AN ANALYSIS OF STUDENTS' TRAVEL MOTIVATIONS AND

IMAGES OF CHINA AS A TOURIST DESTINATION

By

Xu Chen

A thesis presented to Brock University

in partial fulfilment of the thesis requirement for the degree of

Master of Arts

in Applied Health Sciences

Faculty of Applied Health Sciences, Brock University

St. Catharines, Ontario

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ABSTRACT

Despite China's rapid growth in inbound tourism, the nature of its Canadian tourist market has been insufficiently studied. In response to this need, the objectives of this study are to identify China's destination image in Canadian students' minds, their possible internal motivations for visiting China as well as examining demographic influences on people's destination image formation. The study reviews image formation process and travel motivation categorisation, discusses their relationship, and implements Baloglu and McCleary's (1999) perceptual and affective image formation model and "push and pull factors" theory as its framework. A self-administered survey was applied to 424 undergraduate students in a Canadian university in early 2004. Exploratory factor analyses were conducted to identify perceived images and travel motivation. Summated means were calculated to illustrate the affective attitudes. A series of t-test and ANOVA tests were employed to examine the influence of demographics. An open-ended question format was adopted to analyse other images, motivations and visitation barriers that students may have. Findings demonstrate that cultural and natural attractions are the predominant image which the Canadian students have of China'; some stereotypes and negative images still influence the students' perception; travel service quality is largely unknown; increasing knowledge and seeking excitement and fun are the significant motivators in the likelihood of the Canadian students choosing to visit China; and personal interests may be a factor that significantly influences an individual's destination image and travel motivation. Raising awareness and increasing familiarity through promotion are suggested as methods to create a positive destination image of China.

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ANOVA	Analysis of Variance
CHSC	Community Health Sciences
CNTA	China National Tourism Administration
CNTO	China National Tourist Office in Toronto
CPC	Chinese Communist Party
EFA	Exploratory Factor Analysis
KMO	Kaiser-Meyer-Olkin
NBA	National Basketball Association
PEKN	Physical Education and Kinesiology Studies
PSYC	Psychology Studies
RECL	Recreation and Leisure Studies
SARS	Severe Acute Respiratory Syndrome
SPMA	Sports Management Studies
UNESCO	United Nations Educational, Scientific, and Cultural Organisation
VFR	Visiting Friends and/or Relatives
WTO	World Tourism Organisation

CHAPTER ONE: INTRODUCTION

1.1 Introduction

International tourism, especially inbound tourism plays a critical role in stimulating China's economic growth and prosperity. According to the China National Tourism Administration [CNTA] (2002), in the year 2000, international tourists spent a total of $162.24 billion US dollars in China, accounting for 6.5% of the country's export revenue. Inbound tourism has become one of the fastest growing sectors for China's economy and one of the major earners of foreign exchange with China welcoming more and more tourists from all over the world. The latest data from the World Tourism Organization [WTO] (2003) show that international tourist arrivals in China reached 36.8 million in 2002, accounting for 5.2% of the world total. That year, China ranked as the world's 5th most popular tourist destination.

In North America, Canada is an important tourist generating market for China. In 2002, Canada ranked 12th in the top 20 tourist generating countries to China (CNTA, 2003a). As China is becoming a popular tourist destination for Canadian travellers, recent data from Statistics Canada (2003) reveal that in 2001 China ranked 15th among countries visited by Canadians.

The boom in China's inbound tourism can be attributed to two factors. First, China is recognised for its abundant natural endowments, diverse ethnic and cultural mixes, rich historical attractions, heritage sites, ethnic and local cuisine, considerable recreational activities and lifting international travel restriction to formerly controlled areas. Second, China is considered to be a significant performer in the Asian tourism market, which has been identified as the most dynamic tourism potential (Mak & White, 1992). Both these

factors promise that China's inbound travel market has immense potential to grow (Strizzi, 2001).

Despite China's yearly increase in inbound tourism, studies which analyse the tourist behaviour of China's international travel market are lacking, especially from a Canadian perspective. Of the few Chinese inbound tourist studies which have been completed, most focus only on the socio-economic and demographic segmentation (see Cai, Morrison, Braunlich, & O'Leary, 1996; Douglas & Xie, 1995), or supposed travel motivation and tourist segmentation (Mancini, 1999).

In the field of tourism studies, researchers have recognised that tourist behaviour is the fundamental and critical issue for marketing strategies and product position (Chen & Hsu, 2000; Echtner & Ritchie, 1991, 1993). The aim of most tourist behaviour studies is to investigate the psychological forces, which result in the individual's travel motivation, influence the travel decision-making process, and impact the level of satisfaction with a destination (Chon, 1987).

In tourist behaviour studies, most concentration is focused on travel motivation studies, the travel purchase decision-making process, and the tourist destination image formation. Some researchers (Baloglu & McCleary, 1999; Gallarza, Gil, & Calderson, 2000) argue that the tourist destination image formation and motivation arousal process are the most important phases in the tourist destination selection process. Guthrie and Gale (1991) state that images are more important than the tangible resources and reality, because the perceived images really motivate an individual to act or not to act. Thus, facing the booming Canadian travel market, it is necessary to better understand the Canadian traveller's destination choice behaviour. The intent of this study is to explore

both the Canadian consumers' perceived tourist destination image of China and their travel motivation.

1.2 Statement of Problem

This study is concerned with China's tourist destination image in the Canadian students' mind as well as their travel motivations for visiting China. Litvin and Ling (2000) argue that an individual's perception of a destination image is reassessed by his or her each experience. Thus according to the different experiences, the destination image may not only vary between the tourists who have visited China, but also between previous tourists and those who have never visited China. Specifically, this study explores Canadian students' perceived tourist image, attitude and travel motivation towards China, and what factors may influence their perception and attitude towards China. Understanding these questions will contribute to the academic environment and tourism industry.

For academia, previous articles on tourist behaviour research indicated that in the two decades after China's opening to the outside world, few studies were conducted to identify the image of China as a tourist destination and to determine tourists' motivation to visit China. Especially from the Canadian perspective, there is an absence of fundamental research on the tourists' perception and attitude towards China. Neither is there a study on the Canadian students' perceived tourist destination image of China, nor is there a motivation analysis. Pike (2002) summarised 142 studies of destination image research from 1973 to 2000 and Gallarza et al (2002) reviewed 65 similar studies between 1971 and 1999. Numerous studies that have examined destination image

specifically on students (Pike, 2002), however, to date, no study has been found which focuses solely on the destination image of Canadian students visiting China. Further, although some studies segmenting China's inbound tourist by socio-economic and demographic variables, researchers (e.g., Um & Crompton, 1990; Mayo & Jarvis, 1981; Plog, 2002; You et al, 2002) argue that psychological factors are the actual determinants for the destination selection process, because people with the same demographics and socio-economic characteristics may choose different destinations. Thus a study on the Canadian students' perception, attitude and motivation towards visiting China will contribute to filling the gap in the literature as well as offer a case in broadening the knowledge of market segmentation studies.

For the industry, understanding the tourist destination image is critical for marketers to create a positive destination image and design effective tourism marketing strategies (Woodside & Lysonski, 1989; Fakeye & Crompton, 1991). For most Canadians, China is an unfamiliar tourist destination. According to Statistics Canada (2003), nearly one out of one hundred Canadians has visited China in 2001. For a destination to attract potential tourists, it is most important to create a positive destination image (Chon, 1990). When making a travel decision, the potential tourist "relies on his or her mental images about the destination which is a sum of the previously accumulated images and modified images obtained through further information search" (Chon, 1990, p. 4). Consequently, in order to penetrate the potential travel market, it is necessary to explore Canadians' perceived images of China and identify the travel motivation for visiting China.

1.3 Purpose and research questions of the study

      The purpose of this study is to understand the tourist destination image of China in the Canadian student travel market, as well as their travel motivations when they were to select China as an overseas destination. This study will also examine the impact of students' demographic variables on their perceived destination image and their attitudes. The variables selected for this study are gender and level of study. The research questions concentrate on the construct of destination image and tourist intrinsic travel motivations. Specifically, the research questions are:

Question 1. What is the students' perceived/cognitive image of China as an overseas destination?

Question 2. What is the students' affective attitude towards China as an overseas destination?

Question 3. What are the students' travel motivations when they select China as an overseas destination?

Question 4. Does students' gender affect their perceived destination image of China?

Question 5. Does students' gender affect their affective attitudes towards China's destination image?

Question 6. Does the level of study affect students' perceived China's destination image?

Question 7. Does the level of study affect students' affective attitude towards China's destination image?

Question 8. What are other images, motivations, barriers, and comments that the students may have regarding China?

1.4 Definition of terms

For consistency of interpretation, the following terms are defined to clarify their use in this study:

Destination image is a set of beliefs, ideas, impressions, and the feelings that people have of or towards a destination. It comprises the perceptual and affective components.

Perceptual component is a person's beliefs, ideas, and knowledge about a place's objective attributes.

Affective component is a person's feelings and emotions about a destination. It is the appraisal of the affective quality of the destination attributes and describes a person's favour or disfavour of a destination.

Push factors comprise the internal drive or motivation that causes an individual to seek a destination which satisfies his or her needs.

1.5 Outline of the thesis

The thesis consists of five parts: Chapter One introduces tourism connections between China and Canada, and the importance of the tourist destination image and motivation studies for tourist destination marketing strategies design. In literature on destination image, there is a lack of studies specifically aiming at China's destination image in Canadian students' minds. This chapter states the purpose of this study and presents the research questions.

Chapter Two is composed of two sections. The first section introduces the current situation of inbound tourism in China and illustrates the destination image of China that

the government and tour operators endeavour to create. The second section starts by recapping the fundamental knowledge of the consumer's perception and attitudes and their relation with purchase behaviour. It reviews literature on destination image and motivation studies. This section also explicates the destination image and tourist motivation model, as well as the measurement that will be employed in this study.

Chapter Three introduces the methodology of this study, presents the sample selection method, questionnaire design, data collection method, and data analysis plan. It presents the questionnaire design in detail, referring to structure, scales, selection of questions and the approximate time length for respondents to complete the questionnaire. This chapter also identifies the appropriate statistical methods for the data analysis, and discusses the criteria and requirements that are essential for every specific data analysis method.

Respondents' profile and research questions are answered in Chapter Four. Two factors of the students' perceived images are found, they illustrate China's cultural and natural attractions, and the travel service quality in China. The students' affective attitudes towards China, which describe China as a pleasant, stimulating, and relaxing destination, are examined. Students' travel motivation are analysed and identified three factors. Two demographics, gender and students' academic majors, are also analysed for their influence on the destination image formation process.

Chapter Five discusses the findings of the study, and compares them to the literature. The last chapter also states the limitation of the study and some implications for future studies. This chapter concludes the study and indicates its contribution to the academic environment and tourism industry.

CHAPTER TWO: LITERATURE REVIEW

2.1 Outline

After two decades of growth, inbound tourism has become an important sector of the Chinese economy. Within the booming inbound tourist market, the percentage of Canadian tourists has consecutively increased. Consequently, Canada is becoming more important for China's inbound tourism growth. The fact that increasing numbers of tourists select China as their vacation destination suggests that a study on China's destination image is not only appropriate but also necessary.

A tourist's resulting destination image does not always correspond with what tourist marketers had intended. According to Baloglu and McCleary (1999), a tourist destination image is comprised of an individual's perception and attitude, and these two factors are positively related to the consumer's purchase behaviour. This chapter introduces the concepts of image, perception and attitude from the psychological perspective and further discusses perception and attitude's functions and measurement in the destination image formation process.

Previous studies have also revealed that a tourist's perceived destination image is interrelated with his or her intrinsic motivation. Thus, psychological explanation of motivation is introduced and its adaptation in the tourism field is discussed. This section focuses on tourists' intrinsic motivation and explains the notion of pull-push factors which are selected as the motivation research method for this study. Crompton and McKay (1997) suggest that a combination of these two models transforms the pull force, which is usually considered as external attractions, into intrinsic benefits.

As stated above, destination image is based on an individual's perception and attitude that is heavily influenced by external stimuli (Baloglu & McCleary, 1999). For most people, tourism promotion plays an important role in distributing information stimuli. Therefore, a review of the current situation of China's inbound tourism, China's image in the westerner's eyes from past to present and the current image created by the Chinese government will be advantageous to understand the images that Canadians perceive.

2.2 Review of inbound tourism to China

The Chinese Communist Party [CPC] established the People's Republic of China in 1949, bringing both international and civil wars to an end. For the first three decades after the new country's formation, leisure travel was considered to be indicative of a bourgeois capitalist lifestyle, and therefore contrary to communist ethics. Leisure travel had been socially and politically forbidden for the Chinese people until 1978. Although founded soon after the country's establishment, the travel and tourism industry was set up to serve political activities, it only provided services for visiting overseas Chinese residents and for foreigners with special permission to visit China (Zhang, 2002).

In 1978, Deng Xiao-Ping, the Vice Premier and a paramount leader of China, presented the economic reform policy, also known as the open-door policy, which shifted the whole country's emphasis from political struggle to economic reconstruction. Since its opening to the outside world, over the past twenty years, China has experienced ongoing economic reforms, rapid economic growth, and rising income, which of all have put China among the world's leading economies in the new millennium (Strizzi, 2001).

During this period, the Chinese tourism industry was first established as a means of generating foreign currency and the industry have experienced rapid development. In 1978, the total number of overseas visitors to China was a mere 1.81 million, of which only 230,000 were "foreigners", the remainder being overseas Chinese and Chinese from Hong Kong, Macao, and Taiwan. International receipts from that year were merely US$ 260 million. In 2002, the total foreign currency earnings were US$ 20.4 billion, and overseas arrivals increased 54-fold from that in 1978 and totalled 979.1 million, of which 13.4 million were foreigners (CNTA, 2003a). In other words, foreign visitor arrivals increased more than 58 times in thirty years, despite the significant drops (20-30 percent) in 1989 and 1990 due to the Tiananmen Square incident (see Figure 2.1 for the annual arrivals of foreign visitors, 1978 - 2002). Inbound tourism markets are mainly congregated at the periphery of China in East Asia and Southeast Asia, but they are also developing in North American, and several European countries (CNTA, 2003a). Table 2.1 presents the top 15 tourists generating countries to China in 2001.

Recently, Chinese international tourism was severely impacted after the outbreak of the Severe Acute Respiratory Syndrome [SARS] in Asia, especially from April to June 2003. A report from WTO (2004) shows that the number of inbound tourists decreased 9% last year in North-East Asia due to the SARS epidemic. The limited available data from CNTA show that the number of inbound tourists dropped 17.99% and foreigners decreased 50.71% in June comparing to the same period in 2002 (CNTA 2004).

Figure 2.1   Annual arrivals of foreign visitors, 1978-2002
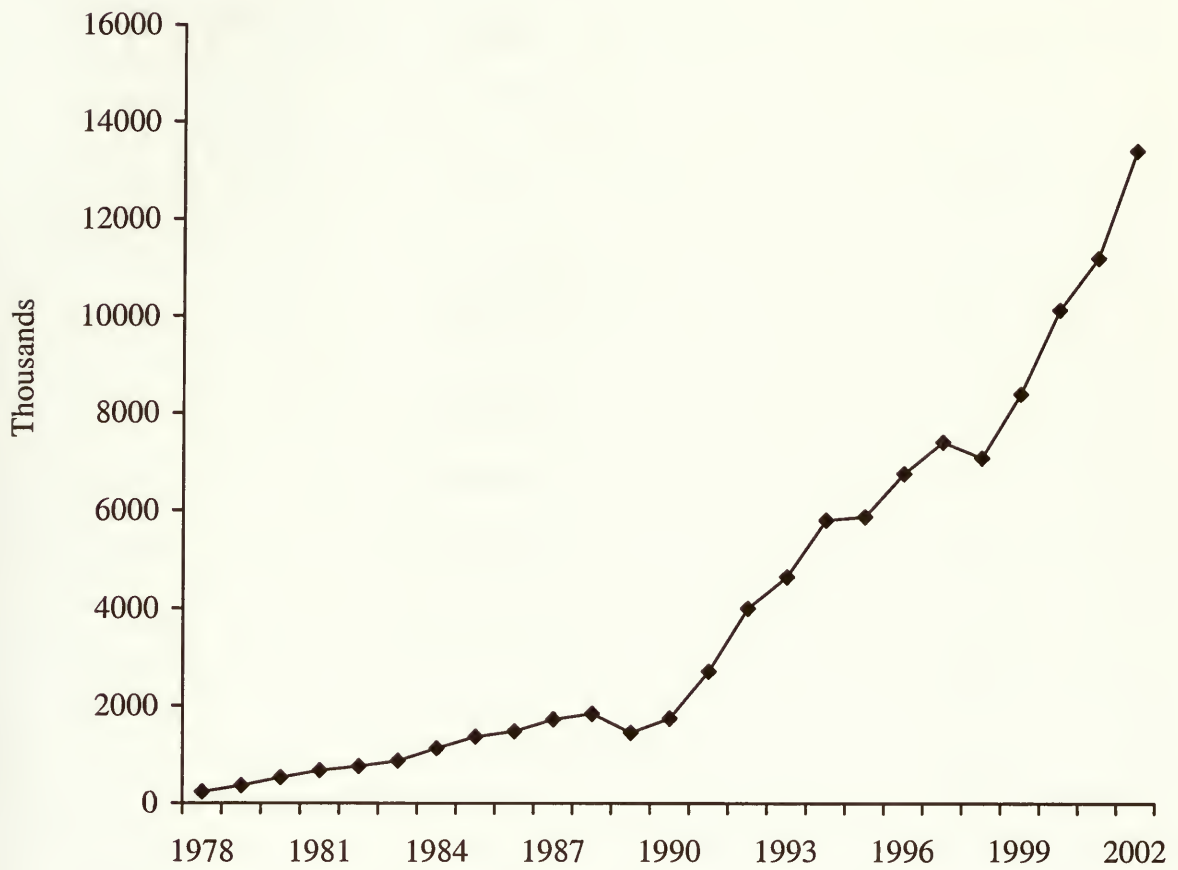
Source: China tourism industry revenue, 2002. (CNTA, 2003a).

Table 2.1

Top 15 tourist-generating countries to China in 2001

Rank	Country	Arrivals (thousands)
1	Japan	2384.5
2	South Korea	1677.0
3	Russia	1195.8
4	United States	948.8
5	Malaysia	468.5
6	Singapore	415.0
7	Philippines	402.8
8	Mongolia	387.1
9	United Kingdom	300.8
10	Thailand	298.3
11	Australia	254.6
12	Canada	253.8
13	Germany	252.8
14	Indonesia	223.7
15	France	199.4

Source. Data are retrieved from "The yearbook of China tourism statistics 2001," by

CNTA 2003. Retrieved October 4, 2003, from http://www.cnta.com/32-

lydy/2002/2001gb.htm

2.2.1 The Canadian tourist market

Canada has been the 12th rank tourist generating country for China for the last four consecutive years. In 2001, Canadian tourists accounted for 2.3% of the total foreign tourists arrivals in China (CNTA, 2003a). Though Canadian tourists only represent a small portion of the total inbound tourist market, Canada is still a valuable market for the Chinese tourism industry. The Canadian population in 2001 was 31.1 million (Statistics Canada, 2003). Hence the total of Canadian visitors represented 0.82 percent of Canadian population. From 1996 to 2001 Canadian tourists have maintained a two-digit growth rate, except for a slight decrease in 1999 and 2001. In 2001, Canadian tourists spent 203 million Canadian dollars in mainland China (Statistic Canada 2003), accounting for 3.2% of the total foreigners' expenditures in China. Table 2.2 presents Canadian tourist arrivals and growth rate from 1996 to 2001.

Table 2.2

Canadian Tourists Arrivals in China and Growth rate, 1996-2001

Year	Arrivals (thousands)	Growth rate %
1996	157	–
1997	174	10.8
1998	196	12.6
1999	214	9.2
2000	236.6	10.6
2001	253.8	7.3

Source. Data are retrieved from "The yearbook of China tourism statistics 2001," CNTA 2003b. Retrieved October 4, 2003, from http://www.cnta.com/32-lydy/2002/2001gb.htm

Shen (2002) suggests that the increasing number of Canadian visitors to China is due to a long and friendly relationship between Canada and China. Indeed, Canada established diplomatic relations with the People's Republic of China in 1970, which was nine years earlier than the United States. Chinese people consider Canada as "Dr. Bethune's home country", who as a Canadian volunteer surgeon assisted the wounded Chinese Army during World War II and gave his life in China. Chinese people consider Dr. Bethune as an example of selflessness and international friendship. Canada also keeps a friendly relationship with China. Canada's previous Prime Minister Jean Chrétien visited China four times since he was elected in 1994, and led the largest delegation in Canadian history to China in February 2001. Such bilateral associations, as well as a promising prosperous Canadian market suggest that it is necessary to better understand the Canadian travellers' perceived image of China and their travel motivation.

2.2.2 China in the westerners' eyes

Western travellers who have visited China can be traced back to the early thirteenth century when commercial trade linked China to the western world. Many early travellers, mostly merchants from Italy, left the western world with many remarks of travel in China. Marco Polo for instance, praised the Chinese city Hangzhou, as "the most beautiful city under the heaven" (China National Tourist Office in Toronto, 2003).

Wang (2002) reviews the western travellers' works from 1860-1900 and points out that during these 40 years, many westerners who travelled to China came from different backgrounds, and were largely diplomats who went on official tours, merchants and independent explorers or travellers, and missionaries who acted like travellers. Wang (2002) states that westerners' interests in Chinese natural resources, landscapes, and

culture had reached a climax in the late eighteenth and early nineteenth century. The most dominant perception that the westerners had of China was that of a picturesque landscape, especially, the region around the Yangtze Delta (Greater Shanghai Area today) (Wang, 2002). Chinese landscapes are described as "unique, peculiar, quaint, odd, but most of all charming, like a Chinese painting, (which) were typically made up of mountains, but the foreground of cultural landmarks (such as) temples and pagodas, native boats, (and even) people were part of the picture." (Wang, 2002, p. 42). However, not all travellers shared these romantic images. Some travellers had very contradictory images about China, especially in the late nineteenth century when feudal dynasties declined and foreign colonisers invaded China. Travellers at this time found China to be unattractive as environmental surroundings deteriorated, people lived in poverty, darkness and were superstitious; Chinese life was cruel (Wang, 2002).

China's image experienced another change in the 1930's and 1940's. During World War II, as more Christian missionaries went into China and China was under the Kuomintang's (China Republic Party) control, the prevalent view of Americans is that China is a friendly, democratic, and increasingly Christian state, in many ways akin to the United States (Jespersen, 1999). After the China Communist Party took over the whole country and established socialism in 1949, China closed its borders to the outside world for thirty years. During this time, views of China as "a poor, desolate, isolated country with a suppressed people tyrannised by a ruthless government" (Shen, 2000, p. 244) were very common among people in Western Europe and North America. Today these views still exist and further discourage tourists from these regions to visit China (Shen, 2002).

