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A motivational analysis of Chinese tourists to the United States: Push and pull motivations of travel to Las Vegas

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A MOTIVATIONAL ANALYSIS OF CHINESE TOURISTS TO THE
UNITED STATES: PUSH AND PULL MOTIVATIONS
OF TRAVEL TO LAS VEGAS

by

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Bachelor of Arts
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A thesis submitted in partial fulfillment
of the requirements for the

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William F. Harrah College of Hotel Administration

Graduate College
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MASTER OF SCIENCE IN HOTEL ADMINISTRATION

Examination Committee Chair

Dean of the Graduate College

Examination Committee Member

Examination Committee Member

Graduate College Faculty Representative

ABSTRACT

**A Motivational Analysis of Chinese Tourists to the
United States: Push and Pull Motivations
of Travel to Las Vegas**

by

Fanghong Jiao

Dr. David Christianson, Examination Committee Chair
Professor of Tourism
University of Nevada, Las Vegas

The purpose of this study was to analyze the motivational push and pull factors of Chinese tourists to Las Vegas. A self-completed survey was conducted among Chinese tourists, who traveled to Las Vegas with the service of America Asia Travel Center Inc. The surveyed Chinese tourists rated the motivational items.

Factor analysis was applied in this study. The most important motivational push factors were entertainment, knowledge seeking, and variety seeking; and the most important pull factors were hedonism, image and natural conditions, convenience, and cleanliness. The derived push and pull factors were compared to the previous studies. Suggestions for future studies were presented.

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CHAPTER 1

INTRODUCTION

The purpose of this study was to analyze the motivational push and pull factors of Chinese tourists to Las Vegas. Comparisons to previous studies were presented. Demographic information about the surveyed Chinese tourists was given out.

Importance of the Study

Las Vegas is like a magnet attracting millions of tourists. The Chinese tourist market is a small segment, but it is a lucrative market for the tourism industry in Las Vegas. Biers (2001) addressed that several or some of the high rollers from China would move the bottom line of some casinos. The number of Chinese tourists to Las Vegas, or to an even larger area -- the United States, is growing. In 2000, there were 395,107 travelers visiting the US. To know the motivational factors behind their tourism behavior is very much conducive to more effectively knowing this tourism segment. Las Vegas tourism industry can base on the results of this study to initiate marketing plans for the Mainland Chinese tourist market. Tourism products can also be developed to serve this tourist segment.

Justification of the Study

The United States as a Travel Destination for Chinese Tourists

The US market for Chinese tourists is becoming steadily larger and larger. China National Tourism Administration (CNTA) (Jan 21, 2002) stated that in 2001, mainland China was among the top 26 tourism generating countries for the United States. The number of Chinese tourists to the US was increasing significantly.

Table 1 indicated that in 2000, most of the America-bound Chinese tourists visited the US. The percentage change compared to 1999 was 19.15 percent.

Table 1 Outbound Chinese Travelers by Destination (2000)

Destination	Number (persons)	Up from 1999(%)
Subtotal in Asia	8,282,162	13.22
Hong Kong, CN	4,142,191	15.99
Macao, CN	1,644,421	6.04
Taiwan, CN	86,154	2.45
Japan	595,660	10.78
ROK	400,958	29.27
DPRK	194,970	10.81
Mongolia	63,044	24.58
Singapore	262,776	24.50
Philippines	33,647	-4.80
Malaysia	86,696	2.84
Thailand	707,456	-13.08
Indonesia	19,963	31.32
Kazakhstan	44,226	-10.53
Subtotal in America	523,081	21.69
US	395,107	19.15

Source: Canadian Tourist Board, Tokyo

According to Chen (1998), although the Chinese government had not yet designated the US as a tourist destination for its people to visit for leisure purposes, the United States

would still be the first choice for most Chinese travelers, if they had total freedom to decide on their destination. Despite the Chinese government's discouragement and the US government's visa restrictions, the number of Chinese visitors to the United States has been increasing, showing a strong positive growth trend. With further technical exchange and cooperation between China and the United States, there will certainly be more Chinese business travelers going to the United States.

The World Tourism Organization (1997) predicted that China would be the fourth largest outbound-tourist-generating country in the world by 2020. According to Qiu Zhang and Heung (2001), in 2000, China generated about 29 percent of the total tourists to Hong Kong, and Mainland China was the biggest market for Hong Kong. Ryan and Mo (July, 2001) stated that visitor numbers from China to New Zealand increased to about 27,752 in 12-month period ending April 2000. According to CNTA (1993 to 1999), the percentage of the Chinese population traveling internationally grew from 0.315 percent to 0.674 percent in 1998. In 1999, the total number of Chinese outbound travelers was 9.23 million, which was 9.6 percent more than the previous year. Hong Kong, Macao, Thailand, Malaysia, the Philippines, Japan, Russia, the US, Singapore, and Australia were the main destinations. CNTA (1994 to 2000) also stated that in 1999, 4.97 million Chinese nationals traveled for public affairs (representing 0.51 percent of the whole population), down from 5.24 million in 1998. However, the decrease of outbound travel in the public sector had been well balanced by a much faster increase from the private sector. In 1999, there were 4.27 million outbound trips for private reasons, 33.7 percent up from 3.19 million in 1998. Compared with the 2.44 million privately funded trips abroad in 1997, a growth of 75 percent was achieved over two years.

The characteristics of the Chinese tourist market indicate that the Chinese outbound travel market will continue to grow rapidly for the next 20 years. From 2000 to 2001 outbound travel grew as much as 16 percent with 12 million Chinese traveling overseas. From 2000 to 2020 the World Tourism Organization has forecasted an annual growth of 12.5 percent.

Lucrative Market for Destination Countries

The expenditure level of outbound Chinese tourists is high. In 1995, the World Tourism Organization ranked China the sixth biggest spending market in the Asian region. Bailey (1994) stated that Chinese travelers make purchases not only for their own family, but also for a whole group of friends, neighbors, and relatives. Inbound travelers from China were big spenders in Australia. According to Bureau of Tourism Research (BTR) statistics (1998), Chinese visitors from Mainland China were likely to outspend other international inbound tourists to Australia. The average expenditure of international visitors to Australia in 1998 was A\$4,153 (approximately US\$ 2,533), with visitors from China spending an average of A\$6,290 (approximately US\$ 3,931), followed by visitors from the US with an average of A\$5,890 (approximately US\$ 3,681). Germany was the third with an average of A\$5,730 (approximately US\$ 3,581).

National Travel Association (1997) stated that the Chinese outbound tourists to the United States had a very big increase in their spending level. Table 2 indicated that compared to 1996, 1997 witnessed a spending increase of 29 percent. While Japan, Germany, and Korea showed negative increase, which meant the purchasing power was saturated, the Peoples' Republic of China showed relatively great potential of increase in purchasing power, which meant profits for the United States.

Table 2 Inbound Tourists' Spending in the US (in Millions of Dollars)

Country	1996	1997	Change
ALL OVERSEAS	59,905	63,014	5%
Japan	11,790	11,068	-6%
United Kingdom	6,842	7,090	4%
Germany	4,403	4,142	-6%
Brazil	2,558	3,021	18%
France	2,327	2,485	7%
Korea	2,345	2,056	-12%
People's Republic of China	1,431	1,842	29%

Source: Bureau of Tourism Research (1998)

Las Vegas, the Must-Go Place for Chinese Tourists

The United States is like a magnet, attracting a myriad of Chinese tourists. Las Vegas, the so-called “entertainment capital of the world”, is one of the hot spots that contribute to the results. The magnetism to Chinese tourists needs researching. Chinese tourists ranked the United States as the number one choice destination, regardless of the discouragement from the Chinese government and the visa restrictions from the US government. In the 1980s, Chinese tourists named New York the number one destination in the US, but in the 1990s, Las Vegas took the place of New York and became the indispensable destination on the itinerary of Chinese tourists. Freeman (2002) stated that Las Vegas was one of the fastest growing US cities. It garnered about 36 million tourists annually. Nerger (2002) mentioned that Las Vegas was an extremely competitive market, with each hotel and casino vying for a portion of the \$31.5 billion in tourism revenue that flowed into the city annually. Biers (2001) pointed out that there were swarms of Asian visitors in Las Vegas, from Japanese budget travelers to high-stakes Chinese gamblers, who could individually move a casino's bottom line. Over the past decade, Las Vegas, the

gambling Mecca, has invested itself into a multifaceted adult entertainment center complete with fine food, unrivalled shopping, and theme-park-like casinos.

As for why Chinese tourists love to travel to the United States, specifically to Las Vegas, part of this question should fall in the research area of tourists' motivations. Berkman and Gilson (1978) stated that motivation was only one factor in explaining tourist behavior, but it was regarded as one of the most important variables, because it was an impelling and compelling force behind behavior.

Previous studies show demographic profile of US-bound Chinese tourists. Cai, You Lehto, and O'Leary (2001) stated that an increased understanding of the characteristics of the outbound Chinese travel market, in general, and the differences among travel groups based on trip purposes, should help destinations and other tourism organizations in marketing and product development. Cai, O'Leary, and Boger (1999) stated that the majority of the Chinese tourist market appeared to be middle-aged, well-educated, married, male, held professional positions in academic, research and other non-profit organizations, and the combined yearly household income for these travelers ranged from RMB 10,000 yuan to RMB 50,000 yuan (US\$ 1,200 to 6,000 approximately). Chen (1998) mentioned that most of them were middle aged and older Chinese, who were in the age group of 31-50 years old. Twenty-two percent of them were over 50 years of age, and 80 percent of them had a college degree. The majority of them were from big cities or special economic zones.

While there were some studies conducted on travelers' motivations, there were only a few that studied Chinese tourists' motivations to the United States. Even fewer studies

investigated Chinese tourists' motivation to Las Vegas. Therefore, it is worth analyzing the motivations of Chinese tourists to Las Vegas.

Research Questions

Berkman et al. (1978) stated that motivation was only one factor in explaining tourist behavior, but it was regarded as one of the most important variables, because it was an impelling and compelling force behind behavior. People travel because they are pushed and pulled by motivations. The Las Vegas-bound Chinese tourist market is a small but a lucrative segment. Based on these principles, three research questions were presented, they included:

1. What were the motivational push factors of Chinese tourists to Las Vegas?
2. What were the motivational pull factors of Chinese tourists to Las Vegas?
3. What was the demographic profile for the Las Vegas-bound Chinese tourists?

Limitations

Due to psychological factors, some respondents might not have given the appropriate answers to some motivational items.

Delimitations

The study was delimited to Mainland Chinese tourists, who traveled with the service of America Asia Travel Center Inc. on a tour from Los Angeles to Las Vegas. The study was further delimited to respondents over the age of 21.

Definitions of Terms

The following were some definitions of the terms, which were applied in this study.

They included:

Motivation: the drive to satisfy needs and wants, both physiological and psychological through the purchase and use of products and services.

Push motivations: internal, socio-psychological motivations that predispose the individual to travel.

Pull motivations: motivations that attract the individual to a specific destination once the decision to travel has been made.

CHAPTER 2

REVIEW OF RELATED LITERATURE

The review of literature was divided into the following five parts: Evolution of Tourism in China; Interest of Western Countries in the Chinese Tourist Market; Chinese Tourists; Las Vegas and Tourism; and, Push and Pull factors of Tourists.

Evolution of Tourism in China

With the founding of the New China in 1949, the travel industry, especially the international tourism experienced several stages of development. According to Qiu Zhang and Heung (Dec. 2001), China's international tourism industry was the outcome of the implementation of economic reform and a policy of openness to the outside world. In their opinion, China's tourism business since 1949 had undergone, in general, five major stages of development.

Stage 1: Travel as a Political Activity

From 1949 to 1966, tourism was regarded as a form of special political activity. During this time, tourism in China was essentially seen as a “diplomatic activity” or “people-to-people diplomacy”, serving the state's political goals rather than its own economic ones. Domestic tourism hardly existed, and outbound travel was limited almost exclusively to diplomats and government officials at public expense.

