



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

**Understanding Tourist Motivation and Behavioral Intention to
Visit a New Chinese Beach Destination**

A case study of potential Swedish tourists' intention to travel to Nordic Village
of Hainan Island, China

Xiaona Che and Weiwei Yang

Graduate School

Master of Science in Tourism and Hospitality Management

Master Degree Project No. 2011:91

Supervisor: Tommy Andersson

ACKNOWLEDGMENTS

This thesis was written during the spring of 2011 for the Master Program of Tourism and Hospitality Management at Handelshögskolan of Göteborg University, Sweden.

Firstly, we would like to express our sincere gratitude toward our wonderful and super supervisor, Tommy D. Andersson, Dean of Tourism and Hospitality Management Master Program, who has strongly encouraged and helped us on this intensive thesis work all the way through. And we have enjoyed a lot of inspirational time with him at J9 office.

Secondly, we greatly appreciate Mr. Liu Luming, the project owner of our case research. Thanks him for offering this research opportunity and sharing his extensive experience to us. We think what we learned from him will be used not only for this thesis project, but also for our future career development.

Thirdly, we also want to thank our friends Hanping Zhou, Charlotta Junger and Linn Bäckdahl for all those times they stood by us, for all their sincere help when we got stuck, for all their cheering-up when we were frustrated, for their participating into our pilot study and proposing numerous useful and constructive suggestions for our research.

Last but not least, we appreciate our families and other friends to exhibit a steady assistant and inspiration during the whole process of our thesis. This study could not have been completed without their contribution.

Thanks for all the angels and Him who sent them to us.

Xiaona Che & Weiwei Yang

May 30th, 2011
Gothenburg, Sweden

ABSTRACT

In our thesis, we examined the motivation and travel intention potential Swedish tourists to a new beach destination in China. Two models were developed in this study: one named TBE that was based on the theory of planned behavior (TPB) and past travel experience to explore whether a modified model could predict tourists' intention of visitation to a new beach destination; another alternative model named PPA was proposed to test whether tourists' motivation applied in push and pull framework could be taken used as influencing factors toward attitude construction of the TPB model. The survey data were collected from 232 samples by a self-administrated questionnaire through a web survey. Frequency descriptive, t-test, bivariate correlation and multiple regression analysis were employed to test the research models and hypotheses. A tourism development project located in Hainan Island, China that was dedicating to attract Swedish tourists was used as a background in this case study. The results indicated that push and pull motivations did have a positive influence toward travel attitude, while travel attitude together with subjective norm, past travel experience and perceived behavioral control all had significant influence toward behavioral intention. Constructive recommendations were offered to enable the destination site attracting more potential Swedish tourists.

Keywords: Theory of planned behavior, past travel experience, push and pull motivations, Swedish tourists, Hainan Island of China

ABBREVIATION

ATT=Travel Attitude

BI=Behavioral Intention

SN=Subjective Norm

PBC=Perceived Behavioral Control

PTE=Past Travel Experience

PPA=Push, Pull and Attitude

TPB=Theory of Planned Behavior

TBE=TPB with PTE as an additional variable

Table of Contents

CHAPTER 1: INTRODUCTION.....	1
1.1 INITIATIVE OF THE STUDY	1
1.2 HAINAN ISLAND AS A CHINESE BEACH DESTINATION.....	2
1.3 CASE STUDY BACKGROUND.....	3
1.3.1 Nordic Village Project on Hainan Island, China	3
1.3.2 Swedish outbound tourism market	4
1.4 THESIS OBJECTIVES AND RESEARCH QUESTIONS	5
1.5 OUTLINE OF THE STUDY	6
CHAPTER 2: LITERATURE REVIEW	7
2.1 TOURISM AND LEISURE	7
2.2 BEACH TOURISM DESTINATION	8
2.2.1 Motivation and tourist motivation	10
2.2.2 Factors affecting tourists' motives.....	12
2.2.2.1 Past travel experience.....	12
2.2.2.2 Social-demographic variables	13
2.2.2.3 Self-Perception.....	14
2.2.3 Main theoretical approaches applied on tourist motivation	15
2.2.3.1 Travel Career Pattern	15
2.2.3.2 Push and Pull Theory	16
2.2.4 Leisure Motivation Scale.....	17
2.3 THE APPLICATION OF THEORY OF PLANNED BEHAVIOR IN TOURISM RESEARCH.....	18
CHAPTER 3: MODELS AND HYPOTHESES	21
3.1 PROPOSED MODELS	21
3.2 VARIABLE DEFINITIONS	22
3.3 HYPOTHESES FORMULATION.....	23
4.1 RESEARCH DESIGN.....	24
4.2 RESEARCH INSTRUMENT	24
4.3 QUESTIONNAIRE DESIGN.....	25
4.4 PILOT TEST.....	29
4.5 SAMPLING DESIGN	29
4.5.1 Population.....	29
4.5.2 Sampling method.....	30
4.6 DATA COLLECTION	31
4.7 DATA ANALYSIS.....	32
4.7.1 Level of measurement scales.....	32
4.7.2 Statistical analysis method	33
CHAPTER 5: RESULTS AND DISCUSSION.....	34
5.1 SAMPLE DESCRIPTION	34

5.2 TRAVEL EXPERIENCE.....	36
5.2.1 Attracted places and favorite activities.....	36
5.2.2 Travelling times, information source and main purpose	36
5.2.3 Travel length, expenditure, accommodation type and companionship	37
5.2.4 Favorite activities	37
5.2.5 Service evaluation.....	38
5.3 RELIABILITY AND VALIDITY TEST.....	38
5.4 DESCRIPTION OF SWEDISH TOURISTS’ MOTIVATION TOWARD A NEW BEACH DESTINATION	39
5.4.1 Push motivations	39
5.4.2 Pull Motivations	40
5.5 EVALUATION THE COMPOSITION MODELS OF PPA, TPB AND TBE.....	41
5.5.1 T-test	42
5.5.2 Bivariate correlation and Multiple Regression Test	42
CHAPTER 6: CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS	49
6.1 CONCLUSIONS	49
6.2 LIMITATIONS.....	50
6.3 RECOMMENDATIONS	51
6.3.1 Recommendation on understanding Swedish tourists.....	51
6.3.2 Recommendation on products development package	52
6.3.3 Recommendation on communication methods.....	54
6.3.4 “DOS” and “DON’TS”-learning from past service experience	55
REFERENCES	57
APPENDIX 1: COVER LETTER OF QUESTIONNAIRE - VIA E-MAIL	65
APPENDIX 2: COVER LETTER OF QUESTIONNAIRE - VIA FACEBOOK EVENT INVITATION.....	66
APPENDIX 3: QUESTIONNAIRE OF SWEDISH TOURISTS TRAVEL MOTIVATION AND INTENTION TOWARD A NEW CHINESE BEACH DESTINATION IN HAINAN	67
APPENDIX 4: SPECIFIED SERVICES AS IMPRESSIVE.....	72
APPENDIX 5: SPECIFIED SERVICES AS UNCOMFORTABLE.....	73

LIST OF FIGURES

Figure 1.1 Location of Hainan Island, China in Far East

Figure 1.2 Top 10 leisure trip destinations of Swedish tourists in 2009 (number of trips abroad with overnight stays in thousands)

Figure 1.3 Main purpose of Swedish outbound leisure travel 2009 (percentage of total trips)

Figure 2.1 Flowchart of the TPB model

Figure 3.1: Proposed Models of this Research-PPA and TBE

Figure 5.1 Flowchart of the combination models between PPA and TBE

Figure 6.1 Three most important push motivations of Swedish tourists travelling to a new beach destination

Figure 6.2 Four pull attributes of destination attract Swedish tourists to a new beach destination in Hainan Island

LIST OF TABLES

Table 4.1 Push motivations

Table 4.2 Pull motivations

Table 4.3 Statistical analysis method

Table 5.1 Frequency analysis of respondents' demographic information

Table 5.2 Specified services as impressive

Table 5.3 Specified services as uncomfortable

Table 5.4 Reliability statistics for push and pull motivations, PBC and SN

Table 5.6 Mean and standard deviation of pull motivations (20 items)

Table 5.7 Difference in BI between non-travel experience and travel experience

Table 5.8 Bivariate correlations between PPA variables

Table 5.9 Multiple regression coefficients for PPA model

Table 5.10 Pearson correlations among TPB model

Table 5.11 Standard multiple regression analysis for evaluating the model of TPB

Table 5.12 Pearsons correlations among TBE model

Table 5.13 Hierarchical regression analysis for the impact on BI among the TPB and TBE

Chapter 1: Introduction

1.1 Initiative of the study

Understanding what motivates people to travel and what influences people's travel behavior is crucial in predicting potential tourists' travel decisions and future travel patterns (Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Jang and Wu, 2006). For tourist travel motivation, the literature illustrated that motivation factors can be categorized as either push or pull which provide a foundation framework and direction for future research (Crompton, 1979; Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Yoon and Uysal, 2005; Jang and Wu, 2006; Aswin, 2008; Huang, 2009). A theory of push and pull suggests that people travel because they are pushed by internal motives and also pulled by external forces of destination attributes (Lam and Hsu, 2005; Chhavi, 2010). In addition, Gnoth (1997) examined the relationship between motivation and attitude with a conceptual framework derived in the study and concluded that the attitude was determined by tourist motivation. In this sense, motivation is inevitable in understanding tourists' attitude and intention for travel behavior to a particular destination. For behavior research, the Theory of Planned Behavior (TPB) (Ajzen, 1991) is recognized as the best model that could affiliate influential components of future behavior. Ajzen noted that factors such as general attitude toward a destination, subjective norm and perceived behavioral control might affect tourist choice of destination in terms of influencing behavior intention, which could be taken as equal to the most likelihood of the future action (FishBein and Ajzen, 1975; Kuhl and Beckmann, 1985). Hence, to some extent, as long as the behavioral intention is examined appropriately, the result of actual behavior can be properly predicted as well (FishBein and Ajzen, 1975).

In tourism industry, figuring out what influences tourists' future behavior and the formulation process is of great importance for developers of tourism destinations, because destinations need to develop tourism products to match tourists' requirements as well as competitively position themselves in the keen market competition (Oliver, 1979; Lam & Hsu, 2005; Lam & Hse, 2004; Lam & Hse, 2005; Huang & Hsu, 2009). Since our interest is to understand tourist travel behavior, thus it is necessary to identify what are the determinants could explain the travel intention to predict future behavior. In fact, travel intention could be

both influenced by social effects and psychological features like attitude and motivation, which contribute a lot in tourists' decision-making for travelling to a destination (Lam and Hsu, 2004; Awaritefe, 2004; Hsu and Huang, 2009). Furthermore, in this study tourists' past travel experience is also taken as a latent construct which could influence future intention (Ryan, 1995; Flynn & Goldsmith, 1999; Gunn, 2002). This study aims to develop and empirically test proposed models of travel motivation toward attitude in TPB model and extended TPB model with an additional latent variable of past travel experience for behavioral exploration for the purpose of explaining potential Swedish tourists' travel motivation and visit intention to a new beach destination in Hainan Island, China.

1.2 Hainan Island as a Chinese beach destination

Hainan Island, located at the south end of China, is the largest Chinese beach destination in Far East (see Figure 1.1). It takes up an area of 34,000 km² with a population of 8.7 million, including 1.2 million various minorities (National Bureau of Statistics of China, 2010). The location of Hainan is in close proximity to Thailand, another world's famous beach destination and is at the same latitude as the sought after Hawaii beach of the United States. In addition, the weather here is influenced by the tropical monsoon climate with an annual average temperature of 22°C-26°C, and more than 300 sunny days yearly, which is perfect for beach tourism. In view of such an attractive natural environment, it is believed that there are tremendous advantages and possibilities to develop Hainan into a unique and famous beach destination worldwide in the near future (Hainan Tourism Administration, 2011).

In the light of supportive government policies through which Chinese government aims to transform Hainan Island into one of the top international tourism destinations by 2020, positioning Hainan as both "international" and "ecotourism", this destination has been experiencing rapid development. Starting from April 20 of 2011, duty free shopping has been available to both domestic and international tourists (The Independent, 2011). In addition, China also plans to develop this tropical island province into a destination for renowned international corporations and a platform for cultural exchanges.

Figure 1.1 Location of Hainan Island, China in Far East



1.3 Case study background

Tourism is a sizeable industry in the economy of Hainan Island. As indicated by National Bureau of Statistics of China, in 2010 alone, the total numbers of overnight tourists visiting Hainan was estimated to be 25.87 million, a 20 percent jump compared to 2009, and among them, only around 66.3 thousand came from inland tourism market. Nonetheless, despite the recent booming, Hainan remains to be an unacquainted name that was never heard of to most Swedish tourists.

1.3.1 Nordic Village Project on Hainan Island, China

Bearing this in mind, a Chinese tourism development company - Hongshitan group and a Swedish tourism company - Nordic travel group recently collaborated to start design and develop a brand-new high-quality beach destination—Nordic Village tailored for Swedish tourists in Hainan. The mission of this project is to develop Nordic Village as a highly attractive beach destination and eco-tourism destination for Swedish tourists. And in the near future, hopefully travelling to Nordic Village will become an alternative and fashionable

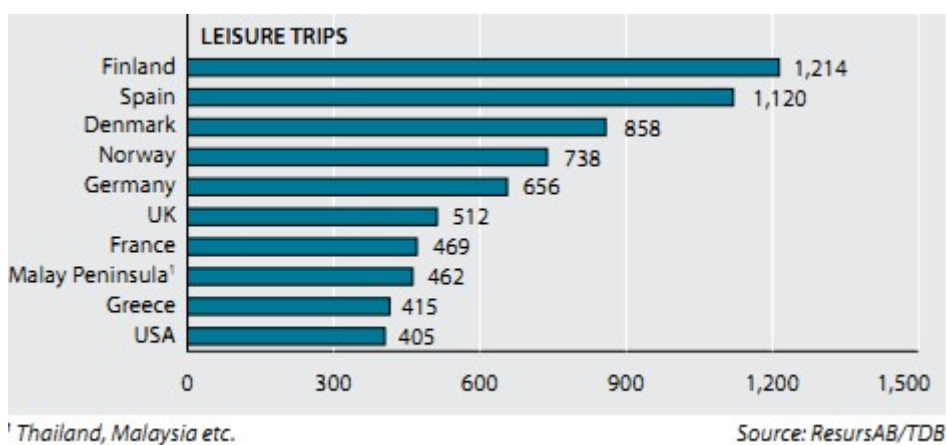
option for those who wish to escape the cold weather of Sweden, enjoy summer heat and have a fantastic holiday.

As a consequence, the project needs to explore Swedish tourists' most essential needs, travel experience and planned behavior as an initiative and pilot marketing investigation on this ongoing Nordic Village project. Currently the project is still at its early stage, much information of comprehending Swedish tourists travelling motivation (push motivations) and what destination attributes (pull motivations) could effectively attract potential Swedish tourists are strongly desired. In addition, knowing what elements will influence planned behavior of Swedish tourists to travel to Hainan would play an essential role in successfully branding a new destination to a niche market for marketers and developers of the Nordic Village project.