As western visitors began to return from their first trips to China, the western world began to realise that these views do not coincide with reality in present-day China. Travellers continually comment on how surprised they were about what they saw, and how their visit changed their stereotypical ideas (Bessette, 1999).

In the 20 years after China opened to the outside world, the rapid increase of international tourists did not shift the Chinese government's promotion with emphasis on tourism or specifically to change the stereotypical images in the western tourists' minds (Shen, 2002). Promotional efforts made by CNTA in the early 1980s were mainly to propagate the achievements made since the reform and the introduction of the open-door policy (Wang & Ap, 2002). It was not until the 1989 Tiananmen Square incident resulted in a 22-30 percent drop in tourist arrivals in 1989 and 1990, that CNTA began to realise the importance of tourist marketing and began to promote tourist products based mainly on natural and cultural resources (Wang & Ap, 2002).

2.2.3 China's tourism resources and the image created by government

After China's implementation of the open-door policy, the accumulated demand for tourism products and China's inherent high quality of tourist resources facilitated the rapid growth of China's international tourism (Douglas & Xie, 1995). China is an ancient country with long-standing history and natural scenery that includes magnificent mountains and rivers (CNTA, 2003a). China's geographic area is slightly larger than the U.S.A; and it covers similar latitudes, with the best share located in the Temperate Zone, which provides an endless variety of year-round activities for visitors to the country, from ice festivals in the north to tropical beach resorts in the south (CNTA, 2003a).

Furthermore, with five thousand years of civilisation and 56 ethnic groups and customs, China is rich in both man-made and natural tourism resources (CNTA, 2003a).

Since 1992, CNTA has introduced a series of annual tourism promotions. Each year, a theme is presented to designate a sampler of images (Beria, 1996). These images focus on the different aspects of the natural, historical, and cultural resources and the fast-expanding holiday resorts (Beria, 1996). Although different themes are presented each year, the goal of the Chinese government's promotion to Euro-American markets is to create new tourist product distribution channels through strengthening the ties with larger tour operators, and to improve international cooperative marketing campaigns for Chinese travel products and services (Wang & Ap, 2002). However, Wang & Ap (2002) state that this promotion is not very effective, and the majority of foreign tour operators are reluctant to establish business with China, because Chinese tourist products have not met their expectations and requirements.

In 2000, research about foreign tourists' interests of China's tourist resources has drawn the attention of the government. According to CNTA (2003c), in that year, for the first time, the foreign visitor arrivals exceeded 10 million, thus in order to accurately reflect the country's inbound tourism development, it is necessary to investigate the characteristics of these inbound tourists. The survey reveals that while foreign tourist interests spread extensively, natural scenery and historic relics are identified as the most alluring (CNTA, 2003c). Table 2.3 presents the percentage of foreign visitors' interests in China's tourism resources.

Table 2.3

Foreign visitors' interests in China's tourism resources, 2000

Tourism resources	Percentage
Shanshui fengguang (natural scenery)	52.5
Wenwu guji (historical relics)	44.0
Minsu fengqing (folk custom)	35.7
Yinshi pengtiao (cuisine and cooking)	33.4
Wenhua yishu (culture and arts)	27.5
Lüyou shangpin (tourist souvenirs)	28.4

Source. Data are adapted from CNTA (2003c).

Targeting these interests, CNTA has established a variety of tours based on different themes to attract inbound tourists in the 21st century: Health & Fitness-China 2001, Folk Arts-China 2002, Culinary Kingdom-China 2003, Catch the Lifestyle-China 2004, and the third Visit China 2005 (CNTA, 2003a). The China National Tourist Office in Toronto [CNTO] also recommends major cities, famous historical cities and natural scenery on its website for Canadian travellers. Major attractions include the cities of Beijing, Shanghai, Hong Kong, and the historic relics such as Terra-cotta Warriors in Xi'an, the Great Wall in Beijing, and natural resources like Yangtze River. Table 2.4 presents the major Chinese attractions promoted by the government.

Table 2.4

Major tourist attractions promoted by Chinese government

Attractions	Images
Beijing	Rich dynastic heritage bestowed from the two final dynasties (1368-1911) and 26 emperors. Great Wall.
Shanghai	China's largest, cosmopolitan and internationalised city, abundant nightlife.
Yun Nan	Home to almost half of China's total ethnic groups, tropical climates, and various kinds of wildlife.
Hang Zhou	Marco Polo (1280) praised it as "the most beautiful city under the Heaven". A city with a great number of cultural relics and heritage sites.
Xi'an	Home of the life-size Terra Cotta Army, cradle of ancient Chinese civilization dating back to 4000 BC, the capital city for 11 dynasties up to the 9th century.
Tibet	Roof of the World, a plateau in the sky.
Yangtze River	The third longest river in the world, ideal river cruise destination, home to more than 300 million people and the Three Gorges Dam.
The Silk Road	The commercial trade road connected China to the Middle East and Europe, opening China for the first time to the Western world in 138 BC.

Source. CNTA (2003), CNTO (2003).

However, the annual themes did not penetrate the latent international tourists very effectively. Wang and Ap (2002) conclude two reasons for this ineffectiveness. First, they argue that the frequent changing themes do not help unify the holistic image of China, but may have developed confusion in the marketplace. Second, westerner's perceived image of China is dominated and influenced by the media, and the media's influence far exceeds the effects of CNTA's promotion (Wang & Ap, 2002). They cite Zhang, Yu, and Lew's (1995) words and state that

> The reputation of China's tourist industry is less than desirable and leaves much room for improvement. In fact, a clear and positive tourist image of China has yet to be truly established… The tight control that China's central government exerts over political dissent is discussed in the Western media almost as much as is the country's economic miracle. This is an important issue for some potential travellers, particularly from the US and Europe. No matter how many 'Visit China' campaigns the CNTA plans, they may have less impact on the major international markets than images presented in foreign outlets of a Chinese government that suppress individual political freedoms (p. 228).

Therefore, establishing a positive image is becoming critical to the western tourist market. Wang and Ap (2002, p. 229) assert that "prior to any actual promotional campaigns being launched, more research should be undertaken to identify and assess tourist demand and preferences, as well as their perceptions of China". Thus, before establishing the destination image of China, it is essential to investigate tourists' psychological factors of perception, attitude and motivation which are the purpose of this study.

2.3 Image, perception and attitude

In tourism studies, destination image is generally considered as the image measurement which originates from the psychology study of imagery (Echtner & Ritchie,

1991). Psychologists (e.g., Finke, Ward, & Smith, 1992; Kosslyn, 1994; Solso, 1998) state that the mental image is generated on the basis of information in memory and is a mental representation of a non-present object or event. Kosslyn (1994) states that imagery generation can be separated into two parts: first, images are formed from individuals' perceptual units; second, two or more perceptual units form a holistic representation of the object. He further argues that images share the same common mechanisms with perception.

Researchers (Echtner & Ritchie, 1991; Baloglu & Brinberg, 1997) in consumer behaviour studies argue that image describes not only the perception of objects, but more importantly, that it reflects a person's feeling about the object. Ultimately, a complete image should contain both functional and psychological characteristics (Echtner & Ritchie, 1991). Functional characteristics refer to the perceptions of individual product attributes or holistic attributes, psychological characteristics reflect the trait or quality of the individual or holistic attributes. Functional images refer to physical perception, while psychological images describe feelings of the impression (Echtner & Ritchie, 1991). Thus an examination of perception and attitudes is useful for understanding image.

2.3.1 Perception

Perception is an interpretation of "how body and mind cooperate in establishing awareness of the external world" (Jahnke & Nowaczyk, 1998, p. 61). Rock (1975) considers that perception is derived from sensation which is stimulated by objects and events in the real world. Jahnke and Nowaczyk (1998) argue that perception is not just what "we were born to see" but what "we learn to see" (p. 84). Peoples' response to external stimuli through the organ sensory system is sensed, and not perceived; sensation

requires the external stimulation in order to function normally and perception is built up from the information acquired from the human learning process (Jahnke & Nowaczyk, 1998). Solso (1998) presents a similar view that human perception develops from cognising an object and is more likely to be "built up of previously retained features... of a prototype" (p. 515), i.e. cognition is the initial stage of perception.

2.3.2 Attitudes

Attitudes are "a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour" (Eagly & Chaiken, 1993, p. 1). The content of this definition is two-fold: first, attitude is a psychological tendency, which refers to an individual's internal state; second, the display of attitude is involved in an individual evaluation process, "it is intervened between certain classes of stimuli and certain classes of responses" (Eagly & Chaiken, 1993, p. 3). Eagly and Chaiken (1993) state that attitude towards an object is expressed by individuals' response, which can be divided into three categories: *cognitive, affective* and *behavioural*. The *Cognitive* category refers to people's thoughts about the object; the *affective* category describes people's feeling and emotions, and the *behavioural* category refers to people's actions or intention.

Image, perception, and attitudes overlap on a common mechanism—cognition (Eagly &Chaiken, 1993; Kosslyn, 1994). Mental images are created from stored information in the human brain, and this information is the accumulation of beliefs and knowledge which are acquired in the cognition stage (Kosslyn, 1994). This explanation is similar to psychologists' interpretation of perception which also originates from cognition and is created from previously retained features (see Jahnke & Nowaczyk, 1998; Solo,

1998). Cognition is also the cognitive expression of a person's attitudes towards a given object. These three psychological nouns intertwine on the explanation of cognition, as stated by Rock (1975), it is difficult to set up a clear boundary between cognition and perception, and perception and cognition are mixed for general people. In the tourism field, tourist destination image research mainly falls into the study of perception of destination attributes, and tourists' evaluation of these attributes (Gallarza et al, 1999).

2.4 Destination image and tourist purchase behaviour

The concept of image has been proposed since the early works of the consumer behaviour studies. Many studies have revealed that destination image plays an important role in tourist purchase behaviour. Purchase behaviour is a multi-staged process that involves the consequent phases *of needs recognition, information search, alternative evaluation, product selection* and *post-purchase evaluation* (Berkham & Gilson, 1986). Gunn (1989, pp.23-28) presents a model and states tourist vacation experiences are composed of seven stages:

1. Mental image accumulation, from external information stimuli (media, social relations, etc.), or from internal experiences (previous travel experiences).

2. Images modification through information search.

3. Decision making

4. Travel action

5. Participation at destination

6. Back home

7. Reassess the destination image based on physical experiences.

Gunn (1989) states that among the first three stages of image accumulation, image modification and travel plan making are most important in the tourist purchasing process. Likewise, Mathieson and Wall (1982) state that awareness of destinations is most critical to the tourist decision-making process. This is because:

> The potential tourist may be motivated to travel, but, unless they are informed of what opportunities are available, they may be unaware of the means of meeting their requirements. Awareness of destination, facilities and services depends on the availability of information and the credulity of its source. Information...is transmitted to potential tourists through both formal and informal sources. Formal sources include magazines, brochures, advertisements, radio and television. Informal sources refer to comments obtained from relatives, friends and other travellers (pp. 30-31).

Boulding (1956) and Martineau (1958) proposed that human behaviour is dependent upon image rather than objective reality. Subsequent studies on the image research have suggested that the world is a "psychological or distorted representation of objective reality residing and existing in the mind of the individual, and [formation of this subjective image] before the trip is the most important phase in the tourist destination selection process" (Baloglu & McCleary, 1999, p. 871). It is important to understand what influences image formation before image influences behaviour.

2.5 Definition of destination image and its complexity

Gallarza et al (1999) summarise relative literature in destination image studies and suggest that image is a highly intangible construct that is derived from both intrinsic and extrinsic elements, its basis is the perception or opinion that individuals have regarding on these elements. Crompton (1979) and Kotler, Haider, & Rein (1993) define destination image as a compilation of beliefs, ideas, and impressions that people have of a

place, and this compilation is based on an information process derived from a variety of sources over time, resulting in an internally accepted mental construct.

Embacher & Buttle (1989) state that destination image is the complex ideas individually or collectively held and conceptions towards destinations, and it comprises both cognitive and evaluative components. Gartner (1993) and Dann (1996) consider that destination images are developed by three hierarchically interrelated components of attitude: cognitive, affective, and conative or behavioural. Baloglu and McCleary (1999) note that destination image comprises only cognitive and affective components. All of these studies suggest that cognitive component means people's beliefs that are based on the perceptions about an object or event, for example: "I believe China has very exotic scenery and culture." The affective component describes the strength of a person's feeling about the beliefs, such as "I feel a visit to China must be pleasant," and it results from the cognition, for example, "I feel a visit to China must be pleasant because it has very exotic scenery and culture". The conative or behaviour stage is the behavioural result of either remaining in the cognitive stage ("this destination is very exotic"), or leading to an intention ("I want to enjoy this exotic scenery and culture"). Crompton (1979) suggests that destination image only contains the cognitive component, and their perceptions of destination attributes alone would be sufficient to describe a destination image. However, Echtner and Ritchie (1991) argue that many studies on destination image only focus on the attributions, and neglect the important factor of attitudes that significantly shape the holistic image perceived by tourists. This study agrees that destination image is composed of a cognitive component (people's perception) and an affective component that describes people's favour or disfavour.

2.6 Create a positive destination image

Milman and Pizman (1995) argue that for a destination to be successful, the first step is to create tourists' awareness, and the second is to build positive image. Positive image will lead to the first-time visitation, and if the first-time visitation is satisfying, repeat visits will follow. Kotler et al (1993) state that to create the destination image, first one must understand what determines destination images. As stated in the above sections, the determinants of destination image formation are people's perception and attitudes. Perception is the sum of beliefs, ideas and impressions of a place. Arousal of awareness assists the belief accumulation, while an effective way to strengthen people's perception is to increase people's familiarity with a destination (Kotler et al, 1993).

For most Canadian tourists, China, which lies in another hemisphere and has only opened to the outside world in the past 20 years, is an unfamiliar destination. Increasing Canadian travellers' familiarity of China is indispensable and of the highest importance for the market development. Kotler et al (1993, p.151) suggest that common and effective tools to raise awareness and strengthen perception are "(1) slogans, themes, and positions; (2) visual symbols; and (3) events and deeds". The authors point out that the purpose of developing these tools is to unify a specific image that can generate enthusiasm, aspire, and novelty, and this image should embody an overall vision of a destination. CNTA has launched annual theme tours to lure the tourists, however, as Wang and Ap (2002) point out, these various themes do not help to create an overall image of China, but rather increase the diverse visions that eventually lead to image confusion. A unified image of China must be created to represent the speciality and uniqueness of the destination.

Destination image is also influenced by tourist attitude. Attitudes are very difficult to change, a person's attitudes fit into a pattern, and changing one attitude may require making many difficult adjustments. The westerners' attitudes towards China are mostly influenced by the western media, which presents more negative attitudes towards China's regime than positive attitudes towards the economic miracle made by the country (Zhang, Yu & Law, 1995). Kotler et al (1993) state that to correct a negative image, one method is to acknowledge the problem and turn the negative into positive, the other being *icon marketing*. They further use the example of the former Soviet Union and elaborated icon marketing as the way of using the political leader to change the negative image of the country. In fact, the author uses icon marketing referring to a country's political image improvement. However some methods of political improvement are contradictory to the country's socialist regime, such as create a political leader that pleases the western world, and change the socialist/communist regime.

2.7 A review of taxonomy of destination image measurement

Due to the complexity of the image concept, the measurements of destination image are various and versatile. Gallarza et al (2002) cite Carmichael's (1992) work and point that in any image study the relationship of variables are measured in three dimensions: subject perception, observed objects or destination, and respect to certain attributes or characteristics. These three dimensions lead to three perspectives of analysing variables: Subject variables, which are the empirical studies of image on the segmentation perspective, object variables, which aim at the competitiveness of the destinations, and attribute variables, which analyse the components of the image.

The most sophisticated image formation process is Gartner's (1993, 1996) theory on image constructs (Morgan & Pritchard, 1998), which is based on Gunn's (1972) image identification. Gartner (1993) proposed a typology of eight image formation agents relating to the degree of the promoter's control and credibility of the target market. They are *overt induced I, overt induced II, convert induced I, convert induced II, autonomous, unsolicited organic, solicited organic,* and *organic* (see Table 2.5).

The four "induced" categories are within greater control of destination marketing organisations. Autonomous agents are authoritative and credible, which are the information sources beyond the destination's control. Unsolicited and solicited organic agents refer to the information from third-party endorsers, who have either direct or indirect information about the destination. Organic agents refer to the physical experience in the destination and usually it is the most credible image (Gartner, 1993). Gallarza et al (1999) state that Gartner's approach to destination image has had less success; however, it presents useful theoretical insights into the complexity of image formation.

Echtner and Ritchie's (1991) model presents a comprehensive understanding and multidimensional measurement approach to destination image from the image components aspect. They suggest that image is comprised of three dimensions: *attribute-holistic, functional-psychological*, and *common-unique*. The *attribute-holistic* dimension is an individual's overall impression towards an object or destination, it is consistent and continuous. The *functional-psychological* dimension refers to the tangible (such as price, distance) and the intangible attributes (such as resident's receptiveness, service quality) of a destination. The *common-unique* dimension refers to the similarity about a

Table 2.5

Gartner's Organic image formation agents

Image Change Agent	Content
Overt induced I	Traditional forms of advertising (e.g., TV, radio, brochures, print, billboards etc,)
Overt induced II	Information received from tour-operators, wholesalers
Covert induced I	Second party endorsement of products via traditional forms of advertising
Covert induced II	Second party endorsement through apparently unbiased reports (e.g., newspapers, travel section articles)
Autonomous	News and popular culture, documentaries, reports, news stories, movies, television programs
Unsolicited organic	Unsolicited information received from friends and relatives
Solicited organic	Solicited information received from friends and relatives
Organic	Actual visitation

Source. Gartner, 1993, p. 210

destination with others and special attributes distinguishing a destination from others. Later Echtner and Ritchie (1993) revised this model and point out that with a standard close-ended scale, common-unique dimension fails to reveal the unique attributes. They suggest that destination image should only include two components: *attributes* dimension and *holistic* dimension. Each component contains functional and psychological characteristics, and the measurement should employ a combination of structured and unstructured (open-ended) scales.

Hui and Wan (2003) adopted Echtner and Ritchie's model and measured Singapore's destination image. The three dimensions successfully illustrate the image of Singapore which has many modern (*common*) buildings, various food (*attribute, functional*), and the country is generally considered as a good place for shopping and Asian's transportation centre (*holistic, functional*). Respondents felt the country has clean and green environment and disciplined citizens (*unique*), society is stable (*attribute, psychological*), and it is a safe place to visit (*holistic, psychological*). Echtner and Ritchie's model provides a comprehensive and feasible method to measure destination image (Gallarze et al, 1999), however, Echtner and Ritchie (1993, p.12) acknowledge that "sometimes the imagery evoked (from the open-ended questions) is somewhat fragmented, negative or inaccurate".

Another comprehensive model on destination image measurement is found in Baloglu and McCleary's (1999) framework. Gallarza et al (2002, p.60) state that "Baloglu and McCleary's model is an excellent overall and comprehensive approach to this topic [of destination image construct analysis]". This model suggests that destination image comprises cognitive/perceived components, and affective components. During the

destination image process, personal factors and external factors influence these two

components. This model also explicated the interrelationship between the external

information sources, personal factor of motivation, and image components. This study

will adopt Baloglu and McCleary's framework for its conceptual base.

2.7.1 Baloglu and McCleary's image construct model

Baloglu and McCleary (1999) summarise previous literature and present a model

of destination image formation. They state that a destination image is caused by external

stimuli and personal characteristics. External stimuli include information sources,

previous experiences and information distribution channels; the personal factor includes

psychological and social reasons such as value and age. The two factors create an image

in a person's mind and the image concept has generally been considered to be an

attitudinal construct. Image has three mental representatives: knowledge about an object

or destination (beliefs), feelings towards the object or destination, and overall (global)

impression of the object or destination (Figure 2.2). The former two are generally

accepted as cognitive/perceptive and affective evaluations for destination image

measurement as well as its two components. These two components have the hierarchical

relationship that beliefs about the destination are first developed in the cognitive stage,

and that the affective is formed on the cognitive beliefs' base.

2.7.1.1 Perceptual/cognitive components

Perceptual/cognitive components are people's beliefs and knowledge about an

object or destination. They are the perception about the acceptance of something as

true/real or false, good or bad. They are the basic unit of people's cognitive structure (Scott & Lamont, 1973). Reich (1999) states that a consumer's cognitive process involves three stages: unaware, aware, and belief/knowledge. The consumer must first be aware of the existence of the phenomena and second, have beliefs about it. At the unaware stage, no customers are aware of certain destination.

Through marketers' promotion and personal communication channels, consumers become aware of various choicess of the destination. Next, from the awareness stage, potential consumers will gather a foundation of knowledge that can be used to form beliefs about the product. Reich (1999) also points out that intensity held by people is the index to measure beliefs. The greater the intensity, the greater the chances that the belief will result in affective change or behaviour.

Reviewing literature, the measurements of cognitive components mainly concentrate on destination attribute perception measurement. Gallarza et al (2002) classifies these perceived attributes into two categories: functional and psychological. Table 2.6 presents these attributes organised from the previous empirical studies.

Perceptions represent tourists' knowledge about a destination's attributes. This knowledge only emphasises the cognitive components of image and neglect the affective quality of these attributes (Genereus, Ward & Russell, 1983). Baloglu and McCleary (1999) state "most studies emphasised the physical qualities of places where, there is a need an interaction between physical qualities of places and the meanings (affective ties) they acquire... and this affective tie (or emotional component) of environmental image can be separated from its physical form" (p. 872).