Stage 2: The Cultural Revolution and the Fall of the Bamboo Curtain

From 1966 to 1978, the tourism industry stood still. The so-called Great Cultural Revolution started in early 1966 and lasted for a decade through to 1976. It forced the infant travel business to be almost entirely suspended. During this period, China shut her doors and was busy with internal political struggles. Consequently, hardly were any overseas tourists allowed to visit China, and outbound tourism did not exist in a modern form.

Stage 3: Raising the Curtain and the Emergence of Tourism

From 1978 to 1985, tourism became an important economic activity. Of all the years in the development of tourism in China, 1978 was a year of great significance. In that year, an epoch-making decision was made by the Communist Party of China (CPC) Central Committee to shift its emphasis from political struggle to economic construction in four sectors (modernizations of agriculture, industry, national defense, and science and technology). After many heated debates over the nature of tourism among government leaders and academics, tourism turned out to be an economic activity with the main function of earning China some badly needed foreign exchange. Initiated and encouraged by Deng Xiaoping, tourism developed rapidly during this period.

Stage 4: Tourism as a National Development Tool

In 1986, China placed the tourist industry into the national plan for social and economic development for the first time. With the increasing reform, tourism was placed among service industries enjoying priority in the national industrial policy. By the end of 1998, 24 governments out of all 31 municipalities, provinces and autonomous regions in China had made the tourism industry one of the leading or pillar industries in their

locality. The CPC Central Committee at its conference on the economy in late 1998 identified the tourism industry as one of the new growth points of the national economy in the years to come. The tourism industry has been drawing much more attention from various governments, industries, and the general public as well.

Stage 5: China's Entry into the WTO

China obtained the membership of the World Trade Organization in Dec. 2001, which meant China would become more open to the world, and the world would be more receptive to China at the same time. This two-way openness will reduce entry-exit barriers for international visitors, and make the tourist flow much easier. As a result, the flow of commodities, people, capital, and others will be more frequent and smooth.

Interest of Western Countries in the Chinese Tourist Market

Cai, et al. (2001) stated that Western countries, except the United States, have shown strong interest in the Chinese outbound market since the 1996 China Travel Expo held in Shanghai. Australia showed much interest. Australia's enthusiasm was further demonstrated in its application for Approved Destination Status (ADS) in June 1997, and it was eventually awarded this status by the Chinese government. By June 1998, Australia had been considering visa approval to Chinese group travelers within 24 hours. Australia's aggressive courting of the Chinese outbound market was rewarded with very positive results.

Other Western countries are catching up in their efforts to increase their share of the rising Chinese tourist market. Switzerland tourism industry has been doing something to explore the Chinese market, including establishing a representative office in Beijing early

in April 1998 and expanding it. In November Switzerland eased Chinese visa restrictions. China has risen as Switzerland's second largest tourist source in Asia only after Japan. The Destination Group UK launched its first program into China in June 1999. China has also been a target of joint promotions by Scandinavian countries. As other Western destinations increase their marketing efforts in capturing larger shares of the outbound Chinese market, the United States may stand to lose its fair share if it continues to ignore the reality of the market potential.

Chinese Tourists

Chinese tourism industry has not been long in a modern form. Chinese tourists have undergone a big change. The following three parts give a brief introduction to the characteristics of Chinese tourists.

Chinese People Like to Travel

Like people anywhere in the world, Chinese people like to travel. Dating back to 500 B.C., Confucius traveled around different warring states with the aim to persuading for political reasons and study. "Travel broadens one's horizons." This point of view is embodied significantly in the educational system of China. In the West Han Dynasty (206B.C.-24 A.D.), an official named Zhang Qian was sent to the Western Territories to communicate with those countries in order to establish friendly relationships. In the Tang Dynasty (618-906AD), the cultural exchange with foreign countries reached a climax. During that time, it seemed that China was the center of the world. Monk Xuanzang got the permission and traveled to India, with the purpose of acquiring the essence of the Buddhism. Monk Jian Zhen traveled to Japan to disseminate the essence of Buddhism.

The government of the Tang Dynasty sent a variety of learners to different countries to give lectures. In addition, different countries sent their own emissaries to the Tang government to learn different political, cultural, economic, and military aspects for their own references.

The frequent international communication almost came to a stop in the late Qing Dynasty (1644-1911A.D.). The government of the late Qing Dynasty employed a closed-door policy. No exchange was carried out. The self-imposed government policies slowed down development compared with that of the other nations in the world. The Industrial Revolution took place during this period, which put the stubborn China far behind the times.

After the five stages of evolution of tourism, the tourism industry is becoming mature. In fact, the wishes to travel never really stopped.

Chinese People Have the Financial Ability to Travel

Chinese people have the financial ability to travel. The Chinese economy has expanded significantly against the global economy, resulting in people enjoying higher purchasing power and the ability to spend more on tourism. Since the Reform and Open policies in 1978, China's economy developed very quickly, especially in the coastal areas. According to data released by the US Bureau of Economic and Business Affairs, China had one of the highest economic growth rates in the Asia Pacific region in the 1990s, which was 12 percent. From 1993 to 1999, China's annual real gross domestic product (GDP) growth was, on average, the highest among the major countries in the region, ranging from 7 percent to 13 percent, even though the annual inflation rate was also the highest in the region in those years. China clearly experienced rapid economic

growth. Chen (1998) stated that the booming economy had made it possible for a huge number of Chinese people to finance their overseas travel. Table 3 below shows the trend of Chinese outbound tourism. After the Asia-Pacific financial crisis in 1997, the outbound Chinese tourist market has been increasing, with a 15.90 percent of increase in 2001 over 2000.

Table 3 Growth of Outbound Travel since 1995

	1995	1996	1997	1998	1999	2000	2001
Total ('000)	4,520.0	6,230.0	8,170.0	8,425.6	9,066.2	10,472.7	12,133.1
Annual% Change	21.10	38.00	32.00	3.10	7.06	13.43	15.90

Source: CNTA

The CNTA data also stated that the Chinese outbound market in 2001 showed a strong increase. Among the total number, 5,187,700 traveled on official or corporate budgets, an increase of 7.2 percent, and 6,945,400 traveled at their own expense, an increase of 23.3 percent.

Travel Destination Expansion for Chinese Tourists

The number of outbound travel destinations for Chinese people is increasing. According to Qiu Zhang, et al. (Sept, 2001), the development of China's outbound tourist market follows the classic "ripple" effect. Just as a pebble dropped into a pond generates ever-widening ripples, so the growth of outbound travel over time became geographically more distant. The first ripple was the growth in domestic tourism within China. The second ripple was outbound travel to Hong Kong, a proximate destination, starting in

1983. The third ripple effect was comprised of intra-Asia travel, starting in 1990. The addition of New Zealand and Australia marked the beginning of the fourth ripple, in which the high demand in China for travel beyond Asia, which is still very limited for leisure purposes, will gradually expand to encompass the entire globe.

In the mid-1980's, Hong Kong and Macao became the first international destinations that Chinese tourists could visit, when travel to these "territories" of China was opened up on an "experimental" basis for business travel. A major change in the central government's policy on international travel occurred in 1990 when Chinese nationals were officially allowed to join leisure tours organized by the China Travel Service (CTS) to Hong Kong, Macao, and several other Asian countries, including Malaysia, Singapore, and Thailand. These were the first officially designated "tourism-liberalizing countries". To meet the high and growing demand for outbound travel, the Philippines was added to this list in 1992, followed by Australia in 1997, and South Korea and New Zealand in 1998. In the year of 2002, five more countries were added into China's approved destination status list. They are Egypt, Germany, Malta, Turkey, and South Africa. Together with these additions, the list of China's approved destinations has a total of 22 countries.

While China's National Tourism Administration (CNTA) has officially only approved overseas holiday tours to these few Asia-Pacific countries, travel agents in China have indicated that there is, in practice, no restriction on the destinations that can be offered as long as a visa can be obtained. Bai, Li, and McCleary (1996) stated that, in 1993, some authorized travel services began to introduce Chinese groups to more distant destinations, such as the US and Europe. In recent years, travel agencies have introduced

tours to non-tourism-liberalizing countries, including Japan, the US, and some European countries. However, obtaining a visa to travel to these destinations is a long and costly process.

Las Vegas and Tourism

Las Vegas is named the “Entertainment Capital of the World”. It is also the fastest growing city in the states. Southern Nevada is all about tourism. National Tourism Week (May 5th to 11th, 2002) stated, “Tourism is our bread and butter. Our lifeblood. Our everything.” The following are some impressive tourism statistics about Las Vegas.

- By the end of 2001, almost 186,000 people were directly employed in the hotel/motel, gaming and recreation industries here in Clark county.
- In 2001, Southern Nevada hosted 35 million visitors.
- Tourists and conventioneers spent approximately \$31.6 billion in 2001.
- Clark County’s gross gaming revenues reached \$7.6 billion in 2001.
- Las Vegas has more than 126,000 hotel and motel rooms.
- More than 35.2 million passengers came through McCarran International Airport in 2001.
- In 2000, the percentage of first-time visitors to Las Vegas was 21 percent.
- In 2001, more than 4 million delegates attended conventions in Las Vegas.
- In 2000, the percentage of international visitors was 13 percent.
- The citywide occupancy in Las Vegas during 2001 was approximately 84.7 percent compared to the United States national average of 60.1 percent.

- About half of Southern Nevada's room tax helps promote Las Vegas to the world. The rest goes to improving roads, schools and parks.

Office of Travel and Tourism Industries (2001) stated that in 2000, Nevada was among the top 10 state and territory destinations for overseas travelers to the US. Las Vegas was listed among the top 10 US city destinations for overseas travelers the same year. Nevada was in the top 10 states for international tourist spending in 1995.

Push and Pull Factors of Tourists

Motivation

Berkman, Lindquist, and Sirgy (1997) stated that motivation was the drive to satisfy needs and wants, both physiological and psychological through the purchase and use of products and services. Arnould, Price, and Zinkhan (2002) stated five consumer needs in a cultural perspective, which could be used to explain consumers' behavior. They included:

The achievement motive: the need to experience emotion in connection with evaluated performance,

The power motive: the need to have control or influence over another person,

The uniqueness/novelty motive: the need to perceive oneself as different from others,

The affiliation motive: the need to be with people, and

The self-esteem motive: the need to maintain a positive view of the self.

Dann, G. (1981) pointed it out that, tourist motivation was a meaningful state of mind, which adequately disposed an actor or group of actors to travel, and which was

subsequently interpretable by others as a valid explanation for such a decision. Berkman, et al. (1978) stated that motivation was only one factor in explaining tourist behavior, but it was regarded as one of the most important variables, because it was an impelling and compelling force behind behavior.

Moutinho (1987) pointed out that behavior was motivated by both the tourists' variables and the products' variables. Therefore, motivations in tourist behavior were characterized as either pull factors, those related to the destination or tourist facility, and push factors, those internal factors, which affected behavior. According to Baloglu and Uysal (1996), people traveled because they were pushed and pulled to do so by "forces". These forces described how individuals were pushed by motivational variables into making a travel decision, and how travelers were pulled by the characteristics of destination areas. Most of the push factors, which were origin-related, were intangible or intrinsic desires of the individual travelers such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction. Pull factors were those that emerged as a result of the attractiveness of a destination as it was perceived by the travelers. They included tangible resources such as beaches, recreation facilities, and historic resources as well as travelers' perception and expectation such as novelty, benefit expectation, and the marketed image of the destination.

Crompton (1979) stated that push factors for a vacation were socio-psychological motives. The pull factors were motives aroused by the destination rather than emerging exclusively from within the traveler himself. The push factors that he mentioned were: escape from a perceived mundane environment, exploration and evaluation of self,

relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two pull factors were novelty and education.

International Tourists' Motivations

Muller (1995) stated three factors that affected travelers' post-visit attitudes, which were security, recreational elements, and avoidance. Weaver, McCleary, Lepisto, and Damonte (1994) defined seven attributes considered important in selecting a vacation destination: life style stimulation, stress-coping strategies, price consciousness, novelty-seeking behavior, impulsiveness, the importance of convenience, social information seeking behavior, fashion consciousness, quality consciousness, and various types of shopping behavior.