1.3.2 Swedish outbound tourism market

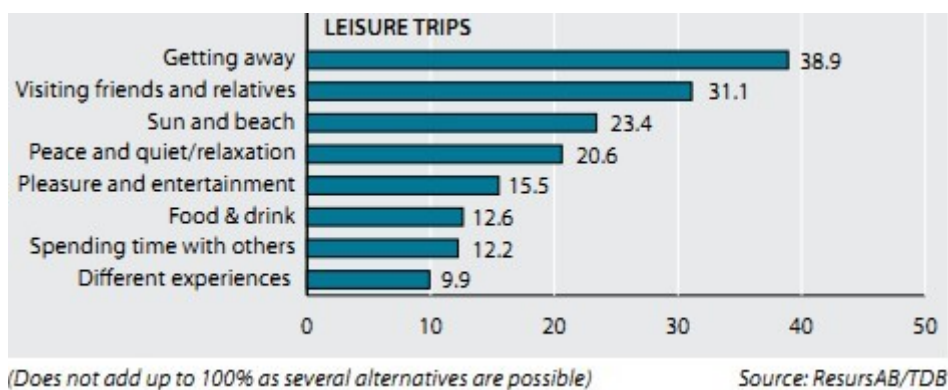
With respect to the data from The Swedish Agency for Economic and Regional Growth (2011) for outbound tourism statistics, 11.7 million trips abroad with at least one overnight stay were undertaken by Swedish tourists during 2009 and among those 9.9 million were leisure trips which account for 85% of the total outbound tourism. The figure below reveals the top 10 leisure trip destinations with Finland and Spain ranked as the favorites.

Figure 1.2 *Top 10 leisure trip destinations of Swedish tourists in 2009 (number of trips abroad with overnight stays in thousands)*



In terms of categories, “Sun and beach” ranked third as main purpose of leisure travel in 2009. Swedish people are usually called as “Sun birds” because of their strong motivation to escape the cold weather and to seek the beach and the sun (Prebensen, Skallerud & Chen, 2010). Thus a well designed brand new beach destination will be of tremendous attraction to Swedish people.

Figure 1.3 *Main purpose of Swedish outbound leisure travel 2009 (percentage of total trips)*



Remarkably, Asian beach destinations nowadays are becoming more and more popular in Sweden with various appealing elements such as warm hospitality, delicious food and exotic cultural atmosphere, etc. In 2011, Thailand, as one of the top beach destinations, won the prestigious Grand Travel Award in Sweden for “The World’s Best Tourist Country 2011” (TAT, 2011).

1.4 Thesis objectives and research questions

Based on the above discussions, two research questions are formulated as follows:

- What factors influence potential Swedish tourists to travel abroad to a new beach destination?
- What recommendations could be made to developer of Nordic Village to attract potential Swedish tourists?

The objectives of this study are to:

- Describe and identify the main push and pull motivations influencing potential Swedish tourists to travel to a new beach destination.

- Develop and test two theoretical models based on TPB model and push and pull framework to explore potential Swedish tourists' travel intention to a new beach destination:
 - 1) To explore the influence of Push and Pull motivations toward travel attitude (PPA model).
 - 2) To test the fit of the Theory of Planned Behavior model in this tourism context (TPB model).
 - 3) To test whether past travel experience could influence travel intention as an additional variable in Theory of Planned Behavior model (TBE model).
- Propose constructive recommendations to attract potential Swedish tourists to Nordic Village.

1.5 Outline of the study

In the first chapter the research topic was introduced as well as the presentation of the research question and purpose of this thesis study. In next chapter we presented the literature review of previous studies of motivation in tourism context and the application of the theory of planned behavior in tourism, which could help to offer a general theory frame of the following research. Chapter three introduced the development of the conceptual research model of this thesis and the hypotheses.

A discussion about the research methods was explained in chapter four. The analysis and discussion of the findings were presented in chapter five. The final chapter six concluded of this study and gave managerial recommendations to the management of Nordic Village project. The limitation of this study was also discussed in the final chapter.

Chapter 2: Literature Review

2.1 Tourism and Leisure

As said by United Nations Statistics Division (UNSD), Tourism is defined as a subset of travel. Travel is “the activity of travelers moving between different geographic locations for any purpose and any duration” (UNSD, 2008, p. 9) and tourism can be regarded as a form of recreation, which is distinguished by relatively long lengths of staying away from home and relatively large distance travelled (Britton, 1979).

Researchers have attempted to define the concept of tourism and leisure. Argyle (1996, p. 4) defines leisure as: “a general category of behavior which has certain common themes – the enjoyment of freely chosen activities carried out for no material gain”. Leiper (1979) mainly concluded leisure tourism together with recreation, holiday, health, religion and sport (Leiper, 1979, p. 393). United Nations Statistical Commission illustrates further that Holidays, leisure and recreation are included within leisure tourism. For example, sightseeing, visiting natural or man-made sites, attending sporting or cultural events, practicing a sport as a non-professional activity; using beaches, swimming pools and any recreation and entertainment facilities, cruising, gambling, attending summer camps for youngsters, resting, honey-mooning, fine dining, visiting establishments specialized in wellness, fitness, staying in a vacation home owned or leased by the household, etc. (UNSD, 2008, p. 25)

Tourist as the human element refers to individual who travels to another place for personal interest or who is sent because of business but is not employed at the travel destination (UNSD, 2008). As defined by World Tourism Organization (2007), tourists are the people who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourists can be divided into several groups by their purposes of travel and two of them are most significant. Business tourists may go for a conference, a workshop or further education; while private tourists may go for adventure, recreation, education, pilgrimage or other purposes (UNSD, 2008).

Generally, the tourist could be categorized by nationality, social class, sex, age, lifestyle, etc. Questions like what stage of life circle they are in, reasons about why people travel, why they select certain destination and how patterns of travel differ between different groups of people are becoming more and more important. Research is focusing more intently on personality, lifestyle which determine their choice of holidays to a larger extent (Holloway, 2006).

2.2 Beach tourism destination

Overall, tourism could be classified into either natural or constructed (Holloway, 2006). It could be further categorized by geographical features: seaside tourism, rural tourism and urban tourism. Generally, the seaside tourism is identified as beach tourism or coastal tourism includes seaside resorts, natural beaches, boating holidays along coasts and coastal footpaths, etc. The beach tourism is usually located in a warm climate, and the attractiveness of the seaside resort is the combination of sun, sand and sea appealing to the largest segment of the tourist market. By either passively lying in a deckchair or on sand and watching the sea, or a more active pattern with other water sports, beach games and so on (Holloway, 2006).

Contemporarily the concept of beach destination can integrate everything for “village centered on a harbor catering to the yachting fraternity, and the cultural town with art galleries, museums and concert halls...to funfair rides, nightlife amenities, gambling casinos” (Holloway, 2006, p. 189). The traditional beach destination must accept the new trend and challenge so as to keep successful. For example, retirement resort besides the sea in Thailand gains a big success; education centers running academic trainings in Provincetown, Massachusetts, USA help the traditional beach destination transformed into intellectual tourism and boost the local economy; Maya Bay of Phuket, Thailand becomes a more popular spot not only because it’s original stunning beach landscape, but also give thanks to Leonardo di Caprio since he filmed his starring movie *The Beach* at the location. Health and Wellness as an emerging attracting attribute is worth noting in beach tourism. Holloway (2006) claims that health resorts could be based in either kind of the tourism areas and

becoming a key destination attributes to attract tourists. As said by UNSA 2008, Health and medical care includes, for example, receiving services from hospitals, convalescent homes and, more generally, health and social institutions, visiting thalassic therapy and health and spa resorts and other specialized places to receive short term medical treatments when they are based on medical advice, including cosmetic surgeries using medical facilities and services (UNSA, 2008, P25). Wellness is associated with quality of life and positive well-being (Corbin & Pangrazi, 2001), wellness could help to brand a beach destination to be identified in the market.

Meanwhile, with the development of the technologies, beach tourism is expanding fast as well. A quintessential example is that long-haul flights make European sun and sands seekers involved in more and more distant travel to Far East destinations like Phuket and Pattaya Beach in Thailand to taste exotic cultures. Beach destinations offer cultural visits with a traditional beach holiday as well as the chance to take a glance at local inhabitants' daily life, which makes the beach destinations to be attractive and competitive in the tourism market since tourists are seeking different experiences in different destinations. In light of fast changing consumer demands, beach tourism has to meet the trend and develop to be more creative and innovative comparing with the traditional style.

2.2 Understanding of tourist travel motivation

2.2.1 Motivation and tourist motivation

Tourists' travel behavior refers to the destinations that tourists select, the activities that tourists are interested in and travel companions tourists prefer to be with (Yoon and Uysal, 2005). One of the best ways to learn about tourists' behavior is to investigate tourists' travel motivation (Crompton, 1979). Knowing the reason why people make travel decision, how they select destinations and what they feel about the place they have been to is crucial to tourism operators. The reason why understanding tourist motivation is imperative is not only for tourism destination marketers to segment market but also for tourism planners who need to identify target customers expectations and design tailored products (Sharma, 2005).

Motivation is actually both related to attitude and intention. In psychological studies, motivation is cognitive nature including interaction between motive and situation (Fishbein, 1967). "Motivation is the need that drives individuals to act in a certain way to achieve desired satisfaction" (Beerli et al, 2004, p. 626). It is further described as "some kind of internal drive which pushes someone to do things in order to achieve certain goals" (Moutinho, 1987; Harmer, 2001, p. 51; Schiffman and Kanuk, 2004; Huang, 2009). Accordingly, motivation could be addressed as a status of being aware and desiring for certain needs that motivates people to take particular movement to achieve (Fodness, 1994). Maslow (1943) hierarchy of needs is recognized as the most classic theory to illustrate human needs. In his theory, five levels of needs are identified as: physiological, safety, social, esteem, and self-actualization. Maslow states that people pursue to meet the satisfaction from the first level of need until they achieve the highest satisfaction of need, it means that once the current level of need is satisfied, people will automatically take action to pursue higher satisfaction starting from meeting the basic visible need of food up until the relatively abstract need of self-actualization.

Concerning tourism motivation, a question could be proposed in the first instance why tourists make decision to visit particular destination instead of the others? There must be

certain reasons under the surface. For instance, Nordic people who live in a cold climate over a long period of time tend to travel to sun and sands destinations in south Europe or Southeast Asia to seek for sunshine, while people living in tropical zones would prefer to enjoy snows where they do not normally see.

Dann in his research described tourist motivation as “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision” (Dann, 1981, p. 25). In a more contemporary context, Pearce, Morrison and Rutledge (1998) defined tourist motivation “as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience”. To be more detailed, Prebensen (2007) regards travel motivations as “once an individual has the right motivation to travel, the type of holiday and destination is often decided based on his/her perception or value of the various options in the marketplace” (Prebensen, 2007, p. 3).

From the above statements we can know that normally tourist behavior begins with cognitive realizations of their inner needs then follows with dispositions and ends with evaluations (Prebensen, 2006). Once the motivations are recognized, selection of destinations starts based upon the considerations like whom to travel with, when is the suitable time, evaluation of past experience and impressions as well as word-of-mouth from friends and relatives, etc. There is an emblematic case that travelling with or without children will differ a lot in travel pattern and result in differences in accommodations, activities, more consideration with convenience in taking care of children and greater concern of safety issues. Likewise, in the research of Gnoth (1997), he emphasized that cultural, social and situational influences must be concerned when analyzing motivational procedure and such differentiations will lead to significant variances in holiday selection and products, hence the environment must be functionally fit with tourists' motivation in tourism designing process.

Since people travel for the purpose of meeting various needs, motivation as crucial factor affects tourists' choices of destinations in different aspects. Therefore recognizing

motivations in tourism context is of significant importance in developing tourism attractions and maintaining tourism destinations to be competitive in the market. Without clearly analyzing tourists motivations will result in problems like confusing with what customers are really expecting for and provide wrong products.

2.2.2 Factors affecting tourists' motives

Identifying with factors affecting travel motivations could help tourism operators to develop targeting tourism products then better satisfy tourists' travel needs and expectations (Jang and Wu, 2006; Aswin, 2008). In accordance with previous studies, there are three major variables affecting tourist motivation which are travel experience, socio-demographic and self-perception. The values and attitude relating to destinations and tourism activities can be classified in line with the consisting cognition and emotion (Gnoth, 1997).

2.2.2.1 Past travel experience

For tourists, past experience is a path which could help them to develop tourist career (Pearce, 1988) as well as the support to make decision for future travel behavior with contribution as a positive attitude based upon the past impression (Ryan, 1995), tourists accumulate knowledge while consuming tourism products. In 1999, Flynn and Goldsmith defined consumer knowledge as “a consumer's perception of the amount of information they have stored in memory” (Flynn & Goldsmith, 1999, p. 59). By visiting a destination or attending certain kind of activities (purchasing, experiencing, communicating behaviors, etc.), tourists formulate their travel experience and travel memories which directly contribute to the decision making process and expectation level for the future travel plan (Pearce, 1988), and it is generally believed that past experience has the direct influence on tourist attitude either negative or positive (Hsu and Huang, 2009).

In most of consumer behavior situations, customers tend to hold equal expectations based on past experience as either positive or negative toward the upcoming consuming behavior (Oliver, 1997). Consequently to a destination or tourism activity, the past trip experience could be referred to as an information source to give relatively stronger valence than any

other information sources like word-of-mouth, storytelling and experience sharing with friends, etc. (Prebensen, 2006). Gunn (2002) addresses that travel experience could create a long lasting impression to tourists and is most influential factor to tourists' follow-up travel decisions. In all, past experience is one of the most valuable treasures in one's life and can last forever (Goeldner & Ritchie, 2006).

From the above, even though tourists' past experience is believed as a practical approach when relating to future tourism decision, however, the clear definition of travel experience can hardly be measured. The most simply way of measuring travel experience is to count how many times that people traveled previously, which is not sufficient to analyze travel behavior and accumulated travel experience. In 1976, Schmidhauser came up with the concept of travel horizon that introduced the maximum distance zone which is accumulated in the past could be focusing on two aspects: geographical and cultural distance and such destination zone horizons, which can help destination organizations to segment their tourism market effectively with the purpose of achieving a better marketing results (Oppermann, 1998).

2.2.2.2 Social-demographic variables

Tourists' socio-demographic situation is one of the crucial factors that influence tourists' travel behavior (Jang and Cai, 2002; Jang and Wu, 2006). Generally the variables are age, gender, education, occupation, economic status and relationship status in general. The studies of the above authors demonstrated that the most significant differences existing in education and income level which may lead to diversified discrepancy when tourists selecting destinations in terms of distance and budget. For example, the tourist with a relatively higher level of income might select a farther destination as the result of more buying power. Furthermore, the studies also addressed that such people who have higher education and higher incomes were more likely to consume leisure tourism products. For the other variables in socio-demographic, family status is another element which should be paid attention to, a case is that parents with young children do not often travel because of the obligations and inconveniences in travelling companions, while widows and singles do not

often travel as well because of lacking of travelling companion (Goeldner & Ritchie, 2006). Meanwhile, tourism especially travel abroad is usually one of the major family events which is expected a lot by the whole family and thus generate great expenditure in tourism consumption.

In brief, social-demographic factors is believed to be of significant importance in understanding tourists as well as their travel motivation which will be discussed in the analysis part accordingly of the present thesis.

