



IMAGE OF SHENYANG AS PERCEIVED BY TOURISTS

by
TING 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

November, 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

Shenyang's image has been considered to be an obstacle hampering its progress in tourism. So this study was conducted with the purpose of evaluating the image of Shenyang as perceived by tourists. The sample numbered 384. Descriptive statistics was used to analyze the demographic characteristics of respondents, as well as to describe the present image of Shenyang perceived by tourists in the current context. Inferential statistics in the forms of t-test and ANOVA were used for hypothesis testing.

The result of this study revealed that the image of Shenyang as perceived by tourists is good with an average mean of 4.22 for transportation; 4.07 for accommodation; 3.94 for travel agency; 3.83 for the main attractions; 3.96 for restaurant and entertainment; 4.08 for local people; 4.14 for shopping and 4.17 for safety.

From the results of hypothesis testing, it shows that there is no difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by gender, age, and purpose of visit; accommodation when classified by gender and age; travel agency when classified by age; the main attractions when classified by gender, age, educational level, and source of information; restaurant and entertainment when classified by gender, age, marital status, and educational level; local people when classified by gender, age, marital status, educational level, purpose of visit, and source of information; shopping when classified by gender, age, marital

status, educational level, and source of information; safety when classified by gender, age, educational, and purpose of visit.

There is difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by nationality, marital status, educational level, and source of information; accommodation when classified by nationality, marital status, educational level, purpose of visit, and source of information; travel agency when classified by nationality, gender, marital status, educational level, purpose of visit, and source of information; the main attractions when classified by nationality, marital status, and purpose of visit; restaurant and entertainment when classified by nationality, purpose of visit, and source of information; local people when classified by nationality; shopping when classified by nationality and purpose of visit; safety when classified by nationality, marital status, and source of information.

At the end of the thesis, the researcher also gave some recommendations in the areas of transportation, accommodation, travel agency, the main attractions, restaurant and entertainment, and shopping to improve the image of Shenyang as a tourist destination according to the results of this study.

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Ting Li

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CONTENTS

Abstract.....	i
Acknowledgement.....	iii
List of Contents.....	iv
List of Tables.....	viii
List of Figures.....	xii
Chapter 1: Generalities of the Study	
a) Background of the Study.....	1
b) Statement of the Problem.....	4
c) Research Objectives.....	4
d) Scope of the Research.....	5
e) Limitations of the Research.....	5
f) Significance of the Study.....	6
g) Definition of Terms.....	6
Chapter 2: Review of Related Literature and Studies	
2.1 Destination Image.....	8
2.2 The Importance of Destination Image.....	9
2.3 Image Formation Process.....	10
2.4 Factors Influencing Tourist Destination Image.....	13
2.5 Tourists' Demographic and Travel Characteristics.....	15
2.6 The Components of Destination Image.....	17

2.7 Empirical Studies and Other Related Studies.....	25
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Chapter 3: Research Framework

3.1 Theoretical Framework.....	28
3.2 Variables Used in This Study.....	28
3.2.1 Independent Variables.....	28
3.2.2 Dependent Variables.....	30
3.3 Conceptual Framework.....	32
3.4 Research Hypothesis.....	33
3.5 Operationalization of Variables.....	49
3.5.1 Operationalization of Independent Variables.....	49
3.5.2 Operationalization of Dependent Variables.....	50

Chapter 4: Research Methodology

4.1 Research Method.....	51
4.2 Respondents and Sampling Procedures.....	52
4.3 Research Instruments and Questionnaire.....	53
4.4 Collection of Data.....	54
4.5 Pre-Test.....	55
4.6 Statistical Treatment of Data.....	55
4.6.1 Descriptive Statistics.....	56
4.6.2 Inferential Statistics.....	56

Chapter 5: Presentation of Data and Critical Discussion of Results

5.1 Tourists' Demographic and Travel Characteristics.....	57
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5.1.1	Nationality.....	57
5.1.2	Gender.....	58
5.1.3	Age.....	59
5.1.4	Marital Status.....	60
5.1.5	Educational Level.....	61
5.1.6	Purpose of visit.....	62
5.1.7	Source of Information.....	63
5.2	Results of Hypothesis Testing.....	65
5.3	Discussion of Statistical Results.....	107
5.3.1	Descriptive Statistics of Image of Shenyang as Perceived by Tourists.....	107
5.4	Results from Open-ended Questions.....	109
5.4.1	The comments concerning images or characteristics of Shenyang as a tourist destination.....	109
5.4.2	The comments concerning the atmosphere or mood that would be expected in Shenyang.....	110
5.5	Results from multiple choices.....	111

Chapter 6: Summary and Recommendations

6.1	Summary of Tourists' Demographic and Travel Characteristics.....	114
6.2	Summary of Image of Shenyang as Perceived by Tourists.....	115
6.3	Summary of Hypotheses Testing.....	116
6.4	Recommendations to Improve the Image of Shenyang as a Tourist	

Destination.....	121
6.5 Recommendations for Further Research.....	124
6.6 Conclusion.....	125

References

Appendixes

Appendix A

Appendix B

Appendix C

Appendix D



List of Tables

Table 1.1: Shenyang Tourism Statistics 2001-2006.....	3
Table 2.6 Common image attributes.....	22
Table 3.3: Conceptual Framework.....	34
Table 4.2: Theoretical Sample Size for different Sizes of Population and a 95% Level of Certainty.....	53
Table 5.1.1: Summary of respondents by nationality.....	57
Table 5.1.2: Summary of respondents by gender.....	58
Table 5.1.3: Summary of respondents by age.....	59
Table 5.1.4: Summary of respondents by marital status.....	60
Table 5.1.5: Summary of respondents by educational level.....	61
Table 5.1.6: Summary of respondents by purpose of visit.....	62
Table 5.1.7: Summary of respondents by sources of information.....	64
Table 5.2.1: Independent t-test for hypothesis 1.....	65
Table 5.2.2: Independent t-test for hypothesis 2.....	66
Table 5.2.3: One-way ANOVA for hypothesis 3.....	67
Table 5.2.4: Independent t-test for hypothesis 4.....	67
Table 5.2.5: One-way ANOVA for hypothesis 5.....	68
Table 5.2.6: One-way ANOVA for hypothesis 6.....	69
Table 5.2.7: One-way ANOVA for hypothesis 7.....	70
Table 5.2.8: Independent t-test for hypothesis 8.....	70
Table 5.2.9: Independent t-test for hypothesis 9.....	71
Table 5.2.10: One-way ANOVA for hypothesis 10.....	72

Table 5.2.11: Independent t-test for hypothesis 11.....	73
Table 5.2.12: One-way ANOVA for hypothesis 12.....	74
Table 5.2.13: One-way ANOVA for hypothesis 13.....	74
Table 5.2.14: One-way ANOVA for hypothesis 14.....	75
Table 5.2.15: Independent t-test for hypothesis 15.....	76
Table 5.2.16: Independent t-test for hypothesis 16.....	77
Table 5.2.17: One-way ANOVA for hypothesis 17.....	77
Table 5.2.18: Independent t-test for hypothesis 18.....	78
Table 5.2.19: One-way ANOVA for hypothesis 19.....	79
Table 5.2.20: One-way ANOVA for hypothesis 20.....	80
Table 5.2.21: One-way ANOVA for hypothesis 21.....	80
Table 5.2.22: Independent t-test for hypothesis 22.....	81
Table 5.2.23: Independent t-test for hypothesis 23.....	82
Table 5.2.24: One-way ANOVA for hypothesis 24.....	83
Table 5.2.25: Independent t-test for hypothesis 25.....	83
Table 5.2.26: One-way ANOVA for hypothesis 26.....	84
Table 5.2.27: One-way ANOVA for hypothesis 27.....	85
Table 5.2.28: One-way ANOVA for hypothesis 28.....	86
Table 5.2.29: Independent t-test for hypothesis 29.....	86
Table 5.2.30: Independent t-test for hypothesis 30.....	87
Table 5.2.31: One-way ANOVA for hypothesis 31.....	88
Table 5.2.32: Independent t-test for hypothesis 32.....	89

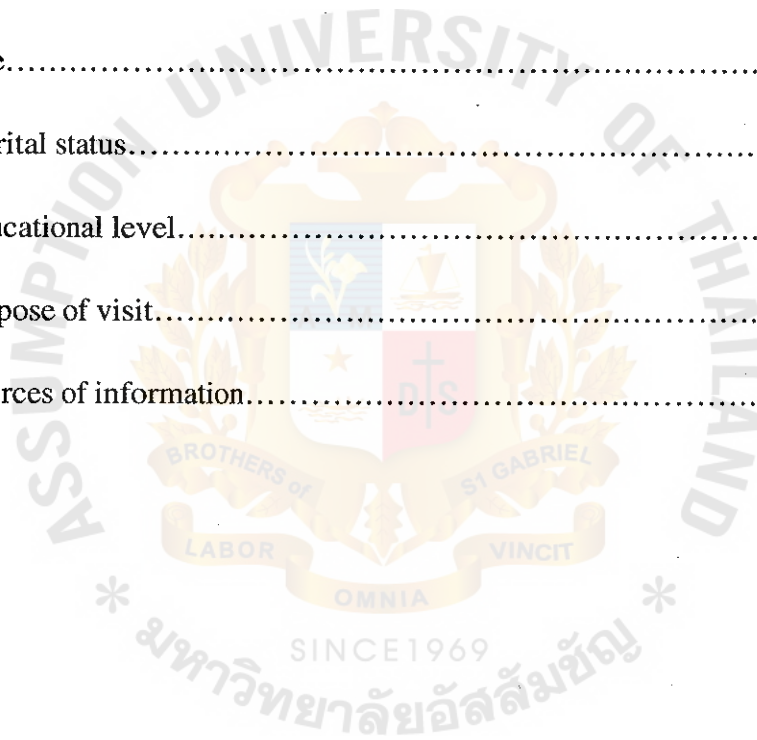
Table 5.2.33: One-way ANOVA for hypothesis 33.....	90
Table 5.2.34: One-way ANOVA for hypothesis 34.....	90
Table 5.2.35: One-way ANOVA for hypothesis 35.....	91
Table 5.2.36: Independent t-test for hypothesis 36.....	92
Table 5.2.37: Independent t-test for hypothesis 37.....	93
Table 5.2.38: One-way ANOVA for hypothesis 38.....	93
Table 5.2.39: Independent t-test for hypothesis 39.....	94
Table 5.2.40: One-way ANOVA for hypothesis 40.....	95
Table 5.2.41: One-way ANOVA for hypothesis 41.....	95
Table 5.2.42: One-way ANOVA for hypothesis 42.....	96
Table 5.2.43: Independent t-test for hypothesis 43.....	97
Table 5.2.44: Independent t-test for hypothesis 44.....	98
Table 5.2.45: One-way ANOVA for hypothesis 45.....	98
Table 5.2.46: Independent t-test for hypothesis 46.....	99
Table 5.2.47: One-way ANOVA for hypothesis 47.....	100
Table 5.2.48: One-way ANOVA for hypothesis 48.....	101
Table 5.2.49: One-way ANOVA for hypothesis 49.....	101
Table 5.2.50: Independent t-test for hypothesis 50.....	102
Table 5.2.51: Independent t-test for hypothesis 51.....	103
Table 5.2.52: One-way ANOVA for hypothesis 52.....	104
Table 5.2.53: Independent t-test for hypothesis 53.....	104
Table 5.2.54: One-way ANOVA for hypothesis 54.....	105

Table 5.2.55: One-way ANOVA for hypothesis 55.....	106
Table 5.2.56: One-way ANOVA for hypothesis 56.....	106
Table 5.3.1: Descriptive Statistics of	
Image of Shenyang as Perceived by Tourists.....	107
Table 5.5.1: Results from multiple choices.....	111
Table 6.1: Summary of Tourists' Demographic and Travel Characteristics.....	114
Table 6.2: Summary of Shenyang's destination attributes.....	115
Table 6.3: Summary of Hypotheses Testing.....	116



List of Figures

Figure 2.3: A model of a tourist's image formation process.....	12
Figure 2.4: Tourism Destination Image Formation Model.....	16
Figure 2.6.1: An illustrative example of four components of image.....	19
Figure 2.6.2: The components of destination image.....	21
Figure 5.1.1: Nationality.....	58
Figure 5.1.2: Gender.....	59
Figure 5.1.3: Age.....	60
Figure 5.1.4: Marital status.....	61
Figure 5.1.5: Educational level.....	62
Figure 5.1.6: Purpose of visit.....	63
Figure 5.1.7: Sources of information.....	64



CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Background of the Study

Shenyang is the capital of Liaoning province and China's fifth largest city. The city is located in the central area of northeastern Asia, and is the central city of northeastern China.

The history of Shenyang can be dated back to as early as the 11th century when the Mongolians were in power in the North of China. Then it became the capital of the Manchu Houjin Empire in the seventeenth century when the city was known as Mukden. When the Manchus, having defeated the Ming rulers there, moved to Beijing in 1644, and established the Qing dynasty, Shenyang declined in importance. The city began to take on its modern, industrial role with the arrival of the Russians in the nineteenth century. The Japanese, the winners of the Russian-Japanese War, drove the Russians out of Shenyang and dominated the city until 1945. Long-standing history created brilliant culture and left the ancient Xinle Relics, Imperial Palace of the Qing Dynasty, imperial mausoleum, and many other famous resorts. Shenyang has become a well-known historic and cultural city.

As a cultural city, the city of Shenyang also serves as a center of politics, economy, science and technology, business and trade, finance as well as transportation in Liaoning Province or even in Northeast China. Superior geographical location, rich natural resources, convenient transportation and complete urban functions help the

ancient city regain its vigor.

At present, tourism is becoming one of the fastest growing industries in the world, and for the last two decades many regions have realized the importance of tourism especially for their economies. Shenyang's tourism industry, also recognized as a major generator of jobs and foreign exchanges, has also proved itself an important factor in helping boost the city's economic status. Rich tourist resources, excellent geographical advantages, improved tourist productivity level and huge potential for development facilitate the growth of its tourist industry. There are, in Shenyang, more than 1,100 surface and underground culture relics and historic sites; more than 200 scenic spots of nature and human; a total of 68 international and domestic travel agencies; 63 foreign-related hotels (guest-houses); 48 star-rated hotels and more than 30,000 full-time employees in tourist industry. Its overseas tourist markets extend to more than 130 countries, and its domestic market extends throughout the country. Shenyang has 5 international airlines, and a periodic charter flights to Southeast Asia, Russia and Europe, etc (Statistic Department of Shenyang Tourism Bureau 2007).

Shenyang has become one of the top tourist cities of China, which gives Shenyang a brighter future for the development of its tourist industry. And Shenyang will make a unique presentation to the whole world (Table1.1).

Table 1.1

Shenyang Tourism Statistics 2001-2006													
Items	unit	2001	Increase from last year	2002	Increase from last year	2003	Increase from last year	2004	Increase from last year	2005	Increase from last year	2006	Increase from last year
Total tourist arrivals	10000 p.	1707.70	9.70%	2138.60	25.20%	2272.70	6.30%	2845.30	25.20%	3532.70	24.20%	4553.00	28.90%
Domestic tourist arrivals	10000 p.	1690.00	9.80%	2114.80	25.10%	2254.30	6.60%	2818.00	25.00%	3500.05	24.20%	4513.00	28.90%
International tourist arrivals	10000 p.	17.70	2.30%	23.80	34.50%	18.40	-22.70%	27.30	48.40%	32.65	19.60%	40.00	22.50%
Total tourism revenue	10,000,000 yuan	93.80	17.00%	144.30	53.70%	144.70	0.30%	181.30	25.40%	226.36	24.90%	272.70	20.50%
Domestic tourist revenue	10,000,000 yuan	85.00	7.50%	135.50	56.40%	135.50	2.00%	169.40	25.00%	212.20	25.30%	254.30	19.80%
Foreign exchange revenue	10,000,000 dollar	1.06	6.00%	1.11	29.20%	1.11	-19.00%	1.43	28.80%	1.73	21.00%	2.31	33.50%
Rate of total tourism revenue to municipal GDP	percentage	7.60%		9.00%		9.00%		9.50%		10.90%		11.00%	
Municipal GDP	10,000,000 yuan	1236.50	10.50%	1400.00	13.20%	1603.00	14.50%	1900.70	18.60%	2084.10	9.65%	2482.50	19.12%

Source: Statistic Department of Shenyang Tourism Bureau 2007

1.2 Statement of the Problem

Shenyang tourism has been facing the problem of not getting the expected number of tourists despite extensive marketing efforts. The term “Shenyang” has not been sending the correct signals to travel enthusiasts. In the view of the author, Shenyang is regarded less highly than it deserves to be by the outside world. Shenyang, one of China's largest cities with a sprawling population of almost 7 million, is best known as the primary industrial centre within the highly industrialized region of north-eastern China. As might be expected in one of the most important heavy-industry cities in China, there are also severe environmental problems in Shenyang. The image it portrays is a sprawling chaos of dirt and noise where historical buildings stand bathed in the neon of new consumerism. So when compared with northeast China's tourist-g geared coastal cities, Shenyang comes across as a gritty and grimy city of smokestack industry.

Shenyang's image has been considered to be an obstacle hampering its progress in tourism. So there is an urgent need to study the exact attitudes of tourists and to assess whether the visitors actually perceive these negative images. This research can be used to identify strengths and weaknesses of Shenyang's tourism-related image dimensions so that necessary efforts can be made to ensure Shenyang as a choice destination.

1.3 Research Objectives

The research was conducted with the following objectives:

1. To identify the differences among tourists in their perceived image of Shenyang as a tourist destination.
2. To identify strengths and weaknesses of Shenyang's tourism-related image dimensions so that necessary efforts can be made to improve its tourism products and services in order to meet the needs and expectations of tourists.

1.4 Scope of the Research

This research was conducted with tourists, including domestic and international tourists who had visited Shenyang City during June-August, 2007 to identify the overall evaluation of the image of Shenyang as a tourist destination. The sample was selected in such four major tourist locations as Shenyang Imperial Palace, Qipanshan Scenic Area, Liaoning Provincial Museum and Shenyang Magic Slope.

1.5 Limitations of the Research

1. The sample of this study was only selected in four major tourist attractions of Shenyang. Therefore, the analysis results and recommendations of this research can be only applied to these four areas.
2. The data collection was done during June-August when it was summer in Shenyang. However, Shenyang has four distinctive seasons a year and the tourists during different seasons would have different preferences and perceptions that construct different images of Shenyang as a tourist destination.

1.6 Significance of the Study

This research was designed to identify and analyze the overall evaluation of the image of Shenyang as perceived by tourists, their perception, preferences and relative attitudes of the city. The results of the study can help the Shenyang tourism industry to develop effective positioning and image building strategies that could help portray Shenyang as a quality tourist destination and increase its attractiveness.

The result of the research can also be the guidelines or reference for other researchers to conduct any research into related fields in different destinations.

1.7 Definition of Terms

Affective: The feeling about the destination's affective quality (Genereux, Ward & Russel, 1983).

Attitude: A person's consistently favorable or unfavorable evaluations, feelings and tendencies towards an object or idea (Philip Kotler & Gary Armstrong, 1996).

Cognitive perspective: Perceptions and experiences of attractions constituting the study of tourist attractions (Henshall & Roberts, 1985).

Dependent Variables: Variables that are dependent on the independent variable and are presumed to be the effect of them (J.R. Brent Ritchie & Charles R. Goeldner, 1994).

Domestic Tourist: a visitor residing in a country, who travels to a place within the country but outside their usual home place, for at least one night stay but not more

than six months, and whose main purpose of visit is other than any exercises of employment from within the destination visited (Stefen L.J. Smith, 1995).