Asian Tourists' Motivations

Gilbert and Terrata (2001) stated that Japanese tourists traveled to the UK for the purposes of appreciating nature and scenery, historical sites and architecture, local cuisine and favorite foods, rest and relaxation, shopping, different experience, objective self-examination, and self-enhancement. Japanese tourists ranked escape a common trigger for travel. Listed also were the image of countryside, history, culture, tradition/custom, safety, and novelty. Heung, Qu, and Chu (2000) stated five vacation factors that affected Hong Kong-bound Japanese travelers, which were: benefits seeking, attractions and climate, cosmopolitan city, exploration, and dream fulfillment.

Chinese Tourists' Motivations

Cai, et al.(1999) pointed it out that Mainland Chinese tourists to Singapore, Malaysia, and Thailand (SMT) were motivated by sightseeing, visiting friends and relatives, attending meeting/exhibition, business/academic exchange, and visiting

partners/colleagues. Liu (1998) stated that, industry practitioners in the outbound Chinese business had observed that SMT's (Singapore, Malaysia and Thailand) attributes attractive to the Chinese tourists included cleanness and garden city of Singapore, casinos in Genting, Malaysia, sex in Thailand, shopping for imitated Swiss watches in Malaysia, imitated Japanese-brand cameras in Singapore, and precious natural stones. However, the most attractive element of SMT itineraries was the affordability.

Qu and Li (1997) stated that the most important attributes Hong Kong- bound mainland Chinese tourists thought were: accessibility, safety, and ease of applying travel documents. Cai, et al. (2001) stated that the US-bound Chinese tourists like shopping, dining, city sightseeing, visiting historical sites, amusement and theme parks, national parks, and casinos/gambling. Chen (1998) also concluded that the U.S.-bound Mainland Chinese tourists liked shopping, gambling, and watching shows. Chen (1998) said there were several types of travel to the United States, mainland Chinese tourists came to the States for business, visiting friends and relatives, cultural exchange, studying, working, and scholars' visiting.

Summary

Different studies showed that people travel because they are pushed by physiological, psychological, intangible and internal factors, which include desire for escape, rest and relaxation, shopping, health and fitness, adventure, prestige, social interaction, novelty seeking behavior, and exploration; and people travel also because they are pulled by the unique things a destination features, such as image, recreation facilities, education, safety, quality consciousness, appreciating scenery, gambling, and enjoying foods.

Travel motivations change based on the destinations and the people who travel. Each destination has its own features to attract its customers. Different people travel with different expectations. Las Vegas is called “the Entertainment Capital of the World”, it should have its own characteristics as far as the pull factors are concerned. The Mainland Chinese tourist market is a fast-growing sector, it should also have its own features regarding travel.

CHAPTER 3

METHODOLOGY

Sampling Framework

The samples were drawn from Chinese tourists over the age of 21, who traveled to Las Vegas on the guided tours from America Asia Travel Center Inc., located in Los Angeles. Three hundred useable surveys were expected. The self-completed surveys were distributed to the tourists by the researcher.

Surveys from an initial group of respondents were used as a pretest on Oct. 30th, 2002 at Bally's Casino and Hotel, Las Vegas. After an evaluation of the pretest, the surveys were distributed and completed by the tourists. By December 1, 2002, 300 useable surveys had been collected.

Research Design

The research instrument for this study was a survey adapted from previous studies. Jang and Cai (2002) studied the British outbound market with a view to finding the relationship between the travel motivations and destination choices. Some of the motivational items were from their survey. In addition, some of the survey questions were from a study by Cai, et al. (1999), which analyzed the trip purposes of US-bound

Chinese tourists. The remainder was compiled from a study by Heung, et al. (2000), which targeted Japanese tourists to Hong Kong.

This study employed data collected from the adapted survey motivational items, which were designed to accomplish the following objectives:

1. to identify the motivational push factors by which the Chinese tourists came to Las Vegas,
2. to identify the motivational pull factors by which Chinese tourists came to Las Vegas, and
3. to identify the socio-demographic file of Las Vegas-bound Chinese tourists.

Identification of Motivational Items

Push and Pull factor analysis must begin with the identification of motivational items, which drive people to a destination. In this study, the destination was the city of Las Vegas. All the motivational items were adapted from previous studies, which analyzed motivational factors of different travel groups, who traveled with America Asia Travel Center Inc. A total of 25 motivational push items and 27 motivational pull items were compiled in the survey.

Table 4 showed the 25 motivational push items used in the survey, which were to identify the internal, psychological, and physiological reasons behind their travel behavior.

Table 4 Motivational Push Items

Motivational Items
1. Experiencing new and different lifestyles
2. Seeing people from many ethnic backgrounds/nations
3. Trying new foods
4. Getting a change from a busy job
5. Going places I have not visited before
6. Opportunities to increase my knowledge
7. Visiting a place I can talk about when I get home
8. Finding thrills and excitement
9. Having fun, being entertained
10. Going places my friends have not been to
11. Just relaxing
12. Doing nothing at all
13. Indulging in luxury
14. Visiting friends & relatives
15. Being together as a family
16. Exploring a different culture
17. Enjoying holidays
18. Trying my luck in the Casinos
19. Sightseeing of touristic spots
20. Shopping
21. Seeking novelty
22. Escape from daily routine
23. Fulfilling dreams of travel
24. Being free to act the way I feel
25. Showing social status

Table 5 showed the 27 motivational pull items applied in the survey, which were appraised by the tourists on how important the features Las Vegas boasted were.

Therefore, the tangible, external factors could be identified.

Table 5 Motivational Pull Items

Motivational Items
1. Outstanding scenery
2. Standards of hygiene and cleanliness
3. Environmental quality, air, water and soil
4. Personal safety
5. Availability of pre-trip and in-country tourist info
6. Destination that provides value for holiday money
7. The best deal I could get
8. Public transportation such as airlines, etc.
9. Outdoor activities
10. Activities for the entire family
11. Exotic atmosphere
12. Reliable weather
13. Traveling to a safe destination
14. Taking advantage of discounted fares and tour packages
15. Traveling to a place people appreciate
16. Traveling to a closer or nearby destination
17. Enjoying night life
18. Traveling to a cosmopolitan city
19. Watching shows
20. Entertainment facilities
21. Shopping facilities
22. Gambling
23. Amusement or Theme parks
24. Fastfood Restaurants
25. Warm Welcome for Tourists
26. Variety of short guided excursions/tours
27. Convenience of getting visa

Motivational Item Ratings

The ratings of this survey were based on a study by Baloglu, et al. (1996). The survey employed in this survey (see Appendices I and II) was designed in a way so that respondents could rate the degree of importance on a 4-point Likert scale, with 1 representing “not at all important”; 2 representing “not important”; 3 representing “important”; and 4 representing “very important”.

Back Translation

Back translation was applied in the preparation of the survey. The original survey was compiled in English. Then it was translated into Chinese by a professor who could speak and write fluently in English and Chinese. In order to check the reliability of all the questions, another professor, who was also bilingual in English and Chinese, checked all the translations, until there were no differences. The approved Chinese version surveys were distributed to the Chinese tourists for a pilot test until no amendment was needed. The final Chinese surveys were printed and distributed to the Chinese tourists (see Appendices I and II for the final English and Chinese versions of the survey).

Data Analysis

The values for the motivational items were gathered and put into the SPSS factor analysis software to get the motivational factors of Chinese tourists to Las Vegas. Reliabilities of the results were tested with Cronbach’s alpha levels.

Principal component factor analysis was applied to the push and pull expressions of Las Vegas-bound Chinese tourists to separately identify the underlying dimensions

associated with Chinese tourists' motivations for traveling to Las Vegas. Push motivational items with absolute factor loadings greater than .30 were retained for each factor grouping. With regard to pull motivational items, an absolute value of factor loading .40 was applied. The mean scores of push and pull motivational items were compared to determine which items were perceived more important to Chinese tourists. Comparisons to previous studies were presented.

Descriptive frequency analysis was applied to get the demographic characteristics of the Chinese tourists. Comparisons to previous studies were given out.

CHAPTER 4

FINDINGS OF THE STUDY

The purpose of this study was to analyze Chinese tourists' motivations of travel to Las Vegas through the application of factor analysis. Respondents were Chinese tourists, who traveled with America Asia Travel Center Inc. They completed a survey adapted from previous studies. Included in the survey were 25 motivational push items, 27 motivational pull items, and ten questions about personal information. The survey was designed in a way so that the respondents could rate the motivational items according to the degree of importance. Personal information was collected to determine the demographic profile of the respondents. This chapter presents the results from the analyses of the collected data. Data highlights and characteristics of the sample are reviewed, and results for each research question are then presented.

Data Highlights

Importance Rankings of Push and Pull Motivations

The importance levels of the Chinese tourists' motivations were measured on a four-point Likert-type scale (1 = not at all important; 2 = not important; 3 = important; 4 = very important). Table 5 shows the importance rankings of the 52 motivational expressions delineated into the push and pull categories.

With mean values above 3.0, the most important push items included “enjoying holidays”, “exploring a different culture”, “opportunities to increase my knowledge”, “sightseeing of scenic attractions”, “having fun, being entertained”, “seeking novelty”, “going places I have not visited before”, “trying my luck in the casinos”, “experiencing new and different lifestyles”, “fulfilling dreams of traveling”, “being free to act the way I feel”, and “seeing people from many ethnic backgrounds”. On the other hand, “doing nothing at all”, “indulging in luxury”, “being together as a family”, “just relaxing”, and “visiting friends and relatives” were considered the least important (see Table 6).

Interestingly, some important push motivational items, which were very important in Cai, et al. (1999)’ study, Liu (1998)’s study, and Cai, et al. (2001)’s study, such as “visiting friends and relatives”, “shopping”, “escape from daily routine”, and “getting a change from a busy life” were not important in this study. The respondents came from Los Angeles. Their friends and relatives might be in Los Angeles. They came to Las Vegas just for some other reasons rather than “visiting friends and relatives”. With regard to the low rating of “shopping”, part of the reason could be due to the fact that most of the commodities were available now in Mainland China. Especially with the execution of the opening policy, almost everything could be purchased there. Gilbert and Terrata (2001) stated that Japanese tourists to the UK ranked “escape” the common trigger to travel. However, these Chinese tourists did not rank it high. Japanese people live a hectic life, which is all well known. Most of Chinese people are still working in state-owned enterprises. They are not as busy as the Japanese people are. This observation might explain why these Chinese tourists did not rank “escape” so high.

Table 6 Importance Rankings of Push and Pull Motivations

		Rank	Items	Mean	
Push Motivations	Most Important	1	Enjoying holidays	3.55	
		2	Exploring a different culture	3.46	
		3	Opportunities to increase my knowledge	3.34	
		4	Sightseeing of scenic attractions	3.33	
		5	Having fun, being entertained	3.32	
		6	Seeking novelty	3.28	
		7	Going places I have not visited before	3.26	
		8	Trying my luck in the Casinos	3.26	
		9	Experiencing new and different lifestyles	3.25	
		10	Fulfilling dreams of traveling	3.19	
		11	Being free to act the way I feel	3.08	
		12	Seeing people from many ethnic backgrounds/nations	3.05	
	Least Important	1	Doing nothing at all	1.55	
		2	Indulging in luxury	1.64	
		3	Being together as a family	1.97	
		4	Just relaxing	2.05	
		5	Visiting friends and relatives	2.34	
	Pull Motivations	Most Important	1	Watching shows	3.57
			2	Scenic attractions	3.55
			3	Convenience of getting visa	3.55
			4	Destination that provides value for holiday money	3.54
			5	Gambling	3.42
			6	Traveling to a cosmopolitan city	3.42
			7	Exotic atmosphere	3.37
8			Personal safety	3.33	
9			Availability of night life	3.25	
10			Availability of pre-trip and in-country tourist information	3.23	
11			Traveling to a place people appreciate	3.21	
12			Amusement or Theme parks	3.18	
13			Entertainment facilities	3.08	
14			Traveling to a safe destination	3.07	
Least Important		1	Activities for the entire family	2.12	
		2	Traveling to a closer or nearby destination	2.42	
		3	Restaurants	2.5	
		4	Variety of short guided tours	2.51	
		5	Taking advantage of discounted fares and tour packages	2.51	

The pull motivational items, which had the highest scores were “watching shows”, “scenic attractions”, “convenience of getting visa”, “destination that provides value for holiday money”, “gambling”, “traveling to a cosmopolitan city”, “exotic atmosphere”, “personal safety”, “availability of night life”, “availability of pre-trip and in-country tourist information”, “traveling to a place people appreciate”, “amusement or theme parks”, “entertainment facilities”, and “traveling to a safe destination”. The least important pull items included “activities for the entire family”, “traveling to a closer or nearby destination”, “restaurants”, “variety of short guided tours”, and “taking advantage of discounted fares and tour packages”.

