q.3 |
| 4. Marital Status | 1. Single 3. Widowed 2. Married 4. Divorced | Nominal | Q.4 |
| 5. Education | 1. High school or Below 2. Bachelor Degree 3. Master Degree 4. Doctor Degree | Nominal | Q.5 |
| 6. Income (Per Year) | 1. Below 20,000US\$ 2. 20,001-40,000US\$ 3. 40,001-60,000US\$ 4. More than 60,000US\$ | Ordinal | Q.6 |

| | | | |
|------------------------------|---|---------|-----|
| 7. Frequency of visit | 1. First time 2. Repeat Visit | Nominal | Q.7 |
| 8. Purpose of visit | 1. Business Trip 2. Holiday | Nominal | Q.8 |
| 9. Group/Individual | 1. Group Tour 2. Individual Travellers | Nominal | Q.9 |

3.5.2 OPERATIONALIZATION OF DEPENDENT VARIABLES

Table 3.5.2: Operationalization of dependent variables

| DEPENDENT VARIABLES | COMPONENTS | LEVEL OF MEASUREMENT | QUESTION NO. |
|---|---|-------------------------|-----------------|
| 1.Transportation Facilities | -Transportation facilities to Shanghai -Transportation facilities around Shanghai -Transportation in and around Shanghai is safe | Interval | Q.10-12 |
| 2.Accommodation Facilities (in budget hotels and guest houses) | -Variety of accommodation -Reasonable prices -Cleanliness -Safety | Interval | Q.13-15 |
| 3. Food and Drink | -Variety of airlines -Reasonable prices -Cleanliness -Safety | Interval | Q.16-18 |
| 4.Travel Agency Services | -Variety of travel agency services -Reasonable prices -Guide services | Interval | Q.19-21 |
| 5.Tourists' activities | -Sightseeing around Shanghai -Cruising -Shopping | Interval | Q.22-24 |
| 6.Interesting Cultures | -Shanghai's cultural facilities are attractive. -Cultural performances are enjoyable. -Local people are friendly. | Interval | Q.25-27 |

CHAPTER FOUR

RESEARCH METHODOLOGY

This chapter consists of six sections: Research methods, Respondents and Sampling Procedures, Research Instruments and Questionnaire, Collection of Data, Pretest, and Statistical Treatment of Data.

4.1 RESEARCH METHODS

The research process is an important part because information on people and conditions in the marketplace has to be gathered and evaluated. The research design is the plan to be followed to answer the search objectives (McDaniel & Gates, 1998). There are three basic research methods: survey, observation, and experiment.

Survey research will be used in this study. Survey research is the use of a questionnaire to obtain facts, opinions, and attitudes. It is the most popular technique to gather primary data (McDaniel & Gates, 1998). Questionnaire is used to provide an orderly and structured approach to data gathering.

Quantitative research is applied for this study. It uses mathematical analysis that can reveal statistically significant differences. It typically is characterized by large samples and appropriate techniques for understanding the in-depth motivations and feelings of people.

Qualitative research is also applied for this study. It involves an in-depth understanding of human behaviour and the reasons that govern human behavior (Denzin & Lincoln, 2000). It investigates the why and how of decision making.

In this study, additional qualitative research in the form of personal interviews with selected international tourists, as well as operators of various sectors of tourism business, coupled with

personal observation, would be conducted.

The purpose of this additional qualitative study is to obtain additional information to provide additional explanation to the findings obtained from quantitative study.

4.2 RESPONDENTS AND SAMPLING PROCEDURES

This research was conducted on international tourists visiting Shanghai during June-July, 2007.

Based on Table 4.2 the sample size for this study is “Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty”, a sample size 384 were used in this study.

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 | 516 | 705 |
| 5,000 | 356 | 535 | 897 | 1,622 |
| 50,000 | 381 | 593 | 1,044 | 2,290 |
| 100,000 | 382 | 596 | 1,055 | 2,344 |
| 1,000,000 | 384 | 599 | 1,065 | 2,344 |
| 25,000,000 | 384 | 600 | 1,067 | 2,400 |

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

4.2.1 Target Population

The target population is the units in the population that the researcher wishes to target for study (Neuman, 2000). In this study, the target population was international tourists who visit Shanghai, China during June to July in 2007.

4.2.2 Sample Method

Sample design of this study is non-probability sampling. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment on convenience (Zikmund, 2000).

4.2.3 Sample Size

Sample size can be computed by using a formula or use Anderson's (1996) Table of Sample Size. According to Shanghai Municipal Tourism Administration Commission of year 2006 statistic, the total international arrival was 3,997,979 ("lyw.sh.gov.cn/en/intro" May 5, 2007).

4.3 RESEARCH INSTRUMENTS AND QUESTIONNAIRE

The research instrument used in this study is questionnaire, which is a set of questions designed to generate data necessary to accomplish the objectives of the research project (McDaiel, 2001).

Under this study, the questionnaire consists of two parts:

Part 1: Demographic Characteristics part: contains 9 questions. This part will use nominal and ordinal scales.

Part 2: Tourism Products and Facilities part: contains 18 questions. The questions refer to transportation facilities, accommodation facilities, food and drink, travel agency services, tourists' activities and interesting cultures. This part will use interval scales.

The questionnaire consists of closed-ended and open questions, and asks respondents to choose from a list of answers and explain questions. This type of question-response format will help respondents to identify their perception towards tourism products and facilities in Shanghai.

4.4 COLLECTION OF DATA

The researcher distributed 384 questionnaires with a number of assistants to international tourists who travel to Shanghai through the Pudong airport, budget accommodations, restaurants and tourism attractions during June-July, 2007. The respondents were asked to fill in the surveys based on their experience from traveling to Shanghai, taking about a few minutes to complete the questionnaire.

4.5 PRE-TEST

Pretest is a trial run with a group of respondents used to screen out problems in the design of a questionnaire. It is necessary to use pre-test to ensure the reliability of a self-administered questionnaire. Their responses will provide you with an idea of the reliability and suitability of the questions (Zikmund, 2000).

In this study, prior to launching full-scale research, a pre-test was conducted by distributing 30 questionnaires to international tourists traveling to Shanghai. The result showed a coefficient of Cronbach's reliability test in Table 4.5, which was greater than 0.6, meaning that the questionnaire was reliable.

Table 4.5 Reliability Analysis-Scale (ALPHA) of Pre-Test Result

| Tourism Products and Facilities in Shanghai | Reliability Coefficients |
|--|--------------------------|
| Transportation Facilities | 0.650 |
| Accommodation Facilities | 0.701 |
| Food and Drink | 0.822 |
| Travel Agency Services | 0.821 |
| Tourists' Activities | 0.640 |
| Interesting Cultures | 0.611 |
| Average Reliability Coefficients | 0.708 |

4.6 STATISTICAL TREATMENT OF DATA

The total sample comprised 384 questionnaires. When data is collected completely, the data will be encoded and interpreted using Statistical Package for Social Sciences (SPSS) program version 13.0. This research would make use of the following statistics:

4.6.1 Descriptive Statistics

Descriptive statistics provides summary measures of data contained in all the elements of a sample. It is used to describe the percentage, mean, and standard deviation of the demographic factors.

In this study, descriptive statistics is used to analyze demographic characteristics of international tourists to visit Shanghai in China.

4.6.2 Inferential Statistics for Hypothesis Testing

T-test

The t-test is a technique used to test the hypotheses that the mean scored on some interval-scaled variable will be significantly different for two independent samples or groups (Zikmund, 2000).

ANOVA

Analysis of Variance (ANOVA) will be used to determine whether there are any differences of the means occurring between two or more groups in one independent variable. ANOVA is stands for variance, which tests for significant mean differences in variables among multiple groups (Jennings, 2001). It was used to identify the differences in the overall perception of international tourists in terms of international tourists' demographic characteristics.

Table 4.6 Statistic tools use for data analysis

| Hypothesis | Statistics Test |
|---|----------------------|
| H1 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by nationality. H1 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by nationality. | One-way ANOVA |
| H2 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by gender. H2 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by gender. | T-test |
| H3 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by age. H3 _a : There is a difference among international tourists in | One-way |

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|---|--------------------------|
| their perception towards transportation facilities when classified by age. | ANOVA |
| H4 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by marital status. H4 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by marital status. | T-test |
| H5 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by education. H5 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by education. | One-way ANOVA |
| H6 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by income. H6 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by income. | One-way ANOVA |
| H7 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by frequency of visit. H7 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by frequency of visit. | One-way ANOVA |
| H8 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by purpose of visit. H8 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by purpose of visit. | One-way ANOVA |
| H9 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified as groups/individuals. H9 _a : There is a difference among international tourists in their perception towards transportation facilities when classified as groups/individuals. | One-way ANOVA |
| H10 ₀ : There is no difference among international tourists in their perception towards accommodation facilities when classified by nationality. H10 _a : There is a difference among international tourists in their perception towards accommodation facilities when classified by nationality. | One-way ANOVA |

| | |
|--|------------------------------------|
| <p>H11₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by gender.</p> <p>H11_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by gender.</p> | T-test |
| <p>H12₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by age.</p> <p>H12_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by age.</p> | One-way ANOVA |
| <p>H13₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by marital status.</p> <p>H13_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by marital status.</p> | T-test |
| <p>H14₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by education.</p> <p>H14_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by education.</p> | One-way ANOVA |
| <p>H15₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by income.</p> <p>H15_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by income.</p> | One-way ANOVA |
| <p>H16₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.</p> <p>H16_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.</p> | One-way ANOVA |
| <p>H17₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.</p> <p>H17_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.</p> | One-way ANOVA |
| <p>H18₀: There is no difference among international tourists in their perception towards accommodation facilities</p> | One-way |

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| <p>when classified as groups/individuals.</p> <p>H18a: There is a difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.</p> | <p>ANOVA</p> |
| <p>H19₀: There is no difference among international tourists in their perception towards food and drink when classified by nationality.</p> <p>H19a: There is a difference among international tourists in their perception towards food and drink when classified by nationality.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H20₀: There is no difference among international tourists in their perception towards food and drink when classified by gender.</p> <p>H20a: There is a difference among international tourists in their perception towards food and drink when classified by gender.</p> | <p>T-test</p> |
| <p>H21₀: There is no difference among international tourists in their perception towards food and drink when classified by age.</p> <p>H21a: There is a difference among international tourists in their perception towards food and drink when classified by age.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H22₀: There is no difference among international tourists in their perception towards food and drink when classified by marital status.</p> <p>H22a: There is a difference among international tourists in their perception towards food and drink when classified by marital status.</p> | <p>T-test</p> |
| <p>H23₀: There is no difference among international tourists in their perception towards food and drink when classified by education.</p> <p>H23a: There is a difference among international tourists in their perception towards food and drink when classified by education.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H24₀: There is no difference among international tourists in their perception towards food and drink when classified by income.</p> <p>H24a: There is a difference among international tourists in their perception towards food and drink when classified by income.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H25₀: There is no difference among international tourists in their perception towards food and drink when classified by frequency of visit.</p> <p>H25a: There is a difference among international tourists in</p> | <p>One-way</p> <p>ANOVA</p> |

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| their perception towards food and drink when classified by frequency of visit. | |
| <p>H26₀: There is no difference among international tourists in their perception towards food and drink when classified by purpose of visit.</p> <p>H26_a: There is a difference among international tourists in their perception towards food and drink when classified by purpose of visit.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H27₀: There is no difference among international tourists in their perception towards food and drink when classified as groups/individuals.</p> <p>H27_a: There is a difference among international tourists in their perception towards food and drink when classified as groups/individuals.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H28₀: There is no difference among international tourists in their perception towards travel agency services when classified by nationality.</p> <p>H28_a: There is a difference among international tourists in their perception towards travel agency services when classified by nationality.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H29₀: There is no difference among international tourists in their perception towards travel agency services when classified by gender.</p> <p>H29_a: There is a difference among international tourists in their perception towards travel agency services when classified by gender.</p> | T-test |
| <p>H30₀: There is no difference among international tourists in their perception towards travel agency services when classified by age.</p> <p>H30_a: There is a difference among international tourists in their perception towards travel agency services when classified by age.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H31₀: There is no difference among international tourists in their perception towards travel agency services when classified by marital status.</p> <p>H31_a: There is a difference among international tourists in their perception towards travel agency services when classified by marital status.</p> | T-test |
| <p>H32₀: There is no difference among international tourists in their perception towards travel agency services when classified by education.</p> <p>H32_a: There is a difference among international tourists in their perception towards travel agency services when classified by education.</p> | <p>One-way</p> <p>ANOVA</p> |

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|--|---|
| <p>H33₀: There is no difference among international tourists in their perception towards travel agency services when classified by income.</p> <p>H33_a: There is a difference among international tourists in their perception towards travel agency services when classified by income.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H34₀: There is no difference among international tourists in their perception towards travel agency services when classified by frequency of visit.</p> <p>H34_a: There is a difference among international tourists in their perception towards travel agency services when classified by frequency of visit.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H35₀: There is no difference among international tourists in their perception towards travel agency services when classified by purpose of visit.</p> <p>H35_a: There is a difference among international tourists in their perception towards travel agency services when classified by purpose of visit.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H36₀: There is no difference among international tourists in their perception towards travel agency services when classified as groups/individuals.</p> <p>H36_a: There is a difference among international tourists in their perception towards travel agency services when classified as groups/individuals.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H37₀: There is no difference among international tourists in their perception towards tourists' activities when classified by nationality.</p> <p>H37_a: There is a difference among international tourists in their perception towards tourists' activities when classified by nationality.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H38₀: There is no difference among international tourists in their perception towards tourists' activities when classified by gender.</p> <p>H38_a: There is a difference among international tourists in their perception towards tourists' activities when classified by gender.</p> | <p>T-test</p> |
| <p>H39₀: There is no difference among international tourists in their perception towards tourists' activities when classified by age.</p> <p>H39_a: There is a difference among international tourists in their perception towards tourists' activities when classified by age.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H40₀: There is no difference among international tourists in their perception towards tourists' activities when</p> | <p>T-test</p> |

