

Thesis for the Degree of Master of Management

An Exploratory Study on
Importance Perception of the
Selection Attributes of Theme
Parks in Fragrant Hills Park and
Happy Valley of China



by
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Department of Management

The Graduate School

Pykyong National University

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A thesis submitted in partial fulfillment of the requirements

for the degree of

Master of Management

in Department of Management, The Graduate School,

Pukyong National University

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Abstract

Despite much research on the selection attributes of theme parks such as Disney Land, little is known about how they apply to theme parks in China. This research looks at two major theme parks, namely Fragrant Hills Park in Beijing and Happy Valley in Shenzhen, comparing and contrasting the selection attributes of each. The study also looks into the importance perception of each selection attribute and brings together some interesting conclusions as to how theme parks in China should be considered in the context of the global theme park industry. The study is part of a growing body of research around China's increasing leisure market and the findings themselves can be utilized both as a basis for further research and to help the development of the theme park industry in China.

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Abstract

Despite much research on the selection attributes of theme parks such as Disney Land, little is known about how they apply to theme parks in China. This research looks at two major theme parks, namely Fragrant Hills Park in Beijing and Happy Valley in Shenzhen, comparing and contrasting the selection attributes of each. The study also looks into the importance perception of each selection attribute and brings together some interesting conclusions as to how theme parks in China should be considered in the context of the global theme park industry. The study is part of a growing body of research around China's increasing leisure market and the findings themselves can be utilized both as a basis for further research and to help the development of the theme park industry in China.



I. Introduction

1.1 Study Background

Theme and amusement parks are one of the most important and profitable parts of the hospitality and tourism industry. In 1990, there were about two hundred and twenty-five large theme parks in the world, making total revenues in excess of seven billion dollars. Ten years later, the number of theme parks had increased by fifty percent, and boasted revenues twice that of ten years previous (Xu & Wang, 2007). The theme park industry has grown gradually over time into a global industry. In 2000, there were two hundred and twenty-six million visitors to American theme parks which only saw a 1% reduction in visitor numbers despite the economic decline in the US, caused by 9/11. At present, Japan is the biggest market in Asia. Of the top eleven theme parks in the world, three are located in Asia, Disneyland in Tokyo being the biggest of the three. The second largest is Everland, and the third is Lotte World, both located in South Korea (Yoshii, 2002). According to Milman (2001) the popularity of theme parks and attractions will continue to grow, as they are increasingly associated with new vacation experiences.

Of total visitors to theme parks, those visiting with their family make up about seventy-five percent. Family tourism is becoming

increasingly popular in the theme park industry particularly among dual-income families, who tend to have more disposable income but less flexible schedules. Resultantly, adults in these families may have less free time, and therefore need faster or more easily accessible opportunities for entertainment, meaning theme parks whose proximity is closer are more desirable, as is weekend travel. Visitors expect a high service quality when traveling and a high price/performance ratio. In modern stratified societies, especially in the West, the perceived middle-class have become the main visitors of theme parks. These family tourists are looking for something that can fulfill their multifaceted entertainment needs in a short time at a convenient singular location.

Most theme park development in China has concentrated in the major populated areas around the Pearl River (Guangzhou) and Yangtze River (Shanghai) delta area, in the Beijing-Tianjin area and major regional cities. In this study, both of these two theme parks are located in major populated areas. The subjects of this study are the Happy Valley theme park, situated in the relatively small city of Shenzhen and Fragrant Hills Park in Beijing. Fragrant Hills Park located in Beijing has different themes focusing on sightseeing, exercising and history. Happy Valley is a large modern theme park consisting of nine major zones each representing a unique theme. This research looks to explore the importance perception of selection attributes between these two different theme parks both in location and theme, and the importance factors given to them by

visitors.

1.2 The Current Status of Theme Parks in China

China is a fast-growing market and there is a lot of potential for further theme park development in the future. In China, since the policy of openness was adopted in 1978, international tourism has developed rapidly, and domestic tourism has also achieved similar growth, (Wu et al., 2000).

The development of tourism in China can be divided into three stages. The first stage is high growth from 1980 to 1990, the second stage is a ccelerated growth from 1990 to 1997 and the third stage is slow growth from 1998 to present. After the three stages of rapid development, the international position of China's international tourism industry had greatly improved. In 2000, there were 31,228,800 foreign tourists who visited China, and tourism foreign exchange earnings reached \$16.2 billion. Based on predictions, the number of domestic tourism arrivals in China will continue growing. By 2010 it will have reached levels more than three times those in 1997, generating tourism income nearly five times bigger (China National Tourism Administration (CNTA),1998).

Domestic tourism started along with the development of the national economy in China. In the early 80's, domestic residents started to have disposable income and increased leisure time, resulting in an increased desire to be stimulated by tourism. From

that pointon, domestic tourism continued developing, following this trend until the late 90's. Nowadays the growth in tourism has become more moderate. At present, China's domestic tourism is greater than international tourism, and is a vitally important component of China's tourism industry as a whole.

Since tourism is still in its early phase of development in China, sightseeing is still the main form of tourism product, mostly taking national parks as destinations. At present, there are 119 national parks and 500 provincial parks in the country (Wu, Zhu, & Xu, 2000). Large-scale entertainment parks are almost all in the form of theme parks, such as Splendid China, Window of the World, and Chinese Folk Culture Village in Shenzhen.

As recently as 1995, there were more than 750 forest parks of all levels throughout China, dispersed in 27 provinces and autonomous regions, with a total area of more than 6,300 million hectares. Forest parks were made with the intention of developing tourism on the basis of protecting and enhancing forest resources. In 1995, Chinese forest parks received more than 30 million visitors, with an overall income of more than ¥400 million RMB (Wu, Zhu, & Xu, 2000).

1.3 Types of theme park

All theme parks offer something slightly different for visitors, and each park is not suitable for everyone. The basic types of

theme parks include basic theme parks, classic amusement parks, water parks, zoo parks and marine parks. Basic theme parks sacrifice smaller rides and attractions for the sake of introducing elaborate decorative schemes and coordinated designs throughout the park. This creates a microcosm of fantasy, culture, and fun. For example, Disneyland theme park in California. Classic amusement parks have very little theming, such as named lands, rides with integral stories, or costumed employees. Instead, they offer classic thrills with carnival rides, roller coasters, games, entertainment, and sweet summertime treats for visitors to enjoy. Cedar Point amusement park is a clear example of a classic park with only basic theming. Water parks focus almost exclusively on splashy attractions such as water slides, wave pools, fountain play areas, and other aquatic attractions. There may be a beach and other water sports available as well, but very few dry attractions. Such as Noah`s Ark water park. Zoo parks offer not only rides and other amusements, but also a range of exotic animals, reptiles, and birds in different habitat exhibits. At the same time, the park does not necessarily carry the zoo theme to other parts of the park, such as Wild Adventures in Georgia. Marine parks are a specialized type of zoo parks that focuses on marine and aquatic animals. More than an aquarium, these parks offer guests a glimpse of exotic ocean mammals, fish, sharks, and other creatures of the deep along with rides and interactive experiences. Sea World in SanDiego is a superb example of a marine park.