“Watching shows” was ranked the highest among all the motivational pull items. These Chinese tourists appear to be like all the other international tourists, they would not miss the chances to appreciate the famous shows in different casinos, which are unique to Las Vegas. “Scenic attractions” was ranked the second in the pull item list. Evening tours of the Strip was mentioned when the pilot test was done.

“Traveling to a closer or nearby destination” was listed among the least important pull motivational items. Usually people would go to visit the Grand Canyon, or some other national parks around Las Vegas. America Asia Travel Center Inc. had two kinds of clients in Las Vegas area. Some of the tour groups went only to Las Vegas, the others were to Grand Canyon and Las Vegas. The surveyed groups might were on the tours to Las Vegas only. “Taking advantage of discounted fares and tour packages” had a mean of 2.51, which meant these Chinese tourists became less price-sensitive. They might emphasize more on the quality of the tour. On the other hand, it also indicated that these Chinese people were more affluent.

Push Factors

Push motivations are internal and socio-psychological motivations that predispose the individual to travel. Eight factors were derived from the factor analysis of 25 motivational push items. These factors explained 57.09 percent of the variance. Due to low values of reliability levels of 0.41 and 0.42, two factors were excluded from further analysis. Six valid factors were retained, which explained 48.25 percent of the variance.

The first push factor was named “entertainment”. It included three items of “finding thrills and excitement”, “going places my friends have not been to”, and “having fun, being entertained”. The first factor accounted for 17.28 percent of the variance. It had a reliability of 0.58 with an eigen value of 4.32. The second factor, labeled “knowledge seeking”, included “opportunities to increase my knowledge”, “getting a change from a busy life”, and “going places I have not visited before”. With an eigen value of 2.00, and a reliability level of 0.61, the second factor explained 8.00 percent of the variance. Factor 3 was called “variety seeking”, which included “seeking novelty”, “trying new foods”, and “visiting a place I can talk about when I get home”. With an eigen value of 1.70, and a reliability level of 0.62, the third factor had an ability of explaining 6.81 percent of the variance. Pampering was labeled for the fourth factor, which consisted of “indulging in luxury”, “just relaxing”, and “doing nothing at all”. With an eigen value of 1.56, and a reliability level of 0.56, the fourth factor explained 6.24 percent of the variance. The fifth factor was named self-realization and social interaction”. With an eigen value of 1.28, and a reliability level of 0.56, it explained 5.14 percent of the variance. Factor 6 “novel experience” included “seeing people from many ethnic backgrounds/nations”, and

“experiencing new and different lifestyles”. With an eigen value of 1.20, and a reliability level of 0.57, this factor explained 4.78 percent of the variance (see Table 7).

Table 7 Motivational Push Factors of Chinese Tourists

Push Factors(Reliability Alpha)	Loading	Eigen Value	Variance Explained	Mean
Factor 1: Entertainment (0.58)		4.32	17.28%	2.84
Finding thrills and excitement	0.69			
Going places my friends have not been to	0.62			
Having fun, being entertained	0.55			
Factor 2: Knowledge Seeking (0.61)		2.00	8.00%	3.04
Opportunities to increase my knowledge	0.81			
Getting a change from a busy life	0.53			
Going places I have not visited before	0.50			
Factor 3: Variety Seeking (0.62)		1.70	6.81%	2.90
Seeking novelty	0.47			
Trying new foods	0.71			
Visiting a place I can talk about when I get home	0.51			
Factor 4: Pampering (0.56)		1.56	6.24%	1.75
Indulging in luxury	0.73			
Just relaxing	0.67			
Doing nothing at all	0.63			
Factor 5: Self-Realization & Social Interaction (0.56)		1.28	5.14%	2.75
Fulfilling dreams of traveling	0.79			
Being free to act the way I feel	0.74			
Being together as a family	0.52			
Factor 6: Novel Experience (0.57)		1.20	4.78%	3.15
Seeing people from many ethnic backgrounds/nations	0.78			
Experiencing new and different lifestyles	0.74			
Total Variance Explained			48.25%	

Pull Factors

Pull motivations are those that attract the individual to a specific destination once the decision to travel has been made. Eight factors were derived from the factor analysis of 27 motivational pull items, which explained 56.55 percent of the variance. Due to low reliability values of 0.45, 0.22, 0.34, and 0.17, four factors were excluded for further analyses. Four factors remained valid, which explained 38.67 per cent of the variance.

The variances should be able to explain much of why Chinese tourists travel to Las Vegas. Jang, et al. (2002) analyzed the British overseas tourists. The derived push factors explained 35.84 percent of the total variance, and the derived pull factors explained 36.82 percent of the total variance. It is also stated in the book titled “Advanced Statistical Analysis Using SPSS” that the percentage of variance was only a guide and it provided no absolute criteria when factoring. Therefore, there should be no questions about the validity of the research.

The first factor was labeled “hedonism”, which included “gambling”, “restaurants”, “availability of night life”, and “traveling to a cosmopolitan city”. With an eigen value of 5.80, and a reliability level of 0.68, it explained 21.47 percent of the variance. Factor 2 “image and natural conditions” consisted of “outdoor activities”, “exotic atmosphere”, “traveling to a place people appreciate”, “public transportation, such as airlines, etc.”, and “reliable weather”. With an eigen value of 1.81, and a reliability level of 0.72, it explained 6.69 percent of the variance. The third factor was named “convenience”, which included “variety of short guided tours”, “shopping facilities”, “entertainment facilities”, and “watching shows”. With an eigen value of 1.53, and a reliability level of 0.66, the third factor explained 5.66 percent of the variance. “Cleanliness” was the fourth factor,

which was comprised of “standards of hygiene and cleanliness”, and “environmental quality, air, water, and soil”. With an eigen value of 1.31, and a reliability level of 0.62, the fourth factor explained 4.85 percent of the variance (see Table 8).

Table 8 Motivational Pull Factors of Chinese Tourists

Pull Factors (Reliability Alpha)	Loading	Eigen Value	Variance Explained	Mean
Factor 1: Hedonism (0.69)		5.80	21.47%	3.15
Gambling	0.70			
Restaurants	0.66			
Availability of night life	0.64			
Traveling to a cosmopolitan city	0.51			
Factor 2: Image & Natural Conditions (0.72)		1.81	6.69%	2.94
Outdoor activities	0.70			
Exotic atmosphere	0.61			
Traveling to a place people appreciate	0.59			
Public transportation such as airlines, etc.	0.52			
Reliable weather	0.45			
Factor 3: Convenience (0.66)		1.53	5.66%	2.97
Variety of short guided tours	0.76			
Shopping facilities	0.68			
Entertainment facilities	0.52			
Watching shows	0.39			
Factor 4: Cleanliness (0.62)		1.31	4.85%	2.90
Standards of hygiene and cleanliness	0.80			
Environmental quality, air, water and soil	0.72			
Total Variance Explained			38.67%	

The mean score of push motivations presented to what degree the Chinese tourists wished to travel, while the mean score of pull items suggested how strongly Las Vegas appealed to the Chinese tourists. Chinese tourists were motivated by entertainment, knowledge seeking, variety seeking, self-realization and social interaction, and novel

experience, whereas pampering was the least important factor. As for the pull motivations, hedonism was the most important factor with a mean value of 3.15. Image and natural conditions, convenience, and cleanliness appealed to the Chinese tourists almost to the same degree, the value of which were close to 3.

Analyses of the Results

Results from the analysis of collected data are presented according to the research questions.

Research Question 1: What were the push factors that motivated Chinese tourists to Las Vegas?

Factor analysis of the 25 motivational push items presented the results with six valid factors (see Table 7), which were entertainment, knowledge seeking, variety seeking, pampering, self-realization and social interaction, and novel experience. All these factors explained 48.28 percent of the push variance. They helped explain why Chinese tourists traveled in this study. They were the factors behind their behavior. Under the structure of the four-point Likert scale for motivations used in this survey, values between 2 and 3 could be interpreted as the transition from “not important” to “important”, with higher values meaning closer to “important”. With a highest mean value of 3.15, “novel experience” was the most important push factor for the Chinese tourists. “Knowledge seeking”, was ranked the second with a mean value of 3.04. Another obvious factor was “variety seeking”, with a mean of 2.90. “Entertainment” and “self-realization and social interaction” were numbered with the mean values of 2.84 and 2.75. With a mean value of 1.75, “pampering” was the least significant motivational push factor.

The importance of the factors was also consistent with the mean value of the individual motivational item under its category. The factor of “novel experience” had a mean of 3.15, which was the highest among all the push factors. The two motivational push items under “novel experience”, which were “seeing people from many ethnic backgrounds/nations”, and “experiencing new and different lifestyles”, also had high mean values, which were 3.05 and 3.25. “Pampering” was the least important motivational push factor, which had a mean value of 1.75. This value was between 1 (not at all important) and 2 (not important). Listed under this factor were “indulging in luxury”, “just relaxing”, and “doing nothing at all”. In Table 6, all these three motivational push items had the lowest mean values, which were 1.64, 2.05, and 1.55. Therefore, the importance of the factors was consistent with the importance of the individual motivational push item.

In sum, the research suggests that “novel experience”, “knowledge seeking”, and “variety seeking” were the main reasons to push these Chinese tourists to travel to Las Vegas. The findings were consistent with previous studies.

“Novelty-seeking” was included in the study results of Weaver, et al. (1994), and it was also similar to life style stimulation, which was indicated in Damonte’s (1994) study. Hong Kong-bound Japanese tourists showed the similar push factor, which was exploration. Gilbert and Terrata (2001) stated that “seeking novelty” and “different experience” were also the push factors that the UK-bound Japanese tourists showed. Heung, Qu, and Chu (2000) in their study of Hong Kong-bound tourists also mentioned the factor of exploration, which was similar to variety seeking. However, variety seeking was much different from the factors that motivated mainland Chinese tourists to

Singapore, Malaysia, and Thailand, which were sightseeing, visiting friends and relatives, attending meeting/exhibition, business/academic exchange, and visiting partners/colleagues. "Pampering" was not found in previous studies about the outbound Mainland Chinese tourists. This might be because Chinese tourists traveled with fixed purposes, or they were not affluent enough to spend money with discretion.

Some motivational items with high mean values were not grouped into factors, such as "enjoying holidays", "exploring a different culture", "sightseeing of scenic attractions", and "trying my luck in the casinos". This might be because the survey was a pre-fabricated one, and the construct might not have had enough items for some factors to be formed. If the survey had been done in the form of focus group, different factors might have come out.

Research Question 2: What are the pull factors that motivate Chinese tourists to Las Vegas?

The analysis to the motivational pull items showed four factors, which included hedonism, image and natural conditions, convenience, and cleanliness. Hedonism had the highest mean value of 3.15. The other three factors had almost the same mean values, which were close to 3 (3 = important). They explained 38.67 percent of the total pull variance.

"Hedonism" stood out as the most important motivational pull factor, under which were "gambling", "restaurants", "availability of night life", and "traveling to a cosmopolitan city". Cai, et al. (2001) stated that the US-bound Chinese tourists liked shopping, dining, city sightseeing, visiting historical sites, amusement and theme parks, national parks, and casinos/gambling. However, "shopping" was not as important as

expected. These Chinese tourists appeared to participate in activities, which they normally did not have access to, such as “gambling” and “availability of night life”. As for city sightseeing, visiting historical sites, amusement and theme parks, national parks, these Chinese tourists might not have done more than when they were in China.