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| classified by marital status. H40a: There is a difference among international tourists in their perception towards tourists' activities when classified by marital status. | |
| H41 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by education. H41a: There is a difference among international tourists in their perception towards tourists' activities when classified by education. | One-way ANOVA |
| H42 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by income. H42a: There is a difference among international tourists in their perception towards tourists' activities when classified by income. | One-way ANOVA |
| H43 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by frequency of visit. H43a: There is a difference among international tourists in their perception towards tourists' activities when classified by frequency of visit. | One-way ANOVA |
| H44 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by purpose of visit H44a: There is a difference among international tourists in their perception towards tourists' activities when classified by purpose of visit. | One-way ANOVA |
| H45 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by group/individual. H45a: There is a difference among international tourists in their perception towards tourists' activities when classified by group/individual. | One-way ANOVA |
| H46 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by nationality. H46a: There is a difference among international tourists in their perception towards interesting cultures when classified by nationality. | One-way ANOVA |
| H47 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by gender H47a: There is a difference among international tourists in | T-test |

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| their perception towards interesting cultures when classified by gender. | |
| <p>H48₀: There is no difference among international tourists in their perception towards interesting cultures when classified by age.</p> <p>H48_a: There is a difference among international tourists in their perception towards interesting cultures when classified by age.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H49₀: There is no difference among international tourists in their perception towards interesting cultures when classified by marital status.</p> <p>H49_a: There is a difference among international tourists in their perception towards interesting cultures when classified by marital status.</p> | <p>T-test</p> |
| <p>H50₀: There is no difference among international tourists in their perception towards interesting cultures when classified by education.</p> <p>H50_a: There is a difference among international tourists in their perception towards interesting cultures when classified by education.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H51₀: There is no difference among international tourists in their perception towards interesting cultures when classified by income.</p> <p>H51_a: There is a difference among international tourists in their perception towards interesting cultures when classified by income.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H52₀: There is no difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.</p> <p>H52_a: There is a difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H53₀: There is no difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.</p> <p>H53_a: There is a difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.</p> | <p>One-way</p> <p>ANOVA</p> |
| <p>H54₀: There is no difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.</p> <p>H54_a: There is a difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.</p> | <p>One-way</p> <p>ANOVA</p> |

CHAPTER FIVE

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

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

5.1 Tourists' Demographic and Travel Characteristics

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

5.1.1 Nationality

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

Table 5.1.1: Summary of respondents by Nationality

1. Nationality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | European | 90 | 23.4 | 23.4 | 23.4 |
| | American | 101 | 26.3 | 26.3 | 49.7 |
| | Asian | 148 | 38.5 | 38.5 | 88.3 |
| | Others | 45 | 11.7 | 11.7 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

1. Nationality

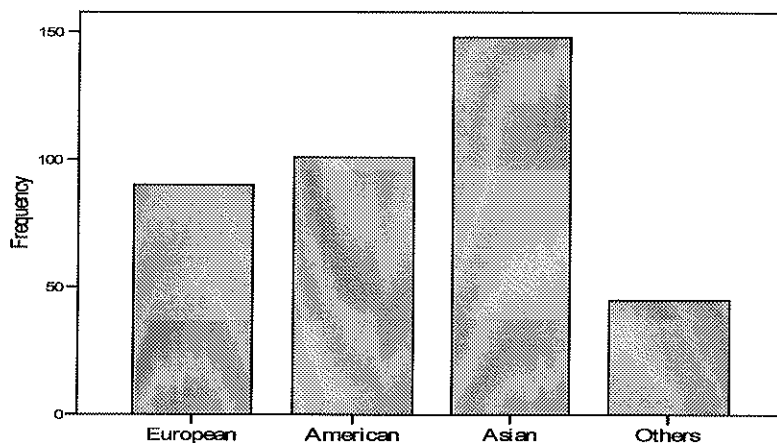


Figure 5.1.1: Nationality

From Table 5.1.1 and Figure 5.1.1 shown above, 148 respondents or (38.5%) were Asian tourists such as Japanese, Korean, Thai tourists. 101 respondents or (26.3%) were American tourists, most of them were from the North America. 90 respondents or (23.4%) were European tourists and 45 respondents or (11.7%) were other nationalities such as New Zealanders, Australians, and Nicaraguans.

5.1.2 Gender

The gender groups of respondents are presented in Table 5.1.2 and Figure 5.1.2:

Table 5.1.2: Summary of Respondents by Gender

2. Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid Male | 200 | 52.1 | 52.1 | 52.1 |
| Female | 184 | 47.9 | 47.9 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

2. Gender

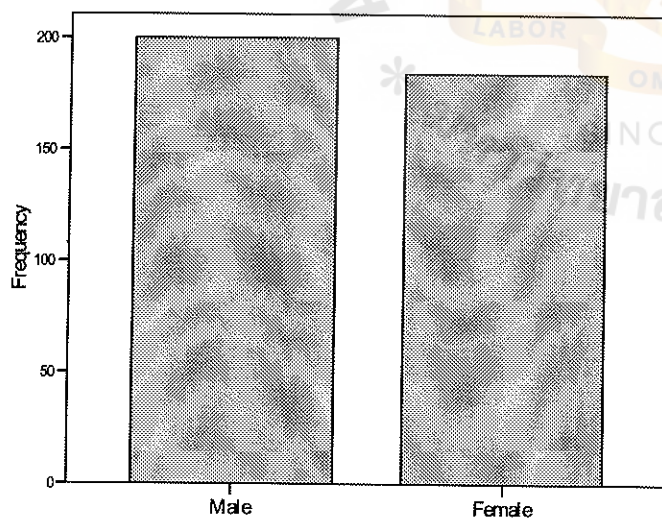


Figure 5.1.2: Gender

From Table 5.1.2 and Figure 5.1.2 shown above, 200 respondents or (52.1%) were male and 184 respondents or (47.9%) were female.

5.1.3 Age

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

Table 5.1.3: Summary of Respondents by Age

3. Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Valid under 20 years old | 21 | 5.5 | 5.5 | 5.5 |
| 21-40 years old | 199 | 51.8 | 51.8 | 57.3 |
| 41-60 years old | 146 | 38.0 | 38.0 | 95.3 |
| over 60 years old | 18 | 4.7 | 4.7 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

3. Age

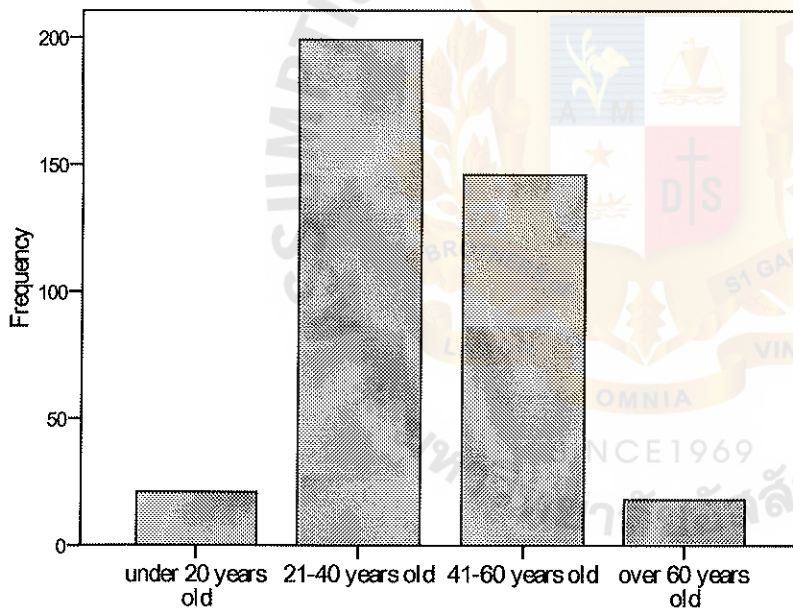


Figure 5.1.3: Age

From Table 5.1.3 and Figure 5.1.3 shown above, age range of tourists under 20 years old are 21 respondents or (5.5%), 21-40 years old are 199 respondents or (51.8%) tourists and 41-60 years old are 146 respondents or (38%) tourists and over 60 years old are 18 respondents or (4.7%) tourists.

5.1.4 Marital Status

The marital status groups of respondents are presented in Table 5.1.4 and Figure5.1.4:

Table 5.1.4: Summary of Respondents by Marital Status

4. Marital

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Single | 146 | 38.0 | 38.0 | 38.0 |
| | Married | 238 | 62.0 | 62.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

4. Marital Status

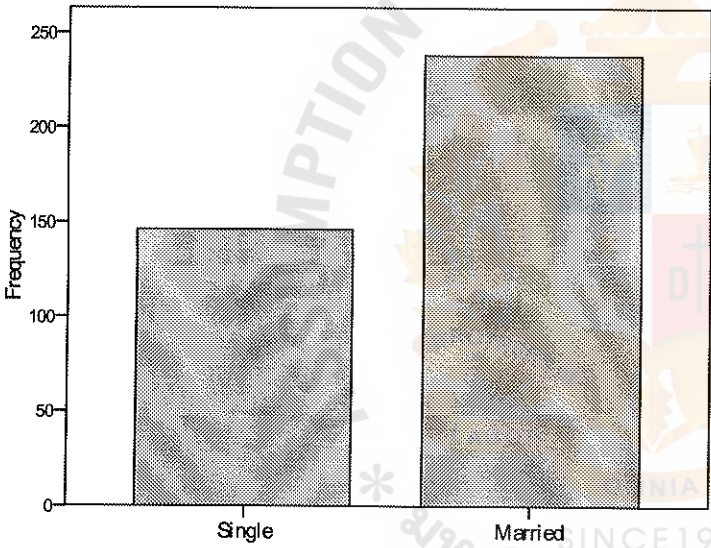


Figure 5.1.4: Marital Status

From Table 5.1.4 and Figure 5.1.4 shown above, 146 respondents or (38%) tourists were single and 238 respondents or (62%) tourists were married.

5.1.5 Education

The education background groups of respondents are presented in Table 5.1.5 and Figure 5.1.5:

Table 5.1.5: Summary of Respondents by Education

5. Education

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Valid High school or below | 30 | 7.8 | 7.8 | 7.8 |
| Bachelor degree | 198 | 51.6 | 51.6 | 59.4 |
| Master degree | 140 | 36.5 | 36.5 | 95.8 |
| Doctor degree | 16 | 4.2 | 4.2 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

5. Education

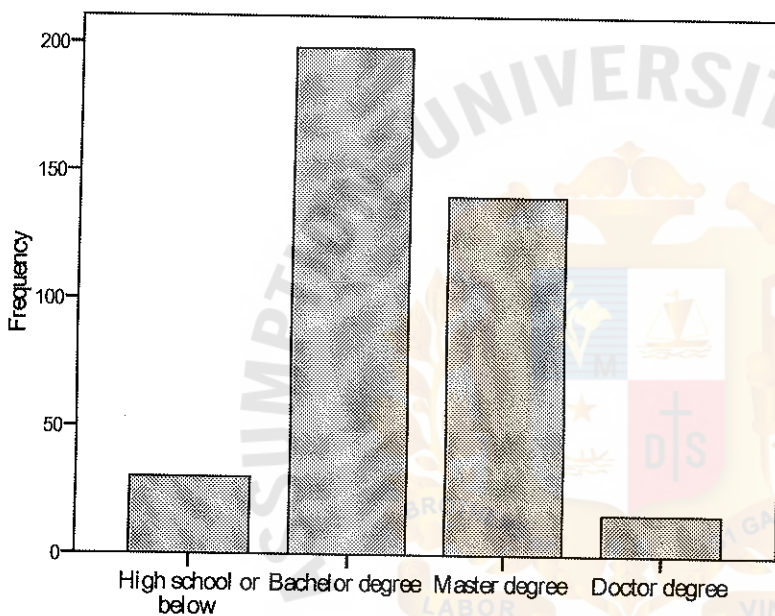


Figure 5.1.5: Education

From Table 5.1.5 and Figure 5.1.5 shown above, 30 respondents or (7.8%) were High school or below, 198 respondents or (51.6%) had Bachelors degrees, 140 respondents or (36.5%) had Masters degrees and 16 respondents or (4.5%) had Doctoral degrees.