Figure 2.2 A general framework of destination image formation

Personal factors	Destination image	Stimulus factors

- Psychological
  - Values
  - Motivations
  - Personality
- Social
  - Age
  - Education
  - Marital Status
  - Others
	- Perceptual/Cognitive
	
	- Affective
	
	- Global
		- Information sources
		  - Amount
		  - Type
		
		- Previous experience
		- Distribution
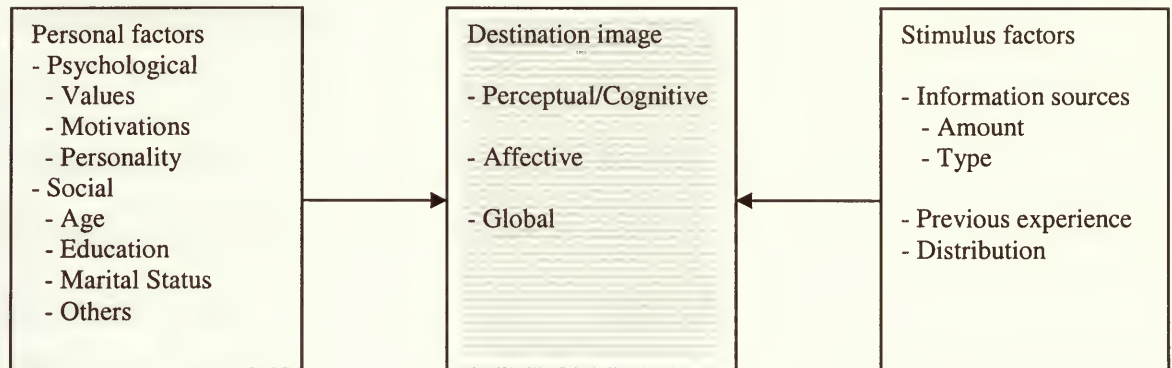
Source: Baloglu and McCleary, 1999, p.870.

Table 2.6

Lists of perceived destination attributes from previous studies

Functional Attributes	Psychological Attributes
Various activities	Price, value, cost
Landscape, surroundings	Climate
Nature	Relaxation
Cultural attractions	Accessibility
Nightlife and entertainment	Safety
Shopping facilities	Social interaction
Information available	Resident's receptiveness
Sport facilities	Originality
Transport	Service quality
Accommodation	
Gastronomy	

Source. Gallarza et al 2002, p. 63.

2.7.1.2 Affective components

The affective component refers to peoples' feeling about an object or destination which is the evaluation of the affective quality of environments (Hanyu, 1993). Affective components involve the individual's evaluation about an object or environment, and generally reflect a person's positive or negative, like or dislike, active or deactivate attitudes about a certain object or destination (Russell & Pratt, 1980). Ragheb & Beard (1980) proposed a leisure attitude model; they suggest attitude measurement includes

three dimensions: (1) evaluation of the individual leisure experiences and activities, (2) predisposition and propensity of the leisure experience and activities, (3) immediate and direct feelings towards the leisure experiences.

Recent psychological research on current affective attitude studies has introduced the bipolar attitude scales, which has been tested as an effective measurement about attitude (Feldman & Russell 1998; Baloglu & Brinberg 1997; Baloglu & McCleary 1999; Hanyu 1993; Yik, Russell, & Feldman, 1999). Russell and Pratt (1980) present a four-bipolar model to measure the affective quality of places or environments (see Figure 2.3 for the Circumplex of the affective quality descriptions of places/environment). In this bipolar structure, affective attitudes are composed in two dimensions. Dimension One is *pleasantness* which ranges from unpleasant to pleasant, and Dimension Two is *activation* which ranges from sleepy to arousing.

Russell and Pratt (1980) extracted these two dimensions from 105 commonly used adjectives describing people's feelings and emotions. Adjectives in the *arousing—sleepy* dimension include arousing, active, intense, drowsy, idle, inactive. The *pleasant—unpleasant* dimension includes the adjectives of pleasant, nice, pretty, dissatisfying, displeasing, repulsive. Russell and Pratt (1980) propose that these two dimensions can be enhanced by defining four vectors: *exciting—gloomy* and *relaxing—distressing*. Exciting is a combination of pleasant and arousing, relaxing is a combination of pleasant and sleepy. Thus the affective evaluation can be measured with the four bipolar scales: *pleasant—unpleasant, arousing—sleepy, exciting—gloomy, relaxing—distressing*. Russell and Pratt (1980) further tested this four-bipolar scale by extracting the principal components from 105 adjectives that describe the affective quality of various man-made

environments. The two dimensions of activation and pleasantness together accounted for 82.4% of the total variance, while the other four vectors only account for a small portion of the variance. These two dimensions are theoretically adequate to represent the affective evaluation of the environment. However, the authors state that adding the vectors of *exciting—gloomy* and *relaxing—distressing* can increase the reliability of environmental evaluation. Baloglu and Brinberg (1997, p. 13) explain that this is because these two vectors "help to define the quadrants of the space rather than being separate dimensions".

These two dimensional affective scale has been proven stable and consistent in investigating affective appraisal of places and environments (Baloglu & Brinberg, 1997). Hanyu (1993) confirmed this scale by examining the affective meaning of Tokyo, and found pleasant, arousing, and exciting dimensions. Baloglu and Brinberg (1997) tested this model and point out that this four-bipolar scale is also effective in explaining people's affective evaluation about tourist destinations. They tested the affective images of 11 overseas destinations in students' mind and found that these tourist destinations had distinctive images. Multidimensional scaling analysis revealed that students feel that Egypt and Morocco are arousing and exciting. They have excited and pleasant feelings about the Mediterranean destinations of Spain, Italy, France and Greece, while they feel sleepy and relaxed about Portugal. Students feel that Turkey, Israel, and Algeria are arousing, but they do not have pleasant feeling about these countries. Tunisia, which has a poor affective image, is perceived as sleepy and gloomy.

Figure 2.3 Circumplex of the affective quality descriptors of places/environments.
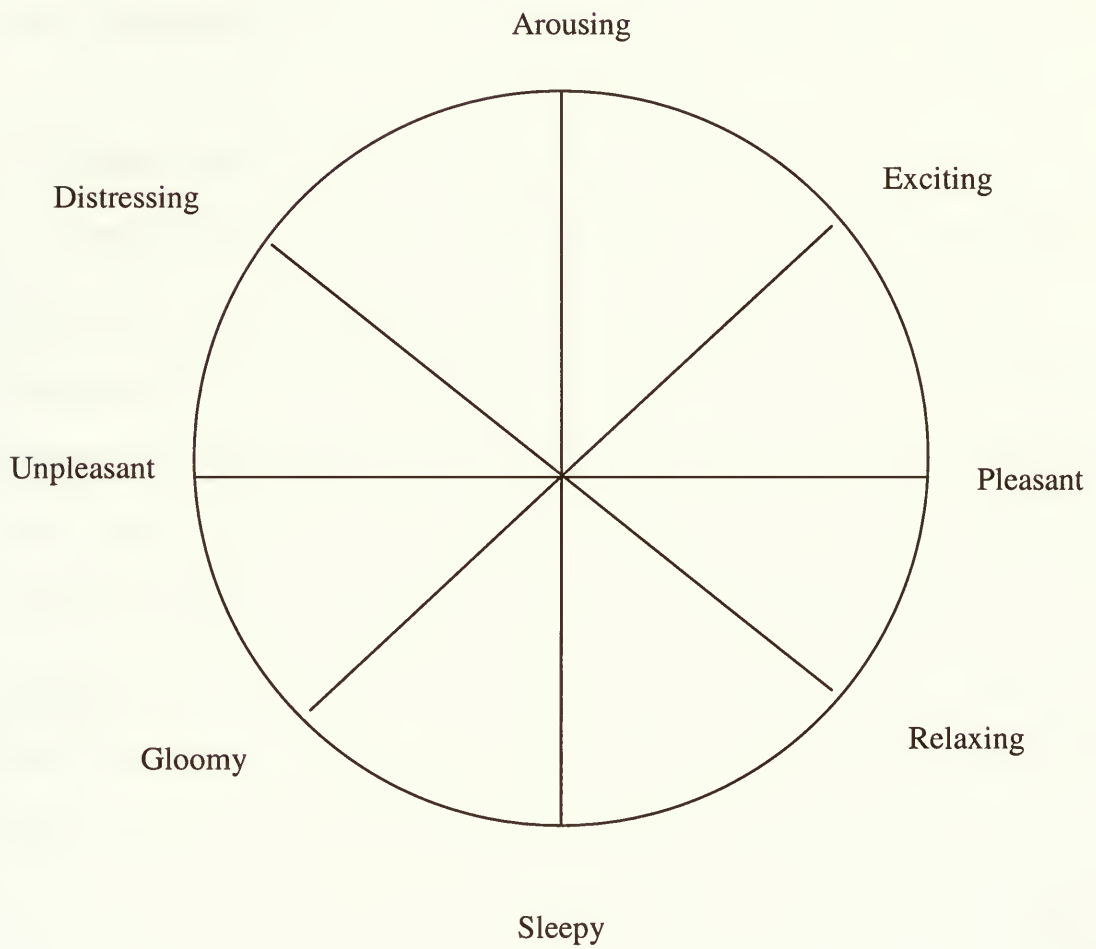
Affective and cognitive images are distinct but also hierarchically related (Baloglu & McCleary, 1999; Russell & Pratt, 1980; Yik et al, 1999). "Affective evaluation depends on the cognitive assessment of objects and the affective responses are formed as a function of the cognitive ones" (Baloglu & McCleary, 1999, p. 873). These two components complete the function of a destination image (Baloglu & McCleary, 1999).

2.7.2 Relations between tourist motivation and destination image

Tourist motivation is related to the destination image in tourists' mind. Tourists search certain destination attributes to satisfy their inner needs. For example, the travellers motivated by pleasure seeking might find it is an appropriate destination if it is perceived to provide easy communication without language barriers, friendly people, and various night lives (Reisinger & Mavondo, 2002). Baloglu and McCleary (1999, p.875) state that "tourist's motivation determines a destination image before and after visitation… in the destination choice process, images are formed in relation to the motivations in a conscious or unconscious way". This statement is also confirmed in their study, which reveals that tourists' intrinsic motivation significantly influences the affective attitude towards a destination. Chon (1989) argues that tourism motivation consists of internal and external forces; the primary image of a destination is formed at the point when the two forces coexist. He further argues that tourists' perceived destination attractiveness is the outcome of their motivation. Initial travel decisions are made when tourists have perceived this attractiveness and this perceived attractiveness can fulfil their motivation. Reisinger and Mavondo's (2002) research on determinants of

youth destination image displays that motivation for travel has significant relations with the perception of destination attributes. They point out that

> The importance of travel motivation may be seen as dependent upon the importance of destination attributes, and the perception of destination attributes may be seen as dependent upon the importance of travel motivations…marketing of tourist motivations supports the marketing of destination attributes, and marketing of destination perceptions supports the marketing of travel motivations (p. 62).

The inherent relations between tourist motivation and their perceived destination image implies that an understanding of the students' perceived image of China is not sufficient to help the marketers create the positive destination image of China. Chon (1990) emphasizes that marketers must identify tourist motivation, and effective destination image promotion must create the successful match of the external destination attributes and internal motivation.

2.8 Tourist motivation

Motivation is a concept that has been defined in various ways in the psychology field. Newcomb (1950, pp.80-81) defines motivation as the "term both to an inner state of dissatisfaction (or unrest, or tension, or disequilibrium) and to something in the environment (like food, mother's presence, or the solution to a puzzle) which serves to remove the state of dissatisfaction". Hebb (1949, p.181) claims that motivation "refers (1) to the existence of an organized phase sequence, (2) to its direction or content, and (3) to its persistence in a given direction, or stability of content". Bandura (1990, p.69) argues "motivation is a general construct linked to a system of regulatory mechanisms that are commonly ascribed both directive and activating functions". Although psychologists

present various definitions of motivation, it can be simply described as an internal drive or "push factor" that causes an individual to search for the information and objects that satisfy his or her needs (Pizam & Mansfeld, 1999). Goodall (1988, p.3) postulates that a holiday motivates an individual to "escape from work, escape from a routine, or respite from everyday worries". He cites Murphy's (1985) work and further classifies these motivations as physical or physiological (health, sport, challenge), cultural (wish to learn about foreign places), social or prestigious (visiting friends and relatives or for prestige reasons), and fantasy (escape from the present reality).

The concept of motivation derives more from psychology than marketing but is closely connected to segmentation, especially psycho-graphic segmentation which is concerned with opinions, attitudes, interests (Schiffman & Kanuk, 1983). In the field of tourism studies, tourist motivation has been conceptualised as an individual's tension or disequilibrium that is generated by internal psychological factors such as needs and wants (Crompton & McKay, 1997). One of the earliest classifications of travel motivation is Plog's (1974) *psychocentric-allocentric* model (McCabe, 2000), which classified the U.S. population along a psychographic spectrum ranging from *psychocentric* to *allocentric*. The term "*allocentric*" is based on the Latin root "*allo*", which means a variety of forms, and "*centric*" means that the individual's interests are diversified. Thus the motivation for an *allocentric* person is to seek adventures, a variety of activities, and exotic experiences. *Psychocentric*, at the other end of the spectrum, is derived from "psyche", referring to the self, meaning the centring of one's thought or concerns on the small problem of one's routine life. These people are self-inhibited and not receptive to novelties and adventure.

Later, Plog (1995) refined this model and developed it into the *venturesomeness* model. He uses *dependables* referring to *psychocentric* people, and *venturers* referring to *allocentric people* and the whole continuum is renamed as *venturesomeness*. Plog's model clearly displays people's motivation and destination choices. In 2001, He conducted an American travellers survey with this model and mapped the destination selections of the six group types. He found that the *dependables* mainly choose domestic destinations, *near-venturers* are more likely to visit the far-distance destinations such as Asia or Africa, while *venturers* patronise the unfrequented areas like the Amazon, Antarctica, the interior China and Tibet. Plog's model provides an organising theory of travel motivation (McIntosh, Goeldner & Ritchie, 1995), but it is only based on one major personality—*venturesomeness,* while people's travel motivation usually contains more than one motivator, thus this model is incomplete in explaining the extrinsic motivations (Cooper, 1998).

Pearce (1993) developed the "travel needs model" which is based on Maslow's hierarchy of needs. He identifies five levels of reasons why people travel: physiological needs, safety/security needs, relationship needs, self-esteem/development needs, and fulfilment needs. The physiological needs are driven by external forces (e.g. need for escape, excitement, curiosity) and internal forces (e.g. need for relaxation, eating, sex). The second level on the ladder is safety/security needs, which include the needs to predict and explain the world and needs for security. Relationship needs are directed by the forces to reduce the anxiety about others, to affiliate, and to give love, affection. On the upper level, self-esteem/development needs involve the motives for self-growth, curiosity, and mental stimulation. Fulfillment needs on the top level represent people's

needs for self-actualisation. McCabe (2002) states that Pearce's model implicates people's motivation varies at different life cycle stages, thus the life cycle determines their motivation. While McIntosh et al (1995) argue that the important meaning of the travel needs model is that it emphasises people's travel motivation is multi-purpose orientated, and higher-level travel needs can include lower-level needs. McIntosh et al (1995) use an example of travellers whose motivation is to enhance the friendship, but who also choose to travel according to safety and physiological needs. More importantly, this model recognises that tourist travel motivation may vary within one holiday experience (McIntosh et al, 1995). However, Crompton (1979b, p.415) argues that one of the critical problems of tourist motivation theory is that "although individuals put effort into the destination selection process, the benefits and satisfaction derived were not related to or derived from a destination's attributes" (p. 415). Crompton (1979b) suggests that tourists are not only "pushed" by internal needs, but also "pulled" by destination attributes, thus travel decisions are finalised when pull factors satisfy push factors.

Traditionally, tourism motivation has been generally seen as the "push" and "pull" factors (Dann, 1977; Crompton, 1979a). According to this model, tourist motivation can be classified into two major types: intrinsic motivations, which are the socio-psychological factors (push factors), and extrinsic motivations, which refers to destination attributes (pull factors). People travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. The push-pull model offers a comparatively simple and intuitive approach especially on destination choice studies and it is the best-reflected and most adopted model in travel motivation research (Kim, Lee, & Klenosky, 2003).

2.8.1 Notion of push and pull factors

Push factors have been conceptualised as motivational factors or needs that arise due to a tension in the motivational system and lead to the decision to take a vacation (Crompton, 1979a; Uysal & Jurowski, 1993). Internal motivations are generally accepted to explain why tourists make a trip and what type of experience, destination and activities they seek.

A number of tourist behaviour studies have been conducted to investigate tourists' intrinsic motivations (push forces). The push factors are considered as an individual's intangible or intrinsic desire such as escape from the everyday environment, rest and relaxation, health and fitness, adventure, novelty, social interaction and prestige (Kim, Lee, & Klenosky, 2003).

Pull factors, in contrast to the push factors, are features, attractions, or attributes of the destination itself that attract an individual. These external factors are commonly used to specify the attributes of the destination that meet an individual's push forces. Crompton (1979) notes that pull factors are, in essence, related to tourists' perceived images of a destination. These include tangible resources, such as beaches, recreation facilities and historic resources, as well as travelers' perceptions and expectations such as novelty, benefit expectation and marketing image of the destination (Uysal & Hagan, 1993). Consequently the destination choice process might be related to tourists' assessments of destination attributes and their perceived values.

Pull and push factors are distinct from one another. Push factors focus on whether to go and pull factor concentrates on where to go (Klenosky, 2002). Dann (1981, p.207) noted that "once the trip has been decided upon, where to go, what to see or what to do

(relating to specific destinations) can be tackled. Thus, analytically, and often both logically and temporally, push factors precede pull factors".

In contrast to the view that the two factors are distinct, some researchers argue that the push and pull factors are two sides of the same motivational coin. People travel because they are pushed by their own internal motives and pulled by external forces of a destination and its attributes (Cha, McCleary, & Uysal, 1995). Dann (1981) also points out those potential tourists may also consider various pull factors that correspond adequately to their motivational push forces.

Reviewing literature, numerous studies of push and pull factors have been done based on the empirical examination (see Table 2.7). Most research focuses on identifying both push and pull factors (see Crompton,1979; Oh, Yuan & McDonald, 1990; Oh, Uysal & Weaver, 1995; Kozak, 2002, Kim, Lee, & Klenosky, 2003), while some researchers just focus on pull factors (Chen, & Hsu, 2000) or push factors only (Fodness, 1994; Cha et al, 1995). In prior literature, there are few studies and investigations of push and pull factors done on Chinese overseas tourists. In a destination selling management book, Mancini (1999) proposes some pull factors of China:

- There are remarkable archaeological treasure and sites,
- Chinese architecture and art are beautiful and impressive,
- China is viewed as a "soft adventure" destination by many North Americans,
- Hong Kong, Shanghai, Beijing, and Guangzhou are major business centres,
- Superb and familiar regional cuisines,
- Many North Americans can trace their ancestry here,
- Cruise ships increasingly call on Chinese ports,
- Hong Kong has legendary, world-class lodging.
- Great shopping, especially in Hong Kong.

Table 2.7

Pervious empirical studies examining push and pull factors

Researcher(s)	Push factors	Pull factors
Crompton, 1979	Escape, self-exploration and evaluation, relaxation, prestige, regression, kinship relationships, social interaction	Cultural purpose (novelty, education)
Yuan & McDonald, 1990	Escape, novelty, prestige, enhancement of kinship relationships, relaxation, hobbies	Budget, culture and history, Wildness, ease of travel, cosmopolitan, facilities, hunting
Fodness, 1994	Ego-enhancement, knowledge, reward maximisation, punishment minimization, social adjust	
Oh, Uysal, & Weaver, 1995	Knowledge, escape, kinship/social interaction, novelty/adventure, entertainment/prestige, sports	Historical/cultural, sports/activities, safety/upscale, nature/outdoor, budget
Cha, McCleary, & Uysal, 1995	Relaxation, knowledge, adventure, travel bragging, family, sports	

(table continues)

Table 2.7 *(continued)*

Researcher(s)	Push factors	Pull factors
Chen & Hsu, 2000		Leading attributes of pull factor (start from the greatest) adventurous atmosphere, scenery, environmental friendliness, availability of tourist information, architectural style.
Kozak, 2002	Culture seeking, pleasure-seeking/ fantasy, relaxation, physical	Service level, weather/climate, price/cost level, destination attributes, family orientation, activities, quiet, flight time, availability, food, cleanliness recommendation, familiarity, local culture, first experience,
Kim, et al, 2003	Family togetherness study, appreciating natural resources and health, escaping daily routine, adventure, building friendship	Key tourist resources, information and convenience of facilities, accessibility and transportation

Mancini describes the typical visitors to China are:

- Those who love ancient history and culture,
- Adventurous travellers and trekkers interested in discovering the lesser-known parts of China, such as Tibet,
- People who favour cruises,
- Food connoisseurs,
- People who want to see the land of their ancestors,
- Experienced travellers who want to try someplace new, and
- Business travellers.

(Mancini, 1999, p. 548)

The motivations proposed by Mancini (1999) are largely pull factors such as the natural and cultural tourist resources, major cities and shopping. These pull factors suggest that the visitors to China are generally interested in increasing knowledge, seeking an adventure, enhancing kinship, increase travel experiences, and completing business trips.

Mancini's (1999) segmentation of the motivations is versatile, while Shen's (2002) categorisation of the motivations of nonbusiness travellers to China is quite different. He summarised the motivations into seven categories, the first three of which are all kinship related, such as visiting family, origin place of ancestors, or a place they or their parents have lived in the past. The fourth and fifth categories link motivation with familiarity (tourists speak the same language, or share a similar culture to the travel destination). The last two motivations are visiting a place with famous attractions and exploring new places.

Shen's (2002) categorisation suggests that visiting friends and relatives (VFR) is the major motivation for inbound tourists in visiting China. It should be noted that Shen's (2002) summarisation is based on the annual statistics of inbound tourists, in which a large proportion of these tourists is from the neighbouring countries and area such as

Hong Kong, South Korea, Singapore and other Southeast Asian countries. Shen's summary does not accurately display the motivations of tourists from North America, especially the tourists without oriental cultural backgrounds. A study of motivation of this latter group of tourists would be advantageous for the academic environment and China's tourism industry as well.

2.9 Summary

Although China's inbound tourism has experienced rapid growth in the last twenty years, the government's tourism promotion, which has only been carried out in ten years to the western world, is not as effective as desired. Researchers attribute this ineffectiveness to a lack of understanding of both the western tourists' travel demands and their perceived image of China. As a result, an understanding of the tourist' destination image as well as their motivation will be advantageous in allowing China to develop a positive destination image.

Destination image is composed of tourists' perception of destination attributes and the affective quality of these attributes. Literature presents three models of destination image formation. Gartner's (1993) organic image theory explains the destination formation process from the aspect of image agents, and provides a theoretical understanding of destination image formation. This model, however, is less successful in practical research. Echtner and Ritchie's (1991) model divides the destination image into individual attribute and holistic impression, each of which contain functional and psychological characteristics. This model provides an intensive understanding of destination images structure, physical and psychological interpretation. However, it cannot explain people's attitude towards this destination. Balgolu and McCleary's (1999)

model examines destination image from tourists' perceptions and attitudes, which are important factors influencing consumer behaviour.