Summarily speaking, “hedonism”, “image and natural conditions”, “convenience”, and “cleanliness” were the main attributes that pulled the Chinese tourists to Las Vegas. The findings were also consistent with previous studies. Baloglu, et al. (1996) mentioned “benefit expectation”, and the “marketed image” of the destination as two pull factors. Weaver, et al. (1994) pointed out that “the importance of convenience” was one of the pull factors. Liu (1998) stated that SMT’s (Singapore, Malaysia, and Thailand) attributes attractive to the Chinese included cleanliness and garden city of Singapore, and casinos in Genting, Malaysia. Cai, et al. (2001) also stated that the US-bound Chinese tourists like shopping, dining, city sightseeing, amusement and theme parks, national parks, and casinos/gambling.

However, “safety” did not stand out as a motivational pull factor. Chen (1998) stated that Chinese people’s impression about the United States was rather vague, biased, or distorted. Most of them thought the United States was not safe for traveling. “Personal safety” and “traveling to a safe destination” were both ranked above 3 (important). Therefore, safety was still a big concern. Chen (1998) also pointed out that information about the United States as a tourist destination in China was quite limited, but with the fast development of telecommunications, the Chinese people will learn more about the United States.

Some items with high mean values were not grouped into factors, such as “scenic attractions”, “convenience of getting visa”, “destination that provides value for the holiday money”, “personal safety”, “availability of pre-trip and in-country tourist information”, and “amusement or theme parks”.

Research Question 3: What is the demographic profile for the Las Vegas-bound Mainland Chinese tourists?

The usable number of respondents to the survey was 300. Appendix III provided detailed demographic information about the respondents.

Demographic profile was found similar to previous studies. Slight differences were found. The demographic profile could be explained by the discouragement from the Chinese government, and the visa restrictions from the US government. The majority of them were middle aged, male, married, well educated, had an annual household income over US\$ 4,800, and held professional and management positions. Usually people classified in this category had enough bondage to go back to China, so the US government did not have to worry about that they would stay and work here illegally. The US embassies in China would not grant family visa to Chinese tourists. They were married, which meant they had a family back in China to take care of. They were well educated, held high positions in the working units they worked, and had a good annual household income. Compared to the lower living standards in China, their financial situations could guarantee that they lived an affluent and relaxing life. If they came out and stayed in the US, they would start from the very beginning, which was something they could not accept.

If the visa restrictions were looser, there could have been much more people coming to visit the US. In this case, there would be more age groups ranging from young to old. In fact, appropriate looser visa restrictions could be applied to realize this situation. Chen (1998) mentioned that group travel visa was a way to make sure that the Chinese overseas tourists would return to China.

As evident in Figure 1, 69 percent of respondents of this survey were between 35 and 44 year of age. This is comparable to the study results of Cai, et al. (1999). Chen (1998) also indicated the same thing.

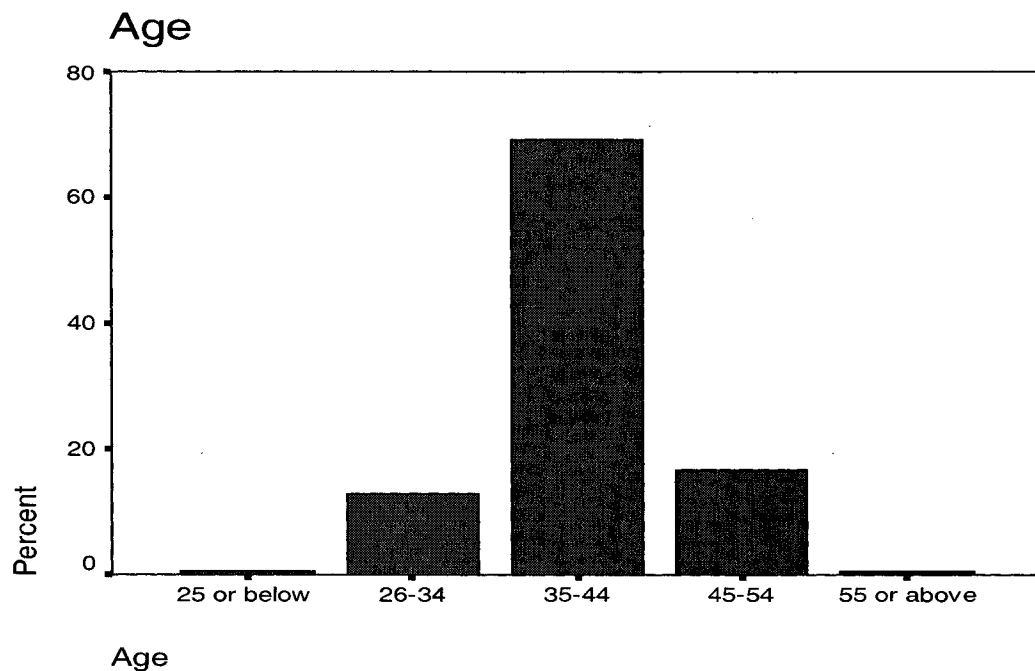


Figure 1. Sample Characteristics—Age

Demographic results also indicated that a 67.7 percent of respondents of this survey were male (see Figure 2). This was consistent with Cai, et al. (1999)'s study results, which stated the most of the US-bound Chinese tourists were male.

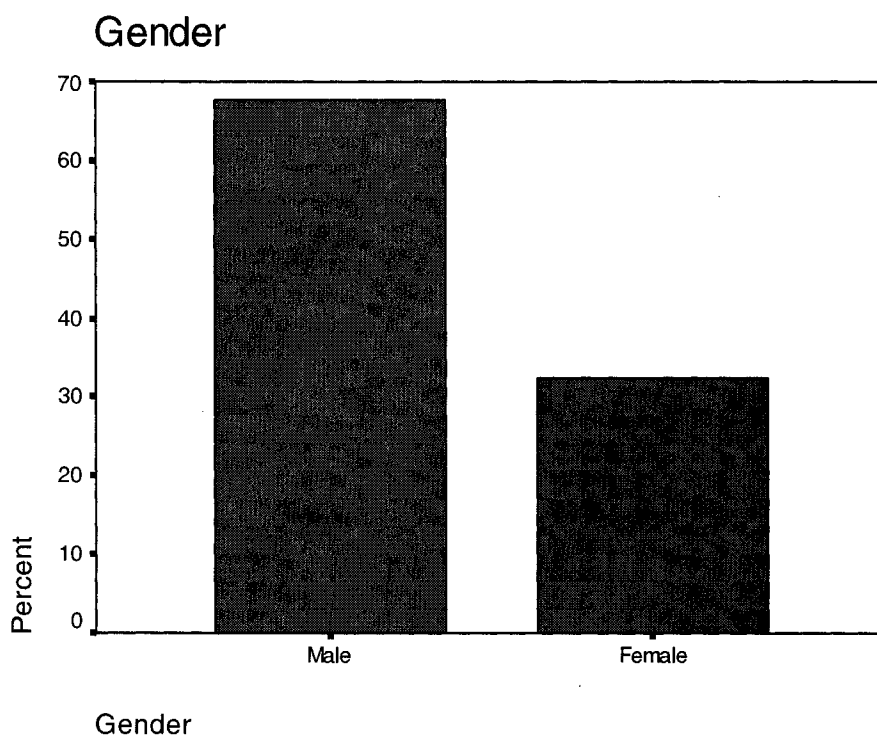


Figure 2. Sample Characteristics—Gender

Figure 3 showed that 88.33 percent of the respondents had university degrees. This was consistent with Cai, et al. (1999)'s study result. Chen (1998) stated that 80 percent of the US-bound Chinese tourists had a college degree. Some Chinese people visited the US for cultural exchange, studying, and scholars' visiting. This might explain the percentage increase.

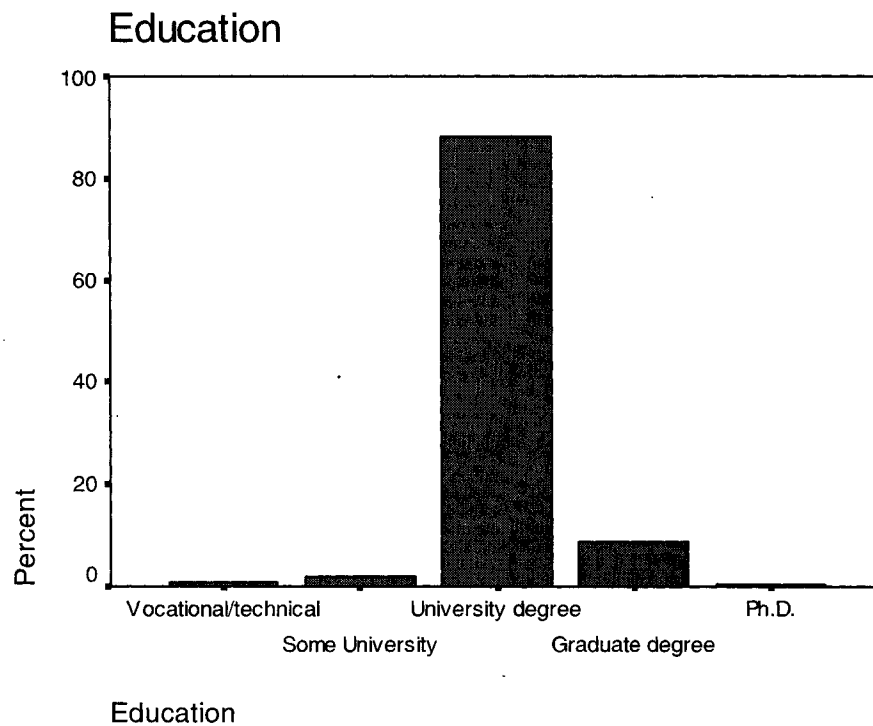


Figure 3. Sample of Characteristics—Education

Figure 4 showed that 98 percent of the respondents were married. This was also consistent with previous studies. Chen (1998) stated that most of the US-bound Chinese tourists were married.

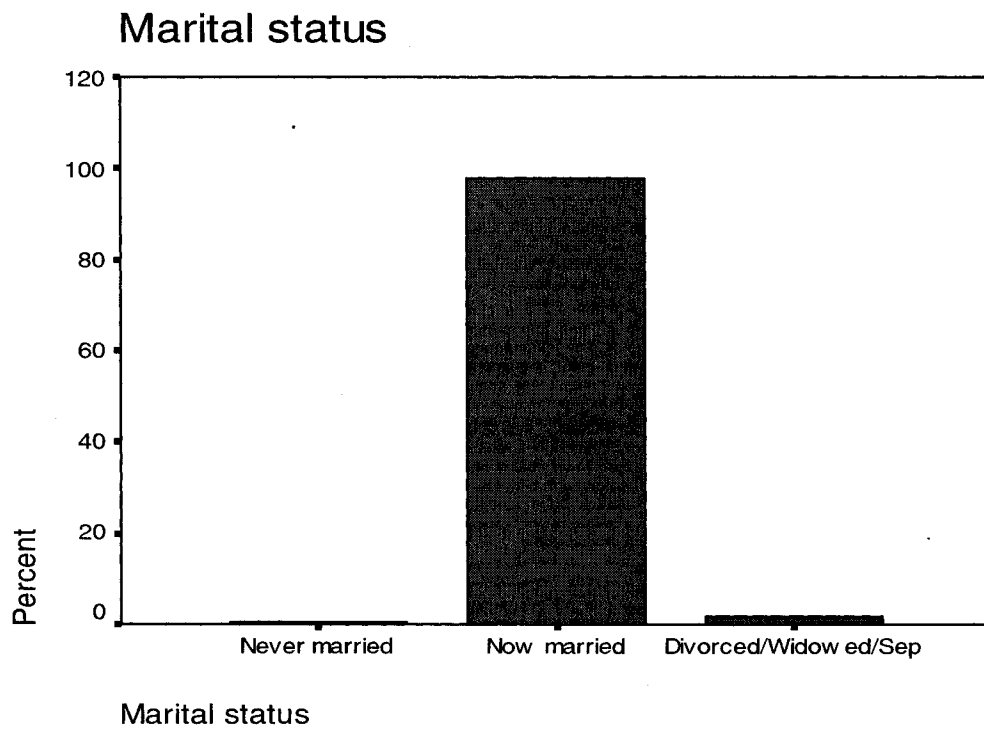


Figure 4. Sample Characteristics—Marital Status

Figure 5 indicated that 49 percent of the tourists had an annual household income of RMB 40,000 yuan to RMB 49,999 yuan (approximately US\$ 4,800 to US\$ 6,000), and 46 percent of them had an annual household income of RMB 50,000 or more. This is a little bit disparate from the figure in the study of Cai, et al. (1999), which had an annual household income range of RMB 10,000 yuan to RMB 50,000 yuan (approximately US\$ 1,200 to US\$ 6,000). China National Travel Administration (1994-2000) stated that there were more self-funded trips than before. Chen (1998) pointed out that most of the Chinese tourists came from big cities or special economic zones. They were much more affluent than before. This might explain the increase in annual household income.