Hypothesis: A proposition that is stated in testable form and that predicts a particular relation between two or more variable. It is a tentative statement about things that the investigator wishes to support or to refute (Isaac & Michael, 1971).

Image: A set of beliefs, ideas and impressions that people have of a place destination (Crompton, 1979).

Independent Variables: Variables that are presumed to affect or influence the outcome. They are independent of the outcome itself (J.R. Brent Ritchie & Charles R. Goeldner, 1994).

International Tourist: A visitor who travels to a country other than that in which their usual residence for at least one night but not more than one year, and whose main purpose of visit is other than any exercises of employment from within the country visited (Stefen L.J. Smith, 1995).

Motive: A need that is sufficiently pressing to direct the person to seek satisfaction of the need (Philip Kotler & Gary Armstrong, 1996).

Perception: The process of organizing and interpreting sensory information to form a meaningful picture of the destination (Philip Kotler & Gary Armstrong, 1996).

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

2.1 Destination Image

Although many researchers in the tourism field make frequent usage of the term 'destination image', a precise definition of it is often avoided. As Pearce (1988) comments 'image is one of those terms that won't go away... a term with vague and shifting meanings'.

The term 'image' has already been used differently in a large number of contexts and disciplines, thus creating different meanings. In marketing literature, product image is seen as an abstract concept incorporating the influence of past promotion, reputation, and peer evaluation of competing alternatives. Image connotes the expectation of potential user (Gensch, 1978). In the tourism literature, image is likewise a set of expectation about a place activity that exist, either voluntarily or through suggestion, before the actual experience (Metelka, 1981). But the idea of image also encompasses additional components. The definition for tourist destination image by Crompton (1979) is 'the sum of beliefs, ideas and impressions that a person has of a destination'. Garnter (1986) describes tourism image as a function of brand and the tourist's and seller's perceptions of the attributes of activities or attractions available within a destination area. Finally, Lawson and Baud Bovy (1977) consider

image to be the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place.

2.2 The Importance of Destination Image

The importance of a tourist destination's image is widely acknowledged because it affects an individual's subjective perception, his/her consequent behavior and destination choice (Chen JS & Hsu HC, 2000). Guthrie and Gale (1991) argued that images are more important than tangible resources and perceptions rather than reality are what motivate consumers to act or not to act.

Today tourism marketers are very interested in the concept of tourist destination image mainly because it relates to decision-making and sales of tourist products and services. According to McInnis and Price (1987), imagery pervades the whole consumption experience. Before purchase, vicarious consumption may take place through imagery. During consumption, imagery can add value and increase satisfaction. After consumption, imagery can have a re-constructive role in which a person relives the experience via memories and vacation souvenirs. Understanding the differing images that visitors and non-visitors have of a destination is invaluable, enabling the salient attributes of the naïve image and the re-evaluated image to be incorporated into tourism marketing planning (Selby and Morgan, 1996). Tourism marketers can also use imagery to increase remembered satisfaction and to encourage

repeat purchase of holidays.

2.3 Image Formation Process

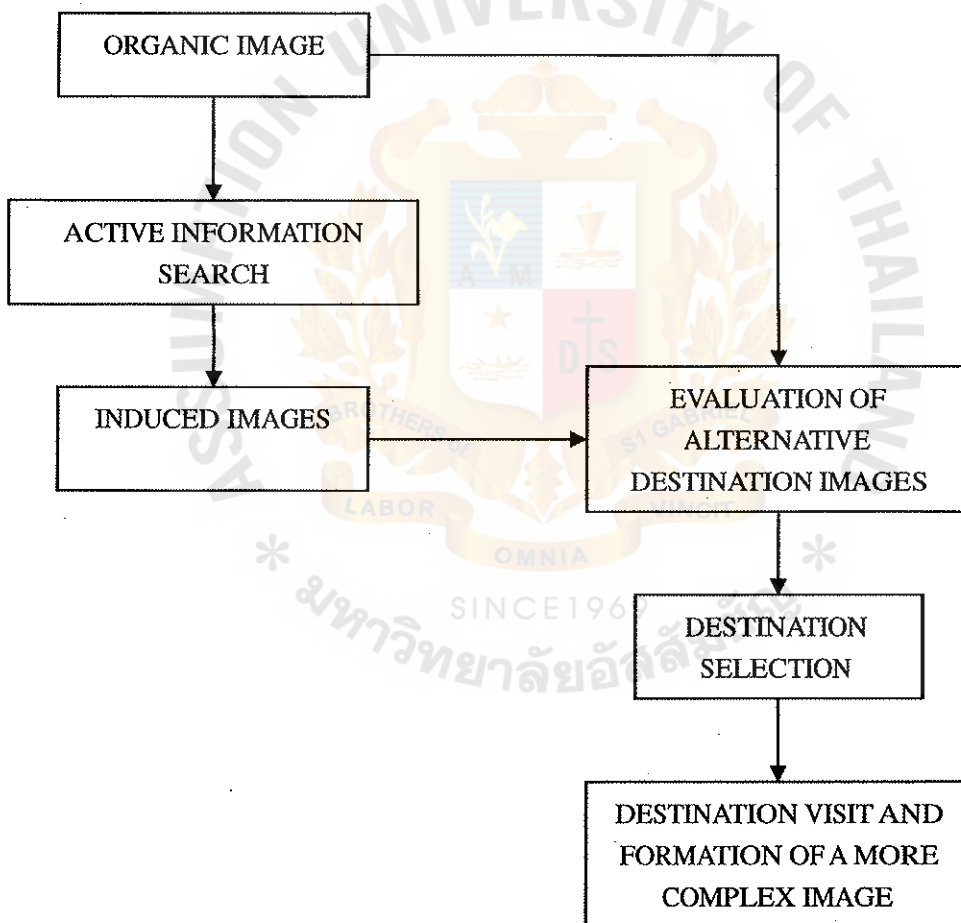
Knowledge of Tourist Destination Image (TDI) elements and formation provided the foundation for various TDI studies. Gunn (1972) suggested that there are two levels of TDI formation: the organic and the induced. Organic images relate to indirect sources of information that are achieved non-purposefully through daily exposure to the outside environment. This may include television and radio programs, books, word of mouth, newspaper, magazine, and the Internet. Eventually, imagery is formed by making sense of all such information on a destination; this can also be explained by Gestalt psychology that information is organized into patterns (Gunn, 1972). Induced images are dealing with direct marketing information obtained through deliberate marketing sources, such as pamphlets from travel agents, television commercials, and destination publications.

Phelps (1986) also proposed two types of images (i.e., primary and secondary), which were different from Gunn's idea. She argued that images are formed by actual visits (primary) and external information (secondary). Although Phelps's idea seems to be too general to explain TDI's complex nature and formation, the importance of actual visits in forming a TDI was highlighted.

Fakeye and Crompton (1991) modified Gunn's model by adding the complex

images formed through destination visitation. They explained that actual contact to various aspects of the destination can help develop a complex image with more differentiated qualities and less stereotyping. In addition, visitation experience can provide feedback that influences the future evaluation of destination alternatives. The findings of their study supported the importance of visitation experience in destination image formation (Figure 2.3).

Figure 2.3: A model of a tourist's image formation process



Source: Fakeye, Paul C. and John L. Crompton (1991), "Image differences between prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley." Journal of Travel Research, Fall.P.11

The process of destination image formation highlights two important points. Firstly, it suggests that individuals can have an image of a destination even if they have never visited it or even been exposed to more commercial forms of information. In designing marketing strategies, it would be useful to measure these base images. In this manner, the various strengths, weaknesses, accuracies and inaccuracies of the existing destination image could be more effectively addressed in the design of the promotional strategy. Secondly, since there are changes in destination image before and after visitation, it is desirable to separate the images of those individuals who have visited and those who have not. This can be accomplished when measuring image by either controlling for or monitoring those individuals that have visited the destination.

Gartner (1993) went further and proposed three hierarchically interrelated TDI components, including cognitive, affective and conative. The cognitive image component is an evaluation of existing attributes of a destination derived from facts that are acquired through learning. It can be viewed as the total sum of the inherent qualities of the destination. The affective image component is the feeling about a destination that is dynamic in nature. Travel motives determine the feeling and eventually affect the evaluation of a destination. For instance, a beach resort is perceived as more favorable for those who seek relaxation than those who seek excitement. This dynamic nature will influence travel decision-making. The conative image component is the action and behavior of decision making. It is formed when a decision is made after the cognitive image component has been assessed with the

influence of the affective component.

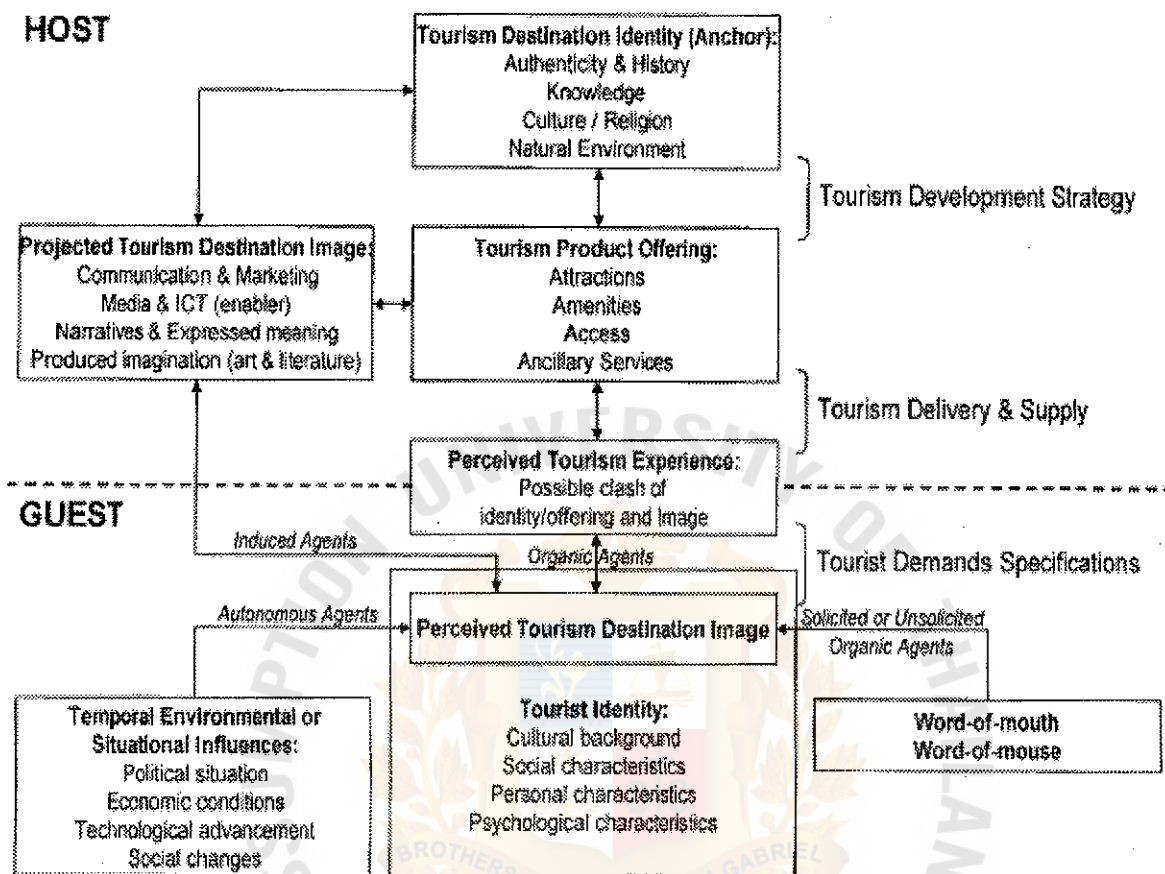
2.4 Factors Influencing Tourist Destination Image

The relationship between destination identity, projected image, commercialization, tourism experience, and perceived image is depicted in Figure 2.4. Firstly, any destination image should be anchored to some extent on a true destination identity (Ritchie & Zinc, 1998). The tourism development strategy formulates a tourism product, commercializing the offering using this identity and the authenticity of place, which results in a projected tourism destination image. This is done through the use of planned marketing and communication, using narratives, as well as produced imagination and expressed meanings beyond the control of destination management, such as for instance in the media, literature, arts, or computer-mediated environments. This figure also shows that the projected destination image forms the basis for a perceived destination image in the mind of the consumer which is mediated by the person's identity (i.e., self-congruity; Baloglu & McCleary, 1999), potential temporal environmental or situational influences (Gartner, 1993), and the direct or indirect interaction with other consumers (Gartner, 1993). What results is a set of personal expectations that the tourist formulates about a particular destination. The level to which these expectations are met or exceeded during the actual tourism experience is what is referred to as tourist satisfaction (Govers & Go, 1999). Lastly, during the tourism experience, where the guest consumes the tourism product and

interacts with the host, the perceived destination image is also affected (Gartner, 1993). In other words tourists will adjust their perceptions of places if what was experienced consuming the tourism product did not correspond to their perceived destination image, even if the latter turned out to be realistic. The lack of understanding of the experiential nature of tourism amongst the tourism industry decision makers (Gretzel & Fesenmaier, 2003) can easily lead to a mismatch. This means that the way the tourism product is delivered is often not a true reflection of a destination's identity (or just a poor abstraction of all its multi-sensory, fantasy, and emotive aspects) and fails to incorporate the full potential of the prospective rich tourism experience.

According to this integrated model, the image formation cannot be isolated from either tourist demand or supply side as they both influence the image formation. In this regard tourist motivations, perceptions of destination resources and attributes acquired through sources of information contribute to the formation of destination image.

Figure 2.4: Tourism Destination Image Formation Model



Source: Govers & Go, 2004

2.5 Tourists' Demographic and Travel Characteristics

Based on tourism destination image formation model (Govers & Go, 2004), tourists' demographic and travel characteristics can influence the perceived image of the tourist destination.

In this study, the following tourists' demographic and travel characteristics were used:

1. Nationality: Nationality is one of the most important demographic variables that are closely linked to each other. Tourists with different nationalities can have different perceptions toward a tourist destination.

2. Gender: Gender was discussed with the highest overall frequency among cases. Gender was found to be a highly important form of social influence and correspondingly, a meaningful source of constraints (Culp, 1998). As a variable, gender has been important in helping to document differences between the social conditions of women and men (Jackson, E. L. & K. A. Henderson, 1995). Tourists' purchase decision is different by gender. Because, the issues facing men and women are different (Jackson, E. L. & K. A. Henderson, 1995), gender plays an important role in shaping the spatial allocation of time.

3. Age: The age of a person has a very important impact on the choice of tourism products and services, but its impact may vary depending on the people. For example, while young people prefer to attend more energetic leisure activities such as energetic sport and adventures, older people prefer relatively more secure activities requiring less risk such as walking and sightseeing.

4. Marital status: Marital status of individuals also influences tourists' purchase decision. In general, married people have more responsibilities than single people. Having baby, general health conditions of individuals and their spouses, family structure, status of men and women in society and at home are among the factors constraining married people to participate in leisure activities.

5. Educational level: The type and length of education influence the type and frequency of leisure participation. Education, especially leisure education, helps individuals to organize their leisure activities efficiently. Educated people are more interested in their physical and mental health than none or less educated people. For example, Sağcan (1986) pointed out that the desire to see new places and new things are influenced according to the level of education.

6. Purpose of visit: Tourists might have different purposes of visit. Some travel for pleasure and relaxation, but some travel for learning and experiencing exotic culture, or physical and mental improvement or even for business opportunities. Tourists with different purposes of visit could also result in different perceptions.

7. Sources of information: Different tourists may come to one destination through different sources of information, such as newspaper, TV, travel agents, friends, travel books, previous visit experience. Some tourists may have more than one source. Different sources of information can give tourists different initial images of the destination that will influence the comprehensive image after real experience.

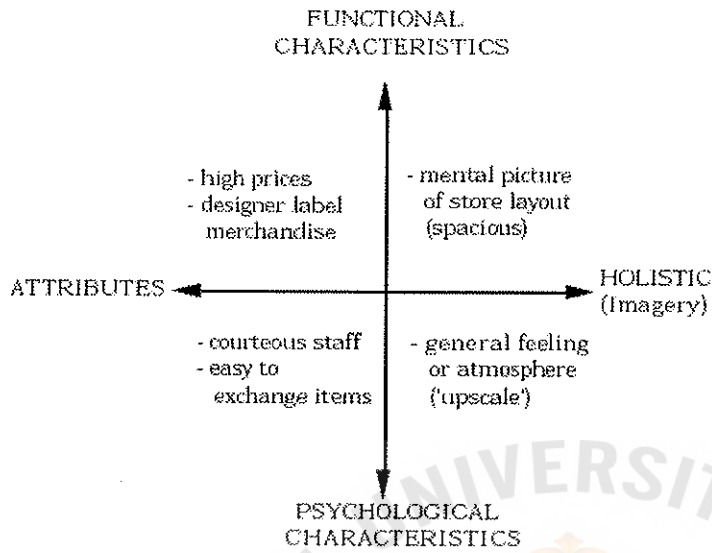
2.6 The Components of Destination Image

Martineau (1958) makes distinction between the functional and psychological components of image when considering an entity such as a retail store. Functional characteristics are defined as directly observable or measurable (for example, prices and store layout) whereas psychological characteristics cannot be directly measured

(friendliness, atmosphere). Martineau stresses that both of these components play a critical role in determining the image of a store.

A conceptualization of image encompassing all of these components is provided in Figure 2.6.1, which uses the measurement of the image of a retail store as an example. As illustrated in the figure, the measurement of image would involve methodologies to capture perceptions of individual functional attributes (such as price levels, amount of parking), as well as psychological attributes (friendliness of staff, ease of product exchange). In addition, more holistic impressions would need to be measured. Functional holistic images are based on physical or measurable characteristics, such as a mental picture of the store front and layout. Psychological holistic images concern feelings about the overall impressions of the atmosphere or mood of the store.

Figure 2.6.1: An illustrative example of four components of image



Source: Martineau, 1958

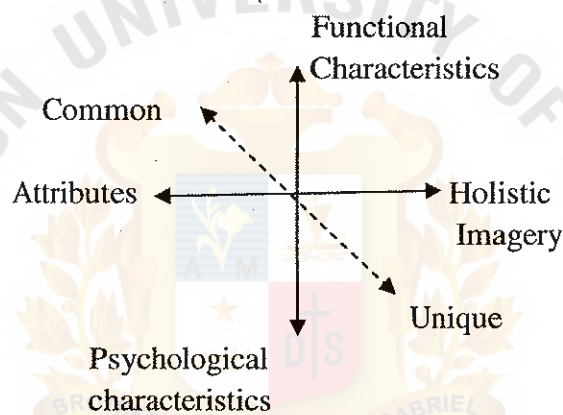
While Figure 2.6.1 appears to divide the concept of image into four distinct components, it should be recognized that there are obvious overlaps between the four parts. In other words, holistic impressions are based on combinations and interactions of attributes and, in turn, the perceptions of individual attributes may be influenced by overall impressions and feelings. Furthermore, the dividing line between functional and psychological characteristics is not clear. For example, is the perceived cleanliness of a destination a functional or psychological attribute?

Few studies have attempted to include the less tangible components of destination image or the difficult-to-measure psychological characteristics, such as the atmosphere or romance of the setting (Echtner and Ritchie, 1991). Ross (1994) comments that the only psychological variable measured in the majority of studies is

'friendliness' of locals.

The common/unique dimension of destination image presented by Echtner and Ritchie (1991) is also often overlooked by researchers. This is important because much of tourism has to do with going somewhere unique or at least different to one's everyday surroundings (see Figure 2.6.2).