5.1.6 Annual Income

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

Table 5.1.6: Summary of Respondents by Annual Income

| 6. Annual Income | | | | | |
|------------------|----------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Below 20,000US\$ | 44 | 11.5 | 11.5 | 11.5 |
| | 20,001-40,000US\$ | 121 | 31.5 | 31.5 | 43.0 |
| | 40,001-60,000US\$ | 148 | 38.5 | 38.5 | 81.5 |
| | More than 60,000US\$ | 71 | 18.5 | 18.5 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

6. Annual Income

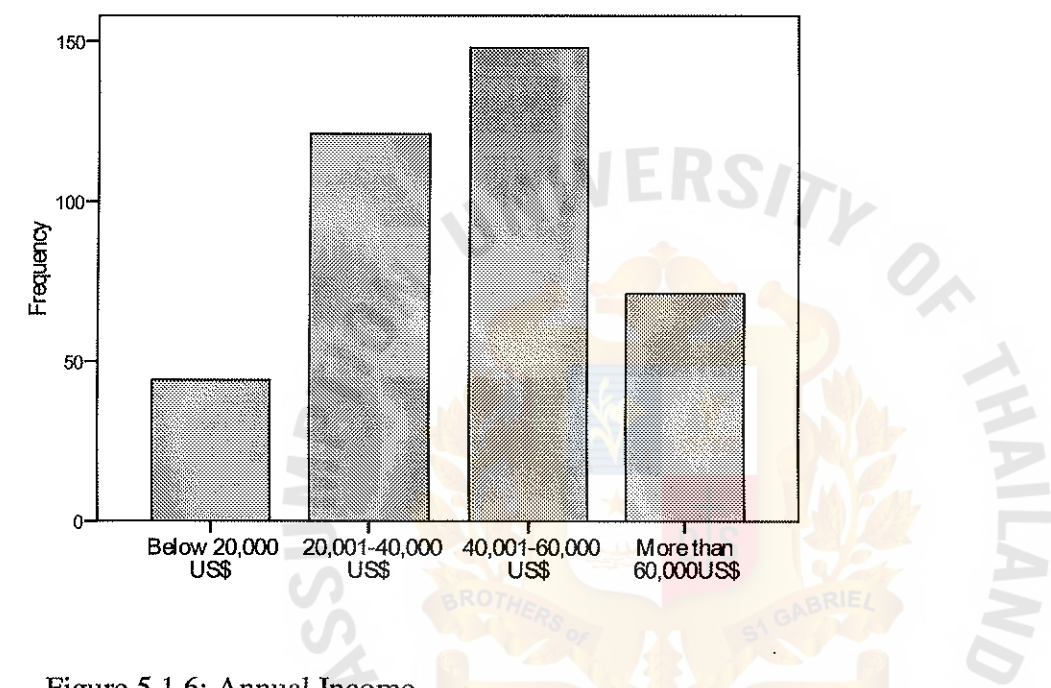


Figure 5.1.6: Annual Income

From Table 5.1.6 and Figure 5.1.6 shown above, 44 respondents or (11.5%) have annual income below 20,000US\$, 121 respondents or (31.5%) have annual income from 20,001US\$ to 40,000US\$, 148 respondents or (38.5%) have annual income from 40,001 US\$ to 60,000US\$ and 71 respondents or (18.5%) have annual income 60,000US\$ or more.

5.1.7 Frequency of Visit

The frequencies of visit groups of respondents are presented in Table 5.1.8 and Figure 5.1.7:

Table 5.1.7: Summary of Respondents by Purpose of Visit

7. Frequency of Visit

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | first time | 261 | 68.0 | 68.0 | 68.0 |
| | repeat visit | 123 | 32.0 | 32.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

7. Frequency of Visit

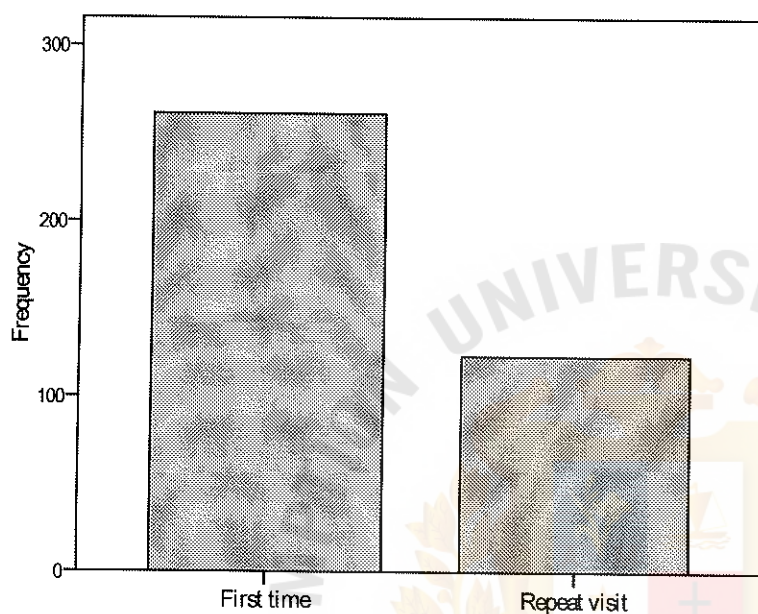


Figure 5.1.7: Frequency of Visit

From Table 5.1.7 and Figure 5.1.7 shown above, 261 respondents or (68%) were first time to visit Shanghai and 123 respondents or (32%) have repeated their visits to Shanghai.

5.1.8 Purpose of Visit

The purpose of visit groups of respondents is presented in Table 5.1.8 and Figure 5.1.8:

Table 5.1.8: Summary of Respondents by purpose of visit

8. Purpose of Visit

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Business trip | 165 | 43.0 | 43.0 | 43.0 |
| | Holiday | 219 | 57.0 | 57.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

8. Purpose of Visit

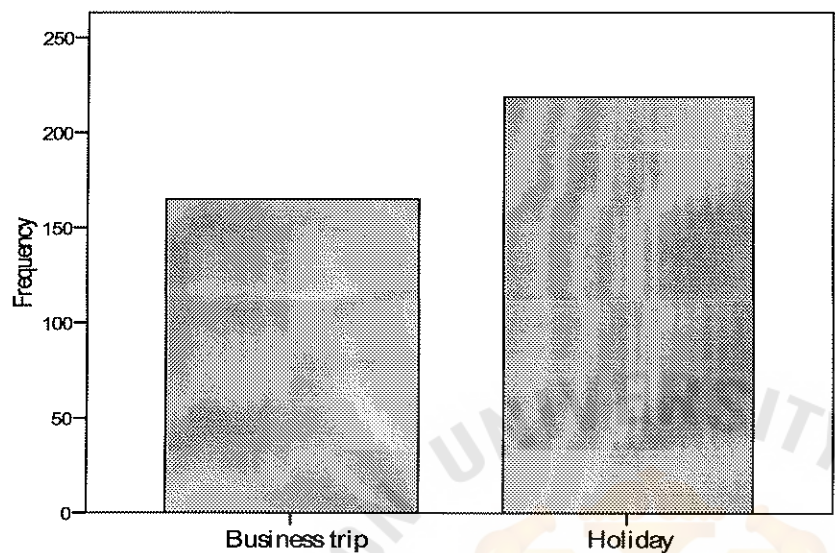


Figure 5.1.8: Purpose of Visit

From Table 5.1.8 and Figure 5.1.8 shown above, 165 respondents or (43%) were business purpose, 219 respondents or (57%) were for holiday purposes such as sightseeing and shopping activities, etc.

5.1.9 Types of Trip

The types of trip for respondents are presented in Table 5.1.9 and Figure 5.1.9

Table5.1.9: Summary of Respondents by Types of Trip

9. Types of Trip

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Group tour | 158 | 41.1 | 41.1 | 41.1 |
| | Individual traveler | 226 | 58.9 | 58.9 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

9. Types of Trip

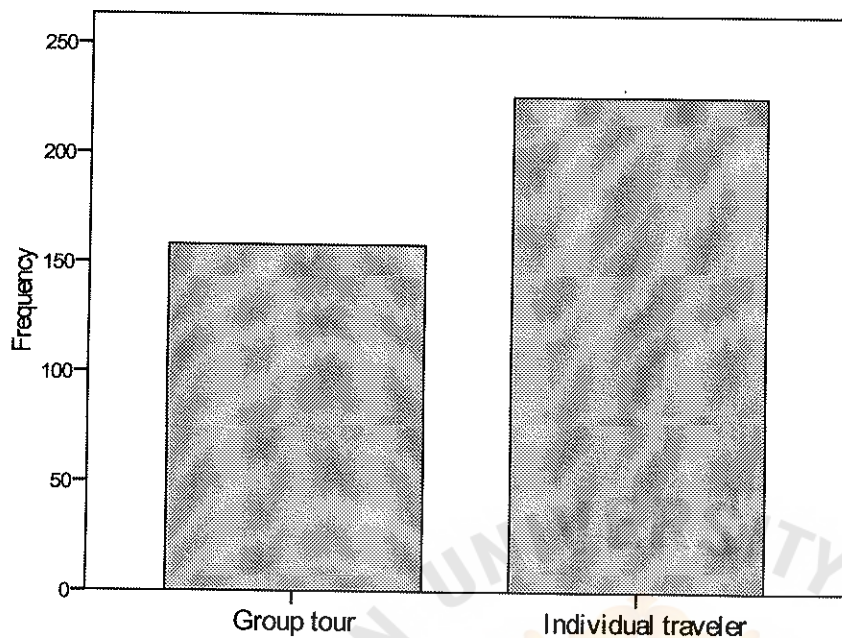


Figure 5.1.9: Types of Trip

From Table 5.1.9 and Figure 5.1.9 shown above, 158 respondents or (41.1%) were in group tours, 226 respondents or (58.9%) were individual travellers.

5.2 Results of Hypothesis Testing

This study tested of the 54 operational hypotheses by using T-test and ANOVA as follows:

H1₀: There is no difference among international tourists in their perception towards transportation facilities when classified by nationality.

H1_a: There is a difference among international tourists in their perception towards transportation facilities when classified by nationality.

Table 5.2.1: One-way ANOVA test for hypothesis 1

ANOVA

Transportation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 2.211 | 3 | .737 | 2.666 | .048 |
| Within Groups | 105.028 | 380 | .276 | | |
| Total | 107.239 | 383 | | | |

As shown in Table 5.2.1, the significance value is 0.048, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified by nationality.

5.2.2 Hypothesis 2

H2₀: There is no difference among international tourists in their perception towards transportation facilities when classified by gender.

H2_a: There is a difference among international tourists in their perception towards transportation facilities when classified by gender.

Table 5.2.2: Independent t-test for hypothesis 2

Group Statistics

| | | N | Mean | Std. Deviation | Std. Error Mean |
|----------------|--------|-----|--------|----------------|-----------------|
| Transportation | Male | 215 | 3.9628 | .51799 | .03533 |
| | Female | 169 | 3.9487 | .54446 | .04188 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Transportation | Equal variances assumed | 2.577 | .109 | .259 | 382 | .796 | .01409 | .05446 | -.09299 | .12118 |
| | Equal variances not assumed | | | .257 | 352.155 | .797 | .01409 | .05479 | -.09367 | .12185 |

As shown in Table5.2.2, the significance value is 0.109, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards transportation facilities when classified by gender.

5.2.3 Hypothesis 3

H3₀: There is no difference among international tourists in their perception towards transportation facilities when classified by age.

H3_a: There is a difference among international tourists in their perception towards transportation facilities when classified by age.

Table 5.2.3: One-way ANOVA test for hypothesis 3

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Transportation | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 12.270 | 3 | 4.090 | 4.075 | .007 |
| Within Groups | 381.420 | 380 | 1.004 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.3, the significance value is 0.007, which is greater than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified by age.

5.2.4 Hypothesis 4

H4₀: There is no difference among international tourists in their perception towards transportation facilities when classified by marital status.

H4_a: There is a difference among international tourists in their perception towards transportation facilities when classified by marital status.

Table 5.2.4: Independent t-test for hypothesis 4

Group Statistics

| 4.Marital Status | | N | Mean | Std. Deviation | Std. Error Mean |
|------------------|---------|-----|--------|----------------|-----------------|
| Transportation | Single | 145 | 3.9265 | .53324 | .04428 |
| | Married | 239 | 3.9749 | .52693 | .03408 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Transportation | Equal variances assumed | .180 | .672 | -.868 | 382 | .386 | -.04837 | .05572 | -.15792 | .06118 |
| | Equal variances not assumed | | | -.866 | 301.20 | .387 | -.04837 | .05588 | -.15834 | .06160 |

As shown in Table 5.2.4, the significance value is 0.672, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards transportation facilities when classified by marital status.

5.2.5 Hypothesis 5

H5₀: There is no difference among international tourists in their perception towards transportation facilities when classified by education.

H5_a: There is a difference among international tourists in their perception towards transportation facilities when classified by education.

Table 5.2.5: One-way ANOVA test for hypothesis 5

ANOVA

Transportation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 8.088 | 3 | 2.696 | 2.657 | .048 |
| Within Groups | 385.602 | 380 | 1.015 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.5, the significance value is 0.048, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified by education.

5.2.6 Hypothesis 6

H6₀: There is no difference among international tourists in their perception towards transportation facilities when classified by income.

H6_a: There is a difference among international tourists in their perception towards transportation facilities when classified by income.

Table 5.2.6: One-way ANOVA test for hypothesis 6

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Transportation | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .377 | 3 | .126 | .122 | .947 |
| Within Groups | 393.313 | 380 | 1.035 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.6, the significance value is 0.947, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards transportation facilities when classified by income

5.2.7 Hypothesis 7

H7₀: There is no difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.

H7_a: There is a difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.

Table 5.2.7: One-way ANOVA test for hypothesis 7

ANOVA

Transportation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 1.083 | 1 | 1.083 | 3.898 | .049 |
| Within Groups | 106.156 | 382 | .278 | | |
| Total | 107.239 | 383 | | | |

As shown in Table 5.2.7, the significance value is 0.049, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.

5.2.8 Hypothesis 8

H8₀: There is no difference among international tourists in their perception towards transportation facilities when classified by purpose of visit.

H8_a: There is a difference among international tourists in their perception towards transportation facilities when classified by purpose of visit.