‘Theme park’ is for a type of park devoted to an idea, theme, or group of ideas, which might have some historical, fictional, or others basis. Other types of theme park include museums where old buildings are re-erected, or historical architecture is reconstructed. Baer & Kaufman (2005) suggest three types of theme parks including water park, zoo and art, as general thematic areas. In a book entitled *Tourism: Principles, Practices, Philosophies*, it is stated that there are many different types of theme parks depending on attractions. Examples of attractions can be categorized as cultural attractions, heritage attractions, recreation attractions, commercial attractions and industrial attractions.

The types of themes adopted in China included folk customs and legends, history and culture, animals, sports and competitions, science, technology, and fantasy/amusement (Lew, 2003).

1.4 Description of the Happy Valley in Shenzhen

Shenzhen Happy Valley is a large, modern theme park in China, located in the Nanshan District of Shenzhen, Guangdong Province. Covering an area of 350,000 square meters (about 86 acres), the park boasts large quantities of ‘breathtaking and exciting’ amusements. The whole park is composed of nine areas with different themes, including Spanish Square, Cartoon City, Mt. Adventure, Gold Mine Town, Shangri-la Woods, Sunshine Beach, Typhoon Bay, Playa Maya Water Park and Happy Times. The park

encompasses nearly 100 games for adults and children. Everyday in the park, there are performances in different styles, such as magic, acrobatics and extreme sports.

Upon entering the gate there is the option of going into the Spanish Square which has a Mediterranean flavor reminiscent of a Spanish Warf. Walking southward, it is possible to reach the Cartoon City. In the Cartoon theatre, many films are on show everyday.

To the east of the Cartoon City, there is Mt. Adventure with woodland and flowers. 'The Space Shot' ride rises up to 60 meters (about 197 feet) high within 1.8 seconds and falls down freely at speed. Go on walking and you reach the Gold Mine Town. The set is based on a small flooded mine town in North America. People can experience escaping from a 'flood' on the Gold Mine Train. The Gold Mine Workshop offers people a chance to forge a steel keepsake.

Then, in the 'peaceful and mysterious' Shangri-la Woods, is the Blue Moon Hollow with mountains, caves, waterfalls, bears, hawks and many other animals. On Sunshine Beach, with various shows by many excellent players, the Happy Valley Extreme Sports Camp provides yet more entertainment.

One of the most exciting places in the valley is Typhoon Bay, a small dilapidated fishing village. Another place of interest is Playa Maya Water Park, open in the summer months. Based on the Mayan culture and reliant on the effect of its watery scenery, it educates people about an ancient civilization. The buildings and statues here

are all in Mayan architectural styles. In the daytime, people can enjoy the dense rainforests filled with great lizards, crocodiles and parrots. In the evening, dancing performances of mock foreign tribes warm up the atmosphere around the water.

In the park, as well as the amusements and sightseeing spots, the hotel, shops and restaurants are available all the time.

Happy Valley Shenzhen is the most popular amusement park in mainland China, attracting around 3.2 million guests a year (see Table 1.4). Redevelopment have enabled Happy Valley, after that it became the most-attended theme park in China. Besides, as the report in 2008 says that China's Happy Valley chain of regional parks continues to expand and do well. Total attendance to top 10 Asian/Pacific Rim parks is 66.9 million.

Table 1.4: Attendance of Happy Valley

Year	Attendance(million)
2002	2.30
2003	2.10
2004	2.52
2005	3.02
2006	2.93
2007	3.23
2008	3.18

Source: TEA & Economics Research Associates(ERA)

1.5 Description of the Fragrant Hills Park in Beijing

Fragrance Hills, located on the eastern foot of Western Hills,

20 km from the center of Beijing, covers an area of 160 hectares. With surrounding green hills stretching up and down, its highest peak is 557m.

The name of the park derives not from the fresh air or aroma in the area, but in the shape of the hills themselves. Two big stones lie on its peak and from a distance on a foggy day, it looks much like a three-legged incense burner. The groves of apricots, peaches, pears and lilacs may also be a reason for the name Fragrant Hills. Visitors to the park can reach the peak by trekking up the hill or by taking a cable car.

The park has 280,000 various trees in it. Among them there are more than 5,800 ancient and rare trees, which account for up to 1/4 of all the trees in Beijing. With 98% forest coverage, the park is known to have a very high level of negative oxygen ion. In late autumn, when hundreds of thousands of common smoke trees turn red, more visitors visit there to witness the scenery. From the peak of Fragrant Hill, Yongding River, the Marco Polo Bridge on the river, Shijing Mountain, the Summer Palace and Jade Spring Mountain can all be seen, and on a clear day it is possible to make out the skyline of Beijing.

It is said that the earliest human sighting of Fragrant Hills occurred during Xijin Dynasty when a Toist, a pioneer of chemical research in Chinese history, selected it as an area to pursue his quest for longevity.

In 1186 during the Jin Dynasty, the Xiangshan Temple was built

there and for a period served as the emperor's traveling lodge. In 1745, Emperor Qianlong had a number of large halls, pagodas, memorial archways and leisure pavilions built and changed the name of the area to Jingyiyuan, which means Garden of Tranquility and Pleasure. This complex served the famous Qing ruler as one of his summer palaces and became one of the three favorite hills of Qianlong.

Unfortunately, almost every trace of this architecture, including the blueprints, was burned or destroyed by the Anglo-French forces and the eight-power allied forces in the 19th and early 20th centuries. During that period, the park was seriously destroyed by fire and many of the temples and halls ruined. Today, only some of the buildings have been restored.

When the Central Committee of the Communist Party moved to Beijing from Hubei, Mao made Double Purity Villa his residence here. Inside the villa are various displays and cultural relics. However, it's the views of the countryside, which are the most attractive thing about the Park. After 1949, it was renamed Fragrant Hills Park.

Red Leaf Festival normally is held in late October to November . It is a popular activity, so that every year there is lots of visitors go to Fragrant Hills Park to see it. Therefore, the attendance has been published only during the festival time. According to Beijing Daily Messenger in 2002, there were 70,000 visitors visited Fragrant Hills Park in one week of the festival opening.

In 2005, Beijing Tourism Trade Association published the result of evaluation of the environment and service in Beijing. There were twenty seven tourist destinations included. And Fragrant Hills Park was the No. 1. Also Fragrant Hills Park was in the top 50 of ‘the highest attention of tourist destination in 2008’. And according to the Beijing Evening November issue, there was over 170 thousand visitors visited Fragrant Hills Park in one weekend in 2009.

