Assessing Sichuan's image as a tourist destination among domestic tourists

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Abstract

Tourist destination image is very significant to the success of a tourist destination for the fact that it determines the ultimately tourist's destination choice. Destination image will change over time under different situations. Sichuan province of China, which has just been recovered from Wenchuan earthquake at the end of 2010, needs to know its destination image perceived in tourists' minds promptly in order to be able to be efficiently promoted and successfully repositioned to influence tourists visiting there. This paper mainly assesses the destination image of Sichuan perceived by domestic tourists at present, as well as the differences of the images held by them based on their personal characteristics.

The quantitative research was used as research method to assess Sichuan's destination image, and the structured questionnaire with face-to-face self-administrated survey was carried out to collect the empirical data. The descriptive analysis and explorative factor analysis, as well as ANOVA and Pearson's correlation coefficient were applied for the analysis. The results showed that Sichuan's image is perceived by the domestic tourists as a tourist destination relating to 'Relaxing place with beauty of sceneries' nowadays, and it also revealed the explicit differences of the perceived image among the domestic tourists with different socio-demographic characteristics, previous visitation experience and traveling motivations.

Key words*: Sichuan, destination image, domestic tourists' personal characteristics; quantitative research.*

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1. Introduction

In this chapter, the background of tourist destination image on tourism research was presented. And based on the situation of study case, the purpose of this study was brought out.

1.1 Background

Tourism now has been regarded as one of the most rapidly developed industries in the world. According to the report of UNWTO (2001), tourism industry contributes approximately 11% of the global economy, which is one of the most significant driving forces for the local socio-economic and cultural development by all countries and regions in the world (Chen & Tsai, 2007; Swain, 2008). As a consequence, more and more places of the world have focused on the development of tourism industry in order to produce more income for the local people, employment and the finance development projects (Chen & Tsai, 2007; Esper & Rateike, 2010). In this line, the destination choices available to tourists continue to expand day by day (Echtner & Ritchie, 1991). Futhermore, with the rapid development of the socio-economy and technology, tourists have more leisure time, efficient transportation and enough money to have the means of choosing from a numerous destinations.

Tourist's destination choice behavior of traveling is a very complex process which is affected by a considerable number of factors, such as the traveling cost, transportation forms, accommodation, tourism attractions and activities, time, weather, safety, distance, and so forth (Song, 2009). Nowadays, given the intense competitiveness of the tourism industry, understanding what factors influence tourists' destination choice behaviors is important to destination marketing organizations (Kamenidou, Mamalis & Priporas, 2009). According to Bramwell and Lane (1993; in Kamenidou *et al.,* 2009), when a

tourist destination is able to be perceived by tourists with a positive image, which can meet their needs or preferences, then this destination may become attractive and is more likely to be chosen. Liu (1999; in Kamendiou *et al.,* 2009) states that the destination image is firmly associated with tourist's destination choice during the pre-purchase stage. In addition, Echtner and Ritchie (1991) believe that the tourists' destination choices highly rely upon how favorable is the image perceived by them. Therefore, tourist destination image is regarded as the most crucial element to influence tourist's ultimate destination choice and it becomes a hotspot on tourist destination research nowadays, which also plays an important role both in terms of understanding tourist behavior and in designing effective tourism marketing promotion strategies (Echtner & Ritchie, 1991; Balogou & McCleary, 1999).

In addition, tourism industry is one of the most susceptible and sensitive industries to a wide range of forces. On the one hand, it may be improved by mega-events such as Olympic Games, World Cup FIFA with a positive image; On the other hand, it also may be affected by crisis events such as terrorism, political and economic crisis, natural disaster, health scares and so forth, resulting in a negative tourist perception (Santana, 2004; Kim & Morrsion, 2005). This underlying premise is that the image of a destination is not stable or never changed; it always changes over time under different situations (Kotler *et al.,* 1999). Jenkins (1999) suggests that the destination image has to be reassessed considering changing situation of destination to attract tourists. Nowadays the success of a tourist destination highly relies on its destination image because image is regarded as the determining factor to influence tourist's ultimate destination choice (Balogou & McCleary, 1999). Therefore, a tourist destination must be able to track its image perceived by tourists promptly when the situation of destination has changed so that it can successfully reposition and efficiently promote itself in tourist market (Kotler *et al.,* 1999; Choi, Chan, & Wu, 1999; Echtner & Ritchie, 1991). Furthermore, due to

each people's perception of the image of a destination is unique, so tourists' perceived image towards a particular place would be largely influenced by their own social and psychological characteristics, such as socio-demographic variables, previous visitation experiences and traveling motivations (Baloglu & McCleary, 1999; Gallarza *et al.*, 2002; Beerli & Martin, 2004a, 2004b;). Selby and Morgan (1996: 288) point out that it is necessary to ask the destination to hold its destination image, clearly and definitely, to '*…understand the differing destination images that different visitors have of is invaluable, enabling the salient attributes of the naive image and the re-evaluated image to be incorporated into tourism marketing planning*'.

1.2 Study Case

Sichuan province is located in the southwest of China with a size of 490,000 square kilometers and a population of 87 millions people belongs to 53 ethnic groups (www.scta.gov.cn, 2009). It has been seen as a well-known place that is called 'Land of Abundance' more than 2200 years. In 2007, it ranked 9th of the top 10 most attractive tourism destinations in China (www.scta.gov.cn, 2009). In the past over years, Sichuan is regarded as a tourist destination which has a large number of natural, historic and cultural tourism attractions, which includes 7 World Heritage Sites. But due to a heavy earthquake with Richter scale of 8.2, which happened in Wenchuan on 12th, May in 2008, more than 100,000 people lost their lives and most of the tourism attractions, tourism facilities, communities and tourism infrastructures had been devastated heavily. Meanwhile, a worst negative destination image was portrayed by the media to tourists which had caused a sharp reduction in the number of tourists and the tourism income. A report from Sichuan Tourism Bureau showed that from quarter 3rd of 2008 to quarter 1st of 2009; the total domestic tourism income was 76 billions RMB[1], 20.6% down as compared with the previous year, whereas the number of domestic tourists was 1.46

[1] RMB: Chinese Currency, 1 RMB approximates 1 SEK

millions, 57.8% lower than a year earlier. Meanwhile, the number of international tourists reduced dramatically, only 173,200 international tourists visited Sichuan during that period, 59.3% lower than the previous year, and the inbound tourism income was 153 millions USD, which was 58.3% down compared with the last year (www.scta.gov.cn, 2009). Sichuan's tourism industry had suffered from a deep trouble until the end of 2010. At that time Sichuan announced that the mission of reconstructing the relevant tourism infrastructure, facilities and communities had accomplished basically after two and a half of reconstruction, now it welcomes all the tourists to experience a 'new' Sichuan. Though Sichuan now promotes itself that it is still as beauty as before, but insofar there is lack of evidence to demonstrate that most of the tourists consider it like that. Thus, in order to know how the 'new' Sichuan can welcome tourists through its destination image, I am so interested in carrying out an academic study to discuss this issue.

1.3 Aim of study

After the recovery from Wenchuan earthquake, Sichuan now may be considered as a 'new' tourist destination to be introduced to tourists compared with the period after Wenchuan earthquake. In order to distribute a distinctive and attractive image so that Sichuan can implement the appropriate marketing promotion strategies to affect tourist behavior concerning visiting there, it is crucial to investigate the present Sichuan's image perceived by tourists primarily. On the one hand, insofar there has not an academic research to assess the existing image of Sichuan at present, which means there is a blank in this study field. On the other hand, Gallarza *et al.*, (2002) summarized 25 previous studies on destination image research, and they indicate that the most of the researches focusing on countries, only 5 articles are followed by states of a country. Thus they suggest that it is possible to conduct a research line on states or cities' images. Moreover, compared with Beijing or Shanghai, Sichuan is not a well-known

international tourist destination to be acquainted by the international tourists, hence this study only focuses on the domestic tourist's perspective.

Based on these reasons, the aim of this study is to assess Sichuan's present destination image perceived by domestic tourists. It is aiming to identify a distinctive destination image of Sichuan to attract tourists, which can be distinguished from other destinations. Meanwhile, it is to explore the differences of Sichuan's image perceived by domestic tourists based on their personal characteristics in details for the market segments. Moreover, I hope this study can summarize a systematic theoretical framework for tourist destination image assessment. Besides, I expect that the results of this study can not only contribute to Sichuan to hold its destination image clearly and definitely under this 'new' situation, but also can be utilized to identify its target groups and to decide which image should be promoted to which segment market with the relevant marketing promotion strategies (Gooddall, 1990; in Baloglu & McCleary, 1999).

Based on these reasons, the following research questions are brought up:

Research question:

What is the present destination image of Sichuan perceived by domestic tourists?

Sub-questions:

1. What are the differences of Sichuan's image perceived by domestic tourists based on their socio-demographic characteristics?
2. What are the differences of Sichuan's image perceived by domestic tourists based on their previous visitation experience?
3. What are the relationships between domestic tourists' traveling motivations and their perceived image of Sichuan?

2. Theoretical Framework

This chapter reviewed several theories of tourist destination image from the previous literature and articles. Additionally, the measurement of tourist destination image was introduced in details. This chapter constructed a systematical structure of theory for this study.

2.1 Introduction to tourist destination image

The systematic study of tourist destination image was started by Hunt in 1975. His work defines that tourist destination image is as an individual impression held by the non-resident in which he or she does not the resident towards a particular place, region or country (Hunt, 1975). With the rapid development of tourism industry, tourist destination image has become a popular research hotspot in tourism marketing sector; many scholars have addressed their own approaches and established some conceptual frameworks in this study field (Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999; Gallarza, *et al.*, 2002). Hence, the definition of tourist destination image has been developed more concrete and given the abundant meanings. Lawson and Bovy (1977; in Jenkins, 1999) have discussed that the tourist destination image is an individual or group have of a particular place with all the knowledge, impressions, imaginations and emotional thoughts. MacKay and Fesenmaier (1997) have stated that a destination's image is a combination of various tourism attractions and attributes woven into a total impression. Baloglu & McCleary (1999: 872) developed this concept as *'an individual's mental perception of beliefs, feelings and impressions about a destination'*. Though the definition of tourist destination image is still vague and under debates, but a definition accepted by many researchers is that destination image is constructed by the sum of beliefs, ideas and impressions that an individual holds of a certain destination (Crompton, 1979).

Based on this definition, it is easy to understand that a destination image is not only a simple belief an individual has of a certain place but a whole set of beliefs. Destination image represents a simplification of a huge number of pieces of information of a destination; they are regarded as '*the mental products to pick out essential information from amounts of data about a destination*' (Kotler, Asplund, Rein & Haider, 1999: 160). For instance, a belief that Hong Kong is a good place for shopping would be only one portion of Hong Kong's image, other impressions would include that it is a mix-cultural city and it is warm most of the year, and so forth.

2.2 The dimensions of tourist destination image

For a long time in the destination image research, many researchers only put their eyes on the dimensions of destination image composed by the various destination attributes what can be measured or observed directly (Crompton, 1979; Yau & Chan, 1990 in Choi, *et al.*, 1999). Mayo (1975; in Jenkins, 1999) argues that the functional characteristics, such as scenery, climate and congestion, are the basic dimensions of destination image. The psychological characteristics, such as the atmosphere or romance of the setting of a destination, are difficult to be measured (Jenkins, 1999). But Echtner and Ritchie (1991) point out that to identify the dimensions of destination image should consider tourist's holistic impression towards a destination as well, or else missing any dimensions will lead an incomplete assessment of the destination image. Therefore, both the tangible attributes and the intangible feelings should be investigated while assessing the image of a destination (Echtner & Ritchie, 1991; Choi *et al.*, 1999). Because there is lack of conceptual framework, Echtner and Ritchie (1991) then establish the existence of three axes to identify the dimensions of destination image, which supports the image of any destination and includes three continuums of destination image: attribute/holistic, functional/psychological, and common/unique (Figure 1).

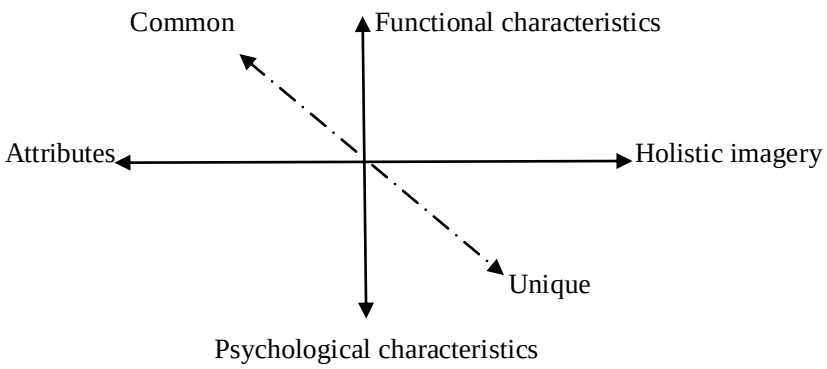


Figure 1: The dimensions of tourist destination image

(Source: Echtner and Ritchie, 1991: 7)

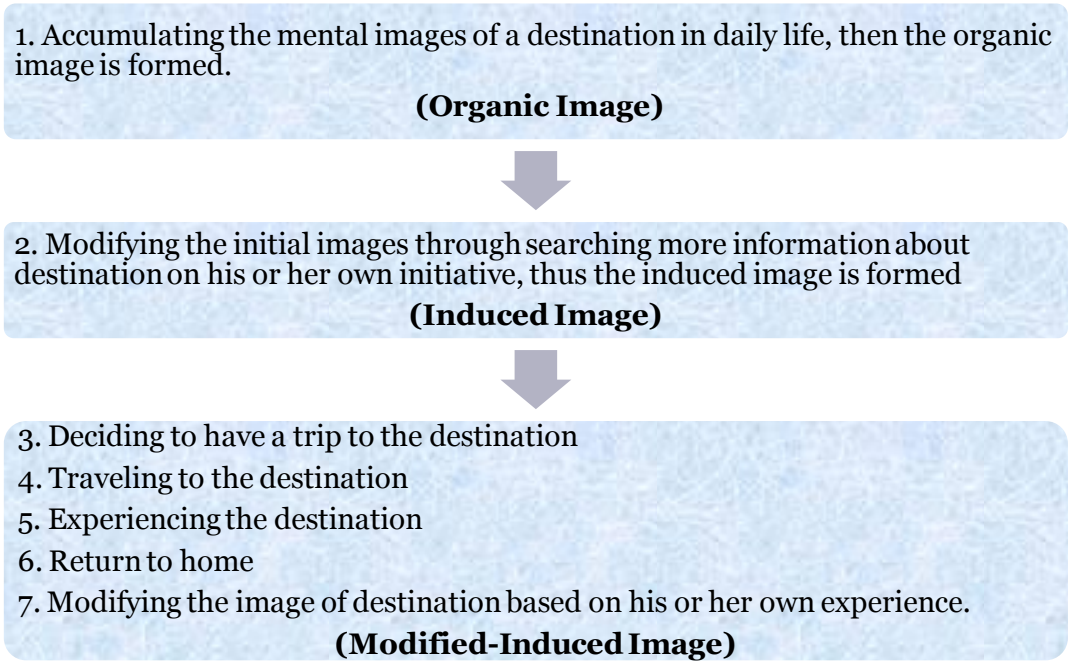
From figure 1, Echtner and Ritchie (1991) set up a clear-cut picture of the dimensions of destination image. For the first continuum, destination image is composed of people's perceptions of individual attributes, such as climate, tourism facilities and so forth; the holistic imagery stands for the holistic impressions towards the destination, for instance, atmosphere and general feeling (Echtner & Ritchie, 1991; Choi *et al.,* 1999). For the second continuum, the functional characteristics refers to the physical characteristics of destination what can be observed or measured directly, such as the tourism infrastructure and environment; whereas the psychological characteristics concern with the intangible aspects, for instance, the quality of tourism service and friendliness of the local people (Echtner & Ritchie, 1991; Choi *et al.,* 1999; Jenkins, 1999). On the attribute side, there are numerous perceptions of the individual characteristics of the destination (from functional to psychological). On the holistic side, the functional impression consists of the mental picture (or imagery) of the physical characteristics of the destination such as mountainous, whereas the psychological characteristics can be described as the mood of place (Echtner & Ritchie, 1991; Jenkins, 1999). For common-unique continuum, it highlights that the dimensions of destination image can be formed from those perceptions based on 'common' functional and psychological

characteristics which exist in all the destinations to those perceptions based on the 'unique' features which are unique or at least different to one's everyday surroundings (Echtner & Ritchie, 1991; Jenkins, 1999; Choi *et al.*, 1999).