Figure 2.6.2: The components of destination image



Source: Echtner and Ritchie, 1991

In the study of Echtner & Ritchie (1993), they categorized images into functional; psychological; holistic (imagery); common, and unique attributes. They defined functional image as a physical and measurable characteristics of the destination. Their common functional attributes are tourist sites/activities, national parks/wilderness activities, historic sites/museums, beaches, fairs, exhibits, festivals, scenery/natural attractions, nightlife and entertainment, shopping facilities, facilities for information and tours, sports facilities/activities, local infrastructure/transportation, cities,

accommodation/restaurants, architecture/buildings, cost/price levels, climate. The middle range between functional and psychological attributes are crowding, cleanliness, degree of urbanization, economic development/affluence, extent of commercialization, political stability, accessibility, cuisine/food and personal safety, ease of communication, customs/culture, different cuisine/food and drink. Echtner & Ritchie (1993) defined psychological image as the abstract characteristics of the destination. Their common psychological attributes are hospitality/friendliness/receptiveness; restful/relaxing; atmosphere (familiar versus exotic); opportunity for adventure; opportunity to increase knowledge; family or adult oriented; quality of service; and fame/reputation. Likewise, Baloglu & McCleary (1999) used affective image such unpleasant-pleasant; sleepy-arousing; distressing-relaxing; and gloomy-exciting in describing the psychological image. Table 2.6 lists some common image attributes that have been used by previous researchers.

Table 2.6: Common image attributes

References	Objectives	Common image attributes used
Hunt (1975)	To determine the image of four Rocky Mountain states including Colorado, Montana, Utah, and Wyoming perceived by	People (population distribution; average annual family income; political tendencies; receptiveness to visitors; progressiveness); tourists attractions (national parks; cities; national forests; camping; sightseeing; winter

	non-resident visitors	skiing; hunting and fishing); climate and temperature (perceived amount of winter snow and summer temperature in the four states)
Ahmed (1991)	To assess the tourists' image of Utah	The impressiveness of Utah's national parks, state parks, national forests, historical sites, sightseeing, skiing, boating, hunting, fishing, camping, cities, culture, shopping, museums, symphony orchestra, shows, night club, and nightlife
Chon et al. (1991)	To assess the image of Norfolk as mini-vacations for residents of Virginia	Availability of facilities for water activities; availability of facilities for golfing or other sports activities; historical interests; cultural interests; festivals; scenic beauty; pleasant attitudes of local people; restful and relaxing atmosphere; shopping facilities and opportunities; variety and quality of restaurants; availability of suitable accommodation; easy access to the area and variety and quality of attractions
McLellan & Foushee	To identify the negative images of the United States	Personal safety; costs; available information; weather; medical care; entry procedure; food;

(1983)	as expressed by tour operators from other countries	friendliness; getting around; language; currency exchange; and crowding
Goodrich (1978)	To evaluate the image of Florida, California, Hawaii, Mexico, the Bahamas, Jamaica, Puerto Rico, the Virgin Islands, and Barbados	Availability of facilities for water sports; availability of facilities for golfing, tennis; historical and cultural interests; scenic beauty; pleasant people; opportunity for rest and relaxation; shopping facilities; cuisine; availability of entertainment; and availability of suitable accommodations
Baloglu & McCleary (1999)	To compare the image of four Mediterranean countries among visitors and non-visitors	Good value for money; beautiful scenery/natural attractions; good climate; interesting cultural attractions; suitable accommodations; appealing local food (cuisine); great beaches/water sports; quality of infrastructure; personal safety; interesting historical attractions; unpolluted/unspoiled environment; standard hygiene and cleanliness; and interesting and friendly people
Calantone et al. (1989)	To assess the tourism positioning of Singapore, Thailand, Hong Kong,	Good shopping facilities; warm and friendly people; safety (no fear of assaults); varied and good food; unusual cultural experiences; many

	Malaysia, Bali, Hawaii, the Philippines, and Taiwan perceived by tourists from Britain, Europe (excluding British isles), the United States and Canada, Australia and New Zealand, and Japan	tourist attractions; good tourist facilities; value for money; good transportation facilities; exciting nightlife and entertainment; beautiful scenery; relaxing places to visit; and beaches and water sports
Yan & Chan (1990)	To assess the image of Hong Kong as a travel destination in Southeast Asia by using multidimensional approach	Shopping and transportation; entertainment and attractions; services in hotels and restaurants; prices; food; weather; and friends and relatives

Several researchers used the unique image to describe tourist attractions. For example, Phelps (1986) measured the image of Menorca, a Spanish beach resort popular among British tourists. She used the unique image attributes to describe Menorca as follows: scorching sun, boat trips, beach bars, topless sunbathing, white houses, supermarkets, sandy beaches, discos, soldiers, strong winds, cheese-making, large hotels, flamenco dancing, vineyards, and olive groves. Moreover, Chon et al. (1991) used the unique image of tours of naval bases and ships to describe the image of Norfolk, VA. Likewise, Echtner & Ritchie (1993) used reggae music, tropical

climate, and Nontego Bay as unique images of Jamaica.

Echtner & Ritchie (1993) measured the image of Japan, Jamaica, Kenya, and Switzerland as vacation destinations. They categorized the images of their countries based on the following dimensions: “holistic impressions”, “functional and psychological”, and “unique and common characteristics”. They suggested a combination of structured and unstructured measurement in measuring destination image.

2.7 Empirical Studies and Other Related Studies

Tak Kee Hui and Tai Wai David Wan (2003) conducted Singapore’s Image as a Tourist Destination. The study seeks to examine the image of Singapore as a tourist destination. A sample of 131 tourists was collected at the Singapore Changi International Airport’s two departure halls. In addition to answering a short Likert-scale questionnaire, respondents were asked to describe in their own words the unique aspects of the country. Comparisons of response differences in respect of gender, age groups, educational levels as well as countries of origin were also conducted. Significant perceptual differences were detected with respect to the last three categories. From the results, it was found that tourists from different country origins have different perceptions of Singapore. Hence, it makes sense from the marketing point of view to segment the tourist market by geographical regions. For example, for travelers from northern Asia, Singapore as a shopping/food paradise and

its equatorial location should be emphasized rather than the cultural side as countries within the immediate region tend to have a similar ethnic background. However, Singapore as a melting pot of cultures can be highlighted in promotional efforts targeted at travelers from America, Europe and Oceania.

Manjula Chaudhary (2000) conducted India's Image as a Tourist Destination--- a Perspective of Foreign Tourists. The study was conducted with the purpose of determining pre- and post-trip perceptions of foreign tourists about India as a tourist destination. The sample numbered 152. A gap analysis between expectations and satisfaction levels was used to identify strengths and weaknesses of India's tourism-related image dimensions so that necessary efforts can be made to ensure that tourists' expectations are met. It was observed that India is rated highly for its rich art forms and cultural heritage. However, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists. India can be positioned on the world map only after these hygiene factors are improved along with other motivators.

Olivia H. Jenkins (1999) conducted understanding and Measuring Tourist Destination Images. This paper looks at the concept of tourist destination images and how destination image research has been approached from different academic disciplines and by practitioners such as tourism marketers. In particular, different techniques for the measurement of a tourist's destination images are reviewed and the

dominance of structured, word-based approaches is highlighted. This paper adds to previous work that has listed the main attributes used in image studies by including recent studies, many of which are Australian. In the paper it is argued that to provide valid image research, a preliminary phase of qualitative research is important in order to distil the constructs relevant to the population being studied. Construct elicitation techniques, such as free-elicitation, interactive interviews and focus group interviews, are discussed along with new techniques that include the visual aspect of image, such as photo-elicitation.



CHAPTER 3

RESEARCH FRAMEWORK

3.1 Theoretical Framework

According to Zikmund (1997), theoretical framework is a conceptual model of how one theorized the relationship among the several factors that have been identified as important to the problems. It clarifies the questions and it summarizes the overall concepts being investigated. This study makes use of the theory on destination image evaluation.

3.2 Variables Used in This Study

3.2.1 Independent Variables

Independent variables are variables that are presumed to affect or influence the outcome. They are independent of the outcome itself (J.R. Brent Ritchie & Charles R. Goeldner, 1994). In this research, the perceived image of Shenyang by tourists depends on the tourists' demographic and travel characteristics.

Tourists' demographic and travel characteristics

(1) **Nationality:** Nationality is one of the most important demographic variables that are closely linked to each other. Tourists with different nationalities can have different perceptions toward a tourist destination.

(2) **Gender:** Gender was discussed with the highest overall frequency among

cases. Gender was found to be a highly important form of social influence and correspondingly, a meaningful source of constraints (Culp, 1998). As a variable, gender has been important in helping to document differences between the social conditions of women and men (Henderson, 1995). Tourists' purchase decision is different by gender, because the issues facing men and women are different (Jackson & Henderson, 1995). According to Moccia (2000), gender plays an important role in shaping the spatial allocation of time.

(3) Age: The age of a person has a very important impact on the choice of tourism products and services, but its impact may vary depending on the people. For example, while young people prefer to attend more energetic leisure activities such as energetic sport and adventures, older people prefer relatively more secure activities requiring less risk such as walking and sightseeing.

(4) Marital status: Marital status of individuals also influences tourists' purchase decision. In general, married people have more responsibilities than single people. Having baby, general health conditions of individuals and their spouses, family structure, status of men and women in society and at home are among the factors constraining married people to participate in leisure activities.

(5) Educational level: The type and length of education influence the type and frequency of leisure participation. Education, especially leisure education, helps individuals to organize their leisure activities efficiently. Educated people are more interested in their physical and mental health than none or less educated people. For example, Sağcan (1986, 85) pointed out that the desire to see new places and new

things are influenced according to the level of education.

(6) Purpose of visit: Tourists might have different purposes of visit. Some travel for pleasure and relaxation, but some travel for learning and experiencing exotic culture, or physical and mental improvement or even for business opportunities. Tourists with different purposes of visit could also result in different perceptions.

(7) Sources of information about Shenyang: Different tourists may come to one destination through different sources of information, such as newspaper, TV, travel agents, friends, travel books, previous visit experience. Some tourists may have more than one source. Different sources of information can give tourists different initial images of the destination that will influence the comprehensive image after real experience.

3.2.2 Dependent variables

Dependent variables are variables that are dependent on the independent variable and are presumed to be the effect of them (J.R. Brent Ritchie & Charles R. Goeldner, 1994). In this research there are 8 dependent variables. These attributes were selected based on previous studies and the annual survey reports on Shenyang tourism.

Shenyang's destination attributes

1. Transportation:

Transportation concerns the movement of products or passenger from a source place to a destination and includes airplane, ship, train, and bus.

2. Accommodation:

Accommodation is a term used to encompass the provision of bedroom facilities on a

commercial basis within the hospitality/tourism industry. Primarily it is associated with the hotel sector, and is really applied to properties as diverse as business and conference hotels, guesthouses, resort hotels, motels, and budget hotels (Tuner, 1996).

3. Travel Agency:

In general, travel agency gives advice on destinations and makes arrangements for transportation, hotel accommodations, car rentals, tours, and recreation. They also may advise on weather conditions, restaurants, and tourist attractions. For international travel, travel agency also provides information on customs regulations, required papers (passports, visas, and certificates of vaccination), and currency exchange rates.

4. The Main Attractions:

Attractions are the demand generator that is a reason for the customer to visit a destination and, further, usually from the central theme for the visit (EPGC, 1995; Bob & Hilary, 2002). The main attractions in Shenyang are Shenyang Imperial Palace, Qipanshan Scenic Area, Liaoning Provincial Museum, and Shenyang Magic Slope.

5. Restaurant & Entertainment:

Tourists cannot travel without eating. Restaurants can be involved in tourist destinations to provide food to tourists. A good quality restaurant must provide good taste of foods, good service delivery, cleanliness, as well as good atmosphere.

Entertainment is another attractive factor for tourists to travel. Shenyang also has different kinds of entertainment for tourists, such as pubs, night shows, night clubs

and theaters.

6. Local People:

Local people play an important role in building the image of a tourist destination. Some destinations might have a good image because of their friendly local people, such as the smiling country-Thailand.

7. Shopping:

Shopping is an important part of tourists' activities. There are retail outlets, manufacturer outlets, supermarkets, department stores and souvenir shops for tourists' shopping in Shenyang.

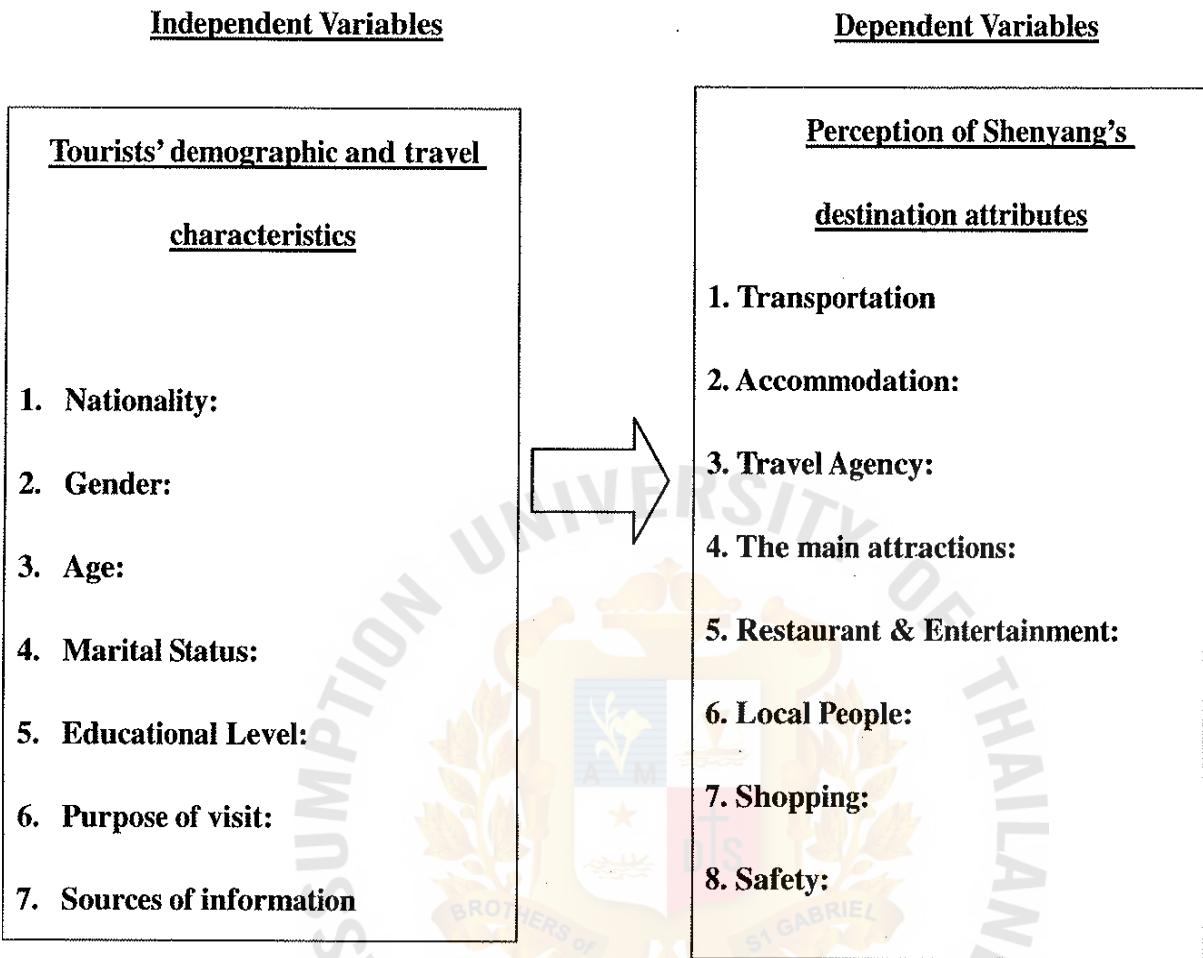
8. Safety:

Safety is the state of being "safe", the condition of being protected against physical, social, spiritual, financial, political, emotional, occupational, psychological, educational or other types or consequences of failure, damage, error, accidents, harm or any other event which could be considered not desirable. Safety has become the most essential consideration before tourists' traveling.

3.3 Conceptual Framework

The conceptual framework in this study determines the extent to which the major independent variables influence the dependent variable.

Table 3.3: Conceptual Framework



3.4 Research Hypothesis

● Hypothesis:

A hypothesis is a proposition that is stated in testable form and that predicts a particular relation between two or more variables (Isaac and Michael, 1971).

H01:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by nationality .
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Ha1:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by nationality .
H02:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by gender .
Ha2:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by gender .
H03:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by age .
Ha3:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by age .
H04:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by marital status .
Ha4:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by marital status .

H05:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by educational level .
Ha5:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by educational level .
H06:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by purpose of visit .
Ha6:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by purpose of visit .
H07:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by sources of information .
Ha7:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by sources of information .
H08:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by nationality .
Ha8:	There is difference among tourists in their perceived image of

	Shenyang as a tourist destination regarding accommodation when classified by nationality .
H09:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by gender .
Ha9:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by gender .
H010:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by age .
Ha10:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by age .
H011:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by marital status .
Ha11:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by marital status .
H012:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when

	classified by educational level .
Ha12:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by educational level .
H013 :	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by purpose of visit .
Ha13:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by purpose of visit .
H014:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by sources of information .
Ha14:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by sources of information .
H015:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by nationality .
Ha15:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by nationality .

H016:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by gender .
Ha16:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by gender .
H017:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by age .
Ha17:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by age .
H018:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by marital status .
Ha18:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by marital status .
H019:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by educational level .
Ha19:	There is difference among tourists in their perceived image of

	Shenyang as a tourist destination regarding travel agency when classified by educational level .
H020:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by purpose of visit .
Ha20:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by purpose of visit .
H021:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by sources of information .
Ha21:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by sources of information .
H022:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by nationality .
Ha22:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by nationality .
H023:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when

	classified by gender .
Ha23:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by gender .
H024:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by age .
Ha24:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by age .
H025:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by marital status .
Ha25:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by marital status .
H026:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by educational level .
Ha26:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by educational level .

H027:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by purpose of visit .
Ha27:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by purpose of visit .
H028:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by sources of information .
Ha28:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by sources of information .
H029:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by nationality .
Ha29:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by nationality .
H030:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by gender .
Ha30:	There is difference among tourists in their perceived image of

	Shenyang as a tourist destination regarding restaurant & entertainment when classified by gender .
H031:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by age .
Ha31:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by age .
H032:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by marital status .
Ha32:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by marital status .
H033:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by educational level .
Ha33:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by educational level .
H034:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment

	when classified by purpose of visit .
Ha34:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by purpose of visit .
H035:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by sources of information .
Ha35:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by sources of information .
H036:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by nationality .
Ha36:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by nationality .
H037:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by gender .
Ha37:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by gender .

H038:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by age .
Ha38:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by age .
H039:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by marital status .
Ha39:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by marital status .
H040:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by educational level .
Ha40:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by educational level .
H041:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by purpose of visit .
Ha41:	There is difference among tourists in their perceived image of

	Shenyang as a tourist destination regarding local people when classified by purpose of visit .
H042:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by sources of information .
Ha42:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by sources of information .
H043:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by nationality .
Ha43:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by nationality .
H044:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by gender .
Ha44:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by gender .
H045:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by

	age.
Ha45:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by age.
H046:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by marital status.
Ha46:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by marital status.
H047:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by educational level.
Ha47:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by educational level.
H048:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by purpose of visit.
Ha48:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by purpose of visit.

H049:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by sources of information .
Ha49:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by sources of information .
H050:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by nationality .
Ha50:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by nationality .
H051:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by gender .
Ha51:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by gender .
H052:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by age .
Ha52:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by age .