Table 1.5: Attendance of Fragrant Hills Park

Year	Yearly Attendance(million)
2002	1.23
2003	2.34
2004	3.60
2005	2.80
2006	3.00
2007	0.88
2008	1.10

(source: Xinhua, Jiangmen Daily, Beijing Daily and Haidian Travel Information Network)

1.6 Study Purpose

Considering the theme park industry is still not mature in China, it is important to find out what selection attributes are able to attract more visitors than others. Although we know that there are thousands of people who visit Fragrant Hills Park and Happy Valley every year, due to Fragrant Hills Park and Happy Valley are two different type theme parks, it is important to study the

importance perception of selection attributes of them. The purpose of this study is to identify whether there is a difference between importance perception of selection attributes in the two different types theme parks in China.

This study should investigate whether or not differences in importance perception of selection attributes exist between these two different theme parks as a destination from the perspectives of visitors. This study also needs to find out the importance perception of the identified selection attributes. The findings would provide more information to help the development of theme park industry in China.



II. Literature Review

2.1 Definitions of theme park

As previously noted, the term 'theme park' is a 1960's term for a type of park devoted to a theme, idea, or ideas, which might have some historical, fictional, or other core. It was invented by the Disney organization at Anaheim, CA, where in 1955, traditional American vernacular architecture and an 1895 high street were re-created, together with buildings that evoked Disney's films.

Theme parks are considered a form of leisure activity because they provide an opportunity for entertainment during an individual's discretionary free time (Milman, 1991). Amusement parks are three-dimensional fantasy settings in which both child and adult are actively immersed into fantasy environments inspired by literature, films, and television. www.faqs.org/childhood/So-Th/Theme-Parks.html

2.2 The selection attributes of theme parks

Carlson (1976) takes 16 visitors' selection attributes into consideration such as history, culture, education, relaxation, transportation, communication, special experience, particularity, uniqueness, future-oriented, artistic culture, curiosity, sports activities, and activities with or without companies, business deals and planned

organization.

Selection attributes can be subcategorized into accommodation, provisions, accessibility, the attractiveness of sightseeing, price, recreation convenience facilities, friendliness and the feasibility of tourist information (Abraham, Naumann & Arie, 1978).

Richie & Zins (1978) revealed eight general attributes: sightseeing, cultural character, tourist accessibility, visitors' right attitude, subsidiary facilities, the price level, recreation sports facilities, shopping and commercial facilities, and twelve factors: tradition, food, history, architecture, crafts, fun activities, arts and music, language, working attitude, dress, education, religion.

Brent (1978) proposed tourist accessibility, concierge attitude, subsidiary facilities, prices, sports, fun activities, shopping facilities, etc. as the selection attributes of destination. He also investigated visitors' perception by social and cultural factors such as tradition, music, history, construction, crafts, fun activities, arts and language, working attitude, dress, education and religion, etc.

Mathieson & Wall (1983) described sightseeing facilities, attractions, environment and internal accessibility; all of which are main factors for selecting theme parks. Yuan & McDonald (1990) explicated the impact of the importance of selection attributes based on price, artificiality, ecosystem, accessibility, potential activities, etc.

Mills (1990) attributes several characteristics to modern theme parks. These include: technological wonders, spectacular buildings

(exotic, vast and novel), educational presentations, side-shows to entertain and amuse guests (fun fairs), historical presentations, pageants or display, party atmosphere (fireworks, displays and fun), and food and drink (Woodside and Martin, 2007).

A tourist destination may be viewed as a complex product of tourism industry, consisting of natural resources, infrastructure, superstructure, services, distinctive local features and cultural attributes, among others (McIntosh & Goeldner, 1990; Inskeep, 1991).

Tourism product can be analyzed in terms of attraction, facilities, and accessibility for the purpose of finding out its attractiveness (McIntosh and Goeldner, 1990). Attractions are the main factors, which cause tourists go to a particular location. The tourist facilities are those components in tourist product, which do not generally provide themselves the motivation for tourist flows. Accessibility relates to the destination, the mode of transportation chosen by the tourist etc. and is best interpreted in terms of time and cost to reach the destination. Attribute factors such as attractiveness of facilities and quality of services have been proven to influence the tourist contentment.

McClung (1991) found that theme parks were found to be generally associated with highly emotional experiences when selected as an ideal location for the aid of the study. Inside the theme park, there are attractions for children and adults, shows, restaurants and shops. With the goal of providing a greater

sensation of reality, the use of modern technology applied to this type of settings is especially evident: special effects, animated robots, three-dimensional imaging, among others. At the same time, the atmosphere and the activity in the theme park contribute to having the visitors enjoy, generally speaking, an active participation. Visitors usually spend one day in the theme park.

Louviere & Timmermans (1992) perceive the selection attributes of tourist destination to be based on individual intention and interests. They indicated that customers evaluate selection attributes and then chose the proper one to go for.

Given that consumers link attributes to benefits of purchasing and consuming products, the consequence of studying attributes goes beyond the physical features of a product. (Aaker et al., 1992; Belch and Belch, 1995; Kotler, 1991; Mowen, 1993; Peter and Olson, 1994) According to this, studies on visitors' satisfaction and selection attributes exceed the attributes of a theme park.

Wuest et al. (1996) define perceptions of hotel selection attributes as the degree to which travelers consider the various services and facilities as being important in contributing to their satisfaction with a hotel stay.

These factors which tourists rely on, were canvassed from related writings (e.g. Kozak and Rimmington, 2000; Pine and Gilmore, 1998) and were related to basic facilities (e.g. restaurants), infrastructure (e.g. signs), economic factors (e.g. value for the money) and sensory stimulants (e.g. theme). The factors emerged

as being important. They were theme, space design, personnel, range of activities, road signs and information facilities. They looked at four main selection attribute factors: 'destination attractiveness', 'tourist attractions and facilities', 'availability of English' and 'facilities and services at the destination airport'. Similarly they found that there was a higher link to importance of selection attributes from some of attributes than others, which demonstrated that the level of importance attributed to some selection attributes. Remarkably, their findings showed that destination attributes such as overall value for money, quality standard of accommodation, level of service at accommodation, feelings of safety and security, hospitality, cleanliness, hygiene and sanitation, and quality and variety of food had the highest mean score.

Haahti and Yavas (2004) surveyed a number of people at a theme park in Lapland, and asked them how they rated a number of pre-chosen selection attributes in terms of how important they are to them and how well they think they performed during their vacation, 'importance-performance'. Through their surveys and analysis, there were six factors that fell into the 'keep up the good work' category, namely theme, space design, personnel, range of activities, road signs and information facilities. Several factors which are ticket prices, shopping and value for money were deemed 'low priority'. Transportation, restaurants and signs inside the park were the three factors in the 'overkill' category.