2.3 The formation of tourist destination image

Each tourist's perceived image of a certain destination is unique based on his or her own '*memories, associations or imaginations of a destination*' (Jenkins & McArthur, 1996:11; in Jenkins, 1999). Fishbein (1963; in Jenkins, 1999) argues that a tourist's attitude to a particular destination is as the same as his or her strength of belief about the attributes of the destination. In order to be successful in intense competition, the destinations should understand how the image is formed and what affects the process (Baloglu & McCleary, 1999). Gunn (1988) establishes a seven stage theory to reveal the process of tourist forms an image of a destination, which is widely accepted and introduced by many researches (Echtner & Ritchie, 1991; Beerli & Martin, 2004a).

Figure 2: Seven Stage Theory on the formation of destination image



(Source: Gunn, 1988: 120)

Gunn's (1988) seven stages theory sets up three levels of destination image forms in

tourists' minds: organic image, induced image and modified-induced image. The organic image is formed through the accumulation of information about destination in one's daily life such as from school education (e.g. geography course), mass general media (e.g. news, books, movies) and the opinions of relatives or friends; whereas the induced image is developed through the commercial promotions, such as advertising and brochures from tourism services; The modified-induced image is formed from the result and evaluation of tourist's actual experience of the destination.

For the organic and induced image, destination image is mainly formed based upon the secondary information sources, whereas the modified-induced image is formed from the tourist's actual first-hand experience and individual evaluation of a destination (Jenkins, 1999; Echtner & Ritchie, 1991). Echtner and Ritchie (1991) argue that even though the information source plays an important role in formulating the organic and induced images in tourists' minds, it is very limited. Especially the non-commercial information sources concerning with social, economic and historic factors are hardly connected with destination image, it may form a wrong or non-holistic image of the destination. Therefore, some authors such as Etchner and Ritchie (1991), Jenkins (1999) and Beerli and Martin (2004a) point out that as a consequence of visiting the destination, the destination's image perceived and modified in tourists' minds is more realistic, complex and differentiated based on their actual experiences, which can achieve comprehensive assessment of destination image.

2.4 The internal factors influencing the formation of destination image

As mentioned by Brokaw (1990; in Baloglu & McCleary, 1999), it is important to understand what influence the formation of image before image can be used to affect tourist's destination choice behavior. Based on Gunn's (1988) seven stage theory, some researchers argue that the formation of destination image is not only determined by

stimuli information sources, but also influenced by the tourist's personal characteristics, in another words, are the social and psychological characteristics of the tourists (Baloglu, 1999; Baloglu & McCleary, 1999; Gallarza *et al.*, 2002; Beerli & Martin, 2004a; 2004b). Baloglu and McCleary (1999) divide the factors that influence the destination image perceived by tourists into two categories: external forces (stimulus factors) and internal forces (personal factors). External forces include information sources and past experience, whereas internal forces consist of tourists' social and psychological characteristics of tourists, for instance, traveling motivations and social background such as age, gender, educational level, etc. Moreover, Beerli and Martin (2004a; 2004b) develop this path model and address that the previous visitation experience may also be seen as an internal factor that influences the formation of destination image in tourist's mind because it may affect the post-visit perceived image of the destination. As Beerli and Martin (2004a; 2004b) stated in their researches, even though tourist's perceived image of a destination could be formed from the external information sources, but it is more relating to organic image and induced image. The realistic and holistic image of a destination perceived by tourists largely relies on their personal characteristics. In this way, tourists form their own perceptions of the destination image based on their own motivations, preferences and socio-demographic characteristics *'which gives rise to their own and personal perceived image'* (Beerli & Martin, 2004a: 626), which is more relating to the modified-induced image. In addition, Esper and Rateike (2010) also indicate that the image of a destination that tourists perceived is clearly conditioned by their experiences, and this is because the behavior of each tourist is the result of his or her own characteristics. Hence tourists with different preferences or characteristics have no homogeneous and will hold different perceptions of destination image towards the same tourist destination (Kim & Morrsion, 2005).

2.4.1 Socio-demographic characteristics

The socio-demographic characteristics, such as age, education, income, gender, occupation, marital status, region, etc, are considered as the internal factors influencing tourists' perceived image of the destination (Walmsley & Jenkins, 1993; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; Beerli & Martin, 2004a; 2004b; Gallarza *et al.*, 2002). As Beerli and Martin (2004a) argued, everyone's perceived image of a certain destination is unique, the perceived image of a destination held by tourists not only depends on a specific stimuli, but also on stimuli more related to the individual's own characteristics. As a result, the perceived image of a destination may differ from person to person.

Walmsley and Jenkins (1993) have investigated the perceived images of tourists towards many different tourist sites in Australia, and their study indicates that tourist's gender and age significantly influence the destination image perceived by tourists. Baloglu (1997; in Beerli & Martin, 2004a) point out that the variables of tourist's age, marital status, and occupation influence tourists' perceived images by carrying out an empirical study of the West German tourists' attitudes towards United States, and he emphasizes that age is the most important socio-demographic variable that affecting the perceptions of image in his study. Baloglu and McCleary (1999) have carried out a destination image study in four different countries: Turkey, Greece, Italy and Egypt, from their research they point out that age and level of education significantly influence tourists' perceived images. Furthermore, Chen and Kerstetter (1999) have done a research about the international students' perceptions of image towards a rural tourist destination in Australia, they confirm that the tourist's gender and family status significantly affect the formation of image in tourists' minds. In a later work, Beerli and Martin (2004a) have carried out a study of Lanzarote in Spain, and the result shows that the variables of gender, age, level of education and social class influence tourist's perceived image. Additionally, some studies indicate that there is a strong relationship

between geographical location and destination image (Gallarza *et al.*, 2002). Scott *et al.*, (1978; in Jenkins, 1999) point out that the distance from the destination plays an important role in the image formation process, and tourist's perceived image of a destination might be more realistic and holistic if the destination is more close to tourists' hometowns. Ahmed (1991) analyzes the perceived images of Utah among North Americans and generates a result that the different places the tourists live, the different images of Utah they would perceive. Moreover, Kim and Morrsion (2005) have investigated the image change of South Korea before and after 2002 World Cup, their study confirms that the tourists from Mainland China, Japan and United States would have the nuanced differences of the perceptions towards South Korea's image.

2.4.2 Previous visitation experience

As mentioned before, the previous visitation experience to a destination can be regarded as one of the internal factors that influence the perceived image of a destination (Beerli & Martin, 2004a; 2004b). Based on Beerli and Martin (2004b), the previous visitation experience is related to the fact that if the tourists have been there before or not. According to Gunn's seven stage theory (1988), the first-time tourist and repeat tourist would have the different perceptions towards a destination's image due to they are affected by the different criteria. Mazursky (1989; in Beerli & Martin, 2004b) points out that in tourism sector, the previous visitation experience may be more significant than information sources. Once tourists have the previous visitation experience to the same destination, they may tend to put more weight on their previous visitation experiences than on external information sources to perceive the destination image because the need of information sources becomes weaker (Beerli & Martin, 2004a; 2004b). But if the tourists are the first-time to visit this destination, their perceptions of destination's image are more related to the information they gained from the external stimuli (Beerli & Martin, 2004a; 2004b).

2.4.3 Psychological characteristics: traveling motivations

Esper and Rateike (2010) emphasize that traveling motivations as those necessities that make an individual direct his or her actions in order to fulfill a need. Beerli and Martin (2004a:626) define traveling motivation as '*a need that drives an individual to act in a way to achieve to the desired satisfaction*'. Tourists travel to a destination depending upon the different reasons and motives. From the tourist's point of view, it is not only one of the most important elements to affect tourist's decision-making behavior before the trip, but also as one of the personal factors that influences the perceived image of a destination after visiting the place. Because after visiting there, tourists' benefit sought may be achieved from a richer destination image (Chan & Baum, 2007; Beerli & Martin, 2004b). Baloglu and McCleary (1999) also indicate that tourists' traveling motivation highly influences their awareness and holistic evaluations of the destination image. Many researches have demonstrated that there is a strong relationship between the psychological motivations of tourists and their perceived images of destination, the different traveling motivations they have, the different extents of the destination image would be perceived by them (by Mayo & Jarvis, 1981; Pearce, 1995; Gartner, 1993; in Baloglu & McCleary, 1999; Esper & Rateike,2010; Beerli & Martin, 2004a; 2004b).

According to Uysal and Hagan (1993), tourists' travel motivations can be distinguished by push and pull factors, these two factors explain how the tourists are pushed by motivation variables into their travel decision-making, and how they are pulled or attracted by the attributes of a destination (Chan & Baum, 2007). This is to mean that, push factor refers to the socio-psychological desires that stimulating a person to travel, such as to meet friends or family, to participate in the conference or events, to escape from the routine life or to seek adventure, and so forth. Whereas a pull factor is one that the person is motivated or aroused by towards the attributes of destination, for instance,

to experience the beautiful sceneries, interesting activities, attractive history, etc (Uysal & Hagan,1993). More particularly, based on the specific situation of Sichuan, Gan *et al.*, (2010) analyze the motives of visiting Sichuan after Wenchuan earthquake, and indicate that tourists are willing to visit the earthquake relics to show their respects to the dead, and contribute to Sichuan's tourism income should be considered as the specific traveling motivations besides the other motivations such as leisure and business.

2.5 The measurement of tourist destination image

Beerli and Martin (2004a) have indicated that tourist destination image can be assessed on a set of attributes that related to the attractions or resources that a destination has of. Those attributes such as activities, landscapes, and experiences, are the elements of a destination attract tourists (Beerli & Martin, 2004a). In the past three decades, three basic rules are followed by researchers to select attributes to measure destination image (Gallarza *et al.*, 2002). First is that the revised attributes are extracted from the previous statistical results, but there are just the items but not factors or dimensions, researchers have to regroup them into categories to represent the dimensions of destination's image. Second, in order to hold a holistic result, the primary survey should be given a large number of attributes and destination characteristics, but only the more universal attributes should be considered, ignoring those that correspond to the idiosyncrasies of a particular destination (such as water quality at beach-stations). Third, when the study lists many similar attributes (like fishing, hunting, and skiing), these attributes need to be bunched into one category (such as sports activities). Moreover, Chen and Tsai (2007) suggest that when researchers summarize attributes to measure destination image, they must consider the local destination characteristics, not to use the outputs from previous studies directly. Beerli and Martin (2004b) also indicate that when researcher select attributes to design a scale to measure destination image, it largely depends upon each destination's own attractions.

Many researchers have summarized numerous common-used attributes for destination image measurement: Echtner and Ritchie (1991) have listed a set of the attributes of destination image used by 14 researchers. Their work summarizes 34 common attributes of destination image, and these attributes are categorized into seven dimensions: costs/price level; scenery/natural attractions; friendliness/hospitality/receptiveness; tourist resorts/activities; night life/entertainment; sports facilities and activities; and climate. Jenkins (1999: Table 1) develops Echtner *et al.,* (1991)'s finding by analyzing 6 update list to 1997 and 8 Australia studies additionally, and compiles a list of 48 attributes used by 28 researchers to measure destination image. In a later work, Beerli and Martin (2004a; Table 2) categorize 60 common-used attributes of destination image into nine categories, including natural resources; general infrastructure; tourist infrastructure; tourist leisure and recreation; culture, history and art; political and economic factors; natural environment; social environment; and atmosphere of the place.

Table 1 Common attributes used by researchers to measure destination image

Attributes	Echtner and Ritchie, 1991	Update list to 1997	Australia studies	Total
	n=14	n=6	n=8	n=28
Scenery/natural attractions	13	5	7	25
Hospitality/friendliness/receptiveness	11	5	5	21
Climate	8	4	6	18
Costs/price levels	9	2	6	17
Nightlife/entertainment	8	3	5	16
Sports facilities/activities	8	2	5	15
Shopping facilities	5	6	4	15
Personal safety	4	3	7	14
Different cuisine/food/drink	7	4	3	14
Restful/relaxing	5	4	5	14

Historic sites/museums	6	3	4	13
Accommodation facilities	5	3	5	13
Different customs/culture	7	2	4	13
Tourist sites/activities	8	1	3	12
Local infrastructure/transportation	7	2	3	11
National parks/wilderness areas	7	1	2	10
Architecture/buildings	7	2	1	10
Beaches	6	0	3	9
Crowdedness	4	2	2	8
Cleanliness	4	1	3	8
Cities	4	1	2	7
Accessibility	2	2	3	7
Opportunity for adventure	3	0	4	7
Facilities for information/tours	1	1	4	6
Atmosphere (familiar versus exotic)	4	0	2	6
Economic development/affluence	3	0	2	5
Family or adult oriented	1	1	3	5
Opportunity to increase knowledge	2	0	2	4
Quality of service	1	1	2	4
Fairs/exhibitions/festivals	2	1	0	3
Extent of commercialization	1	0	2	3
Political stability	1	1	1	3
Fame/reputation/fashion	1	0	2	3
Degree of urbanization	1	0	1	2
Friends and relatives		1	2	3
Wildlife		0	3	3
Sophistication		0	2	2
Interesting		0	2	2
Busy/exciting		0	2	2
Local people		1	1	2
small towns		0	2	2
Authenticity		1	1	2
Language spoken		0	2	2
Quality of merchandise		0	2	2
Racial Prejudice		0	1	1
Water activities		1	0	1
Wide open spaces		0	1	1
Theme parks		0	1	1

(Source: Jenkins, 1999: 10)

Table 2 Dimensions and attributes for the destination image measurement

Natural Resources	**General infrastructure**	**Tourist infrastructure**
Weather	Development and quality of roads, airports and ports	Hotel and self-catering accommodation
Temperature	Private and public transport	number of beds
Rainfall	Development of health services	categories
Humidity	Development of telecommunications	quality
Hours of sunshine	Development of commercial infrastructure	Restaurants
Beaches	Extent of building development	number
quality of seawater		categories
sandy or rocky beaches		quality
length of the beaches		Bars, discotheques and clubs
overcrowding of beaches		Ease of access to destination
Richness of the scenery		Excursions at the destination
protected nature reserves		Tourist centers
lakes, mountains, deserts, etc		Network of tourist information
variety and uniqueness of flora and fauna		
Tourist leisure and recreation	**Culture, history and art**	**Political and economic factors**
Theme parks	Museums, historical buildings, monuments, etc	Political stability
Entertainment and sports activities	Festival, concerts, etc	Political tendencies
golf, fishing, hunting, skiing, scuba diving, etc	Handicraft	Economic development
water parks	Gastronomy	Safety
trekking	Folklore	crime rate
zoos	Religion	terrorist attacks
adventure activities	Customs and ways of life	Prices
casinos		
Nightlife		
Shopping		
Natural environment	**Social environment**	**Atmosphere of the place**
Beauty of the scenery	Hospitality and friendliness of the local residents	Luxurious place
Beauty of the cities and towns	Underprivileged and poverty	Fashionable place
Cleanliness	Quality of life	Place with fame and reputation
Overcrowding	Language barriers	Place oriented towards families

Air and noise pollution	Exotic place
Traffic congestion	Mystic place
	Relaxing place
	Stressful place
	Happy, enjoyable place
	Pleasant Place
	Boring placed
	Attractive or interesting place

(Source: Beerli and Martin, 2004a: 625)

2.6 A short summary of theoretical framework

Tourist destination image is defined as the sum of beliefs, ideas and impressions that an individual holds of a certain destination (Crompton, 1979), which is composed of the individual's perceptions towards a huge number of tangible attributes or characteristics and intangible feelings of a destination (Echtner & Ritchie, 1991; Choi *et al.*, 1999; Jenkins, 1999). According to Gunn's seven stage theory (1988), destination image is formed from information stimuli in one's daily life and tourists' actual experiences of a destination. Many authors consider that the modified-induced image can reflect the realistic and holistic image because destination's image perceived and modified in tourists' minds is more realistic, complex and differentiated after visiting there (Etchner and Ritchie, 1991; Jenkins, 1999; Beerli & Martin, 2004a). Moreover, due to each one has his/her own social and psychological characteristics, so tourists with different preferences or characteristics have no homogeneous. As a result, they will hold the different perceptions of destination image towards the same tourist destination (Kim & Morrsion, 2005). Furthermore, several common-used attributes on destination image measurement are reviewed from the relevant literature and articles (e.g. Jenkins, 1999; Beerli & Martin, 2004a; 2004b), these attributes do not only draw a clear-cut picture to assist in understanding what the destination image is, but also contribute to the methodology of this study, especially for the structured questionnaire design.