Consumer behaviour studies have proven that a tourist's destination image is influenced by his or her motivation. This chapter presented three travel motivation models. Plog's psychographic classification explicates the relationship between personality and destination choice. This model, however, is incomplete in explaining the extrinsic motivations and only considers one factor of personality, while tourists' motivation is more than single purpose. Pearce's (1993) model, which does explain multi-motivation, is insufficient in relating motivation to destination attributes. The pull and push factors model links the motivation to the destination attributes preferences. Thus to investigate the destination image of China in Canadian students' minds, as well as their travel motivation, this study adopt both Balgolu and McCleary's (1999) destination image formation model to illustrate China's destination image, and employ the push and pull notion to examine students' travel motivation.

Consequently, a theoretical framework of the study (Figure 2.4) is created to summarise the relationship among image influential factors, image components, destination image, motivations, and decision to select China for visit. In the study a destination image is considered as a composite of perceptual and affective components, which are influenced by personal factors. In this study, the proposed personal factors are gender, education (level, majors) and interest. According to the literature discussed above, tourists' travel motivation also shapes their destination image through the influence on perceptual and affective components formation process. Destination images and travel motivation have joint effect on destination selection process.

Figure 2.4 Theoretical framework of the study
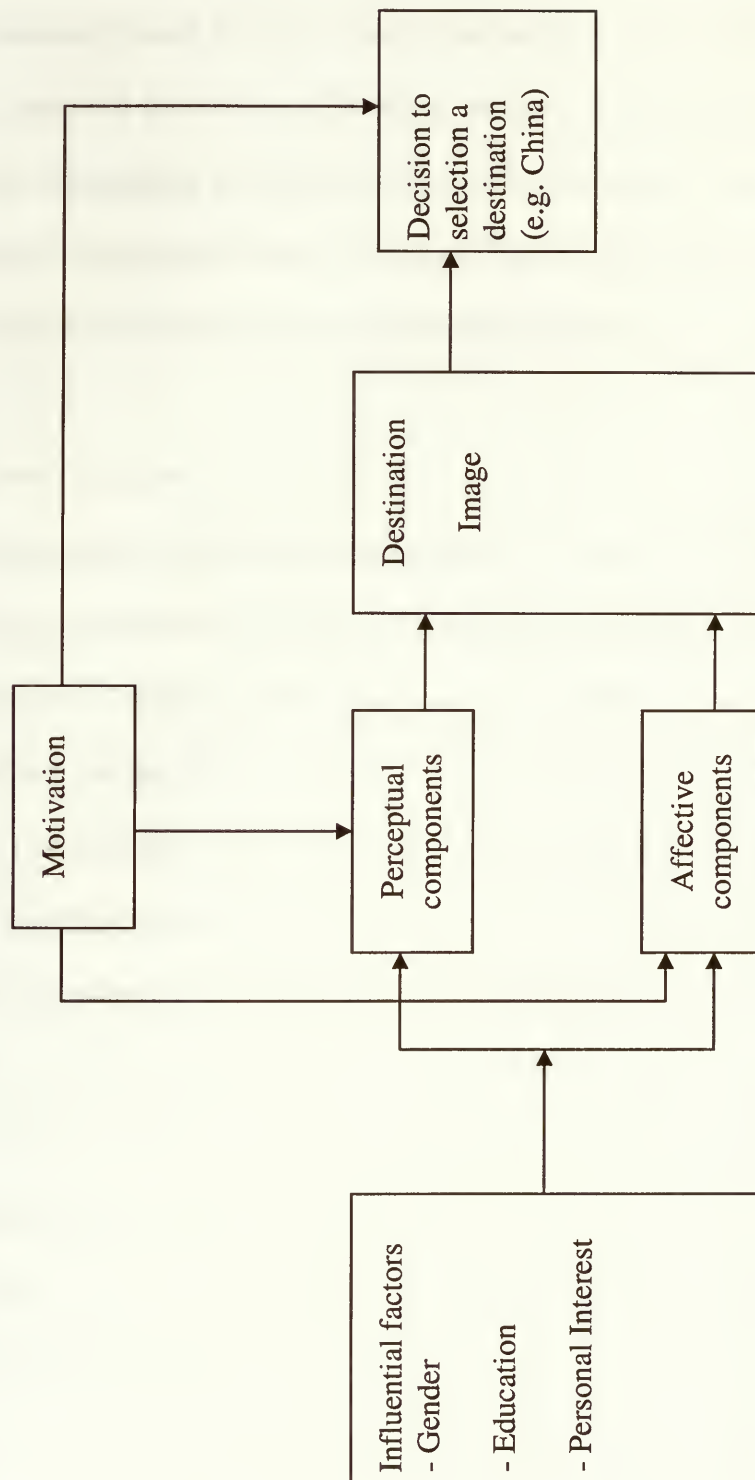
CHAPTER THREE: METHODOLOGY

3.1 Outline

The research aims and objectives of this study are stated in this chapter. A step-by step set of methods for conducting the study is presented. The selection of research instrument and sampling methods are discussed in this chapter. The questionnaire development and data treatment are explained. This chapter also presents a brief justification of the statistical analysis methods that were used in this study.

3.2 Aims and objectives

The purpose of the study is to investigate the image which Canadian students have of China as a tourist destination and to examine their potential travel motivations in selecting China. Discovering the present image that students have of China is helpful in understanding that the degree which students know about China, what of China is unknown to the students, thus to establish a positive destination image. Understanding the students' travel motivation provides the answer that what China may offer to satisfy the students if they were to visit. Further, the study attempts to offer a case and analytical methods in tourist market segmentation studies. Detailed objectives of the study are to:

1. Investigate the Canadian students' image of China, including their perceived image and affective attitudes.

2. Discover the students' internal motivations for China, in other words, the "push" factors for visiting China.

3. Examine the demographics' effect on the students' perceived image and affective attitudes towards China. The demographics examined in this study are gender and academic majors.

3.3 Selection of research instrument

The study employed quantitative research methods for most of the research questions. Neuman (2000) states that the hypothesis and/or research questions of quantitative studies are generally deductive and the ones of qualitative studies are more inductive. An inductive approach "begins with concrete empirical details then works toward abstract ideas or general principles", while a deductive approach "begins with abstract ideas and principles then works toward concrete, empirical details to test the ideas" (Neuman, 2000, pp.533, 537). In this study, the theories of destination image and motivation formation process are already reflected in the literature, and the research questions utilise and examine these theories through deductive approaches. Thomas and Nelson (2001) state that qualitative researches involve small and purposive samples while quantitative studies apply large samples. This study recruited those Canadian students which were conveniently available as its respondents. Since no particular criteria were implemented in recruiting the students; purposive sampling was not necessary for this study. Rather, since a large sample was of greater significance to this study, quantitative research methods were selected to approach this study.

The self-administered questionnaire format was selected as the most appropriate data collection instrument. Alreck and Settle (1985) point out that the self-administered questionnaire enables the investigator to ask a number of questions in a short period of

time, sampling many respondents who answer the same questions. Researchers can give questionnaires directly to respondents who read instructions and questions, then record their answers. Further, self-administered questionnaires can be conducted by a single researcher, offer respondents anonymity, and avoid interviewer bias, which is appropriate for this survey.

When developing the survey instrument, sample size is another determinant that should be taken into account. In general, larger samples represent a population better than smaller samples. But in reality, "costs and time are important considerations in determining how large a sample can be handled in a project" (Graziano & Raulin, 2000, p.145). Veal (1997) suggests that the minimum sample size can be deduced from the statistical analysis method and the number of questions in the questionnaire. For this study, factor analysis will be employed to extract the factors that describe the students' perceived destination image components and their travel motivation. Sample size is significant for the result of this survey to be reliable. Tabachnick and Fidell (1996, p.640) suggest that "as a general rule of thumb, it is comforting to have at least 300 cases for factor analysis." To surpass this minimum, 450 copies of the questionnaire were prepared for this survey.

3.4 Selection of the respondents

The original proposal for the respondent sampling was designed anticipating the cooperation of travel agencies in recruiting respondents from the tourists (a) who have visited China more than once in the past, (b) tourists who have only visited China once, and (c) those who have not visited China before. The advantage of such a sampling

method is that it provides data resources to compare the differences of destination image between repeat visitors, one-time visitors, and non-visitors. Comparison between these three groups might support arguments that an individual's perception of a destination image is reassessed by his or her experiences, the more familiarity with a destination, the more positive image to this destination (Fakeye & Crompton, 1991; Litvin & Ling, 2000). However, after contacting several major travel agencies in St. Catharines, none of them were willing to provide customer information that is essential for the study. Consequently, this study had to change its aims and objectives, from aiming at the general consumer's perception and attitudes towards China's tourist destination image to a more specific potential tourist group, more specifically the students at Brock University.

This study selected students as its respondents. The student tourist segment has economic importance for the travel industry. Bywater (1993) states that students constitute 20% of all international travellers, which is a multibillion-dollar business. The international student travel market annually accounts for four million airline tickets, 10 million travellers, and 30 million overnights (Bywater, 1993). Therefore, the international student travellers undoubtedly are a lucrative segment of the pleasure travel market (Chen & Kerstetter, 1999). Thus, in order to penetrate the potential Canadian student travel market, there is a need to explore these students' perceived destination image of China and identify their travel motivation.

Due to monetary and time restrictions as well as for administrative convenience, this study adopted non-probability convenience sampling. In probability sampling or random sampling, the sample is selected in such a way that each unit within the population or universe has a known chance of being selected. The investigator attempted

to employ stratified sampling which expected to collect student samples randomly from each academic major at the university. However, after contacting the instructors in several departments, two problematic issues surfaced: either the investigator could not receive a reply in time, or the possible survey time offered by the course instructors were far beyond the timeline of this study. Considering time and monetary constrains, and the fact that in one university most students' characteristic distribution is similar (Brewerton & Millward, 2001), non-probability convenience sampling was selected as the sampling method for this study. Rather than randomly selected at the university, the students subjects were recruited from studies in the Faculty of Applied Health Sciences (Recreation and Leisure studies, Tourism Studies, Sport Management, Physical Education and Kinesiology, Community Health Sciences), the Faculty of Social Sciences (Psychology), and a course of Mandarin Chinese.

The advantage of using convenience sampling is that it reduces costs, simplifies fieldwork, and administration is more convenient. Instead of having a sample scattered over the whole student body of the university, the sample is more localised in relatively few centres. Convenience sampling's disadvantage is that less accurate results are often obtained due to a higher sampling error than for simple random sampling with the same sample size. In the above example, it can be expected that more accurate estimates can be generated from randomly selecting students across all academic majors and levels of studies, or from samples which are selected from several different universities rather than from selecting several majors at one university. However, as mentioned above, these probability approaches of sampling were confined by monetary and time constrains.

3.5 Questionnaire design

The majority of survey questions use structured and close-ended formats. Alternative answers are listed for the participants to choose from. Although an individual's beliefs and feelings may be ignored when forced into a few fixed categories created by the researcher, this structure format assists participants in responding to the questionnaire efficiently and avoids low response rates from open-ended questions (Alreck & Settle, 1985; Veal, 1997). The majority of questions use a seven-point Likert scale, which simply requires the respondent to rate their answer by circling the value which best describes his or her perceptions, affective attitudes, and motivations. The Likert scale is widely employed in social research because of its effective and simple format. This type of scale is flexible, economical, and easy to compose (Alreck & Settle, 1995). The major advantages of this approach are that the investigator obtains a summated value, the response can be quantified, and data are comparable and can be readily coded.

Some researchers have indicated that the length of a survey can have a negative effect on most questionnaire instrument response rates in that the longer the survey, the more likely the response rate will be lower (Alreck & Settle, 1985; Veal, 1997). Thus the length of this survey is limited to sixty questions, and is designed for quick response. The time required for completing the survey is approximated to be 15 minutes.

Initially, the survey had intended to employ visual aids in its questionnaire design. However, there is not enough literature to determine whether visual aids affect respondents' emotions, feelings, and attitudes, which may in turn influence their real perception and attitudes towards China. Secondly, as a survey method, the effect of visual

aids in people's perception is not a major research question of the study. Therefore, this study did not adopt visual aids in the final design of the questionnaire, which can also be considered as a limitation of the study.

The beginning of the questionnaire is reserved for demographics. The advantage of placing the demographics at the beginning of the questionnaire is that it provides the participants with familiarity so that participants can easily start answering a survey (Alreck & Settle, 1985). The demographic section collects information of gender, age group, major of study, level of study, previous experience of travelling in China, travel experiences (times and locations), and students' cultural background. Previous research has suggested that gender and level of education influence a person's travel motivation and destination choice (Cai, Morrison, Braunlich, & O'Leary, 1996). Although the research questions of this study only concentrate on gender and level of studies, other demographic variables also provide valuable information for further studies or alternative studies. Considering that students taking the same course may not always be in the same academic major, the questionnaire asked the respondents to write down their academic majors.

The main part of the questionnaire collects data that are essential to analyse the research questions of the study. They are perceived components of China's destination image, affective components that describe the students' feelings and emotions towards China and student travel motivation. The first section contains three parts. The first part includes ten questions collecting the information of the students' knowledge about China. The second part consists of 20 questions which are adopted from the previous destination image studies. Most of the perceptual questions present images of China positively.

However, four items employ negative descriptors to present images of Chin. These four items are "Interesting events and festivals are rare in China"; "China has few 4-star, 5-star hotels. Western standard rooms and services cannot be offered"; "China's tourist information services are not easily available either before the trip or in the country"; and "China's environmental pollution is severe". In order to keep the consistent structure of the perceived images for future analysis, the coding of these four questions was reversed.

These questions collect the information about the students' perception and opinion about China as an overseas destination. Table 3.1 presents the categories of the variables used in the questionnaire and their sources. The third part is an open-ended question asking the students for any other images of China which are not mentioned in the questionnaire.

For affective components, the questions adopted Russell and Pratt's (1980) four bipolar affective scales: *Pleasant—unpleasant, arousing—sleepy, relaxing—distressing*, and *exciting—gloomy*. It should be mentioned that on the activeness dimension measurement, Baloglu used the original descriptors "arousing" and "sleepy" in his three affective destination image studies (1997, 1998, &1999). However, these two psychological terminologies are difficult to understand when they are used to describe an individual's attitude towards a certain destination. In Russell and Pratt's (1980) study, the eight descriptors were derived from a summary of 105 commonly used adjectives describing people's feelings and emotions. Thus the investigator decided to search for the easier understanding adjectives from the original study to replace the two descriptors "*arousing*" and "*sleepy*". After a cautious review of these 105 adjectives, "stimulating" and "dull" were selected from the category of activeness to replace "*arousing*" and

"*sleepy*" respectively. "*Gloomy*" was also substituted with "boring", which represents the vector from the combination of "unpleasant" and "sleepy". Therefore, these four bipolar scales were adjusted to: pleasant—unpleasant, stimulating—dull, exciting—boring, and relaxing—distressing.

Table 3.1

Variables used in the questionnaire and the sources

Variables	Authors
Perceptual components variables	Baloglu & McCleary (1999)
	Crompton & McKay (1997)
	Gallarza et al (2002)
	Hui & Wan (2003)
	You et al (2001)
Affective components	Feldman & Russell (1998)
	Russell & Pratt (1980)
Motivation	Cha et al (1995)
	Chen & Hsu (2000)
	You et al (2001)
	Oh, Uysal & Weaver (1995)

There are two statements under each bipolar, and each item has two statements that describe contradicting feelings towards China as an overseas destination. A seven-point Likert scale lies between each statement, the value of the scale increases from the

negative attitude statement to the positive statements. Respondent were asked to simply check the corresponding number that best describes his or her attitude. The purpose of adopting the seven-point Likert scale is to maintain the consistency and symmetry of the data for easier analysis.

The section of students' travel motivation is based on the notion of push and pull factors. Before this section, a screening question of the intention to visit China was set to separate the respondents who have no intention of visiting China. Non-intention students were asked about constrains in an open-ended question, and then led to the last question for comments on this study. Students who may have intentions of visiting China were asked about the intrinsic motivation if they were to select China as their holiday destination. Thirteen questions were generated from literature on tourist motivation studies (see Table 3.1 for the sources for the adapted questions), and they mainly focus on escaping reasons and the travel benefit that tourists seek from their trip. In this section, all questions adopted the seven-point Likert scale, and the respondents were asked to rate the importance of each statement describing the potential reason for choosing China as an overseas destination. Respondents were asked: "For each of the statements, please circle the value that best describes the importance for you if you were to select China for your vacation destination, from not important at all to very important." At the end of this section, an open-ended question was asked for other motivations that were not mentioned in the above questions.

Prior to the pilot study and the survey being carried out, this study had been sent for ethics screening and was approved by the Ethics Board at Brock University (see Appendix F). Before the survey instrument was finalised and distributed to the sample

population, it had been piloted for readability, validity, format and content to 39 third and fourth year students majoring Tourism Studies at Brock University.

After receiving the ethics approval, the pilot study was carried out to test the reliability and validity of the questionnaire. Results from the pilot study showed that all questions could be answered except for one on China's facts test which was remedied in its wording. The original question was "Hong Kong is still under Britain's control now days". Respondents suggested that this question is not very clear. They did not know whether it means Hong Kong is under Britain's political control, or whether this question implicates that the economy of Hong Kong is still largely influenced by the United Kingdom. Thus, this question was changed to "Hong Kong is still a colony of Britain nowadays". Normality test and factor analysis were also conducted in the pilot study, and the results were interpretable.

3.6 Delimitation

The scope of this study is delimited to:

1. Students majoring in Recreation and Leisure studies, Physical Education and Kinesiology, Community Health Science, Sports Management, Psychology and a Mandarin course at Brock University. The result of the study only applies to this sample, it may not be appropriate to generalise these results to other population.

2. The questionnaire contains 63 questions and the majority of the questions focus on: (a) knowledge and beliefs about China, (b) attitudes towards China, (c) motivations to visit China, and (d) students' demographic information. The demographic information includes a wide range of variables such as gender, major of academic studies, education

level, nationality, income level, family connection. This study focused on the demographic variable of gender and level of study. A previous study (Cai et al, 1996) showed that gender and level of education are the factors that influence people's visitation intention to China.

3. This study proposed that destination image is a composite of perceptual and affective components, and adopted Baloglu and McCleary's (1999) model on destination image analysis.

4. This study only focused on the tourists' intrinsic motivations and employed the notion of push and pull factors on tourist motivation analysis.

5. Data were collected from January to March 2004.

6. Inferential statistics were applied to examine the influences of gender and level of studies, and identify the perceptual and affective components of China's destination image, and students' travel motivation. The statistical analysis methods applied in this study are:

a. Independent-samples t-test

b. Analysis of Variance (ANOVA)

c. Exploratory Factor Analysis (EFA)

These delimitations affirm that the study examined the destination image through analysing the perceived and affective components. The study only investigated the students' intrinsic travel motivation, and examined gender and level of studies' influence on destination image formation. The sample of this study was geographically located at Brock University.

3.7 Conducting of the survey

Before the survey was conducted, in early February 2004, the investigator

contacted the instructors of the Recreation and Leisure, Physical Education and

Kinesiology, Sport Management, Psychology, and Mandarin courses respectively, and an

introduction letter was presented to each of these instructors to acquire their permission

and cooperation for collecting data in their course. Instructors offered the convenience of

data collection in their classes, they did not participate in this study. Only the investigator

conducted this survey.

At the beginning of each survey, a letter of recruitment (see Appendix I) was read

to the students inviting them to participate in this study. The students were also informed

of the consent agreement for this study. Considering the data would be collected in class

in a short period of time, it was not necessary to distribute the consent form with the

questionnaire to each respondent, nor did a volunteer respondent have to sign them. Thus

a cover letter (see Appendix H) including the consent statement was read to the students,

and a copy of the consent form was put on an overhead projector or made into

PowerPoint slides to deliver this information to the students. The cover letter introduces

the purpose of this survey to the recipient and invites them to participate, it also

anticipates and answers general questions that are usually asked by respondents, such as

the nature, importance and meaning of this survey, the information on the investigator,

and the length of time this study will take. The cover letter assures the recipients that this

survey is anonymous, and that each person's reply is confidential. After completing the

questionnaire, a letter of appreciation (see Appendix J) was read to the participants to

express the investigator's acknowledgement and the investigator's contact information

was left in case a participant wanted to obtain a copy of the survey results. It was recognised that there were Chinese students in classes who are from China and hold a study permit. They were not the intended respondents for this study, and possibly their images and motivations for visiting China are significantly different from those of the Canadian students. Thus the Chinese visa students were not to be included in this study. After the delivery of consent information, the investigator asked the Chinese nationality students not to participate in this survey, apologised to them, and thanked them for their understanding.

The survey was conducted for six weeks from February 9th to March 19th. During this period, the survey was not conducted for two weeks due to reading week (one-week break, Feb. 16th – 20th) and the midterm examinations period (Mar. 1st – 5th). Students from nine classes at Brock University were recruited as respondents for the study. These nine classes included:

(a). RECL 2P07   Introduction to research design and evaluation

(b). PEKN 2P95   Sport psychology

(c). CHSC 3P19   Introduction to pharmacology

(d). CHSC 2P97   Global issues in infectious diseases (two classes)

(e). SPMA 3P85   Sport and the consumer

(f). PSYC 2F23   Research design in psychology

(g). MAND 1P91   Mandarin Chinese

3.8 Treatment of data

The survey distributed 450 questionnaires and collected 429 copies. After the completed questionnaires were collected, it was necessary to select valid responses for data analysis. Alreck & Settle (1995) suggest that ordinarily some missing data from a few items can be tolerated and the remaining data will still be of value, while inappropriate or superfluous responses should be rejected from the data file. Therefore in the study, a response was considered valid if a questionnaire was not: (a) largely incomplete, with a lot of missing answers, and (b) obviously blindly answered.

Before the study examined quantitative data to investigate the research questions and test hypotheses, the raw data had been coded systematically into the format that is readable for the computer to analyse. Since most of the questions employ Likert scales, which were automatically coded with a number when the respondents rated the scale, these data were readily analysed. The questions in the demographics were of multiple response categories, answered by numbering, so that answers could be given a numerical code that can be read and analysed by the computer.

Safe data storage is important not only to assure the anonymity and confidentiality of this survey, but also to protect the originality and authenticity of the data. The original completed questionnaires were stored in a lockable drawer in the principal investigator's office. A password was setup to protect the data coded and stored in the computer. Only the investigator and his supervisor had the access to the original and coded data. All these data and information are kept for one year, after that, the coded data will be erased from the computer, and the original questionnaires will be destroyed.

3.9 Data analysis methods

All data were analysed using SPSS 11.5. The survey collected 429 responses and five questionnaires were excluded due to a large portion of incompletion or the respondents being Chinese students. Before analysis, practical consideration is necessary to guarantee all of the data meets the assumption requirement tests for missing value, normal distribution, multivariate normal distribution, multicollinearity and Cronbach coefficient for reliability test. Within the 424 valid responses, the questions in section two (perception of China) and section three (people's feelings of China) have different minor amounts of missing value, ranging from one to four. In the demographic questions, only age has one missing value. These missing values were replaced with the methods of series means in SPSS.