H053:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by marital status .
Ha53:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by marital status .
H054:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by educational level .
Ha54:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by educational level .
H055:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by purpose of visit .
Ha55:	There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by purpose of visit .
H056:	There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by sources of information .
Ha56:	There is difference among tourists in their perceived image of

	Shenyang as a tourist destination regarding safety when classified by sources of information .
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3.5 Operationalization of variables

3.5.1 Operationalization of Independent Variables

Independent Variables	Conceptual Definition	Operational Component	Level of Measurement	Question No.
Nationality	The legal right of belonging to a particular nation	1=Chinese 2=Foreigner	Nominal	Q.1
Gender	Sexual identity, especially in relation to society or culture	1=Male 2=Female	Nominal	Q.2
Age	The number of years that a person has lived or a thing has existed	1=Under 20 years old 2=21-40 years old 3=41-60 years old 4=Over 60 years old	Ordinal	Q.3
Marital Status	The fact of whether a person is single or married	1=single 2=married	Nominal	Q.4
Educational Level	A particular subject or knowledge that a person has involved	1=High School or lower 2=Bachelor Degree 3=Master Degree or higher	Ordinal	Q.5
Purpose of Visit	Needed or supposed to achieve something of visiting a destination	1=Travel 2=Business 3=Education 4=Others (Specify)	Nominal	Q.6
Sources of information at Shenyang	Where or how tourists get the information about the destination	1= Newspaper/TV 2=Travel agents/tour operators 3= Friends/relations 4= Travel books/guides 5=Previous visit to Shenyang 6= Others	Nominal	Q.7

3.5.2 Operationalization of Dependent Variables

Dependent Variables	Conceptual Definition	Operational Component	Level of Measurement	Question No.
Transportation	A system for carrying people or goods from one place to another using vehicles	-Transportation to Shenyang -Transportation around Shenyang	Interval	Q.8-9
Accommodation	Somewhere to live or stay, often also providing food or other services	-Variety of accommodation -Service quality -Price	Interval	Q.10-12
Travel Agency	An organization that gives advice on destinations and makes arrangements for other services	-Tourist information -Packaged tours	Interval	Q. 13-14
The Main Attractions	An interesting or enjoyable place to visit	-sceneries and natural attractions -sport activities -historic sites and museums -national parks and wilderness areas - Signs & published materials	Interval	Q.15-19
Restaurant & entertainment	A place where offering food, drink and activities that amuse people	-Variety of cuisines -Service quality -Prices of food -Variety of entertainments	Interval	Q. 20-23
Local People	People who live in the destination	-Honesty -Friendliness	Interval	Q. 24-25
Shopping	Going from shop to shop to look at and buy goods	-Variety of products -Prices of products	Interval	Q. 26-27
Safety	The state of being safe and protected from danger or harm	- Petty crimes	Interval	Q. 28

CHAPTER 4

RESEARCH METHODOLOGY

The research methodology is a way to systematically solve the research problem. It can be considered as a science of studying how research is done scientifically. This chapter introduces the research methodology that would be employed in this study and consists of seven sections which are research method, respondents and sampling procedures, research instruments and questionnaire, collection of data, pre-test and statistical treatment of data.

4.1 Research Method

Descriptive research was adopted in this study that is preplanned and structured. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of this research is to get description of the state of affairs as it exists at present. It is typically based on large representative samples. In this study, the researcher attempted to use descriptive research to describe the present image of Shenyang perceived by tourists in the current context.

A **survey** of tourists was undertaken to evaluate the image of Shenyang as a tourist destination. Zikmund (1994) stated that a survey is a research technique in which information is gathered from a sample of people by the use of a questionnaire.

The advantages of survey method are providing a quick, inexpensive, efficient and accurate means of assessing information about a population (Sheatsley, 1974).

4.2 Respondents and Sampling Procedures

Respondents are the persons who answer an interview questions or the persons who provide answers to written questions in self-administered surveys (Zikmund, 1997). The target population of this survey consisted of domestic and international tourists who were visiting Shenyang. The researcher distributed the questionnaires in Qipanshan Scenic Area, Shenyang Imperial Palace, Liaoning Provincial Museum and Shenyang Magic Slope from June to August in 2007.

The researcher determined the sample population by using Anderson, G. (1996), Fundamentals of Educational Research. According to the tourism statistics from Statistic Department of Shenyang Tourism Bureau, total tourist arrivals to Shenyang in 2006 were 45,530,000 visitors. Based on Table 4.2, with 5% tolerable error, the sample size of 384 was used in this study.

Table 4.2: Theoretical Sample Size for different Sizes of Population and a 95% Level of Certainty

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

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

The researcher used non-random convenient method as a sampling method. The researcher could arbitrarily or consciously decide which elements to be included in the sample. This was the least expensive and the least time consuming sampling techniques.

4.3 Research Instruments and Questionnaire

The researcher used a self-administered structured questionnaire to gather the information from the respondents. The formation of questionnaire was conducted based on the conceptual framework in Chapter 3. It was conducted into three parts.

The questionnaires were available in both English and Chinese languages. The following is the outline of the questionnaire:

Part 1: This part of the questionnaire attempted to ask the respondents' demographic and travel characteristics. Seven close questions were asked.

Part 2: This part of the questionnaire consisted of twenty one questions using Five Point Likert Scales for rating the answer.

Part 3: This part of the questionnaire included two open-ended questions.

Part 4: This part of the questionnaire asked tourists to tick the attractions in and around Shenyang that they like.

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

All these questions enabled the researcher to answer the statement of problem and confirm the hypothesis.

4.4 Collection of Data

The researcher distributed 384 questionnaires by hand in Qipanshan Scenic Area, Shenyang Imperial Palace, Liaoning Provincial Museum and Shenyang Magic Slope from June to August in the year of 2007. The respondents were asked to answer the questions based on their experiences during their visit in Shenyang.

4.5 Pre-Test

The purpose of the pretest is to examine the reliability of the instrument (i.e. questionnaire) used in this research. During June, 2007, the researcher distributed 30 questionnaires in Qipanshan Scenic Area, Shenyang Imperial Palace, Liaoning Provincial Museum and Shenyang Magic Slope. In this study, Cronbach's Reliability Test was used.

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.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	21

Because the coefficient in this test is 0.917 that is greater than 0.6, then the questionnaire should be considered as reliable.

4.6 Statistical Treatment of Data

The results of 384 questionnaires were entered into a data file and analyzed by using Statistical Package for the Social Science (SPSS) which provided research

findings based on statistical results such as frequencies and percentage.

4.6.1 Descriptive Statistics

This research analyzed such demographic and travel characteristics of respondents as nationality, gender, age, marital status, educational level, income, individual/group, and purpose of travel.

4.6.2 Inferential Statistics

Inferential statistics were used for testing hypothesis. In this study, differences of 56 operational hypotheses were tested using the following inferential statistics:

T-test

The t-test is the most elementary experimental comparison involving two samples. This may take the form of comparing a conventional control condition and experimental condition or two groups that have received differing levels of the independent variables (Saiyod, 1995).

ANOVA

ANOVA stands for variance, which tests for significant mean differences in variables among multiple groups. The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs (Cooper & Schindler, 2003).

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter consists of three parts: tourists' demographic and travel characteristics, results of hypothesis testing, and discussion of statistical results.

5.1 Tourists' Demographic and Travel Characteristics

The following are the results of statistical analysis regarding demographic and travel characteristics of respondents (n=384):

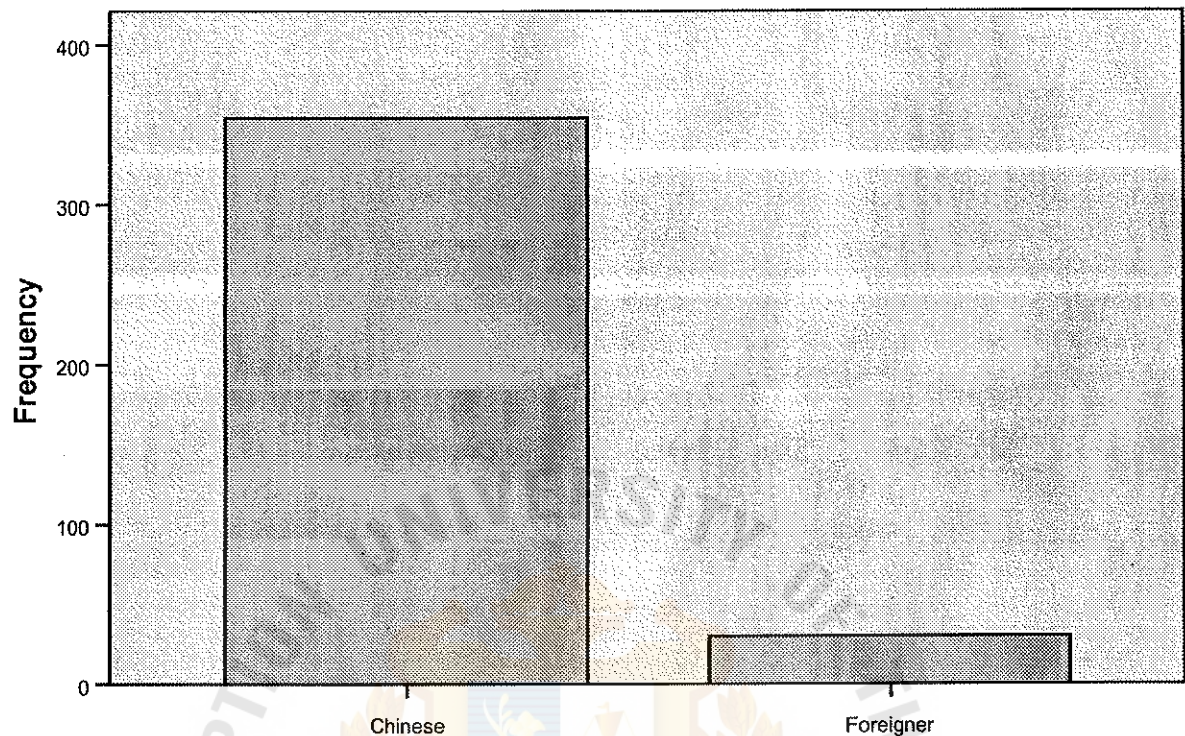
5.1.1 Nationality

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	354	92.2	92.2	92.2
Foreigner	30	7.8	7.8	100.0
Total	384	100.0	100.0	

Figure 5.1.1: Nationality



From Table 5.1.1 and Figure 5.1.1 above, 354 respondents (92.2%) were Chinese tourists and 30 respondents (7.8%) were foreign tourists, consisted of Japanese, Korean, Russian, Australian and American.

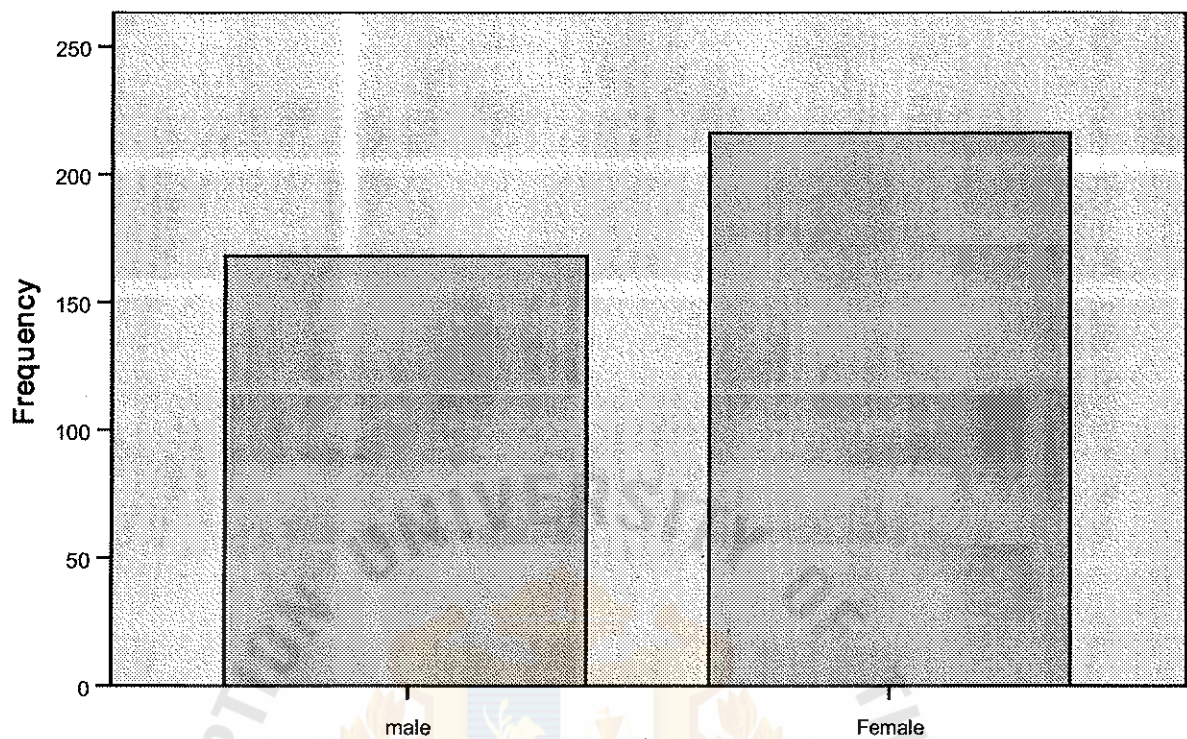
5.1.2 Gender

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	168	43.8	43.8	43.8
Female	216	56.3	56.3	100.0
Total	384	100.0	100.0	

Figure 5.1.2: Gender



From Table 5.1.2 and Figure 5.1.2 above, 168 respondents (43.8%) were male and 216 respondents (56.3%) were female.

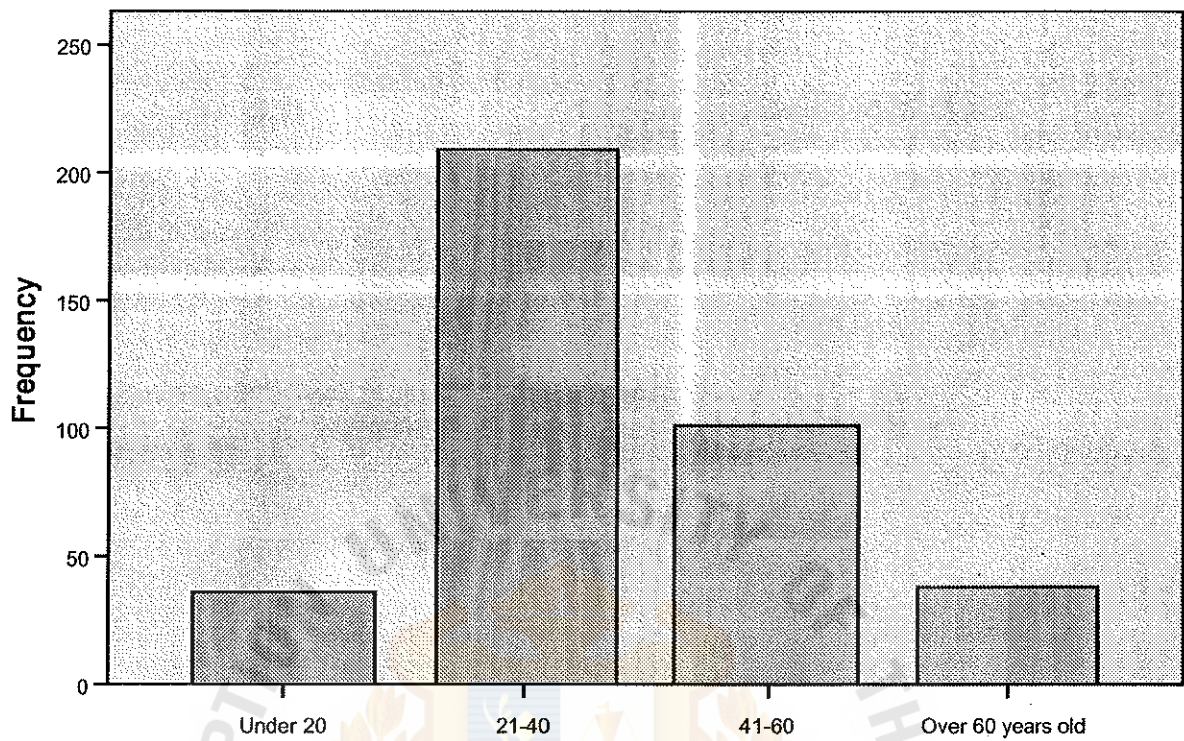
5.1.3 Age

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 20	36	9.4	9.4	9.4
21-40	209	54.4	54.4	63.8
41-60	101	26.3	26.3	90.1
Over 60 years old	38	9.9	9.9	100.0
Total	384	100.0	100.0	

Figure 5.1.3: Age



From Table 5.1.3 and Figure 5.1.3 above, 36 respondents (9.4%) were under 20 years old, 209 respondents (54.4%) were 21-40 years old, 101 respondents (26.3%) were 41-60 years old and 38 respondents (9.9%) were over 60 years old.

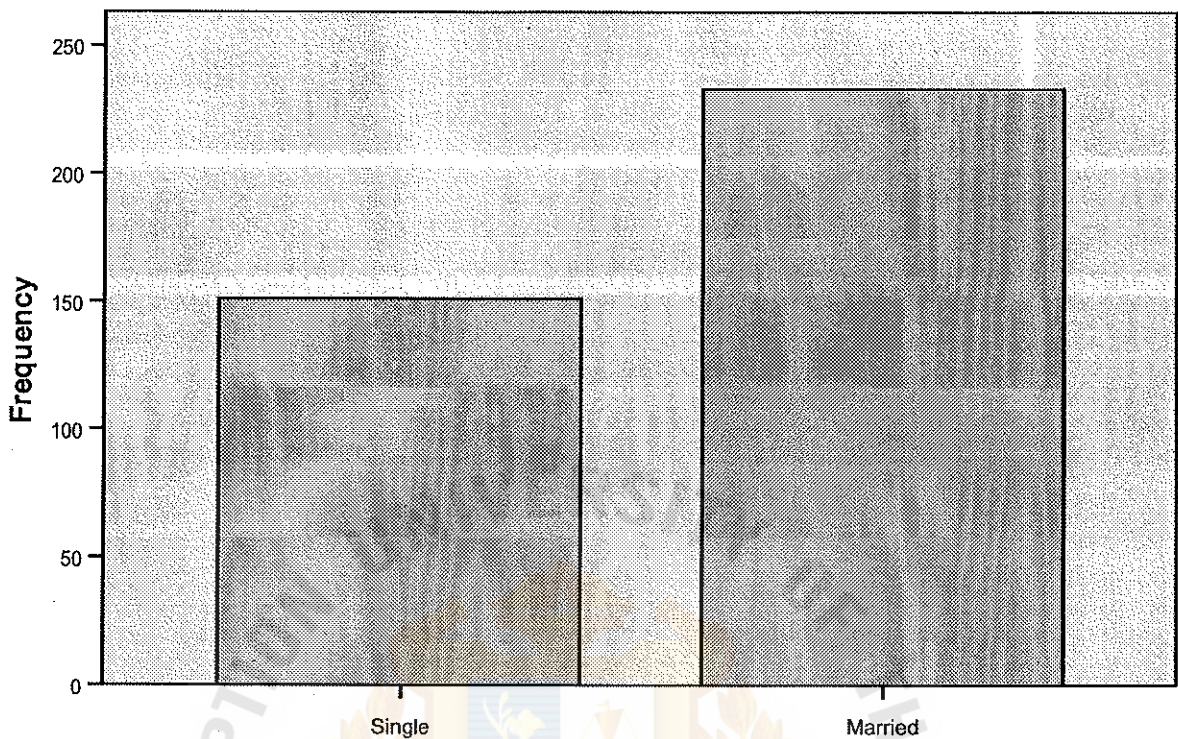
5.1.4 Marital Status

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

Table 5.1.4: Summary of respondents by marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	151	39.3	39.3	39.3
Married	233	60.7	60.7	100.0
Total	384	100.0	100.0	

Figure 5.1.4: Marital status



From Table 5.1.4 and Figure 5.1.4 above, 151 respondents (39.3%) were single and 233 respondents (60.7%) were married.