3. Methodology

This chapter presented the research method of this study. The deductive research was applied to determine the research method of reasoning, a structured questionnaire with face-to-face self-administrated survey was used for primary data collection. Additionally, the respondent selection and data collection process, as well as the methods of analysis were introduced in details.

3.1 Deductive research

In social science research, there are two broad methods of reasoning that can be defined as inductive and deductive need to be considered while conducting a research (Bryman & Bell, 2007). The inductive research approach aims at establishing new theories or new models based on the empirical materials in a situation of a lack of sufficient theories. It works from the specific observations to the broader generalizations and theories, which is usually called a 'bottom-up' approach informally. Whereas the deductive research approach refers to use the existing theories what researchers have done in a concerned field in details to test or confirm the research questions, it works from the general theories to the specific issues, which is called a 'top-down' approach, the conclusion would follow logically from available facts (Bryman *et al.*, 2007; Burney, 2008).

For my study, on the one hand, because there are many relevant theories and concepts on tourist destination image that have been done by many authors in the past three decades (e.g. Crompton, 1979; Echtner & Ritchie, 1991, 1993; Jenkins, 1999; Baloglu *et al*, 1999; Gallarza *et al.*, 2002; Beerli & Martin, 2004a, 2004b; etc), so I can have a sufficient theoretical support to design the questionnaire and discuss my research

questions, especially to conduct the structured questionnaire with a set of questions. On the other hand, the aim of this study is to assess Sichuan's present image perceived by domestic tourists and to explore the differences of perceived image among domestic tourists based on their personal characteristics; this refers to compare facts with the reality, and the reality with the theories from the previous researches. Therefore, the deductive method of reasoning would be more appropriate for this study.

3.2 Quantitative Research

Silverman (2007) points out that qualitative method aims at investigating the people's expressions and activities in order to analyze those social issues. It is mostly applied to interpret the 'experiences' of people gain from the social phenomena to create new concepts or establish the relevant relationship among these concepts, and it highly depends upon a large number of empirical materials, such as case study, personal experience, interview, observation and visual texts to describe the regular meanings in one's life (Bryman & Bell, 2007; Silverman, 2007). Quantitative research is outlined as a distinctive research strategy; it mainly relies on data collection to point out the relationship between theory and research as deductive research for a social phenomenon by using questionnaire, experiment and survey which contains numerical data (Bryman, 2008; Saunders *et al.*, 2009). Compared with qualitative research, quantitative is more reality than qualitative research, since it always involves into studying officially statistic or doing a survey. Also, quantitative data is useful to establish patterns of behavior (Silverman, 2006). Thus in this research, quantitative method will be quantified the result.

3.3 Structured Questionnaire

Having reviewed a number of previous studies, the most popular method the researchers used for destination image study is the structured method. Echtner and Ritchie (1993)

have investigated the research methods used by researchers in destination image research field from 1975 to 1990, and the result shows that most of the authors used the structured techniques for their researches. In addition, Pike (2002) has reviewed 142 published papers on destination image study during the period 1973 to 2000, and his finding reveals that there are 114 research papers used the structured methods to assess the destination image constructs.

A questionnaire is one of the important quantitative research instruments to gather data for tourism research, which contains a series of designed questions to get information from respondents while being asked by interviewers or being completed independently by respondents themselves (Smith, 2010). It is not to require respondent to provide the detailed data, but '*can answer without having to consult personal records*' (Smith, 2010: 62). As one type of questionnaire, a structured questionnaire is a research technique to ask all the respondents to answer the same questions in the same order. The purpose of the structured questionnaire is to treat each respondent alike so that the answers of different respondents can be compared for the later analysis easily (Shaffer, 2009).

Additionally, the list of questions in questionnaire may be open-ended or close-ended, it depends on how the questions are framed and asked (Smith, 2010). An open-ended question refers to possible answers are not supplied in advance; each respondent is asked to record the answer to a question by his or her own words. It is very useful for exploring sensitive issue and investigating topics concerning with beliefs, attitudes or practices, which is normally used for unstructured questionnaire (Shaffer, 2009; Smith, 2010). Whereas a close-ended question usually provides the standard options with an answer sheet on which a respondent answer his/her own rate (such as use Likert Scale). Close-ended questions are particularly useful while studying the factual issues. Related to my research, it is an empirical study to assess Sichuan's present image as a tourist

destination, which is more practical and relating to the factual phenomenon. Hence, the close-ended questions are more appropriate for this structured questionnaire.

3.4 Structured-questionnaire Design

3.4.1 Preparing for questionnaire design

May (2001) considers that it is very important for a researcher to spend time reviewing the relevant studies to see what the others have done and which research has already been carried out before commencing the design of the questionnaire. In the past three decades, many researches have summarized several common-used attributes for assessing destination image and traveling motivation (Gallarza, *et al.*, 2002; Echtner & Rithcie, 1991; 2003; Beerli & Martin, 2004a, 2004b; Jenkins, 1999; Uysal and Hagan, 1993; Gan *et al.*, 2010). Hence it is possible for me to extract the attributes to assess the destination's image from the previous statistical results to conduct my own study. In addition, the design of questions also needs to consider the local characteristics in order to get a realistic and complete result (Chen & Tsai, 2007). Moreover, according to Jenkins (1999), the structured questionnaire is applied to specify a numerous attributes or characteristics into a standardized instrument to conduct an 'image profile'. It can use many structured techniques such as Likert type scale or semantic differential scales to get the respondent's rates of the pre-determined attributes of destination image. The structured questionnaire has many advantages, such as convenience for respondents, easy and quick to administer, simple to code, and the result can be easily analyzed by statistical software (like SPSS) (Jenkins, 1999; Bryman, 2008). But while the weaknesses can not be ignored, structured method may not show a holistic aspects of image because it cannot collect additional data and is difficult to probe the other kinds of questions (Bryman, 2008), and it requires the respondents just to think about the image in terms of pre-determined attributes, which may miss some dimensions so that it may influence the completeness of the result. Therefore, in order to improve the

completeness of this study, besides reviewing the relevant studies to extract the attributes and identify the instrument used with studies having similar objectives, I also asked for help from six postgraduate students in master program of tourism and hospitality management in Campus Helsingborg who are familiar with Sichuan province to develop the questions and the layout of the questionnaire. Bryman (2008) considers that it is necessary to pre-test the research instrument to make sure researchers can get the correct information from respondents. After an informal 'brain storm' discussion, some extracted attributes and the structure of questionnaire were modified according to their useful feedback. For instance, Sichuan is an interior state of China, so the common used item-'beach' is not available to be an attribute for measuring her image, it should not be considered in this study.

3.4.2 Conducting questions of structured questionnaire

Based on these reasons, the questionnaire is designed to be composed by 3 parts (Appendix 1), items of part B and C adopted the five point Likert Scale to measure the degree of the respondent's rate, ranging from '1=Totally Disagree', '2=Disagree', '3=Undecided', '4=Agree', '5=Totally Agree' (Bryman, 2008).

- ✧ Part A of the questionnaire presents the respondents' socio-demographic background with gender, age, marriage status, education level, monthly income, occupation, and regions, as well as the previous traveling experience.

- ✧ Part B of the questionnaire deals with the measurement of Sichuan's existing destination image with 49 attributes mainly extracted from the previous researches (see *Theoretical Framework: 2.5*) and modified with a panel discussion with six postgraduate students in tourism and hospitality management program in Campus Helsingborg who are familiar with Sichuan.

- ✧ Part C of the questionnaire consists of the traveling motivations of visiting Sichuan with 26 items by reviewing the previous studies (see. *Theoretical Framework: 2.4.3*) and being modified based on the feedback from the postgraduate students who are familiar with Sichuan.

Additionally, before carrying out this survey, the questions of structured questionnaire was translated from English into Chinese, it was checked by the other Chinese postgraduate students in Campus Helsingborg to assure the accuracy of meaning.

3.5 Primary Data Collection

3.5.1 Selection of Respondents

According to Smith (2010: 53), '*Collecting data is a lot like collecting garbage, You better know what you are going to do with it before you start piling it up*'. Whatmore (2003: 103) also points out that what data to be collected should base on the '*kinds of questions*' the researchers want to ask, because researchers collect data is to use them as evidence to support their claims (Booth, Colomb & Williams, 2008). Hence, to select the correct respondents is a very important stage for conducting a research; it may influence the reliability and validity of the research (Smith, 2010). Correct respondents will give the realistic and true information to the investigators, vice versa. This study is to investigate Sichuan's image perceived by domestic tourist at present in China and try to find out the differences of the images held by the different individuals and groups. According to Gunn's seven stage theory (1988), the modified-induced image perceived by tourist is regarded as more complex and realistic in terms of a holistic evaluation of a destination (Echtner & Ritchie, 1991; Jenkins, 1999; Beerli & Martin, 2004a). In order to hold a holistic assessment of Sichuan's destination image, thus those tourists who had already completed their trips and prepared to go back home, might have the holistic

evaluations of Sichuan's image, were considered as the target respondents for this study. In addition, because Sichuan is not a popular international tourist destination compared with Beijing and Shanghai, so this study only concentrated on domestic tourist's perspective. For these reasons, the respondent selection of this study focused on the domestic tourists who visited and had been stayed in Sichuan for at least one day but no more than one year were preferred for this survey (Choi, Chan & Wu, 1999), because tourist is normally defined as '*the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations'* (Bowen, *et al*., 2009).

3.5.2 Where to collect primary data

Once the target respondent is identified, the place of primary data collection is considered. This survey was carried out from 11th to 17th, March, 2011 at Shuangliu International Airport in Chengdu, the capital of Sichuan province. Totally 183 samples were collected during that period, those people who were waiting for check-in outside the security check in the airport hall to departure Sichuan were considered as the target respondents. Firstly, I asked them if they were the tourists from the other provinces and whether they would like to do me a favor to fill in this questionnaire. By having a positive answer, then I informed the purpose of this survey to give them the questionnaire and let them fill in it by themselves. After completing the questionnaire, I gave them a little gift to thank for their warm participations.

Due to there is no concrete sampling number and this study just wants to get the holistic perceptions of Sichuan's image held by domestic tourists from a general perspective, not from a specific place. Therefore, in this study I applied simple random sampling technique for sample selection, which is one of the most common-used techniques of probability sampling approach. This technique means that every domestic tourist who

fulfills the requirement of target respondents might be selected randomly. It can make sure a higher likelihood of the sample with true random (Smith, 2010). As one technique of probability sampling, simple random sampling is more objective, empirically defensible way of drawing a sample (Smith, 2010). Also Smith (2010) believes that, participants are selected randomly from the study population in an unbiased manner may receive the reliable results. The strength of this method produces quantifiable, reliable data that are usually generalizable to some larger population.

3.5.3 Face-to-face Self-administrated questionnaire

Due to there is definite sampling frame of target respondents, so the face-to-face self-administrated questionnaire was applied for the primary data collection in this study. The self-administrated questionnaire is one of the main instruments for collecting data using a social survey design. With a self-administrated questionnaire, the respondents need to answer the questions and complete the questionnaires by themselves (Bryman, 2008). Moreover, according to Bryman (2008), when a researcher carries out a study by using self-administrated questionnaire, the design of this form of questionnaire should follow up three criteria: firstly, it is better to use close-ended questions which tend to be easier to answer. Secondly, the questions should be easy-to-follow designs to reduce the possibility that the respondent will fail to follow filter questions, which means the questions need to be presented clearly. Thirdly, it should avoid the respondent who becomes tired of answering questions in a long questionnaire, so the questionnaire needs to be shorter to minimize the risk of 'respondent fatigue' (Bryman, 2008).

3.6 Reliability and Validity

In a social science research, the most crucial thing is its quality; in which one should measure to what extend the research is trustworthy. In order to evaluate a social science research, there are two of the most prominent criteria, reliability and validity, should be

considered carefully (Bryman, 2008). And validity presumes reliability, which means that, if your research cannot get a reliable result, it cannot be valid either (Bryman, 2008).

Reliability deals with the question if the results from this research are repeatable. That is to say, if the results would be similar with the previous studies, or when the similar research is conducted, the same result will be achieved (Bryman, 2008). Especially reliability at issue is more connected with quantitative research, because quantitative researcher is likely to be concerned with the question of whether a measure is stable or not (Bryman, 2008). From the item analysis, only one item is not acceptable for further analysis, it means this study could have a stable measure and the discrimination validity of the questions is good (see. *Data analysis 4.2.1*). From the statistical perspective, all the variables should be related to each other to assure the reliability of the quantitative research. In this study, the indexes of Cronbach's alpha are very high which indicates that there is a high correlation existed between these variables and hence there is a good reliability existing in this study.

Validity is aiming to test the findings of this research can reflect the truth of the factual issue or phenomenon, which means that the integrity of the conclusions that are generated from the other research (Bryman, 2008). Firstly, from the statistical point of view, the analysis of reliability has strongly confirmed that the reliability of this study is very good. As Bryman argues that validity and reliability are interaction, if the reliability has been demonstrated with a very high score, and hence the validity of this study can be considered suitable as well. Moreover, the results evidenced that the relevant theories are acceptable in this study, hence this study can be considered as a valid research which indeed reflects the factual issue.

3.7 Introduction to methods of analysis

To choose the appropriate methods for analyzing the data is the essential component of the research process (Smith, 2010). For this study, I used four methods to analyze the empirical data: descriptive analysis, explorative factor analysis (EFA), one way analysis of variance (ANOVA) and Pearson's correlation coefficients.

3.7.1 Descriptive Analysis

Descriptive analysis is a statistical technique to summarize observations as clearly as possible that researcher has made about the topic of his/her research (Smith, 2010). It refers to describe the characteristics of the sample in the method selection of the study that I will use to address my research questions and to reveal the variables of this survey whether they are related to the research question I want to explore. Meanwhile, because the variables of respondents' personal profile are all the categorical variables, some of the statistics (e.g. mean, standard deviation) are not appropriate. Hence this study only adopts the frequencies as a technique to analyze the respondents' characteristics. This will tell readers how many people gave each response (e.g. how many males, how many females). A frequency table provides the number of people and the percentage belonging to each of the categories for the variables in question, which can be used in relation to all the different types of variables (Bryman, 2008).

3.7.2 Explorative Factor Analysis (EPA)

Factor analysis is a statistical technique to be applied to determine if groups of items tend to regroup together to form distinct clusters, referred to as factors (Bryman, 2008). The main purpose of factor analysis is to reduce the number of variables with which the researcher needs to deal with for further analysis; in this case, the data will be easily analyzed without a complex procedure (Pallant, 2007). There are two main approaches

for factor analysis, one is explorative factor analysis (EFA), which refers to explore the interrelationships among a set of variables; another is confirmatory factor analysis (CFA), which is more complex than EFA in order to establish a mathematical model to test the specific hypotheses underlying a set of variables (Pallant, 2007). Related to my research aim, this study would apply explorative factor analysis (EFA) to analyze the empirical data.

There are also two techniques mainly used for explorative factor analysis, one is factor analysis (FA), which only analyzes the shared variance to produce a smaller set of components; And another is principle component analysis (PCA), which is to use all the variance in the variables to regroup a smaller set of liner combinations (Pallant, 2007). Though these two sets of techniques are very similar in many ways, Tabachnick and Fidell (2007: 635) point out that '*if you are interested in a theoretical solution uncontaminated by unique and error variability…FA is your choice. If on the other hand you simply want an empirical summary of the data set, PCA is the better choice*'. Thus, related to my research aim and by reviewing previous studies, I applied principle component analysis (PCA) as the technique to extract the factors for the further analysis.

3.7.2.1 Analysis of Reliability and Validity

Before carrying out EFA, there are two key steps should be done preliminarily, which is not only to find out the availability for EFA, but to contribute to the reliability and validity of this study. That is, to test the sample size and the reliability of the empirical data. Many researchers have addressed their own approaches to assess the suitability of the data for factor analysis. As Whatmore (2003) points out it is important to consider the sample size before carrying out the research. For explorative factor analysis, Tabachnick and Fidell (2007) suggest that five cases for each item are adequate in most

cases. But Pallant (2007) believes that the ideal sample size should be over 150 and the ratio needs to be approximate four cases for each variable. Though this issue is still vague and under debate, two statistical measures by SPSS can help researchers to assess the factorability of the data: one is Bartlett's test of sphericity (Bartlett, 1954; in Pallant, 2007), another is the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (Kaiser, 1970; 1974; in Pallant, 2007). The result of Bartlett's test of sphericity should be significant ($\rho<0.05$) for EFA to be considered appropriate. The KMO index ranges from 0 to 1, with 0.6 is suggested as the minimum value of sample size for a good factor analysis (Tabachnick and Fidell, 2007).