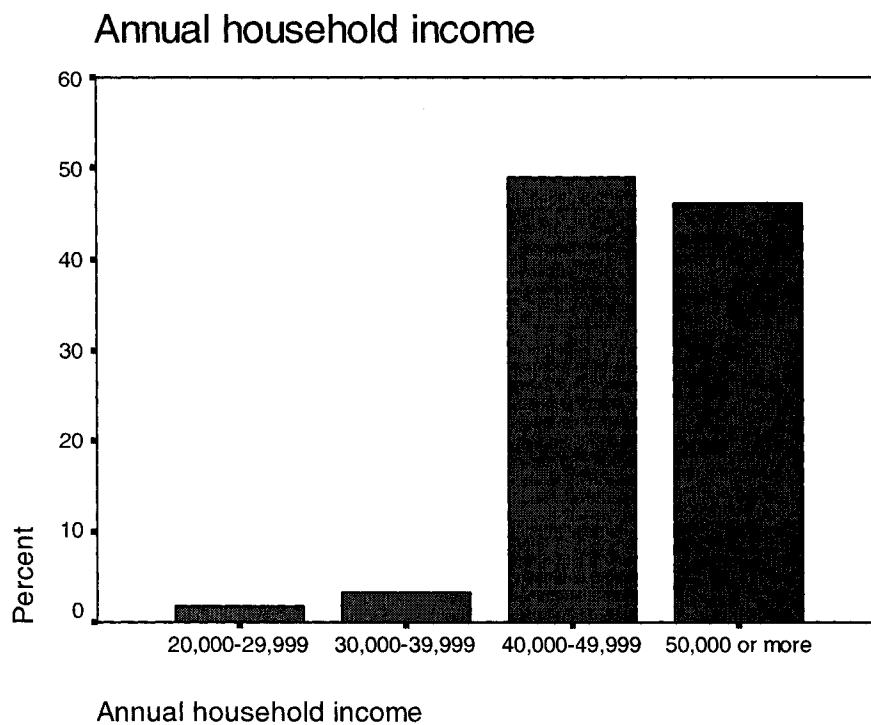


Figure 5. Sample of Characteristics—Annual household income

Figure 6 shows that 33.7 percent of the respondents were executives/administrators, 26.3 percent were in middle management positions, and 30.7 percent of them were skilled or technical personnel. This is also relevant to the results of the study by Cai, et al. (1999), saying that most of them were management or held professional positions in non-profit organizations.

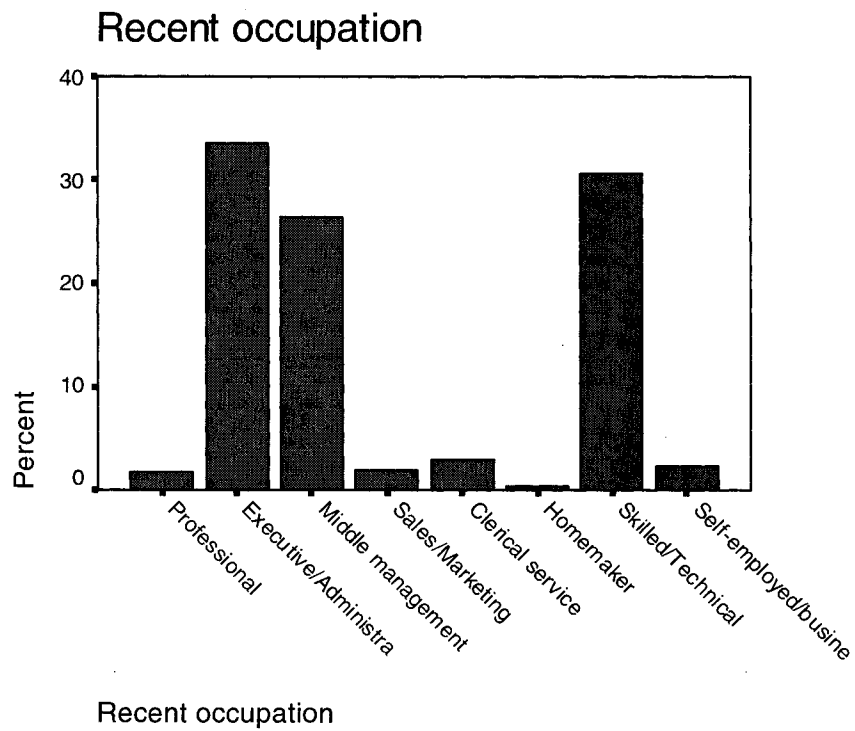


Figure 6. Sample Characteristics—Recent Occupation

Figure 7 states that 95.7 percent of the respondents came to Las Vegas for leisure. Chen (1998) stated that mainland Chinese tourists traveled to the United States for the purposes of business, visiting friends and relatives, cultural exchange, studying, working, and scholars' visiting. However, 95.7 percent of the respondents came to Las Vegas for leisure. This might indicate that Chinese people have more disposable income for leisure. They are self-funded, rather than by companies.

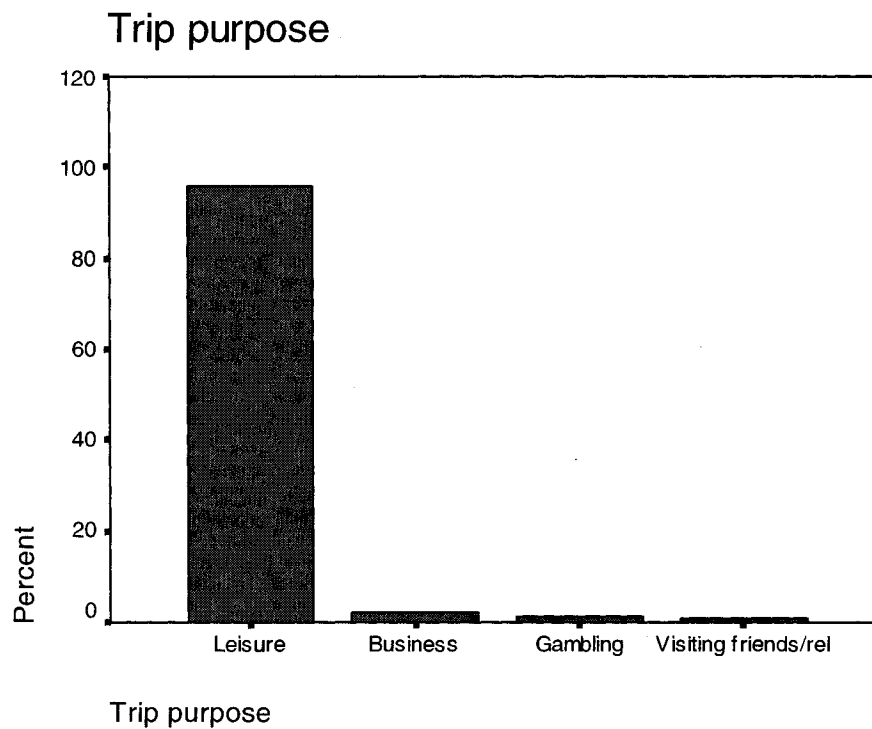


Figure 7. Sample Characteristics—Trip purpose

As for the length of stay in the US, 86.3 percent of the respondents would stay in the US for more than five days, (see Figure 8). This result is consistent with Chen (1998)'s study result. Chen (1998) stated that mainland business travelers would have a stay of 10-15 days in the United States.

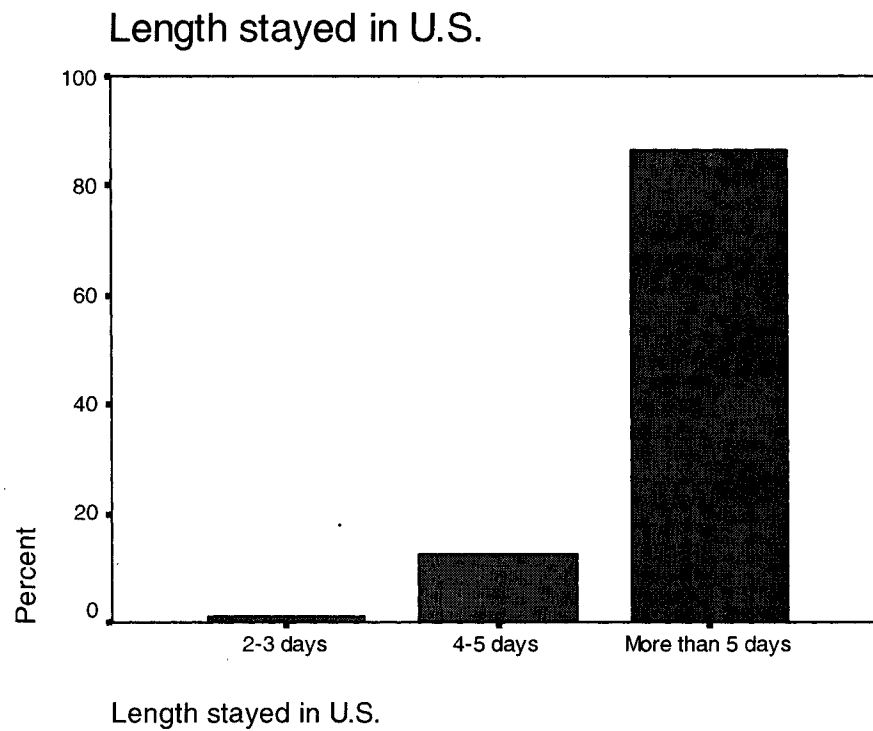


Figure 8. Sample Characteristics—Length stayed in US

Figure 9 shows that 58 percent of the respondents would stay in Las Vegas for one day, 40.7 percent of them would stay for 2-3 days. This might be explained by the fact that America Asia was located in Los Angeles, and most of the tourists had a stopover in Las Vegas on their tour to Grand Canyon, and other national parks around Las Vegas area.