Table 5.2.8: One-way ANOVA test for hypothesis 8

ANOVA

Transportation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 1.822 | 1 | 1.822 | 6.602 | .011 |
| Within Groups | 105.417 | 382 | .276 | | |
| Total | 107.239 | 383 | | | |

As shown in Table 5.2.8, the significance value is 0.011, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified by purpose of visit.

5.2.9 Hypothesis 9

H9₀: There is no difference among international tourists in their perception towards transportation facilities when classified as groups/individuals.

H9a: There is a difference among international tourists in their perception towards transportation facilities when classified as groups/individuals.

Table 5.2.9: One-way ANOVA test for hypothesis 9

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Transportation | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 2.110 | 1 | 2.110 | 7.668 | .006 |
| Within Groups | 105.129 | 382 | .275 | | |
| Total | 107.239 | 383 | | | |

As shown in Table 5.2.9, the significance value is 0.006, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards transportation facilities when classified as groups/individuals.

5.2.10 Hypothesis 10

H10₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by nationality.

H10_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by nationality.

Table 5.2.10: One-way ANOVA test for hypothesis 10

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Accommodation | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .331 | 3 | .110 | .279 | .841 |
| Within Groups | 150.456 | 380 | .396 | | |
| Total | 150.787 | 383 | | | |

As shown in Table 5.2.10, the significance value is 0.841, which is more than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their

perception towards accommodation facilities when classified by nationality.

5.2.11 Hypothesis 11

H11₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by gender.

H11_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by gender.

Table 5.2.11: Independent t-test for hypothesis 11

| Group Statistics | | | | | | | | | | |
|------------------|--------|-----|--------|----------------|-----------------|--|--|--|--|--|
| 2.Gender | | N | Mean | Std. Deviation | Std. Error Mean | | | | | |
| Accommodation | Male | 215 | 3.0760 | .87034 | .05936 | | | | | |
| | Female | 169 | 3.0393 | .89743 | .06903 | | | | | |

| Independent Samples Test | | | | | | | | | | |
|--------------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Accommodation | Equal variances assumed | .521 | .471 | .405 | 382 | .686 | .03676 | .09071 | -.14159 | .21511 |
| | Equal variances not assumed | | | .404 | 355.633 | .687 | .03676 | .09104 | -.14229 | .21581 |

As shown in Table 5.2.11, the significance value is 0.471, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards accommodation facilities when classified by gender.

5.2.12 Hypothesis

H12₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by age.

H12_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by age.

Table 5.2.12: One-way ANOVA test for hypothesis 12

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Accommodation | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 2.292 | 3 | .764 | 2.662 | .048 |
| Within Groups | 109.046 | 380 | .287 | | |
| Total | 111.338 | 383 | | | |

As shown in Table 5.2.12, the significance value is 0.048, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among international tourists in their perception towards accommodation facilities when classified by age.

5.2.13 Hypothesis

H13₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by marital status.

H13_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by marital status

Table 5.2.13: Independent t-test for hypothesis 13

| Group Statistics | | | | | |
|------------------|---------|-----|--------|----------------|-----------------|
| 4.Marital Status | | N | Mean | Std. Deviation | Std. Error Mean |
| Accommodation | Single | 145 | 3.0759 | .90880 | .07547 |
| | Married | 239 | 3.0501 | .86613 | .05603 |

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Accommodation Equal variances assumed | .446 | .505 | .278 | 382 | .781 | .02581 | .09289 | -.15684 | .20845 |
| Accommodation Equal variances not assumed | | | .275 | 292.663 | .784 | .02581 | .09399 | -.15918 | .21079 |

As shown in Table 5.2.13, the significance value is 0.505, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards accommodation facilities when classified by marital status.

5.2.14 Hypothesis 14

H14₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by education.

H14_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by education.

Table 5.2.14: One-way ANOVA test for hypothesis 14

ANOVA

Accommodation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 3.088 | 3 | 1.029 | 1.329 | .265 |
| Within Groups | 294.446 | 380 | .775 | | |
| Total | 297.534 | 383 | | | |

As shown in Table 5.2.14, the significance value is 0.265, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards accommodation facilities when classified by education.

5.2.15 Hypothesis

H15₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by income.

H15_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by income.

Table 5.2.15: One-way ANOVA test for hypothesis 15

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Accommodation | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 7.805 | 3 | 2.602 | 3.412 | .018 |
| Within Groups | 289.729 | 380 | .762 | | |
| Total | 297.534 | 383 | | | |

As shown in Table 5.2.15, the significance value is 0.018, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards accommodation facilities when classified by income.

5.2.16 Hypothesis 16

H16₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.

H16_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.

Table 5.2.16: One-way ANOVA test for hypothesis 16

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Accommodation | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .036 | 1 | .036 | .046 | .831 |
| Within Groups | 297.499 | 382 | .779 | | |
| Total | 297.534 | 383 | | | |

As shown in Table 5.2.16, the significance value is 0.831, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.

5.2.17 Hypothesis 17

H17₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.

H17_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.

Table 5.2.17: One-way ANOVA test for hypothesis 17

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Accommodation | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.545 | 1 | 3.545 | 4.607 | .032 |
| Within Groups | 293.989 | 382 | .770 | | |
| Total | 297.534 | 383 | | | |

As shown in Table 5.2.17, the significance value is 0.032, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.

5.2.18 Hypothesis 18

H18₀: There is no difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.

H18_a: There is a difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.

Table 5.2.18: One-way ANOVA test for hypothesis 18

ANOVA

Accommodation

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 1.886 | 1 | 1.886 | 2.437 | .119 |
| Within Groups | 295.648 | 382 | .774 | | |
| Total | 297.534 | 383 | | | |

As shown in Table 5.2.18, the significance value is 0.119, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.

5.2.19 Hypothesis 19

H19₀: There is no difference among international tourists in their perception towards food and drink when classified by nationality.

H19_a: There is a difference among international tourists in their perception towards food and drink when classified by nationality.

Table 5.2.19: One-way ANOVA test for hypothesis 19

ANOVA

Food and Drink

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 2.610 | 3 | .870 | 1.480 | .220 |
| Within Groups | 223.437 | 380 | .588 | | |
| Total | 226.048 | 383 | | | |

As shown in Table 5.2.19, the significance value is 0.220, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by nationality.

5.2.20 Hypothesis 20

H20₀: There is no difference among international tourists in their perception towards food and drink when classified by gender.

H20a: There is a difference among international tourists in their perception towards food and drink when classified by gender.

Table 5.2.20: Independent t-test for hypothesis 20

| Group Statistics | | | | |
|------------------|-----|--------|----------------|-----------------|
| 2.Gender | N | Mean | Std. Deviation | Std. Error Mean |
| Food and Drink | | | | |
| Male | 215 | 3.8620 | .78465 | .05351 |
| Female | 169 | 3.7633 | .74551 | .05735 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| FD | Equal variances assumed | .661 | .417 | 1.251 | 382 | .212 | .09873 | .07892 | -.056 | .25390 |
| | Equal variances not assumed | | | 1.259 | 368.569 | .209 | .09873 | .07844 | -.056 | .25297 |

As shown in Table 5.2.20, the significance value is 0.417, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by gender.

5.2.21 Hypothesis 21

H21₀: There is no difference among international tourists in their perception towards food and drink when classified by age.

H21_a: There is a difference among international tourists in their perception towards food and drink when classified by age.

Table 5.2.21: One-way ANOVA test for hypothesis 21

ANOVA

Food and Drink

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 5.432 | 3 | 1.811 | 3.119 | .026 |
| Within Groups | 220.616 | 380 | .581 | | |
| Total | 226.048 | 383 | | | |

As shown in Table 5.2.21, the significance value is 0.026, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards food and drink when classified by age.

5.2.22 Hypothesis 22

H22₀: There is no difference among international tourists in their perception towards food and drink when classified by marital status.

H22_a: There is a difference among international tourists in their perception towards food and drink when classified by marital status.

Table 5.2.22: Independent t-test for hypothesis 22

Group Statistics

| 4.Marital Status | | N | Mean | Std. Deviation | Std. Error Mean |
|------------------|---------|-----|--------|----------------|-----------------|
| Food and Drink | Single | 145 | 3.3981 | .77610 | .06445 |
| | Married | 239 | 3.3757 | .84081 | .05439 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----|-----------------------------|---|------|------------------------------|-------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| FD | Equal variances assumed | 2.323 | .128 | .261 | 382 | .795 | .02241 | .08600 | -.14669 | .19151 |
| | Equal variances not assumed | | | .266 | 323.0 | .791 | .02241 | .08433 | -.14351 | .18832 |

As shown in Table 5.2.22, the significance value is 0.128, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by marital status.

5.2.23 Hypothesis 23

H23₀: There is no difference among international tourists in their perception towards food and drink when classified by education.

H23_a: There is a difference among international tourists in their perception towards food and drink when classified by education.

Table 5.2.23: One-way ANOVA test for hypothesis 23

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Food and Drink | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.092 | 3 | 1.031 | 1.555 | .200 |
| Within Groups | 251.948 | 380 | .663 | | |
| Total | 255.040 | 383 | | | |

As shown in Table 5.2.23, the significance value is 0.200, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by education.

5.2.24 Hypothesis 24

H24₀: There is no difference among international tourists in their perception towards food and drink when classified by income.

H24_a: There is a difference among international tourists in their perception towards food and drink when classified by income.

Table 5.2.24: One-way ANOVA test for hypothesis 24

ANOVA

Food and Drink

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .893 | 3 | .298 | .445 | .721 |
| Within Groups | 254.147 | 380 | .669 | | |
| Total | 255.040 | 383 | | | |

As shown in Table 5.2.24, the significance value is 0.721, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by income.

5.2.25 Hypothesis 25

H25₀: There is no difference among international tourists in their perception towards food and drink when classified by frequency of visit.

H25_a: There is a difference among international tourists in their perception towards food and drink when classified by frequency of visit.

Table 5.2.25: One-way ANOVA test for hypothesis 25

ANOVA

Food and Drink

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .055 | 1 | .055 | .082 | .775 |
| Within Groups | 254.985 | 382 | .668 | | |
| Total | 255.040 | 383 | | | |

As shown in Table 5.2.25, the significance value is 0.775, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by frequency of visit.

5.2.26 Hypothesis 26

H26₀: There is no difference among international tourists in their perception towards food and drink when classified by purpose of visit.

H26a: There is a difference among international tourists in their perception towards food and drink when classified by purpose of visit.

Table 5.2.26: One-way ANOVA test for hypothesis 26

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Food and Drink | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .027 | 1 | .027 | .040 | .841 |
| Within Groups | 255.013 | 382 | .668 | | |
| Total | 255.040 | 383 | | | |

As shown in Table 5.2.26, the significance value is 0.841, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified by purpose of visit.

5.2.27 Hypothesis 27

H27₀: There is no difference among international tourists in their perception towards food and drink when classified as groups/individuals.

H27_a: There is a difference among international tourists in their perception towards food and drink when classified as groups/individuals.

Table 5.2.27: One-way ANOVA test for hypothesis 27

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Food and Drink | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .206 | 1 | .206 | .308 | .579 |
| Within Groups | 254.835 | 382 | .667 | | |
| Total | 255.040 | 383 | | | |

As shown in Table 5.2.27, the significance value is 0.579, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards food and drink when classified as groups/individuals.

5.2.28 Hypothesis 28

H28₀: There is no difference among international tourists in their perception towards travel agency services when classified by nationality.

H28_a: There is a difference among international tourists in their perception towards travel agency services when classified by nationality.

Table 5.2.28: One-way ANOVA test for hypothesis 28

| ANOVA | | | | | |
|-----------------------|----------------|-----|-------------|-------|------|
| Travel Agency Service | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.300 | 3 | 1.100 | 2.821 | .039 |
| Within Groups | 148.155 | 380 | .390 | | |
| Total | 151.455 | 383 | | | |

As shown in Table 5.2.28, the significance value is 0.039, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among international tourists in their perception towards travel agency service when classified by nationality.

5.2.29 Hypothesis 29

H29₀: There is no difference among international tourists in their perception towards travel agency services when classified by gender.

H29_a: There is a difference among international tourists in their perception towards travel agency services when classified by gender.

Table 5.2.29: Independent t-test for hypothesis 29

| Group Statistics | | | | | |
|-----------------------|--------|-----|--------|----------------|-----------------|
| 2.Gender | | N | Mean | Std. Deviation | Std. Error Mean |
| Travel Agency Service | Male | 215 | 3.6144 | .73865 | .05038 |
| | Female | 169 | 3.5818 | .76030 | .05848 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Travel Agency Service | Equal variances assumed | .355 | .552 | .424 | 382 | .672 | .03260 | .07692 | -.11865 | .18384 |
| | Equal variances not assumed | | | .422 | 355.944 | .673 | .03260 | .07719 | -.11921 | .18440 |

As shown in Table 5.2.29, the significance value is 0.552 which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards travel agency service when classified by gender.

5.2.30 Hypothesis 30

H30₀: There is no difference among international tourists in their perception towards travel agency services when classified by age.

H30_a: There is a difference among international tourists in their perception towards travel agency services when classified by age.

Table 5.2.30: One-way ANOVA for hypothesis 30

ANOVA

Travel Agency Service

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 3.188 | 3 | 1.063 | 2.666 | .048 |
| Within Groups | 151.447 | 380 | .399 | | |
| Total | 154.634 | 383 | | | |

As shown in Table 5.2.30, the significance value is 0.048 which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their

perception towards travel agency service when classified by age.

5.2.31 Hypothesis 31

H31₀: There is no difference among international tourists in their perception towards travel agency services when classified by marital status.

H31_a: There is a difference among international tourists in their perception towards travel agency services when classified by marital status.