Another technique is Cronbach's alpha. It is a commonly used way to test the internal reliability of the empirical data, which essentially calculates the average of all possible reliability coefficients of the questionnaire (Bryman, 2008). A computed alpha coefficient will vary between 1, which means that it denotes perfect internal reliability to this study, and 0, which means no internal reliability. The figure 0.80 is typically considered as an ideal level of internal reliability, but Berthoud (2000; in Bryman, 2008) addresses that a minimum level of 0.60 is 'good' for the internal reliability.

3.7.2.2 Principle Component Analysis and Varimax Rotation

Principle component analysis is applied as an approach to help researchers to extract and identify the factors of a set of variables. To apply EFA for a social science research, the numbers of the factors is up to researchers themselves based on their research questions that they consider will best describe the underlying relationship among those items (Pallant, 2007). Moreover, there are three commonly used techniques that can assist in the decision concerning the number of factors to retain (not to determine but to help researchers to decide the number of factors): Kaiser's criterion; Scree test and parallel analysis.

In this study, I would like to apply Catell's Scree test (Catell, 1966; in Pallant, 2007) as the main technique to help me to decide how many optimal factors should be extracted through PCA, which is one of the most common approaches to be used. This involves plotting each of the eigenvalues of the factor, and inspecting the plot to find a point at which the shape of the curve breaks down dramatically and starts to become horizontal (Pallant, 2007). Catell (1966; in Pallant, 2007) recommends that it is better to retain all factors above the elbow, as these factors contribute the most to the explanation of the variance in the data set.

In order to have a very 'clean' and straightforward result so that can be the best to explain the correlations among all the variables, normally there are some rules should be followed up. Through this issue is still under debate, but I would like to adopt two widely used rules (Pallant, 2007; Wu & Tu, 2006): 1). The variables with factor loadings less than 0.3 should be dropped from further analysis because the low factor loading indicates that this variable does not fit well with the others in this component. 2). if some components only contain one or two variables, or the variables in one component cannot show the distinct correlations among them, the result may be not optimal, the researchers should consider to go back to carry out PCA again by adding one component or reduce one. If the result is still not ideal, these variables should be considered to be removed; (Pallant, 2007). Removing the variables is to assure that each component was represented by a number of strong factor loadings and strong correlations among all the variables (Pallant, 2007).

Once the 'clean' result has been outputted, the next step it to interpret it. But from the default result, it is a little bit difficult to interpret it clearly. Thus, researchers would like to use factor rotation to make the data can be more easier to interpret to report, factor

rotation is not to change the underlying solutions, but to make the data can be explained clearly and easily (Pallant, 2007). For the social science research domain, the most common used approach is the Varimax Rotation, which is to regroup the correlated variables to each factor automatically by SPSS (Pallant, 2007).

3.7.3 One-way analysis of variance (ANOVA)

While extracting the components/factors from explorative factor analysis, the next step is to discuss the sub-questions of my study. For this part, I used one-way analysis of variance (ANOVA) to find out whether there is a difference on the perceived image of Sichuan held by tourists among their socio-demographic characteristics and previous visitation experience. One way analysis of variance is to compare one independent variable with three or more groups (such as educational level) with one dependent variable (such as image factor 1) to point out whether there is significant difference existing by checking the index of significance. If the index of significance is below 0.05, that means a significant difference is existing between the groups of this independent variable towards the dependent variable. But ANOVA cannot explain what the differences are, and then by using mean scores to compare differences between different groups to find out where the exact differences lie, which is a statistical technique to help researchers to explore the differences between each of the groups or condition in his/her study (Pallant, 2007).

3.7.4 Pearson's correlation coefficients

To reveal the relationships between tourists' traveling motivations and their perceptions of Sichuan's image, Pearson's correlation coefficient was applied. Pearson's correlation coefficient is used to find out the relationship between two continuous variables, in terms of both the strength of the relationship and direction (Pallant, 2007). The strength of the relationship ranges from -1.00 to 1.00. A correlation of -1.00 indicates a perfect

negative correlation, and a correlation of 1.00 indicates a perfect positive correlation. Moreover, a correlation of 0.00 means there is no correlation between these variables at all. The next thing to consider is the significance level, usually researchers would like to use Sig. 2 tailed to test the statistical significance, and it is to confirm that how much confidence I should have in the results obtained (Pallant, 2007).

4 Data Analysis and Results

In this chapter, the empirical data were analyzed by the methods of analysis through SPSS 19.0.

SPSS Version 19.0 was used as the statistical instrument to analyze the empirical data in this study. SPSS is a professional statistical package for the social science, and it is the one of the most widely used instruments for quantitative research for social science (Bryman, 2008).

4.1 Respondents' profile

Descriptive analysis was used to analyze the respondent's personal profile to describe the tourists' backgrounds and characteristics in this study.

Table 3： Respondents' profile of socio-demographic characteristics

Variable	**Group**	**Number**	**Percent**
Gender	Male	102	55.7
	Female	81	44.3
Age	under 20	17	9.3
	20-29	68	37.2
	30-39	54	29.5
	40-49	28	15.3
	50-59	15	8.2
	above 60	1	0.5
Educational level	Primary	8	4.4
	High school	30	16.4
	Bachelor	112	61.2
	Postgraduate	26	14.2
	PHD or above	7	3.8
Monthly income	less than 2,000	44	24
	2,000-5,000	82	44.8

	5,000-8,000	32	17.5
	above 8,000	25	13.7
Occupation	Student	30	16.4
	Self-employed	19	10.4
	Civil servant	18	9.8
	Sales and Service worker	23	12.6
	Professional worker	13	7.1
	Enterprise manager	38	20.8
	Ordinary worker	17	9.3
	Retired	10	5.5
	Other	15	8.2
Marriage Status	Married	89	48.6
	Single	85	46.4
	Divorce	9	5.0
Region	Northeast of China	14	7.7
	North of China	33	18
	Southwest of China	49	26.8
	Northwest of China	9	4.9
	South of China	15	8.2
	Middle of China	20	10.9
	East of China	37	20.2
	Macao, Hong Kong, Taiwan	6	3.3
First time to visit Sichuan	Yes	90	49.2
	No	93	50.8

Table 3 showed the socio-demographic characteristics of respondents respectively. Among total of 183 respondents, 102 respondents (55.7%) were male and 81 respondents were female (44.3%) Therefore, a fair gender diversity of this study was achieved.

In terms of age, the majorities were aged 20-29 (37.2%) or 30-39 (29.5%), followed were 40-49 (15.3%) and under 20 (9.3%), total above 50 was only 17 respondents (8.7%). It is more likely that young people would be easy to access to than the seniors.

For the educational level, there is a large number of 102 respondents were with a

bachelor degree (61.2%), followed were high school (16.4%) and postgraduate (14.2%), last were 8 primary (4.4%) and 7 PHD or above (3.8%).

For the occupation variable, enterprise manager (20.8%), student (16.4%), and sales and service worker (12.6%) were the main components of occupation for respondents. And the occupation also showed a fair diversity of this study. There were 15 respondents (8.2%) chose 'other'; which means other types of occupation what did not be included in the questionnaire.

For the monthly income, the great majority of the respondents had a monthly income from 2,000 to 5,000 RMB (44.8%), and less than 2,000 RMB (24%) took up the secondary position, that because all the students actually have no monthly income. Only 25 respondents (13.7%) had a monthly income more than 8,000 RMB.

In terms of marriage status, there were 85 single (46.4%) and 89 married (48.6%), and 9 divorced only took up 5.0% of the sample.

For the regions, most of the respondents were from southwest of China (26.8%), east of China (20.2%) and north of China (18%), and only 9 respondents were from northwest of China (4.9%). Besides, 6 respondents from the special administrative regions: Macao, Hong Kong and Taiwan (3.3%).

For the previous visitation experience, 90 respondents (49.2%) were the first time to visit Sichuan, and 93 respondents (50.8%) were the repeat tourists, which indicated that this survey had a fair diversity in this variable as well.

4.2 Explorative factor analysis of Image and Motivation

4.2.1 Item Analysis

Items analysis is to use critical ratio to check if all the items in the questionnaire have a better picture in the discrimination validity of questions (Wu & Tu, 2006; Bryman, 2008). It is to calculate the sum of each respondent's rating scores on all the items, and then range the samples from the higher scores to the lower scores. After that, to define the top 27% of the samples as the group with high scores, and the bottom 27% of the samples as the group with low scores to use *t-test* to check critical ratio between these two groups in each item. If the level of significance is above 0.05 ($p>0.05$), this item should be removed, that is because the low correlation cannot imply the respondents' true answers which will cause instability (Wu & Tu, 2006). Therefore, by carrying out item analysis, only the item 7 of traveling motivations-'*escape from the daily life*' ($p=0,186$) was deleted for further analysis (Appendix 2).

4.2.2. *The measurement of Sichuan's destination image*

Table 4: Explorative Factor Analysis of Sichuan's image

N=183

Factor name and Items	Mean	Factor Loading	Alpha
Factor 1: Tourism attractions and Atmosphere	***3.9900***		0.930
Beauty of sceneries	***4.2131***	.694	
Attractive Historic sites/heritages	4.0546	.661	
Pleasant and enjoyable place	4.1311	.661	
Local people are friendly	3.8852	.645	
Attractive or interesting place	4.0546	.638	
Special gastronomy	4.1093	.629	
Various restaurants	3.9180	.615	
Relaxing place	***4.2404***	.607	
Beauty of cities and towns	3.9290	.581	
Place oriented towards families	4.0492	.557	
Good weather for traveling	3.7104	.540	
Well development of the earthquake relics	***3.5847***	.419	

Factor 2: Cultural and Social environment	**3.6855**		0.927
Special folklore	3.7978	.737	
Attractive Festivals	3.6175	.720	
Attractive customs and ways of life	3.7541	.697	
High quality of souvenirs	3.5355	.675	
High quality of handcraft	3.6831	.672	
Various religion places	3.4863	.656	
Good nightlife	3.8033	.577	
Special Architecture	3.6885	.522	
Obvious Tourism landmarks	3.7268	.507	
Fashionable place	3.9016	.485	
Good service of tour guide	3.5464	.481	
Factor 3: Economic environment	**3.5793**		0.854
Well development of economy	3.5246	.714	
High-level consumption	3.5301	.690	
Safety	3.6284	.672	
High-standard living condition	3.4372	.663	
Good place for shopping	3.8798	.588	
Good condition of cleanliness	3.4754	.441	
Factor 4: Tourist and Commercial infrastructure	***3.5073***		0.861
Good quality of commercial infrastructures	3.6667	.787	
Well development of health services	3.4153	.698	
Well development of public transport facilities	***3.0492***	.592	
Various accommodations	3.7650	.540	
Less air and noise pollution	3.5082	.532	
Convenient telecommunications	3.6393	.477	
Factor 5: Relevant tourism service	**3.5974**		0.784
Good quality of restaurants	3.5628	.659	
Good quality of hotels	3.5902	.614	
Many ways to access to Sichuan	3.6393	.486	
Factor 6: Climate	**3.6230**		0.755
Moderate humidity	3.4918	.775	
Moderate rainfall	3.5410	.677	
Comfortable temperature	3.8361	.604	
Total			0.968
Total variance explained: 65.081%			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.900			
Bartlett's Test of Sphericity: 0.000			

Table 4 showed the result of explorative factor analysis of Sichuan's destination image.

Through KMO and Bartlett's test, the result revealed that the KMO index was 0.900, and the index of Bartlett's test was 0.000, which was strongly supporting the factorability of factor analysis (Appendix 3). Then those 49 variables were analyzed through principle components analysis. The default output revealed that there were 11 components with eigenvalues exceeding 1.0 could be extracted from the original empirical data (Appendix 3).

By inspecting Scree Plot and following the extracting rules (see. *Methodology 3.7.2.2*), finally 8 variables were dropped and 6 factor-solutions were extracted to represent the dimensions of Sichuan's destination image (Appendix 4). These 6 factor-solutions explained a total of 65.081% of the variance. Through Cronbach's alpha test, all the alpha coefficients of image's factors were from 0.750-0.960 which demonstrated that the high correlations existed between these variables and there was a good reliability existing in this study (Appendix 5). Additionally, in order that the result can be easily interpreted, Varimax Rotation was performed (Appendix 4).

The final result pointed out that the attributes of Sichuan's destination image can be categorized into 6 dimensions. According to Hair *et al.*, (1995; in Choi *et al.*, 1999) and Pallant (2007), factor loadings were used to assist in giving a name to each factor, normally variables with higher factor loadings should be considered as having a greater impact on the factor's label. Therefore, factor 1 consisted of 12 attributes relating to the '*Tourism attractions and Atmosphere*' (MS=3.9900); factor 2 included 11 attributes of Sichuan's image which referred to '*Cultural and Social environment*' (MS=3.6855); factor 3 was given a name '*Economic environment*' (MS=3.6855) with 6 attributes; factor 4 was composed of 6 attributes which was labeled as 'T*ourist and Commercial infrastructure*' (MS=3.5073); factor 5 was named as '*Relevant tourism service*' (MS=3.5974) with 3 variables; and factor 6 was labeled as '*Climate*' (MS=3.6230).

According to Gunn's seven stage theory (1988), the modified-induced image is concerning with the result and evaluation of tourist's actual experience of the destination. Echtner and Ritchie (1991) also points out that as a consequence of visiting the destination, the destination's image perceived and modified in tourists' minds would be more realistic, complex and differentiated based on their actual experiences, which can achieve a holistic assessment of destination image. Therefore, these 6 extracted factor-solutions can be seen as the dimensions of Sichuan's image perceived by domestic tourists at present to represent all the attributes of Sichuan's image; each factor included three or more than three attributes of Sichuan's image. In addition, based on Echtner and Ritchie's three continuum model (1991), these 6 dimensions of Sichuan's image can be embodied from the individual attributes aspect: '*Cultural and Social environment*' to holistic impression aspect: '*Tourism attractions and Atmosphere*'; from functional characteristics side: '*Tourist and Commercial infrastructure*' and '*Climate*' to psychological characteristics: '*Economic environment*' and '*Relevant tourism service*'. Moreover, numerous common attributes what can be compared with other destinations were included, and the unique attributes such as '*well development of earthquake relics*' was also reflected.

As showed from this table, the summated mean scores of all factors were above 3.5 (range from 1='totally disagree' to 5= 'totally agree'), which indicated that the image of Sichuan perceived by domestic tourists had been changed from negative image into positive image at present. In particular, Factor 1, consisted of 12 attributes associated with '*Tourism attractions and atmosphere*', had a mean score of 3.9900; This pointed out that domestic tourists seemed to perceive Sichuan's tourism attractions and traveling atmosphere much more positively than other dimensions, as reflected by the highest variable scores in '*Relaxing place*' (MS=4.2404) and '*Beauty of sceneries*' (MS=4.2131). Also in this dimension, the unique attribute '*Well development of the*

earthquake relics' reflected the lowest score with '3.5847', which indicated that the domestic tourists did not evaluate this 'new' tourism attraction more favorably. On the other hand, the means score of factor 4 '*Tourist and Commercial infrastructure*' (MS=3.5073) was relatively lower than the other dimensions of Sichuan's image, which indicated that the domestic tourists did not much positively perceive this dimension. Moreover, the lowest score was recorded for the attribute '*Well development of public transport facilities*' (MS=3.0492) in this dimension, the reason maybe that Sichuan's tourism industry just recovered from Wenchuan earthquake basically, so some of the tourist and commercial infrastructure, such as roads, were still under reconstruction.