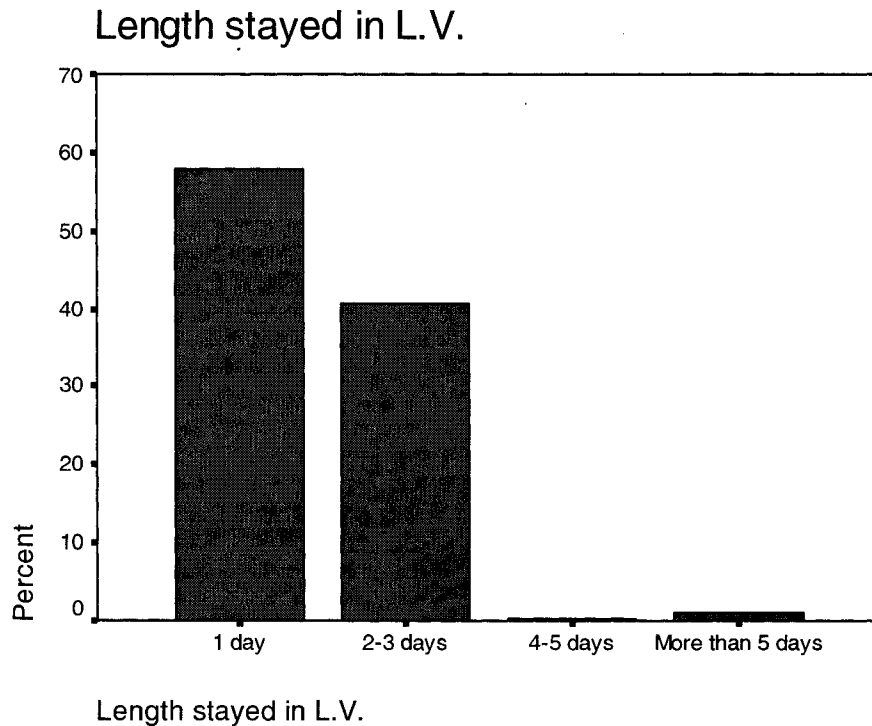


Figure 9. Sample Characteristics—Length stayed in Las Vegas

Figure 10 states that 56.7 percent of the tourists had a party size of 2-3 people, and 34 percent of them had a party size of 4-5 people.

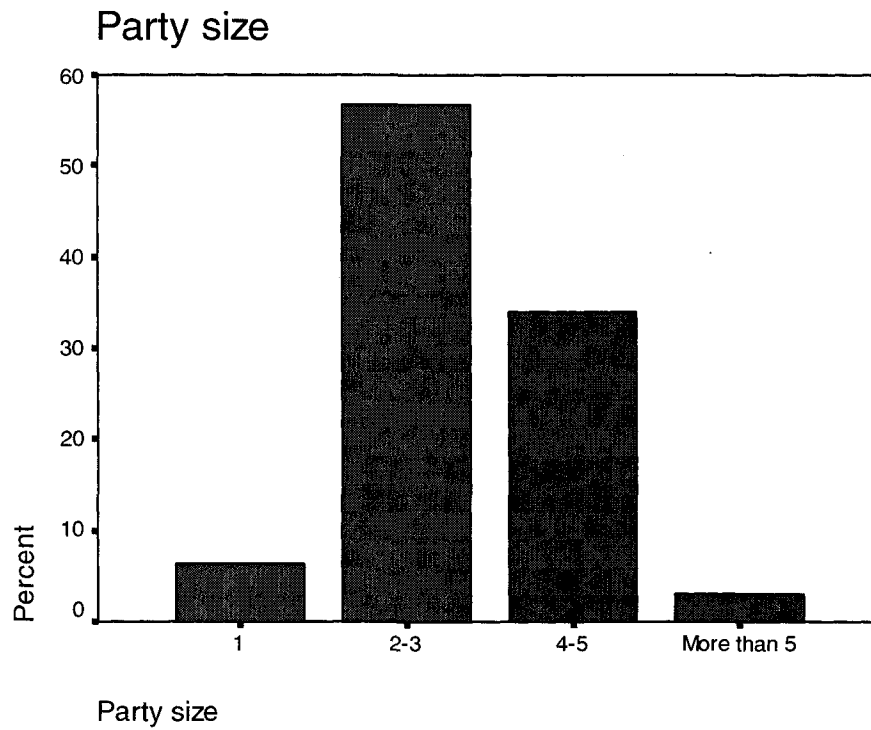


Figure 10. Sample Characteristics—Party size

Summary

“Enjoying holidays”, “exploring a different culture”, “opportunities to increase my knowledge”, and “sightseeing of scenic attractions” were listed among the most important motivational push items. “Watching shows” and “scenic attractions” were listed among the most important motivational pull items. Factor analyses showed that “novel experience”, “knowledge seeking”, and “variety seeking” were the most significant reasons that pushed these Chinese tourists to travel to Las Vegas. “Hedonism”, “image and natural conditions”, “convenience”, and “cleanliness” were the most important reasons that pull these Chinese tourists to Las Vegas. Descriptive analysis of the demographic information showed that the majority of these Chinese tourists were male, married, middle-aged, well educated, had high annual household incomes, and held important positions in the places they had been working.

CHAPTER 5

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

A total of 300 usable surveys regarding Chinese tourists' travel motivations to Las Vegas were collected and analyzed. Motivational push and pull factors were presented. Demographic information about the respondents was given out as well. The summary was presented based on the research questions. The result for research question one (What were the push factors of Mainland Chinese tourists to Las Vegas?) was novel experience, knowledge seeking, and variety seeking.

Research question two (What were the pull factors of mainland Chinese tourists to Las Vegas?) provided four factors. These factors were hedonism, image and natural conditions, convenience, and cleanliness.

Research Question three (What is the demographic profile of Chinese tourists to Las Vegas?) showed that 69 per cent of the respondents were between 35 and 44 years of age. Sixty-seven per cent of them were male. Most of them had undergraduate degrees. Ninety-eight per cent of them were married. As for the annual household income, 49 percent of them had an annual household income of ¥40,000-49,999 (approximately US\$ 4,800-6,000), and 46 percent had an annual household income of more than ¥50,000 (approximately US\$ 6,000). Most popular occupations were executive/administrator

(33.7 percent), middle management (26.3 percent), and skilled/technical personnel (30.7 percent). As for the trip purpose, 95.7 percent of them came to Las Vegas for leisure. A majority of 86.3 percent of them stayed in the US for more than 5 days for their trip. As for the length of stay in Las Vegas, 58 percent of them spent one day, 40.7 percent of them stayed for 2-3 days. The most common party sizes were 2-3 people (56.7 percent), and 4-5 people (34 percent).

Conclusions

People travel because they are motivated by both push factors, which are intangible and internal factors that motivate people to go out; and pull factors, which are tangible, external, and destination-specific factors that attract people for a visit. The United States, specifically, Las Vegas, is a city, which attracts millions of tourists every year. Mainland Chinese tourists represent a small number of these tourists, but this segment is a very lucrative and promising one. The motivational research of Mainland Chinese tourists will give some ideas to the travel industry in Las Vegas on how to market this segment and develop tourist products.

The findings of this study revealed six underlying push factors. “Novel experience” was the most important factor to motivate Chinese tourist to travel, followed by “knowledge seeking”, “variety seeking”, “entertainment”, “self-realization and social interaction”, and “pampering”. Four motivational pull factors were discovered. “Hedonism” was the most important pull factor, which had a mean of 3.15. All the rest motivational pull factors had almost the same weight on their importance, which was

close to 3 (3 = important). They included “convenience”, “image and natural conditions”, and “cleanliness”.

Demographic profile showed that most of these Chinese tourists to Las Vegas were married, male, middle-aged, well educated, had high annual household incomes, and held management and professional positions in their organizations.

The Chinese outbound tourist market is becoming mature. Compared with the short history of the new China, the tourism industry, especially the outbound tourism industry is developing very fast. With economic development, Chinese tourists are becoming more affluent. They have more disposable money to fund their own trip to more distant destinations. The trend will continue to encompass the whole globe. The significant differences between China and the US in political, economic, cultural, military, and ideological systems will stimulate and ignite the long-oppressed passion to travel for the Mainland Chinese people. The fact that similar motivational push and pull factors could be found in the studies of all the international tourists also indicates that the Chinese tourist market is becoming similar to other markets.

A travel destination tends to survive and prosper with attractions that are unique to the destination. These surveyed Chinese tourists showed some differences in their motivations visiting the US. Interests in shopping and visiting parks were not apparent in this study. They were, however, significant results in other studies conducted by Liu (1998), Chen (1998), and Cai, et al. (2001). However, gambling and shows were kept among the top list of motivational items, and these are major attractions of Las Vegas.

Cooperation between the Chinese government and the US government will be needed to enlarge this tourism market. Proper exit and entrance management policies will make

this segment more profitable to the United States. While some other Western countries are vying to take larger shares of the outbound Chinese tourist market, the US will lose its fair share if it continues to ignore the importance of this segment.

Cai, et al. (2001) stated that differences among travel groups based on trip purpose should help destinations and other tourism organizations in marketing and product development. With the Chinese outbound tourist industry becoming mature, the Las Vegas tourism industry might prepare some marketing plans for this rising segment.

Recommendations for Future Research

Sampling of this study was restricted to America Asia Travel Center Inc. This limited the representation of the whole Las Vegas-bound Mainland Chinese tourist market. Future studies should sample on larger basis to get more representative data. Different answers might come out.

In order to gain more insight into the motivations of the Mainland Chinese tourists traveling to Las Vegas, a more extensive list of motivational items should be used in further studies.

A focus group study might present a more comprehensive understanding of the Las Vegas-bound Chinese tourists. This may also increase the variance explained in this study.

APPENDIX I

SURVEY OF MAINLAND CHINESE TOURISTS TO LAS VEGAS



**SURVEY OF
MAINLAND CHINESE TOURISTS
VISITING LAS VEGAS**

Dear Mainland Chinese Tourist:

Please help me- a Mainland Chinese student - finish my study by completing this survey. Your participation is very important to me. Without your help, I cannot finish my thesis. So **please help** me.

Additionally, by completing this survey, the tourism industry in Las Vegas will know you better. Therefore, they can serve you better when you come back for another visit.

This survey is to be completed by Mainland Chinese tourists who are visiting the Las Vegas area. If you are 21 years of age or older, please complete this survey.

All responses will be strictly confidential, and they will be recorded in an aggregated form.

If you have any questions about this survey, please notify me. I am here to answer your questions. Upon completing this survey, please return it to me. The estimated time to complete this survey is 5 minutes.

Thank you very much for your participation in this important survey.

Sincerely,
Jiao, Fanghong

Master Program Student
William F. Harrah College of Hotel Administration
University of Nevada, Las Vegas

SECTION I: Please check **ONLY ONE** answer for each of the items according to the importance you chose to visit Las Vegas.

Motivational Items	Not at All Important	Not Important	Important	Very Important
1. Experiencing new and different lifestyles	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
2. Seeing people from many ethnic backgrounds/nations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
3. Trying new foods	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
4. Getting a change from a busy job	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
5. Going places I have not visited before	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
6. Opportunities to increase my knowledge	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
7. Visiting a place I can talk about when I get home	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
8. Finding thrills and excitement	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
9. Having fun, being entertained	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
10. Going places my friends have not been to	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
11. Just relaxing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
12. Doing nothing at all	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
13. Indulging in luxury	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
14. Visiting friends & relatives	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
15. Being together as a family	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
16. Exploring a different culture	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
17. Enjoying holidays	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
18. Trying my luck in the Casinos	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
19. Sightseeing of scenic attractions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
20. Shopping	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
21. Seeking novelty	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
22. Escape from daily routine	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
23. Fulfilling dreams of traveling	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
24. Being free to act the way I feel	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
25. Showing my social status	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

SECTION II: Please check **ONLY ONE** answer for each of the items according to the importance you chose to visit Las Vegas.

Motivational Items	Not at All Important	Not Important	Important	Very Important
1. Scenic attractions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
2. Standards of hygiene and cleanliness	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
3. Environmental quality, air, water and soil	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
4. Personal safety	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
5. Availability of pre-trip and in-country tourist info	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
6. Destination that provides value for holiday money	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
7. The best deal I could get	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
8. Public transportation such as airlines, etc.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
9. Outdoor activities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
10. Activities for the entire family	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
11. Exotic atmosphere	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
12. Reliable weather	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
13. Traveling to a safe destination	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
14. Taking advantage of discounted fares and tour packages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
15. Traveling to a place people appreciate	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
16. Traveling to a closer or nearby destination	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
17. Availability of night life	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
18. Traveling to a cosmopolitan city	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
19. Watching shows	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
20. Entertainment facilities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
21. Shopping facilities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
22. Gambling	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
23. Amusement or Theme parks	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
24. Restaurants	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
25. Warm Welcome for Tourists	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
26. Variety of short guided tours	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
27. Convenience of getting visa	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

SECTION III: About you (For Classification purposes only)

1. Age (Please check ONE)

<input type="checkbox"/> 25 or below	<input type="checkbox"/> 45- 54
<input type="checkbox"/> 26- 34	<input type="checkbox"/> 55 or above
<input type="checkbox"/> 35- 44	
2. Gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female
-------------------------------	---------------------------------
3. Education (Please check ONE)

<input type="checkbox"/> High school or less	<input type="checkbox"/> University degree
<input type="checkbox"/> Vocational/technical school	<input type="checkbox"/> Graduate degree
<input type="checkbox"/> Some University	<input type="checkbox"/> Ph.D.
4. Marital status

<input type="checkbox"/> Never married	<input type="checkbox"/> Living together
<input type="checkbox"/> Now married	<input type="checkbox"/> Divorced/Widowed/Separated
5. What is your approximate annual household income in Chinese yuan? Please check ONE.