2.2.2.3 Self-Perception

Self-perception is the awareness or the attitude that people hold to themselves which is not generated from their inner cognitions but is obtained by observing what has been done from other's point of view (Bem, 1972). Family members, colleagues and any other surrounding people have the influential power to individual's self-perception formulation. The theory emphasized that by sharing like opinions, attitude, emotions could help individual to know about perception of oneself while facing a particular behavior (Bem, 1972). It constitutes that people do not have a clear idea about what they truly believe from inner thinking, instead, they obtain the impression by observing other's activities as well as accepting comments from the others relating to themselves. Consequently, self-perception could be acquired from the past behavior and experience as well as from the interactions with the others.

Leary and Tangney (2003) argue that self-perception may influence tremendously on future choices. When concerning self-perception to tourism motivation research, it is apparent that individual's past travel behavior and what others' consideration could be crucial to one's formulation of the perception. Hence in this thesis, past travel experience and subjective norm will be supported by this theory for the further discussion. Gnoth (1997) suggested a lot research need to be further studied among tourists' self-perceptions, motivations, and subsequent behaviors.

2.2.3 Main theoretical approaches applied on tourist motivation

2.2.3.1 Travel Career Pattern

Since tourist motivation is a critical issue concerning to tourist behavior, academics have made a lot of hard work in discovering why people travel and many of them developed motivation studies based on Maslow's need hierarchy model. Pearce (1982) applied Maslow's hierarchy to filed tourists' motivations and he emphasized that motivations gradually developed along with time evolution as well as the accumulation of travel experiences. Based on the above study, the theory of "travel career ladder (TCL)" was then established by Pearce and his colleagues (Moscardo and Pearce, 1985; Pearce, 1993; Pearce and Caltabiano, 1983). It is introduced that a hierarchy of five layers could be organized for tourist motivation: relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self-actualization/fulfillment needs. Pearce hypothesized that tourists' needs will be developing to a higher level along with the accumulation of the travel experience. However, Ryan (1998) commented the TCL theory as it is lack of evidence that with the increasing of the travel experience, tourists pursuing for higher level of psychological motivations.

In 2005, Pearce and his colleagues evolved TCL into TCP (theory of career pattern). In their updated theory, Pearce proposed that travelers' motivational patterns change over people's life stages with more considerations as "the dynamic, multilevel motivational structure that is seen as critical in recognizing travel motivation, and it is these patterns that reflect and define careers" which is different with TCL (Pearce and Lee, 2005, p. 227). Consequently, in TCP, the pattern of motivations is no more a single hierarchy but rather, a compound pattern of motivations transforming over tourists' life stages. Pearce and Lee (2005) identified 14 motivation factors as driving forces behind tourist behavior which are novelty, escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship (security), self-actualization, isolation, nostalgia, romance, and recognition in that order of importance.

Consequently, the concept of travel career emphasizes the importance of the connection between passengers past and future travel decision as past experience plays a determinant role in predicting tourists' future holiday behavior.

2.2.3.2 Push and Pull Theory

Generally, tourists' motivation is explained as the terms that force people to travel. One of the most popular theories of examine tourists' motivation is the push and pull theory (Klenosky, 2002; Lam and Hsu, 2005; Aswin, 2008). It indicates that an individual who is willing to travel is motivated by two kinds of factors: push and pull motivations (Dann, 1977). The push motivations are the motive force which is generated from the tourist's own desire for example relaxation, socialization, health and fitness desires. While on the contrast, pull motivations are the motive force which predispose people to travel by the external attractive elements and is usually presented as the attributes of one particular destination (such as beautiful beach, historical attractions, etc.) In relation to the previous study, push and pull motivations could effectively help to investigate tourists' motivation toward a certain tourism destination (Aswin, 2008; Huang, 2008).

Since people look for tourism products so as to meet their inner needs for travelling, the push motivations are taken as the first step which drives people desiring to travel. Furthermore, there is a gap existing between the exiting internal and external impulse that results in the original stimuli generating from personal demands. (Kotler, 1982; Blichfeldt, 2007). The internal needs arise from personal needs that could be figured out as safety, social, self-realization, etc., which is matched up with Maslow's Hierarchy of Needs. In the present thesis, novelty and knowledge-seeking, ego-enhancement and rest and relaxation are addressed as the push motivations based upon the previous study (Crompton, 1979; Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Yoon and Uysal, 2005; Jang and Wu, 2006; Aswin, 2008; Huang, 2009)

Compared with push motivations, pull motivations refer to the external forces which is also necessary to pay a special attention to. Pull motivations mainly refer to the destination

attributes that function as attractions for the tourist and play a critical position in destination decision (Crompton, 1979; Kozak, 2002; Sirakaya, 2003). With the purpose to attract tourists to a destination, marketers need to understand of what attributes of the destination enables tourists make the decision to travel to a particular destination. (Gnoth, 1997). Combining with the previous scholars' work as well as the real case of this thesis project, convenient facilities and services, core attraction, health and wellness tourism services and events and activities are set as the pull motivations (Crompton, 1979; Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Yoon and Uysal, 2005; Jang and Wu, 2006; Aswin, 2008; Huang, 2009).

2.2.4 Leisure Motivation Scale

The Leisure Motivation Scale was first established by Beard and Ragheb in 1970. They investigated general tourists' tourism motivation by factor analysis and then summarized into four dimensions which are intellectual motives, social motives, competence-mastery motives and stimulus avoidance motives. The scale is developed upon Maslow Motivation Scale (1970) and mainly employed as the basic dimensions to classify motivations in the present thesis.

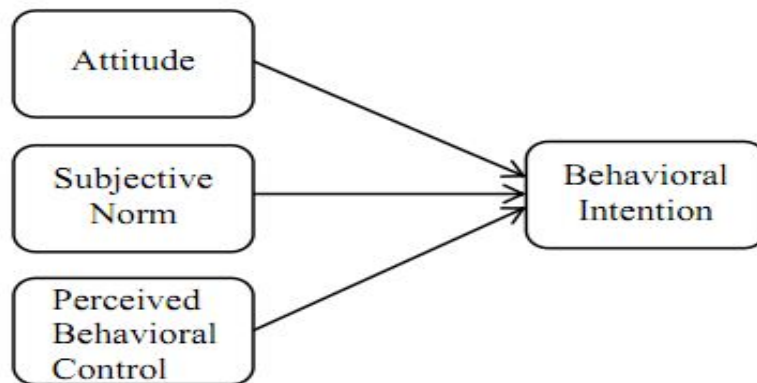
1. Intellectual motive focus mainly on mental actions like gaining new knowledge, exploring and discovering new things, etc. Such like leaning how to make dumplings and to sing Beijing opera while travelling in China are the quintessential examples.
2. Social aspect includes the motivations of interacting with people, it measures the degree of individual engaging with the society for example mingle with people in the form of various leisure activities while travelling. The need for friendship and esteem of the others are perceived to be the two core elements in social aspect (Prebensen, 2006).
3. Competence-mastery illustrates that individuals' seeking to achieve, master, challenge, and compete as the purpose for leisure tourism.
4. Stimulus avoidance argues that people travel away for tourism as to escape from their everyday life, social surroundings to enjoy more freedom and independence for themselves.

Actually there are plenty of the constructs and a wide range of dimensions have been used in the research of tourist motivation, but many of them are overlapped with each other and are in the same meaning essentially. For example, in the work of Ryan and Glendon (1998), relaxation, social, intellectual, mastery identified as the main four dimensions of tourism motivation, which is quite familiar with Beard and Raghed's scale; In 2002, Lee, O'Leary, Lee and Morrison came up with "Escape and getaway, novelty seeking, relaxing, bragging about trip, hedonism, family togetherness" as the core characters of motivation, while escape and getaway could be concluded into stimulus avoidance, the label of novelty seeking could be perceived as the combination of intellectual and competence-mastery. Iso-Ahola (1982) believes that the desires in leaving behind the familiar surroundings and seeking to enhance one's inner self are the two motivations of travelling for leisure. Iso-Ahola's claim is much appreciated that "tourism behavior is a dialectical optimizing process--it seeks to avoid repetitiveness and to acquire new experience (Iso-Ahola, 1982, p. 261), which could be taken as another form of Beard and Raghed's framework. Moreover, the Leisure Motivation Scale has been argued that could sustain for periods of at least five years (Ryan, 1994), which is sufficient to support the research question of this thesis.

2.3 The application of Theory of Planned Behavior in tourism research

Fishbein and Ajzen first established the Theory of Reasoned Action (TRA) in 1975, stating that three cognitive components could influence behavior, which are attitude, social norm, and intention (Fishbein & Ajzen, 1975). In 1991, Ajzen has further stretched TRA into predicting behavioral intention and actual behavior by initiating a new model called Theory of Planned Behavior (TPB). In the extended theory, he assumed that perceived behavioral control, subjective norm and attitude are the three main components that could affect the behavioral intention (Figure 2.1).

Figure 2.1 *Flowchart of the TPB model*



Attitude is mentioned as “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior inquisition” (Ajzen, 1991, p. 188) which is the tendency to behave in a particular way as reacting to something by the influence of past gained knowledge correspondently (Lam & Hsu, 2005, p. 591). In most cases, attitude could be identified as favorable or unfavorable which is depending on the evaluation of the potential behavior. In tourism background, attitudes are generally considered as positive or negative willingness toward a destination (Moutinho, 1987; Lam & Hsu, 2005, p. 591). In this study, it refers to tourist’s attitude toward visiting Hainan destination as a great idea or not. Subjective norm refers to “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991, p. 188). It means that whether or not to perform a certain behavior is greatly influenced by those people who are close to the subject for example families, close friends and contemporary mainstream opinions, etc. Moreover, subjective norm is also affected by motivational level of individual’s acting consistent with referents wish (Ajzen & Fishbein, 1980; Lam & Hsu, 2005). Thereby the application of subjective norm in tourism context can be taken as the concerning people’s preference that affecting tourist destination choice (Shen, Schüttemeyer & Braun, 2009, p. 724). Perceived behavioral control is the measurement of one’s capacity as “how easy or difficult of performing behavior and is assumed to reflect past experience and anticipated impediments and obstacles”, (Ajzen, 1991, p. 188), it could be performed as tourist’s consciousness of whether it is easy or difficult to travel to a certain destination. In particular, perceived behavioral

control is believed to have two positive causal relationships. On one hand with the increasing of perceived behavioral control, the possibility of behavioral intention will be more likely to get stronger while on the other hand, perceived behavioral control has a straight impact on behavior (Ajzen & Driver, 1991; Ajzen, 1991; Armitage & Conner, 2001)

Behavioral intention has been defined as individual's planned future behavior by Swan in 1981. It could help to understand whether an individual would like to take action for a certain decision under a particular setting in a near future (Fishbein & Ajzen, 1975). Behavioral intention is a direct determinant of the future behavior in the TPB theory (Ajzen, 1985). It could be simply understood that once the intention is settled, the behavior will be taken followed (Kuhl and Beckmann, 1985). Therefore it is the best measurement to predict likelihood of the actual future behavior's happening (Fishbein & Ajzen, 1975).

The theory of planned behavior is perceived as one of the most pragmatic and powerful theories for predicting various social behaviors (Armitage & Conner, 2001; Lam & Hsu, 2004; Lam & Hsu, 2005; Shen, Schüttemeyer, & Braun, 2009). In a tourism context, TPB model could be applied to predict potential tourists' behavioral intention toward traveling to a certain destination for tourism purpose (Lam & Hsu, 2004; Lam & Hsu, 2005; Shen, Schüttemeyer, & Braun, 2009). As the period of 24 months in future is specified as a common timeframe in behavior research (Lam & Hsu, 2006; Ajzen & Driver, 1992), in this study behavioral intention is defined as a potential Swedish tourist's anticipation of a future trip to a new beach destination in Hainan Island of China for leisure purpose in next 24 months (Lam & Hsu, 2005).

Chapter 3: Models and Hypotheses

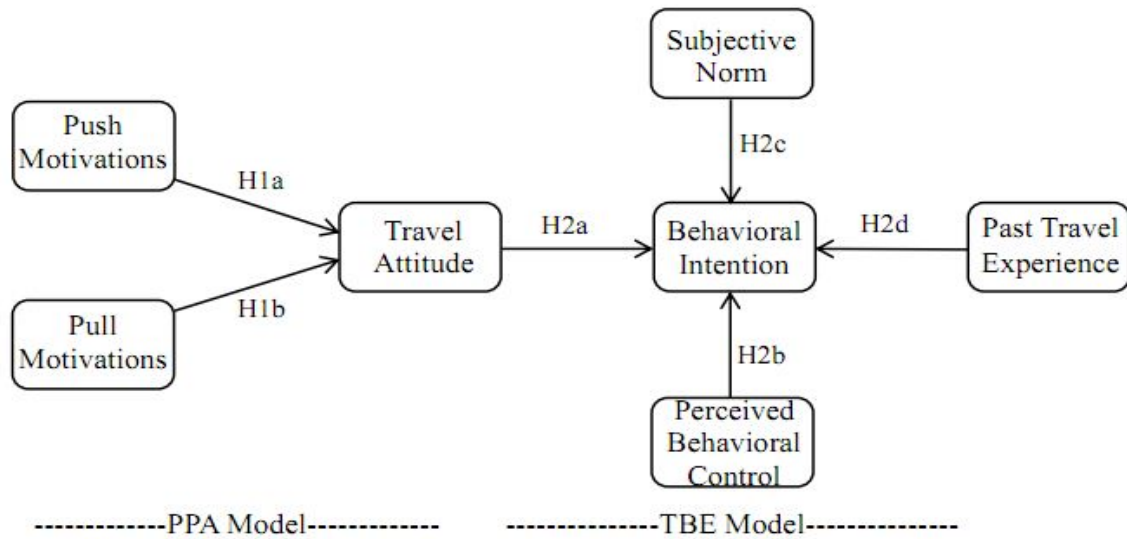
3.1 Proposed models

Two proposed models are developed based on the combination of Push and Pull motivations' theory and the extension of Theory of Planned Behavior. As maintained by previous discussion, tourists who are more motivated with push and pull motivations will be more likely to take action in future tourism behavior. Meanwhile, there are several latent constructs affecting intention for the future tourism behavior.

Firstly, past relevant behaviors were proved directly influencing behavioral intention and further affecting actual behavior (Quellette and Wood, 1998; Lam and Hsu, 2004). Conner and Abraham (2001) also argued that additional variables could be added to original TPB model to enhance the predictive power of the model, so in our study past travel experience was recognized as a latent construct to the original TPB together with perceived behavioral control, subjective norm and travel attitude to predict the behavioral intention of travelling to a new beach destination in Hainan in the next 24 months, a name called TBE thereby was labeled to the developed model (Figure 3.1).

Secondly, travel attitude, one of constructs in TPB model, was proposed to be impacted by the push and pull motivations of tourists in this study. Concerning Huang and Hsu's research (2009), travel motivations resembled the cognitive component of attitude, and the attitude was determined by tourist motivation in terms of Gnoth (1997) research. Ajzen (1991) also claimed motivational factors could influence intention and further influence behavior in terms of how much effort that people would exert to accomplish the behavior, it indicates that motivation is related to behavioral intention. Therefore, a formulaic model was proposed named PPA in our study (Figure 3.1).

Figure 3.1: *Proposed Models of this Research-PPA and TBE*



3.2 Variable definitions

Based on proposed models of PPA and PBE, we presented and specified different variables which were adapted in our study toward a new beach destination in Hainan Island, China.

Push motivations (PUSH): The push motivations are the driving forces which are generated from Swedish tourists' own desires for example to relax, to social with other persons and to gain more knowledge of exotic cultures etc.

