

Abstract

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

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

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