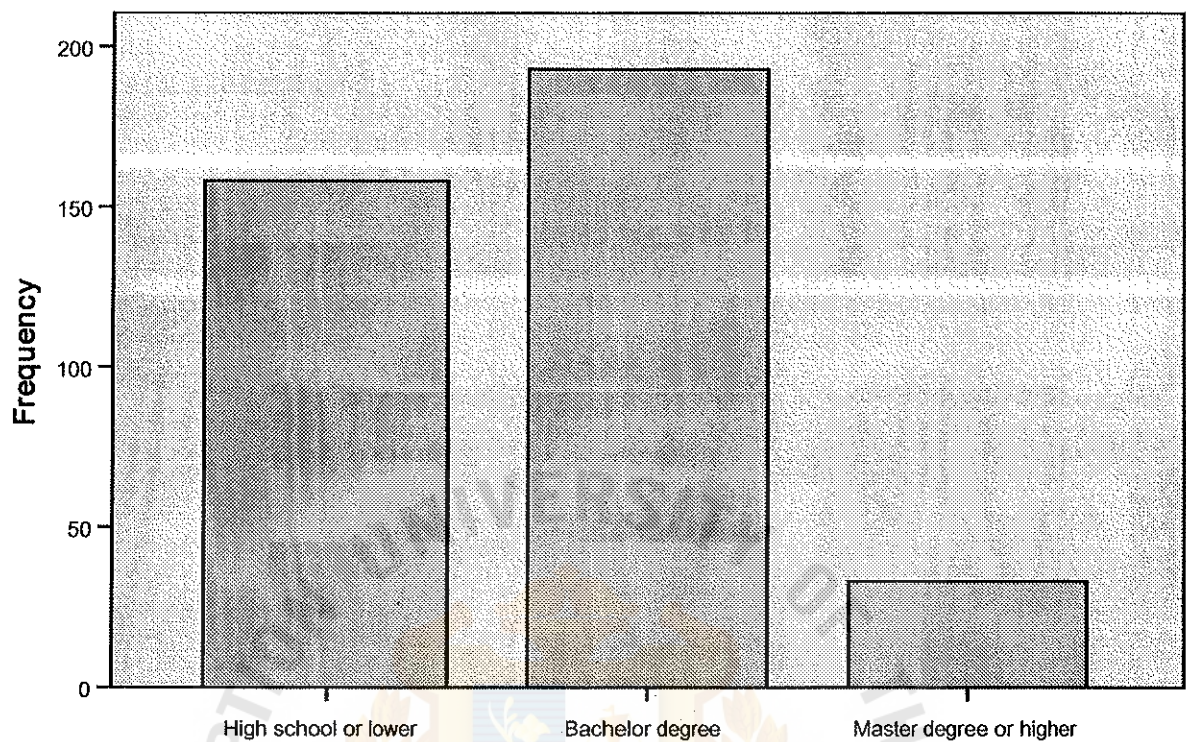
5.1.5 Educational Level

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

Table 5.1.5: Summary of respondents by educational level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High school or lower	158	41.1	41.1	41.1
Bachelor degree	193	50.3	50.3	91.4
Master degree or higher	33	8.6	8.6	100.0
Total	384	100.0	100.0	

Figure 5.1.5: Educational level



From Table 5.1.5 and Figure 5.1.5 above, 158 respondents (41.1%) were high school or lower, 193 respondents (50.3%) were Bachelor degree and 33 respondents (8.6%) were Master degree or higher.

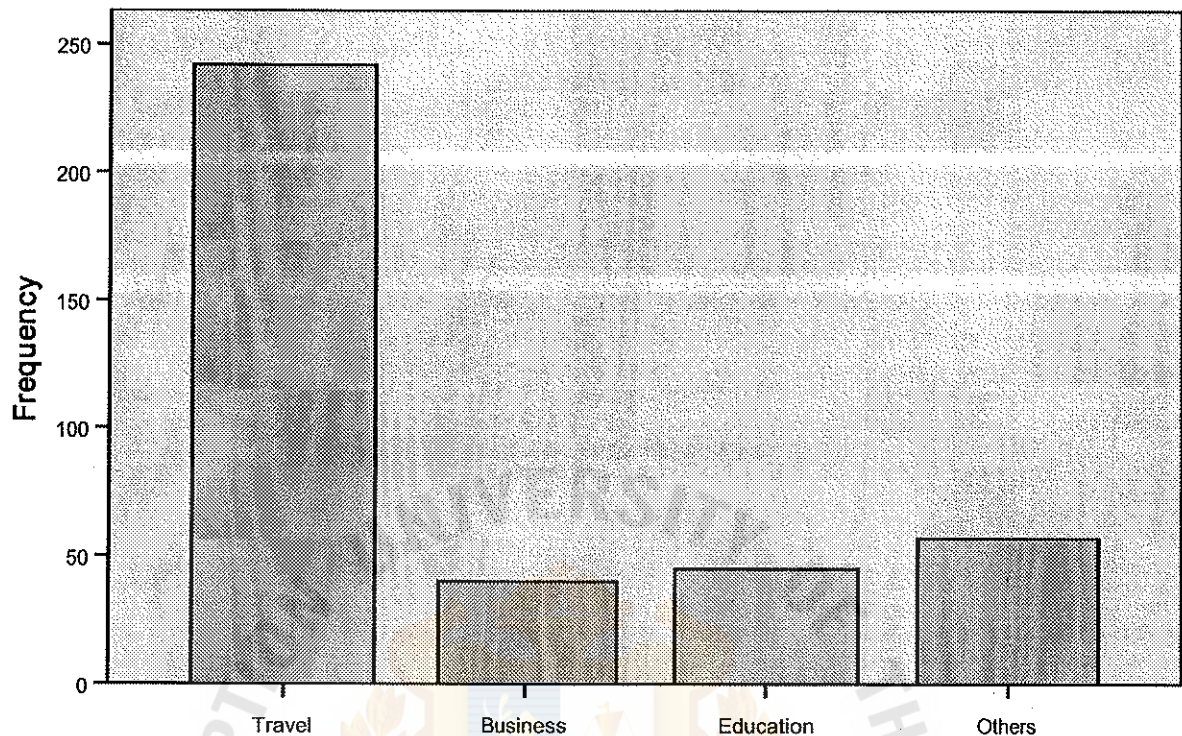
5.1.6 Purpose of Visit

The purposes of visit of respondents are presented in Table 5.1.6 and Figure 5.1.6:

Table 5.1.6: Summary of respondents by purpose of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Travel	242	63.0	63.0	63.0
Business	40	10.4	10.4	73.4
Education	45	11.7	11.7	85.2
Others	57	14.8	14.8	100.0
Total	384	100.0	100.0	

Figure 5.1.6: Purpose of visit



From Table 5.1.6 and Figure 5.1.6 above, 242 respondents (63.0%) were travel purpose, 40 respondents (10.4%) were business purpose, 45 respondents (11.7%) were education purpose and 57 respondents (14.8%) were other purposes such as visiting relatives and friends.

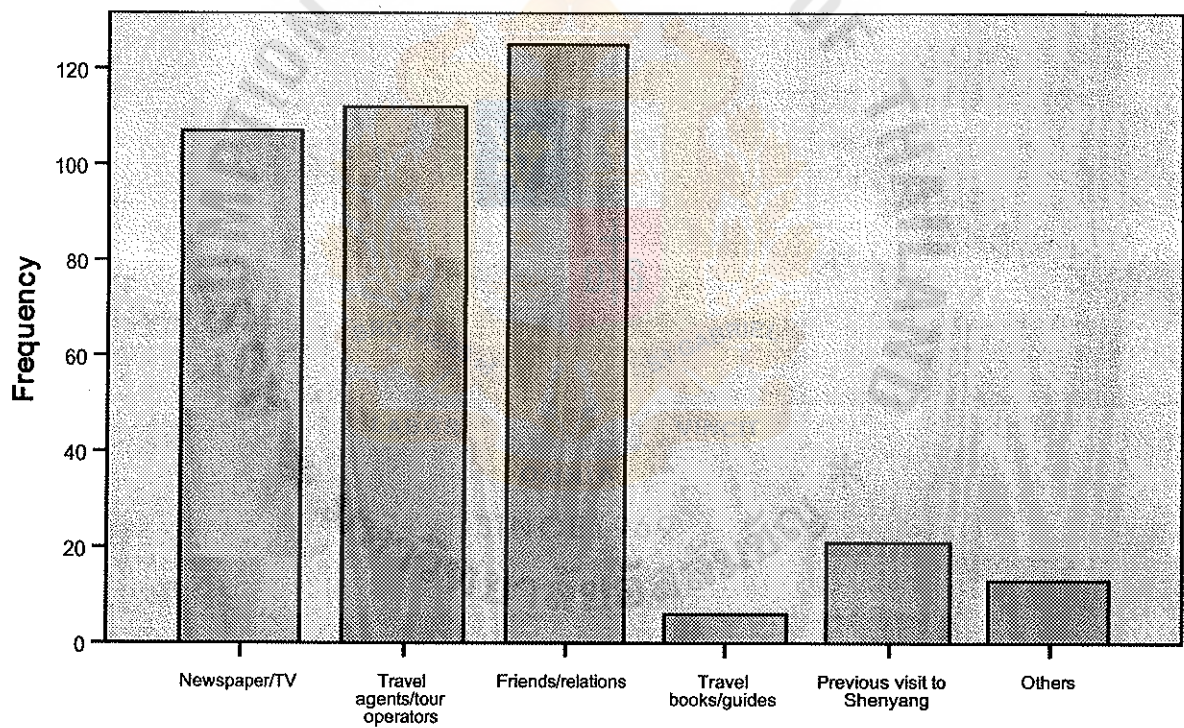
5.1.7 Sources of information

The sources of information about Shenyang are presented in Table 5.1.7 and Figure 5.1.7:

Table 5.1.7: Summary of respondents by sources of information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Newspaper/TV	107	27.9	27.9	27.9
Travel agents/tour operators	112	29.2	29.2	57.0
Friends/relations	125	32.6	32.6	89.6
Travel books/guides	6	1.6	1.6	91.1
Previous visit to Shenyang	21	5.5	5.5	96.6
Others	13	3.4	3.4	100.0
Total	384	100.0	100.0	

Figure 5.1.7: Sources of information



From Table 5.1.7 and Figure 5.1.7 above, 107 respondents (27.9%) got information through newspaper or TV, 112 respondents (29.2%) got information through travel agents or tour operators, 125 respondents (32.6%) got information through friends or relations, 6 respondents (1.6%) got information through travel books or guides, 21 respondents (5.5%) got information through previous visit and 13

respondents (3.4%) got information through other sources.

5.2 Results of Hypothesis Testing

In this study, the 56 operational hypotheses were tested by using T-test and ANOVA:

5.2.1 Hypothesis 1

H01: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **nationality**.

Ha1: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **nationality**.

Table 5.2.1: Independent t-test for hypothesis 1

Group Statistics									
Nationality		N	Mean	Std. Deviation	Std. Error Mean				
Transportation	Chinese	354	8.55	1.232	.065				
	Foreigner	30	7.30	1.643	.300				

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	6.359	.012	5.165	382	.000	1.245	.241	.771 1.719
	Equal variances not assumed			4.055	31.823	.000	1.245	.307	.620 1.871

As shown in Table 5.2.1, the significance value is 0.000, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **nationality**.

5.2.2 Hypothesis 2

H02: There is no difference among tourists in their perceived image of Shenyang as a

tourist destination regarding **transportation** when classified by **gender**.

Ha2: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **transportation** when classified by **gender**.

Table 5.2.2: Independent t-test for hypothesis 2

Group Statistics										
Gender		N	Mean	Std. Deviation		Std. Error Mean				
Transportation	Male	168	8.47	1.262		.097				
	Female	216	8.43	1.348		.092				

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	
Transportation	Equal variances assumed	1.754	.186	.294	382	.769	.040	.135	-.226	.305
	Equal variances not assumed			.297	369.199	.767	.040	.134	-.223	.303

As shown in Table 5.2.2, the significance value is 0.769, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **gender**.

5.2.3 Hypothesis 3

H03: There is no difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **transportation** when classified by **age**.

Ha3: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **transportation** when classified by **age**.

Table 5.2.3: One-way ANOVA for hypothesis 3

ANOVA					
Transportation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.595	3	2.532	1.482	.219
Within Groups	649.363	380	1.709		
Total	656.958	383			

As shown in Table 5.2.3, the significance value is 0.219, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **age**.

5.2.4 Hypothesis 4

H04: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **marital status**.

Ha4: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **marital status**.

Table 5.2.4: Independent t-test for hypothesis 4

Group Statistics					
	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Transportation	Single	151	4.12	.720	.059
	Married	233	4.29	.600	.039

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	3.745	.054	-2.623	382	.009	-.178	.068	-.312	-.045
	Equal variances not assumed			-2.524	279.048	.012	-.178	.071	-.317	-.039

As shown in Table 5.2.4, the significance value is 0.012, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **marital status**.

5.2.5 Hypothesis 5

H05: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **educational level**.

Ha5: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **educational level**.

Table 5.2.5: One-way ANOVA for hypothesis 5

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.097	2	1.549	3.662	.027
Within Groups	161.142	381	.423		
Total	164.240	383			

As shown in Table 5.2.5, the significance value is 0.027, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in

their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **educational level**.

5.2.6 Hypothesis 6

H06: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **purpose of visit**.

Ha6: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **purpose of visit**.

Table 5.2.6: One-way ANOVA for hypothesis 6

ANOVA					
Transportation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.199	3	1.066	2.516	.058
Within Groups	161.041	380	.424		
Total	164.240	383			

As shown in Table 5.2.6, the significance value is 0.058, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **purpose of visit**.

5.2.7 Hypothesis 7

H07: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **sources of information**.

Ha7: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **sources of information**.

Table 5.2.7: One-way ANOVA for hypothesis 7

ANOVA					
Transportation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.712	5	1.542	3.725	.003
Within Groups	156.528	378	.414		
Total	164.240	383			

As shown in Table 5.2.7, the significance value is 0.003, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **transportation** when classified by **sources of information**.

5.2.8 Hypothesis 8

H08: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **nationality**.

Ha8: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **nationality**.

Table 5.2.8: Independent t-test for hypothesis 8

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Chinese	354	4.1045	.65384	.03475
	Foreigner	30	3.6444	.76280	.13927

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	
Accommodation	Equal variances assumed	3.701	.055	3.651	382	.000	.46008	.12602	.21229	.70786
	Equal variances not assumed			3.205	32.713	.003	.46008	.14354	.16795	.75220

As shown in Table 5.2.8, the significance value is 0.000, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **nationality**.

5.2.9 Hypothesis 9

H09: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **gender**.

Ha9: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **gender**.

Table 5.2.9: Independent t-test for hypothesis 9

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Male	168	4.0913	.70234	.05419
	Female	216	4.0509	.65096	.04429

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	
Accommodation	Equal variances assumed	2.749	.098	.582	382	.561	.04034	.06932	-.09596	.17665
	Equal variances not assumed			.576	345.061	.565	.04034	.06999	-.09731	.17800

As shown in Table 5.2.9, the significance value is 0.561, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among

tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **gender**.

5.2.10 Hypothesis 10

H010: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **age**.

Ha10: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **age**.

Table 5.2.10: One-way ANOVA for hypothesis 10

ANOVA					
Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.035	3	.345	.760	.517
Within Groups	172.603	380	.454		
Total	173.639	383			

As shown in Table 5.2.10, the significance value is 0.517, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **age**.

5.2.11 Hypothesis 11

H011: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **marital status**.

Ha11: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **marital**

status.

Table 5.2.11: Independent t-test for hypothesis 11

Group Statistics										
Marital status		N	Mean	Std. Deviation	Std. Error Mean					
Accommodation	Single	151	3.9757	.70773	.05759					
	Married	233	4.1288	.64447	.04222					

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	
Accommodation	Equal variances assumed	3.456	.064	-2.186	382	.029	-.15304	.07000	-.29067	-.01541
	Equal variances not assumed			-2.143	298.753	.033	-.15304	.07141	-.29357	-.01250

As shown in Table 5.2.11, the significance value is 0.029, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **marital status**.

5.2.12 Hypothesis 12

H012: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **educational level**.

Ha12: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **educational level**.

Table 5.2.12: One-way ANOVA for hypothesis 12

ANOVA					
Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.680	2	1.840	4.125	.017
Within Groups	169.959	381	.446		
Total	173.639	383			

As shown in Table 5.2.12, the significance value is 0.017, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **educational level**.

5.2.13 Hypothesis 13

H013: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **purpose of visit**.

Ha13: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **purpose of visit**.

Table 5.2.13: One-way ANOVA for hypothesis 13

ANOVA					
Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.249	3	1.750	3.948	.009
Within Groups	168.390	380	.443		
Total	173.639	383			

As shown in Table 5.2.13, the significance value is 0.009, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **purpose of visit**.

5.2.14 Hypothesis 14

H014: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **sources of information**.

Ha14: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **sources of information**.

Table 5.2.14: One-way ANOVA for hypothesis 14

ANOVA					
Accommodation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.898	5	1.780	4.083	.001
Within Groups	164.741	378	.436		
Total	173.639	383			

As shown in Table 5.2.14, the significance value is 0.001, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **accommodation** when classified by **sources of information**.

5.2.15 Hypothesis 15

H015: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **nationality**.

Ha15: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **nationality**.

Table 5.2.15: Independent t-test for hypothesis 15

Group Statistics

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Travelagency	Chinese	354	4.0311	.79776	.04240
	Foreigner	30	2.8333	.86436	.15781

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
Travelagency	Equal variances assumed	.111	.739	7.844	382	.000	1.19774	.15270	.89751	1.49797
	Equal variances not assumed			7.330	33.324	.000	1.19774	.16341	.86541	1.53007

As shown in Table 5.2.15, the significance value is 0.000, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **nationality**.

5.2.16 Hypothesis 16

H016: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **gender**.

Ha16: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **gender**.

Table 5.2.16: Independent t-test for hypothesis 16

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Travelagency	Male	168	3.7887	.85733	.06614
	Female	216	4.0532	.85355	.05808

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
Travelagency	Equal variances assumed	.002	.968	-3.007	382	.003	-.26455	.08797	-.43752 -.09158
	Equal variances not assumed			-3.005	358.325	.003	-.26455	.08802	-.43766 -.09144

As shown in Table 5.2.16, the significance value is 0.003, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **gender**.

5.2.17 Hypothesis 17

H017: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **age**.

Ha17: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **age**.

Table 5.2.17: One-way ANOVA for hypothesis 17

ANOVA					
Travelagency					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.765	3	.588	.787	.502
Within Groups	284.235	380	.748		
Total	286.000	383			

As shown in Table 5.2.17, the significance value is 0.502, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **age**.

5.2.18 Hypothesis 18

H018: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **marital status**.

Ha18: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **marital status**.