Pull motivations (PULL): The pull motivations are the motive forces of external attractive attributes from the destination that stimulate Swedish tourists to travel.

Past travel experience (PTE): Past travel experience is applied in the research as Swedish tourists have travel trips at Asian beach destinations before to accumulate knowledge and impressions.

Subjective norm (SN): Subjective norm refers to the social influences from the important referents of Swedish tourists toward this destination.

Perceived behavioral control (PBC): Perceived behavioral control is the Swedish tourists' consciousness of whether it is easy or difficult to travel to this destination.

Travel attitude (ATT): Travel attitude is which degree of Swedish tourists hold a favorable or unfavorable assessment or appraisal to travel to this destination if there's possibility.

Behavioral intention (BI): Behavioral intention is defined as whether an individual would like to take action to visit this destination in the next 24 months.

3.3 Hypotheses formulation

In the view of key research questions, objective, and theory formulation of this study, hypotheses are formed that correspond to the combined models of PPA and TBE. In general, there are two groups (H1, H2) of hypotheses regarding the figure 3.1 can be described to test the Swedish tourists' motivation and intention toward a new beach destination in Hainan Island, China within the next 24 months as follows

PPA Model

H1a: Push motivations have a positive effect on travel attitude.

H1b: Pull motivations have a positive effect on travel attitude.

TBE Model

H2a: Tourists with a more positive travel attitude toward a new beach destination in Hainan Island, China will more likely intend to visit this destination within next 24 months.

H2b: Tourists who have more perceive behavioral control will more likely intend to visit a new beach destination in Hainan within next 24 months.

H2c: Tourists who think positive social influences from the vital persons (SN) are more important will more likely intend to visit a new beach destination in Hainan within next 24 months.

H2d: Tourists who have a relevant past travel experience at Asian beach destinations will more likely intend to visit a new beach destination in Hainan Island, China within next 24 months.

Chapter 4: Research Methodology

4.1 Research Design

The research design of a study is defined for accomplishing objectives and answering research questions. In this study, a quantitative approach was eventually utilized on the basis of the following aspects:

First, the main research questions and the model development procedures of this study all acquired an examination of dependence relationship between dependent variables and independent variables. The quantitative approach was appropriate to address such research questions conducted its structural design and statistic data analysis (Blumberg et al., 2008).

Second, employing the quantitative method was great of handling the large sample size so that results can be generalized to the target population. As a result, it could provide numerous acceptable data with validity and reliability (Veal, 1997). By contrast, a qualitative approach often involved such the small sample size.

Finally, the objective of this study is to measure Swedish tourists' behavioral intention-potential travel choice of visiting a new beach destination in Hainan Island, China. In light of the extensive literature review, the quantitative method was dominant in the research field of travel motivation, experience, attitude, behavior intention by using the push and pull motivation constructs as well as TPB model.

4.2 Research Instrument

Regarding to the quantitative research approach, a questionnaire survey was defined as the instrument for data collection, which is the most popular and essential approach of collecting quantitative data. The quantitative questionnaire is ought to be the numerous respondents with less biased and less intrusive than other methods (Brunt 1997). Moreover, it is "cheaper and quicker", which could assure the anonymity of all participants (Blumberg et al., 2008).

Based on our research questions, the literature review accessed to the theory of travel motivations, past travel experience, attitude and behavior intention, which all demonstrated that a questionnaire survey was the most commonly employed instrument. It was suggested

by the appropriate models of push & pull motivation constructs and TPB to measure their reliability by lots of hypothesis. Besides that, Alreck and Settle (1995) stated that a self-administered questionnaire was an effective and subsequent way to question respondents and gather information. Consequently, in this study, a self-administered questionnaire was created as the survey instrument. The final questionnaire was input and published to website: www.webropol.com. All data were collected via this website database as well.

4.3 Questionnaire Design

In term of the objective of this thesis, the questionnaire was explored from a thorough review of relevant literature focusing on two model constructs: push and pull motivations (Jang and Cai 2002; Klenosky,2002; Kim and Lee, 2000; Hanqin and Lam,1999; Cha et al., 1995) and TPB (Ajzen,1985, 2006) to gather information about Swedish tourists motivation and attitude toward the probability of choosing Chinese beach destination as a travel destination. The Swedish tourists' motivation was suggested to be measured by push and pull motivations. The intention behavior was examined through TPB model including three main scales of attitude, subjective norm, and perceived behavioral control. Besides that, the questions on past behavior (past travel experience) was considered and designed in light of Quellette and Wood (1998). In order to specify the analysis, respondents' demographic was conducted in this survey as well. The whole part of this survey encompassed 28 close-ended questions regarding the following five sections (see Appendix 2).

Section A *Push motivations* were addressed as 11 questions to investigate tourists motivations divided into 3 categories – novelty and knowledge-seeking, ego-enhancement and resting and relaxation (Table 4.1), which were inspired by Beard and Raghed's Leisure Motivation Scale (1970). All questions were conducted in terms of the previous research of Dann (1977), Crompton (1979), Cha et al. (1995), Jang and Wu (2006), Aswin (2008) and Huang (2009) as well as associated information with this study. In this section, the respondents were offered a range of answers to choose from the Likert type scale from 1=Completely disagree to 5=Completely agree, a middle point of 3 was given to answer by Neither agree nor disagree, or have no opinion.

Table 4.1 *Push motivations*

Construct	Items
Push 1	Novelty and knowledge-seeking I want to travel to a new beach place that I have not visited before. I want to learn something new and interesting for me. I want to see how other people live and their way of life. I want to experience different cultures that are different from mine.
Push 2	Ego –enhancement I want to experience luxury things (e.g., best cuisine, luxury suits) I want to travel and go somewhere in an ecological environment. I want to share my travel experience with other people after returning home. I want to spend more time with my family during travelling. I want to meet new people and socialize.
Push 3	Rest and Relaxation Just resting and relaxing is good enough for me as a vacation. I travel because I want to escape from my daily life.

Section B Pull motivations asked questions about the attractive pull motivations of a new beach destination in Hainan (Table 4.2). Considering other researches of Jang and Wu (2006), Aswin (2008) and Huang (2009), the 4 majority segments (including 20 questions) were selected in this study: convenient facilities and services, core attractions, health and wellness tourism service, as well as events and activities. All items were designed based upon the attributes of Hainan and the real situation of Nordic Village project, which were measured on five-point Likert style scale ranging from “1=Very unimportant” to “5=Very important”, and the mid-point “3=neutral”.

Table 4.2 *Pull motivations*

Construct	Items
Pull 1	Convenient facilities and services Direct flight from Sweden to Hainan Tour package offered by Swedish tour companies Facilities designed in terms of eco-environment standard Multi-functional conference and training center Real estate investment opportunities(e.g., summer house on sale) A variety of shopping places (e.g., outlet shopping mall)

Pull 2	Core attractions Friendliness of Chinese local residents More interaction with locals (e.g., homestay, excursion with ethnic minority people) Genuine Chinese food Chinese historical and culture places (e.g., ancient towns) Religious attractions (e.g., Buddhism culture) Natural scenery and landscape (e.g., good hiking places) Similar Swedish community and town
Pull 3	Health and wellness tourism service Traditional Chinese massage services (i.e., Tuina) Chinese acupuncture services Alternative herb medical cares World-class medical surgery services (e.g., minimally invasive surgery for knee joint)
Pull 4	Events and activities Night life and entertainment International events (e.g., golf, sailing, beauty contest. etc) Water sports activities including training (e.g., scuba diving)

Section C *Past Travel experience* proposed the questions about Swedish tourists' travel experience to Asian beach destinations. Based on the past behavior theory (Wood, 1998) and the previous discussions from Pearce (1988), Ryan (1995), Oliver (1997), Goeldner & Ritchie (2006), past behavior could predict the future behavior or influence the behavioral intention. Bearing this in mind, this section with 14 questions was designed from different aspects about Swedish tourists travelled at Asian beach destinations including the length of stay, the purpose of travelling, service satisfaction etc which referred to the research from Jang and Cai (2002), Klenosky (2002) and Huang (2009). Most past travel experience was measured by multiple items. Such as "How many time have you been to your favorite destination in Asian beach?" There are four alternatives could be chosen "1-2times", "3-5times", "6-10times", "11times and more"; "The length of trips you stayed in your latest beach destination." "within 1 week", "2-4weeks", "1-3months", "longer than 3 months" were the options. However, there were two special questions to distinguish respondents who would acquire to answer questions of travel experience. "Have you ever heard the beach destination in Hainan Island, China?" and "Have you visited any beach areas of Asian

countries?”

Section D Demographic collected the participant’s demographic information. For instance, they are age, gender, education level, occupation status, annual income etc. Respondents were demanded to tick the cell which best described their information.

Section E Travel Interest assessed the general interest and travel intention of participant toward a new beach destination in Hainan Island, China. Here 6 questions were carried out by obtaining data to match the model conducts of TPB (Ajzen, 1985). In this section, all items were measured by 5 point Likert scale. (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree).

Travel Attitude (ATT) reflected respondent’s positive or negative response of potential travelling. It was measured by one item with five alternative selections in the statement. “Visiting a fresh sun and sands destination in Hainan will be a great idea.”

Subjective Norm (SN) referred to a respondent’s belief about whether important referents would influence them on travelling. In this study, Subjective Norm was suggested by two items as stated by Ajzen (2006): “Most people I know will be interested in visiting a new beach destination in Hainan.” “Most of people (friends, families, partners etc.) who are important to me would think choosing to a new destination in Hainan would be a great choice for me.”

Perceived behavioral control (PBC) referred to the actual control over the behavior of travelling. It was tested by two items: “I have the resource (money, time, health conditions etc) required visit a new beach destination in Hainan.” and “If I want, I could easily visit a new beach destination in Hainan from now on”

Behavioral intention (BI) reflected respondents on the likely of choosing a new beach destination in Hainan Island, China as a travel destination which was including one item “If possible, I would like to visit a new beach destination in Hainan Island, China within the next two years.”

Furthermore, taken into account of the possibilities of low responses to the questionnaire survey, a few efforts have been undertaken during the questionnaire design process so as to attract more responses. For instance, inserting the fabulous pictures as a cover of each section, keeping the questions easily understand, controlling the number of questions to a minimum but sufficient level. Additionally, a cover letter and incentive bonus suggestion were enclosed to encourage participations. The letter highlighted the accurate purpose of this survey, the freedom to withdraw at any time, the potential benefits of participants who might get from this study.

4.4 Pilot Test

As suggested by Oppenheim (1992) and Zikmund (1994) who argued the significance of pre-test in a questionnaire survey, a pilot survey was conducted using a group of convenient samples during the 7th and 11th of April 2011. This was aimed at detecting problems in the questionnaire design. Twenty questionnaires were distributed through webropol to the associated research fellows, friends, students and neighbors who are from Sweden and love travelling. Ten questionnaires were answered, representing a 50% response rate.

During this pilot test procedure, the respondents gave a lot of instructive suggestions and positive feedback in this survey. After that, following those opinions, the final survey was terminated and locked in the webropol on April.12

4.5 Sampling Design

4.5.1 Population

The research target was all Swedish tourists who are willing to travel to Asian countries or been to there.

Participant criteria:

1. Age: should be 18 or over.
2. Citizenship: Swedish.
3. Interest: would love to travel to Asian beach destinations.

4.5.2 Sampling method

On basis of the criteria of participants, the ideal sampling in this study required travelers who would love to travel to Asian beach destinations have a comprehensive database at famous travel agencies in Sweden. However, accessing to travel agencies to gain this database would be very arduous work, which would cost plenty of time and money. Eventually, this study conducted two sampling methods for research. The first one is *systematic sample* method, which is simple to design and easy to determine sampling distribution of mean or proportion (Blumberg et al., 2008). Based on the method chosen, the principle for sampling decided was to select one element at random and choose every 2nd unit as additional elements until the desired number of elements is obtained. Therefore, systematic sampling selection took place for appreciating a Tourism Fair 2011 in Svanska Mässan of Gothenburg during Mar. 24 to Mar.27. During 4 days, we gathered considerable e-mail addresses from target groups who are elite workers in Swedish tourism industry or travel lovers from Sweden and intended to employ e-mail list survey to collect data. Selecting this particular place with this method to gather respondents, which could not only satisfy our needs of seeking a large number of Swedish travelers but also those who are interesting in travelling to the Far East beach destination or have been to. To some extent, it offered a validity and representative population in this research. The other one is *snowball sampling*. It is notable that snowball sampling relies on referrals from initial respondents to generate additional respondents. The advantage of this method is to get access to thousands of potential respondents more easily and effectively (Joseph et al., 2008). Since the size of potential samples was predetermined as 1000 target in this study, snowball sampling method was used to recruit adequate number of participants. Hai et al.(2007) also illustrated that snowball sampling commonly used in many large-sample research studies. In this study, the survey of webropol link was published

and delivered via Facebook event invitation and friends' e-mail to ask for the Swedish tourists who are willing to answering this questionnaire. Through spreading information with a public link, "snowballing effect" has a positive role on this recruiting.

4.6 Data Collection

In keeping with the settings function of webropol, the survey was distributed by two different ways of e-mail survey and public survey. E-mail survey, which means collecting potential respondents e-mail list in advance and then inputting list into the webropol system to submit. The system could record all information for instance whether the target received and answered the questions or not etc. so that the researchers could monitor and remind the target punctuality. Whilst public survey is to publish this link instead of private set to the target those who will be likely to be interest and participate in this questionnaire.

As mentioned in the sample method (4.6.2), the selection locations for sample collection included TUR 2011 in Svanska Mässan exhibition hall as well as on Facebook a largest global social website and friend communities. The questionnaire was asked and separated regarding Swedish tourists who have experiences in Asian beach destination or not. Apart from travel motivations with push and pull motivations, demographic information and travel interest, the former group were asked for the travel experience in Asian beach destinations with an extra section C.

The procedure of data collection initiated to greet a potential participant with some required questions such as "Are you from Sweden? Have you been to Asian beach destinations? Are you willing to visit and experience the Asian beach destinations?" to assure the individuals match this study. As long as researchers got a positive answer, the next step started with self-introduction and interpretation purpose and format of this study, facilitated by a predesigned English cover letter and geographic map (see Appendix 2) in case that some potential respondents are not able to understand this aim of this questionnaire and recognize where the research destination is. At the end, the individuals were asked to provide an e-mail address which would be protected confidentially if they would like to contribute to this study.

Meanwhile, on the Facebook and friends communities, this process was still fit to apply. However, all information of them was addressed through internet with English language instead of face-to-face enquiry. In addition, the systematic sampling method was eventually utilized in the TUR 2011 while snowball sampling approach was employed in the Facebook event invitation and friend communities.

By these two different ways, approximately 605 questionnaires were submitted by the above sites during April.14th to April 20th, 2011. Completed questionnaires were returned between April 14th and April 28th, 2011. In sum, 232 questionnaires were collected and undertaken by the whole group including 54 respondents through e-mail survey and 178 respondents through public survey. Among which, the response rates were 26.1% in the e-mail survey. As stated by Redman (1996), a field of error rate of 1-5% should be expected unless extraordinary efforts have been undertaken while collecting the data. Accordingly, in case of missing or error data, all questions in this questionnaire were set with a mandatory format and several delightful pictures to feast the respondents' eyes. Therefore, till April 29th, 2011, a total of 232 respondents answered and finished the questionnaire without missing and random variables.