There are also functional and symbolic attributes of theme parks selection. Selection attributes in the selection of the specific products of is key importance (Wood, 2007). Some theme parks may be differentiated primarily by symbolic attributes such as the prestigious position of Happy Valley in China. Others may point out functional differences that concentrate practical needs such as the way that people go to Fragrant Hills Park for sightseeing or for exercise.

Table 2.1: Summary of Previous Studies for Selection Attributes

Carlson (1976)	History, culture, education, relaxation, transportation, communication, special experience, particularity, uniqueness, future-oriented, artistic culture, curiosity, sports activities, and activities with or without companies, business deal and planned organization, 16 attributes as visitors' selection attributes.
Abraham, Naumann & Arie, 1978	Accommodation, provisions, accessibility, the attractiveness of sightseeing, price, recreation convenience facilities, friendliness and the feasibility of tourist information effect satisfaction more
Richie & Zins (1978)	General attributes (sightseeing, cultural character, tourist accessibility, visitors' right attitude, subsidiary facilities, the price level, recreation sports facilities, shopping and commercial facilities), twelve factors (tradition, food, history, architecture, crafts, fun activities, arts and music, language, working attitude, dress, education, religion)
Mathieson & Wall (1983)	Sightseeing facilities, attractions, environment and internal accessibility

Brent (1987)	Tourist accessibility, concierge attitude, subsidiary facilities, prices, sports, fun activities, shopping facilities, etc
Yuan & McDonald, 1990	Price, artificiality, ecosystem, accessibility, potential activities, etc
Mills (1990)	Technological wonders, spectacular buildings (exotic, vast and novel), educational presentations, side-shows to entertain and amuse guests (fun fairs), historical presentations, pageants or displays, party atmosphere (fireworks, displays and fun), and food and drink.
Aaker et al., 1992; Belch and Belch, 1995; Kotler, 1991; Mowen, 1993; Peter and Olson, 1994	Physical features
McIntosh and Goeldner, 1990; Inskeep, 1991;	Natural resources, infrastructure, superstructure, services, distinctive local features, cultural attributes, among others
McClung, 1991	Attractions for children and adults, shows, restaurants and shops. With the goal of providing a greater sensation of reality, the use of modern technology applied to this type of settings is especially evident: special effects, animated robots, three-dimensional imaging, among others.
Timmermans (1992)	Individual intention and interests.
Wuest (1996)	The various services and facilities
McIntosh and Goeldner, 1990; Jha, 1995	Attraction, facilities, and accessibility
Kozak and Rimmington, 2000; Pine and Gilmore, 1998	Basic facilities (e.g. restaurants), infrastructure (e.g. signs), economic factors (e.g. value for the money) and sensory stimulants (e.g. theme). being important: theme, space design, personnel, range of activities, road signs and information facilities.
Haathi and Yavas (2004)	Theme, space design, personnel, range of

	activities, road signs and information facilities, ticket prices, shopping, value for the money, transportation, restaurant and signs inside the park.
Wood (2007)	Functional and symbolic attributes

From the former researches, we can see that different scholars have different opinions about selection attributes. Some of them think should put more attention on natural resources, such as McIntosh and Goeldner (1990). Some of them think attractions are more important, such as McClung (1991) and Aaker et al. (1992); Belch and Belch (1995); Kotler (1991); Mowen (1993); Peter and Olson (1994). In this study, we prefer to take all of their opinions because there are two the different types of theme parks in this study. Therefore, we considered both natural and technique factors in this research.

III. Methodology

3.1. Previous Research and Hypotheses

3.1.1 Former Research

According to the former research, selection attributes factors are touristic infrastructure (i.e. climate), transportation (such as parking facilities), theme (i.e. entertainment), attractions, atmosphere and experience.

A list of 31 theme park attribute items were provided based on the related literature and were modified to apply to the specific nature of the study site. Using the below research on selection attributes of theme parks, several common factors were identified. This research utilized their findings and applied them appropriately to this study (see Table 3.1).

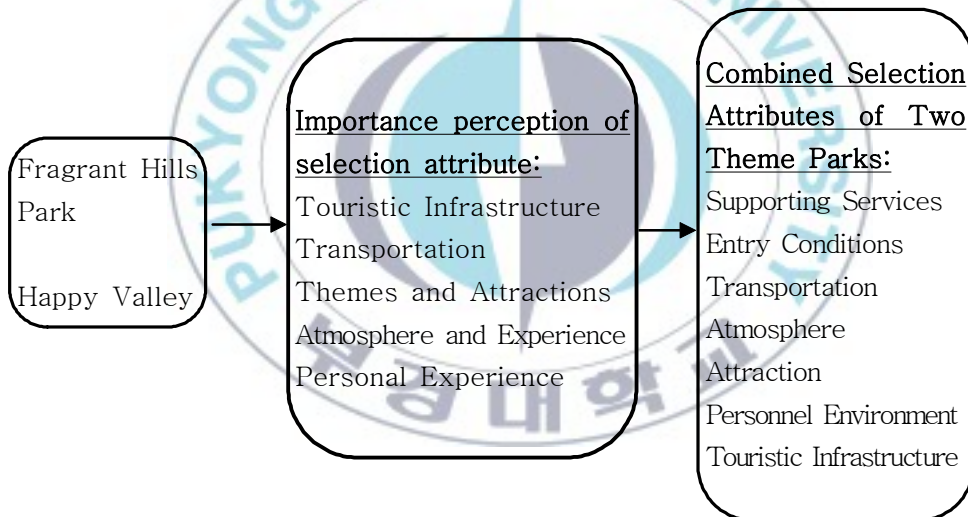
Table 3.1 Selection Attributes and Their Application to This Study

Query	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯
Transportation	○									○	○				○	○
Accommodation		○	○				○		○	○	○	○	○		○	○
Attractions (facilities)		○	○	○		○	○	○	○	○	○	○	○	○	○	○
Sightseeing		○	○	○						○	○		○			○
Culture(history, etc)	○		○				○			○			○	○	○	○
Activities	○		○		○	○	○		○	○	○	○			○	○

Price		○	○		○	○			○		○				○	○
Accessibility		○	○	○	○	○				○	○				○	○
Uniqueness	○									○		○	○			
Shopping															○	○
Personnel															○	○

①Carlson (1976) ②Abraham, Naumann & Arie (1978) ③Richie & Zins (1978) ④Mathieson & Wall (1983) ⑤Yuan & McDonald (1990) ⑥Brent (1987) ⑦Mills (1990) ⑧Aaker et al.,(1992);Belch and Belch(1995);Kotler(1991);Mowen(1993);Peter and Olson(1994) ⑨Kozak and Rimmington(2000);Pine and Gilmore(1998) ⑩Timmermans(1992) ⑪Wuest(1996) ⑫McClung(1991) ⑬Mcintosh and Goeldner(1990); Inskeep(1991); ⑭McIntosh and Goeldner(1990); ⑮Hatti and Yavas (2004); ⑯Wood (2007)

3.1.2 Research Model



3.1.3 Hypothesis

In order to identify whether there is a significant difference between the importance perception of selection attributes in Fragrant Hills Park and Happy Valley, it is necessary to run the

test.

