

**Visitors' Intention to Visit World Cultural  
Heritage Sites: Empirical Evidence from the  
Cases of Cologne and Suzhou**

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### Zusammenfassung

Die vorliegende Arbeit basiert auf der zunehmenden Bedeutung des Welterbe-Tourismus, welcher weltweit als ein attraktives Tourismus-Produkt angesehen wird. Zunächst versucht die Dissertation, die Intentionen deutscher und chinesischer Besucher von Weltkulturerbestätten im Rahmen der Theorie des geplanten Verhaltens (the Theory of Planned Behavior) sowie zweier zusätzlicher Konstrukte *vergangene Erfahrung* und *Stadt/Kultur-Tour-Beteiligung* zu untersuchen. Als zwei Fälle wurden in Köln, Deutschland und Suzhou, China, beides Städte mit Weltkulturerbestätten, anhand eines selbsterstellten Fragebogens Daten erhoben. *Structural Equation Modeling* wurde verwendet, um das Forschungsmodell und die Hypothesen der empirischen Studie zu überprüfen. Darüber hinaus, und um interkulturelle Unterschiede in den Besucherintentionen beim Besuch von Weltkulturerbestätten sowie ähnlichem Reiseverhalten zu untersuchen, boten die beschreibende Analyse und die Zwei-Sample Kolmogorov-Smirnov-Tests Einblicke in demographische Elemente, Reiseeigenschaften sowie in die Faktoren im vorgestellten Forschungsmodus durch den Vergleich der befragten deutschen und chinesischen Besucher. Das Ergebnis zeigt, dass *Einstellung* im Kölner Fall und *wahrgenommene Kontrolle, vergangene Erfahrung und Stadt/Kultur-Tour-Beteiligung* im Falle Suzhous valide Vorhersagekonstrukte für Intentionen für den Besuch von Weltkulturerbestätten innerhalb der nächsten 12 Monate sind. Die empirische Studie zeigt, dass tatsächlich einige Unterschiede zwischen deutschen und chinesischen Besuchern bestehen. Sie zeigt das Verhalten und die Einstellung, psychologische Bedürfnisse und Erfahrungen von Besuchern in Weltkulturerbestätten, welche für Reiseveranstalter nützlich sind, um Segmente zu erkennen und die verschiedenen Typen und Gruppen von Besuchern effektiv zu bedienen.

**Schlüsselwörter:** Weltkulturerbestätten; Theorie des geplanten Verhaltens; chinesische Besucher; deutsche Besucher; vergangene Erfahrung, Stadt/Kultur-Tour-Beteiligung; interkulturelle Unterschiede



## ABSTRACT

### Abstract

This study is undertaken against the backdrop of the rise of heritage tourism as a favorable tourism product all around the world. First of all, this dissertation attempts to study German and Chinese visitors' intention to visit world cultural heritage sites in the framework of the theory of planned behavior (TPB), with the additional constructs of *past experience* and *city/culture tour involvement*. As two cases, the survey data were collected by a self-administrated questionnaire in Cologne, Germany and Suzhou, China, which are both the cities with world cultural heritage sites. Structural equation modeling was employed to test the research model and hypotheses in the empirical study. Besides, in order to investigate cross-cultural differences in visitors' intention to visit world cultural heritage sites and related travel behavior, descriptive analysis and the two-sample Kolmogorov-Smirnov tests provide insights of demographic items, travel characteristics, as well as the factors in the proposed research model by comparing surveyed German and Chinese visitors. The result shows that *attitude* in the Cologne case, and *perceived control*, *past experience* and *city/culture tour involvement* in the Suzhou case are valid predictor constructs for visitors' intention to visit a world cultural heritage site within the next 12 months. The empirical study suggests that some differences do exist between German and Chinese visitors. It shows the behavior and attitude, psychological needs, and experience of visitors in world cultural heritage sites, which are useful for travel providers to recognize segments and serve effectively the different types and groups of visitors.