4.7 Data Analysis

The Statistical Package for Social Sciences (SPSS) was utilized in this study. In total, 232 valuable questionnaires were reserved and coded to computer using SPSS version 19 for windows.

4.7.1 Level of measurement scales

Following the classification criterion of distinguished measurement scales on non-metric and metric test (Joseph et al., 2010), in this survey, Section C and Section D were regarded as nominal and ordinal scales tailored for non-metric test, the other variables in Section A, B and E were measured on a five-point Likert scale. Although Likert-type scales were ordinal scales in technical way, in practical it is quite common to employ them with metric test. Hence, such measurement scales involved in the present study as well.

4.7.2 Statistical analysis method

In accordance with the quantitative approach and above measurement scales, a series of reliability and validity statistical techniques were presented included frequency distribution, Cronbach's alpha coefficient computing mean value, t-test, bivariate correlation, standard multiple regression and hierarchical regression approaches. An elaborate classification table performed in the following:

Table 4.3 *Statistical analysis method*

Objective	Statistical analysis method
Respondent profiles	Descriptive analysis
Push and Pull Motivations	Descriptive and frequency analysis
PPA model	Standard multiple regression
Past travel experience toward BI	Pearson correlation coefficient and T-test
TBE model	Hierarchical regression
Model conducts	Reliability coefficient and mean test

Note. BI= Behavioral intention, PPA=Push and pull motivations toward travel attitude, TBE=TPB adding a latent variable of past travel experience toward BI

Chapter 5: Results and Discussion

5.1 Sample Description

In this segment, frequency analysis was used to offer an overall profile of the sample regarding demographic at section D. In total, there were 232 respondents who contributed to this study. The demographic variables consisted of age, gender, relationship status, education, annual income as well as annual frequency of travelling abroad. The overall demographic information of respondents illustrated in the below

Table 5.1 *Frequency analysis of respondent's demographic information*

Demographic Variables	Items	Frequency	Percent
Age	under 20	6	2,6
	20-29	131	56,5
	30-39	52	22,4
	40-49	26	11,2
	50-59	11	4,7
	60 and over	6	2,6
Gender	Male	98	42,2
	Female	134	57,8
Relationship Status	Single	88	37,9
	Partnered	71	30,6
	Married	42	18,1
	Married with Children	30	12,9
	Single parent	3	1,3
The highest educational level	Grundskola	1	.4
	Gymnasium	54	23,3
	Bachelor degree	75	32,3
	Master degree	85	36,6
	Doctor degree	9	3,9
	Others	8	3,4
Occupation	Business Owner	13	5,6
	Full-time employed	102	44
	Part-time employed	25	10,8
	Student	82	35,3
	Retired	4	1,7
	Others	6	2,6

Demographic Variables	Items	Frequency	Percent
Annual income	Less than 200,000SEK	110	47,4
	200,000-300,000SEK	50	21,6
	300,000-500,000SEK	58	25
	More than 500,000SEK	14	6
Annual frequency of travelling abroad to beach destinations	0 time	80	34,5
	1-2times	142	61,2
	3-4times	5	2,2
	More than 4 times	5	2,2

Descriptive studies illustrated that female respondents (57.8%) outnumbered the male respondents (42.2%). The majority respondents were in the age group of 20-29 (56.5%), followed by the age group 30-39 (22.4%) and 40-49 (11.2%), which means that most respondents were relatively young. In terms of the marital status, 48.7% of the respondents were married or partnered. Also, 72.8% of the respondents had relatively good education as holding bachelor degree including 36.6% Master degree respondents. 49.6% of them were full-time employed or employed by themselves, followed by 35.8% students as the second larger portion. For annual income, 47.4% earned less than 200,000SEK while the counterparts (52.6%) earned over than the level of average annual net salary in Sweden which was 250,000 SEK. Among the respondents, 65.5% travelled abroad to beach destinations at least once a year.

It is interesting to know that a majority of respondents were “young and poor professionals” that many of the respondents were between 20 to 29 years old and equipped with a higher education as well as a lower general income. However, data from the respondents were sufficient to achieve our research objectives. There were two possible reasons for such interesting phenomenon. On one hand, one of the sampling methods in our research is snowball sampling which was carried out on Facebook, the most popular communication tool among young Swedes. On the other hand, young people with a higher education are believed to have more possibilities and intention to travel abroad for leisure tourism (Holloway, 2006). On the premise of such statement, inference could be reached that future tourism trend will be depending on the preferences of this young group, which is just a

matter of time. Hence the data obtained in this research could be boldly used to achieve credible results.

5.2 Travel Experience

This segment mainly presented the respondents who had travel experience at Asian beach destinations previously. The variables included travelling times, information resource, length of trip, main purpose, accommodation type, travel companionship, favorite activities, travel expenditure and service evaluation. In addition, as detailed mentioned on the above part of questionnaire design, two specific questions were used to distinguish respondents to answer questions of travel experience.

Following a frequency descriptive test, of the total population 232, only 62 participants (26.7%) ever heard of Hainan Island, the other 170 participants (73.3%) have no idea about Hainan Island. In the present survey, an aggregate of 125 respondents (53.9%) who have an interest to visit Asian countries but have not been to in fact, another 107 respondents (46.1%) which were nearly half of the number has found have visited to the Asian beach destinations. In other words, a total sample size was 107 in this Section C expect these two special questions.

5.2.1 Attracted places and favorite activities

With respect to the attracted places of Asian beach destinations, 89 of 107 respondents (83.2%) stated Thailand as their appealing destination; only five (4%) participants pointed Hainan Island. In this study, it was exemplified that Thailand was the most popular tourism destinations for Swedish tourists as well. This result was just concordant with the fact that Thailand was awarded by the Swedish travel publication *Travel News* as “World’s Best Tourist Country” in March, 2011 (TAT, 2011).

5.2.2 Travelling times, information source and main purpose

For travelling times, most of the respondents (64.5%) travelled 1-2 times to Asian beach destinations previously, while 25.2% of the respondents travelled 3-4 times before they were

interviewed; Respondents travelling with the purpose of “leisure” constitutes most significantly (77.6%), and the purpose of “business” comprises 6.5% which is almost equal with “health and wellness care” purpose (5.6%); for how did they obtain travel information sources, three methods are taken as the primary channels which are “family and friends”, “internet” and “travel agents” in a descending order, accounting for 63.6%, 53.3% and 31.8% respectively. In addition, 6 respondents specified “travelling books” like *Lonely Planet* as their information source in “Others” option.

5.2.3 Travel length, expenditure, accommodation type and companionship

Staying length for 2-4 weeks makes up 53.3% of total respondents, almost one-third of them spent no more than 1 week in the latest Asian beach destination; for travel expenditures, 39.3% of travelers chose less than 10,000 SEK and those who chose 10,000-20,000 SEK constitutes 43%; Only 7.5% of respondents selected “alone” as past travel companionship, the others are mostly companioned in one way or another for example “families”, “friends” and “partners” (39.3%, 31.8% and 16.8%); travelers who stayed in “hotels” constitute more than half of the survey sample, “Bungalow”, a type of single-story house was slightly less popular than hotels comprises 43.9% in the survey.

5.2.4 Favorite activities

It is interesting to know that in the question of “What kind of activities were appealing to you during your latest travel to Asian beach destination?”, people replied with various kinds of answers. “Scuba diving” was ranked as the top activity with 47.7% of respondents selected such opinion; “water scooter”, “canoeing”, “surfing”, “sailboat” and “offshore fishing” were also chosen by people with the percentage from 25.2% to 12.1%. It is worth noting that 41.1% of respondents indicated that there were more activities that they were also appealed by which were not shown as the options in the present questionnaire, like “hiking”, “snorkling” or even “just relaxing and doing nothing on the beach” as mostly mentioned by the respondents.

5.2.5 Service evaluation

In this sector, of the question that “Of the services you got while travelling in Asia, what impressed you most?”, 62 of the 107 respondents specified their impressive good service that they received. While on the other hand, 22 respondents of total sum 107 mentioned that they received uncomfortable services when traveling to Asian beach destination. Comparing with the impressive service experience, uncomfortable service experience is in a wide variety.

Table 5.2 and Table 5.3 (see Appendix 4 and 5) represented impressive services and uncomfortable services separately which were mentioned by respondents in line with their past travel experience in Asian beach destinations. As indicated by the descriptions, we summarized services into different categories and ranked by mentioned times. Statistics revealed that the optimal services impressed tourists most were “people”, both service personal and the local people for their characteristics as “friendly”, “hospitable”, “Smiling attitude”, etc. Tourists also noted unpleasant experiences because of people’s bad manner, safety problems and cheating conducts, etc. which made them felt uncomfortable.

5.3 Reliability and Validity Test

For the aim of obtaining reliable and stable evaluations about the effects of variables, the participants were asked to the degree level of travel motivations, attitude, perceived behavioral control, subjective norm with varied aspects to ensure the validity. On the word of Gliem (2003), it is very imperative to calculate and report Cronbach’s alpha coefficient for internal consistency when using Likert-type scales. As a result, the internal consistency of 11 PUSH items, 20 PULL items, 2 subjective norm (SN) categories and 2 perceived behavioral control (PBC) categories was employed through Cronbach’s alpha inter-item reliability measurement. And the values of Cronbach’s alpha of these items were .704, .774, .796 and .774 respectively, which indicated the reasonable inter-item stability of this scales design.

Table 5.4 *Reliability statistics for push and pull motivations, PBC and SN*

Category	Cronbach's Alpha	Number of Items
Push motivations	,704	11
Pull motivations	,774	20
PBC	,774	2
SN	,796	2

Note. PBC=Perceived behavioral control

SN=Subjective norm

5.4 Description of Swedish tourists' motivation toward a new beach destination

5.4.1 Push motivations

Comparing mean and standard deviation (SD) values of 11 push motivations (Table 5.5), the highest three push motivations were "I want to experience different cultures that are different from mine" (Mean=4.39, SD=0,809), "I want to learn something new and interesting" (Mean=4.38, SD=0.747), and "I want to see how other people live and their way life" (Mean=4.30, SD=0.859). Each of items scored above 4.0 on the five-point Likert scale. These results suggested that novelty and knowledge-seeking were the most important push motivations for respondents, which obtained a quiet similar result with a recent research about travel Motivations of Japanese Senior travelers to Thailand (Aswin, 2008).

In this study, consequently, the important push motivations of Swedish tourists travel abroad were novelty and knowledge-seeking.

Table 5.5 Mean and standard deviation of push motivations (11 items)

Push items	Mean	Std. Deviation
I want to travel to a new beach destination that I have not visited before.	3,92	1,076
I want to learn something new and interesting.	4,38	,747
I want to see how other people live and their way of life	4,30	,859
I want to experience different cultures that are different from mine.	4,39	,809
I want to experience luxury things (e.g., best cuisine, luxury hotel suits).	2,95	1,084
I want to travel somewhere in an eco-environment.	3,62	,895
I want to share my travel experience with other people after returning home.	3,93	,870
I want to spend more time with my family during travelling.	3,73	,967
I want to meet new people and socialize.	3,76	,944
Just resting and relaxing with sun and sands is good enough for me.	2,97	1,257
I travel because I want to escape from my daily life.	3,51	1,143

5.4.2 Pull Motivations

In terms of 20 pull motivation items' mean and standard deviation scores (Table 5.6), the top four elements about destination attractions of Hainan would appeal to participants. As the same as push motivations, each of pull motives scored above 4.0 on the five-point Likert scale. The most four essential factors for respondents were "Genuine Chinese food" (Mean=4.32, SD=0.764), "Natural scenery and landscape (e.g. good hiking places)" (Mean=4.31, SD=0.779), "Friendliness of Chinese local residents" (Mean=4.24, SD=0.704), and "Chinese historical and culture places (e.g. ancient towns)" (Mean=4.21, SD=0.762), which all sorted out core attractions at the questionnaire design in advance. Among these findings, the most motivational categories were associated with a unique Chinese character instead of a similar Swedish element. Particular, a driving force of genuine Chinese food obtained a highest score at core attractions which was considered as a strong motivation for Swedish tourists.

Table 5.6 *Mean and standard deviation of pull motivations (20 items)*

Pull items	Mean	Std. Deviation
Direct flight from Sweden to Hainan	3,19	1,030
Tour package offered by Swedish tour companies	2,79	1,136
Facilities designed in terms of ecological and environment-friendly standard.	3,58	,854
Multi-functional conference and training center	2,24	,953
Real estate investment opportunities (e.g., summer hou houses on sale)	1,67	,948
A variety of shopping places (e.g., outlet shopping malls)	2,88	1,098
More interaction with locals (e.g., homestay, excursion with ethnic minority people)	3,47	,911
Genuine Chinese food	4,32	,764
Friendliness of Chinese local residents	4,24	,704
Chinese historical and culture places (e.g., ancient towns)	4,21	,762
Religious attractions (e.g., Buddhist culture)	3,68	,941
Natural scenery and landscape (e.g., good hiking places)	4,31	,779
Similar Swedish community and town	1,82	,903
Chinese acupuncture services	2,44	1,142
Traditional Chinese massage services (i.e., Tuina)	3,00	1,119
Alternative herb medical cares	2,34	1,104
World-class medical surgery services (e.g., minimally invasive surgery for knee joint)	2,07	1,108
Night life and entertainment	3,36	1,018
International events (e.g., golf, sailing, beauty contest)	2,27	1,147
Water sports activities including training (e.g.,water-skiing)	3,30	1,046

5.5 Evaluation the composition models of PPA, TPB and TBE

The primary objective of this study is to investigate Swedish tourists' motivation and behaviour intention toward a new beach destination in Hainan Island, China based on the two developed models of PPA and TBE. In predicting this objective and testing casual relationship of confounding variables, t-test, bivariate correlation, standard multiple regression and hierarchical regression approaches were utilised for evaluation. Two-tailed

significance tests were employed for all Pearson Correlation analysis since the casual relationship between them was regarding the theoretical of push and pull motivations, past travel experience and TPB.

5.5.1 T-test

With the aim to observe if non-travel experience and travel experience tourists have significant difference in behavioural intention (BI) of travelling Hainan, T-test was carried out. The Levene's test was not significant ($p=.060$), it inferred that equal variance of two groups existed (Table 5.7). The t-test was significant ($p=.000$, 2-tailed), which therefore rejected the null hypothesis that there is no significant difference in BI of travelling Hainan between non-travel experience and travel experience of Swedish tourists at Asian beach destinations. Regarding this result, it provided a reasonable and reliability cause to examine what extent the variable of the past travel experience contributes to the behavioural intention through bivariate correlation and multiple regression analysis.