<input type="checkbox"/> Less than ¥ 10,000	<input type="checkbox"/> ¥ 30,000-39,999
<input type="checkbox"/> ¥ 10,000-19,999	<input type="checkbox"/> ¥ 40,000-49,999
<input type="checkbox"/> ¥ 20,000-29,999	<input type="checkbox"/> ¥ 50,000 or more
6. What category below best represents your most recent occupation?

<input type="checkbox"/> Professional	<input type="checkbox"/> Skilled /Technical
<input type="checkbox"/> Executive/Administrator	<input type="checkbox"/> Self-Employed/Business Owner
<input type="checkbox"/> Middle Management	<input type="checkbox"/> Student
<input type="checkbox"/> Sales/Marketing	<input type="checkbox"/> Retired
<input type="checkbox"/> Clerical Service	<input type="checkbox"/> Other (Please Specify)_____
<input type="checkbox"/> Homemaker	
7. What is the purpose of your travel to Las Vegas?

<input type="checkbox"/> Leisure	<input type="checkbox"/> Visiting Friends/Relatives
<input type="checkbox"/> Business	<input type="checkbox"/> Other (Please Specify)_____
<input type="checkbox"/> Gambling	
8. How long will you stay in the U.S. for this trip?

<input type="checkbox"/> 1 Day	<input type="checkbox"/> 2-3 Days
<input type="checkbox"/> 4- 5 Days	<input type="checkbox"/> More than 5 Days
9. How long will you stay in Las Vegas during this trip?

<input type="checkbox"/> 1 Day	<input type="checkbox"/> 2-3 Days
<input type="checkbox"/> 4- 5 Days	<input type="checkbox"/> More than 5 Days
10. Including yourself, how many people are you traveling with?

<input type="checkbox"/> 1	<input type="checkbox"/> 2- 3
<input type="checkbox"/> 4- 5	<input type="checkbox"/> More than 5

**THANK YOU VERY MUCH AGAIN FOR YOUR PARTICIPATION
IN THIS IMPORTANT SURVEY.**

APPENDIX II
SURVEY OF MAINLAND CHINESE TOURISTS TO LAS VEGAS
CHINESE VERSION



内华达大学

拉斯维加斯分校

William F. Harrah 酒店管理学院

对游览拉斯维加斯地区的中国大陆游客的调查

尊敬的女士/先生:

我叫焦方宏，是内华达大学拉斯维加斯分校 William F. Harrah 酒店管理学院的研究生。我的硕士论文研究的是中国游客到拉斯维加斯旅行的动机。请占用您宝贵的几分钟填写一个简短的问卷。

此次调查的结果将有助于拉斯维加斯的旅游业为您提供优质服务。

非常感谢您的帮助。

焦方宏

硕士研究生
内华达大学
拉斯维加斯分校
William F. Harrah 酒店管理学院

第一部分:

您选择拉斯维加斯做旅游目的地, 请选择下列项目的重要程度 (请只选一个答案)。

旅行动机	根本不重要	不重要	重要	非常重要
1. 体验新鲜不同的生活方式	1□	2□	3□	4□
2. 观察来自不同种族/国籍的人	1□	2□	3□	4□
3. 品尝新食品	1□	2□	3□	4□
4. 远离紧张的工作	1□	2□	3□	4□
5. 参观从未游览的地方	1□	2□	3□	4□
6. 有机会增长知识	1□	2□	3□	4□
7. 参观一个回家后有话可谈的地方	1□	2□	3□	4□
8. 寻找刺激	1□	2□	3□	4□
9. 娱乐	1□	2□	3□	4□
10. 去朋友没去过的地方	1□	2□	3□	4□
11. 只是放松一下	1□	2□	3□	4□
12. 随便出来看看	1□	2□	3□	4□
13. 享受奢华	1□	2□	3□	4□
14. 探亲访友	1□	2□	3□	4□
15. 享受家庭氛围	1□	2□	3□	4□
16. 探求不同文化	1□	2□	3□	4□
17. 愉快度假	1□	2□	3□	4□
18. 去赌场碰运气	1□	2□	3□	4□
19. 参观旅游景点	1□	2□	3□	4□
20. 购物	1□	2□	3□	4□
21. 猎奇	1□	2□	3□	4□
22. 避开日常事物	1□	2□	3□	4□
23. 实现旅游梦想	1□	2□	3□	4□
24. 做自己想做的事	1□	2□	3□	4□
25. 显示我的社会地位	1□	2□	3□	4□

第二部分:

从选择拉斯维加斯做旅游目的地的角度, 您如何看待下列项目的重要性(请只选一个答案)。

旅行动机	根本不重要	不重要	重要	非常重要
1. 旅游景点	1□	2□	3□	4□
2. 卫生标准	1□	2□	3□	4□
3. 环境质量、空气、水和土壤	1□	2□	3□	4□
4. 个人安全因素	1□	2□	3□	4□
5. 旅行前和旅行中旅行知识的获得	1□	2□	3□	4□
6. 物有所值, 不虚此行	1□	2□	3□	4□
7. 得到最合理的价位	1□	2□	3□	4□
8. 公共交通(如航空)	1□	2□	3□	4□
9. 室外活动	1□	2□	3□	4□
10. 适合整个家庭的活动	1□	2□	3□	4□
11. 奇特的气氛	1□	2□	3□	4□
12. 可靠的天气	1□	2□	3□	4□
13. 去安全之地旅行	1□	2□	3□	4□
14. 利用打折和团队旅行的便利条件	1□	2□	3□	4□
15. 去人们喜欢的地方旅行	1□	2□	3□	4□
16. 去目的地周边旅行	1□	2□	3□	4□
17. 有夜生活	1□	2□	3□	4□
18. 来大都市旅行	1□	2□	3□	4□
19. 看表演	1□	2□	3□	4□
20. 娱乐设施	1□	2□	3□	4□
21. 购物设施	1□	2□	3□	4□
22. 赌博	1□	2□	3□	4□
23. 娱乐或主题公园	1□	2□	3□	4□
24. 餐馆	1□	2□	3□	4□
25. 对旅客热情欢迎	1□	2□	3□	4□
26. 各种短途导游	1□	2□	3□	4□
27. 容易获得签证	1□	2□	3□	4□

第三部分：请介绍一下您的情况。

1. 年龄 (请选择一个答案)

<input type="checkbox"/> 25 岁及以下	<input type="checkbox"/> 45- 54 岁
<input type="checkbox"/> 26- 34 岁	<input type="checkbox"/> 55 岁及以上
<input type="checkbox"/> 35- 44 岁	
2. 性别 男 女
3. 学历 (请选择一个答案)

<input type="checkbox"/> 中学及以下	<input type="checkbox"/> 大学
<input type="checkbox"/> 职业学校	<input type="checkbox"/> 硕士
<input type="checkbox"/> 大学进修	<input type="checkbox"/> 博士
4. 婚姻状况 未婚 同居
 已婚 离婚/丧偶/分居
5. 您的家庭年收入是多少人民币? (请选择一个答案)

<input type="checkbox"/> 10,000 元以下	<input type="checkbox"/> 30,000-39,999 元
<input type="checkbox"/> 10,000-19,999 元	<input type="checkbox"/> 40,000-49,999 元
<input type="checkbox"/> 20,000-29,999 元	<input type="checkbox"/> 50,000 元及以上
6. 以下哪个类别最能说明您最近的职业?

<input type="checkbox"/> 专家	<input type="checkbox"/> 技术人员
<input type="checkbox"/> 行政/管理人员	<input type="checkbox"/> 个体业主
<input type="checkbox"/> 中层管理人员	<input type="checkbox"/> 学生
<input type="checkbox"/> 营销员	<input type="checkbox"/> 退休人士
<input type="checkbox"/> 文秘人员	<input type="checkbox"/> 其他(请说明)_____
<input type="checkbox"/> 料理家务	
7. 您来拉斯维加斯旅行的目的是什么?

<input type="checkbox"/> 休闲	<input type="checkbox"/> 探亲访友
<input type="checkbox"/> 经商	<input type="checkbox"/> 其它 (请说明)_____
<input type="checkbox"/> 赌博	
8. 此次旅行您要在美国呆多久?

<input type="checkbox"/> 1 天	<input type="checkbox"/> 2-3 天
<input type="checkbox"/> 4- 5 天	<input type="checkbox"/> 5 天以上
9. 此次旅行您要在拉斯维加斯呆多久?

<input type="checkbox"/> 1 天	<input type="checkbox"/> 2-3 天
<input type="checkbox"/> 4- 5 天	<input type="checkbox"/> 5 天以上
10. 包括您自己在内, 您有几个旅伴?

<input type="checkbox"/> 1 个	<input type="checkbox"/> 2- 3 个
<input type="checkbox"/> 4- 5 个	<input type="checkbox"/> 5 个以上

再次非常感谢您的宝贵时间。祝您在拉斯维加斯旅行愉快!

APPENDIX III

DESCRIPTIVE PERSONAL INFORMATION

		Frequency	Percent	Valid percent	Cumulative Percent
Age	25 or below	2	0.67	0.67	0.67
	26-34	39	13	13	13.67
	35-44	207	69	69	82.67
	45-54	50	16.67	16.67	99.33
	55 or above	2	0.67	0.67	100
	Total	300	100	100	
Gender	Male	203	67.67	67.67	67.67
	Female	97	32.33	32.33	100
	Total	300	100	100	
Education	Vocational/technical school	2	0.67	0.67	0.67
	Some University	6	2	2	2.67
	University degree	265	88.33	88.33	91
	Graduate degree	26	8.67	8.67	99.67
	Ph.D.	1	0.33	0.33	100
	Total	300	100	100	
Marital status	Never married	1	0.33	0.33	0.33
	Now married	294	98	98	98.33
	Divorced/Widowed/Separated	5	1.67	1.67	100
	Total	300	100	100	
Annual household income	20,000-29,999	5	1.67	1.67	1.67
	30,000-39,999	10	3.33	3.33	5
	40,000-49,999	147	49	49	54
	50,000 or more	138	46	46	100
	Total	300	100	100	
Recent occupation	Professional	5	1.67	1.67	1.67
	Executive/Administrator	101	33.67	33.67	35.33
	Middle management	79	26.33	26.33	61.67
	Sales/Marketing	6	2	2	63.67
	Clerical service	9	3	3	66.67
	Homemaker	1	0.33	0.33	67
	Skilled/Technical	92	30.67	30.67	97.67
	Self-employed/business owner	7	2.33	2.33	100
Total	300	100	100		

Continued

Continued

		Frequency	Percent	Valid percent	Cumulative Percent
Trip purpose	Leisure	287	95.67	95.67	95.67
	Business	6	2	2	97.67
	Gambling	4	1.33	1.33	99
	Visiting friends/relatives	3	1	1	100
	Total	300	100	100	
Length of stay in US	2-3 days	3	1	1	1
	4-5 days	38	12.67	12.67	13.67
	More than 5 days	259	86.33	86.33	100
	Total	300	100	100	
Length of stay in L.V.	1 day	174	58	58	58
	2-3 days	122	40.67	40.67	98.67
	4-5 days	1	0.33	0.33	99
	More than 5 days	3	1	1	100
Party size	1	19	6.33	6.33	6.33
	2-3	170	56.67	56.67	63
	4-5	102	34	34	97
	More than 5	9	3	3	100
	Total	300	100	100	

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