**Keywords:** world cultural heritage sites; the theory of planned behavior; Chinese visitors; German visitors; past experience; city/culture tour involvement; cross-culture differences

## Chapter 1, INTRODUCTION

### 1.1 World heritage sites and heritage tourism

A total of 878 sites, 679 cultural, 174 natural sites and 25 mixed (WHC, 2008a) throughout the world have been designated as World Heritage Sites by UNESCO since the adoption of the Convention Concerning the Protection of World Natural and Cultural Heritage in 1972. Although it is difficult to document a direct correlation between world heritage designation and tourism, as many sites were already popular tourist spots prior to receiving their “world heritage” status, it appears that designation does increase visibility through public information generated by the World Heritage Committee, the host State and the private sector (Cook, 1990). Designated sites are open to visitors so that international and national heritage identities may be strengthened in the public mind (Drost, 1996). It is a fact that the private sector, the host country, and the World Heritage Committee have made the promotional and informational policies to draw vast numbers of visitors and increase the international visibility of destinations (Cook, 1990). “The UNESCO designation of World Heritage Sites is used for national aggrandizement and commercial advantage within the international competition for tourists, more often than it is a celebration of an international identity.” (Ashworth and Tunbridge, 1990) Hall and Piggin conducted a survey in 44 World Heritage Sites in Organization for Economic Cooperation and Development (OECD) countries in 1998, in which over two-thirds of the sites managers reported that there had been an increase in visitor numbers after their site had gained World Heritage status (Hall and Piggin, 2001). Shackley (1998) described world heritage sites as “magnets for visitors” and stated that world heritage designation is virtually a guarantee to boost visitor numbers. It is obvious that tourism in the world heritage site areas can generate business opportunities for local entrepreneurs, create new job opportunities and enhance living standard for local residents. With few exceptions, heritage tourism has been regarded as a new source of income for world heritage sites. Tourism, on the other

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hand, is a tool of education. It would promote better education for local people and greater public awareness of the sites' cultural or natural value, thereby increasing the chances of future preservation (Nicholls and Vogt, 2004). Therefore, world heritage sites are increasingly used as a tool for national tourism marketing campaigns, although the World Heritage List resulted from an international agreement aimed at identifying, recognizing, and protecting those sites with global value (Li, Wu and Cai, 2007).

With tourism development in world heritage site areas in recent years, heritage tourism has gained increasing attention, and has generated a growing body of literature from different perspectives such as definition of heritage tourism (e.g. Poria, Butler and Airey, 2001), visitor management (e.g. Airey and Shackley, 1998; Herbert, 2001; Johnson, 1999; McIntosh and Prentice, 1999; Muresan, 1998; Waite, 2000), tourism development in heritage destinations (e.g. Boyd, 2002; Carr, 1994; Garrod and Fyall, 2000; Li et al., 2007; Russo, 2002), heritage destination planning and management (e.g. Cheung, 1999; Frochot and Hughes, 2000; Machin, 2002; Zhang, 2002), interpretation of heritage attractions (e.g. Dewar, 2000; Grimwade and Carter, 2000; Hollinshead, 1988; Moscardo, 1996; Nuryanti, 1996; Stewart, Hayward and Devlin, 1998), pricing issues of heritage attractions (e.g. Fyall and Garrod, 1998; Tian, Ding and Pu, 2007), heritage sites and community development (e.g. Ashworth and Tunbridge, 1990; Dicks, 2000; Grimwade and Carter, 2000; Hampton, 2005; Schulz, 1980), marketing of heritage sites (e.g. Nuryanti, 1996), perception of tourists about heritage sites (e.g. Chhabra, 2003; Phaswana-Mafuya and Haydam, 2005; Poria, Butler and Airey, 2003; Prentice, Witt and Hamer, 1998; Rojas and Camarero, 2008), motivation to visit (e.g. Poria, Reichel and Biran, 2006; Yan and Morrison, 2007), and classification of visitors in heritage sites (e.g. Espelt and Benito, 2006).