Table 5.7 *Difference in BI between non-travel experience and travel experience*

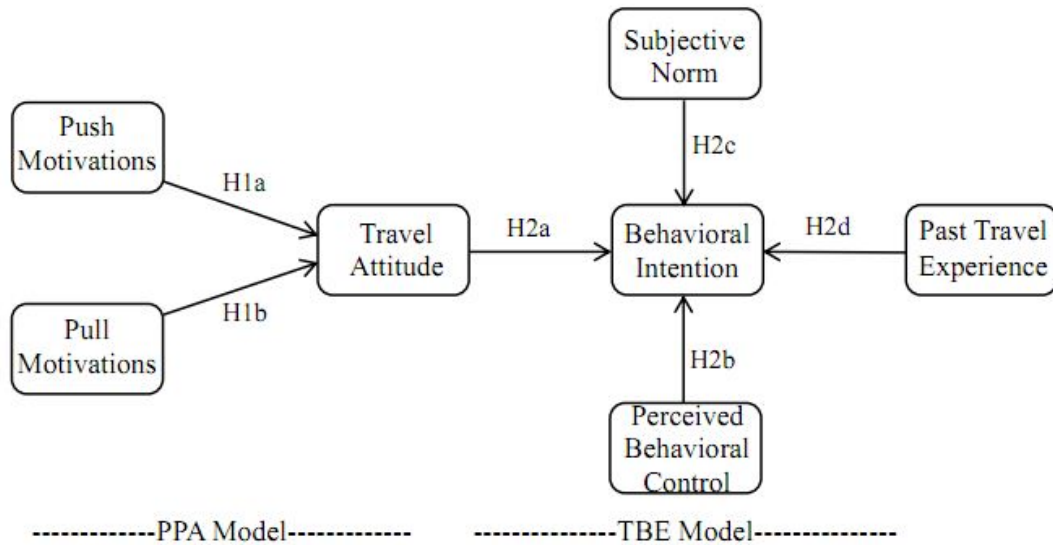
		No.	Mean	Levene's Test for Equality of Variances		t-test for Equality of Means	
				F	Sig.	T	Sin.(2-tailed)
BI	Travel experience	107	3.72	3.58	.060	4.104	.000
	Non-travel experience	125	3.15			4.072	.000

Note. BI= Behaviour Intention

5.5.2 Bivariate correlation and Multiple Regression Test

To better evaluate the contribution of variables, combination models of PPA as well as modified TPB (TBE) were developed (Figure 3.1). And the assumed equations of the prediction relationship in the models were proposed in the below.

Figure 5.1 Flowchart of the combination models between PPA and TBE



PPA model: ATT=PUSH + PULL

In the first equation, we are interested in explanation and prediction that push and pull motivations whether will influence the Swedish tourists’ attitude toward a Chinese beach destination (ATT). Following this, the dependent variable was defined as travel attitude, while the independent variables assumed were push and pull motivations. At the first step, we computed the mean of all push and pull motivations (Mean1=3.77, Mean2=3.06). Then Pearson correlation (two-tailored) test was performed for these three variables defined in the PPA model since it could display what extend of the powerful about push and pull variables contributes to travel attitude (Table5.8). The results suggested that push and pull motivations have a positive relationship upon travel attitude which associated with quite similar correlation values (r1=0.486, r2=0.444). And the particular statistics significance level of them in this PPA model was at .001 level (p=.000<0.001).

Table 5.8 *Bivariate correlations between PPA variables*

		1	2	3
Pearson Correlation	1.ATT	1.000	.486**	.444**
	2.PUSH	.486**	1.000	.429**
	3.PULL	.444**	.429**	1.000

Note. ATT=travel attitude, PUSH=push motivations, PULL=pull motivations

**correlation is significant at the .01 level (2-tailed)

Considering these satisfactory bivariate correlations, travel attitude (ATT) was regressed on push and pull motivations. However, in accordance with an Adjusted R square of .298 in PPA model, which indicated that only near 30% of the attitude variance was explained in this study. Comparing both two predictors push and pull motivations conducted significant Beta values ($\beta_1=.362$, $\beta_2=.289$), which indicated that push motivations made more comparative powerful contribution in predicting travel attitude (ATT) than pull motivations (Table 5.9).

Table 5.9 *Multiple regression coefficients for PPA model*

Variables		Standardized Coefficients Beta	t	Sig.
PPA	(Constant)		-2.581	.010
	PUSH	.362	5.926	.000
	PULL	.289	4.735	.000

Note. Adjusted R Square=.298, $p<.001$

Independent variables: push motivations (PUSH) and pull motivations (PULL)

Dependent variable: travel attitude (ATT)

Therefore, we could conclude the independent variables we adopted can be used for the regression of whether push and pull motivations will influence a travel attitude toward a new beach destination in Hainan Island, China. In conclusion, push motivations and pull motivations both have a positive relationship with travel attitude. The hypothesis of H1a and H1b thereby cannot be rejected.

TPB and TBE model $BI=ATT+SN+PBC+(PTE)$

In the second equation of Behavioural Intention (BI), the relative contribution of travel attitude (ATT), subjective norm (SN), perceived behaviour control (PBC), and an alternative

construct of travel experience (PTE) were also determined by multiple regression technique specified standard multiple regression and hierarchical regression analysis.

TPB model

Based on Ajzen (2002) TPB model, BI was treated as a dependent variable, which was predicted directly by three constructs of ATT, SN, PBC. On the same evaluation principle with PPA model, since there are more than one variable in SN and PBC constructs, we firstly computed their means to create a new label separately. In the next step, Pearson correlations and standard multiple regression coefficients were observed based on the model of TPB. As shown in Table 5.10, all the variables of SN, PBC, ATT have a significant correlations at the .01 level ($p=.000$). These results illustrated the highest correlation between travel attitude (ATT) and behavioural intention of visiting a new beach destination in Hainan (BI) ($r_3=.740$, $p_3<.01$), the second higher correlation among subjective norm (SN) and BI ($r_1=.654$, $p_1<.01$), and perceived behavioural control (PBC) gained the less correlation upon BI ($r_2=.252$, $p_2<.01$)

Table 5.10 *Pearson correlations among TPB model*

	1	2	3	4
1.SN	1			
2.PBC	.166*	1		
3.ATT	.661**	.170**	1	
4.BI	.654**	.252**	.740**	1

Note.

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

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

Following these results, standard multiple regression method was employed to determine how well the independent variables (SN, PBC as well as ATT) predict the behavior intention of travelling a new beach destination in Hainan within 24 months. Table 5.11 expressed the predictive powers about the diffident variables. The overall model of TPB was significant $F(117.899) p=.000$, while explaining 60.3% of the variance in behavior intention (Adjusted R square=.603). In particular, ATT and SN obtained a great higher value of standardized coefficient Beta with BI than PBC ($\beta_3=.533$, $\beta_4=.283$, $\beta_5=.114$ respectively). Consequently,

H2a, H2b, H2c were not rejected.

Table 5.11 *Standard multiple regression analysis for evaluating the model of TPB*

	Variables	Standardized Coefficients Beta	t	Sig.
TPB	(Constant)		-1.287	.199
	ATT	.533	9.609	.000
	SN	.283	5.105	.000
	PBC	.114	2.702	.007

Note. ATT=Travel attitude, SN= Subjective norm, PBC= Perceived behavioral control,

BI=Behavior intention, TPB= Theory of planned behavior

F = 117.899, Adjusted R square=.603

TBE Model

The TBE model is an extension of the TPB by incorporating an additional construct-Past Travel Experience (PTE). Based on the result of T-test, two independent groups of non-travel experience and travel experience Swedish tourists have a significant difference to impact the behaviour intention toward Hainan. As well an evaluation model of TPB, behaviour intention could be predicted by three predictors of subjective norm (SN), travel attitude (ATT) and perceived behavioural control (PBC) variable. ATT and SN have a strong influence on BI than PBC in this study. By comparison the predictive power of both models of TPB and TBE as well as to determine this additional variable past travel experience (PTE) to what extent affects behaviour intention of travelling Hainan (BI), a bivariate correlation and hierarchical regression analysis were conducted eventually. Considering Persons correlations among TBE variables (Table 5.12), all the correlations were significant. There was an interesting finding that past travel experience (PTE) obtained a slight higher correlation with BI compared with PBC ($r^2=.252$, $r^4=.261$), which revealed that past travel experience defined as a predictor has a significant relationship toward BI.

Table 5.12 *Pearsons correlations among TBE Model*

Variables	1	2	3	4	5
1.SN	1				
2.PBC	.166*	1			
3.ATT	.661**	.170**	1		
4.BI	.654**	.252**	.740**	1	
5.PTE	.216**	.232**	.139*	.261**	1

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

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

These significant correlation ensured that the linear relationships between the dependent conduct and their corresponding predictors for the later hierarchical regression analysis. Table 5.13 displayed specified coefficients between TPB model and TBE model. The overall TBE model was significant at .01 level. In line of their R square values, added a latent construct of past travel experience (PTE), it induced that the increased number of predictors in TBE yielded a higher predictive power upon behaviour intention (BI). And improvement interpretation around 61.2% of the variance could be explained in TBE model (Adjusted R1 square=.603, Adjusted R2 square=.612).

Table 5.13 *Hierarchical regression analysis for the impact on BI among the TPB and TBE*

Variables	Standardized Coefficients Beta	t	Sig.
TPB (Constant)		-1.287	.199
ATT	.533	9.609	.000
SN	.283	5.105	.000
PBC	.114	2.702	.007
TBE (Constant)		-1.144	.254
ATT	.536	9.780	.000
SN	.261	4.707	.000
PBC	.092	2.154	.032
PTE	.109	2.551	.011

Note. TPB model: R square =.608, Adjusted R square=.603, overall model p<.001

TBE model: R square=.619, Adjusted R square=.612, overall model p<.001

ATT=Travel attitude, SN= Subjective norm, PBC= Perceived behavioral control

PTE=Past travel experience

TPB= Theory of planned behavior (BI will be explained by SN, ATT, and PBC)

TBE=TPB and PTE toward BI (BI will be predicted by SN, ATT, PBC and PTE)

Dependent variable: Behavioral intention (BI)

Given the above findings, travel attitude (ATT), subjective norm (SN), perceived behaviour control (PBC) and past travel experience (PTE) could be considered as direct predictors to explain behavioural intention (BI). To further understand the predictive power, standardized coefficients beta values of ATT, SN, PBC, PTE were observed with a descending rank as detailed ($\beta_1=.536$, $\beta_2=.261$, $\beta_3=.109$, $\beta_4=.092$ respectively). As same as above, ATT and SN still made a higher predictive power toward BI. However, as illustrated in Table 5.13, past travel experience (PTE) have more powerful ($\beta_3=.109$) than past perceived control (PBC) ($\beta_4=.092$).

Therefore, it was appropriate to treat PTE as an indicator of behavioural intention. We are confidence of summarizing that PBE created model was better than TPB model in predicting the behaviour intention in this study. ATT, SN, PBC and PTE have a positive correlation with BI, among which, ATT made a strongest contribution, SN took the second place, and innovative construct of PTE received a higher predictive power than PBC in explaining BI. Hence, all hypotheses in the second group of H2a, H2b, H2c, H2d were not rejected. By the end, past travel experience contribution could be more developed as a recommendation policy to developers of Nordic Village project.

Chapter 6: Conclusions, Limitations and Recommendations

6.1 Conclusions

To accomplish the objectives of this study, the applicability of combined models of PPA and TBE was examined. The main purposes were to investigate Swedish tourists' motivations and to predict their future intention to travel to a new Chinese beach destination within the next 24 months. Relationships among various components of PPA model and TBE model were identified and tested by a series of statistical analysis. Besides, travel motivations of Swedish tourists toward the case project were explained as well.

It was successfully found that all the hypotheses received completely support, that tourists' behavioral intention (BI) could be predicted and identified by four direct predictors, travel attitude (ATT), subjective norm (SN), past travel experience (PTE) and perceived behavioral control (PBC). The analysis of multiple regression and bivariate correlation indicated that the influence of subjective norm on intention was greater than past travel experience, while travel attitude was the strongest salient predictor to future intention among all of them, and the variable of perceived behavioral control performed as the weakest. Through adding variable PTE into TPB model, the adjusted R square value increased, which means that PTE has an improvement predictive power to a whole model in this study. The results suggest that Swedish tourists who had related travelling experience to Asian beach destinations before will be more likely to visit a new beach destination. This finding is consistent to the findings in Lam and Hsu (2004) which found that past relevant behavior had direct effects on potential Chinese travelers' behavioral intention to Hong Kong. Shen, Schüttemeyer and Braun (2009) also concluded in their study that visitors' past experience of visiting world cultural heritage sites positively influenced their future intention of visiting Suzhou Gardens. Concurrently, the results of testing PPA model suggested that the push and pull motivation factors influenced attitude toward travel intention. Travel attitude, was proved to be positively influenced by both push and pull motivations, and push motivations made a more comparative powerful contribution in influencing attitude than that of pull motivations.

In light of the descriptive study of push and pull motivations in PPA model, (1) “experiencing different cultures”, (2) “learning new and interesting things” and (3) “seeing how other people live” were the three most attractive push motivations. For pull motivations, (1) “local genuine food”, (2) “natural landscapes”, (3) “the friendliness of the locals” and (4) “the historical and cultural attractions” were the most appealing factors, in descending order, that could attract people to travel abroad for a new beach destination.

To sum up, it is proved that by the adopting of PPA and TBE model, both tourists intention of visiting a new beach destination and their travel motivation could be evaluated and explained. Particularly, the innovative model of TBE in our study could be taken into account of an extension of TPB model with more predicting power. Concerning the other studies, because limited work had been done on the exact issue, these findings could hardly compare with the other results.

However, in view of the complex nature of tourist behavior, further research efforts should be conducted to test and modify the proposed research model with more empirical evidence and more samples to improve the accuracy of the model testing.

6.2 Limitations

There are three potential limitations that could be kept in mind when interpreting the results in this study.

First, findings and conclusions were based on a sample which may not be fully representative of Swedish citizen population. For example, one of sampling methods was employed by snowing ball sampling with a non-random method. We only gathered 232 samples into this research. The sample size was relatively small to representative the general Swedish tourists’ population.

Second, due to the time and budget constraint, the data were collected by using the survey approach. As a matter of fact, this study may lack in-depth data.

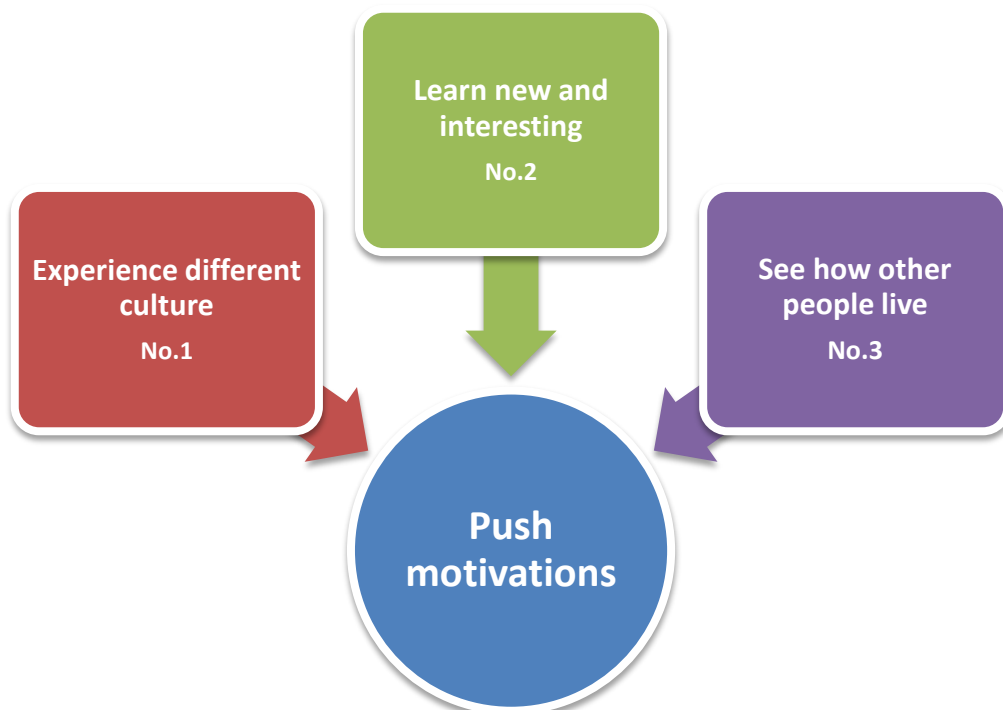
Finally, data were collected through Facebook and e-mail list with English language. The respondents have to get access to the internet and could understand English language as well. Consequently, the sample was drawn with a little bias since most respondents are young at the age of 20 to 39 which cannot represent people of all ages.