Description and frequency analysis were employed to describe the demographic distribution of the respondents and the knowledge test questions in the first section of the questionnaire. There are four open-ended questions in the questionnaire collecting information on (a) other images that students have for China, not listed in the perceptual statements; (b) the reasons for non-visit even if there was a chance given; (c) other motivations for visiting China, not stated in the motivation questions; (d) comments on this study. Data collected from the four open-ended questions are not in Likert scale, which cannot be analysed by Exploratory Factor Analysis [EFA] with other variables in the section of perceived image and motivation. Although the four open-ended questions expect to collect some information that may be neglected by the investigator, the information collected is neither in-depth, nor has a consistent framework to be supported by. The information collected is not adequate for a detailed qualitative analysis. Thus

descriptive and frequency analysis were selected as the appropriate methods for analysing data from the open-ended questions.

3.9.1 Analysis of affective component

The questions for measuring student affective attitudes toward China are based on Russell and Pratt's (1980) four bipolar affect scales. There are four questions in this section. Each question includes two statements describing the two contradicting feelings. The scale between these two statements approaches from negative feelings to positive feelings. The higher the value, the more positive the feelings. The mean score of these four questions offers an appropriate value to describe each respondent's affective attitudes. Since all questions were answered in seven-point Likert scales, the cut-off for affective attitude dimension was set at the standard mean value of four, which means the tourist's feelings about the destination is neither positive nor negative, in favour or disfavour.

3.9.2 Analysis of gender and level of studies effect on the image components

Independent-samples t-test was employed to analyse the influences of students' gender on their perceived and affective destination image. Perceptual and affective components are continuous variables and the students' majors were divided into two groups which is a discrete variable, t-test is an effective method to compare the means of each variable between the two groups. In this t-test, alpha level was set at 0.05, if there is statistical significant difference on certain questions between the students of different genders, these questions would be explained through the factors that are extracted from the following exploratory factors analysis. Analysis of Variance (ANOVA) were employed to test the level of studies' effect, because this discrete variable contains more

than two levels. Compared to applying multiple t-test, ANOVA reduces the chances of Type I error occurrence. A similar method was employed to measure the effects of gender and level of studies on affective components.

3.9.3 Analysis of perceptual components of destination image and travel motivation

Investigation on the perceptual components of China's destination image and travel motivations both adopted factor analysis. Veal (1997) notes that people with a high score on one variable also tend to have a high score on certain others, which might then form a group. Factor analysis is a useful instrument to examine whether the indicators bunch in the ways proposed by a priori specification of dimension (Bryman & Cramer, 1994). Prior research results show that usually, within groups, the identified factors in motivation studies do not display strong relationships with each other, regardless of whether they belong to the pull factors group or push factor group. Sönmez and Sirakaya (2002, p.195) state that destination image factors have low multicolliearity, which "suggests that these image can be treated individually". Therefore, when there is a reason to believe that underlying factors are independent of another, varimax rotation is most frequently performed to rotate the eigenvector to a simple structure, and the identified factors are to be easily interpreted (Bryant & Yarnold, 1995). In this analysis, principal factors were regarded as factors that have eigenvalue greater than, or equal to, 1.0 and the factor loading at a "fair" level of greater than .45. To measure the correlation among the variables under each to-be-identified factor, Kaiser-Meyer-Olkin [KMO] and Bartlett's tests were conducted. If KMO value is greater than or equal to 0.7, and Bartlett's p value was significant at 0.05 level, this indicates that the variables in certain to-be-identified factors are correlated and the extracted principal factors are valid and reliable.

CHAPTER FOUR: ANALYSIS OF DATA

4.1 Outline

A detailed analysis and results to research questions of the study are presented. For the perceptual image study, an exploratory factor analysis was applied, and two factors are identified. These two factors are labelled "cultural and natural attractions", and "travel quality". Mean scores were calculated to reveal students' affective attitude towards China which found that China was perceived to be a "pleasant", "stimulating", and "exciting" destination. Three motivation factors, labelled "knowledge and novelty seeking", "excitement and fun", and "self-refreshing", were identified through another factor analysis.

An independent sample *t*-test and ANOVA test were conducted on the two perceived image factors and four affective scales. The tests show that gender does not influence the perceived images, while it has a very moderate effect on the students' affective attitudes. The tests also reveal that one's academic major is a significant factor in influencing a student's image formation.

4.2 Respondent's profile

Of the 424 respondents, 32.1% are males and 67.9% are females (Table 4.1). The ages of the respondents range from 18 to 54, with the majority belonging to the 20-22 years age group (72.6%). An overwhelming 78.3% of the respondents are of Canadian cultural background, with European (14.4%) the second largest dominant cultural background. Other cultural backgrounds only represent 7.3% of the total respondents.

The students' self-reported academic majors reveal that most of the respondents major in Community Health Sciences (23.1%), Recreation and Leisure (21.0%), Physical Education and Kinesiology (18.2%). Nine respondents take the course of Mandarin studies. Most of these students are from the majors of Linguistic Studies and History and some are students from Hong Kong who cannot speak Mandarin. Since these students already have certain interests or some relations to China, and their academic majors only account for a very minor portion of the total sample, thus in order to distinguish these students, they are categorised by their enrolment in the Mandarin course instead of by their majors. The majority of the respondents are second year (44.1%) and third year (33.5%) students.

More than half of the respondents (55.7%) indicate that they have more than six travel experiences outside Canada, and only 10 people (2.4%) report that they have never travelled outside of Canada. The most frequent overseas destinations visited by the respondents are the U.S.A (399 persons, 94.1%), European countries (149 persons, 35.1%), and Middle America (145 persons 34.2%). The majority of the respondents have never visited China; only 10 participants reported a visit to China, representing 2.4% of the valid responses. A cross-tabulation with Chi-square test was conducted to examine any students' travel experience difference between the academic majors, and found no significant differences. Appendix E presents the travel experiences and dominant cultural background of the respondents.

Table 4.1

Profile of respondents (N=424).

	Frequency	Per cent
Gender		
Male	136	32.1
Female	288	67.9
Age		
18-20	16	3.8
20-22	309	72.9
23-25	50	11.8
26-29	14	3.3
Above 29	35	8.3
Declared major		
Child and Youth Studies	33	7.8
Community Health Sciences	98	23.1
Mandarin (elective course)	9	2.1
Physical Education and Kinesiology	77	18.2
Psychology	48	11.3
Recreation and Leisure	89	21.0
Sports Management	70	16.5
Year of study		
First year	12	2.8
Second year	187	44.1
Third year	142	33.5
Fourth year	66	15.6
Other	17	4.0

4.3 Analysis of the research questions

Question 1. What is the students' perceived/cognitive image of China as an overseas destination?

A factor analysis was conducted to illustrate students' perceived images of China. The purpose of the factor analysis is to summarise the 20 questions about China into several factors to represent the students' perceived images of China. Most of the questions state positive images of China, and ask for student opinion from strongly disagree to strongly agree. As stated in the Chapter Three on methodology, among the 20 statements, there are four items stating negative images of China, the coding of these four questions was reversed before the analysis.

The normality and multicollinearity tests were conducted to assure that all the variables met the assumptions for the factor analysis. The majority of the 20 variables were distributed normally, except the variables of "Chinese architecture" and "China's exotic atmosphere" were slightly and negatively skewed. The square root was calculated to replace the original values of these two variables in the following factor analysis. The Mahalanobis distance test was conducted for the perceptions questions and found no outlier in the responses. Table 4.2 presents the means and standard deviations of the 20 variables of perceived images.

An EFA was applied with principal component extraction and varimax rotation procedures to identify the factor dimensions. In order to identify whether the appropriateness of factor analysis for this set of data, KMO measure of sampling adequacy (KMO = .861) and Bartletts' test of sphericity ($p < .05$) were conducted, and the results suggest that factor analysis is applicable to these variables. Hair, Anderson,

Tantham, and Black (1998) suggest that factor loadings greater than .30 can be considered significant, and statements with factor loadings greater than .40 are important and greater than .45 are considered very significant. Thus, the cut-off for factor loadings was set at .45 with an eigenvalue greater than 1.0 for factor extraction.

Four factors were extracted from the 20 items on perceived images, and 19 items met the criteria of extraction, only the item "China is a good place to shop" did not. The reliability test was carried out to test the internal consistency of the items within each factor. The first two factors explain 36.83% of total variance and the last two factors explained 17.31%. However, the reliability test shows that the Cronbach's alpha coefficient of the third factor is .35, which is less than .70. This factor includes the items of the availability of high standard hotels, tourist information, and perceived pollution levels in China. The fourth factor only contains two items ("exotic atmosphere" and "a good place for shopping"), which does not meet the requirement to form a factor. As a result, these last two factors were eliminated from the four factor structure, leaving a two-factor solution. Table 4.3 lists these two factors, each item within the factors, and the full rotated component matrix is presented in Appendix C.

Within the two-factor solution, some items are loaded on both factors. In this case, the higher factor loading was selected to determine which factor this item should be congregated into. When the factor solution had been derived, the two factors were labelled. Hair, Anderson and Tatham (1986, p.257) state that "variables with higher loadings will influence to a greater extent the name or label selected to represent a factor." In the perceived image analysis, factor one consists of six items which mainly describe the physical tourist attractions of China.

Table 4.2
Mean and standard deviation of the 20 perceived image questions (N=424)

	M	SD	Skewness	Kurtosis
Many interesting historical attractions	5.57	1.42	-.91	.31
Many interesting cultural attractions	5.56	1.34	.97	.78
Lots of beautiful natural scenery	5.43	1.40	-.79	.18
Unique historical architecture	5.88	1.29	-1.32	1.67
(After skewness transformation)	1.40	.41	.77	-.14
A variety of appealing local food	4.78	1.64	-.50	-.48
Interesting events and festivals are rare (Reversed)	4.98	1.83	-.72	-.62
China has an exotic atmosphere	5.69	1.37	-1.12	.78
(After skewness transformation)	1.46	.43	.63	-.43
Versatile nightlife and entertainment	4.70	1.31	-.16	.02
A good place to shop	4.58	1.39	-.03	-.23
Products in China are of good quality	4.51	1.40	-.47	.09
Few 4-star, 5-star hotels, western standard rooms and services cannot be offered in China. (Reversed)	4.78	1.46	-.26	-.17
China offers western standards of hygiene and cleanliness	4.54	1.36	-.11	-.25
China is a safe destination for tourists	4.50	1.42	-.26	-.22
Tourist information are not easily available (Reversed)	4.67	1.32	-.10	-.27
China's Environmental pollution is severe (Reversed)	3.51	1.27	.13	-.12
Public transportation is convenient and comfortable	3.51	1.27	-.03	.03
China has a well-developed infrastructure for tourists	4.21	1.14	-.00	.59
A holiday to China will provide value for money	4.25	1.42	-.16	-.14
Chinese people are friendly and hospitable	4.69	1.42	-.39	-.22
Many Chinese people are able to understand English	4.12	1.51	-.11	-.44

Note: The mean score is based on a 7-point Likert scale, 1 = strongly disagree, 7 = strongly agree. Reversed questions are on the scale from 1 = strongly agree, 7 = strongly disagree.

Table 4.3

Factor analysis of perceived images of China (N = 424)

Factor	Factor loading	Variance explained	Eigen-value
Factor 1: Cultural and natural attractions (.85)*		19.82	3.96
Many interesting historical attractions in China	.84		
Many interesting cultural attractions in China	.85		
China has a lot of beautiful natural scenery	.75		
China has unique historical architecture	-.77		
There is a variety of appealing local food in China	.60		
China offers tourists versatile nightlife and entertainment	.45		
Factor 2: Travel quality (.82)		17.01	3.40
A holiday to China will provide value for money	.75		
Chinese people are friendly and hospitable	.68		
Many Chinese people are able to understand English	.68		
Public transportation is convenient and comfortable	.61		
China is safe destination for tourists	.61		
China has a well-developed infrastructure for tourists	.57		
Western standard hygiene & cleanliness can be offered	.47		
Total variance explained		36.83	

Note: * The value in parentheses is the reliability score (Cronbach alpha) for each factor.

The variables, "many interesting historical attractions", "Many cultural attractions in China", "natural scenery", and "unique architecture", all have loadings $\pm$ .60 or above. These variables describe the major attractions and physical functions of the destination, thus this factor is labelled "historical and natural attractions". It shall be mentioned that for the item "China has unique historical architecture", the factor loading is negative, this is due to the variable's skewness transformation. It does not suggest that this item has a negative relation with factor one. On the contrary, the mean scores for the variable is 5.88 and 78.1% of the respondents agree or strongly agree that China has unique historical architecture.

Factor two is labelled "travel quality". This factor congregates the images on the psychological functions of a destination's image. This factor comprises seven items, which address the hygiene and cleanliness in tourist areas, the safety of the destination, the comfort of "public transportation", the value for money for a trip to China, and general acceptance of the English language. It should be pointed out that the means of all the items under factor two is around 4.0, which is the median of the 7-point Likert scale. This indicates that the majority of the respondents neither agree nor disagree with the statements under factor two. The two factors show that China's cultural and natural resources and the service quality are the major images perceived by the students.

Question 2. What is the students' affective attitude towards China as an overseas destination?

The four affective attitudes questions are also based on the 7-point Likert scale, means of these four variables were calculated to measure student's attitude towards China. Table 4.4 presents the means and standard deviation of these four variables.

Table 4.4

Means and standard deviation of affective questions (N = 424)

	Mean	SD	Skewness	Kurtosis
Unpleasant—pleasant	4.91	1.46	-.59	-.03
Distressing—relaxing	4.23	1.44	-.22	-.38
Dull—stimulating	5.20	1.58	-.99	.38
Boring--exciting	5.12	1.76	-.95	-.06
Composite score	4.87	1.30		

Note: The mean score is based on a 7-point Likert scale, 1 represents the polar of the most negative attitudes, and 7 represents the polar of the most positive attitudes.

A composite score of the four bipolar scales was calculated and the value is nearly to 5.0, which indicates that the students' overall attitude towards China tend to be positive. For the dimension of pleasantness, students feel that China may be a pleasant destination (M = 4.91), and for the dimension of activeness, students believe that visiting China is stimulating (M = 5.20). For the two vectors, China is rated as the exciting destination (M = 5.12) and it may not be a relaxing place (M = 4.23). This result supports Russell and Pratt's (1980) argument that exciting is a combination of pleasantness and arousing (stimulating), and relaxing is a combination of pleasantness and sleepy (dull). From this result, it is taken that the most Canadian students consider China to be a pleasant, stimulating, and exciting, but not a relaxing tourist destination country.

Question 3. What are the students' travel motivations if they were to select China as an overseas destination?

In the 424 valid responses, 360 students indicate that they would like to visit China if there were a chance, accounting for 84.9% of the total respondents. There are only two variables each missing one value and these were replaced by series mean. The Mahalanobis distance test showed no outliers in the 360 cases. The descriptive test found that among the 15 motivation questions, most variables were distributed normally, except two kinship items "I have friends or relatives there" (skewness=2.83, kurtosis=7.59) and "to understand the place where my family or relatives came from" (skewness=3.82, kurtosis=14.50) were severely and positively skewed. This means that a number of respondents selected lower values ("not important") on these two questions. A frequency test on these two variables revealed that in the 360 responses, 79.4% and 86.9% respondents respectively selected "1" on the two questions, which means "not important at all". These two variables also failed to transform into a normally distributed curve. The variables "experiences a different culture" and "because I have never visited before" are slightly skewed; they were transformed into normal distribution by taking square roots. The items of "to experience a different culture" and "because I have never visited China before" are slightly skewed and transformed into normal distribution by taking square roots. Table 4.5 presents the means and standard deviation of the 15 motivation questions.

A similar EFA was conducted and extracted four factors from the 15 motivation questions. KMO measure of sampling adequacy (KMO = .77) and the Bartlett's test of Sphericity (p < .001) show that factor analysis is appropriate for this data set. Of the four factors, a factor which contains the items of "because I have never visited before";

Table 4.5

Mean and standard deviation of travel motivation (N=360)

Item	M	SD	Skewness	Kurtosis
Learn new things and increase my knowledge	5.61	1.28	-.92	.61
Experience a different culture	5.90	1.12	-1.27	2.17
(After skewness transformation)	1.40	.36	.62	.02
Meet new and different people	4.97	1.44	-.52	-.08
Enjoy different scenery	5.81	.99	-.56	-.22
Do something exciting and thrilling	5.48	1.18	-.73	.54
Visit a place I can talk about when I get home	5.06	1.40	-.59	-.04
Have fun and be entertained	5.14	1.24	-.68	.58
Be physically and emotionally relaxed	4.08	1.50	.02	-.42
Meet people who are also interested in China	3.50	1.54	.15	-.55
Friends may value or appreciate my travel experience	3.60	1.70	.16	-.86
Because I have never visited China before	5.91	1.37	-1.82	3.58
(After skewness transformation)	1.38	.42	.97	.83
Because none of my friends have been there before	3.55	1.94	.13	-1.17
Because the 2008 Olympic Games will be held there	4.09	2.16	-.15	-1.37
Because I have friends or relatives there	1.54	1.32	2.83	7.60
Understand the place where my family or relatives came from	1.35	1.13	3.82	14.50

Note: The mean score is based on a 7-point Likert scale, 1 = Not important at all, 7 = very important.

"none of my friends have been there before"; and "the 2008 Olympic Games will be held there" was eliminated after the reliability test with Cronbach's alpha coefficient less than .70 (alpha = .45). The three travel motivation factors explained 47.35% of the total variance (see Table 4.6). These three factors are labelled "knowledge and novelty seeking", "excitement and fun", and "ego enhancement". The two kinship items integrated into one factor. However, this factor contained only two items, it was excluded from this factor-solution. The summated mean of the first motivation factor is 5.57. Within the factor, the students' have the highest evaluation for the motives of "experience a different culture" (M = 5.90) and "enjoy different sceneries" (M = 5.81). The summated mean for the second factor is 5.26, which shows "excitement and fun" is also an important reason for the students to visit China. However, the students on the third motivation factor "ego enhancement" is much lower, and summated mean of this factor is 3.73. A full rotated component matrix for this factor analysis is presented in Appendix D.

Question 4. Does students' gender affect the perceived destination image of China?

The gender's influence on perceived image was analysed via independent sample *t*-test. In order to examine how the perceived images vary between the two genders, only items that congregated into factor one (cultural and natural attractions) and factor two (infrastructure, value and receptiveness) were compared in the *t*-test. Among the 424 valid respondents, 136 were male, and 288 were female. Levene's test was conducted and found that the variances were equal. Results of the *t*-test show that there is no significant difference on the images about China between the two genders (see Table 4.7).

Table 4.6

Factor analysis of students' travel motivations for visiting China

Factor	Factor loading	Variance explained	Engine -value
Factor 1: Knowledge and novelty seeking (.80)*		18.11	2.68
Learn new things and increase my knowledge	.85		
Experience a different culture	-.87		
Meet new and different people	.68		
Enjoy different scenery	.60		
Factor 2: Excitement and fun (.71)		14.87	2.22
Visit a place I can talk about when I get home	.77		
Have fun and be entertained	.74		
Do something exciting and thrilling	.67		
Factor 3: Ego enhancement (.72)		14.37	2.20
Meet people who are also interested in China	.85		
Friends may appreciate my travel experience	.79		
Be physically and emotionally relaxed	.52		
Total variance explained		47.35	

* The value in parentheses is the reliability score (Cronbach's alpha) for each factor.

Table 4.7

Genders' influence on the perceived images of China (t-test)

Factor	Mean		*t*-value	Sig.
	M	F		
Factor 1: Cultural and natural attractions				
Many interesting historical attractions in China	5.61	5.55	.47	.64
Many interesting cultural attractions in China	5.47	5.60	-.93	.35
China has a lot of beautiful natural scenery	5.36	5.47	-.75	.45
China has unique historical architecture	5.76	5.93	-.13	.19
There is a variety of appealing local food in China	4.87	4.74	.75	.45
China offers tourists versatile nightlife and entertainment	4.73	4.69	.36	.72
Factor 2: Travel quality				
A holiday to China will provide value for money	4.31	4.23	.56	.58
Chinese people are friendly and hospitable	4.79	4.64	1.00	.32
Many Chinese people are able to understand English	4.12	4.13	-.10	.92
Transportation is convenient and comfortable	3.61	3.46	1.12	.26
China is a safe destination for tourists	4.72	4.40	.39	.07
China has a well-developed infrastructure for tourists	4.12	4.26	-1.15	.25
Western standard hygiene & cleanliness can be offered	4.56	4.53	.20	.85

Note: 1. N = 424. M and F refer to male and female respondents respectively.

2. Mean score is based on a 7-point Likert Scale, 1 = strongly disagree, 7 = strongly agree.

Question 5. Does students' gender influence their affective attitudes towards China's destination image?

Another independent sample *t*-test was applied to find gender's effect on the students' affective attitudes towards China. The result suggested that there is a statistically significant difference on the dimension "distressing—relaxing" (t (422) =2.05, p<.05). Females (M = 4.13, SD = 1.45) are less likely to feel a visit to China would be relaxing than males (M = 4.44, SD = 1.40). There was no significant difference found on the other three bipolar scales.

Question 6 & 7. Do students' majors affect their perceived images and affective attitude towards China?

The proposed questions 6 and 7 ask how the level of study affects student's perceived image and affective attitude towards China. However, an overwhelming 77.6% of the respondents were at the second and third year level of school, which makes the sample size of each study level unequal and the result from ANOVA may not truly reflect the reality. Thus, questions 6 and 7 were changed to whether students' majors influence their perceived image and affective attitude towards China.

The respondents follow six majors and one elective Mandarin course. In order to increase the reliability of ANOVA results, equal cell sizes of different majors were taken into consideration. Students majoring in Child and Youth studies (N = 33), and Psychology (N = 48) were recruited in one psychology class, and the number of respondents in each of these two majors was less than half of the respondents in any other majors. Frequency tests on the 20 perceived image questions were employed between these two academic major individually and found similar mean values and distribution

curve of each item between these two majors. An independent-sample *t*-test further confirmed the finding that there is no significant difference on each of the 20 items between the students in the two majors. Consequently, in order to increase the reliability of the ANOVA test, these two majors were integrated and labelled Psychology. Students that selected the Mandarin course were excluded from this analysis due to the small sample size (N = 9), leaving five majors for the analysis. The five majors are Recreation and Leisure (RECL), Physical Education and Kinesiology (PEKN), Community Health Sciences (CHSC), Sport Management (SPMA), and Psychology (PSYC).