H₁: There is no difference between the importance perception of selection attributes in Fragrant Hills Park and Happy Valley.

3.1.4 Measurement

A five point Likert-type scale was used as the response format for the attribute importance and preference with assigned values ranging from 1=not important at all, 2=Not important, 3=Average, 4=Import, to 5=Very important.

3.2. Survey

3.2.1 Sample

To investigate the attributes of theme parks, this study surveys more than 150 visitors in each theme. Thus, in total 300 visitors responded to the structured questionnaires. The investigation of Fragrant Hills Park in Beijing was carried out inside of the park with all 150 visitors replying to the questionnaires inside of the park. The investigation in Happy Valley was carried out in the same way. The whole investigation procedure was executed in November, 2009.

3.2.2 Survey Instrument

This survey instrument consisted of three sections: (1) Respondent Demographic Characteristics; (2) General Travel Behavior; (3) Market Potential for Development and Construction at the theme parks. The three sections collectively included specific questions focusing on demographic characteristics of visitors (gender, age etc.), trip characteristics (frequency of visit, travel group, origin of visitors), likes and dislikes, additions desired.

The collected questionnaires were edited, and analyzed with the Statistical Package for Social Science (SPSS) 12.0. For data analysis, demographic analysis was used to explain the basic visitors' information and demographic characteristics. Descriptive statistics in this study were used to determine the mean. The mean ratings showed the reliability of importance of selection attributes for destination selection.

IV. Analysis

4.1 Sample Characteristics

This study interviewed 150 visitors who have been to Fragrant Hills Park in Beijing and 150 visitors who have been to Happy Valley in Shenzhen. As a result, a total of 295 useable responses were collected in November 2009, giving a response rate of over 98 per cent (295/300). The questionnaires unused are not logically acceptable. Demographic characteristics of the current visitors market were investigated with regards to their gender, age and travel party, etc.

Table 4.1: Demographic profile of the current visitors in Fragrant Hills Park

Variable	Frequency	Percentage
Gender		
Male	78	52.3
Female	71	47.7
Nationality		
Chinese	141	94.6
Japanese	3	2.0
American	2	1.3
European	0	0.0
Others	3	2.0
Age		
11-20	25	26.8

21-30	58	38.9
31-40	39	26.2
41-50	20	13.4
Over 51	7	4.7
Visited with family	88	59.1
Visited with group	35	23.5
Visited with friends	60	40.3

When investigating the visitors, 68.5 percent of the visitors were female and 31.5 percent were male in Happy Valley, and 52.3 percent of the visitors were male and 47.7 percent were female in Fragrant Hills Park. In the age group, the frequencies of visitors in Fragrant Hills Park were 16.8% for 11-20 years old, 38.9% for 21-30 years old, 26.2% for 31-40 years old, 13.4% for 41-50 years old and 4.7% for over 51 years old. The frequencies of visitors in Happy Valley were 36.3% for 11-20 years old, 54.8% for 21-30 years old, 7.5% for 31-40 years old, 1.4% for 41-50 years old and none for over 51 years old. At the nature-based destination, Fragrant Hills Park which mainly attracts families as the major market—59.1 percent visitors were with families. But in Happy Valley, 69.9 percent of visitors were with friends. (Table 4.1 & Table 4.2).

Table 4.2: Demographic profile of the current visitors in Happy Valley

Variable	Frequency	Percentage
Gender		
Male	46	31.5

Female	100	68.5
Nationality		
Chinese	117	80.1
Japanese	4	2.7
American	12	8.2
European	7	4.8
Others	6	4.1
Age		
11-20	53	36.3
21-30	80	54.8
31-40	11	7.5
41-50	2	1.4
Over 51	0	0.0
Visited with family	46	31.5
Visited with group	61	41.8
Visited with friends	102	69.6

The age of the visitors who have visited Fragrant Hills Park is 21-30 years old is 38.9%, the second age group is 31-40 years old 26.2%. But in Happy Valley, 21-30 years old is 54.8%, 11-20 years old is 36.3%. It is clearly to get the fact that the visitors who have been to Fragrant Hills Park are older than the visitors who have been to Happy Valley.

4.2 Reliability and Validity

Reliability is the extent to which a test, or any measuring procedure yields the same result on repeated trials. Validity refers to the degree to which the instruments can quantify the differences between individuals on the construct one seeks to measure. Salkind

(2001) states that reliability and validity are the hallmarks of good measurement. Reliability and validity are a researcher's first line of defense against spurious and incorrect conclusions. Reliability is a measurement status free from error. The present study calculated the Cronbach Alpha coefficient as a measure of the internal consistency reliability of each of these scales.

Reliability analysis was used to analyze the expectation factors of Fragrant Hills Park and Happy Valley. The obtained alpha scores were above .5, which indicated that the scale had high internal consistency. If the correlation coefficient is too low (less than 0.3), the factor should be removed. There were 31 expectation items of Fragrant Hills Park that were analyzed by using reliability analysis. After removing the items which had less than 0.3 (Table 4.2.1) in corrected item-total correlation, there are 18 attributes left. The same procedure was followed for Happy Valley. After removing the items that were less than 0.3 (Table 4.2.2), there were 21 expectation attributes left.

Table 4.2.1: Importance Items of Selection Attributes removed from the study of Fragrant Hills Park

	Mean	Std. Deviation	Corrected Item-Total Correlation
Distinctive local features	4.2483	.75253	.266
Journey time to park (Distance)	4.0470	.91781	.085

Attraction facilities	3.3624	.88695	-.036
Range of activities	3.6848	.83898	.018
Entertainment	3.6443	.75403	.206
Design of park: Space, colors etc	4.0738	.71748	.113
Upkeep and cleanliness	4.3289	.73927	.127
Areas to relax	4.0268	.77935	.064

Table 4.2.2: Importance Items of Selection Attributes removed from the study of Happy Valley.

	Mean	Std. Deviation	Corrected Item-Total Correlation
On-season	2.8219	1.06146	-.408
Journey time to park (Distance)	4.0274	.80469	.138
Range of activities	3.7534	.89104	.239
Entertainment	4.3082	.67020	.196
Waiting times for rides	4.3767	.71574	.204
Shopping facilities	3.5342	1.01141	.211
Areas to relax	3.9384	.74485	.267
Ticket price	3.8904	.87984	.198

4.3 Analysis

Factor Analysis is a statistical method used to describe variability among observed variables in terms of fewer unobserved variables called factors. The information gained about the interdependencies can be used later to reduce the set of variables in a dataset.

In order to divide the visitors who have been to Fragrant Hills

Park and Happy Valley, analyze the selection attributes of each group and make use of the relation of every attribute in two different theme parks.