6.3 Recommendations

Based on the findings of this study, a number of practical implications and recommendations could be proposed and applied to a new beach destination development project in Hainan Island, China that is tailored for potential Swedish tourists.

6.3.1 Recommendation on understanding Swedish tourists

Figure 6.1 *Three most important push motivations of Swedish tourists travelling to a new beach destination*



- **Experience different culture**

In terms of our research results, it is a great advantage that for most of Swedish tourists, Hainan is still an unknown and mysterious destination. Potential Swedish visitors in our study considered Hainan as a destination in the future because people want to explore and experience new things which they have never known before. *For Nordic Village project*, we strongly recommend project developers to beef up the “culture and exotic” impression for Swedish tourists by seeking to include diversified cultural products in combination with the unique beach attributes.

- **Learn new and interesting**

It is a fact that for a long time, Sweden has enjoyed the image and great reputation for its creativity in the world. In our research, Swedish tourists displayed this kind of creativity in travel as well. One of main motivations of Swedish tourists for travelling is to learn new and interesting things rather than just escaping from the routine daily life and to relax. *For Nordic Village project*, project developers could offer variables themes that could expand people’s knowledge and experience in respect to Swedish tourists’ favorite hobbies and interests to attract new tourism business

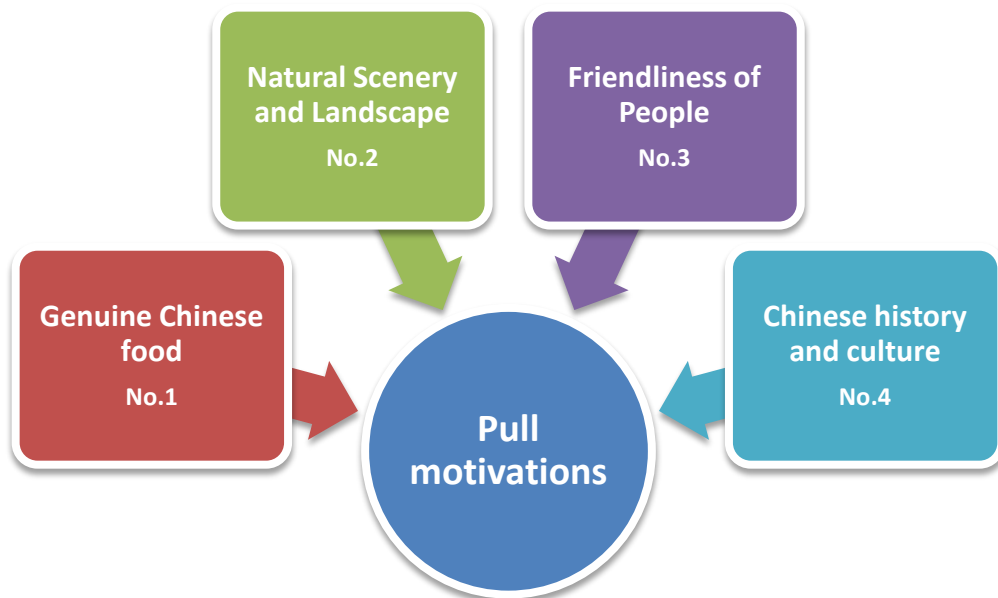
- **See how other people live**

Our research also suggested that the local residence behavior was also considered essential to Swedish tourists when choosing a travel destination. *For Nordic Village project*, it should particularly emphasize that a special display and fusion of local elements instead of using entirely Swedish elements in the business development process.

6.3.2 Recommendation on products development package

For pull motivations, all items can be derived and designed from characteristics of this Nordic Village project. There are four major factors selected by potential Swedish tourists in our research.

Figure 6.2 *Four pull attributes of destination attract Swedish tourists to a new beach destination of Hainan Island*



Therefore, associated with the results of pull motivations and push motivations as well as Swedish tourists' interests, three different tourism products are explored and recommended to the developers of this Nordic Village project.

- **Chinese cuisine discovery**

“Taste the Genuine Chinese Food and learn how to cook in a Chinese way”

Swedish tourists could be strongly pulled toward this destination by genuine Chinese food in our research. And in light of previous study, Swedish tourists would like to travel for a food experience as well. Therefore, “Chinese cuisine discovery” training program could be proposed and developed by coaching Swedish tourists to prepare healthy, simple and delicious Chinese /Hainan food that can be applied in their daily life. And such program will also satisfy Swedish tourists' desire of learning new and interesting things.

- **Faster, higher and Stronger**

“Touch Natural Scenery and Conquer hiking challenges”

Most Swedish people prefer outdoor exercises than indoor activities. Based on this habit and the attributes of the Nordic Village, some special activities could be developed and introduced to Swedish tourists at this unspoiled nature place, for example, setting up a hiking club that includes team work challenges and trainings.

- **Mingling with the locals**

“Achieve warm and friendly services and experience interactive activities”

The developers could arrange some excursion trips and home-stay activities with the locals. Warm and friendly smile is invariably attractive to Swedish tourists. However, to develop this product, choosing the appropriate local people to participate will be critical since their behavior would directly affect the Swedish tourists’ experience and decision-making in the future.

6.3.3 Recommendation on communication methods

- **Favorable Word-of-mouth (WOM)**

As subjective norm associated with social influence from valuable references was a key factor influencing travel intention, we cannot emphasize enough the importance that developers should make every effort to ensure travel satisfaction among tourists. If the tourists had favorable experiences in the Nordic Village, they would almost certainly share the experience and recommend the destination after they come back to the home country. So precious is the favorable Word-of-mouth (WOM) that it will be helping with promoting the destination and encourage potential tourists. Therefore, the destination should satisfy visitors in order to gain a good WOM effect and attract more tourists. For example, developers could collaborate with hospitality and tourism industry to offer highly professional trainings to enhance service quality.

- **Enhance Advertising Campaign**

Hainan is identified as an unknown destination by most Swedish tourists. The unfavorable side of this message is that if developers and marketing managers want to attract more Swedish tourists, they have to invest a lot more into advertising strategy to spread the news, such as Hainan is providing a unique experience, to see, to taste, to feel the real Chinese culture, at the same time, opportunities to enjoy Hainan sun and sands. In addition, most Swedish tourists search travel information to Asian beach destination via destinations' website and travel agents instead of TV & Radio. We strongly recommend that the project owners of Nordic Village project to focus their approach through internet and famous travel agents in Sweden such as Ving, Apollo and Fritidsresor.

- **Promote to gain first tourists**

Moreover, developers may promote unique Chinese beach attractions that are less known in Sweden for the purpose of gaining access to the market. Promotion campaigns can emphasize the novel features of these attractions and distinguish them from the other Asian attractions of competitive market. As a result, the brand building to achieve a clearly defined destination image will greatly help the destination to launch with a jump start. In addition to the research findings, most sun and sands seekers in Sweden had been to Thailand, those who are desire to experience new stuff. Therefore, the developers could expand promoting strategies targeting at this kind of group as latent tourists toward the Nordic Village.

6.3.4 “DOS” and “DON'TS”-learning from past service experience

- **Safety, cleanness and convenience**

From the descriptive information of Swedish tourists about their past experiences in Asia, it is imperative to know that offering and ensuring a “safe” travel environment could attract re-visitors in the future. In-depth marketing research should be undertaken on how to prevent bad services emerging from past visiting experiences. For instance, persuading and forcing visitors to buy products in the street should be forbidden. On the other hand, facilities and

accommodation could provide clean and drinkable tap water would be a plus.

- **Massage as an example—really comfortable to me?**

Most Swedish tourists who had travel experiences at Asian beach destinations had visited Thailand. In our research, an interesting and contradictory phenomena about Thai massage service was addressed by potential Swedish tourists. Some of them considered Thai massage as one satisfaction and impressive service experience. However, some considered Thai massage service as an uncomfortable feeling since it involved stretching and deep massage causing the painful experience. In view of the totally different perspectives, the developers of Nordic Village project should take into account of any probability when design the new services for Swedish tourists.

REFERENCES

- Ajzen, I. (1985). *From intentions to action: A theory of planned behavior*. In J. Kuhl & J. Beckman (Eds.), *Action control: From cognitions to behaviors* (pp. 11-39). New York: Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I., & Driver, B. L. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences: An Interdisciplinary Journal*, 13(3), 185 - 204.
- Ajzen, I., & Driver, B. L. (1992). Application of theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24(3), 207-224.
- Ajzen, I. (2006). *Constructing a TPB Questionnaire: Conceptual and methodological considerations*. Retrieved April 10, 2011, from <http://people.umass.edu/ajzen>
- Alreck, P. L., & Settle, R. B. (1995). *The survey research handbook* (2nd ed.). Chicago: Irwin.
- Argyle, M. (1996). *The Social Psychology of Leisure*. New York: Penguin Books.
- Aswin, S. (2008). Travel motivations of Japanese senior travelers to Thailand. *International Journal of Tourism Research*, 10, 81-94.
- Awaritefe, O. (2004). Motivation and other considerations in tourist destination choice: A case study of Nigeria. *Tourism Geographies*, 6(3), 303-330.
- Beard, J.G. & Ragheb, M.G. (1983). Measuring leisure motivation. *Journal of Leisure Research* 15, 219-228.
- Berli, A., & Martin, J. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Bem, D. J. (1967). Self-perception: an alternative interpretation of cognitive dissonance

- phenomena. *Psychological Review*, 74, 183-200.
- Bem, D. J. (1972). Self-Perception Theory. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 6, pp. 1-62). New York: Academic Press.
- Blichfeldt, B. S. (2007). A nice vacation: variations in experience aspirations and travel careers. *Journal of Vacation Marketing*, 13 (2), 149-164.
- Blumberg, Boris, Cooper, Donald R. & Schindle, Pamela S. (2008). *Business Research Methods* (2nd European Edition ed.). McGraw-Hill Higher Education.
- Britton, R. A. (1979). The image of the Third World in tourism marketing. *Annals of Tourism Research*, 6(3), 318-329.
- Brunt, P. (1997). *Market Research in Travel and Tourism*. Boston: Butterworth-Heinemann.
- Cha, S., McCleary, K.W., & Uysal, M. (1995). Travel motivations of Japanese overseas travelers: A factors-cluster segmentation approach. *Journal of Travel Research*, 34(1), 33-39
- Chavi, J. (2010). Understanding the Behavioral Intention of European Tourists, *International Research Symposium in Service Management ISSN 1694-0938*
- Conner, M., & Abraham, C. (2001). Conscientiousness and the theory of planned behavior: Toward a more complete model of the antecedents of intentions and behavior. *Personality and Social Psychology Bulletin*, 27(11), 1547–1561.
- Corbin, C. B., & Pangrazi, R. P. (2001). Toward a uniform definition of wellness: A commentary. *President's Council on Physical Fitness and Sports Research Digest*, 3(15), 1–8.
- Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6 (4), 408-424.
- Dann, G. (1981). Tourist motivation: an appraisal. *Annals of Tourism Research*, 8 (2), 187-219.

- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Boston: Addison-Wesley.
- Flynn, L. R. & Goldsmith, R.E. (1999). A Short, Reliable Measure of Subjective Knowledge, *Journal of Business Research*, 46, 57-66.
- Fodness, D. (1994). Measuring Tourist Motivation. *Annals of Tourism Research*, 21(3), 555-581. doi: Doi: 10.1016/0160-7383(94)90120-1
- Gnoth, J. (1997). Tourism Motivation and Expectation Formation. *Annals of Tourism Research*, 24 (2), 283-304.
- Goeldner, C. R., & Ritchie, J. R. B. (2006). *Tourism: Principles, Practices, Philosophies*. New York: John Wiley & Sons.
- Gunn, C. A., & Var, T. (2002). *Tourism Planning: Basics, Concepts, Cases (4th ed.)*. London: Routledge, Taylor & Francis.
- Hainan Tourism Administration. (2011). *Development Plan*. Retrived May 13, 2011, from <http://tourism.hainan.gov.cn/Goverment/>.
- Hair, J., Jr., Wolfinbarger, M., Bush, R., & Ortinau, D. (2007). *Essentials of marketing research (1st ed.)*. New York: McGraw-Hill.
- Harmer, J. (2001). *The Practice of English Language Teaching*. Essex: Longman Press.
- Holloway, J. Christopher & Neil Taylor (2006). *The Business of Tourism (7th Ed)*. Harlow: Financial Times Prentice Hall.
- Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, 48(1), 29-44.
- Huang, T. Taiwanese cruisers in North America: An empirical analysis of their motivations, involvement, and satisfaction. M.S. dissertation, University of North Texas, United

- States -- Texas. Retrieved May 4, 2011, from Dissertations & Theses: Full Text.
(Publication No. AAT 1472583).
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Jang, S., & Cai, L. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel & Tourism Marketing*, 13(3), 111-133.
- Jang, S., & Wu, C. (2006). Seniors' travel motivation and the influential factors: an examination of Taiwanese seniors. *Tourism Management*, 27(2), 306-316.
- Joseph F, William C, Barry J, Rolph E. (2010). *Multivariate Data Analysis-A Global Perspective*, Chapter 11, p.p632, Pearson Prentice Hall
- Kim, K., Sun, J., & Mahoney, E. (2008). Roles of motivation and activity factors in predicting satisfaction: Exploring the Korean cultural festival market. *Tourism Analysis*, (13) 4, 413-425.
- Klenosky, D. (2002). The pull of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40(4), 385-395.
- Kotler, P. (1982). *Marketing for Non-profit Organisations*(2nd ed). London: Prentice Hall.
- Kozak, M. (2002). Comparative analysis of tourists motivations by nationality and destinations. *Tourism Management*. 23(2), 221-232.
- Kuhl, J. & Beckmann, J. (1985). *Action Control From Cognition to Behavior*. Berlin: Springer-Verlag
- Lam, T., & Hsu, C. H. C. (2004). Theory of planned behavior: Potential travelers from China. *Journal of Hospitality and Tourism Research*, 28(4), 463-482.
- Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589-599.