Group Statistics

| 4.Marital Status | | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------|---------|-----|--------|----------------|-----------------|
| Travel Agency Service | Single | 145 | 3.5289 | .81327 | .06754 |
| | Married | 239 | 3.6432 | .70279 | .04546 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Travel Agency Service | Equal variances assumed | 7.812 | .005 | -1.455 | 382 | .147 | -.11428 | .07857 | -.26876 | .04019 |
| | Equal variances not assumed | | | -1.404 | 270.451 | .162 | -.11428 | .08141 | -.27457 | .04600 |

As shown in Table 5.2.31, the significance value is 0.005 which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among international tourists in their perception towards travel agency service when classified by marital status.

5.2.32 Hypothesis 32

H32₀: There is no difference among international tourists in their perception towards travel agency services when classified by education.

H32_a: There is a difference among international tourists in their perception towards travel agency services when classified by education.

Table 5.2.32: One-way ANOVA for hypothesis 32

| ANOVA | | | | | |
|------------------------|----------------|-----|-------------|-------|------|
| Travel Agency Services | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.622 | 3 | 1.207 | 3.038 | .029 |
| Within Groups | 151.012 | 380 | .397 | | |
| Total | 154.634 | 383 | | | |

As shown in Table 5.2.32, the significance value is 0.029 which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards travel agency service when classified by education.

5.2.33 Hypothesis 33

H33₀: There is no difference among international tourists in their perception towards travel agency services when classified by income.

H33_a: There is a difference among international tourists in their perception towards travel agency services when classified by income.

Table 5.2.33: One-way ANOVA for hypothesis 33

| ANOVA | | | | | |
|------------------------|----------------|-----|-------------|-------|------|
| Travel agency services | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 1.381 | 3 | .460 | 1.142 | .332 |
| Within Groups | 153.253 | 380 | .403 | | |
| Total | 154.634 | 383 | | | |

As shown in Table 5.2.33, the significance value is 0.332, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards travel agency service when classified by income.

5.2.34 Hypothesis 34

H34₀: There is no difference among international tourists in their perception towards travel agency services when classified by frequency of visit.

H34_a: There is a difference among international tourists in their perception towards travel agency services when classified by frequency of visit.

Table 5.2.34: One-way ANOVA for hypothesis 34

| ANOVA | | | | | |
|------------------------|----------------|-----|-------------|------|------|
| Travel Agency Services | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .042 | 1 | .042 | .106 | .745 |
| Within Groups | 151.413 | 382 | .396 | | |
| Total | 151.455 | 383 | | | |

As shown in Table 5.2.34, the significance value is 0.745, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards travel agency service when classified by frequency of visit.

5.2.35 Hypothesis 35

H35₀: There is no difference among international tourists in their perception towards travel agency services when classified by purpose of visit.

H35_a: There is a difference among international tourists in their perception towards travel agency services when classified by purpose of visit.

Table 5.2.35 One-way ANOVA for hypothesis 35

ANOVA

Travel Agency Services

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .082 | 1 | .082 | .206 | .650 |
| Within Groups | 151.373 | 382 | .396 | | |
| Total | 151.455 | 383 | | | |

As shown in Table 5.2.35, the significance value is 0.650, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards travel agency service when classified by purpose of visit.

5.2.36 Hypothesis 36

H36₀: There is no difference among international tourists in their perception towards travel agency services when classified as groups/individuals.

H36: There is a difference among international tourists in their perception towards travel agency services when classified as groups/individuals.

Table 5.2.36 One-way ANOVA for hypothesis 36

ANOVA

Travel Agency Service

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .080 | 1 | .080 | .143 | .705 |
| Within Groups | 213.892 | 382 | .560 | | |
| Total | 213.972 | 383 | | | |

As shown in Table 5.2.36, the significance value is 0.705 which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards travel agency service when classified by group/individual.

5.2.37 Hypothesis 37

H37₀: There is no difference among international tourists in their perception towards tourists' activities when classified by nationality.

H37a: There is a difference among international tourists in their perception towards tourists' activities when classified by nationality.

Table 5.2.37 One-way ANOVA for hypothesis 37

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|-------|------|
| Tourists' Activities | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 8.608 | 3 | 2.869 | 2.757 | .042 |
| Within Groups | 395.422 | 380 | 1.041 | | |
| Total | 404.030 | 383 | | | |

As shown in Table 5.2.37, the significance value is 0.042, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards tourists' activities when classified by nationality.

5.2.38 Hypothesis 38

H38₀: There is no difference among international tourists in their perception towards tourists' activities when classified by gender

H38a: There is a difference among international tourists in their perception towards tourists' activities when classified by gender.

Table 5.2.38 One-way ANOVA for hypothesis 38

| Group Statistics | | | | | |
|------------------|--------|-----|--------|----------------|-----------------|
| 2.Gender | | N | Mean | Std. Deviation | Std. Error Mean |
| TA | Male | 215 | 3.2605 | 1.01512 | .06923 |
| | Female | 169 | 3.3307 | 1.04381 | .08029 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Toursits' Activities | Equal variances assumed | .338 | .562 | -.664 | 382 | .507 | -.07014 | .10566 | -.27790 | .13762 |
| | Equal variances not assumed | | | -.662 | 356.126 | .509 | -.07014 | .10602 | -.27864 | .13836 |

As shown in Table 5.2.38, the significance value is 0.562, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards tourists' activities when classified by gender.

5.2.39 Hypothesis 39

H39₀: There is no difference among international tourists in their perception towards tourists' activities when classified by age.

H39_a: There is a difference among international tourists in their perception towards tourists' activities when classified by age.

Table 5.2.39 One-way ANOVA for hypothesis 39

ANOVA

Tourists' Activities

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 4.479 | 3 | 1.493 | 1.420 | .237 |
| Within Groups | 399.551 | 380 | 1.051 | | |
| Total | 404.030 | 383 | | | |

As shown in Table 5.2.39, the significance value is 0.237, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their

perception towards tourists' activities when classified by age.

5.2.40 Hypothesis 40

H40₀: There is no difference among international tourists in their perception towards tourists' activities when classified by marital status.

H40_a: There is a difference among international tourists in their perception towards tourists' activities when classified by marital status.

Table 5.2.40 One-way ANOVA for hypothesis 40

| Group Statistics | | | | |
|-----------------------------|-----|--------|----------------|-----------------|
| 4.Marital Status | N | Mean | Std. Deviation | Std. Error Mean |
| Tourists' Activities Single | 145 | 3.3739 | 1.12366 | .09332 |
| Married | 239 | 3.2413 | .96281 | .06228 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Tourists' Activities | Equal variances assumed | 10.698 | .001 | 1.228 | 382 | .220 | .13263 | .10804 | -.07980 | .34507 |
| | Equal variances not assumed | | | 1.182 | 268.61 | .238 | .13263 | .11219 | -.08825 | .35352 |

As shown in Table 5.2.40, the significance value is 0.001, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards tourists' activities when classified by marital status.

5.2.41 Hypothesis 41

H41₀: There is no difference among international tourists in their perception towards tourists' activities when classified by education.

H41_a: There is a difference among international tourists in their perception towards tourists' activities when classified by education.

Table 5.2.41One-way ANOVA for hypothesis 41

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|-------|------|
| Tourists' Activities | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 8.088 | 3 | 2.696 | 2.657 | .048 |
| Within Groups | 385.602 | 380 | 1.015 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.41, the significance value is 0.048, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards tourists' activities when classified by education.

5.2.42 Hypothesis 42

H42₀: There is no difference among international tourists in their perception towards tourists' activities when classified by income.

H42_a: There is a difference among international tourists in their perception towards tourists' activities when classified by income.

Table 5.2.42 One-way ANOVA for hypothesis 42

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|------|------|
| Tourists' Activities | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .377 | 3 | .126 | .122 | .947 |
| Within Groups | 393.313 | 380 | 1.035 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.42, the significance value is 0.947, which is greater than 0.05, so the null

hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards tourists' activities when classified by income.

5.2.43 Hypothesis 43

H43₀: There is no difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.

H43_a: There is a difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.

Table 5.2.43 One-way ANOVA for hypothesis 43

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|------|------|
| Tourists' Activities | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .009 | 1 | .009 | .009 | .925 |
| Within Groups | 393.681 | 382 | 1.031 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.43, the significance value is 0.925, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.

5.2.44 Hypothesis 44

H44₀: There is no difference among international tourists in their perception towards tourists' activities when classified by purpose of visit

H44_a: There is a difference among international tourists in their perception towards tourists' activities when classified by purpose of visit.

Table 5.2.44 One-way ANOVA for hypothesis 44

ANOVA

Tourists' Activities

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .063 | 1 | .063 | .061 | .805 |
| Within Groups | 393.627 | 382 | 1.030 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.44, the significance value is 0.805, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards tourists' activities when classified by purpose of visit.

5.2.45 Hypothesis 45

H45₀: There is no difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.

H45_a: There is a difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.

Table 5.2.45 One-way ANOVA for hypothesis 45

ANOVA

Tourists' Activities

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 2.352 | 1 | 2.352 | 2.296 | .131 |
| Within Groups | 391.338 | 382 | 1.024 | | |
| Total | 393.690 | 383 | | | |

As shown in Table 5.2.45, the significance value is 0.131, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards tourists' activities when classified by group/individual.

5.2.46 Hypothesis 46

H46₀: There is no difference among international tourists in their perception towards interesting cultures when classified by nationality.

H46a: There is a difference among international tourists in their perception towards interesting cultures when classified by nationality.

Table 5.2.46 One-way ANOVA for hypothesis 46

ANOVA

Interesting Cultures

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | .808 | 3 | .269 | .373 | .773 |
| Within Groups | 274.775 | 380 | .723 | | |
| Total | 275.584 | 383 | | | |

As shown in Table 5.2.46, the significance value is 0.773, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by nationality.

5.2.47 Hypothesis 47

H47₀: There is no difference among international tourists in their perception towards interesting cultures when classified by gender

H47_a: There is a difference among international tourists in their perception towards interesting cultures when classified by gender.

Table 5.2.47 One-way ANOVA for hypothesis 47

Group Statistics

| 2.Gender | | N | Mean | Std. Deviation | Std. Error Mean |
|----------|--------|-----|--------|----------------|-----------------|
| Culture | Male | 215 | 3.9860 | .81976 | .05591 |
| | Female | 169 | 3.9568 | .88537 | .06811 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Interesting Cultures | Equal variances assumed | 1.777 | .183 | .335 | 382 | .738 | .02924 | .08730 | -.14241 | .20090 |
| | Equal variances not assumed | | | .332 | 347.005 | .740 | .02924 | .08811 | -.14406 | .20255 |

As shown in Table 5.2.47, the significance value is 0.183, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by gender.

5.2.48 Hypothesis 48

H48₀: There is no difference among international tourists in their perception towards interesting cultures when classified by age.

H48_a: There is a difference among international tourists in their perception towards interesting cultures when classified by age.

Table 5.2.48 One-way ANOVA for hypothesis 48

Interesting Cultures

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | 1.990 | 3 | .663 | .921 | .431 |
| Within Groups | 273.594 | 380 | .720 | | |
| Total | 275.584 | 383 | | | |

As shown in Table 5.2.48, the significance value is 0.431, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by age.

5.2.49 Hypothesis 49

H49₀: There is no difference among international tourists in their perception towards interesting cultures when classified by marital status.

H49_a: There is a difference among international tourists in their perception towards interesting cultures when classified by marital status.

Table 5.2.49 One-way ANOVA for hypothesis 49

Group Statistics

| 4.Marital Status | | N | Mean | Std. Deviation | Std. Error Mean |
|------------------|---------|-----|--------|----------------|-----------------|
| Culture | Single | 145 | 3.9540 | .89966 | .07471 |
| | Married | 239 | 3.9848 | .81722 | .05286 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|-------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Interesting Cultures | Equal variances assumed | 1.757 | .186 | -.345 | 382 | .731 | -.03081 | .08939 | -.2066 | .1450 |
| | Equal variances not assumed | | | -.337 | 281.566 | .737 | -.03081 | .09152 | -.2110 | .1493 |

As shown in Table 5.2.49, the significance value is 0.186, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by marital status.

5.2.50 Hypothesis 50

H50₀: There is no difference among international tourists in their perception towards interesting cultures when classified by education.

H50a: There is a difference among international tourists in their perception towards interesting cultures when classified by education.

Table 5.2.50 One-way ANOVA for hypothesis 50

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|-------|------|
| Interesting Cultures | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 7.945 | 3 | 2.648 | 2.856 | .037 |
| Within Groups | 352.381 | 380 | .927 | | |
| Total | 360.325 | 383 | | | |

As shown in Table 5.2.50, the significance value is 0.037, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards interesting cultures when classified by education.

5.2.51 Hypothesis 51

H51₀: There is no difference among international tourists in their perception towards interesting cultures when classified by income.

H51a: There is a difference among international tourists in their perception towards interesting cultures when classified by income.

Table 5.2.51 One-way ANOVA for hypothesis 51

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|------|------|
| Interesting Cultures | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 2.082 | 3 | .694 | .736 | .531 |
| Within Groups | 358.244 | 380 | .943 | | |
| Total | 360.325 | 383 | | | |

As shown in Table 5.2.51, the significance value is 0.531, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by income.

5.2.52 Hypothesis 52

H52₀: There is no difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.

H52_a: There is a difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.