As we have discussed in previous methodology for this study, numerous factors come into play in the decision to visit Happy Valley and Fragrant Hills Park. They include the intrinsic appeal of a place and a host of other idiosyncratic and personal factors that intrigue visitors about a theme park destination.

Following the reliability analysis we have done above, there are 18 related attributes of Fragrant Hills Park remaining that need to be analyzed with factor analysis. The data were first assessed for the appropriateness by running factor analysis. In order to identify the underlying dimensions of the two theme parks' attribute importance variables and for the purpose of reducing the number of variables in the attributes' constructs, two factor analyses were performed utilizing principal components' analysis with varimax rotation (Table 4.3.1 & Table 4.3.2). Due to the large number of the resort level attribute importance items, there were only 23 variables for Fragrant Hills Park and 23 variables for Happy Valley selected to apply to the further factor analysis. Based on factor loadings of ≥ 0.5 , each of these factors was significantly associated except vehicle access to the park in Table 4.3.1 and climate in Table 4.3.2.

Table 4.3.1: Importance Factors of Selection Attributes in Fragrant Hills

	Component						
	1	2	3	4	5	6	7
Climate	-.088	.086	.088	.257	<u>.769</u>	.174	-.009
On-season	-.047	.118	.046	-.113	<u>.820</u>	-.007	.022
Historical site	-.041	.092	.171	.003	.059	<u>.800</u>	-.030
Cultural site	.161	.112	-.016	.060	.048	<u>.779</u>	.303
Scenic	.156	.047	-.295	.268	.341	.477	-.258
Facilities at stations used such as bus or taxi	-.265	<u>.625</u>	-.109	.187	.362	.143	.114
Parking facilities	-.043	<u>.626</u>	.233	.133	.283	.000	.251
Vehicle access to park	-.044	.364	-.124	.476	.031	.044	.149
Road signs and maps outside the park	.068	.191	.179	-.251	-.002	.100	<u>.675</u>
Ease of movement around the park	.381	.149	.011	.174	.081	.032	<u>.669</u>
Suitability of activities for children	.290	<u>.532</u>	.495	-.038	.056	.291	-.049
Waiting times for rides	<u>.551</u>	.434	-.112	-.058	.230	-.050	-.140
Staff and availability of help	.219	<u>.637</u>	.152	.131	-.208	.154	.305
Information & supporting services	<u>.563</u>	.004	.047	.033	-.120	.050	.465
Accommodation	<u>.766</u>	.029	.211	-.239	-.090	.151	.197
Restaurants and food	<u>.849</u>	-.012	.199	.011	-.071	.043	.174
Shopping facilities	<u>.825</u>	.003	.262	-.131	-.103	.041	.041
Park atmosphere	-.387	-.154	.043	<u>.604</u>	.403	.121	.000
Staff attitudes (Friendliness)	-.272	.008	.099	<u>.799</u>	.030	.122	-.035
Feelings of safety and security	.251	.339	.114	<u>.629</u>	-.033	-.104	-.167
Value for money	.089	-.011	<u>.740</u>	.138	.125	.211	.211
Ticket price	.269	.470	<u>.583</u>	-.040	-.037	.127	-.226
Expectations fulfilled	.315	.072	<u>.728</u>	.011	.019	-.200	.120

Considering there are some variables' value are too close to 0.5, such as 'suitability of activities for children' and 'ticket price'.

That makes them became questionable variables. In the end, those doubtful variables have to be removed.

Table 4.3.2: Importance Factors of Selection Attributes in Happy Valley

	Component					
	1	2	3	4	5	6
Climate	.420	.347	-.332	.083	.229	-.248
Historical site	.821	.095	-.019	-.146	-.108	.015
Cultural site	.854	.198	-.080	-.092	.025	.005
Scenic	.744	.081	-.027	.179	.092	.009
Distinctive local features	.843	.071	-.100	.157	.090	.081
Facilities at stations used such as bus or taxi	.578	.158	-.012	.447	.088	.071
Parking facilities	.398	.153	-.087	.430	-.111	-.272
Vehicle access to park	-.041	-.064	-.082	.724	.094	.001
Road signs and maps outside the park	.505	.107	.140	.506	.018	.007
Ease of movement around the park	.005	.133	.223	.636	-.073	.031
Attraction facilities	.223	-.046	.295	.056	-.103	.660
Suitability of activities for children	.685	.282	-.033	-.037	-.039	.163
Design of park: Space, colors etc.	.220	.554	.310	-.196	-.212	-.005
Upkeep and cleanliness	.274	.692	.152	.085	-.057	.295
Staff and availability of help	.142	.742	.135	.213	.170	.000
Information & supporting services	.095	.770	.047	.112	.166	-.036
Accommodation	.219	.584	-.254	-.103	.178	.433
Restaurants and food	-.069	.263	-.162	-.026	.229	.684
Park atmosphere	.220	.139	.695	-.027	.218	.035
Staff attitudes (Friendliness)	-.200	.114	.703	.058	.171	.074
Feelings of safety and security	-.360	.065	.644	.161	.109	-.068
Value for money	-.010	-.021	.374	.057	.699	.011
Expectations fulfilled	.079	.214	.122	-.031	.717	.101

The correlation matrix revealed a substantial number of variables

correlated at the 0.50 level or above. The Kaiser-Meyer-Olkin value was 0.723, and the Barlett Test of Sphericity was statistically significant at 0.000 level. Therefore, the data was suitable for the proposed statistical procedure of factor analysis. Sixteen factors of destination attribute expectation importance in Fragrant Hills Park were derived to represent the data and were retained for further analysis: climate, on-season, historical site, cultural site (Infra); parking facilities, road signs and maps outside the park and ease of movement around the park (Trans); waiting times for rides, staff and availability of help, accommodation, restaurants and food, shopping facilities (Theme); staff attitudes, feelings of safety and security (Atm); value for money, expectations fulfilled (Exp). All the factor loadings were above 0.50.

All the values should be greater than 0.5 to gel with each other. If any are less than one then they won't gel. According to this rule, we obtain six groups of factors (Table 4.3.3) after seven variables have been removed from Table 4.3.1. The first one is 'supporting facilities', which includes 'waiting times for rides', 'accommodation', 'restaurants and food' and 'shopping facilities'. The second one is 'infrastructure & help of availability', which consists of 'parking facilities', 'road signs and maps outside the park', 'ease of movement around the park' as well as 'staff and availability of help'. The third group 'seasonality' contains 'climate' and 'on-season'. The forth is 'personnel environment', which includes 'staff attitudes (friendliness)' and 'feelings of safety and security'.

The fifth, 'attraction' includes 'historical site' and 'cultural site'. And the sixth is 'entry conditions', which are 'value for money' and 'expectation fulfilled'.