4.2.3 The Measurement of tourists' traveling motivations

Table 5: Explorative factor analysis of traveling motivations

N=183

Factor name and Items	**Factor Loading**	**Alpha**
Factor 1: Experiencing and Sightseeing		0.897
To enjoy the beautiful sceneries	0.874	
To experience the history and culture	0.842	
To experience the different customs	0.806	
To know the different cultures	0.741	
To increase my knowledge	0.687	
To experience the festivals	0.622	
To know the different ways of life	0.618	
To experience the delicious food/drink	0.583	
Factor 2: Prestige		0.860
To show off the trip to the others	0.870	
To improve my social status	0.844	
To tell others my traveling experience	0.776	
To display the pictures to others	0.751	
To visit the religion places	0.657	
To visit giant panda reserve	0.461	
Factor 3: Memory of the earthquake		0.885
To visit the earthquake relics	0.850	
To contribute to Sichuan's tourism	0.841	
To show respect to the dead	0.747	

Factor 4: Business and Private affair		0.758
To participate in the training/conferences/internship	0.826	
For Business affairs	0.791	
To participate in the events	0.650	
To meet friends and/or family	0.638	
Total		0.903

Total variance explained: 66.118%

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.819

Bartlett's Test of Sphericity: sig. 0.000

By analyzing the variables of tourists' traveling motivations through explorative factor analysis (Table 5), the result showed that KMO index was 0.819, and the significance of Bartlett's test was 0.000, which pointed out that the sample size was appropriate for this study (Appendix 6). Then using SPSS to calculate the default result, 6 factor solutions were extracted with eigenvalues exceeding 1.0 (Appendix 6). After checking Scree plot, there was a sharp flattened scople after 4th factor, which indicated that 4 factor-solutions may be the best choice for this study. By carrying out the principle factor analysis and following the extracting rules (see. *Methodology 3.7.2.2*), finally 5 variables were removed for further analysis (Appendix 7). The total variance explained was 66.118%, which presented that these 4 factor solutions could represent totally 66.118% of all the variables. Then through Cronbach's alpha test, the result revealed that all the alpha coefficients of traveling motivation factors were from 0.758-0.903 which indicated that the high correlations existed between the variables and there was a good reliability for this study (Appendix 8). Additionally, in order that the result can be clearly interpreted, Varimax Rotation was performed (Appendix 7).

Based on the naming rules (Hair *et al.*, 1995; in Choi *et al.*, 1999; Pallant, 2007), factor 1 composed of 8 variables was named as '*Experiencing and Sightseeing*'; factor 2 was labeled '*Prestige*' with 6 variables; factor 3 consisted of 3 variables was given a name of '*Memory of Earthquake*'; and factor 4 was labeled as '*Business and Private affair'* with

4 variables. According to the pull and push factors theory (Uysal & Hagan, 1993), the traveling motivation of '*Experiencing and Sightseeing*' could be regarded as the pull factor; Whereas the traveling motivations of '*Prestige*', '*Memory of earthquake*' and '*Business and Private affair*' referred to the push factors. These four factors then were summarized to represent the dimensions of domestic tourists' traveling motivations to visit Sichuan.

4.3 Socio-demographic characteristics and Sichuan's image

Table 6: AVONA between Socio-demographic characteristics and Sichuan's image

Variables	N	Group	FB1			FB2			FB3			FB4			FB5			FB6		
			Mean	S.D	P	Mean	S.D	P	Mean	S.D	P	Mean	S.D	P	Mean	S.D	P	Mean	S.D	P
Gender					0.464			0.280			0.802			0.679			0.830			0.809
	102	Male	3.9575	0.6595		3.3301	0.6595		3.5915	0.7003		3.4886	0.6919		3.6078	0.6788		3.6111	0.7100	
	81	Female	4.0309	0.6865		3.4393	0.6865		3.5638	0.7935		3.5309	0.6781		3.5844	0.7950		3.6379	0.7821	
Age					**0.023**			0.361			**0.024**			0.072			0.151			0.794
	17	Under 20	3.5049	1.2938		3.0441	1.1251		3.1176	1.1346		3.0882	1.1698		3.1569	1.1851		3.6078	1.2374	
	68	20-30	3.9939	0.5236		3.4203	0.6168		3.5588	0.5537		3.4877	0.5966		3.6078	0.6174		3.6667	0.6335	
	54	30-40	3.9938	0.6089		3.3503	0.6718		3.6235	0.6800		3.6327	0.6575		3.6975	0.6891		3.6481	0.6489	
	28	40-50	4.2381	0.5423		3.4940	0.6026		3.8929	0.7553		3.6429	0.4664		3.5714	0.6008		3.6310	0.7047	
	15	50-60	4.0444	0.4898		3.4556	0.3463		3.4889	0.9225		3.3889	0.6536		3.7556	0.8401		3.3556	0.9038	
	1	Above 60	4.0000	0.0000		3.3333	0.0000		3.0000	0.0000		3.1667	0.0000		3.3333	0.0000		3.3333	0.0000	
			4>5>6>2>3>1						**4>3>2>5>1>6**											
Educationa l level					0.452			0.142			0.186			**0.007**			**0.000**			**0.044**
	8	Primary	3.8229	0.4786		3.2500	0.0996		3.2083	1.0755		3.2708	0.4537		3.2917	0.7440		2.9583	1.0148	
	30	High School	3.9972	0.4551		3.3139	0.3895		3.5944	0.6428		3.3722	0.5426		3.7889	0.5838		3.5333	0.6349	
	112	Bachelor	3.9442	0.7901		3.3318	0.7841		3.5342	0.7731		3.4762	0.7480		3.4494	0.7375		3.6726	0.7775	
	26	Postgraduate	4.1923	0.3486		3.5545	0.5411		3.7564	0.6240		3.6474	0.4380		3.8974	0.6651		3.6026	0.5813	
	7	PHD or above	4.1310	0.2144		3.8929	0.2835		4.0000	0.2546		4.3333	0.5693		4.3810	0.4050		4.0476	0.1260	
												5>4>3>2>1			**5>4>2>3>1**			**5>3>4>2>1**		
Monthly income					0.191			0.698			**0.050**			**0.015**			**0.008**			0.651
	44	Less than	3.9167	0.8322		3.3807	0.7909		3.4621	0.8722		3.4053	0.8859		3.3939	0.7851		3.5909	0.8033	

		2,000														
	82	2,000-5,000	4.0091	0.6142		3.3669	0.6702		3.6565	0.6931		3.4654	0.6163		3.6098	0.6325		3.6667	0.6949	
	32	5,000-8,000	4.1771	0.6398		3.4870	0.6208		3.7656	0.6954		3.8542	0.6146		3.9479	0.6936		3.6771	0.6799	
	25	Above 8,000	3.8167	0.5287		3.2733	0.5695		3.2933	0.6148		3.3800	0.4153		3.4667	0.8444		3.4667	0.8607	
									3>2>1>4			**3>2>1>4**			**3>2>4>1**					
Occupation					0.427			0.523			**0.001**			0.057			0.062			**0.019**
	30	Student	3.8806	0.9596		3.3583	0.8563		3.4556	0.9488		3.2778	0.9702		3.2667	0.8369		3.5556	0.9069	
	19	Self-employed	3.9868	0.5331		3.2719	0.5485		3.5526	0.4549		3.3947	0.6648		3.7018	0.8599		3.6842	0.6234	
	18	Civil servant	3.8241	0.9358		3.3704	1.0207		3.8519	0.9716		3.4815	0.9461		3.6481	0.8817		3.6667	0.9147	
	23	Sales and Service worker	3.9529	0.3987		3.3007	0.4825		3.4783	0.6058		3.5797	0.5122		3.6667	0.4714		3.6667	0.6667	
	13	Professional worker	4.1410	0.4295		3.6731	0.6513		3.5128	0.4737		3.8590	0.5085		3.6667	0.5611		3.7692	0.8754	
	38	Enterprise manager	4.1206	0.5550		3.4254	0.5259		3.7281	0.5147		3.6491	0.5196		3.7719	0.6349		3.6491	0.4581	
	17	Ordinary worker	4.1863	0.4961		3.5343	0.6167		3.9804	0.8915		3.5882	0.3590		3.7647	0.6210		3.5882	0.6824	
	10	Retired	3.6500	0.9377		3.0167	0.6583		2.7167	0.7579		3.0167	0.7177		3.1000	0.9169		2.7667	0.9303	
	15	Other	4.0111	0.4271		3.3722	0.6298		3.4889	0.4105		3.6000	0.3974		3.6000	0.6068		3.9778	0.4623	
									7>3>6>2>5>9>4>1>8									**9>5>2>3.4>7>6>1>8**		
Marriage Status					0.983			0.338			0.626			0.698			0.776			0.175
	89	Married	3.9813	0.7106		3.3034	0.7244		3.5262	0.7546		3.4906	0.6734		3.5693	0.7558		3.5693	0.7917	
	85	Single	4.0000	0.6356		3.4549	0.6440		3.6235	0.6672		3.5412	0.7033		3.6118	0.6762		3.7137	0.6407	

	9	Divorced	3.9815	0.6598		3.3981	0.4541		3.6852	1.2203		3.3519	0.6532		3.7407	1.0107		3.2963	1.0199	
Region					0.082			0.190			**0.021**			**0.009**			0.205			0.153
	14	Northeast of China	3.9583	0.6776		3.6667	0.7124		3.3452	0.5526		3.5000	0.6338		3.4286	0.5458		3.5000	0.8346	
	33	North of China	4.1894	0.4376		3.5076	0.5113		3.8131	0.5889		3.7323	0.3840		3.5758	0.5790		3.4949	0.5598	
	49	Southwest of China	3.8588	0.8662		3.1837	0.7979		3.5102	0.8245		3.3673	0.8200		3.5170	0.8527		3.7007	0.9676	
	9	Northwest of China	4.0278	0.2125		3.5000	0.4290		3.9074	0.2778		4.0926	0.7688		4.0370	0.3889		3.8889	0.2887	
	15	South of China	3.7333	0.9735		3.2111	0.7974		3.5333	0.9620		3.2111	0.9829		3.5556	1.0814		3.6889	0.8680	
	20	Middle of China	4.1917	0.3268		3.5167	0.6532		3.7167	0.6355		3.6667	0.4393		3.7667	0.6763		3.7500	0.2836	
	37	East of China	4.0631	0.3510		3.3919	0.5103		3.5586	0.6704		3.4459	0.4195		3.6937	0.4401		3.6486	0.4840	
	6	Macao, Hong Kong, Taiwan	3.5000	1.2682		3.2778	1.0707		2.6944	1.0874		3.1389	1.1176		3.0556	1.3567		2.8333	1.3292	
									4>2>6>7>5>3>1>8			**4>2>6>1>7>3>5>8**								

FB1: Tourism attractions & Atmosphere. FB2: Cultural and Social environment. FB3: Economic Environment.

FB4: Tourist and Commercial infrastructure. FB5: Tourism service. FB6: Climate

The differences of Sichuan's image perceived by domestic tourists based on their socio-demographic characteristics were shown in table 6. The result indicated that the variables of domestic tourist's age, educational level, monthly income, occupation and region significantly influenced their perceived images of Sichuan, and there were nuanced differences existing between the groups and their perceived images of Sichuan. Therefore, the results demonstrated that each people's perceived image of a destination is unique and largely depends on the individual's social characteristics (Baloglu, 1999; Baloglu & McCleary, 1999; Gallarza *et al.,* 2002; Beerli & Martin, 2004a; 2004b).

For the variable of age, it indicated that tourist's age was significantly influenced the dimensions of '*Tourism attractions & Atmosphere*' (p=0.023) and '*Economic environment*' (p=0.024) of Sichuan's image. The most positively evaluation towards these two dimensions were those domestic tourists who were '40-50' years old, and the lowest scores were given by those tourists who were 'under 20'. Generally speaking, the elders perceived these two dimensions of Sichuan's image more favorably than the young people.

The educational level of domestic tourists had a significant relationship with the dimensions of '*Tourist and Commercial infrastructure*' (p=0.007), '*Relevant tourism service*' (p=0.000) and '*Climate*' (p=0.044) of Sichuan's image. Those tourists with a degree of 'PHD or above' had more positive perceptions towards these three dimensions of Sichuan's image than the other groups, which pointed out that the higher educational level the domestic tourists had, the more positive perceptions towards these three dimensions.

The monthly income of domestic tourists significantly influenced the dimensions of '*Economic environment*' (p=0.050), '*Tourist and Commercial infrastructure*' (p=0.015)

and '*Relevant tourism service*' (p=0.008) of Sichuan's image. Those tourists with a monthly income '5,000-8,000' tended to assess these three dimensions of Sichuan's image much more favorably than the other groups in the variable of monthly income. The lowest scores were given by those domestic tourists who had the monthly income with '8,000 above'.

For the variable of occupation, there was a statistically significant relationship between domestic tourist's occupation and the dimensions of '*Economic environment*' (p=0.001) and '*Climate*' (p=0.019) of Sichuan's image. 'Ordinary worker' preferred to evaluate '*Economic environment*' more favorably than other groups; 'Other' tended to assess '*Climate*' more positively.

Finally, the domestic tourists from the Northwest of China perceived the dimensions of '*Economic environment*' (p=0.021) and '*Tourist and Commercial infrastructure*' (p=0.009) more favorably than all the other groups. But for the dimension of '*Economic environment*', those domestic tourists who were from Northeast of China and Macao, Hong Kong, Taiwan had the lower evaluations towards it. For '*Tourist and Commercial infrastructure*', the domestic tourists who came from South of China and Macao, Hong Kong, Taiwan held the lower perceptions to this dimension than the other groups.

4.4 Previous visitation experience and Sichuan's image

Table 7: AVONA between Previous visitation experience and Sichuan's image (Is the first time to visit Sichuan?)

		FB1		FB2		FB3		FB4		FB5		FB6	
N	Group	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
90	Yes	4.1426	0.5175	3.4574	0.5844	3.7926	0.7383	3.5907	0.5643	3.5963	0.6350	3.6926	0.6577
93	No	3.8423	0.7655	3.3020	0.7531	3.3728	0.6865	3.4265	0.7777	3.5986	0.8158	3.5556	0.8111
P		**0.002**		0.121		**0.000**		0.105		0.983		0.212	
		1>2				**1>2**							

FB1: Tourism attractions & Atmosphere. FB2: Cultural and Social environment.
FB3: Economic Environment. FB4: Tourist and Commercial infrastructure.
FB5: Tourism service. FB6: Climate

From table 7, the result showed that there were statistically significant differences existing between the first-time visitors and repeat visitors on the dimensions of '*Tourism attractions & Atmosphere*' (p=0.002) and '*Economic environment*' (p=0.000). It indicated that both of these two dimensions of Sichuan's image were perceived more positively by first-time tourists than the repeat tourists. According to Gunn's seven stage theory (1988), the first-time tourists and repeat tourists would hold the different perceptions of a destination's image because they are involved into the different stages of image formation process. The repeat tourists would perceive the image of destination more associated with their actual visitation experiences; whereas the first-time tourists would form their perceptions of destination image more related to the information they obtained from external stimuli (Beerli & Martin, 2004a; 2004b; Echtner & Ritchie, 1991). This maybe because a mass of marketing promotions are transmitted by media to propagate that Sichuan is as beauty as before after recovery from Wenchuan earthquake. Therefore, when the tourists visited Sichuan without any previous visitation experience, they were more likely to perceive the actual condition of Sichuan's tourism attractions and traveling atmosphere, and the condition of economic recovery. Thereby comparing these perceptions of Sichuan's image with the information they received from the external stimuli.

4.5 The relationships between tourists' traveling motivation to visit Sichuan and their perceived image of Sichuan

Table 8: Correlation Matrix between traveling motivation and Sichuan's image

		Tourism attractions & Atmosphere	Cultural and Social environment	Economic environment	Tourist and Commercial infrastructure	Relevant tourism service	Climate
Experiencing and Sightseeing	Pearson Correlation	**.513****	**.550****	**.500****	**.427****	**.399****	**.414****
	Sig. (2-tailed)	**.000**	**.000**	**.000**	**.000**	**.000**	**.000**
	N	183	183	183	183	183	183
Prestige	Pearson Correlation	**.166***	**.333****	**.344****	**.378****	.128	.142
	Sig. (2-tailed)	**.025**	**.000**	**.000**	**.000**	.083	.056
	N	183	183	183	183	183	183
Memory of earthquake	Pearson Correlation	**.281****	**.402****	**.361****	**.420****	**.365****	**.283****
	Sig. (2-tailed)	**.000**	**.000**	**.000**	**.000**	**.000**	**.000**
	N	183	183	183	183	183	183
Business and Private affair	Pearson Correlation	.018	.126	.019	**.261****	-.008	.043
	Sig. (2-tailed)	.809	.089	.797	**.000**	.914	.559
	N	183	183	183	183	183	183

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed)

From table 8, the correlation matrix illustrated that there were positive correlations between tourists' traveling motivations and Sichuan's destination image. The 6 factors of Sichuan's image could explain totally 65.081% of all the attributes of Sichuan's image, and the 4 factors of tourists' traveling motivations could explain totally 68.118% of all the variables of traveling motivations. Hence these 10 factors can be regarded as the variables to represent Sichuan's image and tourists' traveling motivations. As many authors such as Esper & Rateike (2010) and Beerli & Martin (2004a) emphasized, while tourist's benefit sought is gained from visiting destination, their traveling motivations

will highly influence destination awareness and holistic evaluations of the destination image.