The differences in the perceived images of China between the students in different academic majors were examined through a one-way ANOVA with a post hoc Bonferroni test. The extracted two image factors were used as the dependent variables and the academic major was the grouping factor. To meet the statistical assumptions, homogeneity of variances test was conducted via Levine's test. The ANOVA test shows that there is significant difference for both of the two image factors between the students in the different majors (p<.001). The ANOVA test shows that the largest gaps of the perceived images are between the majors of PEKN, SPMA, CHSC and PSYC. The grand means of the two factors under each academic major are presented in Table 4.8.

For the first image factor "cultural and natural attractions", the significant differences reveal that students in the PEKN (M = 4.96) and SPMA (M = 5.01) program have a less positive image than the respondents in the CHSC (M = 5.69) and PSYC (M = 5.56) program. Students in the latter two programs showed the highest mean scores on the first image factor among the five academic majors. There are no significant differences found between the students in the other majors.

Similar results were found on the second image factor "travel quality". While all groups have negative perception on this factor, i.e. none of the means is equal or above five, the PEKN students' perception is even more negative. The ANOVA test showed that significant differences exist between the PEKN students (M = 3.58) and their counterpart in the CHSC (M = 4.53) and PSYC (M = 4.65) programs. No significant differences were found between the students in the major of SPMA or any other programs.

The PEKN students' low perceptual image on China also leads to their affective attitudes towards China (Table 4.8). The summated means of the four bipolar scales were calculated according to each academic major, and an ANOVA test was conducted to examine the differences between these summated means. The summated means reveal that PEKN students' have the lowest affective attitudes value (M = 4.25), CHSC (M = 5.14) and PSYC (M = 5.25) students have the highest values. The ANOVA test showed that the former is significantly less than the latter (F (4, 410) = 8.17, p<.001). The two ANOVA tests show that on both perceptual images and affective attitudes, the PEKN students always have the lowest value.

The ANOVA test reveals that differences of the perceptual and affective images exist between the students in certain academic majors, however these tests do not present which perceptions and affective attitudes cause the significant difference. Understanding this question helps to explain why the PEKN students' evaluation of China's destination image is lower than that of CHSC and PSYC students.

Table 4.8

Major's influence on students' perceived images and affective attitudes towards China

Variable	Mean					ANOVA	
	RECL (n=89)	PEKN (n=77)	CHSC (n=98)	SPMA (n=70)	PSYC (n=81)	F(4, 410)	Sig.
Cultural & natural attractions	5.19	4.96c,e	5.69b,d	5.01c,e	5.56b,d	5.94	.000
historical attractions	5.39	5.18c,e	5.84b	5.31	5.88b	4.31	.002
cultural attractions	5.38e	5.09c,e	5.84b,d	5.21b,e	6.00a,b,d	7.59	.000
Natural scenery	5.24c	4.99c	5.88a,b,d	5.11c	5.64b	6.53	.000
historical architecture	5.85	5.52c	6.28b,d	5.50c	6.05	5.95	.000
appealing local food	4.75	4.17c,e	5.15b	4.51	5.01b	4.90	.001
Nightlife entertainment	4.52c	4.78c	5.14a,b,d	4.42c	4.74	4.84	.001
Travel quality	4.08	3.78c,e	4.62b	4.10	4.53b	6.59	.000
value for money	4.15	3.58c,e	4.53b	4.11	4.65b	7.90	.000
People friendly hospitable	4.63b	3.98a,c,e	5.07b	4.51	5.07b	9.13	.000
English communication	3.79c	3.81c	4.66a,b,d	3.71c,e	4.46a,d	7.87	.000
Public transportation	3.37	3.20c	3.74b	3.52	3.73	2.98	.019
Safe destination	4.27c	4.23c	4.89a,b,d	4.41c	4.68	3.73	.005
Tourist infrastructure	4.11	3.83c,e	4.47b	4.13	4.34b	4.40	.002
Hygiene & cleanliness	4.25c	4.30c	5.01a,b,	4.31	4.78	6.08	.000
Affective attitude	4.76	4.25c,e	5.14b	4.68	5.25b	8.17	.000
Unpleasant—pleasant	4.84b	4.09a,c,d,e	5.34b	4.74b	5.27b	10.65	.000
Distressing—relaxing	4.24	3.66c,e	4.51b	4.08	4.47b	4.77	.001
Dull—stimulating	4.98	4.74e	5.40	5.00	5.65b	4.50	.001
Boring—exciting	4.99	4.52c,e	5.30b	4.90	5.64b	4.79	.001

Note: 1. RECL, PEKN, CHSC, SPMA, and PSYC, respectively refer to the majors of Recreation and Leisure, Physical Education and Kinesiology, Community Health Sciences, Sport Management, and Psychology.
2. a, b, c, d and e also refer to the above majors respectively. They are used to indicate between which majors that significant difference exists.
3. The mean score is based on a 7-point Likert Scale, 1 = strongly disagree, 7 = strongly agree.

Another ANOVA test was applied to examine the means of each image item by the five different academic majors (Table 4.8). The results showed that the PEKN and SPMA students have the lowest values on every perceptual and affect item, and these values are all significantly lower compared to those of the CHSC and PSYC students ($p<.05$). Although the difference exists in each item, the largest gaps between the perceptions of the students in these four majors are formed on these items:

a). In the first factor *cultural and natural attractions,* items "cultural attractions", "natural scenery", and "historical architectures", showed the largest gaps.

b). In the second factor *travel quality,* they are "value for money", "people are friendly and hospitable" and "English is understood in the big cities".

For the affective attitudes, the ANOVA test shows that the largest differences exist on the pleasantness dimension and distressing—relaxing vector. On the pleasantness dimension, the PEKN students' affective attitude is 4.09, while the CHSC students' attitudes are more positive ($M = 5.34$). On the distressing—relaxing vector, the PEKN students feel that a trip to China is more distressing ($M = 3.66$), while the other students' attitudes on this factor tend to be neutral or moderately positive. The entire student sample identifies affective image of China as a pleasant, stimulating, and exciting destination country. However, the PEKN students' affective image is different. They feel that China may have something to offer (stimulating), but it may not be pleasant, thus the trip may be more distressing.

In order to identify within the range of this study, whether there are other reasons leading to the different images of China between the students in the different academic majors, further analyses were conducted on the demographics and the detailed image

items within each factor. The demographics applied in the analysis are: the number of travel experiences outside Canada; visit to Asia, student's dominant cultural background, and student's age. Because gender, examined in research question Four, showed no difference of the image between the two genders, it is not considered in this analysis. Previous experience of China is also excluded in this analysis because only ten respondents reported that they had been to China before, five of which are from Mandarin studies, which are excluded in the academic major comparison. The above tests show that the RECL students' images of China are not significantly different from those of the other students, thus they were excluded from the analysis.

The cross tabulation with Chi-square tests were conducted on these demographics except age and number of times for travel outside Canada. The tests did not find any significant difference on these three demographics between the four academic majors. An ANOVA test was conducted between the different numbers of trips outside Canada and did not find any significant difference on the images of China either. An independent-sample t-test was applied to compare the students' age in the PEKN and CHSC programs and found there is a significant difference of ages (t (99.93) =6.193, p<.05). The average age of the PEKN students is 21.18 and for the CHSC students it is 26.64. This indicates that age may be a factor that also influences students' perceived images of China so that there is a large variation of perception between these two groups. This finding, however, does not negate academic majors' influence on students' perception of China. An examination on the ages between the PEKN and PSYC (M=21.99) students, who also have significant image differences from the former, found that there is no age difference between the two groups.

The ANOVA analyses examine the image difference between the students in the five academic majors' and indicate that students' interest may be an important factor in influencing their destination image formation process. The students in the Sport and Kinesiology program have less interest in Chinese culture and history, and have a lower affective appraisal for China. Conversely, the students in Community Health and Psychological program have more positive images of China.

Question 8. Descriptive analysis of the open-ended questions.

There are four open-ended questions collecting the information of students' other images of China; the reasons for not visiting China even if given a chance; other motivations for visiting China than listed in the questionnaire and; comments on this study. In the 424 responses, 178 respondents (42%) replied to at least one of the four questions.

The first question asked students for their other perceived images of China, and received 106 responses. The most frequently appearing words are "overpopulated" (45.6%), "communism" (17.9%), "busy" (16.9%) and "rice" (11.3%). These answers indicate that the students' image of China is still an old stereotype that China is an overpopulated agricultural and communist country. These answers, which are facts in China, suggest that China's tourism resources are largely unknown to the students. Other images include "girls are less important than boys", "dragon", "martial arts", but these images only count for a small portion of the response (1.9% - 4.7%).

The second question addressed students' rationales behind not visiting China. 64 respondents (15.1% of the total respondents) selected not visiting even if given a chance, and 37 of them (57.8%) answered this question. Table 4.9 presents these reasons, the

numbers and percentage of these reasons. It is interesting that the reasons for non-visit are similar to the differences on the perception of China between the students in the different academic majors. These similarities are reflected on "Not interested", "no interest in other culture than mine" (the PEKN and SPMA students' more negative perception of China's culture and history), "too expensive" (The PEKN students believe that a trip to China may not offer value for vacation money), and "the language barrier" (The PEKN students think that English cannot be understood in large cities in China).

The third question helps investigate students' other motivations for visiting China, 69 respondents (16.3% of the total respondents) replied to this question. Although it requests students to evaluate its importance for them to visit China in the Likert scale, "experience the Chinese history and culture" is still written down by a large portion of these students (40.3%). Students also give as motivations: to see attractions, such as the Great Wall, panda (which are the pull factors in the push and pull notion); to travel on business; to teach English in China; a stop on the way to Australia/New Zealand. The frequency of these motivation answers range from two to five (2.9 - 7.2% of other reasons for visiting China).

The last question asking for comments on the study received 23 replies (5.4% of the total respondents). The respondents suggest that they do not know much about China (eight persons, 34.7%), "all I know about China is what I hear on the news"; "we need to see more about China in the media". These images are usually negative. Some respondents say "I think China is a fascinating place, but [I am] scared of the influences of disease through the media"; "I see negative images from communist roles on TV". There are some other comments which are more likely barriers for visiting China, such as

price, disease, and language. These results show that there is no accurate, readily available and sufficient information for students to learn about and become familiar with China. These results provide support for the argument in the literature that China's image is often negatively influenced by the western media.

Table 4.9

Reasons for not visiting China (N=37)

Reasons	Times of mention	Percentage
Not interested	11	29.7
Too expensive	9	24.3
No interest in other cultures than mine	9	24.3
Don't like an overpopulated destination	6	16.2
Language barriers	5	13.5
Scared of flying	3	8.1
Scared of disease and pollution	3	8.1
It won't be my first choice	2	5.4
It's too far away	2	5.4
Don't like communism	2	5.4

Results from the four open-ended questions show that students do not have a strong positive awareness of China. The four questions also reveal that China's culture and history are still her most important attractions to the potential market, and the major barriers for these tourists are high costs and health services perceived as inadequate.

4.4 Other findings on the dataset

The questionnaire also collected other information. Although it is not directly related to the research questions, this information helps better analyse the research questions and offers some direction for future marketing and promotion.

1. The results of a knowledge test on the facts of China.

The questionnaire includes ten questions which test the students' basic knowledge of China. These ten questions were generated from CNTA and CNTO's promotional web pages. The students were asked simply to select "yes", "no" or "I don't know" to answer these questions. The results of the knowledge test show that the students are not familiar with most of the promoted tourist resources. Figure 4.1 presents the results of the knowledge test on China's facts. Of the questions which were correctly answered, those addressing the Great Wall, panda bear, dynastic heritage in Beijing, and Hong Kong's return to China, were answered with a rate of over 60%.

2. Students' interest in the 2008 Olympic Games in Beijing.

The Olympic Games are the only pull question listed in the motivation survey to investigate whether it will become a major attraction in the future. The question asked students to indicate the importance of the Olympic Games for them in visiting China on a seven-point Likert scale, from "not important at all" to "very important". A descriptive analysis of this question was conducted on the 360 responses who indicated an intention to visit China if given a chance, and found that there are mainly three categories, not important at all (20.3%), neutral (16.7%), and very important (17.5%), and the total mean is 4.09. As to identify whether males and females perceive different importance of the Olympic Game in their visitation intentions, an independent-sample t-test found that

Figure 4.1 Knowledge test on China facts, Percentage breakdown by answers.
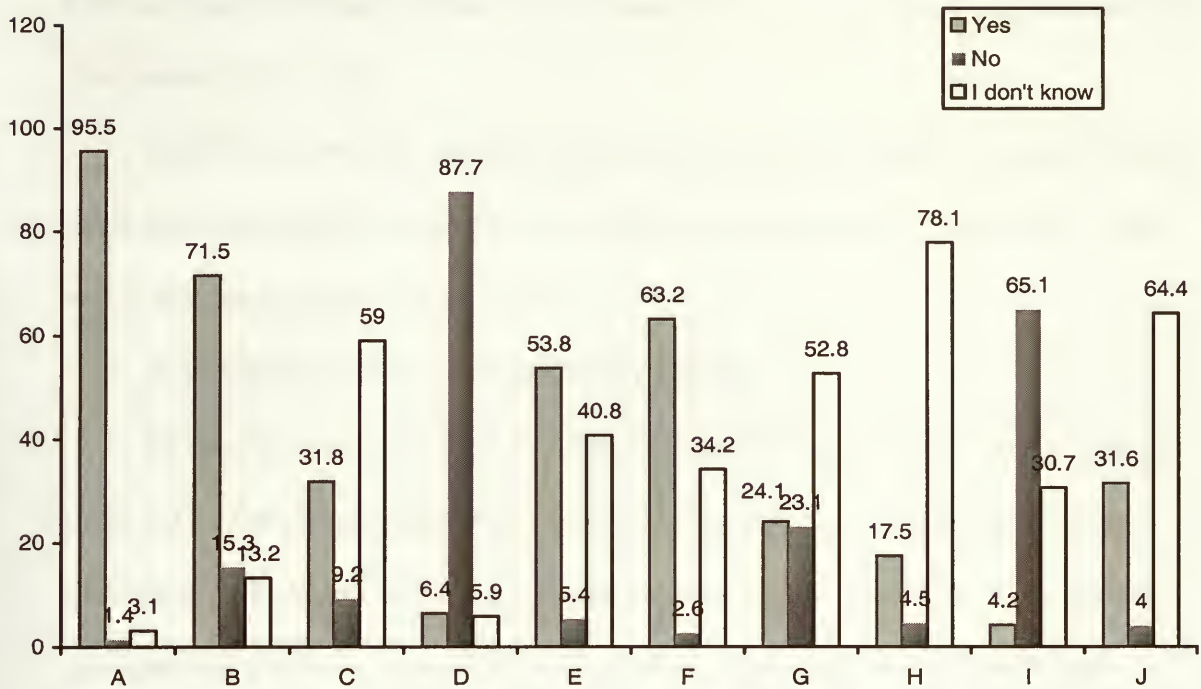
Note: A—J signify the ten questions on China facts. Respectively, they are

A: The Great Wall is in China. (Answer T)

B: The panda bear is unique to China. (Answer T)

C: Tibet is on a plateau and named the roof of the world. (Answer T)

D: China is a sparsely populated country. (Answer F)

E: Shanghai is a large cosmopolitan city in China. (Answer T)

F: Beijing is rich in dynastic heritage. (Answer T)

G: China has many ethnic minority groups whose folk customs are exotic. (Answer T)

H: The Three Gorges are on the Yangtze River in China. (Answer T)

I: Hong Kong is still a colony of Britain nowadays. (Answer F)

J: Life-size Terra Cotta Warriors are a cultural treasure of China. (Answer T)

the p value is nearly significant, t (358) = 1.952, p = .052, and there may be a difference between male and female on this motive, male (M = 4.42) perceives a higher importance than female (M = 3.94).

An ANOVA test was conducted between the students in different academic majors and found that only SPMA students (M = 5.07) are significantly different from others which have no mean value exceed 4.50.

3. Visitation intention between the two genders.

Of the 424 valid responses, 136 are males and 228 are females. Among them, 23 male and 41 female selected not to visit China even if given a chance, representing 16.91% of all male and 14.23 % of all female. A cross tabulation with chi-square test examined the visitation between the two genders and found a nearly significantly difference (p = .06). This suggests that males are less likely to select China as their vacation destination.

4.5 Summary of the analysis

This study recruited students as its sample and identified two perceptual image factors *cultural and natural attractions,* and *travel quality.* The students perceive China as a destination with abundant historical and cultural attractions, beautiful natural sceneries. However, they have a negative perception of the travel quality in China. The students' affective image of China is that China is a pleasant, stimulating and an exciting destination. Students' self-reported images of China reveal that their image is still influenced by the stereotypes. The study also identified the potential travel motivations

for visiting China, and found *knowledge and novelty seeking, excitement and fun,* and *ego enhancement* as primary motivations.

Examining the influence of students' genders and academic majors on their destination image formation process showed that gender does not influence the students' perceived image, only on the affective attitudes that males regard a China visit slightly more relaxed than females. Analysis from the students' academic majors' aspect reveals that students in Sports and Kinesiology have a negative perception of China's history and culture, the value of a trip to China, and the language barriers. These low perceptions coincide with the students' self reported reasons for not visiting China.

CHAPTER FIVE: DISCUSSION AND CONCLUSION

5.1 Outline

The results described in Chapter Four reveal that the present destination image of China is based on her culture and history. A further knowledge test showed that China is not familiar to most Canadian students, and there is no accurate, readily available, or sufficient information source for students to be exposed to China. The students' motivation analysis reveals that the most important motive for visiting China is to increase knowledge and experience a different culture, which support the argument that perception and motivation are related. Based on the findings of the study, a way of creating a positive destination image of China was discussed. Other interesting findings resulted from this study, such as the students' different levels of interest in the 2008 Olympic Games in Beijing; difference in visitation intention between male and female; and students' image confusion of China and Japan. As to the implication for future research, this study suggests that age, previous experience, and destination familiarity should be the factors influencing destination image formation. Plog's (1995) *venturesomeness* model could also be an effective tool in segmenting the potential market for China.

5.2 China's tourist destination image

This study revealed two image factors of China that students have: *cultural and natural attractions,* and *travel quality.* The open-ended questions further illustrated the image in the students' mind. The similarity between the past and present images of China is mainly reflected in the students' responses to the open-ended questions. Westerners'

stereotypical image formed after the foundation of New China in 1949 still exists in today's young generation's minds. China's communist regime is largely assumed by the Canadian student to be a barrier in visiting China. Indeed, one student commented that "I don't know whether it is safe for a democratic Canadian to travel in China". This worry is unnecessary if the travel is conducted legally under Chinese laws, and it should have not become a barrier. The similarity with the old images also can be found from the first image factor (cultural and natural attractions) identified in this study. The unique natural and cultural sceneries usually come to people's mind when China is mentioned.

The first factor is based on China's natural and cultural tourist resources. It is the major image that students perceived of China. The students strongly perceive China as a destination rich in historical and cultural heritages, ancient architectures, magnificent natural sceneries, and exotic atmospheres. Although the items of Chinese food, nightlife and entertainment are also included in this factor, their means are lower than the other items which indicate that these destination attributes were perceived as inferior, needing to be improved.

The image illustrated from the factor "cultural and natural attractions" is identical to the image that the Chinese authority promoted on its web site. However, this does not mean that this promotion, or more precisely its introduction to China, is effective. The test on students' knowledge about China reveals that the students' perceived tourist attractions of China are mostly based on the well-known attractions, such as the Great Wall, and frequently appeared names in media, like Beijing and Hong Kong. The results indicate that as an overseas country, China is not a familiar destination to most students. Except some well-known tourist sites, other tourist attractions, such as the Terra Cotta

Warriors in Xi'an City, a World Cultural Heritage designated by UNESCO, and the

Three Gorges which is a major tourist attraction promoted by the Chinese government,

are not known to most students.

This fact indicates that the students' image of China is still based on the common

knowledge, which is usually acquired from basic education, mass media etc. Other tourist

resources promoted by the Chinese government in the Canadian market have not yet

made a remarkable impression on the potential market. The students' image of China as a

cultural and historical destination also displays that there is a gap between China's

destination image and the frequently changing annual themes tour promoted by CNTA.

As mentioned in the literature reviews, the purpose of these annual themes tour is to

present different aspects of China's culture, history and nature (Beria, 1996). These

themes include "China Eco-tour 1999", "New Millennium Tour 2000", "Catch the

Lifestyle-China 2004" and "the Third Visit China 2005" etc. Although these themes may

attempt to create positive images of China, they neither directly reflect the historical and

cultural destination image of China, nor do they present a clear image of what the

promotion offers. As Wang and Ap (2002) argued, the frequently changing annual

themes confuse rather than help establish a holistic image of China.

The knowledge test reveals that the students' perception of China as a cultural and

natural scenery destination is in the stage of what Gunn (1972) named "organic image",

which means that "the image is formed as a result of exposure to newspaper report,

magazine articles, TV reports, and other nontourism specific information source" (Fakeye

& Crompton 1991, p.10). Fakeye and Crompton (1991) point out the organic image is the

base for tourist image formation process. Once an individual has motivations to take a

vacation, he or she will be guided by the motivation to search alternative destinations in the already set organic images. The induced image is formed in the research process and this image provides the individual with more information to evaluate destinations and make the final decision. This suggests that although China has the organic image as the base for image formation, it does not have sufficient promotion to facilitate the potential tourist to form positive induced images of China. Thus it is difficult for a potential tourist to have more information to evaluate China. Subsequently the lack of information makes it unlikely that a potential tourist will choose China as their first choice destination.

Travel quality is the other image identified in this study. This image addresses the hygiene and cleanliness, safety, value of vacation money, local peoples' receptiveness, language barriers, and infrastructure for tourists. The moderate summated mean value of this factor shows that the students do not acknowledge these travel quality variables of visiting China, especially, students hold a poor image on the transportation convenience and comfort.

This unfavourable perception of travel quality may suggest that students do have less positive images on these destination attributes. They do not feel Chinese food is appealing after SARS and bird flu outbreak in China. The students may also be influenced by some stereotypical images of China, such as the inferior infrastructure and services in China (Wang & Ap, 2003). However, this unfavourable perception of travel quality may also suggest that students are not properly informed about these attributes, causing the values which they selected to fluctuate around the median. It should be noted that some students circled the value four (neutral) with a note "I don't know", especially on the items "public transportation is convenient and comfortable" and "China has well-

developed infrastructure for tourist". In these instance 40% and 47% students selected the median value. This gives the indication that it may be more appropriate to say that students lack information on these destination attributes of China. Their image on the travel quality is not as clear as the first factor (cultural and natural attractions). They do not have a positive image on the travel quality, which may subsequently hinder their travel to China.