Table 4.3.3: Final Result of Factor Analysis on Selection Attribute Importance in Fragrant Hills

	Component					
	1	2	3	4	5	6
Supporting facilities:						
Waiting times for rides	.580	.158	.358	.204	-.064	-.225
Accommodation	.806	.191	-.113	-.160	.149	.151
Restaurants and food	.853	.119	-.119	.036	.072	.219
Shopping facilities	.869	.094	-.109	-.028	.038	.190
Infrastructure&Help of availability:						
Parking facilities	-.024	.616	.377	.308	-.019	.115
Road signs and maps outside the park	.049	.765	-.059	-.341	.031	.214
Ease of movement around the park	.297	.581	.042	.060	.138	.082
Staff and availability of help	.228	.635	-.071	.323	.165	.003
Seasonality:						
Climate	-.143	-.035	.791	.192	.238	.120
On-season	-.037	.067	.829	-.128	-.003	.022
Personnel Environment:						
Staff attitudes (Friendliness)	-.409	-.039	.023	.699	.215	.167
Feelings of safety and security	.154	.143	.032	.820	-.076	.016
Attraction:						
Historical site	.032	-.027	.125	.061	.840	.090
Cultural site	.131	.334	.040	-.022	.789	-.030
Entry Conditions:						
Value for money	.092	.167	.101	.045	.221	.809
Expectations fulfilled	.371	.133	.040	.100	-.183	.720

Following this rule, there are four groups of factors (Table 4.3.4) showed up after we removed eight variables from Table 4.3.2. The first group 'recreational' contains 'historical site', 'cultural site', 'scenic', 'distinctive local features' and 'suitability of

activities for children’. The second is ‘functionality’, which includes ‘design of park: space, color etc.’, ‘upkeep and cleanliness’, ‘staff and availability of help’ and ‘information & supporting services’. The third one is ‘atmosphere’, which includes ‘park atmosphere’, ‘staff attitudes (friendliness)’ and ‘feelings of safety and security’. The forth, ‘transportation’ includes ‘vehicle access to park’ and ‘ease of movement around the park’.

Table 4.3.4: Final Results of Factor Analysis on Selection Attribute Importance in Happy Valley

	Component			
	1	2	3	4
Recreational Environment:				
Historical site	.840	.070	.010	-.151
Cultural site	.867	.198	-.060	-.061
Scenic	.747	.127	-.016	.180
Distinctive local features	.863	.113	-.097	.207
Suitability of activities for children	.668	.334	-.071	-.126
Functionality:				
Design of park: Space, colors etc	.184	.583	.152	-.199
Upkeep and cleanliness	.246	.767	.082	.008
Staff and availability of help	.121	.752	.154	.198
Information & supporting services	.059	.807	-.001	.123
Atmosphere:				
Park atmosphere	.228	.172	.760	-.025
Staff attitudes (Friendliness)	-.152	.062	.834	.072
Feelings of safety and security	-.375	.092	.658	.157
Transportation:				
Vehicle access to park	.007	-.059	-.024	.816
Ease of movement around the park	.028	.158	.162	.644

From the above results, we can see there are different selection attributes in two different theme parks. In order to find

out the impact factors of these two theme parks, we need the combined importance factors. By using reliability analysis and factor analysis, seven impact factor groups were revealed in the result (Table 4.3.5).

Table 4.3.5: Importance Factors of the Combined Selection Attributes between Fragrant Hills and Happy Valley

	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7
Supporting Services:							
Ease of movement around the park	<u>.676</u>	-.019	.380	.108	.150	.065	-.275
Information & supporting services	<u>.709</u>	.015	.007	-.101	.095	.185	-.052
Accommodation	<u>.732</u>	.293	-.105	-.309	.090	-.001	.179
Restaurants and food	<u>.821</u>	.284	-.069	-.095	-.039	7.978E-05	.228
Shopping Facilities	<u>.706</u>	.382	-.185	-.196	-.036	-.007	.232
Entry Conditions:							
Suitability of activities for children	.153	<u>.655</u>	.301	-.175	.224	.190	.218
Value for money	.198	<u>.679</u>	.043	.307	.300	-.119	-.236
Ticket price	.074	<u>.756</u>	.147	-.125	.056	.149	.113
Expectations fulfilled	.302	<u>.717</u>	-.064	.047	-.131	.060	-.122
Transportation:							
Facilities at stations used such as bus or taxi	-.218	.011	<u>.794</u>	.079	.153	.073	.132
Parking facilities	-.007	.348	<u>.661</u>	.027	.007	.146	.123
Vehicle access to park	.119	-.046	<u>.583</u>	.391	-.029	-.015	-.029
Atmosphere:							
Park atmosphere	-.298	-.048	.171	<u>.757</u>	.098	-.109	.069
Staff attitude(Friendliness)	.199	.004	.083	<u>.748</u>	.054	.347	.037
Attraction:							
Historical site	-.067	.171	.027	.023	<u>.796</u>	.091	.134
Cultural site	.270	-.009	.130	.084	<u>.785</u>	.101	.160
Personnel Environment:							
Upkeep and cleanliness	.059	.052	.031	.087	.183	<u>.832</u>	-.124
Staff and availability of help	.303	.222	.426	-.154	.169	<u>.575</u>	-.014
Feelings of safety and security	.099	.241	.116	.389	-.257	<u>.569</u>	.344
Touristic Infrastructure:							
Scenic	-.031	-.137	.100	.307	.287	-.089	<u>.662</u>

Distinctive local features	.179	.089	.099	-.082	.117	.009	.792
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According to the correlation of the variables, we divided the variables into seven groups so that the variables in the same group have a high correlation (correlation coefficient greater than 0.5). First, 'supporting services' which includes 'ease of movement around the park', 'information & supporting services', 'accommodation', 'restaurants and food' and 'shopping facilities'. Then, 'entry conditions', such as 'suitability of activities for children', 'value for money', 'ticket price' and 'expectations fulfilled'. Next, 'transportation', for example 'facilities at stations used ie. bus or taxi', 'parking facilities' and 'vehicle access to park'. Then 'atmosphere', including 'park atmosphere' and 'staff attitudes'. Next is 'attraction', which contains 'historical sites' and 'culture sites'. Then, 'personnel environment', such as 'upkeep and cleanliness', 'staff and availability of help', 'feelings of safety and security'. Last, 'touristic infrastructure' including 'scenic' and 'distinctive local features'.