The result indicated that the domestic tourists' traveling motivations to visit Sichuan at present have a statistically positive relationship with all the dimensions of Sichuan's image on '*Experiencing and Sightseeing*' and '*Memory of earthquake*'. It illustrated that while tourists visited Sichuan with these two traveling motivations, their perceptions towards all the dimensions of Sichuan's image would be more positive and favorable. Corresponding, while these domestic tourists who perceived more positively towards these dimensions of Sichuan's image, their traveling motivations would more refer to '*Experiencing and Sightseeing*', or '*Memory of earthquake*'. According to Beerli and Martin (2004a: 626), though tourists visit a destination with different reasons and motives, tourists with different motives may assess a destination's image in similar ways *'if they perceive that the destination's image can provide them with the sought after benefit'*. This may come from the fact that these tourists who visited Sichuan with the motivation of '*Experiencing and Sightseeing*' aimed to know and experience all the aspects of a new or different places; whereas these tourists who visited Sichuan with the motivation of '*Memory of earthquake*' were getting to show their respects to the victims and experience first-hand the recovery of Sichuan's tourism, so they would like to experience every aspects of Sichuan's tourism after recovery from Wenchuan earthquake.

The traveling motivation of '*Prestige*' had the positive correlations with the dimensions of '*Tourism attractions & Atmosphere*', '*Cultural and Social environment*', '*Economic environment*' and '*Tourist and Commercial infrastructure*' of Sichuan's image. This indicated that while domestic tourists visited Sichuan with this traveling motivation, their perceived images of Sichuan would more positively focus on these dimensions of

Sichuan's image. It may have been due to these tourists aim to seek the different or special things which cannot be found in their daily life to show them off to their friends or families, hence they may perceive these dimensions of Sichuan's image more favorably than '*Relevant tourism service*' and '*Climate*'.

The traveling motivation of '*Business and Private affair*' was only positively correlated with the dimension of '*Tourist and Commercial infrastructure*'. This indicated that these domestic tourists visited Sichuan with the motivation of '*Business and Private affairs*' were only positively perceived this dimension of Sichuan's image, and they did not have the positive perceptions towards the other dimensions. It may also stem from the fact that because the traveling purposes of these domestic tourists were not to experience the tourism resources of Sichuan, but for official business or personal matters. Hence they preferred to perceive the relevant tourism service such as the quality of hotels, the quality of restaurants, and the ways to access Sichuan more positively and strongly.

5 Conclusion and Future Suggestions

This chapter generalized the empirical findings of this study, and also pointed out the limitations and errors of this study, as well as some suggestions for the future study.

5.1 Conclusion

As the destination image now is seen as the crucial factor to influence tourist's ultimate destination choice, and it largely determines the success of a tourist destination. Therefore, the research on destination image has become a hotspot in tourism marketing sector in recent years. Based on a specific case of Sichuan in China, this empirical study is carried out to assess the present destination image of Sichuan perceived by domestic tourists. It aims to define a distinctive image of Sichuan which can be distinguished from other destinations after recovery from Wenchuan earthquake. Meanwhile, in order to contribute some important information for Sichuan's tourist market, the differences of Sichuan's image perceived by domestic tourists based on their personal characteristics is also discussed in details.

Towards my research questions, firstly I asked '*What is the present destination image of Sichuan perceived by domestic tourists?*', through principle component analysis of explorative factor analysis, the various attributes of Sichuan's image were categorized into 6 dimensions to represent Sichuan's image perceived by domestic tourists, including '*Tourism attractions & Atmosphere*', '*Cultural and Social environment*', '*Economic environment*', '*Tourist & Commercial infrastructure*', '*Relevant tourism service*' and '*Climate*'. The result indicated that the negative image of Sichuan after Wenchuan earthquake had already been changed into positive image at present, because

the domestic tourists had the strongly positive evaluations to all the dimensions of Sichuan's image (MS>3.5). To put it more concretely, it pointed out that the most positively and favorably perceived dimension of Sichuan's image was '*Tourism attractions & Atmosphere*' (MS=3.990). As many authors claim that, tourist's destination choice largely depends upon how favorable is the image perceived by them (Liu, 1999; Bramwell & Lane, 1993 in Kamenidou *et al.,* 2009; Echtner & Ritchie, 1991). Therefore, in order to be able to successfully reposition and positively promote in the domestic tourist market, Sichuan has to provide a distinctive image into the tourist market to be distinguished from other destinations (Kotler *et al.,* 1999; Choi, Chan, & Wu, 1999; Kim & Morrsion, 2005). As a consequence of the empirical findings, the most positively perceived attributes of Sichuan's image are '*relaxing place'* (MS=4.2404) and '*beauty of sceneries'* (MS=4.2131). Hence, it is advisable to define Sichuan's image as a '*Relaxing place with beauty of sceneries*' under this 'new' situation to influence tourists' destination choice and stimulate them to visit Sichuan.

Meanwhile, also in this dimension, the new tourism attraction-'*Well development of the earthquake relics*' reflected that domestic tourists did not assess it more positively. Compared with the traditional tourism attractions, it cannot be seen as the important attribute of Sichuan's image to attract tourists. According to Gan *et al* (2010), the earthquake tourism cannot be used to attract tourists in a long period due to it is just a temporary phenomenon. This suggests that Sichuan cannot put too many efforts on this aspect to influence tourist's destination choice. Additionally, the lowest positively evaluation of Sichuan's image was the attribute-'*Well development of public transport facilities*' (MS=3.0492) in the dimension of '*Tourism and Commercial infrastructure*' (MS=3.5073). This may have been due to Sichuan's tourism industry just recovered from Wenchuan earthquake, therefore some tourist and commercial infrastructure such as roads still affected by the aftershocks or under reconstruction. This also suggests that

Sichuan has to place importance on this aspect, because it will highly influence the tourists' positive evaluations to Sichuan's image. As many authors mentioned (Kotler *et al.*, 1999; Choi, Chan, & Wu, 1999; Kim & Morrsion, 2005), in order to correctly reposition and successfully promote in tourist market, a destination cannot only put the efforts on improving the positive image, but also pay much attention to correct the negative image.

Based on a large number of previous researches, the sub-questions have been analyzed. The results of sub-questions confirmed that tourist's personal characteristics, including socio-demographic characteristics, previous visitation experience, and traveling motivations, indeed will influence tourists' perceived images of destination. Therefore, tourists with different preferences or characteristics will have the different perceptions to the same destination image (Baloglu & McCleary, 1999; Gallzara, *et al.*, 2002; Beerli & Martin, 2004a, 2004b). According to Selby and Morgan (1996), it is essential to ask destination marketers to know the differing destination images that different tourists have of, then the attributes of the naive image or the re-evaluated image can be incorporated into appropriate tourism marketing planning to attract tourists visiting there.

For the first sub-question: '*What are the differences of Sichuan's image perceived by domestic tourists based on their socio-demographic characteristics?*' As Beerli and Martin (2004a) said, tourists' perceived images of a destination may differ from person to person based on their own socio-demographic characteristics. In this study, the results demonstrated there were statistically significant differences existing between the groups of tourist's age, educational level, monthly income, occupation, and region and their perceived image of Sichuan. But there was no difference existing between the variables of gender and marriage status and Sichuan's image. To put it more concretely, the elders

would perceive the dimensions of '*Tourism attractions & Atmosphere*' and '*Economic environment*' more favorably than the young people. The higher educational level the domestic tourists had, the more positive perceptions towards '*Tourist and Commercial infrastructure*', '*Relevant tourism service*' and '*Climate*'. Those domestic tourists with a monthly income '5,000-8,000' perceived '*Economic environment*', '*Tourist and Commercial infrastructure*' and '*Relevant tourism service*' more favorably than the other groups. For the variable of occupation, 'Ordinary worker' preferred to perceive '*Economic environment'* more positively than other groups, and 'Other' tended to assess '*Climate*' more favorably. Finally, the domestic tourists came from Northwest of China assessed '*Economic environment*' and '*Tourist and Commercial infrastructure*' more favorably. But for the dimension of '*Economic environment*', those domestic tourists from Northeast of China and Macao, Hong Kong, Taiwan rated the lowest scores towards it; the domestic tourists who were from South of China had a lower positive evaluation on '*Tourist and Commercial infrastructure*' than the other groups. According to a large number of literatures, it has been generally accepted that destination image has influence on the tourist destination choice behavior (Chen & Tsai, 2007; Kamenidou *et al.,* 2009; Baloglu & McCleary, 1999; Echtner & Ritchie, 1991). Therefore, to explore the nuanced differences of the perceived image among the different groups can assist the destination in identifying it target groups and deciding which image should be promoted to which segment market (Gooddall, 1990; in Baloglu & McCleary, 1999). These results can suggest a need to follow different marketing promotion strategies on the different tourists' socio-demographic characteristics to form a basis for tourist market segments.

For the second sub-question: '*What are the differences of Sichuan's image perceived by domestic tourists based on their previous visitation experiences?*' The finding indicated clearly that both of '*Tourism attractions & Atmosphere*' and '*Economic environment*' of

Sichuan's image were perceived by first-time tourists more positively than the repeat tourists. And it revealed that the first-time tourists' perceived image of Sichuan were more related to the information sources they gained from the external stimuli. The result confirms that the first-time tourists and the repeated tourists would have the different perceptions of the same tourist destination image due to their formation process of image are influenced by different criteria. Though there is lack of enough empirical evidences to support this perspective, but as Yang (1995; in Beerli & Martin, 2004a) suggested, it may also be advisable to study this aspect in details. If Sichuan decides to explore its new tourist markets, the previous visitation experience can be used as a criterion for the market segmentation and selection.

For the last sub-question: '*What are the relationships between domestic tourists' traveling motivations and their perceived image of Sichuan?*' The empirical finding pointed out that tourist's traveling motivations indeed had the strong relationship with destination image. Tourists with different traveling motivations would have the different awareness and evaluations with their perceived image of destination (Baloglu, 1999; Baloglu & McCleary, 1999). Moreover, the results also revealed that tourists with different motives may assess a destination's image in similar ways if the perceived image of a destination can fit their benefit sought (Beerli & Martin, 2004a; 2004b). For these tourists who visited Sichuan with the motivation of '*Experiencing and Sightseeing*' and '*Memory of earthquake*', they would like to perceive positively to all the dimensions of Sichuan's image. For these tourists who visited Sichuan at present with the traveling motivation of '*Prestige*', they preferred to perceive the dimensions of '*Tourism attractions & Atmosphere*', '*Cultural and Social environment*', '*Economic environment*' and '*Tourist and Commercial infrastructure*' more favorably. Finally, these tourists who visited Sichuan with a traveling motivation of '*Business and Private affair*' were only positively correlated with the dimension of '*Tourist and Commercial*

infrastructure'. The relationships of traveling motivations and Sichuan's image perceived by domestic tourists that were analyzed in this study should be taken into account while promoting the destination and identifying the target market. Not only because these are of great importance when tourists make decision to select a destination, as they are the ones that stimulate people to visit there (Esper & Rateike, 2010).

Based on the results from the empirical data analysis, it is essential to notice that after assessing the image of a destination roundly and defining a distinctive destination image, the tourists with different socio-demographic characteristics, previous visitation experience and traveling motivations have to be placed importance on carefully. As Esper & Rateike (2010) argue that, given that not each person has the same perceptions of destination image, hence the marketing promotion strategies should be approached differently for each type of segment of tourist markets.

5.2 Limitations and Future Suggestions

Due to the limitations of knowledge, time and distance, some limitations and errors may exist in this study. First research limitation is about the type and size of the sample: all the respondents had participated in the survey voluntarily, many target respondents refused to complete the questionnaire, especially the seniors, maybe too many questions seems to be a trouble for their participations, so it may influence the diversity of some variables; Second limitation is that because this survey was carried out at Shuangliu International Airport in Chengdu, Sichuan province, only the domestic tourists who were traveling by plane were investigated, not including the other types of domestic tourists such as those who travel by train or bus, so it may not get the most representative sample possible. Thirdly, the attributes of measuring destination image were extracted from the statistical results of previous studies, even though they were

modified through a panel discussion, but it was only from the postgraduate students' points of view, not from the tourist experts, yet there was a possibility that the limitation of our knowledge may affect the structure and form of the items, even may miss some important attributes so that generate some errors.

For the future study, according to Jenkins (1999), it is better to conduct destination image research by using both qualitative and quantitative research methods. Jenkins (1999) believes that firstly to utilize the qualitative methods such as interview or content analysis to construct the relevant dimensions and attributes of destination image, then applying the quantitative methods such as questionnaire to measure image based on these constructs summarized from qualitative methods. In another words, the qualitative methods are able to help researchers to construct the relevant elicitations of destination's image, the quantitative methods can use these elicitations to measure the image. Therefore, once the similar research is conducted, the result may be more complete and realistic. Furthermore, due to this study was an empirical study that concentrated on a specific case of Sichuan in China, so the generalization of this study only can generalize the population of this sample and to Sichuan. Yet I believe that this study can provide both theoretical and practical implications for future study. For the theoretical implication, the structure of this study summarizes a straightforward procedure for others while constructing a similar research, and it lists many basic rules for the measurement of destination image; Also some perspectives can be discussed in details in future study such as the previous visitation experience. For the practical implication, this study definitely contributed some important information to Sichuan's segmentation of tourist markets. The destination marketing organizations of Sichuan may utilize these results for reference to carry out relevant marketing promotion strategies to attract more tourists so that Sichuan can become a flourishing tourist destination again.

6 References

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Appendix 1

Dear Madam/Sir:

I am an international student studying in Lund University, Sweden. Now I am working on my master thesis about assessing Sichuan's image perceived by domestic tourist at present. This is an anonymous questionnaire and there is no need to worry about that your personal information will be revealed to the third parties. The result will only be used for my master thesis. If you can help me to fill in this questionnaire I would so appreciate it! Thank you so much for your warm-hearted corporation!

Part 1: Respondent's Personal Information

1. Your gender:
   ☐ Male ☐ Female
2. Your age:
   ☐ Under 20 ☐ 20-29 ☐ 30-39
   ☐ 40-49 ☐ 50-59 ☐ Above 60
3. Your education level:
   ☐ Primary ☐ High school ☐ University
   ☐ Postgraduate ☐ PHD or over
4. Your monthly income (RMB)
   ☐ Less than 2,000 ☐ 2,000-5,000
   ☐ 5,000-8,000 ☐ above 8,000
5. Your occupation:
   ☐ Student ☐ Self-employed ☐ Civil servant
   ☐ Sales and Service worker ☐ Professional worker ☐ Enterprise Manager
   ☐ Retired ☐ Ordinary worker ☐ Other
6. Your marriage status:
   ☐ Married ☐ Single ☐ Divorce
7. You are from:
   ☐ Northeast of China ☐ North of China ☐ Southwest of China
   ☐ Northwest of China ☐ South of China ☐ Middle of China
   ☐ East of China ☐ Macao, Hong Kong, Taiwan
8. Is this the first time that you visit Sichuan?
   ☐ Yes
   ☐ No

Part 2. The attributes of measuring destination image of Sichuan

Items	Totally disagree	Disagree	Undecided	Agree	Totally agree
Good weather for traveling					
Comfortable temperature					
Good sunshine					
Moderate rainfall					
Moderate humidity					
Good development and quality of public transport facilities					
Good development of health services					
Convenient telecommunications					
Good quality of commercial infrastructures					
Various accommodations					
Good quality of hotels					
Various restaurants					
Good quality of restaurants					
Many ways to access to Sichuan					
Good services of tourist center					
Good nightlife					
Good place for shopping					
Beauty of sceneries					
Beauty of cities and towns					
Good condition of cleanliness					
Crowded in tourist sites					
Less air and noise pollution					
Heavy traffic congestion					
Special historic sites/heritages					
Special architectures					
Attractive festivals					
Different customs and ways of life					
Special gastronomy					
Special folklore					
Various religion places					
Stable politics					
Good development of economy					
Safety					
High-level consumption					
Local people are friendly					

High-standard living condition					
Dialect barrier					
High quality of handcrafts					
High quality of souvenirs					
Uniqueness of Giant Panda					
Obvious tourism landmarks					
Well development of the earthquake relics					
Excellent services of tour guide					
Fashionable place					
Place oriented towards families					
Relaxing place					
Pleasant and enjoyable place					
Attractive or interesting place					
Boring place					

Part 3. The traveling motivations of visiting Sichuan

Items	Totally disagree	Disagree	Undecided	Agree	Totally agree
To meet friends and/or family					
For Business affairs					
To participate in the training/conferences/internship					
To participate in the events					
To know the local people					
To make friends in trip					
To escape from the daily life					
To seek adventure					
To visit giant panda reserve					
To go shopping					
To increase my knowledge					
To know the different cultures					
To know the different ways of life					
To visit the religion places					
To tell others my traveling experience					
To show off the trip to the others					
To improve my social status					
To display the pictures to others					
To experience the history and culture					
To enjoy the beautiful sceneries					
To experience the different customs					