Table 5.2.18: Independent t-test for hypothesis 18

Group Statistics										
Marital status		N	Mean	Std. Deviation	Std. Error Mean					
Travelagency	Single	151	3.7815	.87859	.07150					
	Married	233	4.0386	.84116	.05511					

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	
Travelagency	Equal variances assumed	1.028	.311	-2.876	382	.004	-.25717	.08943	-.43301	-.08133
	Equal variances not assumed			-2.849	310.336	.005	-.25717	.09027	-.43479	-.07955

As shown in Table 5.2.18, the significance value is 0.004, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **marital status**.

5.2.19 Hypothesis 19

H019: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **educational level**.

Ha19: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **educational level**.

Table 5.2.19: One-way ANOVA for hypothesis 19

ANOVA					
Travelagency	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.006	2	3.003	4.087	.018
Within Groups	279.994	381	.735		
Total	286.000	383			

As shown in Table 5.2.19, the significance value is 0.018, which is less the 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **educational level**.

5.2.20 Hypothesis 20

H020: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **purpose of visit**.

Ha20: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **purpose of visit**.

Table 5.2.20: One-way ANOVA for hypothesis 20

ANOVA					
Travelagency					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.611	3	4.537	6.329	.000
Within Groups	272.389	380	.717		
Total	286.000	383			

As shown in Table 5.2.20, the significance value is 0.000, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **purpose of visit**.

5.2.21 Hypothesis 21

H021: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **sources of information**.

Ha21: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **sources of information**.

Table 5.2.21: One-way ANOVA for hypothesis 21

ANOVA					
Travelagency					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.908	5	4.182	5.963	.000
Within Groups	265.092	378	.701		
Total	286.000	383			

As shown in Table 5.2.21, the significance value is 0.000, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **travel agency** when classified by **sources of information**.

5.2.22 Hypothesis 22

H022: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **nationality**.

Ha22: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **nationality**.

Table 5.2.22: Independent t-test for hypothesis 22

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Main attractions	Chinese	354	3.8802	.57866	.03076
	Foreigner	30	3.2067	.65702	.11996

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
Main attractions	Equal variances assumed	.162	.687	6.055	382	.000	.67356	.11124	.45485	.89227
	Equal variances not assumed			5.439	32.926	.000	.67356	.12384	.42159	.92553

As shown in Table 5.2.22, the significance value is 0.000, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **nationality**.

5.2.23 Hypothesis 23

H023: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **gender**.

Ha23: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **gender**.

Table 5.2.23: Independent t-test for hypothesis 23

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Mainattractions	Male	168	3.8071	.62249	.04803
	Female	216	3.8435	.60398	.04110

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	
Mainattractions	Equal variances assumed	.169	.682	-.578	382	.564	-.03638	.06297	-.16019	.08744
	Equal variances not assumed			-.575	353.770	.565	-.03638	.06321	-.16069	.08794

As shown in Table 5.2.23, the significance value is 0.564, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **gender**.

5.2.24 Hypothesis 24

H024: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **age**.

Ha24: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **age**.

Table 5.2.24: One-way ANOVA for hypothesis 24

ANOVA					
Mainattractions					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.029	3	.676	1.820	.143
Within Groups	141.238	380	.372		
Total	143.267	383			

As shown in Table 5.2.24, the significance value is 0.143, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **age**.

5.2.25 Hypothesis 25

H025: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **marital status**.

Ha25: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **marital status**.

Table 5.2.25: Independent t-test for hypothesis 25

Group Statistics					
Marital status		N	Mean	Std. Deviation	Std. Error Mean
Mainattractions	Single	151	3.7272	.65258	.05311
	Married	233	3.8927	.57565	.03771

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	
Mainattractions	Equal variances assumed	2.992	.084	-2.611	382	.009	-.16555	.06342	-.29024	-.04086
	Equal variances not assumed			-2.542	291.500	.012	-.16555	.06513	-.29374	-.03736

As shown in Table 5.2.25, the significance value is 0.009, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **marital status**.

5.2.26 Hypothesis 26

H026: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **educational level**.

Ha26: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **educational level**.

Table 5.2.26: One-way ANOVA for hypothesis 26

ANOVA					
Mainattractions					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.928	2	.464	1.242	.290
Within Groups	142.339	381	.374		
Total	143.267	383			

As shown in Table 5.2.26, the significance value is 0.290, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the**

main attractions when classified by **educational level**.

5.2.27 Hypothesis 27

H027: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **purpose of visit**.

Ha27: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **purpose of visit**.

Table 5.2.27: One-way ANOVA for hypothesis 27

ANOVA					
Main attractions	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.006	3	2.669	7.497	.000
Within Groups	135.261	380	.356		
Total	143.267	383			

As shown in Table 5.2.27, the significance value is 0.000, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **purpose of visit**.

5.2.28 Hypothesis 28

H028: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **sources of information**.

Ha28: There is no difference among tourists in their perceived image of Shenyang as

a tourist destination regarding **the main attractions** when classified by **sources of information**.

Table 5.2.28: One-way ANOVA for hypothesis 28

ANOVA					
Main attractions					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.958	5	.592	1.594	.161
Within Groups	140.310	378	.371		
Total	143.267	383			

As shown in Table 5.2.28, the significance value is 0.161, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **the main attractions** when classified by **sources of information**.

5.2.29 Hypothesis 29

H029: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **nationality**.

Ha29: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **nationality**.

Table 5.2.29: Independent t-test for hypothesis 29

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Restaurant and entertainment	Chinese	354	4.0035	.58863	.03129
	Foreigner	30	3.4917	.76419	.13952

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	
Restaurant and entertainment	Equal variances assumed	7.435	.007	4.459	382	.000	.51186	.11480	.28614	.73759
	Equal variances not assumed			3.580	31.983	.001	.51186	.14299	.22061	.80312

As shown in Table 5.2.29, the significance value is 0.001, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **nationality**.

5.2.30 Hypothesis 30

H030: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **gender**.

Ha30: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **gender**.

Table 5.2.30: Independent t-test for hypothesis 30

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Restaurant and entertainment	Male	168	3.9568	.61906	.04776
	Female	216	3.9688	.61936	.04214

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	
Restaurant and entertainment	Equal variances assumed	.691	.406	-.187	382	.852	-.01190	.06370	-.13715	.11334
	Equal variances not assumed			-.187	359.162	.852	-.01190	.06370	-.13717	.11336

As shown in Table 5.2.30, the significance value is 0.852, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **gender**.

5.2.31 Hypothesis 31

H031: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **age**.

Ha31: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **age**.

Table 5.2.31: One-way ANOVA for hypothesis 31

ANOVA					
Restaurantandentertainment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.178	3	.726	1.912	.127
Within Groups	144.311	380	.380		
Total	146.490	383			

As shown in Table 5.2.31, the significance value is 0.127, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **age**.

5.2.32 Hypothesis 32

H032: There is no difference among tourists in their perceived image of Shenyang as

a tourist destination regarding **restaurant & entertainment** when classified by **marital status**.

Ha32: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **marital status**.

Table 5.2.32: Independent t-test for hypothesis 32

Group Statistics									
Marital status		N	Mean	Std. Deviation	Std. Error Mean				
Restaurant and entertainment	Single	151	3.9023	.63441	.05163				
	Married	233	4.0032	.60595	.03970				

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
Restaurant and entertainment	Equal variances assumed	2.839	.093	-1.565	382	.118	-.10090	.06449	-.22770 .02590
	Equal variances not assumed			-1.549	309.788	.122	-.10090	.06513	-.22904 .02724

As shown in Table 5.2.32, the significance value is 0.118, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **marital status**.

5.2.33 Hypothesis 33

H033: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **educational level**.

Ha33: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by

educational level.

Table 5.2.33: One-way ANOVA for hypothesis 33

ANOVA					
Restaurantandentertainment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.254	2	.627	1.645	.194
Within Groups	145.236	381	.381		
Total	146.490	383			

As shown in Table 5.2.33, the significance value is 0.194, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **educational level**.

5.2.34 Hypothesis 34

H034: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **purpose of visit**.

Ha34: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **purpose of visit**.

Table 5.2.34: One-way ANOVA for hypothesis 34

ANOVA					
Restaurantandentertainment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.426	3	2.142	5.811	.001
Within Groups	140.063	380	.369		
Total	146.490	383			

As shown in Table 5.2.35, the significance value is 0.001, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **purpose of visit**.

5.2.35 Hypothesis 35

H035: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **sources of information**.

Ha35: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **sources of information**.

Table 5.2.35: One-way ANOVA for hypothesis 35

ANOVA					
Restaurantandentertainment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.478	5	1.496	4.067	.001
Within Groups	139.011	378	.368		
Total	146.490	383			

As shown in Table 5.2.35, the significance value is 0.001, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **restaurant & entertainment** when classified by **sources of information**.

5.2.36 Hypothesis 36

H036: There is no difference among tourists in their perceived image of Shenyang as

a tourist destination regarding **local people** when classified by **nationality**.

Ha36: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **local people** when classified by **nationality**.

Table 5.2.36: Independent t-test for hypothesis 36

Group Statistics									
Nationality		N	Mean	Std. Deviation	Std. Error Mean				
Localpeople	Chinese	354	4.0989	.67752	.03601				
	Foreigner	30	3.8333	.79148	.14450				

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
Localpeople	Equal variances assumed	3.010	.084	2.033	382	.043	.26554	.13060	.00874 .52233
	Equal variances not assumed			1.783	32.703	.084	.26554	.14892	-.03755 .56863

As shown in Table 5.2.36, the significance value is 0.043, which is less than 0.05.
So the null hypothesis is rejected, meaning that there is difference among tourists in
their perceived image of Shenyang as a tourist destination regarding **local people**
when classified by **nationality**.

5.2.37 Hypothesis 37

H037: There is no difference among tourists in their perceived image of Shenyang as
a tourist destination regarding **local people** when classified by **gender**.

Ha37: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **local people** when classified by **gender**.

Table 5.2.37: Independent t-test for hypothesis 37

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Localpeople	Male	168	4.1369	.63033	.04863
	Female	216	4.0324	.73064	.04971

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
Localpeople	Equal variances assumed	2.188	.140	1.475	382	.141	.10450	.07083	-.03478 .24377
	Equal variances not assumed			1.503	377.876	.134	.10450	.06954	-.03224 .24124

As shown in Table 5.2.37, the significance value is 0.141, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **gender**.

5.2.38 Hypothesis 38

H038: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **age**.

Ha38: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **age**.

Table 5.2.38: One-way ANOVA for hypothesis 38

ANOVA					
Localpeople					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.485	3	.495	1.041	.374
Within Groups	180.672	380	.475		
Total	182.156	383			

As shown in Table 5.2.38, the significance value is 0.374, which is greater than

0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **age**.

5.2.39 Hypothesis 39

H039: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **marital status**.

Ha39: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **marital status**.

Table 5.2.39: Independent t-test for hypothesis 39

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Localpeople	Single	151	4.0066	.75936	.06180
	Married	233	4.1245	.63785	.04179

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
Localpeople	Equal variances assumed	1.857	.174	-1.639	382	.102	-.11784	.07189	-.25919	.02351
	Equal variances not assumed			-1.580	280.609	.115	-.11784	.07460	-.26468	.02900

As shown in Table 5.2.39, the significance value is 0.102, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **marital status**.

5.2.40 Hypothesis 40

H040: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **educational**

level.

Ha40: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **educational level**.

Table 5.2.40: One-way ANOVA for hypothesis 40

ANOVA					
Localpeople					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.939	2	.469	.987	.374
Within Groups	181.217	381	.476		
Total	182.156	383			

As shown in Table 5.2.40, the significance value is 0.374, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **educational level**.

5.2.41 Hypothesis 41

H041: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **purpose of visit**.

Ha41: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **purpose of visit**.

Table 5.2.41: One-way ANOVA for hypothesis 41

ANOVA					
Localpeople					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.949	3	.316	.663	.575
Within Groups	181.207	380	.477		
Total	182.156	383			

As shown in Table 5.2.41, the significance value is 0.575, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **purpose of visit**.

5.2.42 Hypothesis 42

H042: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **sources of information**.

Ha42: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **sources of information**.

Table 5.2.42: One-way ANOVA for hypothesis 42

ANOVA					
Localpeople					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.458	5	.492	1.034	.397
Within Groups	179.698	378	.475		
Total	182.156	383			

As shown in Table 5.2.42, the significance value is 0.397, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **local people** when classified by **sources of information**.

5.2.43 Hypothesis 43

H043: There is no difference among tourists in their perceived image of Shenyang as

a tourist destination regarding **shopping** when classified by **nationality**.

Ha43: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **shopping** when classified by **nationality**.

Table 5.2.43: Independent t-test for hypothesis 43

Group Statistics									
Nationality		N	Mean	Std. Deviation	Std. Error Mean				
Shopping	Chinese	354	4.1610	.64602	.03434				
	Foreigner	30	3.8333	.85433	.15598				

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
Shopping	Equal variances assumed	2.352	.126	2.595	382	.010	.32768	.12629	.07938 .57599
	Equal variances not assumed			2.052	31.872	.048	.32768	.15971	.00231 .65306

As shown in Table 5.2.43, the significance value is 0.010, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **nationality**.

5.2.44 Hypothesis 44

H044: There is no difference among tourists in their perceived image of Shenyang as
a tourist destination regarding **shopping** when classified by **gender**.

Ha44: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **shopping** when classified by **gender**.

Table 5.2.44: Independent t-test for hypothesis 44

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Shopping	Male	168	4.0982	.64106	.04946
	Female	216	4.1644	.69018	.04696

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	
Shopping	Equal variances assumed	.081	.776	-.961	382	.337	-.06614	.06883	-.20148	.06920
	Equal variances not assumed			-.970	370.160	.333	-.06614	.06820	-.20025	.06797

As shown in Table 5.2.44, the significance value is 0.337, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **gender**.

5.2.45 Hypothesis 45

H045: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **age**.

Ha45: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **age**.

Table 5.2.45: One-way ANOVA for hypothesis 45

ANOVA					
Shopping					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.180	3	.393	.878	.453
Within Groups	170.278	380	.448		
Total	171.458	383			

As shown in Table 5.2.45, the significance value is 0.453, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **age**.

5.2.46 Hypothesis 46

H046: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **marital status**.

Ha46: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **marital status**.

Table 5.2.46: Independent t-test for hypothesis 46

Group Statistics									
Marital status		N	Mean	Std. Deviation	Std. Error Mean				
Shopping	Single	151	4.1358	.74147	.06034				
	Married	233	4.1352	.61934	.04057				

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
Shopping	Equal variances assumed	5.975	.015	.008	382	.994	.00057	.06999	Lower: -.13705 Upper: .13819
	Equal variances not assumed			.008	279.385	.994	.00057	.07271	Lower: -.14257 Upper: .14370

As shown in Table 5.2.46, the significance value is 0.994, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **marital status**.

5.2.47 Hypothesis 47

H047: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **educational level**.

Ha47: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **educational level**.

Table 5.2.47: One-way ANOVA for hypothesis 47

ANOVA					
Shopping					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.484	2	.742	1.664	.191
Within Groups	169.974	381	.446		
Total	171.458	383			

As shown in Table 5.2.47, the significance value is 0.191, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **educational level**.

5.2.48 Hypothesis 48

H048: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **purpose of visit**.

Ha48: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **purpose of visit**.

Table 5.2.48: One-way ANOVA for hypothesis 48

ANOVA					
Shopping					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.348	3	1.449	3.296	.021
Within Groups	167.110	380	.440		
Total	171.458	383			

As shown in Table 5.2.49, the significance value is 0.021, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **purpose of visit**.

5.2.49 Hypothesis 49

H049: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **sources of information**.

Ha49: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **sources of information**.

Table 5.2.49: One-way ANOVA for hypothesis 49

ANOVA					
Shopping					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.146	5	.229	.509	.770
Within Groups	170.313	378	.451		
Total	171.458	383			

As shown in Table 5.2.49, the significance value is 0.770, which is greater than

0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **shopping** when classified by **sources of information**.

5.2.50 Hypothesis 50

H050: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **nationality**.

Ha50: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **nationality**.

Table 5.2.50: Independent t-test for hypothesis 50

Group Statistics									
Nationality		N	Mean	Std. Deviation	Std. Error Mean				
Safety	Chinese	354	1.7797	.66224	.03520				
	Foreigner	30	2.4000	.72397	.13218				

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
Safety	Equal variances assumed	1.300	.255	-4.890	382	.000	-.62034	.12686	-.86976 -.37091
	Equal variances not assumed			-4.535	33.245	.000	-.62034	.13679	-.89855 -.34213

As shown in Table 5.2.50, the significance value is 0.000, which is less than 0.05. So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **nationality**.

5.2.51 Hypothesis 51

H051: There is no difference among tourists in their perceived image of Shenyang as

a tourist destination regarding **safety** when classified by **gender**.

Ha51: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **safety** when classified by **gender**.

Table 5.2.51: Independent t-test for hypothesis 51

Group Statistics										
Gender		N	Mean	Std. Deviation	Std. Error					
					Mean					
Safety	Male	168	1.8214	.67745	.05227					
	Female	216	1.8333	.69550	.04732					

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	
Safety	Equal variances assumed	.173	.677	-.168	382	.866	-.01190	.07074	-.15099	.12718
	Equal variances not assumed			-.169	363.361	.866	-.01190	.07051	-.15056	.12675

As shown in Table 5.2.51, the significance value is 0.866, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **gender**.

5.2.52 Hypothesis 52

H052: There is no difference among tourists in their perceived image of Shenyang as
a tourist destination regarding **safety** when classified by **age**.

Ha52: There is difference among tourists in their perceived image of Shenyang as a
tourist destination regarding **safety** when classified by **age**.

Table 5.2.52: One-way ANOVA for hypothesis 52

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.206	3	.069	.144	.933
Within Groups	180.450	380	.475		
Total	180.656	383			

As shown in Table 5.2.52, the significance value is 0.933, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **age**.

5.2.53 Hypothesis 53

H053: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **marital status**.

Ha53: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **marital status**.

Table 5.2.53: Independent t-test for hypothesis 53

Group Statistics

Marital status		N	Mean	Std. Deviation	Std. Error Mean
Safety	Single	151	1.9139	.71125	.05788
	Married	233	1.7725	.66613	.04364

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
Safety	Equal variances assumed	.169	.681	1.978	382	.049	.14138	.07148	.00083	.28192
	Equal variances not assumed			1.950	305.235	.052	.14138	.07249	-.00126	.28402

As shown in Table 5.2.5, the significance value is 0.049, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **marital status**.

5.2.54 Hypothesis 54

H054: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **educational level**.

Ha54: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **educational level**.

Table 5.2.54: One-way ANOVA for hypothesis 54

ANOVA					
Safety	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.414	2	.207	.438	.646
Within Groups	180.242	381	.473		
Total	180.656	383			

As shown in Table 5.2.54, the significance value is 0.646, which is greater than 0.05. So the null hypothesis is accepted, meaning that there is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **educational level**.

5.2.55 Hypothesis 55

H055: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **purpose of visit**.

Ha55: There is difference among tourists in their perceived image of Shenyang as a

tourist destination regarding **safety** when classified by **purpose of visit**.

Table 5.2.55: One-way ANOVA for hypothesis 55

ANOVA					
Safety					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.343	3	.448	.948	.417
Within Groups	179.314	380	.472		
Total	180.656	383			

As shown in Table 5.2.55, 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 tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **purpose of visit**.

5.2.56 Hypothesis 56

H056: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **sources of information**.

Ha56: There is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **sources of information**.

Table 5.2.56: One-way ANOVA for hypothesis 56

ANOVA					
Safety					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.637	5	2.127	4.730	.000
Within Groups	170.019	378	.450		
Total	180.656	383			

As shown in Table 5.2.56, the significance value is 0.000, which is less than 0.05.

So the null hypothesis is rejected, meaning that there is difference among tourists in their perceived image of Shenyang as a tourist destination regarding **safety** when classified by **sources of information**.