4.4 The Result of Hypothesis

From all the analyses we have done above, it shows that H_1 is not supported. In Table 4.3.3, Table 4.3.4 and Table 4.3.5, it shows that each factors have different high-positive correlations with different selection attributes. In Table 4.3.3, factor 1 has high-positive correlation with 'waiting times for rides', 'accommodation', 'restaurants

and food' and 'shopping facilities'. Therefore, we named it as 'supporting facilities'. And factor 2 has high-positive correlation with 'parking facilities', 'road signs and maps outside the park', 'ease of movement around the park' and 'staff and availability of help'. Factor 2 was named as 'infrastructure & help of availability'. Factor 3 has high-positive correlation with 'climate' and 'on-season'. So it was named as 'seasonality'. Factor 4 was named as 'personnel environment', which has high-positive correlation with 'staff attitudes (friendliness)' and 'feelings of safety and security'. Factor 5 'attraction', which has high-positive correlation with 'historical site' and 'cultural site'. And factor 6 'entry conditions', which has high-positive correlation with 'value of money' and 'expectation fulfilled'. The above-mentioned is the correlations between every selection attribute in Fragrant Hills Park.

The correlation of selection attributes in Happy Valley showed in Table 4.3.4. Factor 1 'recreational environment', which has different high-positive correlation with different selection attributes from Fragrant Hills Park. And so do factor 2 'functionality', factor 3 'atmosphere' and factor 4 'transportation'.

V. Conclusion & Suggestion

5.1 Conclusion

The findings of the study revealed partial support that destination attribute importance provide some measurement for Fragrant Hills Park and Happy Valley as a destination. The analysis result of selection factors from Fragrant Hills Park and Happy Valley shows us that different themes have different importance perception of selection attributes in this study. The study compared two competing models of the importance perception of selection attributes of two different types of theme parks in China and identified whether there is a difference between them. The result shows that there are different factors contributing the importance of the selection attributes in Fragrant Hills Park and Happy Valley. In this specific study, the results from the combined importance factors of selection attributes indicated that the combined factors has different high-positive correlations with those of either Fragrant Hills Park or Happy Valley. In Table 4.3.5, factor 1 'supporting services', which has high-positive correlation with 'ease of movement around the park', 'information & supporting services', 'accommodation', 'restaurants and food' and 'shopping facilities'. Factor 2 'entry conditions', which has high-positive correlation with 'suitability of activities for children', 'value for money', 'ticket price'

and 'expectations fulfilled'. And factor 3 'transportation' has positive correlation with 'facilities at stations used such as bus or taxi', 'parking facilities' and 'vehicle access to park'. Factor 4 'atmosphere' has high-positive correlation with 'park atmosphere' and 'staff attitude (friendliness)'. Factor 5 'attraction' has high-positive correlation with 'historical site' and 'cultural site'. Factor 6 'personnel environment' has high-positive correlation with 'upkeep and cleanliness', 'staff and availability of help' and 'feelings of safety and security'.

5.2 Suggestions for the Future Study

This observation provides some insights on the relative importance perception of selection attributes that will be of help for resort destination planners and promoters when proposing the marketing strategies to potential and current visitors publicly. The results indicated that in addition to the traditional, general focus on the attributes which every destination tries to achieve, resort destination marketing and management may require more attention on the property components of theme parks, plus attractive leisure activities and a unique natural environment. It is suggested that the degree to which managers control the performance of various types of destination attributes will eventually influence the preference that the visitors who have been to those two theme parks feel towards them.

The research findings indicate that tourists' evaluation of the destination attributes performance is still the most important indicator of the importance perception of the resort destination. The factors, destination attribute importance perception factors indicated considerable practical importance with regards to the nature of the empirical study. Tourism scholars and industry practitioners should be aware that there is a need to further examine the impact of selection attribute importance, along with the destination attribute performance, on visitors' overall perception. For example, offering the appealing aspects of the location, scenic, historical site and distinctive local features as well as various attribute aspects, to attract more visitors, create greater visitors' perception, and generate repeated business. This study hopefully will give resort destination marketing managers a more holistic picture of visitors' selection of attribute issues that should be given attention and consideration. In other words, resorts need to combine all kinds of factors to become the visitor's preferred destination.

5.3 Study Limitations

This study proved that there are different factors contributing the importance of selection attributes in Fragrant Hills Park and Happy Valley. However, it did not study that how much contribution the different factors can make for these two theme parks. And also, considering visitors who have different culture and come from

different places, therefore the visitors have different opinions of evaluation of importance perception of selection attributes. Third, this study built on the former researches, which also is limited by the former researches that author founded. The last, theme park industry is underdeveloped in China. All the former researches quoted from foreign countries, which have totally different cultural background.



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Questionnaire for Theme Park Selection Attribute

This survey regards your judgment in the theme park. We appreciate you agree to complete this short questionnaire. It should take about five minutes to complete. Below are some guidelines to help:

Please ensure you clearly mark your answer that best describes how you feel about the given topics.

Please be honest. The questionnaire is anonymous and will only be used for academic study.

November 6, 2009

Research Institute: College of Business Administration, Pukyong National University

Please check(✓) the answer of the following.

Gender: Male () Female ()

Nationality: Chinese (), Japanese (), American (), European (),
Oceania (),
Other () Please specify _____ .

Age : 11-20 (), 21-30 (), 31-40 (), 41-50 (), 51 or over ()

Are you traveling with family? Yes () No ()

Are you traveling with a package tour group? Yes () No ()

Are you traveling with friends? Yes () No ()

Is this your first visit to the park?

Yes ()

No (): If No, how many time have you visited here so far? _____times

You should evaluate the following on the basis of importance of this theme park. Please circle (○) the answer that best describes how you feel about the given topic.

Selection Attributes	Not important at all	Not important	Average	Important	Very important
Climate	①	②	③	④	⑤
On-season	①	②	③	④	⑤
Historical site	①	②	③	④	⑤
Cultural site	①	②	③	④	⑤
Scenic	①	②	③	④	⑤
Distinctive local features	①	②	③	④	⑤
Facilities at stations used such as bus or taxi	①	②	③	④	⑤
Parking facilities	①	②	③	④	⑤
Vehicle access to park	①	②	③	④	⑤
Journey time to park (Distance)	①	②	③	④	⑤
Road signs and maps outside the park	①	②	③	④	⑤
Ease of movement around the park	①	②	③	④	⑤
Attraction facilities	①	②	③	④	⑤
Range of activities	①	②	③	④	⑤

Entertainment	①	②	③	④	⑤
Suitability of activities for children	①	②	③	④	⑤
Design of park: Space, colors etc.	①	②	③	④	⑤
Waiting times for rides	①	②	③	④	⑤
Upkeep and cleanliness	①	②	③	④	⑤
Staff and availability of help	①	②	③	④	⑤
Information & supporting services	①	②	③	④	⑤
Accommodation	①	②	③	④	⑤
Restaurants and food	①	②	③	④	⑤
Shopping facilities	①	②	③	④	⑤
Park atmosphere	①	②	③	④	⑤
Staff attitudes (Friendliness)	①	②	③	④	⑤
Feelings of safety and security	①	②	③	④	⑤
Areas to relax	①	②	③	④	⑤
Value for money	①	②	③	④	⑤
Ticket price	①	②	③	④	⑤
Expectations fulfilled	①	②	③	④	⑤

Thank you very much for completing the questionnaire.