Table 5.2.52 One-way ANOVA for hypothesis 52

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|------|------|
| Interesting Cultures | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .277 | 1 | .277 | .294 | .588 |
| Within Groups | 360.048 | 382 | .943 | | |
| Total | 360.325 | 383 | | | |

As shown in Table 5.2.52, the significance value is 0.588, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by frequency of visit.

5.2.53 Hypothesis 53

H53₀: There is no difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.

H53_a: There is a difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.

Table 5.2.53 One-way ANOVA for hypothesis 53

| ANOVA | | | | | |
|----------------------|----------------|-----|-------------|------|------|
| Interesting Cultures | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .846 | 1 | .846 | .899 | .344 |
| Within Groups | 359.479 | 382 | .941 | | |
| Total | 360.325 | 383 | | | |

As shown in Table 5.2.53, the significance value is 0.344, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among international tourists in their perception towards interesting cultures when classified by purpose of visit.

5.2.54 Hypothesis 54

H54₀: There is no difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.

H54_a: There is a difference among international tourists in their perception towards interesting cultures when classified as groups/individuals.

Table 5.2.54 One-way ANOVA for hypothesis 54

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| Culture | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.465 | 1 | 3.465 | 5.335 | .021 |
| Within Groups | 248.085 | 382 | .649 | | |
| Total | 251.550 | 383 | | | |

As shown in Table 5.2.54, the significance value is 0.021, which is less than 0.05, so the null hypothesis is rejected, meaning that there is a difference among international tourists in their perception towards interesting cultures when classified by group/individual.

5.3 Discussion of Statistical Result

5.3.1 Descriptive Statistics of international tourists' perception toward tourism products and facilities in Shanghai, China.

Table 5.3.1: Descriptive Statistics of international tourists' perception toward tourism products and facilities in Shanghai, China.

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|-----|---------|---------|------|----------------|
| 10. Transportation facilities to Shanghai are convenient. | 384 | 3 | 5 | 4.10 | .815 |
| 11. Transportation facilities around Shanghai are convenient. | 384 | 2 | 5 | 4.00 | .687 |
| 12. Transportation in and around Shanghai is safe. | 384 | 2 | 5 | 3.59 | .816 |
| 13. There is wide variety of accommodation in Shanghai to suit the budget of tourists. | 384 | 2 | 5 | 3.83 | .794 |
| 14. The prices for accommodation in Shanghai are reasonable. | 384 | 2 | 5 | 3.21 | .880 |
| 15. Hotels in Shanghai are clean and safe. | 384 | 2 | 5 | 3.12 | .768 |
| 16. There are varieties of cuisine in Shanghai to choose from. | 384 | 3 | 5 | 4.30 | .779 |
| 17. The price of food and drink are reasonable. | 384 | 2 | 5 | 3.86 | .781 |
| 18. Food and Drink in Shanghai are clean and safe. | 384 | 2 | 5 | 3.31 | .870 |
| 19. Travel Agencies in Shanghai offer variety of services. | 384 | 2 | 5 | 3.74 | .849 |
| 20. Travel Agencies in Shanghai charge reasonable prices for variety of services. | 384 | 2 | 5 | 3.44 | .828 |

| | | | | | |
|---|-----|------|------|--------|--------|
| 21. Guide services in Shanghai are good. | 384 | 2 | 5 | 2.92 | .941 |
| 22. Shanghai's culture facilities are attractive. | 384 | 2 | 5 | 4.30 | .772 |
| 23. Cruising along the river and around the bund is interesting and pleasant. | 384 | 2 | 5 | 4.37 | .787 |
| 24. Shopping in Shanghai is interesting and pleasant. | 384 | 2 | 5 | 4.01 | .796 |
| 25. Shanghai's culture facilities are attractive. | 384 | 2 | 5 | 4.11 | .803 |
| 26. Cultural performances are enjoyable. | 384 | 3 | 5 | 4.15 | .799 |
| 27. Local people are friendly. | 384 | 2 | 5 | 4.04 | .887 |
| Transportation | 384 | 2.33 | 5.00 | 3.8966 | .51411 |
| Accommodation | 384 | 2.00 | 5.00 | 3.3854 | .58626 |
| Food and Drink | 384 | 2.33 | 5.00 | 3.8228 | .66375 |
| Travel Agency Services | 384 | 2.00 | 5.00 | 3.3689 | .57454 |
| Tourists' Activities | 384 | 2.00 | 5.00 | 3.6715 | .72881 |
| Interesting Cultures | 384 | 2.00 | 5.00 | 3.9732 | .84826 |
| Valid N (list wise) | 384 | | | | |

The mean value in Table 5.3.1 could be interpreted as follows:

4.5-5= Strongly Agree, 3.5-4.4= Agree,

2.5-3.4=Neutral,

1.5-2.4=Disagree, 1.0-1.4=Strongly Disagree

1. The overall mean value for transportation facilities to and around Shanghai is 3.8966, which could be interpreted as "Agree".
2. The overall mean value for accommodation facilities in Shanghai is 3.3854, which could be interpreted as "Neutral".
3. The overall mean value for food and drink in Shanghai is 3.8228, which could be

interpreted as “Agree”.

4. The overall mean value for travel agency services in Shanghai is 3.3689, which could be interpreted as “Neutral”.
5. The overall mean value for tourists’ activities in Shanghai is 3.6715, which could be interpreted as “Agree”.
6. The overall mean value for interesting cultures in Shanghai is 3.9732, which could be interpreted as “Agree”.

5.4 Results from Additional Qualitative Study

In addition to the quantitative study elaborated, the researcher also conducted additional qualitative study by personal observation and interviews with about 20 hotel operators, travel agencies, tourist attractions managers, and some selected international tourists. Some important findings are follows:

5.4.1 The feedback concerning international tourists’ perception towards tourism products and facilities in Shanghai, China.

1. How about tourism products in Shanghai City?

A female Australia tourist, aged 42 years old, commented “Shopping in Shanghai is a fascinating activity for me, because from the goods, I feel impressed by eastern culture. Shanghai also has many historical sites which I’m quite interested. For example, the Bund, Yuyuan Garden and the Great World.”

A male Newzealand student, aged 22 years old, commented “Visiting the bund was his dream and he saw it today. Because there are many styles of architectures which attracted him to visit here.

He took many photos and wanted to create his own work for his under graduation.”

2. How about tourism facilities in Shanghai City?

A manager in a youth hostel near the bund, aged 36 years old, commented “This hostel has served for many international backpackers who came to Shanghai for traveling, finding jobs and other activities. So we normally offer economic rate of rooms and useful information for free of charge, such as: internet, Shanghai map in English version, recommendation of city trips, and so on. Most of them were satisfied with their service and repeated their visit. The location of this hostel was very near the bund and it’s easy for international tourists to travel around.”

3. How do you feel about Shanghai Culture?

A female Australian tourist, aged 48 years old. She thought Shanghai as a huge oriental metropolis, and could accept alien’s culture and history. So she had decided to build the second home in Shanghai, this time she was going to buy a house in the downtown.

4. What’s your opinion about Shanghai’ representative image if you compare with other cities in China?

A manager who works in an international travel agency, pointed that The Oriental Pearl TV Tower is the landmark in Shanghai, for example, is second only to the Eiffel Tower in Paris in terms of the number of people who visit it each year and has become a symbol of Shanghai. The city's reputation has also been enhanced by the many expos and festivals it has hosted. Shanghai played host to nearly 500 international conferences and 300 international expos in 2006. Shanghai has long been an international city, integrating elements of both East and West, giving it a sense of openness.

5.4.2 The observation concerning tourism products and facilities in Shanghai.

Transportation Facilities:

In general, there are many variety of transportation facilities in Shanghai, those services are convenient and offer reasonable prices. But some transportations lack of language support, such as local buses and coaches. When some international tourists travel alone, they don't understand Chinese and may lose the direction.

Accommodation Facilities:

There are variety star-rated hotels, most of the hotels are domestic brands and lack professional training skills except international hotels. One problem was not all foreigners were as rich as we might think especially young foreigners. Cheap accommodations, like Youth Hostels, will be very good choice for budget travelers. Sadly, Shanghai is abundant in five-star hotels, but lack of cheap ones. Another problem is the cleanliness of the rooms for some three or four star hotels were not very good. In China, many male tourists are smokers, when they lived in the hotels, they always smoked in the rooms and polluted the air. So when new customers check in to those rooms, they always complained of this problem.

Food and Drink:

Many local restaurants are not strict about hygiene of food and drinks that they serve. So this problem will bring bad image of local food to international tourists.

Travel Agency Services:

People, who work in travel agency, are busy and can offer fast and efficient services. But sometimes small travel agencies always meet problems because many local staff can't speak English fluently to handle some business.

Tourists' Activities:

In Shanghai, international tourists can choose a variety of travel activities, such as shopping in Nanjing Road , but foreigners find it difficult to bargain the prices because local suppliers can't often speak English, normally they use body languages to communicate and sell goods to foreigners.

Interesting Cultures:

Shanghai includes both Chinese and western fashion cultures when foreigners visit both old and new city. But many interesting places are not easy for foreigners to remember. Such as: the Yuyuan Garden and the Old City God's Temple.

5.4.3 Favorite Attractions and Activities in Shanghai

In terms of popularity among the respondents, the attractions could be ranked as follows:

Table 5.4.3.1: Favorite Attractions in Shanghai

| Favorite Attractions In Shanghai,2007 | Frequency | Percentage (%) |
|--|------------------|---------------------------|
| 1. The Bund | 312 | 81.3 |
| 2. Oriental Pearl TV Tower | 260 | 67.7 |
| 3. Nanjing Road | 187 | 48.7 |
| 4. Yuyuan Garden | 163 | 42.4 |
| 5. Xin Tian Di | 162 | 42.2 |
| 6. Riverside Park | 142 | 37.0 |
| 7. The Old City God's Temple | 141 | 36.7 |
| 8. Bund Sightseeing Tunnel | 132 | 34.4 |
| 9. Jin Mao Tower | 128 | 33.3 |
| 10. Tea Market | 126 | 32.8 |

| | | |
|--------------------------------------|-----|------|
| 11. Yanpu,Nanpu and Lupu Bridge | 123 | 32.0 |
| 12. The Great World Amusement Center | 104 | 27.1 |
| 13. Century Park | 86 | 22.4 |
| 14. Shanghai Ocean Aquarium | 83 | 21.6 |
| 15. Shanghai Museum | 76 | 19.8 |

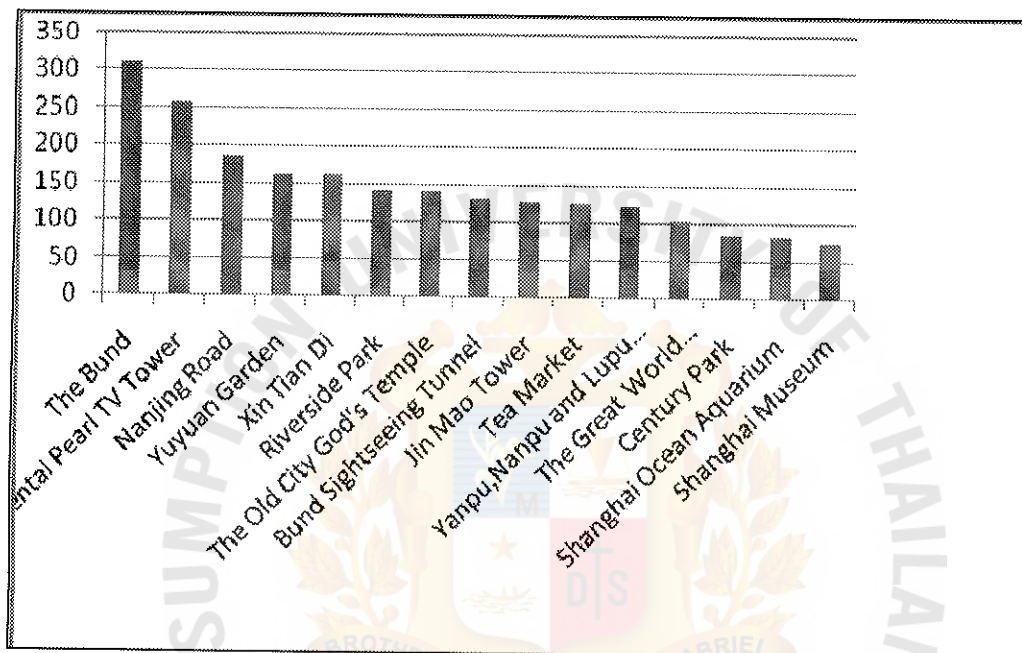


Figure 5.4.3.1: Favorite Attractions in Shanghai

In terms of popularity among the respondents, the tourists' activities could be ranked as follows:

Table 5.4.3.2: Favorite Attractions in Shanghai

| Favorite Tourists' Activities In Shanghai, 2007 | Frequency | Percentage (%) |
|--|------------------|---------------------------|
| 1.Shopping Activities | 198 | 51.6 |
| 2.Cruising Tours along Huangpu River | 190 | 49.5 |
| 3.Tasting Local Food and Drink | 161 | 41.9 |

| | | |
|--|-----|------|
| 4.Meeting, Incentive, Convention and Exhibition (MICE) | 154 | 40.1 |
| 5.Education Program | 90 | 23.4 |
| 6.Health and Sport Activities | 83 | 21.6 |
| 7.Enjoying Entertainment of Folk Cultural Characters | 77 | 20.1 |
| 8.International Racing Car | 70 | 18.2 |