The ambiguous image as a result of lack of information confirms the argument in the literature that external stimuli are also important factors to cause destination image. Baloglu and McCleary (1999) state that previous experience and information source are important factors that influence a destination image formation. In this study, the majority of the students have no previous travel experience to China, neither have they received adequate amount of information on China through a variety of information distribution channel, such as mass media and word-of-mouth recommendations. As Gartner (1993) states that the types and amount of external stimuli received are the key players in influencing the formation of the perceptual components of image. In this sense, it is not surprising to see that the students have an obscure image on the travel qualities in China.

For a destination to create a positive image, travel quality is an important factor which cannot be neglected. It should be noticed that in this study, the items included under the travel quality are all the psychological attributes of a destination image, except the public transportation and infrastructure, which are functional attributes. Echtner and Ritchie (1993) suggest that a complete destination image should consist of functional and psychological attributes, i.e., tangible (attractions, price, transportation, etc.) and intangible attributes (friendliness, services, safety, etc). They further point out that in a

destination holistic image formation process, functional attributes create the mental image which also consists of the psychological attributes, while psychological attributes are more likely to result in the atmosphere of a destination. As argued in the above, the students possibly may not aware of the psychological attributes of China's destination image, therefore their image of China is not complete, and creation of a holistic image of China in their mind is hindered. The psychological attributes are also more related to the psychological reward from a trip. The negative perception or unawareness of the travel qualities in China make students unable to anticipate what the atmosphere would be in China, which, as in a vicious cycle, cannot help the destination itself to be outstanding in the consumer's destination evaluation.

The analysis on the students' affective attitudes towards China identified three affective images: pleasant, stimulating and exciting, and these affective images are moderately favourable. As Baloglu and McCleary (1999) state, the affective image is dependent on the perceptual assessment of destination attributes. The students' positive attitudes show a relationship to the students' perception of China, which describes China as a destination with abundant cultural and natural wonders. An examination of the mean scores indicates that the students have more positive image on the stimulating and exciting scales. On the activeness scale, students feel that because China has a lot to offer, it is stimulating. On the pleasantness dimension, although it is still positive, the students' evaluation is a little lower than that of the activeness dimension. This may be related to the unclear image of the travel quality. The students are not sure about the travel quality in China, which makes them unable to anticipate whether it will be a very pleasant trip or not. The students also feel China is an exciting place, which as Russell and Pratt (1980)

state, is reflected in a combination of pleasant and stimulating. The students' affective attitudes towards China can be summarised as an exciting and pleasant destination which arises people's curiosity.

However, because most students do not have travel experiences of China, they remain "nonvisitors to China". As such, their positive affective attitudes cannot be easily targeted by tourist marketers and promoters. Indeed, Baloglu (1998, p.219) finds that affective image does not influence visitation intention of a nonvisitor, "visitation intentions for a tourist destination are influenced by physical destination attributes (attractions) and perceived value of the destinations rather than feelings toward the destination before actual experience." The affective attitude and perceptual evaluation have equal amount of importance to influence revisitation intentions. This argument suggests that to penetrate the Canadian student market, the promotion in China's destination attributes could be more effective. Nevertheless, the importance of affective attitudes in non-visitors' decision making process should not be neglected. Although they are not the determinants for the destination selection for non-visitors, knowing the positive affective attitudes of one's market offers marketers the advantage of inducing the non-visitors by manipulating their decision making determinants and offering positive and attractive images of a destination.

This study also examined the influence of two demographics, gender and academic majors, on destination image formation. The results indicate that on the perceived images of China, the two genders' perception is identical. On the affective attitudes, a significant difference between the two genders was found on the scale of distressing and relaxing. While neither of the two genders feels that visiting China would be a relaxing trip,

females are even less likely to feel so. The two genders do not hold a negative attitude on this scale either. People may not think China is a relaxing destination maybe due to the characteristics of China's famous tourist attractions, which are usually historic heritage sites and large cities that do not hold relaxing images for visitors.

The ANOVA tests on the image differences between the students' in the different academic majors reveal that students who are strongly interested in the Sports program have an unfavourable perception about China's major historical and culture attractions. A Chi-square test on the visitation intention to China among the students also reveals that the students in the Sports and Kinesiology program also have less intention of visiting China. If this trend can be confirmed by further studies, this finding may have some implications for the marketers that China is not favourably positioned in particular groups of students, in this case the Sport and Kinesiology students, at least it is not their first choice.

However, as far as the students' market is concerned, this implication is not very practical and useful for marketers. It is unnecessary and impossible for destination marketers to only target the students solely according to their academic majors. Of significant value, however, is that the finding suggests that an individual's interests on the types of destinations significantly affects his or her perception about the destination, which leads to the affective attitudes towards the destination, thus eventually influencing their intention to visit the destination. Kotler et al (1999) offer an explanation as to why people's perceptions may vary on the same objects. They state that a person receives the information that attracts him or her, and then this information is distorted to fit his or her existing mind-set, eventually only the information that supports his or her attitudes and

beliefs are retained in mind. Thus personal attitudes and beliefs, which include interests, play an important role in people's perception of an object. It might be questioned why the students in the Sport program have less positive images of China while the sport activities of China are now world renowned. It should be noted that the cultural and natural attractions have become the dominant images of China. From the review of the students self-reported other images of and reasons for visiting China, cultural and natural attractions are the most frequently cited items, while sport activities are never mentioned. This influence can be changed under certain conditions. For example, a further test on the importance of the 2008 Olympic Games for visiting China showed that SPMA students strongly feel it is a very important reason for them to visit China. Therefore, in order to change these groups of people's image of China, their interest should be given a great deal of attention. In this case, for the SPMA and PEKN students, activities like exchange visits between the two countries' sport delegations can be organised through the government or non-government organisations to facilitate bilateral communication, thereby assisting in the promotion of China's tourist destination image.

The importance of personal interest in image formation and the decision making process reminds marketers that to reach the effectiveness and efficiency of a promotion, the potential consumers' interests must be highly considered. Destination promotion should not simply deliver the information "what we have", but more importantly, it must let the potential tourists know "what we have can satisfy your interest", i.e. the promotion should provide potential consumers with the information and experience that fit into their interests. Tourists' interest analysis is usually related to tourists' motivation studies. The students' travel motivation for China is also discussed in the study.

5.3 Students' travel motivation for visiting China

The study identified three motivations and answered the question "what are the factors that cause students to travel to China". Understanding this question will help China to design specific tourist products to satisfy the student market's motivations.

The factor analysis of 15 push factor items identified three motivations: *knowledge and novelty seeking, excitement and fun*, and *ego enhancement*. These three motivations are also supported in the literature (see Table 2.7 in Chapter Two). Results from the study show that the most important factor in the motivations is "knowledge and novelty seeking". It indicates that the students recognise this push factor as an influential motive. Within the factor, the students feel that experiencing a different culture and enjoy different sceneries are the two most important motives for visiting China. This motivation also has the highest factor loading in the factor analysis, which suggests that it is the most important motivation for the students in visiting China. This may be explained that students perceive cultural and natural attractions as Chin's major image.

The second factor "excitements and fun" is another important motivation for the students in visiting China. The summated mean of this factor is 5.26, which indicates that young students tend to be strongly motivated to seek excitement and fun in their travel experiences. The third factor "ego enhancement" contains the motives of "meet people who are also interested in China", "friends may value or appreciate my travel experience" and "want to be physically and emotionally relaxed". This factor could be translated to ego enhancement. The three items included in this factor are all perceived as being less important for the students in visiting China. The summated mean of this factor is very low, which suggests that ego enhancement is not a major motivation for the students in

visiting China. This finding can also be reflected from the comparison to Cha et al's (1995) study on the Japanese overseas travellers' motivation. The item "I want to visit a place that I can talk about when I get home" falls into the same factor with "Because none of my friends have been there before". Thus Cha et al label that factor "travel bragging". However, the results from the Canadian students' travel motivation to China show that "visit a place that I can talk about when I get home" does not fall into the same factor with the above item or the item of "friends may value or appreciate my travel experience". This finding suggests that for students, visiting in terms of talking about after the trip is more excitement and novelty orientated rather than self-bragging. The students do not think that visiting China is a symbol of social status or self-esteem.

The results from the students' motivation analysis suggest that the potential tourists to China are more likely to experience China's culture, increase their knowledge of Chinese history, and seek fun and excitement from the travel in China. This finding provides some evidences to correspond with the literature in tourist motivation analysis. Goodall (1988) categorises tourist motivations into physical (relaxation, health), cultural (wish to learn other places), fantasy (excitement, fun, escape), and social (friendship and kinship build or enhancement). The cultural and fantasy categories are fully supported in this study.

The motivation analysis also confirms Pearce's (1993) "travel-needs model", which considers people have a range of motives for seeking out holiday experiences. In this study, motivation "seeking excitement and fun'" is categorised as the basic physiological needs in Pearce's model. It can be concluded that the travel-needs model explains some travel motivations for China. Another comparison can be drawn from the

self-esteem needs level. The "need for self-development, curiosity and mental stimulation" can be a motivation for China, which is similar to the motivation "knowledge and novelty seeking", where self-development is expected to be the outcomes of the tourist activities. On the top level fulfillment needs, which are the ego-enhancement identified in this study, should not be considered as a motivation of the students to visit China.

The motivations identified from this study also provide the support to the studies on the relationship between the perception and motivation. It empirically shows that there is a relationship between the motivation and destination image. For the perceptual images, students perceive that China has abundant cultural, historical, and natural tourist resources. This image coincides with the first motivation to visit China, which is to increase knowledge and seek novelty. For the affective components, students feel China is a pleasant, stimulating and exciting destination. This image also fits the second motivation, seeking fun and excitement. Although there is no statistical analysis applied to it, this argument receives support from the literature. Baloglu and McCleary (1999) found that the motivation of "relaxation and escape" significantly influences the affective attitudes. Reisinger and Mavondo (2002) employed a path analysis to investigate the relations between travel motivation and perception of destination attributes. They find several significant paths between motivations and perception (6 out of 12), and state "the perception of destination attributes may be seen as dependent upon the importance of travel motivation" (p. 62). Based on the findings of the current study and the literature, it is apparent that destination image is associated with travel motivation. Consequently, promoting a destination image helps in the marketing on travel motivation.

The motivation analysis also has practical implications for the tourism and hospitality industry. It is apparent that tourist motivation to China is an important factor for positioning the destination. Understanding the students' push factors to China could help destination management create appropriate marketing strategies and build the connections between the destination and potential tourists. Based upon the findings in this study, it is suggested that destination marketers should concentrate their designs on China's natural resources, cultural and historical heritages and educational activities, as well as offering fun and excitement.

5.4 Creating a positive image of China

The study examined the Canadian students' image of China, their demographic influence on the destination image formation, and their travel motivation for China. The findings from these analyses offer valuable insight on how to create a positive image of China.

The present image which Canadian students have of China is that China is a country with abundant unique cultural and natural heritages which are different from those in the western societies. This image has already been established in the students' mind and it fits into the specialities and superiority of China's tourism resources. The motivation analysis suggests that this image is also the major expectation of the students. Thus the positive image creation should be based on the cultural and natural tourist resources. Also the students have positive affective attitudes towards China, which offers marketers the convenience of developing a potential market rather than attempting to change negative attitudes.

The study also found a few questions existing in the present images of China. First, as discussed above, although the unique culture and nature are the major image of China that the students have, this image is fragmentary and students do not have much knowledge of China's major attractions. The real depth of information contained in this present image is very superficial. In other words, other than the Great Wall, the students do not know much about what else China can offer. Second, the students do no have accurate perceptions of the travel quality in China, such as the value of the trip, destination safety, western standard of hygiene and cleanliness. These attributes are the psychological function which helps create a holistic destination image. Lack of or disinformation in these areas also hinders potential tourists' purchase decision. Third, the students' image retains some elements of the old stereotypical images that western societies have of China, for instance the negative image of the communist regime.

These problems indicate that the students are unfamiliar with China. This unfamiliarity reveals that little promotion of China tourism is geared to this market, or that the present promotion is ineffective in delivering its message. Thus proper and adequate promotion should be launched to create the positive image of China.

As Milman and Pizman (1995) state, for a destination to be successful, the first thing is to raise tourists' awareness, and the second is to build positive image. Promotion and advertising campaigns are the effective ways not only to raise people's awareness of a destination, but also to increase their familiarity with the destination, thus to enhance their already existing positive images of China.

For the promotion to be effective, marketers should first identify the target market. After the target market is selected, appropriate promotion methods should be chosen so

that the target group can receive the message from the promotion. In this case the student group, or a group that does not know much about China but potentially may go to visit, should be targeted using advertising and sales promotions which may turn potential intention to action. Kotler et al (1993, p.168) state that "advertising offers a reason to buy; sales promotion offers an incentive to buy". TV commercials and magazine advertisements increase the potential tourists' familiarity of China. Organising charted flights and offering student discount fares in domestic transportation, youth hostels, and discount to major attractions with International Student ID cards may increase in an inbound student visit flow during the students' summer holidays.

The students' inaccurate perception of travel qualities in China may be explained because that these services and experiences cannot be evaluated prior to the trip. As a result, word of mouth plays an important role in destination selection process. Baloglu and McCleary (1999) state that the amount of relevant information received, such as media, previous experience, and word of mouth, influences the perceived destination image. In their study, they found that word of mouth significantly influences both perceptual and affective images. Effective ways of widening information distribution channels and increasing word of mouth include improving the service qualities to enhance tourists' experience in China, and organising media and tour operators' familiarisation tour to China, to change their old image of the country and through their help, establish a new and positive image of China.

To change the negative image that the students have, Kotler et al's (1993) icon marketing concept could be applied from another perspective, by using Chinese celebrities rather than political leaders as icons. Inviting Jackie Chan, a well-known

Chinese movie star in Hollywood, and Yao Ming, a famous Chinese basketball player in the National Basketball Association [NBA] to be tourism ambassador may help create a positive destination image of China. Promotion should increase the international profile of China. It is important to make China's tourism known to the public, such as organising a China Day or China week in local communities, which familiarise the public with China's tourism resources and make the promotion a pubic affair.

5.5 Other findings in the study

In addition to the research questions, interesting findings resulting from the study were presented and analysed in Chapter Four. Because these findings may have implications for marketing and promotion, a brief discussion on these questions is appropriate.

1. Students' interest in the 2008 Olympic Games in Beijing.

As far as the event itself is concerned, whether the Olympic Games will attract a great number of students to visit China in 2008, it is difficult to foreseen at present. The students' interest distribution are nearly equal in three main categories (not important at all, 20.3%; neutral, 16.7%; and very important, 17.5%). The importance for males and females did not show significant differences, although statistically males' interests are slightly higher than those of females.

However, the SPMA students who do not have a very positive image of China show high interest in the Olympic Games. They feel more strongly that this is an important reason for them to visit China, which further indicates the argument that people's

interests influence their image and motivation for a destination, which eventually affects their visitation intention.

The descriptive analysis on this question shows that students' interest in the 2008 Olympic Game is moderate and varies from person to person. Also in the factor analysis, this item failed to congregate into a factor. These findings suggest that at present, the 2008 Olympic Games may become an attraction for some Canadian students, but it cannot be generalised to the public. As time draws closer to the Games, specific promotions aiming at the Games could develop these potential markets.

2. Visitation intention between the two genders.

This study found that male students are less likely to select China as their vacation destination. This result coincides with Cai et al's (1996) findings on the U.S. pleasure travellers to China/Hong Kong that females tended to visit China more than males. Cai et al (1996) did not give an explanation as to why females have more propensities towards China, and this question cannot be answered within the range of this study either. Nevertheless, findings from another relevant study could offer some explanation to this question. Silberberg (1995) provides a profile of cultural/heritage tourists and points out that this type of tourist is usually more highly educated than the general public, tend to be older in age categories, and are more likely to be female than male. This finding indicates that females, seniors, and people with higher education and higher levels of income could become the important potential markets for China's tourism industry.

3. Image confusion with other Asian Countries.

The first open-ended question in the questionnaire allows students to discuss any other images of China which they hold. Answers to this question reveal that an image

confusion exists between China and other East Asian countries, especially Japan. "Sumo", "Samurai," "Kimono" and "Karate" often appeared as words that do not refer to the culture of China. This is a result of the students' unfamiliarity with East Asian countries, as well as the similarity of oriental cultures. It suggests that a country's destination image may be influenced by its neighbouring country's culture. The image of a destination should have its common attributes, as well as its specialities. However, this image confusion also suggests that countries of similar cultures could cooperate and share cultural marketing strategies. For example, create a touring route including the cities of Tokyo – Osaka – Shanghai – Beijing – Xi'an – Seoul – Pusan – Fukuoka. It should be noted, however, that such joint cooperation may increase the cost of travel. Since multiple countries would be involved in such promotions, thus there are some difficulties in putting the promotion into practice, such as sharing the cost of promotion, and compartmentalising each country's obligation or profits. Therefore, if multinational joint promotion were to be considered, further experimental studies and market investigations should be conducted first.

5.6 Limitations

The study is limited by the following factors:

1. Due to monetary and time constrains, the subjects of this study are selected only at one university, involving nine majors. Most of the respondents are from the same Faculty of Applied Health Sciences. Although this study had intended to select more respondents from different academic majors, the investigator either did not receive a reply from instructors from other majors, or the time of data collected offered were

beyond the schedule of the study. Therefore, the subjects in this study were not randomly selected. Generalisation of the results to all student population without further study may not be appropriate.

2. This study was conducted at a time when the influence of the epidemic disease of SARS still existed. Though the study is carried out after the World Health Organisation removed its last remaining travel recommendation for avoiding Beijing, China's capital city, the fear of SARS still influenced tourists' selection for their holiday destinations for a span of time. In addition, shortly prior to the survey conduction, another disease outbreak of bird flu in South East Asia and China was prominently reported by the western media. This may have influenced people's perception about the hygiene, cleanliness, and safety of China. There is also a possibility that it has strongly influenced people's emotions, which in turn has affected people's affective attitudes towards China. Nonetheless this possible emotional factor is beyond the investigator's control.

3. The measurement of images only adopted verbal statements and responses; no pictorial instruments were applied in the survey. However, some related literature suggests that the verbal-only measurement may lead an individual to express his or her metal image in a discursive mode. Some questions may be intrusive for respondents and cannot offer clear clues to help the respondents recall and recognise the image of a given destination (Sönmez & Sirakaya, 2002). This may result in the fragmentary image of China's cultural and natural heritages and the uncertainty of the second image factor. Using visual aids, such as photos, paintings, flip cards and short motion pictures, in a survey may help respondents to recall and recognise given images, reducing the

complexity of some research questions and minimising the interviewees' possible confusing of a given object (Walton, 1997). Thus, in future studies, measurements adopting both verbal and visual instruments are recommended.

4. The motivation analysis in based on a premise that a chance to visit China was given, this may increase the number of suppositious visitation intentions than the real ones. It also should be noticed that, although students have positive perceptual and affect towards China and their motivation exists, they may still have no intention to visit China because of their socio-demographic conditions, such as level of income, occupations, and age. The sample used in the study is different from most other studies, thus the feasibility of applying the results to other population, especially experienced travellers, should be tested by further analyses.

5. There were less than a half of the total respondents replied the open-ended questions. Although some of them are confirmed in the literature, there answers only represent a small portion of the total respondents. These replies shed light on certain questions and bring out some useful information; however the representative ability is limited.

5.7 Implication for future studies

The current study illustrates the students' perceived image of China, identifies potential motivations for visiting China, as well as the demographic influence on image formation. Understanding the present image of China and travel motivation helps to create a better destination image. Investigating the demographics' function assists to

distinguish travellers' destination choice. Based on the findings of this study, there are several implications that can be made for future studies:

1. Further research is required to examine the image differences between non-visitors, visitors, and re-visitors to China. Some scholars (Mathieson & Wall, 1982; Woodside & Lysonski, 1989) suggest that a person's image of a destination varies at the stages of awareness, early and late consideration of visit intention and post-experiences. Likewise, Baloglu's (1998) study also reveals that previous experiences to a certain destination influence both the perceptual and affective components of the destination image. An analysis on destination image from the aspects of tourists' familiarity, previous experience, and information source may generate some meaningful findings.

2. More studies can be carried out to examine other demographics' effect on destination image formation, such as age and income level. The current study found a significant difference of the destination image between the ages in two different academic majors. However, because there are some demographic variables that might have an effect and the majority of the student being in the same age group (20-22 years of age), it would not be appropriate to make a conclusion without further analysis that age does influence image formation. Nevertheless, age should be a factor to consider in future studies. In a study of U.S. pleasure travellers to China/Hong Kong, Cai et al (1996) found that the older visitors were more likely to choose China/Hong Kong as an Asian destination. Baloglu and McCleary's (1999) study also supported the hypothesis that age significantly influences both perceived and affective images. Combining the above findings of the influence of age on the image between the two academic majors, it is

suggested that age could be a factor that influences tourists' image of China. Ultimately, the older tourists may have a more positive image of China than the younger.

3. Further refinement of market segmentation is required. The questionnaire asks people for reasons why they would not choose to visit China even if there were a chance. The answers showed that most of the respondents have the "dependables" characteristics that are described in Plog's (1995) "venturesomeness" motivation model. Most of these answers are "I don't want to travel outside the country", "I don't like to fly", "I am not familiar with China", and "no interest in another culture". It is possible to say that Plog's (1995) model may have the insights to distinguish market segmentation.

4. This study was conducted when there was no previous empirical investigation on China's destination image among the student market. A confirmatory factor analysis can be applied to the image factor-solution generated from the current study, to test its consistency and reliability.

5. The study offers a case in destination image and travel motivation analysis, which can be referenced by other related studies. Similar methods can be applied to examine other destinations' images. Identifying influential demographics on image formation and categorising travel motivations can be adopted in market segmentation studies.

5.8 Conclusion

The purpose of the study is to understand the tourist destination image of China in the Canadian student travel market, and students' travel motivation to visit China, as well as to identify the demographic influence on the image components. The study adopted

Baloglu and McCleary's (1999) destination image formation model, and investigated the students' perception and affect attitudes towards China. For the students travel motivation, the study applied the concept of the "pull and push" factors and specifically examined the students' power of internal drive to visit China. The major findings of the study can be summarised as follows:

1. Two image factors were identified in China's destination image analysis. The best-known images of China are based on her physical tourist attractions, which are culture and history. The second image factor illustrates the tourist infrastructure, value of a trip to China, and the local residents' receptiveness. However, students do not have an accurate view on the travel service qualities in China. This may be because those students are unfamiliar with these destination attributes of China. The affective components analysis employed four bipolar scales and the study found three dimensions (pleasant, arousing, and exciting) in the scales that students feel China is a pleasant, stimulating, and exciting tourist destination country. This image analysis illustrates a general image of China as a pleasant and exciting destination with many unique cultural resources and exotic travel experiences to offer.