### 1.2 Tourist behavior research and destination choice research

Today, tourism as an international phenomenon has made complex social, economic

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and physical impact and much research endeavor has been evolved into this field. Modern tourism must be customer-oriented if it is to be successful (Swarbrooke and Horner, 2007). And tourists are the final consumers of tourism. Thus tourist behavior has been a major topic for decades in tourism research literature. To understand tourist behavior, research has drawn from various aspects, such as concepts, models, and theories from disciplines such as psychology, sociology, geography, anthropology, and marketing. Indeed, in many appraisals of tourist and consumer behavior, the choice of a product/destination is considered as the central topic in the whole area of study (Bagozzi, Gruhan-Canli and Priester, 2002). As Pearce (2005) mentioned academic and scholarly studies can understand tourist behavior better and even help to influence the choice process, and therefore it is likely to be seen as amongst the most relevant tourist behavior research for practitioners.

A substantial quantity of research has been conducted in the area of tourist behavior to understand who travels where, how and why, i.e. the motivation of tourists, the destination choice process, the typologies of tourists and their behavior. The greatest emphasis in the tourist behavior literature has been directed towards the model of destination choice, which helps to articulate the interplay between destination image, profiles of visitors and destination selection. For example, Wahab, Crampon and Rothfield (1976) attempted to use a flow chart model of decision making to understand tourist purchase behavior. Schmoll (1977) built a model of the travel decision process which indicates where marketing action can be used to influence the decision process and which factors have effects on travel decision. Another profound travel motivation model related to travelers' decision-making in choosing a destination involves the concept of push and pull factors (Crompton, 1979; Uysal and Jurowski, 1993). Push factors are considered to be the socio-psychological constructs of the tourists and their environments that predispose the individual to travel and help explain the desire to travel. Pull factors may be destination attributes that respond to and reinforce push factors. These models mentioned above tend to describe the relevant variables and their relationship in a qualitative way.

### 1.3 Geography: a multi-disciplinary approach

#### 1.3.1 Geography and tourism

Geography is one of the very first disciplines with an academic interest in tourism, going back to the end of 19<sup>th</sup> century in Europe and to the 1930s in North America (Oppermann, 2000). But a growing amount of geographical literature on tourism has appeared since 1960s (Barbier, 1984). The development of mass tourism after the Second World War resulted in an increase in tourism research. Publications of research on tourism topics have been increasing at a steady rate and it has been estimated that 75% has originated with European geographers (Matley, 1976). There has been a long tradition of doctoral theses in tourism by geographers or supervised by geographers (Jafari and Aaser, 1988). The concepts of space, place and environment in geography have been generally regarded as the links to tourism research. Mitchell and Murphy (1991) stated that no other discipline concentrates on the questions pertaining to location of tourism phenomena. Physical and cultural environments are examined from systematic and regional perspectives to comprehend evolutionary changes in and on the tourist landscape, and to understand the movement of tourists from the originating markets to leisure destinations of their choice (Mitchell and Murphy, 1991). The increased frequency of tourism studies by geographers has led to identifying a new geographic sub-discipline: the geography of tourism (Warszynska and Jackowski, 1986).

The bulk of research in the geography of tourism focuses on six fundamental themes: spatial patterns of supply, spatial patterns of demand, geography of resorts, tourist movements and flows, the impact of tourism, and models of tourist space (Mitchell, 1979; Pearce, 1981). Besides spatial perspective of geographers in the tourism research, Shelagh Squire (1995) called specifically for geographers to forge new links between geography and tourism studies (Brown, 1995). The new links involve concerning people, place and cultural communication, and paying more attention to

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the social and cultural context within which tourism occurs. Such perspective is drawn from cultural and humanistic geography traditions. The need to focus on the interaction between tourist and the space visited relies on literature in areas such as environmental psychology and human geography (Poria, Butler and Airey, 2003). Hence, this dissertation tries to make a link between human geography and tourism studies, which pays much attention to people in certain space environments.