- Leary, M. R., & Tangney, J. P. (2003). *Handbook of Self and Identity*. New York: Guilford Press.
- Leiper, N. (1979). The framework of tourism toward a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390-407.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396.
- Moutinho, L. (1987). Consumer Behaviour in Tourism. [Article]. *European Journal of Marketing*, 21(10), 5-44.
- National Bureau of Statistics of China. (2011). *Statistic Data*. Retrieved May 11, 2010, from <http://www.stats.gov.cn/tjsj/>
- Oppermann, M. (1998). Travel horizon: a valuable analysis tool? *Tourism Management*, 19(4), 321-329.
- Oppenheim, AN. (1992). *Questionnaire Design, Interviewing and Attitude Measurement*, Pinter Publishers, New York.
- Pearce, P. (1993). "Fundamentals of Tourist Motivation". In *Tourism Research: Critiques and Challenges*, edited by R. Butler and D. Pearce. London: Routledge
- Pearce, P. L. (1982). *The Social Psychology of Tourist Behaviour*. Oxford: Pergamon.
- Pearce, P. L. (1988). *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. New York: Springer-Verlag.
- Pearce, P. L., & Caltabiano, M. L. (1983). Inferring travel motivation from travellers' experiences. *Journal of Travel Research* 22 (2), 16-20.
- Pearce, P. L., & G. M. (1985). Travelers Career Levels and Authenticity. *Australian Journal of Psychology* 37(2), 157-174.
- Pearce, P. L., & Lee, U. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43 (3), 226-237.

- Pizam, A., Neuman, Y., & Reichel, A. (1979). Tourist satisfaction: uses and misuses. *Annals of Tourism Research*, 6(2), 195–197.
- Prebensen, N. K. (2006). A grammar of motives for understanding individual tourist behavior. *Thesis submitted for the Department and Management at the Norwegian School of Economics and Business Administration*. Retrieved March 13, 2011 from <http://bora.nhh.no/bitstream/2330/1481/1/prebensen%20introduction.pdf>
- Prebensen, N. K. (2006). Segmenting the Group Tourist Heading for Warmer Weather -- A Norwegian Example. *Journal of Travel & Tourism Marketing*, 19(4), 27 - 40.
- Prebensen, N.K., Skalleruda K., & Chen J. S. (2010). Tourist Motivation with Sun and Sand Destinations: Satisfaction and the Wom-Effect. *Journal of Travel & Tourism Marketing*, 27(8), 858-873.
- Quellette, J. A., & Wood, W. (1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin*, 124(1), 54–74.
- Redman, T. C. (1996). *Data Quality for the Information Age*. London: Artech House Inc.
- Richard L. Oliver (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- Ryan, C. (1995). *Researching Tourist Satisfaction: Issues, Concepts, Problems*. London: Routledge.
- Ryan, C. (1998). The travel career ladder: an appraisal. *Annals of Tourism Research*, 25 (4), 936-957.
- Schiffman, L. G., & L. L. Kanuk (2004). *Consumer Behavior*. (8th Ed). New Jersey: Prentice Hall.
- Schmidhauser, H. (1976). Neue Erkenntnisse über Gesetzmäßigkeiten bei der Wahl des Reiseziels. *Jahrbuch für Fremdenverkehr*, 25(26), 86-102.

- Sharma, K.K. (2005). *Tourism and Development*. New Delhi: Sarup & Sons.
- Shen, S., Schüttemeyer, A., & Braun, B. (2009). Visitors' Intention to Visit World Cultural Heritage Sites: An Empirical Study of Suzhou, China. *Journal of Travel & Tourism Marketing*, 26(7), 722 - 734.
- Sirakaya, E., Uysal, M. & Yoshioka, C. (2003). Segmenting the Japanese tour market to Turkey. *Journal of Travel Research*, 41(3), 293-304.
- The Independent. (2011). *China opening up Hainan Island to the world*. Retrieved May 13, 2011 from <http://www.independent.co.uk/travel/news-and-advice/china-opening-up-hainan-island-to-the-world-2257987.html>
- The Swedish Agency for Economic and Regional Growth. (2011). *Tourism in Sweden 2009 Edition*. Facts and Statistics. Retrieved April 24, 2011 from <http://www.tillvaxtverket.se/ovrigt/englishpages/tourismindustryissuesandstatistics.4.21099e4211fdb8c87b800017620.html>
- Tourism Authority of Thailand. (2011). *Swedish "Grand Travel Award" for "The World's Best Tourist Country"*. Retrieved March 13, 2011 from http://www.tatnews.org/tat_inter/2824.asp.
- United Nations Statistics Division. (2008). *International Recommendations for Tourism Statistics 2008*. Retrieved February 12, 2011 from http://unstats.un.org/unsd/publication/SeriesM/SeriesM_83rev1e.pdf.
- Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846.
- Veal, AJ (1998), *Research Methods for Leisure and Tourism: A Practical Guide*, Pitman Publishing, London.
- World Travel & Tourism Council. (2011). *Economic Data Search Tool*. Retrieved February 22, 2011 from

http://www.wttc.org/eng/Tourism_Research/Economic_Data_Search_Tool/.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26, 45–56.

Zikmund, WG. (1994). *Business Research Method*, 4th Ed., Dryden Press, Harcourt Brace
Coddege Publishers, New York.

Zimmer Z., Brayley R., & Searle M. (1995). Whether to go and where to go: identification of important influences on seniors' decision to travel. *Journal of Travel Research*, 33(3).
3–8.

APPENDIX 1: Cover Letter of Questionnaire - via E-mail

Dear Sir or Madam,

We, Weiwei and Xiaona are both Master candidates of Tourism and Hospitality management of Handelshögskolan, Göteborgs Universitet.

Currently, we are conducting our graduation thesis in developing a resort in Destination Hainan (the Southeast Island of China) which will be dedicated for Swedish tourists.

The aim of this research is to make this future project to offer Swedish tourists the best beach destination in China and make the travel experience in Hainan the most enjoyable. Thus, your opinion would be highly valuable to our study.

Please check our survey link at the bottom of this email. It will take you approximately 10 minutes to finish. Your e-mail address and comments will be kept strictly confidential. We truly appreciate your assistance and participation in this research.

Should you have any questions regarding the survey, please do not hesitate to contact us. We truly appreciate your assistance and participation in this research.

Thanks very much for your contribution.

Weiwei & Xiaona

Tel: +46 (0)70 092 1905, +46 (0)72 041 5487

Master Program of Tourism and Hospitality Management

Handelshögskolan, Göteborgs Universitet

Link of Web-survey: http://www.webropol.com/p.aspx?t=1&l=539832_506ac496b67d42c5

APPENDIX 2: Cover Letter of Questionnaire - via Facebook Event Invitation

Dear Friends,

We, Weiwei and Xiaona are both Master candidates of Tourism and Hospitality management of Handelshögskolan, Göteborgs Universitet.

We, quite appreciate you would like to participate into our thesis survey, which is our last educational research at Sweden. This graduation thesis is about developing a resort in a beach destination- Hainan (the Southeast island of China) tailored for Swedish tourists. The purpose of this research is to make this future project to offer Swedish people the best beach destination in China and make your travelling experience in Hainan the most enjoyable.

Thus, your opinion would be highly valuable to our study.

This is our survey link: <http://www.webropol.com/P.aspx?id=539832&cid=76147023>, it will take you approximately 10 minutes to finish. We truly appreciate your assistance and participation in this research.

Besides that, if possible could you spread this link to all your Swedish friends who are willing to help us to do this survey? Thanks a lot.

Should you have any questions regarding the survey, please do not hesitate to contact us.

Thanks very much for your contribution.

Weiwei & Xiaona

Tel: +46 (0)70 092 1905, +46 (0)72 041 5487

Master Program of Tourism and Hospitality Management

Handelshögskolan, Göteborgs Universitet

APPENDIX 3: Questionnaire of Swedish Tourists Travel Motivation and Intention toward a New Chinese Beach Destination in Hainan

Location of Hainan Island, China

Hainan Island is the international tourism destination of China with lots of sunshine and fun. Located near Thailand, it is an alternative and fashionable option for those who wish to escape the cold weather, to experience summer and have a fantastic holiday.

Climate

Hainan Island has tropical monsoon climate with annual average temperature 22°C-26°C and more than 300 days of a year are sunny days.

Tourism attractions

Water Sports & Scuba Diving, Golf Tour, SPA & Massage, Hot Spring, Rent Car, Shopping, Swimming and sunbathing, etc.

Section A: Travel motivation - push factors to beach destination

These questions are about your travel motivation. Please circle the number that best describes your level of agreement for the following statement.

Items	Completely disagree	Disagree	Neutral	Agree	Completely agree
1 Novelty and knowledge-seeking					
I want to travel to a new beach place that I have not visited before.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to learn something new and interesting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to see how other people live and their way of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to experience different cultures that are different from mine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Ego-enhancement					
I want to experience luxury things (e.g., best cuisine, luxury hotel suits)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to travel somewhere in an eco-environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	I want to share my travel experience with other people after returning home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I want to spend more time with my family during travelling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I want to meet new people and socialize.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Rest and relaxation					
	Just resting and relaxing with Sun and Sands is good enough for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I travel because I want to escape from my daily life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section B: Travel motivation - special pull factors in Hainan Sun and Sands, China to attract you to travel.

In the following questions, please tell us how important for you of each item when you go to travel. Please check the answer that closely represents your opinion in each question.

Items	Extremely unimportant	Unimportant	Neutral	Important	Extremely important
1	Convenient facilities and services				
	Direct flight from Sweden to Hainan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tour package offered by Swedish tour companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities designed in terms of ecological and environment-friendly standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Multi-functional conference and training center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Real estate investment opportunities(e.g., summer houses on sale)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A variety of shopping places (e.g., outlet shopping malls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Core attractions				
	More interaction with locals (e.g., homestay, excursion with ethnic minority people)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Genuine Chinese food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Friendliness of Chinese local residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Chinese historical and culture places (e.g., ancient towns)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | | | | |
|---|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | Religious attractions (e.g.,
Buddhist culture) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Natural scenery and landscape
(e.g., good hiking places) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Similar Swedish community and
town | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Health and wellness tourism
service | | | | | |
| | Chinese acupuncture services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Traditional Chinese massage
services (i.e., Tuina) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Alternative herb medical cares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | World-class medical surgery
services(e.g., minimally invasive
surgery for knee joint) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Events and activities | | | | | |
| | Night life and entertainment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | International events (e.g., golf,
sailing, beauty contest. etc) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Water sports activities including
training(e.g., water-skiing) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section C: Travel Experience

These questions are about your past travel experience to visit beach destinations in Asian countries such as in Thailand, Bali, Philippines and Hainan etc. Please choose one answer per question that best describes your experience.

- 1 Have you ever heard the beach destination of **Hainan Island, China**?
Yes No
- 2 Have you visited any **beach** areas of Asian countries?
Yes (Please specify which countries and destinations attracted____)
No (Please skip to Section D)
- 3 How many times have you been to Asian beach resorts?
 1-2times 3-5times 6-10times 11times and more
- 4 How did you get the tourism information of your latest journey in Asian beach destination? (tick more than one box if appropriate)
Tourism fairs Travel agents Family and friends
TV&Radio Newspaper Internet Others_____
- 5 The length of trips you stayed in your latest Asian beach destination.
Within 1 week 2-4 weeks 1-3 months longer than 3 months
- 6 What was the main purpose of your latest journey to Asian beach destination?
Business Leisure Health and wellness care Others_____

- 7 What type of accommodation did you stay at the Asian beach destination during your latest journey?
Luxury villa hotel Motel/Boutique Hotel Apartment/Flat
B&B Bungalow Camping Others____
- 8 What kind of travel companionship did you have during your latest journey to Asian beach destination?
Alone Family Friends Partners Others____
- 9 What kind of activities were interesting and appealing to you during your latest travel to Asian beach destination? (tick more than one box if appropriate)
Scuba diving Surfing Sailboat
Offshore fishing Water scooter Canoeing Others____
- 10 How much travel expenditure did you pay per person during your latest travel to the Asian beach destination?
Less than 10,000SEK 10,000-20,000SEK 20,000-30,000SEK
30,000-50,000SEK More than 50,000SEK
- 11 Of the services you got while travelling in Asia, what impressed you most? (Thai Massage, Smiles services everywhere)
Yes, please specify_____ No
- 12 Of the services you received, was there any that made you uncomfortable?
Yes, please indicate_____ No

Section D: Demographics

The following questions are for demographics purpose only. Please check one answer that best describes you for each question.

- 1 Your age group
under 20 20-29 30-39 49-49 50-59 60 and over
- 2 Your gender
Male Female
- 3 Relationship Status (tick more than one boxes if appropriate)
Married Single Partnered
Single parent Married with children Others____
- 4 The highest educational level
Grundskola Gymnasiun Bachelor degree
Master degree Doctor degree Others
- 5 Occupation
Business owner Full-time employed Part-time employed
student Retired Others
- 6 Annual income
Less than 200,000SEK 200,000-300,000SEK
300,000-500,000SEK More than 500,000SEK
- 7 How many times do you normally travel abroad to enjoy beach tourism per year?
0 1-2times 3-4times more than 4 times

Section E: General interest and future intention about travelling to a new beach destination in Hainan Island, China

All things considered, please select the number that best describes your level of agreement for the following statement. 5 means you strongly AGREE, and 1 means you strongly DISAGREE. 3 is neutral, meaning you neither agree nor disagree, or have no opinion.

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1 Visiting a fresh sun and sands destination in Hainan will be a good idea.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 If possible, I would like to visit a new destination in Hainan within next 2 years.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Most people I know will be interested in visiting a new beach destination in Hainan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Most people who are close to me(e.g., family, friends, partners) would think visiting a new beach destination in Hainan will be a great choice for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 I have the resource (money, time, health conditions etc) required to visit a new beach destination in Hainan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 If I want, I could easily visit a new destination in Hainan from now on.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX 4: Specified Services as Impressive

Table 5.2 *Specified services as impressive*

Categories	Frequency (80 specifications)	Respondents' description
Impressive people	31	<i>Friendliness and kindness of people; Helpful locals; Positive and happy attitude; smile</i>
Good food	15	<i>Good quality, cheap</i>
Excellent services	11	<i>Hospitable; helpful staff; service-mindedness people; luxury</i>
Thai Massage	7	<i>Good and cheap</i>
Inexpensive	6	<i>Reasonable price; cheap food; cheap massage; cheap electronic market</i>
Smiling service	4	<i>Smiling face everywhere</i>
Contact with local	2	<i>Speaking with the locals and hearing their stories about their everyday life; meeting local people and experience their culture</i>
Facilities	2	<i>Hotel; shopping</i>
Convenience	1	<i>Easy to get around without booking ahead</i>
Knowledgeable guide	1	

APPENDIX 5: Specified Services as Uncomfortable

Table 5.3 *Specified services as uncomfortable*

Category	Frequency (21 specifications)	Respondents' description
Unpleasant	5	<i>Luggage assistance service. (Never insist on carrying the luggage if the traveler declines assistance.)</i> <i>Massage</i> <i>Physically weak people carrying my bags, did not feel comfortable about that</i> <i>Thai massage was sometimes painful</i> <i>Boat transport</i>
Bad manner	5	<i>Rudeness, greediness</i> <i>Salesmen</i> <i>Tailors</i> <i>Yes, spitting</i> <i>I hate people approach me to try and sell things</i>
Interference	3	<i>A lot of people coming up to sell stuff on the street in Thailand for instance</i> <i>Burglars breaking into the cabin (not a service ordered though)</i> <i>I prefer when I can stroll around and look at things on my own and then chose to ask someone for help</i>
Safety	3	<i>Bad food poisoning and a night at hospital</i> <i>Unsafe bus rides</i> <i>I was robbed</i>
Hygiene	2	<i>Once we had breakfast at this place and I got ants in my sandwich.</i> <i>Cheap room</i>
Cheating	2	<i>Taxi driver trying to cheat us.</i> <i>Tourist 'fake' events</i>
Language	1	<i>Language problems sometimes</i>