5.3 Discussion of Statistical Results

5.3.1 Descriptive Statistics of Image of Shenyang as Perceived by Tourists

Table 5.3.1: Descriptive Statistics of Image of Shenyang as Perceived by Tourists

Research Items	N	Minimum	Maximum	Mean	Std. Deviation
<u>Transportation</u>					
Transportation to Shenyang is convenient.	384	2	5	4.43	.666
Transportation around Shenyang is convenient.	384	1	5	4.02	.850
Average Mean for Transportation				4.22	
<u>Accommodation</u>					
There are wide varieties of accommodations in Shenyang.	384	2	5	4.24	.787
Hotels and other accommodations provide good quality of services.	384	1	5	3.97	.809
Prices of accommodations are reasonable.	384	2	5	3.99	.846
Average Mean for Accommodation				4.07	
<u>Travel Agency</u>					
Travel agencies provide good tourist information.	384	1	5	3.92	.890
Travel agencies provide many packaged tours.	384	1	5	3.96	1.069
Average Mean for Travel Agency				3.94	
<u>The Main Attractions</u>					
There are lots of beautiful sceneries and natural attractions in Shenyang.	384	1	4	3.19	.808
There are many interesting sport activities in Shenyang.	384	1	5	4.19	.813
There are lots of meaningful					

historic sites and museums in Shenyang.	384	2	5	4.30	.696
There are many interesting national parks and wilderness areas in Shenyang.	384	1	5	3.82	.891
Signs & published materials for information and educational purposes are good.	384	1	5	3.64	.938
Average Mean for the Main Attractions				3.83	
<u>Restaurant and Entertainment</u>					
Restaurants provide varied and exotic food.	384	1	5	3.93	.831
Service quality and cleanliness of restaurants are good.	384	1	5	3.80	.847
Prices of food in restaurants are reasonable.	384	2	5	4.07	.799
Shenyang has a wide variety of entertainments.	384	1	5	4.05	.844
Average Mean for Restaurant and Entertainment				3.96	
<u>Local People</u>					
The local people are honest.	384	1	5	4.08	.766
The local people are friendly.	384	2	5	4.08	.759
Average Mean for Local People				4.08	
<u>Shopping</u>					
There are wide varieties of products.	384	1	5	4.27	.737
Prices for products are reasonable.	384	1	5	4.00	.870
Average Mean for Shopping				4.14	
<u>Safety</u>					
Shenyang is safe from petty crimes.	384	2	5	4.17	.687
Average Mean for Safety				4.17	

Mean values range:

4.5-5=Very Good 3.5-4.4=Good 2.5-3.4=Neutral 1.5-2.4=Poor

Less than 1.5=Very Poor

As shown in Table 5.3.1, the perceived image of Shenyang regarding transportation is good with an average mean of 4.22; the perceived image of Shenyang regarding accommodation is good with an average mean of 4.07; the perceived image of Shenyang regarding travel agency is good with an average mean of 3.94; the perceived image of Shenyang regarding the main attractions is good with an average mean of 3.83; the perceived image of Shenyang regarding restaurant and entertainment is good with an average mean of 3.96; the perceived image of Shenyang regarding local people is good with an average mean of 4.08; the perceived image of Shenyang regarding shopping is good with an average mean of 4.14; the perceived image of Shenyang regarding safety is good with an average mean of 4.17.

5.4 Results from Open-ended Questions

5.4.1 The comments concerning images or characteristics of Shenyang as a tourist destination

1. A male Korean tourist commented, “Shenyang is an industrial city with a large population. Its environment has been polluted seriously. Government and local people should be more careful about the environment.”
2. A female Japanese tourist commented, “Shenyang is a city with long history. The city has a lot of historical sites that are worth visiting. But most of them are old and dirty. They need to be renewed.”
3. A female Chinese tourist commented, “Shenyang is a modern city with a lot of tourism resources especially historical and cultural resources.”
4. A male Chinese tourist commented, “Shenyang has abundant winter tourism

resources. The city has set up the main tourism image for the whole northeast China as an ice and snow tourist destination.”

5. A male Chinese tourist commented, “Shenyang is an open city. Its transportation has been developed very well, so it is convenient to travel around the city and also to go to some other cities.”
6. A female Australian tourist commented, “Shenyang is a paradise for shopping, because the products in Shenyang are very cheap but still of high quality.”
7. A male Japanese tourist commented, “Shenyang is the cradle of Qing Dynasty and Man culture. Imperial Palace of Shenyang has longer history than the one in Beijing. Now Shenyang is the economic, political, and cultural centre of Northeast China. So the city of Shenyang has the complex image of ancientness and modernization.”

5.4.2 The comments concerning the atmosphere or mood that would be expected in Shenyang

1. A male Chinese tourist commented, “The local people in Shenyang are very friendly and generous. I can experience the harmonious social society in Shenyang and it makes me feel very comfortable, just like being at home.”
2. A Japanese tourist commented, “People can feel bustling and flourishing atmosphere in prosperous Shenyang. The local people are well-mannered and enthusiastic.”
3. A female Chinese tourist commented, “The atmosphere in Shenyang is very cheerful. This city makes me feel more vigorous.”

4. A male Chinese tourist commented, “Tourists coming to visit Shenyang can experience strong historical and cultural atmosphere.”
5. A male Chinese tourist commented, “Shenyang is a crowded city. People can’t really relax when they are traveling here.”
6. A Taiwanese tourist commented, “Shenyang is a colorful city, because it has four different seasons and different seasons are different colors: spring is green; summer is red; autumn is yellow and winter is white. While different colors can give people different moods.”

5.5 Results from multiple choices

Table 5.5.1: Results from multiple choices

Research Items	N	n	Percent
<u>Attractions:</u>			
Shenyang Imperial Palace	384	277	72.14%
Qipanshan Scenic Area	384	231	60.16%
Liaoning Provincial Museum	384	146	38.02%
Shenyang Magic Slope	384	152	39.58%
Fuling Tomb	384	145	37.76%
Zhaoling Tomb	384	203	52.86%
9.18 Museum	384	121	31.51%
Zhang Xueliang Residence	384	111	28.91%
Shenyang Botanical Gardens	384	226	58.85%
Xinle Archaeological Site	384	65	16.93%
<u>Culture & Festivals:</u>			
Shenyang International Horticultural Exposition 2006	384	291	75.78%
Shenyang International Ice & Snow Carnival	384	184	47.92%
The Korea Week of Shenyang	384	206	53.65%
Shenyang International Dragon-boat Regatta	384	160	41.67%
The International Tourism Festival of Shenyang	384	181	47.14%

N=the number of total respondents

n=the number of respondents who chooses the item

Percent=n/N

As shown in Table 5.5.1 above, the relative popularity of attractions in and around Shenyang could be ranked as follows:

1. Shenyang Imperial Palace, with 72.14% of respondents choosing the place.
2. Qipanshan Scenic Area, with 60.16% of respondents choosing the place.
3. Shenyang Botanical Gardens, with 58.85% of respondents choosing the place.
4. Zhaoling Tomb, with 52.86% of respondents choosing the place.
5. Shenyang Magic Slope, with 39.58% of respondents choosing the place.
6. Liaoning Provincial Museum, with 38.02% of respondents choosing the place.
7. Fuling Tomb, with 37.76% of respondents choosing the place.
8. 9.18 Museum, with 31.51% of respondents choosing the place.
9. Zhang Xueliang Residence, with 28.91% of respondents choosing the place.
10. Xinle Archaeological Site, with 16.93% of respondents choosing the place.

As for culture and festivals, the relative popularity among the respondents could be ranked as follows:

1. Shenyang International Horticultural Exposition 2006, with 75.78% of respondents choosing the festival.
2. The Korea Week of Shenyang, with 53.65% of respondents choosing the festival.
3. Shenyang International Ice & Snow Carnival, with 47.92% of respondents choosing the festival.
4. The International Tourism Festival of Shenyang, with 47.14% of respondents choosing the festival.
5. Shenyang International Dragon-boat Regatta, with 41.67 of respondents choosing

the festival.



CHAPTER 6

SUMMARY AND RECOMMENDATIONS

This chapter consists of six parts: summary of tourists' demographic and travel characteristics, summary of image of Shenyang as perceived by tourists, summary of hypothesis testing, recommendations to improve the image of Shenyang as a tourist destination, recommendations for further research and conclusion.

6.1 Summary of Tourists' Demographic and Travel Characteristics

Table 6.1: Summary of Tourists' Demographic and Travel Characteristics

Tourists' Demographic and Travel Characteristics	Findings
1.Nationality	Chinese (92.2%), Foreigner (7.8%)
2. Gender	Male (43.8%), Female (56.3%)
3. Age	Under 20 years old (9.4%), 21-40 years old (54.4%), 41-60 years old (26.3%), Over 60 years old (9.9%)
4. Marital Status	Single (39.3%), Married (60.7%)
5. Educational Level	High school or lower (41.1%), Bachelor Degree (50.3%), Master Degree or higher (8.6%)
6. Purpose of Visit	Travel (63.0%), Business (10.4%), Education (11.7%), Others (14.8%)
7. Source of Information	Newspaper/TV (27.9%), Travel agents/tour operators

	(29.2%), Friends/relations (32.6%), Travel books/guides (1.6%), Previous visit to Shenyang (5.5%), Others (3.4%)
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As shown in Table 6.1, in terms of nationality the dominant group was Chinese with (92.2%), in terms of gender the dominant group was female with (56.3%), in terms of age the dominant group was 21-40 years old with (54.4%), in terms of marital status the dominant group was married with (60.7%), in terms of education level the dominant group was Bachelor Degree with (50.3%), in terms of purpose of visit the dominant group was travel with (63.0%), in terms of source of information the dominant group was friends and relations with (32.6%).

6.2 Summary of Image of Shenyang as Perceived by Tourists

Table 6.2: Summary of Shenyang’s destination attributes

Research Items	Mean
1. Transportation	4.22
2. Accommodation	4.07
3. Travel Agency	3.94
4. The Main Attractions	3.83
5. Restaurant & Entertainment	3.96
6. Local People	4.08
7. Shopping	4.14
8. Safety	4.17

Mean value range:

4.5-5=Very Good 3.5-4.4=Good 2.5-3.4=Neutral 1.5-2.4=Poor

Less than 1.5=Very Poor

As shown in Table 6.2, the perceived image of Shenyang regarding transportation is good with an average mean of 4.22; accommodation is good with an average mean of 4.07; travel agency is good with an average mean of 3.94; the main attractions is good with an average mean of 3.83; restaurant and entertainment is good with an average mean of 3.96; local people is good with an average mean of 4.08; shopping is good with an average mean of 4.14; safety is good with an average mean of 4.17.

6.3 Summary of Hypotheses Testing

Table 6.3: Summary of Hypotheses Testing

Hypothesis	Statistical Tool	Results
H01: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by nationality .	t-test	Rejected
H02: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by gender .	t-test	Accepted
H03: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by age .	ANOVA	Accepted
H04: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by marital status .	t-test	Rejected
H05: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by educational level .	ANOVA	Rejected
H06: There is no difference among tourists in their perceived	ANOVA	Accepted

image of Shenyang as a tourist destination regarding transportation when classified by purpose of visit .		
H07: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding transportation when classified by sources of information .	ANOVA	Rejected
H08: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by nationality .	t-test	Rejected
H09: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by gender .	t-test	Accepted
H010: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by age .	ANOVA	Accepted
H011: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by marital status .	t-test	Rejected
H012: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by educational level .	ANOVA	Rejected
H013: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by purpose of visit .	ANOVA	Rejected
H014: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding accommodation when classified by sources of information .	ANOVA	Rejected
H015: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by nationality .	t-test	Rejected
H016: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by gender .	t-test	Rejected
H017: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by age .	ANOVA	Accepted
H018: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by marital status .	t-test	Rejected
H019: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by educational level .	ANOVA	Rejected
H020: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by purpose of visit .	ANOVA	Rejected

H021: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding travel agency when classified by sources of information .	ANOVA	Rejected
H022: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by nationality .	t-test	Rejected
H023: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by gender .	t-test	Accepted
H024: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by age .	ANOVA	Accepted
H025: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by marital status .	t-test	Rejected
H026: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by educational level .	ANOVA	Accepted
H027: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by purpose of visit .	ANOVA	Rejected
H028: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding the main attractions when classified by sources of information .	ANOVA	Accepted
H029: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by nationality .	t-test	Rejected
H030: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by gender .	t-test	Accepted
H031: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by age .	ANOVA	Accepted
H032: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by marital status .	t-test	Accepted
H033: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by educational level .	ANOVA	Accepted
H034: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by purpose of	ANOVA	Rejected

visit.		
H035: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding restaurant & entertainment when classified by sources of information .	ANOVA	Rejected
H036: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by nationality .	t-test	Rejected
H037: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by gender .	t-test	Accepted
H038: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by age .	ANOVA	Accepted
H039: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by marital status .	t-test	Accepted
H040: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by educational level .	ANOVA	Accepted
H041: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by purpose of visit .	ANOVA	Accepted
H042: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding local people when classified by sources of information .	ANOVA	Accepted
H043: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by nationality .	t-test	Rejected
H044: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by gender .	t-test	Accepted
H045: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by age .	ANOVA	Accepted
H046: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by marital status .	t-test	Accepted
H047: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by educational level .	ANOVA	Accepted
H048: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by purpose of visit .	ANOVA	Rejected

H049: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding shopping when classified by sources of information .	ANOVA	Accepted
H050: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by nationality .	t-test	Rejected
H051: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by gender .	t-test	Accepted
H052: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by age .	ANOVA	Accepted
H053: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by marital status .	t-test	Rejected
H054: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by educational level .	ANOVA	Accepted
H055: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by purpose of visit .	ANOVA	Accepted
H056: There is no difference among tourists in their perceived image of Shenyang as a tourist destination regarding safety when classified by sources of information .	ANOVA	Rejected

From the results of hypothesis testing, it shows that there is no difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by gender, age, and purpose of visit; accommodation when classified by gender and age; travel agency when classified by age; the main attractions when classified by gender, age, educational level, and source of information; restaurant and entertainment when classified by gender, age, marital status, and educational level; local people when classified by gender, age, marital status, educational level, purpose of visit, and source of information; shopping when classified by gender, age, marital status, educational level, and source of information; safety when classified by gender, age, educational, and purpose of visit.

There is difference among tourists in their perceived image of Shenyang in the following aspects: transportation when classified by nationality, marital status, educational level, and source of information; accommodation when classified by nationality, marital status, educational level, purpose of visit, and source of information; travel agency when classified by nationality, gender, marital status, educational level, purpose of visit, and source of information; the main attractions when classified by nationality, marital status, and purpose of visit; restaurant and entertainment when classified by nationality, purpose of visit, and source of information; local people when classified by nationality; shopping when classified by nationality and purpose of visit; safety when classified by nationality, marital status, and source of information.

6.4 Recommendations to Improve the Image of Shenyang as a Tourist

Destination

According to the results from the analysis of the questionnaire survey, the overall image of Shenyang is positive, but it remains a challenge for the city to distinguish itself from other large cities such as Beijing, Shanghai, Guangdong, and Kunming.

Improvement in transportation: According to the data derived from this research, most of the tourists consider that the transportation facilities to and around Shenyang are quite convenient. But most of the signposts in Shenyang are written in Chinese. With the rapid development of tourism of Shenyang, there will be more and more international tourists coming to visit this city, so all the signposts and guides should

be written in both English and Chinese for tourists' convenience. In terms of pollution and environment protection, the municipal government should develop and advocate public transportation such as bus, metered taxi and subway instead of private cars.

Improvement in accommodation: Although the result of analysis regarding accommodation is quite good, as a historical and cultural city and to be different from other cities, the municipal tourism bureau should look into developing more architectural buildings that can reflect the city's unique heritage and culture for accommodation. Furthermore, most of the hotel operators lack hotel management skills and hotel staff are not properly trained, both of which are the main reasons why the average hotel service quality of Shenyang is still low. So universities in Shenyang should set up the major of hotel management and service training centers are also necessary.

Improvement in travel agency: From the results of this research, it was found that tourists from different country origins have different perceived image of Shenyang. Hence, it makes sense from the marketing point of view to segment the tourist market by geographical regions. For example, for travelers from other Asian countries, Shenyang is a shopping paradise. As a city with a long history and strong culture, Shenyang can be highlighted in promotional efforts targeted at travelers from America and Europe.

Improvement in the main attractions: Given that Shenyang lacks natural and scenic beauty, strategies should be designed in a way that it does not place itself into direct competition with its neighbors. Our findings suggest that Shenyang is strongly

associated with a historical and cultural background. These can be capitalized on in the city's promotion packages.

Improvement in restaurant and entertainment: In Shenyang, there are still some restaurants that are not strict about hygiene of foods and drinks. So strict rules and regulations should be introduced to enforce high standard of foods and drinks. Entertainment and nightlife is an important factor in attracting tourists, but this factor in Shenyang is not strongly attractive to tourists. Recommendations for entertainment may include conducting more cultural and historical based preferences, such as dances, arts and music. Entertainment could also be projected by creating more awareness for amusement parks, theme parks, safaris and sanctuaries.

Improvement in shopping: From data evaluated, Shenyang is considered as a paradise for shopping, because there are hundreds of different kinds of products in Shenyang. If compared with other big cities of China, such as Beijing, Shanghai and Guangdong, Shenyang's prices of products are much cheaper. So shopping has been perceived to be a persuasive attribute of Shenyang for future promotion. Shenyang can promote shopping intensively along with history and culture wherein trade fairs, exhibitions, sales, seasonal festivals and popular specialty products such as gems and jewelries, textiles, and handicrafts can be advertised to attract a large number of tourists. Event promotion could be adopted in order to suit each category of international tourist market. Tourists traveling en-route to Shenyang can be provided with a special "Shopping Catalogues", wherein guidelines are outlined in terms of availability in different aspects of purchase such as locations for purchase and

relevant product prices. This can help tourists in making decisions more quickly and provide detailed guidelines with varied preferences. Important promotion materials such as brochures, price lists, instruction manuals and banners should be prepared and presented with both Chinese and English so that both domestic and international tourists can make the best use of all the available resources.

Other recommendations: To attract tourists to solely visit Shenyang will be much harder task than positioning Shenyang as a stop-over destination to other cities within the region. To implement this strategy, the municipal tourism bureau should perhaps go into agreements with other tourism partners within the Northeast China to promote the region.

6.5 Recommendations for Further Research

In this research, implications derived from visitor satisfaction provide substantial results from which image projects can be justified. However, further research could be carried out in the following areas: exploring other destination attributes, such as sub-regional cultures and local products as a part of evaluation; evaluation of tourism advertising and its impact on destination image; evaluating the effectiveness of travel and trade promotion techniques; importance of sustainable development in environmental attributes.

6.6 Conclusion

The overall analysis of this research revealed a positive image of Shenyang as perceived by tourists. There is still some room for improvements in the areas of transportation, accommodation, travel agency, the main attractions, restaurant and entertainment, shopping and safety. A well planned image promotion campaign with the necessary improvements in these areas can be helpful.



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Appendix A

Assumption University of Thailand

Dear respondent,

This questionnaire is constructed for the use as part of a thesis entitled “IMAGE OF SHENYANG AS PERCEIVED BY TOURISTS”. The data will be part of my thesis for a Master Degree in Tourism Management at Assumption University (Bangkok, Thailand). Please kindly respond to the following questionnaire. The information obtained will only be used for study purpose and your cooperation in responding to the questionnaire would be highly appreciated.

Thank you for your very kind cooperation.