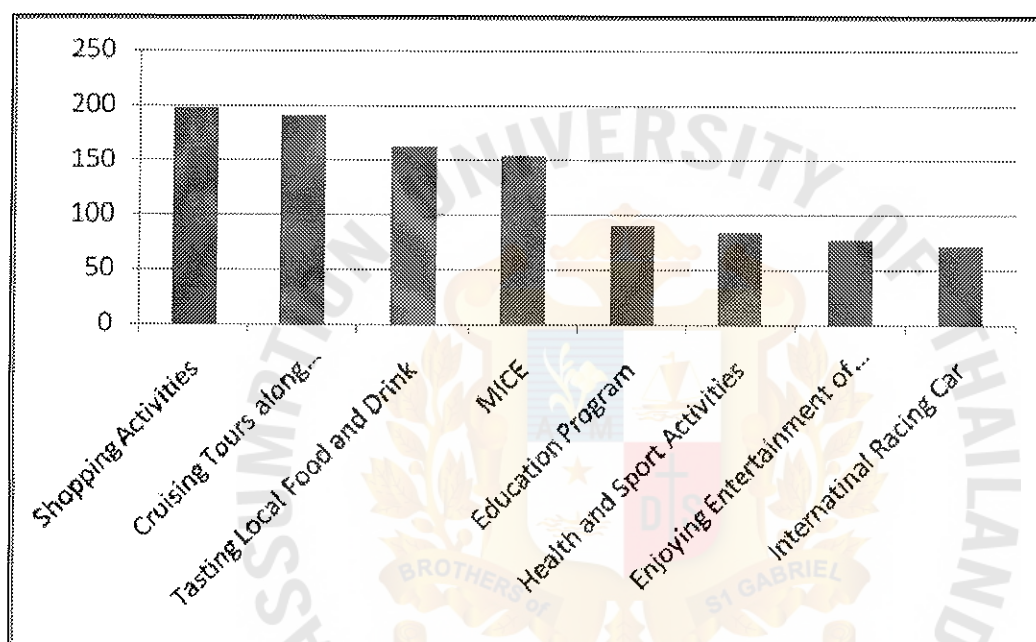


Figure 5.4.3.2: Favorite Tourists' Activities

CHAPTER SIX

SUMMARY AND RECOMMENDATIONS

This chapter is a summary of what was mentioned and discussed in the previous chapter. And this chapter also makes a conclusion of the study and gives recommendations for further study.

The first part of this chapter will show the summary of tourists' demographic and travel characteristics. The second part will show a summary of international tourists' perception of tourism products and facilities in Shanghai, China. The third part will concentrate on the summary of hypothesis testing. The fourth part will give the recommendations of this study to improve tourism products and facilities. The last part will give the recommendations of this study with some advice for further research.

The contribution of the study is to know the perception of international tourists concerning tourism products and facilities as a way of enhancing service quality and this country's image in Shanghai. The result of the study was to make comments on how the tourism enterprises should improve their services in order to leave over a deep and good impression from international tourists' point of view as a famous international metropolis.

6.1 Summary of tourists' Demographic and Travel Characteristics

Table 6.1: Summary of Tourists' Demographic and Travel Characteristics

| Tourists' Demographic & Travel Characteristics | Findings |
|---|---|
| Nationality | European (23.4%), American (26.3%), Asian (38.5%), Others (11.7%) |
| Gender | Male (52.1%), Female (47.9%) |
| Age | Under 20 (5.5%), 21-40 (51.8%), 41-60 (38%), Over 60 (4.7%) |
| Marital Status | Single (38%), Married (62%) |

| | |
|--------------------|--|
| Education | High School or below (7.8%), Bachelor (51.6%), Master (36.5%), Doctor (4.2%) |
| Income (yearly) | BelowUS\$20,000(11.5%), US\$20,001-40,000(31.5%), US\$40,001-60,000(38.5%), Above US\$60,000(18.5%). |
| Frequency of Visit | First Time (68%), Repeat Visit (32%) |
| Purpose of Visit | Business Trip (43%), Holiday (57%) |
| Types of Trip | Group Tour (41.1%), Individual Traveler (58.9%) |

As shown in Table 6.1, in terms of nationality the dominant was Asian with (38.5%), in terms of gender the dominant group was male with (52.1%), in terms age the dominant group was from 21 to 40 years old with (51.8%), in terms of marital status the dominant group was married with (62%), in terms of education the dominant group was bachelor degree with (51.6%), in terms of annual income the dominant group was from US\$40,001 to US\$60,000 with (38.5%), in terms of frequency of visit the dominant group was first time with (68%), in terms of purpose of visit the dominant group was holiday (57%), in terms of types of trip the dominant group was individual traveler with (58.9%).

6.2 Summary of International tourists' perception of tourism products and facilities in Shanghai, China.

Table 6.2: Summary of Tourism products and facilities in Shanghai, China.

| Research Items | Mean |
|---------------------------|--------|
| Transportation Facilities | 3.8966 |
| Accommodation Facilities | 3.3854 |
| Food and Drink | 3.8228 |
| Travel Agency Service | 3.3689 |
| Tourists' Activities | 3.6715 |
| Interesting Cultures | 3.9732 |

For Table 6.2, the overall perception of international tourists towards tourism products and facilities in Shanghai could be interpreted as follows:

4.5-5= Very Good; 3.5-4.4=Good; 2.5-3.4=Fair; 1.5-2.4= Poor; 1-1.4= Very Poor

1. For transportation facilities, the overall mean value is 3.8966 which could be interpreted as “Good”.
2. For accommodation facilities, the overall mean value is 3.3854 which could be interpreted as “Fair”.
3. For food and drink, the overall mean value is 3.8228 which could be interpreted as “Good”.
4. For travel agency services, the overall mean value is 3.3689 which could be interpreted as “Fair”.
5. For tourists’ activities, the overall mean value is 3.6715 which could be interpreted as “Good”.
6. For interesting cultures, the overall mean value is 3.9732 which could be interpreted as “Good”.

6.3 Summary of Hypothesis Testing

| Hypothesis | Statistics Test | P-Value | Result |
|---|------------------|---------|----------|
| H1 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by nationality. H1 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by nationality. | One-way ANOVA | 0.048 | Accepted |
| H2 ₀ : There is no difference among international tourists in their perception towards | | | |

| | | | |
|---|----------------------|--------------|-----------------|
| <p>transportation facilities when classified by gender.</p> <p>H2a: There is a difference among international tourists in their perception towards transportation facilities when classified by gender.</p> | T-test | 0.109 | Accepted |
| <p>H3₀: There is no difference among international tourists in their perception towards transportation facilities when classified by age.</p> <p>H3a: There is a difference among international tourists in their perception towards transportation facilities when classified by age.</p> | One-way ANOVA | 0.007 | Accepted |
| <p>H4₀: There is no difference among international tourists in their perception towards transportation facilities when classified by marital status.</p> <p>H4a: There is a difference among international tourists in their perception towards transportation facilities when classified by marital status.</p> | T-test | 0.672 | Accepted |
| <p>H5₀: There is no difference among international tourists in their perception towards transportation facilities when classified by education.</p> <p>H5a: There is a difference among international tourists in their perception towards transportation facilities when classified by education.</p> | One-way ANOVA | 0.048 | Accepted |
| <p>H6₀: There is no difference among international tourists in their perception towards transportation facilities when classified by income.</p> <p>H6a: There is a difference among international tourists in their perception towards transportation facilities when classified by income.</p> | One-way ANOVA | 0.947 | Accepted |
| <p>H7₀: There is no difference among international tourists in their perception towards transportation facilities when classified by frequency of visit.</p> <p>H7a: There is a difference among international tourists in their perception towards</p> | One-way ANOVA | 0.049 | Rejected |

| | | | |
|---|--------------------------|--------------|-----------------|
| transportation facilities when classified by frequency of visit. | | | |
| H8 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified by purpose of visit. H8 _a : There is a difference among international tourists in their perception towards transportation facilities when classified by purpose of visit. | One-way ANOVA | 0.011 | Rejected |
| H9 ₀ : There is no difference among international tourists in their perception towards transportation facilities when classified as groups/individuals. H9 _a : There is a difference among international tourists in their perception towards transportation facilities when classified as groups/individuals. | One-way ANOVA | 0.006 | Rejected |
| H10 ₀ : There is no difference among international tourists in their perception towards accommodation facilities when classified by nationality. H10 _a : There is a difference among international tourists in their perception towards accommodation facilities when classified by nationality. | One-way ANOVA | 0.841 | Accepted |
| H11 ₀ : There is no difference among international tourists in their perception towards accommodation facilities when classified by gender. H11 _a : There is a difference among international tourists in their perception towards accommodation facilities when classified by gender. | T-test | 0.471 | Accepted |
| H12 ₀ : There is no difference among international tourists in their perception towards accommodation facilities when classified by age. H12 _a : There is a difference among international tourists in their perception towards accommodation facilities when classified by age. | One-way ANOVA | 0.048 | Rejected |

| | | | |
|--|--------------------------|--------------|-----------------|
| <p>H13₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by marital status.</p> <p>H13_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by marital status.</p> | T-test | 0.505 | Accepted |
| <p>H14₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by education.</p> <p>H14_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by education.</p> | One-way ANOVA | 0.265 | Accepted |
| <p>H15₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by income.</p> <p>H15_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by income.</p> | One-way ANOVA | 0.018 | Rejected |
| <p>H16₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.</p> <p>H16_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by frequency of visit.</p> | One-way ANOVA | 0.831 | Accepted |
| <p>H17₀: There is no difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.</p> <p>H17_a: There is a difference among international tourists in their perception towards accommodation facilities when classified by purpose of visit.</p> | One-way ANOVA | 0.032 | Rejected |
| <p>H18₀: There is no difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals.</p> | One-way | 0.119 | Accepted |

| | | | |
|--|--------------------------|--------------|-----------------|
| H18a: There is a difference among international tourists in their perception towards accommodation facilities when classified as groups/individuals. | ANOVA | | |
| H19 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by nationality. H19a: There is a difference among international tourists in their perception towards food and drink when classified by nationality. | One-way ANOVA | 0.220 | Accepted |
| H20 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by gender. H20a: There is a difference among international tourists in their perception towards food and drink when classified by gender. | T-test | 0.417 | Accepted |
| H21 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by age. H21a: There is a difference among international tourists in their perception towards food and drink when classified by age. | One-way ANOVA | 0.026 | Rejected |
| H22 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by marital status. H22a: There is a difference among international tourists in their perception towards food and drink when classified by marital status. | T-test | 0.128 | Accepted |
| H23 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by education. H23a: There is a difference among international tourists in their perception towards food and drink when classified by education. | One-way ANOVA | 0.200 | Accepted |
| H24 ₀ : There is no difference among international tourists in their perception towards food and drink when classified by income. H24a: There is a difference among international tourists in their perception towards food and drink when classified by income. | One-way ANOVA | 0.721 | Accepted |

| | | | |
|--|---|---------------------|------------------------|
| <p>H25₀: There is no difference among international tourists in their perception towards food and drink when classified by frequency of visit.</p> <p>H25_a: There is difference among international tourists in their perception towards food and drink when classified by frequency of visit.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.775</p> | <p>Accepted</p> |
| <p>H26₀: There is no difference among international tourists in their perception towards food and drink when classified by purpose of visit.</p> <p>H26_a: There is a difference among international tourists in their perception towards food and drink when classified by purpose of visit.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.841</p> | <p>Accepted</p> |
| <p>H27₀: There is no difference among international tourists in their perception towards food and drink when classified as groups/individuals.</p> <p>H27_a: There is a difference among international tourists in their perception towards food and drink when classified as groups/individuals.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.579</p> | <p>Accepted</p> |
| <p>H28₀: There is no difference among international tourists in their perception towards travel agency services when classified by nationality.</p> <p>H28_a: There is a difference among international tourists in their perception towards travel agency services when classified by nationality.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.039</p> | <p>Rejected</p> |
| <p>H29₀: There is no difference among international tourists in their perception towards travel agency services when classified by gender.</p> <p>H29_a: There is a difference among international tourists in their perception towards travel agency services when classified by gender.</p> | <p>T-test</p> | <p>0.552</p> | <p>Accepted</p> |
| <p>H30₀: There is no difference among international tourists in their perception towards travel agency services when classified by age.</p> <p>H30_a: There is a difference among international tourists in their perception towards travel agency services when classified by age.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.048</p> | <p>Rejected</p> |

| | | | |
|--|------------------------------------|--------------|-----------------|
| <p>H31₀: There is no difference among international tourists in their perception towards travel agency services when classified by marital status.</p> <p>H31_a: There is a difference among international tourists in their perception towards travel agency services when classified by marital status.</p> | T-test | 0.005 | Rejected |
| <p>H32₀: There is no difference among international tourists in their perception towards travel agency services when classified by education.</p> <p>H32_a: There is a difference among international tourists in their perception towards travel agency services when classified by education.</p> | One-way ANOVA | 0.029 | Rejected |
| <p>H33₀: There is no difference among international tourists in their perception towards travel agency services when classified by income.</p> <p>H33_a: There is a difference among international tourists in their perception towards travel agency services when classified by income.</p> | One-way ANOVA | 0.332 | Accepted |
| <p>H34₀: There is no difference among international tourists in their perception towards travel agency services when classified by frequency of visit.</p> <p>H34_a: There is a difference among international tourists in their perception towards travel agency services when classified by frequency of visit.</p> | One-way ANOVA | 0.745 | Accepted |
| <p>H35₀: There is no difference among international tourists in their perception towards travel agency services when classified by purpose of visit.</p> <p>H35_a: There is a difference among international tourists in their perception towards travel agency services when classified by purpose of visit.</p> | One-way ANOVA | 0.650 | Accepted |
| <p>H36₀: There is no difference among international tourists in their perception towards travel agency services when classified as groups/individuals.</p> | One-way | 0.705 | Accepted |