To experience the festivals					
To experience the delicious food/drink					
To show respect to the dead					
To visit the earthquake relics					
To contribute to Sichuan’s tourism					

Appendix 2

Items Analysis

Items analysis		N	Mean	Std. Deviation	Std. Error Mean	t	p
C1	1	55	2.2364	1.27604	.17206	-4.382	.000
	2	54	3.1667	.90596	.12328		
C2	1	55	2.1091	1.11675	.15058	-5.360	.000
	2	54	3.1852	.97272	.13237		
C3	1	55	2.0364	1.03573	.13966	-7.461	.000
	2	54	3.4259	.90286	.12286		
C4	1	55	2.1273	.98234	.13246	-5.576	.000
	2	54	3.1296	.89118	.12127		
C5	1	55	2.3636	1.02494	.13820	-7.808	.000
	2	54	3.7407	.80529	.10959		
C6	1	55	2.2364	1.03573	.13966	-7.678	.000
	2	54	3.5926	.78952	.10744		
C7	1	55	2.5091	1.19989	.16179	-1.331	.186
	2	54	2.8148	1.19865	.16312		
C8	1	55	2.1273	1.05505	.14226	-3.406	.001
	2	54	2.9444	1.41976	.19321		
C9	1	55	2.1818	1.03800	.13996	-10.079	.000
	2	54	4.0185	.85761	.11671		
C10	1	55	2.0000	1.00000	.13484	-9.412	.000
	2	54	3.7593	.95038	.12933		
C11	1	55	2.8545	1.28262	.17295	-6.184	.000
	2	54	4.0741	.69640	.09477		
C12	1	55	2.6727	1.24803	.16828	-8.444	.000
	2	54	4.2222	.53787	.07320		
C13	1	55	2.8727	1.13944	.15364	-6.802	.000
	2	54	4.0741	.63992	.08708		
C14	1	55	1.8000	.82552	.11131	-9.437	.000
	2	54	3.6481	1.18413	.16114		

C15	1	55	1.7455	.82143	.11076	-8.753	.000
	2	54	3.4815	1.20910	.16454		
C16	1	55	1.7455	.90714	.12232	-7.432	.000
	2	54	3.2778	1.21960	.16597		
C17	1	55	1.8182	.98302	.13255	-7.070	.000
	2	54	3.2963	1.19163	.16216		
C18	1	55	1.9818	1.02724	.13851	-9.107	.000
	2	54	3.7963	1.05293	.14329		
C19	1	55	3.0182	1.28367	.17309	-6.487	.000
	2	54	4.3704	.85332	.11612		
C20	1	55	3.4909	1.27472	.17188	-5.150	.000
	2	54	4.4630	.57340	.07803		
C21	1	55	3.0545	1.20828	.16292	-7.044	.000
	2	54	4.3148	.54337	.07394		
C22	1	55	2.4182	1.10035	.14837	-11.384	.000
	2	54	4.3333	.58277	.07931		
C23	1	55	2.8000	1.26784	.17095	-8.570	.000
	2	54	4.4074	.56697	.07715		
C24	1	55	2.6545	1.15819	.15617	-9.168	.000
	2	54	4.2407	.54721	.07447		
C25	1	55	2.6909	1.18435	.15970	-8.417	.000
	2	54	4.2593	.70538	.09599		
C26	1	55	2.8909	1.31477	.17728	-5.282	.000
	2	54	3.9630	.72588	.09878		

	分组	N	Mean	Std. Deviation	Std. Error Mean	t	p
B1	1	52	3.6923	.78061	.10825	-7.461	.000
	2	51	3.7647	.92926	.13012		
B2	1	52	3.6923	.75507	.10471	-5.576	.000
	2	51	3.9216	.82081	.11494		
B3	1	52	3.1154	.96312	.13356	-7.808	.000
	2	51	2.9412	1.08465	.15188		

B4	1	52	3.5962	.84621	.11735	-7.678	.000
	2	51	3.4706	.98697	.13820		
B5	1	52	3.4615	.85087	.11799	-1.331	.000
	2	51	3.4902	.94599	.13247		
B6	1	52	3.2885	.91473	.12685	-3.406	.001
	2	51	3.0000	1.07703	.15081		
B7	1	52	3.5000	.77964	.10812	-10.079	.000
	2	51	3.4118	.82889	.11607		
B8	1	52	3.8846	.87792	.12175	-9.412	.000
	2	51	3.5294	.85681	.11998		
B9	1	52	3.8077	.74198	.10289	-6.184	.000
	2	51	3.7255	.69508	.09733		
B10	1	52	3.8846	.83205	.11538	-8.444	.000
	2	51	3.7843	.78266	.10959		
B11	1	52	3.5962	.82271	.11409	-6.802	.000
	2	51	3.6667	.65320	.09147		
B12	1	52	3.9808	.87426	.12124	-9.437	.000
	2	51	3.9216	.77054	.10790		
B13	1	52	3.6538	.81372	.11284	-8.753	.000
	2	51	3.6078	.69508	.09733		
B14	1	52	3.6346	.92945	.12889	-7.461	.000
	2	51	3.6078	.87358	.12233		
B15	1	52	3.6731	.70631	.09795	-5.576	.000
	2	51	3.4706	.83314	.11666		
B16	1	52	4.1346	.81719	.11332	-7.808	.000
	2	51	3.7451	.84482	.11830		
B17	1	52	4.0192	.87426	.12124	-7.678	.000
	2	51	3.8431	.85726	.12004		
B18	1	52	4.3462	.76401	.10595	-1.331	.000
	2	51	4.1176	.88650	.12413		
B19	1	52	4.1731	.67798	.09402	-3.406	.001
	2	51	3.8431	.88029	.12326		
B20	1	52	3.6538	.86057	.11934	-10.079	.000

	2	51	3.4706	.85681	.11998		
B21	1	52	3.3269	1.11533	.15467	-9.412	.000
	2	51	3.6863	.92715	.12983		
B22	1	52	3.6731	.67798	.09402	-6.184	.000
	2	51	3.4902	.90272	.12641		
B23	1	52	3.0385	.98939	.13720	-8.444	.000
	2	51	3.5294	.98697	.13820		
B24	1	52	4.1538	.63815	.08850	-6.802	.000
	2	51	3.9216	.84482	.11830		
B25	1	52	3.9231	1.00676	.13961	-9.437	.000
	2	51	3.5882	.89836	.12580		
B26	1	52	3.8462	.80158	.11116	-8.753	.000
	2	51	3.5882	.87582	.12264		
B27	1	52	4.0385	.81557	.11310	-7.461	.000
	2	51	3.6078	.87358	.12233		
B28	1	52	4.3077	.70122	.09724	-5.576	.000
	2	51	3.9804	.70683	.09898		
B29	1	52	4.0192	.77940	.10808	-7.808	.000
	2	51	3.7059	.67213	.09412		
B30	1	52	3.6923	.96077	.13323	-7.678	.000
	2	51	3.4706	.80878	.11325		
B31	1	52	4.0577	.84976	.11784	-1.331	.000
	2	51	3.7059	.78215	.10952		
B32	1	52	3.5769	.93612	.12982	-3.406	.001
	2	51	3.5686	.78115	.10938		
B33	1	52	3.7885	.89303	.12384	-10.079	.000
	2	51	3.5490	.80781	.11312		
B34	1	52	3.3269	1.04264	.14459	-9.412	.000
	2	51	3.5490	.83220	.11653		
B35	1	52	3.9808	.85154	.11809	-6.184	.000
	2	51	3.8824	.71125	.09960		
B36	1	52	3.3846	1.23913	.17184	-8.444	.000
	2	51	3.4314	.78115	.10938		

B37	1	52	2.8462	1.01720	.14106	-6.802	.000
	2	51	2.9804	1.10436	.15464		
B38	1	52	3.8269	.92294	.12799	-9.437	.000
	2	51	3.7451	.84482	.11830		
B39	1	52	3.4808	.99981	.13865	-8.753	.000
	2	51	3.7451	.84482	.11830		
B40	1	52	4.0192	.85154	.11809	-7.461	.000
	2	51	3.9216	1.14618	.16050		
B41	1	52	3.8462	.60665	.08413	-5.576	.000
	2	51	3.7059	.80732	.11305		
B42	1	52	3.6154	.59914	.08309	-7.808	.000
	2	51	3.7255	.72328	.10128		
B43	1	52	3.6538	.98786	.13699	-7.678	.000
	2	51	3.5490	.98618	.13809		
B44	1	52	4.0192	.99981	.13865	-1.331	.000
	2	51	4.0196	.78715	.11022		
B45	1	52	4.1923	.84107	.11663	-3.406	.001
	2	51	4.0980	.78115	.10938		
B46	1	52	4.4808	.72735	.10086	-10.079	.000
	2	51	4.1569	.75822	.10617		
B47	1	52	4.4231	.72345	.10032	-9.412	.000
	2	51	3.9804	.86000	.12042		
B48	1	52	4.2692	.88817	.12317	-6.184	.000
	2	51	3.9412	.92546	.12959		
B49	1	52	1.7692	.85441	.11849	-8.444	.000
	2	51	2.1569	1.25495	.17573		

Appendix 3

KMO and Bartlett's Test

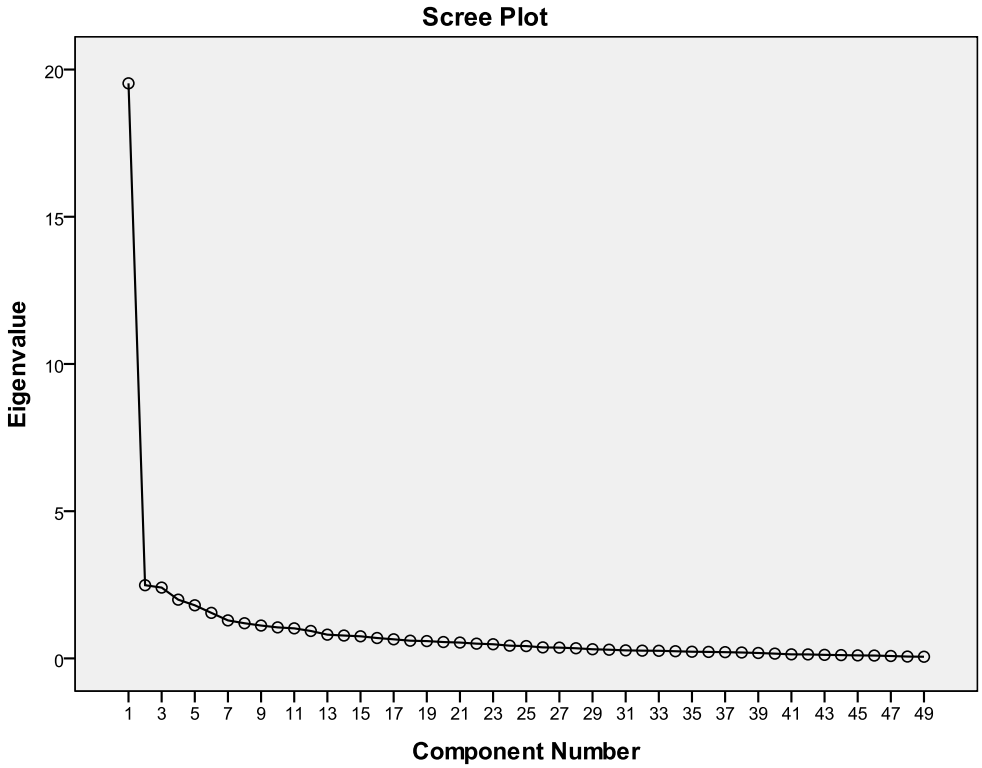
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	6839.440
	df	1176
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	19.532	39.861	39.861	19.532	39.861	39.861	6.177	12.606	12.606
2	2.486	5.073	44.934	2.486	5.073	44.934	5.867	11.974	24.580
3	2.405	4.909	49.843	2.405	4.909	49.843	4.041	8.248	32.828
4	1.995	4.071	53.914	1.995	4.071	53.914	3.982	8.126	40.954
5	1.804	3.681	57.595	1.804	3.681	57.595	3.111	6.349	47.303
6	1.547	3.156	60.752	1.547	3.156	60.752	2.711	5.534	52.837
7	1.291	2.634	63.386	1.291	2.634	63.386	2.495	5.091	57.928
8	1.194	2.437	65.822	1.194	2.437	65.822	2.317	4.729	62.657
9	1.116	2.277	68.100	1.116	2.277	68.100	2.126	4.339	66.996
10	1.053	2.149	70.249	1.053	2.149	70.249	1.391	2.839	69.835
11	1.020	2.083	72.331	1.020	2.083	72.331	1.223	2.496	72.331
12	.932	1.901	74.232						
13	.806	1.645	75.878						
14	.776	1.585	77.462						
15	.750	1.531	78.993						
16	.692	1.413	80.406						
17	.648	1.323	81.729						
18	.601	1.227	82.956						
19	.588	1.200	84.156						
20	.556	1.134	85.290						
21	.538	1.098	86.388						
22	.501	1.022	87.410						
23	.481	.981	88.391						
24	.433	.883	89.274						

25	.419	.854	90.128						
26	.374	.763	90.891						
27	.366	.746	91.637						
28	.344	.703	92.340						
29	.311	.635	92.975						
30	.295	.602	93.577						
31	.273	.556	94.133						
32	.263	.537	94.670						
33	.259	.528	95.198						
34	.243	.497	95.695						
35	.227	.463	96.158						
36	.220	.450	96.607						
37	.212	.433	97.040						
38	.200	.409	97.449						
39	.184	.375	97.824						
40	.162	.331	98.155						
41	.137	.280	98.435						
42	.135	.275	98.711						
43	.120	.246	98.956						
44	.112	.228	99.184						
45	.102	.208	99.393						
46	.097	.197	99.590						
47	.082	.166	99.757						
48	.063	.128	99.885						
49	.057	.115	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix[a]

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Pleasant and enjoyable place	**.717**	.251	.191	.214	.227	.091	.158	-.068	.060	.156	.026
Relaxing place	**.664**	.232	.247	.283	.158	.114	-.013	.034	.074	.100	.184
Beauty of sceneries	**.647**	.167	.171	.027	.323	.345	-.024	.048	.162	-.115	-.022
Beauty of cities and towns	**.622**	.296	.191	.116	.065	.392	.145	.030	.023	-.054	-.014
Place oriented towards families	**.612**	.207	.179	.200	.106	.345	.326	.049	.114	.052	-.038
Boring place	**-.609**	-.032	.238	-.038	.135	.015	-.191	.172	.152	.423	-.106
Attractive or interesting place	**.589**	.238	.333	.006	.122	-.089	.172	-.004	.293	-.093	.107
Attractive Historic sites/heritages	**.574**	.342	.197	.204	.156	.058	.162	.178	.126	-.125	-.175
Local people are friendly	**.568**	.198	.383	.061	.232	.043	.099	-.143	.115	.087	-.246
Special gastronomy	**.526**	.425	.115	.171	.178	.007	-.170	.179	.415	.177	.122
Various restaurants	**.488**	.250	.147	.423	.145	.154	.071	.275	.157	-.013	-.374

High quality of souvenirs	.168	**.736**	.127	.214	.219	-.024	.032	.061	.039	.012	.050
Attractive Festivals	.258	**.710**	.103	.116	.220	.255	.189	.067	.074	.067	-.120
Special folklore	.328	**.695**	.208	.136	.083	.036	.232	.049	.201	-.039	.156
Attractive customs and ways of life	.377	**.671**	.142	.130	.157	.053	.227	.055	.036	.046	-.002
Various religion places	.072	**.651**	.169	.209	.177	.146	.152	-.111	.129	.165	-.031
High quality of handcraft	.403	**.649**	.041	.241	-.037	.147	.094	.191	.183	.009	.195
Good night life	.040	**.577**	.263	.132	.178	.262	.153	.011	.305	-.101	-.057
Special Architecture	.371	**.537**	.190	.211	.143	.292	.205	-.001	-.081	.030	-.308
Stable politics	.293	**.350**	.257	.232	.168	.246	.277	-.257	.334	-.011	-.004
High-standard living condition	.147	.205	**.757**	.175	.042	-.240	.190	.059	.050	-.083	-.097
Well development of economy	.259	.120	**.698**	.272	.140	.120	.106	-.118	.020	.011	.001
High-level consumption	.071	.083	**.659**	.142	.150	.343	.017	.041	-.040	.104	.295
Safety	.298	.228	**.650**	.108	.132	.243	.023	-.168	.201	.160	-.088
Good place for shopping	.252	.324	**.536**	.039	.142	.387	.160	.047	-.052	-.219	-.058
Good quality of commercial infrastructures	.133	.191	.099	**.773**	.156	.047	.299	.137	.042	-.016	.003
Well development of health services	.106	.183	.314	**.684**	.194	.158	.228	-.060	.022	.123	.144
Various accommodations	.305	.232	.253	**.618**	.060	.323	.082	.216	.166	-.026	-.213
Well development of public transport facilities	.194	.346	.070	**.592**	.165	-.033	-.087	-.330	.125	.116	.058
Good quality of hotels	.087	.147	.370	**.561**	.085	.515	.094	.162	.218	-.028	-.034
Convenient telecommunications	.291	.333	.200	**.469**	.162	.146	.219	.084	.070	.078	.180
Moderate humidity	.085	.237	.168	.158	**.746**	.027	.012	.057	-.069	.042	.174
Comfortable temperature	.355	.081	-.034	.160	**.690**	.105	.127	.239	.216	.006	-.131
Moderate rainfall	.109	.302	.238	.102	**.641**	.078	.137	-.033	.028	.109	.119

