

MASTER'S THESIS

An image and motivation study of Hong Kong tourists to mainland China Fung, Yuen Ming

Date of Award:
1999

[Link to publication](#)

General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

An Image and Motivation Study of Hong Kong Tourists to Mainland China

FUNG Yuen Ming

**A Thesis Submitted in Partial Fulfillment of
Requirements for the Degree of
Master of Philosophy**

**June 1999
Hong Kong Baptist University**

ABSTRACT

Tourism in China, once neglected, has developed rapidly since 1978 when the government adopted the open door policy. Foreign tourism was considered as a means of economic growth and a basis for international friendship and mutual understanding by the Chinese leaders (Uysal et al., 1986).

To develop the tourism industry effectively, one critical issue is to know about the choice criteria of its inbound tourists. Previous researches suggest that destination image of a place and the tourists' own motivational force are the two main factors leading to choice. Yet, no empirical research so far has attempted to collaborate the two factors into one single study.

This current study proposed a conceptual framework to examine the variable effect of destination image and travel motivation on vacation preference based on the Beijing context. A total of 33 hypotheses were proposed in which 12 were supported by empirical findings.

Data collection and analysis were carried out via a 2-stage approach. For systematic analysis of the research, a validation survey was carried out in the 1st stage to refine the questions in the instrument and validate the questionnaire. Different techniques included Focus group discussion Croabach Alpha Test and Factor Analysis were employed. An application survey was then carried out in the 2nd stage to collect data for hypothesis testing. Multiple regression was use to test the variable effects and ANOVA test was carried out based on the demographic characteristics.

The contributions of this study include (1) it validated the proposed study framework and form variable grounds for further studies, (2) it developed a questionnaire which would be useful for other travel studies on China, (3) it identified the critical factors leading to vacation in Beijing and other parts of China, (4) it highlighted the role of Beijing in the tourism industry in China, (5) it drawn much marketing implication for future development of tourism industry in Beijing and China.

TABLE OF CONTENTS

	PAGE
DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER I – INTRODUCTION	1
1.1 BACKGROUND TO THE RESEARCH	1
1.1.1 <i>Tourism in China – A Prosperous Market</i>	1
1.1.2 <i>Eighteen Years of Rapid Growth</i>	3
1.1.3 <i>Recent Developments</i>	6
1.1.4 <i>The Study Area – Beijing</i>	7
1.2 TO UNDERSTAND TRAVELERS’ CHOICE BEHAVIOR	9
1.3 RESEARCH OBJECTIVES	11
1.4 SIGNIFICANCE OF THIS RESEARCH	13
1.5 OUTLINE OF THE REPORT	14
CHAPTER II – LITERATURE REVIEW	15
2.1 TO UNDERSTAND TOURIST’ CHOICE – AN INTRODUCTION	15
2.2 DESTINATION IMAGE AND VACATION CHOICE	17
2.2.1 <i>What is Destination Image – A Definition</i>	17
2.2.2 <i>Importance of Destination Image in Tourists’ Choice Process</i>	19

2.2.3	<i>Components of Destination Image</i>	24
2.2.4	<i>Image Components Selected for Current Study</i>	30
2.3	MOTIVATION OF PLEASURE TRAVEL AND TOURISM	31
2.3.1	<i>What is Travel Motivation – A Definition</i>	31
2.3.2	<i>The Role of Motivation in Tourists' Choice Process</i>	32
2.3.3	<i>Why do Tourists Travel?</i>	33
2.3.4	<i>Motivation Components Selected for Current Study</i>	37
2.4	CHAPTER SUMMARY	38
CHAPTER III -- THE CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES		39
3.1	THE CONCEPTUAL FRAMEWORK	39
3.1.1	<i>Destination Image</i>	39
3.1.2	<i>Travel Motivation</i>	41
3.1.3	<i>Travel Preferences for Beijing</i>	41
3.1.4	<i>Travel Preference for Other Parts of China</i>	41
3.2	RESEARCH HYPOTHESES	42
3.2.1	<i>The Hypotheses</i>	42
CHAPTER IV – RESEARCH DESIGN		53
4.1	SAMPLE	54
4.1.1	<i>Sampling Frame</i>	54
4.1.2	<i>Sampling Procedures</i>	55
4.2	DATA COLLECTION	56
4.2.1	<i>Phase I – Validation Survey</i>	56
4.2.2	<i>Phase II – Application Survey</i>	56
4.3	INSTRUMENT AND MEASURES	58

4.3.1	<i>Measures of Awareness of Beijing</i>	59
4.3.2	<i>Measures of Travel Preference / Destination Image / Travel Motivation</i>	59
4.3.3	<i>Measures of Demographic Characteristics</i>	72
4.3.4	<i>Scaling</i>	73
4.3.5	<i>Translation of Questionnaire</i>	73
4.4	DATA ANALYSIS	75
4.4.1	<i>Test the Internal Consistency for Variables in the Application Survey</i>	75
4.4.2	<i>Preliminary Testing on Correlation Between Each Variable</i>	75
4.4.3	<i>Multiple Regression as a Tool to Study the Research Objective of the Proposed Models</i>	76
4.4.4	<i>ANOVA Tests Based on Demographic Characteristics ..</i>	78
	 CHAPTER V – ANALYSIS OF DATA	 81
5.1	RESPONDENT CHARACTERISTICS	82
5.2	STATISTICAL PACKAGE SELECTED	85
5.3	RESULTS ON APPLICATION SURVEY	85
	5.3.1 <i>Reliability and Validity of the Revised Questionnaire ..</i>	85
5.4	ANALYSIS OF THE PROPOSED MODELS	87
	5.4.1 <i>Correlation Analysis of Variables Studied</i>	87
	5.4.2 <i>Multiple Regression</i>	93
	5.4.3 <i>Analysis of Variance (ANOVA)</i>	101
	 CHAPTER VI – DISCUSSION AND CONCLUSION	 108
6.1	AN OVERVIEW OF THE THESIS	108
6.2	SUMMARY OF FINDINGS	109

6.3	MARKETING IMPLICATIONS	110
	6.3.1 <i>Tourism Industry in Beijing</i>	110
	6.3.2 <i>Tourism Industry in Other Parts of China</i>	113
6.4	THEORETICAL CONTRIBUTIONS	114
6.5	LIMITATIONS AND DIRECTIONS FOR FURTHER RESEARCH	115
6.6	CONCLUSIONS	118
	 REFERENCE	 120

APPENDICES

- Appendix A : Questionnaire for Application Survey (English Version)
- Appendix B : Questionnaire for Application Survey (Chinese Version)

CURRICULUM VITAE