2. For students' travel motivation analysis, the study found three motivations for visiting China: (1) knowledge and novelty seeking, (2) excitement and fun, and (3) ego enhancement. This finding is similar to other scholars' results (Chadee & Cutler, 1996; Clarket, 1994) which show that experiencing historical and natural wonders and broadening one's knowledge about the world are the two most important reasons for international student travel. The second factor mainly describes the motivation of seeking fun and excitement. Although the students feel that this factor is less important than the

first, this factor also explains nearly the same amount of the variance in the factor analysis. The students feel it is much less important for them to visit China in order to enhance their egos, such as social gathering and friends' appreciation. The students do not think visiting China is a symbolic reflection on self-esteem. The two major motivations for visiting China suggest that when designing China's tourism products, marketers should realise that offering some novelties to incite tourist excitement to an optimum level is also an important aspect that should not be neglected.

3. The study also examined gender and students' academic majors' influence on their images of China and found that gender does not influence the perceived images, except that females are slightly less likely to feel China is a relaxing destination. The study did, however, find significant differences between students of different academic majors. It suggests that personal interests may be a factor in influencing people's destination image formation process and their behaviour towards the destination. This study also suggests that age may be an important factor in influencing people's image of China.

These findings show that the study contributes to the academic environment and the practical travel industry. For academia, this study identified students' perception and attitude towards China, and investigated the motivations for visiting China, thus it filled the gap in the literature since there is little fundamental study on China's destination image or an analysis on tourist travel motivation to China, especially from the Canadian students' perspective. The study also contributes to the destination image research in the travel and tourism field. Although the students' images identified from this study are "fuzzy", these images explain how the destination is positioned in this specific market

group. The results of the study confirmed Baloglu and McCleary's (1999) destination image formation model and support that it is an effective framework in destination image analysis. Further, this study enriches the literature of market segmentation studies. It employs China as a case and explicates the model and analytical methods that can be reproduced to other destination image studies. Besides image analysis, the study also offers approaches and analytical methods that can be reproduced and expanded in tourist market segmentation studies, such as identifying image formation determinants and categorising different motivations.

The travel industry many find this study will contribute to its destination management by examining the current destination image of China, and the potential travel motivations for visiting China. It is suggested that a person's destination image travel motivation is related to his or her future visitation intention, thus these two factors should be taken into consideration for destination promotion positioning. The study indicates that to develop a potential market, it is foremost important to develop appropriate promotion and planning to create effective positioning strategies to arise people's awareness of China. It can also be inferred from the study that when designing tourist products or promotion strategies, marketers should not make issues only from the cultural and natural attractions. Travel service qualities such as safety, convenience, hygiene and cleanliness should be emphasised to minimise possible worries that the potential tourists may have. Efforts should also be made to increase the value of the trip to China, as well as reduce the language barriers by letting tourists know that interpreter services or English tourist guidebooks are conveniently available in China. Marketers should also realise that individual's personal interests may influence their destination

image formation and travel motivation. Therefore, personal interests should be considered in selling products or positioning a destination in the target markets.

Furthermore, the results of the study can be helpful to the Chinese government in recognising the importance of develop the foreign consumers' perceived image of China. Although creating a positive destination image requires a large amount of financial and labour investment, however, the government should realise that a positive destination image with vivid and unique characters will result in positive behaviour outcomes from foreign markets. This image can be sustainable and may help to maintain a stable inbound tourist flow. Destination image is a critical element in consumers' purchase decision making process. It not only influences tourists' destination selection, but is also related to their travel motivation. Thus, to attract tourism to China it is essential to create a positive and holistic image of China.

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Appendices

Appendix A. Pearson's Correlation Coefficient Table of the variables for perceived image

	Historical attraction	Cultural attraction	Natural scenery	Archi-tecture	Appealing Local food	Enter-tainment	Hygiene Cleanli-ness	Safety	Trans-portation	Infra-structure	Value for money	Friendly people	English acceptance
Historical attraction	1.000	.824	.678	.604	.433	.429	.295	.261	.123	.245	.367	.374	.214
Cultural attractions	.824	1.000	.629	.608	.504	.425	.431	.266	.074	.207	.361	.362	.235
Natural scenery	.678	.629	1.000	.596	.435	.369	.340	.290	.070	.199	.339	.365	.200
Architecture	.604	.608	.596	1.000	.425	.348	.273	.291	.126	.227	.243	.250	.159
Appealing Local food	.433	.504	.435	.425	1.000	.402	.286	.231	.147	.193	.328	.299	.224
Entertainment	.429	.425	.369	.348	.402	1.000	.400	.375	.156	.401	.326	.302	.299
Hygiene & Cleanliness	.295	.431	.340	.273	.286	.400	1.000	.616	.279	.323	.348	.294	.405
Safety	.261	.266	.290	.291	.231	.375	.616	1.000	.352	.431	.422	.387	.384
Transport-tation	.123	.074	.070	.126	.147	.156	.279	.352	1.000	.459	.383	.236	.306
Infra-structure	.245	.207	.199	.227	.193	.401	.323	.431	.459	1.000	.444	.329	.312
Value for money	.367	.361	.339	.243	.328	.326	.348	.422	.383	.444	1.000	.517	.433
Friendly people	.374	.362	.365	.250	.299	.302	.294	.387	.236	.329	.517	1.000	.476
English acceptance	.214	.235	.200	.159	.224	.299	.405	.384	.306	.312	.433	.476	1.000

Appendix B. Pearson's Correlation Coefficient Table of motivation variables

	Increase knowledge	Experience culture	Meet new people	Enjoy scenery	Exciting & thrilling	Visit to talk about	Fun and entertained	Physical and mental relaxed	Meet same interest people	Friend appreciation
Increase knowledge	1.000	.691	.510	.463	.362	.214	.313	.160	.125	.127
Experience culture	.691	1.000	.537	.539	.449	.274	.320	.191	.123	.142
Meet new people	.510	.537	1.000	.362	.358	2.5	.384	.308	.307	.257
Enjoy scenery	.463	.539	.362	1.000	.502	.359	.320	.251	.118	.157
Exciting and thrilling	.362	.449	.358	.502	1.000	.394	.493	.282	.075	.151
Visit to talk about	.214	.274	.358	.359	.394	1.000	.482	.281	.175	.389
Fun and entertained	.313	.320	.384	.320	.493	.482	1.000	.406	.153	.203
Physical and mental relaxed	.160	.191	.308	.251	.282	.281	.406	1.000	.405	.385
Meet same interest people	.125	.123	.307	.118	.075	.175	.153	.405	1.000	.577
Friend appreciation	.127	.142	.257	.157	.151	.389	.203	.385	.577	1.000

Appendix C

Rotated Component Matrix of the Factor Analysis for Perceived Image Questions

	Component			
	1	2	3	4
Many interesting historical attractions	.867	.165	.087	.012
Many interesting cultural attractions	.865	.144	.102	.069
Lots of beautiful natural scenery	.785	.147	.132	.066
Unique historical architecture (skewness transformed)	-.730	.041	.017	.323
A variety of appealing local food	.608	.220	-.117	.134
Interesting events and festivals are rare **(Reversed)**	.147	.092	.592	-.236
China has an exotic atmosphere (skewness transformed)	-.374	-.019	-.097	.565
Versatile nightlife and entertainment	.454	.359	-.066	.400
A good place to shop	.412	.434	.019	.201
Products in China are of good quality	.047	.357	.159	.561
Few 4-star, 5-star hotels, western standard rooms and services cannot be offered in China. **(Reversed)**	.173	-.027	.680	.251
China offers western standards of hygiene and cleanliness	.230	.465	.236	.450
China is a safe destination for tourists	.147	.605	.162	.413
Tourist information are not easily available **(Reversed)**	.028	.064	.714	.156
China's Environmental pollution is severe **(Reversed)**	-.158	.044	.573	-.040
Public transportation is convenient and comfortable	-.072	.665	-.035	.118
China has a well-developed infrastructure for tourists	.086	.631	.069	.299
A holiday to China will provide value for money	.322	.734	.080	-.104
Chinese people are friendly and hospitable	.374	.639	.041	-.146
Many Chinese people are able to understand English	.141	.673	.025	.075

1. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
2. Rotation converged in 7 iterations.

Appendix D

Rotated Component Matrix of the Factor Analysis for Motivation Questions

	Component				
	1	2	3	4	5
Learn new things and increase my knowledge	.845	.101	.057	.087	.020
Experience a different culture (skewness transformed)	-.866	-.187	-.014	.015	-.073
Meet new and different people	.682	.155	.375	.013	-.128
Enjoy different scenery	.603	.434	.005	-.028	.040
Do something exciting and thrilling	.398	.671	-.016	-.013	.023
Visit a place I can talk about when I get home	.060	.774	.219	.060	.071
Have fun and be entertained	.220	.742	.152	.022	-.003
Be physically and emotionally relaxed	.150	.413	.517	-.133	.072
Meet people who are also interested in China	.143	-.020	.845	.050	.065
Friends may value or appreciate my travel experience	.036	.214	.794	.083	.167
Because I have never visited China before (skewness transformed)	-.375	-.309	.213	.021	-.605
None of my friends have been there before	-.156	.201	.413	.083	.570
The 2008 Olympic Games will be held there	-.044	-.139	.241	.006	.755
Because I have friends or relatives there	.019	.031	.027	.905	-.058
Understand the place where my family or relatives came from	.033	-.002	.041	.901	.092

1. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
2. Rotation converged in 7 iterations.

Appendix E

Travel Experience and Culture Background of the Respondents

General Travel Experience within and outside of Canada

Item	Frequency	Percentage
Have you ever travelled...		
Outside Canada for 0 times	10	2.3
Outside Canada for 1-3 times	99	23.3
Outside Canada for 4-6 times	77	18.2
Outside Canada more than 6 times	236	55.7

The International Destinations Visited, by Number the Respondents

International destinations	Frequency	Percentage
U.S.A	399	94.1
Middle America	145	34.2
South America	32	7.5
Europe	149	35.1
Russian federals	6	1.4
African countries	14	3.3
Middle East	11	2.6
South Asia	6	1.4
Southeast Asia	12	2.8
East Asia (including China)	18	4.2
Australia, New Zealand	16	3.8

Dominant Culture Background of the Respondents

International destinations	Frequency	Percentage
Canada	332	78.3
U.S.A	1	0.2
China	3	0.7
Middle America	6	1.4
South America	4	0.9
Europe	61	14.4
Russian federals	2	0.5
African countries	3	0.7
Middle East	4	0.9
South Asia	3	0.7
Southeast Asia	3	0.7
East Asia (excluding China)	3	0.7
Australia, New Zealand	0	0

Appendix F: Ethics Approval

Brock University

Senate Research Ethics Board	Extensions 3943/3035, Room AS 302

DATE: **January 6, 2004**
FROM: Joe Engemann, Chair
        Senate Research Ethics Board (REB)

TO: Dr. Atsuko Hashimoto, Recreation and Leisure Studies
        Dr. Michael Lück, Recreation and Leisure Studies
        Xu Chen

FILE: **03-208 Chen**

TITLE: **An analysis of student's travel motivations and images of China as a tourist destination**

The Brock University Research Ethics Board has reviewed the above research proposal.

DECISION: Accepted as Clarified

This project has been approved for the period of **January 6, 2004** to **March 31, 2004** subject to full REB ratification at the Research Ethics Board's next scheduled meeting. The approval may be extended upon request. *The study may now proceed.*

Please note that the Research Ethics Board (REB) requires that you adhere to the protocol as last reviewed and approved by the REB.   The Board must approve any modifications before they can be implemented. If you wish to modify your research project, please refer to www.BrockU.CA/researchservices/forms.html to complete the appropriate form *REB-03 (2001) Request for Clearance of a Revision or Modification to an Ongoing Application.*

Adverse or unexpected events must be reported to the REB as soon as possible with an indication of how these events affect, in the view of the Principal Investigator, the safety of the participants and the continuation of the protocol.

If research participants are in the care of a health facility, at a school, or other institution or community organization, it is the responsibility of the Principal Investigator to ensure

that the ethical guidelines and approvals of those facilities or institutions are obtained and filed with the REB prior to the initiation of any research protocols.

The Tri-Council. Policy Statement requires that ongoing research be monitored. A Final Report is required for all projects, with the exception of undergraduate projects, upon completion of the project. Researchers with projects lasting more than one year are required to submit a Continuing Review Report annually. The Office of Research Services will contact you when this form ***REB-02 (2001) Continuing Review/Final Report*** is required.

Please quote your REB file number on all future correspondence.

Appendix G: Survey Questionnaire

A Survey of China's Destination Image and Students' Travel Motivation

Section One
The following information is very important for this study. Could you please fill out as many questions as possible?

1. Gender: O Male O Female

2. How old are you? _____ years old

3. What major are you in?
    O Please specify_____

4. What year of university are you in?
    O 1st year O 2nd year O 3rd year O 4th year. O Other; Please specify_____

5. How many times have you travelled outside Canada?
    O never travelled O 1-3 times O 4-6 times O more than 6 times

6. How many provinces and territories have you visited in Canada?
    O never travelled O 1-3 O 4-6 O more than 6

7. Where have you travelled before (Please select all applicable)?
O Canada O United States O Middle America (including the Caribbean) O South America
O Europe O Russian Federals O African countries O Middle East O South Asia
O Southeast Asia O East Asia (including China) O Australia-New Zealand
O If you don't know the regions you have visited, please write down the name of the country
    _____

8. Have you been to China before? O Yes O No

9. Where is your dominant cultural origin?
O Canada O United States O China O Middle America (including the Caribbean)
O South America O Europe O Russia Federals O African countries
O Middle East O South Asia O Southeast Asia O East Asia (excluding China)
O Australia-New Zealand O Other: please specify_____

Section Two. The following statements describe facts of China, please read each of them and answer "Yes", or "No", or "I don't know".

10. The Great Wall is in China.	□ Yes	□ No	□ I don't know
11. The panda bear is unique to China.	□ Yes	□ No	□ I don't know
12. Tibet is on a plateau and named the roof of the world.	□ Yes	□ No	□ I don't know
13. China is a sparsely populated country.	□ Yes	□ No	□ I don't know
14. Shanghai is a large cosmopolitan city in China.	□ Yes	□ No	□ I don't know
15. Beijing is rich in dynastic heritage.	□ Yes	□ No	□ I don't know

16. The Eiffel Tower is in China.	□ Yes	□ No	□ I don't know
17. China has many ethnic minority groups whose folk customs ; exotic.	□ Yes	□ No	□ I don't know
18. The Three Gorges are on the Yangtze river in China.	□ Yes	□ No	□ I don't know
19. Hong Kong is still a colony of Britain nowadays.	□ Yes	□ No	□ I don't know
20. Life-size Terra Cotta Warriors are a cultural treasure of Chin	□ Yes	□ No	□ I don't know

The following statements ask your opinion and images of China, Please read the following statements and indicate your agreement by circling the number, from "strongly disagree" to "strongly agree". There is no right or wrong answer.

	Strongly disagree						Strongly agree
21. There are many interesting historical attractions in China	1	2	3	4	5	6	7
22. There are many interesting cultural attractions in China	1	2	3	4	5	6	7
23. China has a lot of beautiful natural scenery.	1	2	3	4	5	6	7
24. China has unique historical architecture which is different from that in my home country.	1	2	3	4	5	6	7
25. There is a variety of appealing local food in China.	1	2	3	4	5	6	7
26. Interesting events and festivals are rare in China.	1	2	3	4	5	6	7
27. China has an exotic atmosphere, which is quite different from my culture.	1	2	3	4	5	6	7
28. China offers tourists versatile nightlife and entertainment.	1	2	3	4	5	6	7
29. China is a good place to shop.	1	2	3	4	5	6	7
30. Products in China are of good quality.	1	2	3	4	5	6	7
31. China has few 4-star, 5-star hotels. Western standard rooms and services cannot be offered.	1	2	3	4	5	6	7
32. In many scenic spots and public areas, China offers western standards of hygiene and cleanliness.	1	2	3	4	5	6	7
33. China is a safe destination for tourists.	1	2	3	4	5	6	7
34. China's tourist information services are not easily available either before the trip, or in the country	1	2	3	4	5	6	7
35. China's environmental pollution is severe.	1	2	3	4	5	6	7
36. China's public transportation is convenient and comfortable.	1	2	3	4	5	6	7
37. China has a well-developed infrastructure for tourists.	1	2	3	4	5	6	7
38. If I choose China for my holiday, it will provide value for my holiday money.	1	2	3	4	5	6	7
39. Chinese people are friendly and hospitable.	1	2	3	4	5	6	7

40. Many Chinese people are able to understand English.	1	2	3	4	5	6	7

41. Could you please specify other images you have of China which are not mentioned in the above questions?

_____

_____

Section Three.
Each of the following questions contains two contrary statements about a person's feeling. The scale between them ranges from one extreme to the other. Please read both statements, and evaluate China as a tourism destination based on your feelings.

42. China would be an unpleasant destination.	1	2	3	4	5	6	7	China would be a pleasant destination.
43. A visit to China would be distressing.	1	2	3	4	5	6	7	A visit to China would be relaxing.
44. I feel China is dull because it has little to offer.	1	2	3	4	5	6	7	I feel China is stimulating because of its interesting culture, history, etc.
45. A trip to China would be boring.	1	2	3	4	5	6	7	A trip to China would be exciting.

46. If you were given a chance to visit China, would you like to go?

_____ Yes. Please go to **Section Four.**
_____ No. Would you please tell the reasons? And then please go to **Section Five.**

_____

_____

Section Four.
The following statements present people's travel motivation. Please read each of the statements and rate their importance for you if you were to select CHINA as your overseas destination, using a scale from "Not important at all" to "Very important".

	Not important at All						Very Important
I would visit China because:							
47. I want to learn new things and increase my knowledge.	1	2	3	4	5	6	7
48. I want to experience a different culture.	1	2	3	4	5	6	7
49. I want to meet new and different people.	1	2	3	4	5	6	7
50. I want to enjoy different scenery.	1	2	3	4	5	6	7
51. I want to do something exciting and thrilling.	1	2	3	4	5	6	7
52. I want to visit a place I can talk about when I get home.	1	2	3	4	5	6	7
53. I want to have fun and be entertained.	1	2	3	4	5	6	7
54. I want to be physically and emotionally relaxed.	1	2	3	4	5	6	7

55. I want to meet people who are also interested in China.	1	2	3	4	5	6	7
56. My friends may value or appreciate my travel experience.	1	2	3	4	5	6	7
57. I have never visited it before.	1	2	3	4	5	6	7
58. None of my friends have been there before.	1	2	3	4	5	6	7
59. The 2008 Olympic Games will be held there.	1	2	3	4	5	6	7
60. I have friends or relatives there.	1	2	3	4	5	6	7
61. I want to better understand the place where my family or my relatives came from.	1	2	3	4	5	6	7

62. Would you please specify other reasons for visiting China, not mentioned above?

_____

_____

Section Five:
63. Do you have any comments regarding China and/or this study?

_____

_____

_____

_____

_____

Thank you for your participation.

Appendix H:
Informative letter and Consent form

Brock University, Faculty of Applied Health Sciences
Title of the Study
<u>An Analysis of Students' Travel Motivations and Images of China as a Tourism Destination</u>
This study has been reviewed and approved by Brock Research Ethics Board (File # 03-208).

Researcher: Xu Chen (Tony).
Graduate Student under the supervision of **Dr. Atsuko Hashimoto** in the Dept. of Recreation &
Leisure Studies.

Dear Participants:

Your participation in this survey and your feedback are highly appreciated.
The purpose of the survey is to understand students' perceived destination image of China,
and their travel motivation. Understanding these questions will be advantageous to the
insufficient studies on China's destination image and tourist motivation of visiting China. The
questionnaire collects information of your views on China as a travel destination, and some other
information such as gender, age, and past travel experiences. It will take you about 15 minutes to
complete the questionnaire. This survey does NOT collect personal identifying information. No
individual can be identified in the survey. Any information acquired from your participation is
kept anonymous and confidential. Participation in the study is voluntary; you may withdraw from
the study at any stage in the process. This survey only recruits students 18 years old or above.
Students who are less than 18 years old, please do not participate.

Please read the following Consent Information before you decide to fill out a questionnaire.
o I have read the above survey introduction.
o I understand that my participation is voluntary and I may withdraw from the study at anytime
   and for any reason without any penalty.
o I understand that I may ask the researcher questions at any point during the research process.
o I understand that there is no obligation to answer any question that I feel is invasive, offensive or
   inappropriate.
o I understand that all data from this study are kept confidential and anonymous, only the
   investigator and his supervisor have access to the data in this study.
o I understand that the data will be used for the investigator's academic research only. A
   summary of the results will be made available to me upon request after August 2004.
o By completing a questionnaire, I acknowledge that I am participating freely, willingly and
   providing my consent.

If you have any questions or concerns about the study, you may contact:

Investigator	Investigator's Supervisor
Xu Chen (Tony)	Dr. Atsuko Hashimoto
Tel: 905-688-5550. ext. 5012	Tel: 905-688-5550. ext. 4367 / 3259
Email: xc02bk@BrockU.CA	Email: Atsuko.Hashimoto@BrockU.CA

Appendix I

Verbal Scripts of Recruitment

My name is Tony Xu Chen. I am a graduate student under the supervision of Dr. Atsuko Hashimoto in the Department of Recreation and Leisure Studies at Brock University. I am looking for volunteers to take part in a study of students' perception of China as a tourism destination, and their travel motivation. This study will help better understand what kind of images of China Brock students, like you, have in their mind.

I would like to ask you to participate in this study. The questionnaire will take 10 to 15 minutes to complete. Your questionnaire will be kept anonymous and confidential. No one has access to the completed questionnaire except myself and my supervisor.

If you would like to participate in this survey, please take a copy of the questionnaire as I pass it around, if you do not want to participate in it, just pass it to the student next to you. Please be noticed that this survey only recruits students 18 years old or above. Students who are less than 18 years old, please do not participate. Thank you.

Before you start filling in the questionnaire, I will read aloud the cover letter and consent information on the overhead.

Thank you very much for your co-operation.

Appendix J

Verbal Scripts of Appreciation

Thank you for your participation in the survey, <u>An analysis of students' travel motivations and images of China as a tourism destination</u>. As you know, the purpose of this study is to understand the destination images of China in the students' minds, as well as their travel motivations.

Your participation has provided valuable information to this study, I hope that the findings will help us identify images of China, and be able to improve them if necessary.

Results of the survey are expected to be reported in my thesis in August 2004, and are available to you upon your request after that.

If you have any concerns or questions about this study, please contact me, or my supervisor. The contact information is on the overhead.

Thank you again for your participation.

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