Good weather for traveling	.392	.125	.080	.168	**.574**	.194	.060	.160	.220	-.125	-.259
Good quality of restaurants	.295	.177	-.005	.301	.103	**.626**	.133	.190	.130	.203	.058
Easily to access to Sichuan	.316	.226	.292	.095	.296	**.508**	.128	.063	.083	.023	.095
Cleanliness	.310	.337	.300	.183	.113	**.420**	.379	-.048	-.220	.079	.042
Obvious Tourism landmarks	.148	.301	.147	.152	.129	.146	**.638**	.127	.317	.069	-.046
Good service of tour guide	.186	.322	.181	.334	.041	.091	**.564**	.096	.139	.175	-.093
Less air and noise pollution	.172	.249	.074	.410	.279	.076	**.535**	-.169	.106	.047	.105
Fashionable place	.294	.347	.403	.240	.039	.159	**.507**	.025	.007	.034	.150
Heavy Traffic congestion	.001	-.074	-.046	-.003	.142	.073	.036	**.863**	-.008	.113	.057
Crowded in tourist sites	.055	.210	-.019	.072	.032	.052	.009	**.852**	-.063	.025	-.066
Uniqueness of giant Panda	.169	.179	-.015	.133	.115	.026	.150	-.120	**.803**	.018	.037
Well development of the earthquake relics	.354	.213	.330	.095	-.050	.262	.237	.144	**.441**	-.063	.040
Good services of tourist center	.048	.275	.042	.319	.297	.272	.122	-.164	**.325**	.016	.116
Dialect barriers	-.023	.096	-.015	.095	.027	.060	.144	.105	-.018	**.887**	.016
Good sunshine	.088	.133	.078	.196	.441	.137	.064	.000	.181	-.012	**.563**

Appendix 4

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	18.272	44.566	44.566	18.272	44.566	44.566	6.407	15.627	15.627
2	2.073	5.055	49.621	2.073	5.055	49.621	6.261	15.272	30.899
3	1.906	4.649	54.270	1.906	4.649	54.270	4.213	10.276	41.174
4	1.666	4.063	58.333	1.666	4.063	58.333	3.925	9.574	50.748
5	1.555	3.792	62.125	1.555	3.792	62.125	3.357	8.188	58.936
6	1.212	2.956	65.081	1.212	2.956	65.081	2.519	6.144	65.081
7	1.052	2.565	67.645						
8	1.020	2.489	70.134						
9	.943	2.299	72.434						
10	.845	2.060	74.494						
11	.740	1.804	76.298						
12	.708	1.727	78.025						
13	.661	1.611	79.636						
14	.638	1.557	81.193						
15	.578	1.410	82.603						
16	.559	1.363	83.967						
17	.512	1.249	85.216						
18	.505	1.232	86.449						
19	.482	1.175	87.624						
20	.461	1.125	88.748						
21	.394	.961	89.709						
22	.367	.896	90.605						
23	.354	.863	91.467						
24	.347	.846	92.314						
25	.319	.779	93.092						
26	.306	.746	93.838						
27	.280	.683	94.521						
28	.266	.650	95.170						
29	.252	.614	95.785						
30	.226	.552	96.337						
31	.212	.517	96.854						
32	.203	.496	97.350						

33	.177	.431	97.780						
34	.167	.408	98.188						
35	.140	.342	98.530						
36	.131	.319	98.849						
37	.118	.289	99.138						
38	.109	.266	99.403						
39	.094	.230	99.633						
40	.078	.190	99.823						
41	.073	.177	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
Beauty of sceneries	**.694**	.152	.213	-.051	.309	.268
Attractive Historic sites/heritages	**.661**	.338	.159	.194	.178	.046
Pleasant and enjoyable place	**.661**	.288	.241	.239	.121	.195
Local people are friendly	**.645**	.186	.384	.118	.012	.100
Attractive or interesting place	**.638**	.292	.323	.092	-.079	.049
Special gastronomy	**.629**	.382	.025	.176	.024	.219
Various restaurants	**.615**	.212	.047	.384	.336	.049
Relaxing place	**.607**	.231	.245	.263	.158	.198
Beauty of cities and towns	**.581**	.323	.276	.061	.357	.027
Place oriented towards families	**.557**	.312	.240	.207	.427	.039
Good weather for traveling	**.540**	.111	.004	.132	.339	.472
Well development of the earthquake relics	**.419**	.317	.291	.124	.347	-.069
Special folklore	.347	**.737**	.209	.178	.047	.099
Attractive Festivals	.304	**.720**	.112	.113	.258	.197
Attractive customs and ways of life	.381	**.697**	.144	.158	.095	.131
High quality of souvenirs	.221	**.675**	.101	.209	-.035	.271
High quality of handcraft	.388	**.672**	.028	.212	.200	.029
Various religion places	.089	**.656**	.181	.248	.097	.246
Good nightlife	.172	**.577**	.275	.136	.200	.172
Special Architecture	.391	**.522**	.236	.184	.292	.073
Obvious Tourism landmarks	.189	**.507**	.150	.293	.319	.009
Fashionable place	.189	**.485**	.467	.305	.267	.020
Good service of tour guide	.166	**.481**	.177	.447	.294	-.053

Well development of economy	.280	.100	**.714**	.285	.093	.111
High-level consumption	.014	.084	**.690**	.097	.293	.253
Safety	.359	.206	**.672**	.139	.117	.121
High-standard living condition	.238	.193	**.663**	.265	-.149	-.039
Good place for shopping	.282	.312	**.588**	-.027	.345	.092
Cleanliness	.177	.417	**.441**	.178	.397	.095
Good quality of commercial infrastructures	.155	.218	.068	**.787**	.253	.111
Well development of health services	.074	.202	.364	**.698**	.212	.205
Well development of public transport facilities	.232	.250	.149	**.592**	-.169	.196
Various accommodations	.390	.205	.170	**.540**	.499	.036
Less air and noise pollution	.138	.391	.175	**.532**	.127	.180
Convenient telecommunications	.254	.375	.201	**.477**	.245	.192
Good quality of restaurants	.244	.247	.062	.223	**.659**	.140
Good quality of hotels	.159	.149	.330	.467	**.614**	.108
Many ways to access to Sichuan	.297	.273	.340	.040	**.486**	.329
Moderate humidity	.119	.189	.172	.179	.018	**.775**
Moderate rainfall	.126	.299	.278	.165	.038	**.677**
Comfortable temperature	.475	.111	-.122	.169	.303	**.604**

Appendix 5

Reliability Statistics (Total)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.968	.968	41

Reliability Statistics (Tourism and Commercial infrastructure)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.866	6

Reliability Statistics (Tourism attractions & Atmosphere)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	12

Reliability Statistics (Relevant tourism service)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.754	3

Reliability Statistics (Cultural and Social environment)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.928	11

Reliability Statistics (Climate)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.788	3

Reliability Statistics (Economic environment)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.855	6

Appendix 6

KMO and Bartlett's Test

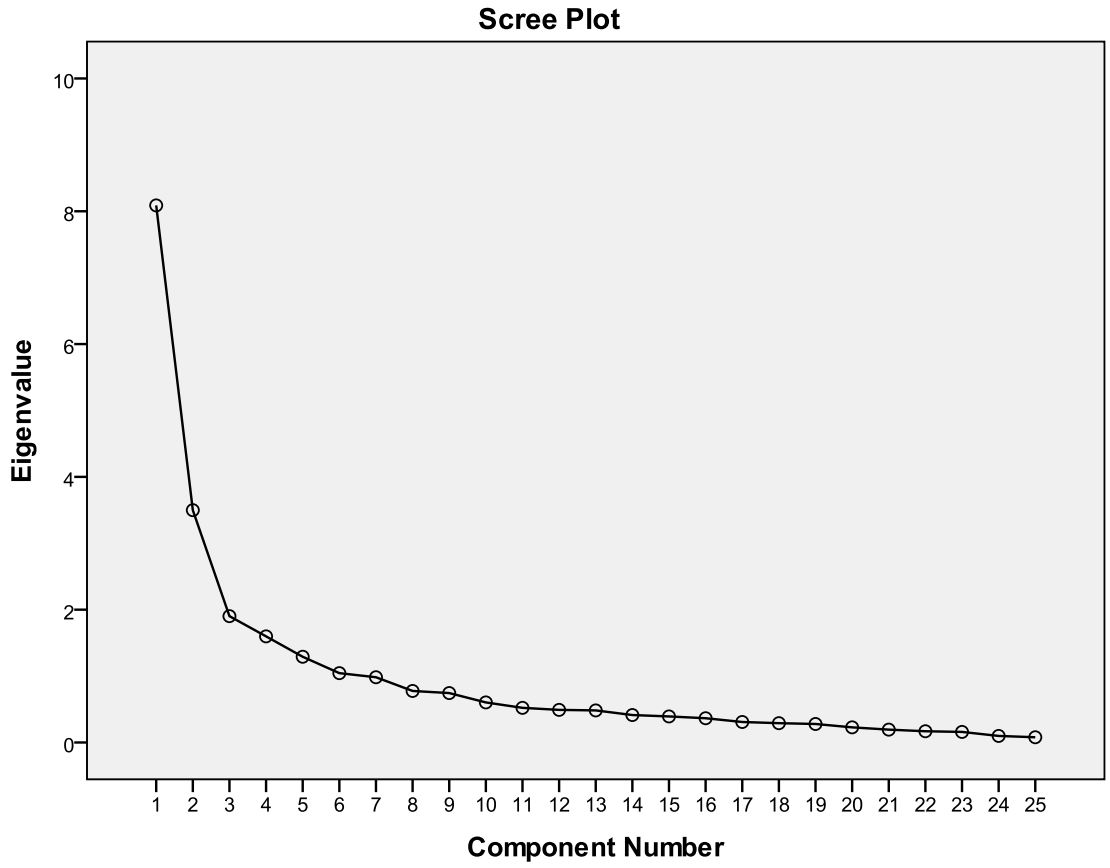
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	2855.047
	df	300
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.088	32.353	32.353	8.088	32.353	32.353	4.654	18.618	18.618
2	3.499	13.995	46.348	3.499	13.995	46.348	3.779	15.116	33.734
3	1.902	7.610	53.957	1.902	7.610	53.957	2.740	10.961	44.695
4	1.598	6.392	60.349	1.598	6.392	60.349	2.466	9.864	54.559
5	1.291	5.164	65.513	1.291	5.164	65.513	2.269	9.077	63.635
6	1.044	4.177	69.690	1.044	4.177	69.690	1.514	6.055	69.690
7	.983	3.930	73.620						
8	.776	3.104	76.724						
9	.744	2.977	79.702						
10	.603	2.413	82.115						
11	.522	2.087	84.201						
12	.491	1.964	86.166						
13	.483	1.932	88.097						
14	.413	1.653	89.750						
15	.392	1.569	91.319						
16	.365	1.461	92.780						
17	.309	1.235	94.014						
18	.291	1.163	95.178						
19	.279	1.114	96.292						
20	.228	.911	97.203						
21	.194	.775	97.978						
22	.169	.676	98.654						
23	.159	.636	99.291						

24	.099	.395	99.686						
25	.079	.314	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
To experience the history and culture	**.851**	.144	.110	.015	.098	.003
To enjoy the beautiful sceneries	**.836**	-.074	-.071	.029	.202	-.162
To experience the different customs	**.805**	-.065	.180	.226	.148	.015
To know the different cultures	**.741**	.198	.277	-.106	.204	.215
To increase my knowledge	**.714**	.050	.283	-.122	.094	.221

To know the different ways of life	**.652**	.208	.269	-.154	.057	.189
To experience the festivals	**.553**	.231	.291	.123	.364	.041
To show off the trip to the others	-.051	**.859**	-.089	.261	.091	.052
To improve my social status	-.091	**.847**	.050	.199	.022	-.026
To tell others my traveling experience	.157	**.769**	.008	.189	.118	-.057
To display the pictures to others	.209	**.761**	.172	-.023	.101	-.059
To visit the religion places	.162	**.648**	.213	.087	.137	.281
To visit giant panda reserve	.351	**.446**	.270	.010	.150	.309
To contribute to Sichuan's tourism	.219	-.045	**.835**	.126	.148	.084
To visit the earthquake relics	.245	.154	**.817**	.093	.220	.125
To show respect to the dead	.349	.231	**.748**	.026	.215	-.056
To participate in the training/conferences/internship	.073	.265	.101	**.814**	.114	-.087
For Business affairs	-.037	.257	.035	**.794**	-.090	-.015
To participate in the events	-.013	.066	.352	**.654**	.026	.037
To meet friends and/or family	-.011	.037	-.126	**.643**	.154	.130
To know the local people	.155	.079	.174	.155	**.752**	.224
To make friends in trip	.225	.027	.174	.076	**.645**	.461
To go shopping	.254	.275	.259	-.014	**.634**	.029
To experience the delicious food/drink	.422	.244	.104	.059	**.601**	-.363
To seek adventure	.110	.055	.067	.061	.170	**.850**

Appendix 7

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.075	33.690	33.690	7.075	33.690	33.690	4.771	22.720	22.720
2	3.485	16.594	50.285	3.485	16.594	50.285	3.728	17.751	40.471
3	1.848	8.799	59.084	1.848	8.799	59.084	2.904	13.830	54.302
4	1.477	7.034	66.118	1.477	7.034	66.118	2.481	11.816	66.118
5	.988	4.707	70.825						
6	.825	3.929	74.754						
7	.700	3.332	78.086						
8	.659	3.138	81.224						
9	.551	2.623	83.847						
10	.491	2.339	86.186						
11	.470	2.237	88.423						
12	.413	1.965	90.388						
13	.372	1.771	92.160						
14	.337	1.606	93.766						
15	.297	1.414	95.180						
16	.247	1.174	96.354						
17	.218	1.037	97.391						
18	.182	.868	98.259						
19	.174	.827	99.086						
20	.110	.525	99.611						
21	.082	.389	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
To enjoy the beautiful sceneries	**.874**	-.081	-.072	.035
To experience the history and culture	**.842**	.130	.124	-.003
To experience the different customs	**.806**	-.069	.207	.207
To know the different cultures	**.741**	.205	.349	-.130

To increase my knowledge	**.687**	.043	.347	-.149
To experience the festivals	**.622**	.248	.348	.140
To know the different ways of life	**.618**	.205	.320	-.186
To experience the delicious food/drink	**.583**	.257	.097	.143
To show off the trip to the others	-.020	**.870**	-.076	.263
To improve my social status	-.081	**.844**	.031	.209
To tell others my traveling experience	.183	**.776**	.013	.190
To display the pictures to others	.226	**.751**	.159	-.003
To visit the religion places	.173	**.657**	.288	.078
To visit giant panda reserve	.358	**.461**	.367	-.010
To visit the earthquake relics	.262	.162	**.850**	.103
To contribute to Sichuan's tourism	.219	-.046	**.841**	.135
To show respect to the dead	.369	.227	**.747**	.049
To participate in the training/conferences/internship	.102	.256	.083	**.826**
For Business affairs	-.054	.235	.009	**.791**
To participate in the events	-.023	.058	.344	**.650**
To meet friends and/or family	.035	.054	-.052	**.638**

Appendix 8

Reliability Statistics (Total)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	25

Reliability Statistics (Prestige)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.860	6

Reliability Statistics (Business & Private affair)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.758	.759	4

Reliability Statistics (Memory of earthquake)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.885	3

Reliability Statistics (Sightseeing & Experiencing)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.899	8