| | | | |
|--|--------------------------|--------------|-----------------|
| H36: There is a difference among international tourists in their perception towards travel agency services when classified by groups/individuals. | ANOVA | | |
| H37 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by nationality. H37a: There is a difference among international tourists in their perception towards tourists' activities when classified by nationality. | One-way ANOVA | 0.042 | Rejected |
| H38 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by gender. H38a: There is a difference among international tourists in their perception towards tourists' activities when classified by gender. | T-test | 0.562 | Accepted |
| H39 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by age. H39a: There is a difference among international tourists in their perception towards tourists' activities when classified by age. | One-way ANOVA | 0.237 | Accepted |
| H40 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by marital status. H40a: There is a difference among international tourists in their perception towards tourists' activities when classified by marital status. | T-test | 0.001 | Rejected |
| H41 ₀ : There is no difference among international tourists in their perception towards tourists' activities when classified by education. H41a: There is a difference among international tourists in their perception towards tourists' activities when classified by education. | One-way ANOVA | 0.048 | Rejected |
| H42 ₀ : There is no difference among international tourists in their perception towards | | | |

| | | | |
|---|---|---------------------|------------------------|
| <p>tourists' activities when classified by income.</p> <p>H42a: There is a difference among international tourists in their perception towards tourists' activities when classified by income.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.947</p> | <p>Accepted</p> |
| <p>H43₀: There is no difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.</p> <p>H43a: There is a difference among international tourists in their perception towards tourists' activities when classified by frequency of visit.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.925</p> | <p>Accepted</p> |
| <p>H44₀: There is no difference among international tourists in their perception towards tourists' activities when classified by purpose of visit</p> <p>H44a: There is a difference among international tourists in their perception towards tourists' activities when classified by purpose of visit.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.805</p> | <p>Accepted</p> |
| <p>H45₀: There is no difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.</p> <p>H45a: There is a difference among international tourists in their perception towards tourists' activities when classified as groups/individuals.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.131</p> | <p>Accepted</p> |
| <p>H46₀: There is no difference among international tourists in their perception towards interesting cultures when classified by nationality.</p> <p>H46a: There is a difference among international tourists in their perception towards interesting cultures when classified by nationality.</p> | <p>One-way</p> <p>ANOVA</p> | <p>0.773</p> | <p>Accepted</p> |
| <p>H47₀: There is no difference among international tourists in their perception towards interesting cultures when classified by gender</p> <p>H47a: There is a difference among international tourists in their perception towards</p> | <p>T-test</p> | <p>0.183</p> | <p>Accepted</p> |

| | | | |
|---|--------------------------|--------------|-----------------|
| interesting cultures when classified by gender. | | | |
| H48 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by age. H48 _a : There is a difference among international tourists in their perception towards interesting cultures when classified by age. | One-way ANOVA | 0.431 | Accepted |
| H49 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by marital status. H49 _a : There is a difference among international tourists in their perception towards interesting cultures when classified by marital status. | T-test | 0.186 | Accepted |
| H50 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by education. H50 _a : There is a difference among international tourists in their perception towards interesting cultures when classified by education. | One-way ANOVA | 0.037 | Rejected |
| H51 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by income. H51 _a : There is a difference among international tourists in their perception towards interesting cultures when classified by income. | One-way ANOVA | 0.531 | Accepted |
| H52 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by frequency of visit. H52 _a : There is a difference among international tourists in their perception towards interesting cultures when classified by frequency of visit. | One-way ANOVA | 0.588 | Accepted |
| H53 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified by purpose of visit. | One-way | 0.344 | Accepted |

| | | | |
|--|----------------|--------------|-----------------|
| H53a: There is a difference among international tourists in their perception towards interesting cultures when classified by purpose of visit. | ANOVA | | |
| H54 ₀ : There is no difference among international tourists in their perception towards interesting cultures when classified as groups/individuals. | One-way | 0.021 | Rejected |
| H54a: There is a difference among international tourists in their perception towards interesting cultures when classified as groups/individuals. | ANOVA | | |

As shown in Table 6.3, 38 null hypothesis are accepted, and 16 null hypothesis are rejected. So it could be concluded that there were no differences among international tourists' perception of Shanghai for transportation facilities when classified by gender, marital status, and income; regarding their perception of accommodation facilities when classified by nationality, gender, marital status, education, frequency of visit, and group/individual; regarding their perception of food and drink when classified with nationality, gender, marital status, education, income, frequency of visit, purpose of visit and group/individual; regarding their perception of travel agency services when classified by gender, income, frequency of visit, purpose of visit and group/individual; regarding their perception of tourists' activities when classified by gender, age, income, frequency of visit, purpose of visit and group/individual; regarding their perception of interesting cultures when classified by nationality, gender, age, marital status, income, frequency of visit and purpose of visit.

On the other hand, there were differences among international tourists visiting Shanghai regarding their perception of transportation facilities when classified by frequency of visit, purpose of visit and group/individual; regarding their perception of accommodation facilities when classified by age, income and purpose of visit; regarding their perception of food and drink when

classified by age; regarding their perception of travel agency services when classified by nationality, age, marital status, and education; regarding their perception of tourists' activities when classified by nationality, marital status and education; regarding their perception of interesting cultures when classified by education and group/individual.

6.4 Recommendation for improving tourism products and facilities in Shanghai, China.

Based on the result of the findings, coupled with additional interviews with some international tourists and managers who work in tourism enterprises in Shanghai, the researcher would like to give the following recommendation to improve tourism products and facilities in order to display unforgettable impression of Shanghai for international tourists.

Besides understanding international tourists' perception of tourism products and facilities, local tourism enterprises could use this research information to enhance and improve their quantity assurance in order to change negative perception, such as poor English support service in transportation facilities, lack of professional service training and cleanliness in budget hotels , hygienic problem of food and drink in private restaurants, lack of enjoyable activities for foreigners and lack of local people's English skills and help to foreign tourists.

1. Improving transportation facilities: Transportation companies should cooperate together to use multifunction language support service to meet international tourists' needs. It means increase the usage of English for the sign board for directions especially the transportation area like train station, bus station, airport and etc. They also can offer English training programs to the drivers and the staffs in order to enhance the communication between the bus drivers and foreign tourists. Tourists can feel safe and relaxed when travelling.

2. Improving accommodation facilities: Most star-rated hotels have well trained employees.

But some private hostels lack professional management skills. So the service qualities are quite low. All of such problems could be overcome by the local government support which should monthly check and control their quality and train the staff to learn more spoken English and have good service performance.

3. Improving food and drink: international tourists prefer to taste local food and drink, so the cleanliness and safety become the key factors. So the private restaurants also need to follow the standard rules and regulations to keep fresh food and drink in order to attract more tourists and spread Chinese food to the world. Another way is to encourage restaurants to have their Menu in bilingual (Mandarin and English). At least providing pictures for the recommended dishes from the restaurants.

4. Improving travel agency services: Travel companies should adopt international management system and offer professional training to their employees, and also provide a professional service to international tourists, it can reduce the communication barriers and improve companies' credit and service quality. Shanghai Tourism Administration should examine and approve the travel services (companies) that engage in inbound business and also supervise and check tourism service quality to safeguard tourists' legitimate rights and interests.

5. Improving tourist' activities: Tourism enterprises should plan many unforgettable attractions for foreign tourists to travel and remember. Shanghai Tourism Administration also need to organise the publicity of the municipal tourism image as a whole and key promotional activities; and organise and direct the development of major tourist products

6. Improving interesting cultures: International tourism departments should hold many special cultural performances in order to let foreign tourists learn Chinese culture. Besides, local government should enhance people's understanding and knowledge of environmental protection through local media and newspapers in order to show a beautiful and civilized city.

6.5 Recommendation for Further Research

This study has provided general information of international tourists' perception of tourism products and facilities in Shanghai, China. Future research should investigate specific and single tourism product and facility in Shanghai.

The majority of participants in this study were international tourists. Chinese tourists should be included in future studies. Therefore, utilizing other methods for data collection is also recommended.

Further research about any issue of international tourism in Shanghai could be conducted regarding international tourists' perception of tourism products and facilities. It can also be concluded to measure the perception of Chinese tourists regarding economic, social and environmental impacts caused by tourism planning and development in Shanghai, China.

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APPENDIX A



QUESTIONNAIRE

Dear Respondent:

I am Jiang Li, a student of MBA-TRM of Assumption University of Thailand, doing a thesis on International Tourists' Perception of Tourism Products and Facilities in Shanghai, China.

Please spare me few minutes to respond to the following questionnaire. Your information would be used for academic purpose only, and would be treated as confidential.

Thank you for your cooperation.

Yours sincerely,
Jiang Li

Part I: Tourists' Demographics and Travel characteristics

1. What is your nationality?

- ☐ European ☐ North American
☐ Asian ☐ Others, please specify: _____

2. What is your gender?

- ☐ Male ☐ Female

3. How old are you?

- ☐ Under 20 years ☐ 21-40 years
☐ 41-60 years ☐ Over 60 years

4. What is your marital status?

- ☐ Single ☐ Married
☐ Widowed ☐ Divorced

5. What is your education background?

- ☐ High School or Below ☐ Bachelor Degree
☐ Master Degree ☐ Doctor Degree

6. What is your annual income?

- ☐ Below 20,000 US\$ ☐ 20,001- 40,000 US\$
☐ 40,001- 60,000 US\$ ☐ More than 60,000 US\$

7. What is your frequency of visit?

- ☐ First time ☐ Repeat Visit

8. What is your purpose of visit?

☐ Business Trip ☐ Holiday

9. Which type is your trip?

☐ Group Tour ☐ Individual Traveler

Part II: Perception of Tourism Products and Facilities in Shanghai

Please rate your perception of tourism products and facilities in Shanghai, using the following

Five—Point Rating Scale:

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

| Research Items | Rating Scales | | | | |
|--|---------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| <u>Transportation</u> | | | | | |
| 10. Transportation facilities to Shanghai are convenient. | | | | | |
| 11. Transportation facilities around Shanghai are convenient. | | | | | |
| 12. Transportation in and around Shanghai is safe. | | | | | |
| <u>Accommodation</u> (in budget hotels and guest houses) | | | | | |
| 13. There is wide variety of accommodation in Shanghai to suit the budget of tourists. | | | | | |
| 14. The prices for accommodation in Shanghai are reasonable. | | | | | |
| 15. Hotels in Shanghai are clean and safe. | | | | | |
| <u>Food and Drink</u> | | | | | |
| 16. There are varieties of cuisine in Shanghai to choose from. | | | | | |
| 17. The price of food and drinks are reasonable. | | | | | |
| 18. Food and Drink in Shanghai are clean and safe. | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| <u>Travel Agency Services</u> | | | | | |
| 19. Travel Agencies in Shanghai offer variety of services, i.e., booking tickets and accommodation, selling tour programs, organizing sightseeing, etc. | | | | | |
| 20. Travel Agencies in Shanghai charge reasonable prices for variety of services. | | | | | |
| 21. Guide services in Shanghai are good. | | | | | |
| <u>Tourists' Activities</u> | | | | | |
| 22. Shanghai has many interesting attractions for sightseeing. | | | | | |
| 23. Cruising along the river and around the bund is interesting and pleasant. | | | | | |
| 24. Shopping in Shanghai is interesting and pleasant | | | | | |
| <u>Interesting Cultures</u> | | | | | |
| 25. Shanghai's cultural facilities are attractive. | | | | | |
| 26. Cultural performances are enjoyable. | | | | | |
| 27. Local people are friendly. | | | | | |

Part III: Your Favorite Attractions and Activities in Shanghai. You may tick more than one.

Favorite Attractions:

- ☐ Huangpu River and the Bund
- ☐ Oriental Pearl TV Tower:
- ☐ Yuyuan Garden
- ☐ The Old City God's Temple
- ☐ Nanjing Road
- ☐ The Great World Amusement Center

- ☐ Bund Sightseeing Tunnel
- ☐ Yangpu, Nanpu, and Lupu Bridges
- ☐ Shanghai Museum
- ☐ Shanghai Ocean Aquarium
- ☐ Jin Mao Tower
- ☐ Riverside Park
- ☐ Shanghai Xin Tian Di
- ☐ Century Park
- ☐ Tea Market

Favorite Tourists Activities:

- ☐ Cruising Tours along Huangpu River
- ☐ Shopping Activities
- ☐ Tasting Local Food and Drink
- ☐ Enjoying Entertainment of Folk Cultural Characteristics
- ☐ Meeting, Incentive, Convention and Exhibition (MICE)
- ☐ Education Program
- ☐ Health and Sport Activities
- ☐ International Racing Car



APPENDIX B

Reliability Analysis –Scale (ALPHA)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded(a) | 0 | .0 |
| | Total | 30 | 100.0 |

a Listwise deletion based on all variables in the procedure.

Transportation Facilities

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .650 | 3 |

Accommodation Facilities

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .701 | 3 |

Food and Drink

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .822 | 3 |

Travel Agency Services

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .821 | 3 |

Tourists' Activities

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .640 | 3 |

Interesting Cultures

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .611 | 3 |



Office of Graduate Studies

MBA -TRM

Grammar Checking form

Form signed by Proofreader of the Thesis

I, RAMNATH SRINATH, have proofread this thesis entitled

International Tourists' Perception of Tourism
Products and Facilities in Shanghai, China: A
Quantitative and Qualitative Study

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

Signed Raminath

(RAMNATH SRINATH)

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Date: 24, 8, '07