Part I: Demographic and Travel Characteristics:

1. What is your nationality?

- ☐ Chinese ☐ Foreigner

2. Gender

- ☐ Male ☐ Female

3. Age

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

4. Marital Status

- ☐ Single ☐ Married

5. Educational level

- ☐ High School or lower ☐ Bachelor Degree ☐ Master Degree or higher

6. What is the purpose of your visit?

☐ Travel ☐ Business ☐ Education ☐ Others (please specify)_____

7. Sources of information about Shenyang:

☐ Newspaper/TV ☐ Travel agents/tour operators ☐ Friends/relations

☐ Travel books/guides ☐ Previous visit to Shenyang ☐ Others

Part II: Please evaluate the following tourism products and facilities of Shenyang

as a tourist destination, using the Five-Point Likert Scales:

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

Shenyang destination attributes	Rating				
	5	4	3	2	1
<u>Transportation</u>					
8. Transportation to Shenyang is convenient.					
9. Transportation around Shenyang is convenient.					
<u>Accommodation</u>					
10. There are wide varieties of accommodations in Shenyang.					
11. Hotels and other accommodations provide good quality of services.					
12. Prices of accommodations are reasonable.					
<u>Travel Agency</u>					
13. Travel agencies provide good tourist information.					
14. Travel agencies provide many packaged tours.					
<u>The Main Attractions</u>					
15. There are lots of beautiful sceneries and natural attractions in Shenyang.					
16. There are many interesting sport activities in Shenyang.					
17. There are lots of meaningful historic sites and museums in Shenyang.					
18. There are many interesting national parks and wilderness areas in Shenyang.					
19. Signs & published materials for information and educational purposes are good.					
<u>Restaurant & Entertainment</u>					
20. Restaurants provide varied and exotic food.					
21. Service quality and cleanliness of restaurants are good.					
22. Prices of food in restaurants are reasonable.					
23. Shenyang has a wide variety of entertainments.					
<u>Local People</u>					
24. The local people are honest.					

25. The local people are friendly.					
<u>Shopping</u>					
26. There are wide varieties of products.					
27. Prices for products are reasonable.					
<u>Safety</u>					
28. Shenyang is safe from petty crimes.					

Part III: Please answer the following questions:

29. What images or characteristics come to mind when you think of Shenyang as a tourist destination?

30. How would you describe the atmosphere or mood that you would expect to experience while visiting Shenyang?

Part IV: Please tick the attractions in and around Shenyang that you like. You may specify more than one attraction:

Attractions:

- ☐ Shenyang Imperial Palace
- ☐ Qipanshan Scenic Area
- ☐ Liaoning Provincial Museum
- ☐ Shenyang Magic Slope
- ☐ Fuling Tomb
- ☐ Zhaoling Tomb
- ☐ 9.18 Museum

- ☐ Zhang Xueliang Residence
- ☐ Shenyang Botanical Gardens
- ☐ Xinle Archaeological Site

Culture & Festivals:

- ☐ Shenyang International Horticultural Exposition 2006
- ☐ Shenyang International Ice&Snow Carnival
- ☐ The Korea Week of Shenyang
- ☐ Shenyang International Dragon-boat Regatta
- ☐ The International Tourism Festival of Shenyang



Appendix B



泰国易三仓大学调查问卷

尊敬的女士/先生：

您好！我是泰国易三仓大学的学生。 我将对旅游者心目中的沈阳旅游形象进行调查研究，此调查问卷的数据将被应用到我的旅游管理硕士毕业论文中。 您诚挚的合作是对本次调查问卷极大的帮助， 也对未来沈阳旅游发展提供宝贵的意见。

非常感谢您的合作！

第一部分：旅游者资料

1. 国籍：

☐ 中国

☐ 外国
2. 性别：

☐ 男

☐ 女
3. 年龄：

☐ 20岁以下

☐ 21-40岁

☐ 41-60岁

☐ 60岁以上
4. 婚姻状况：

☐ 单身

☐ 已婚
5. 教育程度：

☐ 高中或高中以下

☐ 大学

☐ 硕士或硕士以上
6. 您出行的原因是什么？

☐ 旅游

☐ 商务

☐ 教育

☐ 其他
7. 关于沈阳旅游信息的来源：

☐ 报纸/电视

☐ 旅行社

☐ 朋友/亲戚

☐ 旅游书籍/指南

☐ 之前沈阳之游

☐ 其他

第2部分：在游览过沈阳之后，请确定您是否同意以下问题(每个问题都有相应的数字代表

您的态度):

5=非常同意 4=同意 3=既不否定也不同意 2=不同意 1=完全不同意

沈阳旅游产品和设施	划分等级				
	5	4	3	2	1
交通					

8. 去往沈阳的交通很便利。						
9. 沈阳景点间的交通很便利。						
<u>住宿</u>						
10. 在沈阳可以找到不同等级的住宿。						
11. 酒店或其他住宿地可以提供高质量的服务。						
12. 住宿价钱很合理。						
<u>旅行社</u>						
13. 旅行社可以提供有价值的旅游信息。						
14. 旅行社能够提供各种旅游套餐。						
<u>主要旅游景点</u>						
15. 沈阳有许多美丽的自然景观。						
16. 沈阳有许多有趣的运动项目。						
17. 沈阳有许多历史古迹和博物馆。						
18. 沈阳有许多国家公园和野生保护区。						
19. 教育类和信息类的旅游刊物很丰富。						
<u>饭店和娱乐</u>						
20. 饭店能够提供多样且特别的食物。						
21. 饭店的服务质量和卫生都很好。						
22. 食物的价钱很合理。						
23. 在沈阳可以找到很多种不同的娱乐活动。						
<u>Local People</u>						
24. 沈阳人很诚实。						

25. 沈阳人很友好。					
<u>购物</u>					
26. 沈阳的商品应有尽有。					
27. 商品价格很合理。					
<u>安全</u>					
28.沈阳很少有小型犯罪（偷窃，抢劫等）。					

第 3 部分：请回答下面的问题：

29．当您想到沈阳这个旅游城市的时候，您觉得他具有什么样的旅游形象和旅游特征？

30．在您来到沈阳之前，您希望会在这里感受到什么样的环境与氛围？

第 4 部分：请在以下您喜欢的沈阳旅游景点前打“x”。您可以有多种选择。

- ☐ 沈阳故宫
- ☐ 棋盘山风景区
- ☐ 辽宁省博物馆
- ☐ 沈阳怪坡
- ☐ 东陵
- ☐ 北陵
- ☐ 9.18 博物馆

☐ 张学良旧址

☐ 沈阳植物园

☐ 新乐遗址

文化与节日：

☐ 沈阳世界园艺博览会 2006

☐ 沈阳国际冰雪节

☐ 沈阳韩国周

☐ 沈阳国际龙舟赛

☐ 沈阳国际旅游节



Appendix C



Reliability Transportation

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	2

a Listwise deletion based on all variables in the procedure.

Reliability Accommodation

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	3

a Listwise deletion based on all variables in the procedure.

Reliability Travel Agency

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.919	2

a Listwise deletion based on all variables in the procedure.

Reliability the Main Attractions

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.

Reliability Statistics

Cronbach's Alpha	N of Items
.649	5

Reliability Restaurant and Entertainment

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.

Reliability Statistics

Cronbach's Alpha	N of Items
.912	4

Reliability Local People

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.

Reliability Statistics

Cronbach's Alpha	N of Items
.610	2

Reliability Shopping

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	2

a Listwise deletion based on all variables in the procedure.



Appendix D



H1

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Transportation	Chinese	354	8.55	1.232	.065
	Foreigner	30	7.30	1.643	.300

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Transportation	Equal variances assumed	6.359	.012	5.165	382	.000	1.245	.241		.771	1.719
	Equal variances not assumed			4.055	31.823	.000	1.245	.307		.620	1.871

H2

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Transportation	Male	168	8.47	1.262	.097
	Female	216	8.43	1.348	.092

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Transportation	Equal variances assumed	1.754	.186	.294	382	.769	.040	.135		-.226	.305
	Equal variances not assumed			.297	369.199	.767	.040	.134		-.223	.303

H3

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.595	3	2.532	1.482	.219
Within Groups	649.363	380	1.709		
Total	656.958	383			

H 4

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Transportation	Single	151	4.12	.720	.059
	Married	233	4.29	.600	.039

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	
Transportation	Equal variances assumed	3.745	.054	-2.623	382	.009	-.178	.068	-.312	-.045
	Equal variances not assumed			-2.524	279.048	.012	-.178	.071	-.317	-.039

H 5

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.097	2	1.549	3.662	.027
Within Groups	161.142	381	.423		
Total	164.240	383			

H 6

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.199	3	1.066	2.516	.058
Within Groups	161.041	380	.424		
Total	164.240	383			

H 7

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.712	5	1.542	3.725	.003
Within Groups	156.528	378	.414		
Total	164.240	383			

H 8

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Chinese	354	4.1045	.65384	.03475
	Foreigner	30	3.6444	.76280	.13927

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	3.701	.055	3.651	382	.000	.46008	.12602	.21229	.70786
	Equal variances not assumed			3.205	32.713	.003	.46008	.14354	.16795	.75220

H 9

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Male	168	4.0913	.70234	.05419
	Female	216	4.0509	.65096	.04429

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	2.749	.098	.582	382	.561	.04034	.06932	-.09596	.17665
	Equal variances not assumed			.576	345.061	.565	.04034	.06999	-.09731	.17800

H 10

ANOVA

Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.035	3	.345	.760	.517
Within Groups	172.603	380	.454		
Total	173.639	383			

H 11

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Accommodation	Single	151	3.9757	.70773	.05759
	Married	233	4.1288	.64447	.04222

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	3.456	.064	-2.186	382	.029	-.15304	.07000	-.29067	-.01541
	Equal variances not assumed			-2.143	298.753	.033	-.15304	.07141	-.29357	-.01250

H 12

ANOVA

Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.680	2	1.840	4.125	.017
Within Groups	169.959	381	.446		
Total	173.639	383			

H 13

ANOVA

Accommodation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.249	3	1.750	3.948	.009
Within Groups	168.390	380	.443		
Total	173.639	383			

H 14

ANOVA

Accommodation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.898	5	1.780	4.083	.001
Within Groups	164.741	378	.436		
Total	173.639	383			

H 15

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Travelagency	Chinese	354	4.0311	.79776	.04240
	Foreigner	30	2.8333	.86436	.15781

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
Travelagency	Equal variances assumed	.111	.739	7.844	382	.000	1.19774	.15270	.89751	1.49797
	Equal variances not assumed			7.330	33.324	.000	1.19774	.16341	.86541	1.53007

H 16

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Travelagency	Male	168	3.7887	.85733	.06614
	Female	216	4.0532	.85355	.05808

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
Travelagency	Equal variances assumed	.002	.968	-3.007	382	.003	-.26455	.08797	-.43752	-.09158
	Equal variances not assumed			-3.005	358.325	.003	-.26455	.08802	-.43766	-.09144

H 17

ANOVA

Travelagency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.765	3	.588	.787	.502
Within Groups	284.235	380	.748		
Total	286.000	383			

H 18

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Travelagency	Single	151	3.7815	.87859	.07150
	Married	233	4.0386	.84116	.05511

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
Travelagency	Equal variances assumed	1.028	.311	-2.876	382	.004	-.25717	.08943	-.43301 -.08133
	Equal variances not assumed			-2.849	310.336	.005	-.25717	.09027	-.43479 -.07955

H 19

ANOVA

Travelagency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.006	2	3.003	4.087	.018
Within Groups	279.994	381	.735		
Total	286.000	383			

H 20

ANOVA

Travelagency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.611	3	4.537	6.329	.000
Within Groups	272.389	380	.717		
Total	286.000	383			

H 21

ANOVA

Travelagency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.908	5	4.182	5.963	.000
Within Groups	265.092	378	.701		
Total	286.000	383			

H 22

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Mainattractions	Chinese	354	3.8802	.57866	.03076
	Foreigner	30	3.2067	.65702	.11996

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
Mainattractions	Equal variances assumed	.162	.687	6.055	382	.000	.67356	.11124	.45485	.89227
	Equal variances not assumed			5.439	32.926	.000	.67356	.12384	.42159	.92553

H 23

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Mainattractions	Male	168	3.8071	.62249	.04803
	Female	216	3.8435	.60398	.04110

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
Mainattractions	Equal variances assumed	.169	.682	-.578	382	.564	-.03638	.06297	-.16019	.08744
	Equal variances not assumed			-.575	353.770	.565	-.03638	.06321	-.16069	.08794

H 24

ANOVA

Mainattractions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.029	3	.676	1.820	.143
Within Groups	141.238	380	.372		
Total	143.267	383			

H 25

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Mainattractions	Single	151	3.7272	.65258	.05311
	Married	233	3.8927	.57565	.03771

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
Mainattractions	Equal variances assumed	2.992	.084	-2.611	382	.009	-.16555	.06342	-.29024	-.04086
	Equal variances not assumed			-2.542	291.500	.012	-.16555	.06513	-.29374	-.03736

H 26

ANOVA

Mainattractions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.928	2	.464	1.242	.290
Within Groups	142.339	381	.374		
Total	143.267	383			

H 27

ANOVA

Main attractions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.006	3	2.669	7.497	.000
Within Groups	135.261	380	.356		
Total	143.267	383			

H 28

ANOVA

Main attractions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.958	5	.592	1.594	.161
Within Groups	140.310	378	.371		
Total	143.267	383			

H 29

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Restaurant and entertainment	Chinese	354	4.0035	.58863	.03129
	Foreigner	30	3.4917	.76419	.13952

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
Restaurant and entertainment	Equal variances assumed	7.435	.007	4.459	382	.000	.51186	.11480	.28614	.73759
	Equal variances not assumed			3.580	31.983	.001	.51186	.14299	.22061	.80312

H 30

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Restaurant and entertainment	Male	168	3.9568	.61906	.04776
	Female	216	3.9688	.61936	.04214

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
Restaurantand entertainment	Equal variances assumed	.691	.406	-.187	382	.852	-.01190	.06370	-.13715	.11334
	Equal variances not assumed			-.187	359.162	.852	-.01190	.06370	-.13717	.11336

H 31

ANOVA

Restaurantandentertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.178	3	.726	1.912	.127
Within Groups	144.311	380	.380		
Total	146.490	383			

H 32

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Restaurantand entertainment	Single	151	3.9023	.63441	.05163
	Married	233	4.0032	.60595	.03970

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
Restaurantand entertainment	Equal variances assumed	2.839	.093	-1.565	382	.118	-.10090	.06449	-.22770	.02590
	Equal variances not assumed			-1.549	309.788	.122	-.10090	.06513	-.22904	.02724

H 33

ANOVA

Restaurantandentertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.254	2	.627	1.645	.194
Within Groups	145.236	381	.381		
Total	146.490	383			

H 34

ANOVA

Restaurantandentertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.426	3	2.142	5.811	.001
Within Groups	140.063	380	.369		
Total	146.490	383			

H 35

ANOVA

Restaurantandentertainment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.478	5	1.496	4.067	.001
Within Groups	139.011	378	.368		
Total	146.490	383			

H 36

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Localpeople	Chinese	354	4.0989	.67752	.03601
	Foreigner	30	3.8333	.79148	.14450

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
Localpeople	Equal variances assumed	3.010	.084	2.033	382	.043	.26554	.13060	.00874 .52233
	Equal variances not assumed			1.783	32.703	.084	.26554	.14892	-.03755 .56863

H 37

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Localpeople	Male	168	4.1369	.63033	.04863
	Female	216	4.0324	.73064	.04971

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
Localpeople	Equal variances assumed	2.188	.140	1.475	382	.141	.10450	.07083	-.03478	.24377
	Equal variances not assumed			1.503	377.876	.134	.10450	.06954	-.03224	.24124

H 38

ANOVA

Localpeople

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.485	3	.495	1.041	.374
Within Groups	180.672	380	.475		
Total	182.156	383			

H 39

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Localpeople	Single	151	4.0066	.75936	.06180
	Married	233	4.1245	.63785	.04179

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
Localpeople	Equal variances assumed	1.857	.174	-1.639	382	.102	-.11784	.07189	-.25919	.02351
	Equal variances not assumed			-1.580	280.609	.115	-.11784	.07460	-.26468	.02900

H 40

ANOVA

Localpeople

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.939	2	.469	.987	.374
Within Groups	181.217	381	.476		
Total	182.156	383			

H 41

ANOVA

Localpeople

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.949	3	.316	.663	.575
Within Groups	181.207	380	.477		
Total	182.156	383			

H 42

ANOVA

Localpeople

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.458	5	.492	1.034	.397
Within Groups	179.698	378	.475		
Total	182.156	383			

H 43

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Shopping	Chinese	354	4.1610	.64602	.03434
	Foreigner	30	3.8333	.85433	.15598

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
Shopping	Equal variances assumed	2.352	.126	2.595	382	.010	.32768	.12629	.07938 .57599
	Equal variances not assumed			2.052	31.872	.048	.32768	.15971	.00231 .65306

H 44

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Shopping	Male	168	4.0982	.64106	.04946
	Female	216	4.1644	.69018	.04696

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
Shopping	Equal variances assumed	.081	.776	-.961	382	.337	-.06614	.06883	-.20148	.06920
	Equal variances not assumed			-.970	370.160	.333	-.06614	.06820	-.20025	.06797

H 45

ANOVA

Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.180	3	.393	.878	.453
Within Groups	170.278	380	.448		
Total	171.458	383			

H 46

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Shopping	Single	151	4.1358	.74147	.06034
	Married	233	4.1352	.61934	.04057

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
Shopping	Equal variances assumed	5.975	.015	.008	382	.994	.00057	.06999	-.13705	.13819
	Equal variances not assumed			.008	279.385	.994	.00057	.07271	-.14257	.14370

H 47

ANOVA

Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.484	2	.742	1.664	.191
Within Groups	169.974	381	.446		
Total	171.458	383			

H 48

ANOVA

Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.348	3	1.449	3.296	.021
Within Groups	167.110	380	.440		
Total	171.458	383			

H 49

ANOVA

Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.146	5	.229	.509	.770
Within Groups	170.313	378	.451		
Total	171.458	383			

H 50

Group Statistics

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Safety	Chinese	354	1.7797	.66224	.03520
	Foreigner	30	2.4000	.72397	.13218

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
Safety	Equal variances assumed	1.300	.255	-4.890	382	.000	-.62034	.12686	-.86976	-.37091
	Equal variances not assumed			-4.535	33.245	.000	-.62034	.13679	-.89855	-.34213

H 51

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Safety	Male	168	1.8214	.67745	.05227
	Female	216	1.8333	.69550	.04732

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
Safety	Equal variances assumed	.173	.677	-.168	382	.866	-.01190	.07074	-.15099	.12718
	Equal variances not assumed			-.169	363.361	.866	-.01190	.07051	-.15056	.12675

H 52

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.206	3	.069	.144	.933
Within Groups	180.450	380	.475		
Total	180.656	383			

H 53

Group Statistics

Marital status		N	Mean	Std. Deviation	Std. Error Mean
Safety	Single	151	1.9139	.71125	.05788
	Married	233	1.7725	.66613	.04364

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
Safety	Equal variances assumed	.169	.681	1.978	382	.049	.14138	.07148	.00083	.28192
	Equal variances not assumed			1.950	305.235	.052	.14138	.07249	-.00126	.28402

H 54

ANOVA

Safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.414	2	.207	.438	.646
Within Groups	180.242	381	.473		
Total	180.656	383			

H 55

ANOVA

Safety					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.343	3	.448	.948	.417
Within Groups	179.314	380	.472		
Total	180.656	383			

H 56

ANOVA

Safety					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.637	5	2.127	4.730	.000
Within Groups	170.019	378	.450		
Total	180.656	383			