

## MASTER'S THESIS

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

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

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

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## 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 1<sup>st</sup> 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 2<sup>nd</sup> 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.

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

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