### **1.3.2 Behavioral geography and destination choice**

Behavioral geography includes the study of the processes involved in spatial decision making and the consequent traces of human decisions and movements in the environment (Golledge, 2004). Behavioral geography seeks to understand human activity in geographical space by focusing upon how individuals think and act (Matthews, 1994), because behavioral traits often exhibit geographic variation (Foster, 1999). Behavioral geography focuses on a variety of aspects, such as the spatial decision-making and choice behavior (e.g. Golledge, 1967), hazard research (e.g. Burton, Kates and White, 1978; Kasperson and Dow, 1993), special cognition and cognitive maps (e.g. Portugali, 1996), among which spatial decision-making and choice behaviors is an important focus (Golledge, 2004). Hence, from a behavioral geographical perspective, destination choice behavior of tourists could be part of the interface: issues that deal with where tourists travel and how they perceive different places.

Therefore, this dissertation aims at examining the potential links between tourism geography and behavioral geography in the point of destination choice. Figure 1.1 shows the basic structure of geography, which includes physical geography and human geography. Tourism geography and behavioral geography (in italics in Figure 1.1) can be regarded as two of sub-disciplines of human geography. It is important to integrate methods and concepts, which arise from the contributions of human geography.

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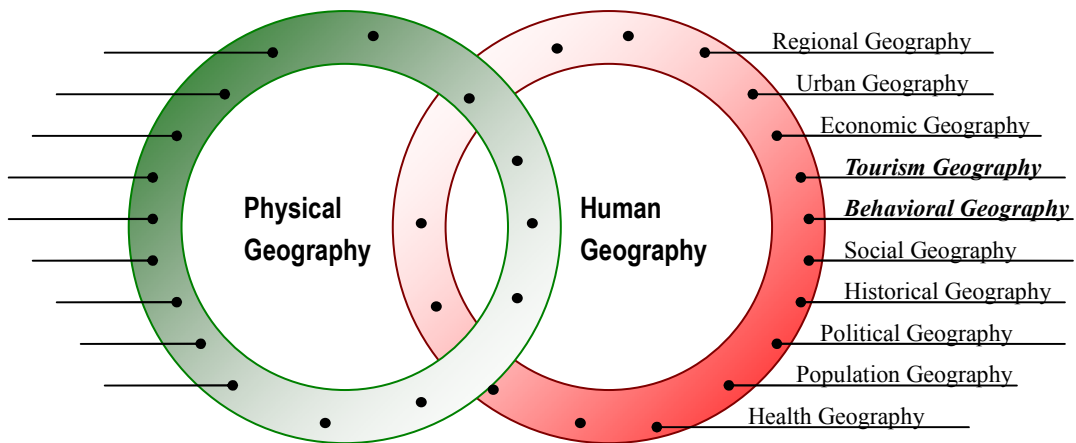


Figure 1.1 Sub-disciplines of geography used in this study (*in italic*)

### 1.4 Research objectives and its contribution

Understanding which factors influence their destination choice is beneficial to tourism planning, marketing, development and conservation. Although destination choice has been an important area of study in the tourism literature for decades, it is a complicated process which is difficult to use one common model to explain tourist preferences for different types of destinations. Considering the obvious difference between world natural heritage sites and world cultural heritage sites (see more details in the Convention, UNESCO, 1972), the tourism products provided by natural heritage sites and cultural heritage sites are far from homogenous. Reinius and Fredman (2007) found that tourists have different motivations to different protected areas (national parks, world heritage sites and biosphere reserves). It can be supposed that there are some different motives to push people to world natural heritage sites or to world cultural heritage sites. Moreover, according to the survey by Hall and Piggin in 1998, cultural sites were found to use the title to a greater degree than natural sites (Hall and Piggin, 2001). Thus, this dissertation only concentrates on visitors' intention to world cultural heritage sites. Given the significance of world cultural heritage sites and destination choice, surprisingly little academic inquiry has been made to assess tourists' behavior of destination choice in the context of world cultural heritage sites. This dissertation tries to find out why

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more and more tourists intend to visit world cultural heritage sites based on the Theory of Planned Behavior (TPB). The aim is not to present a comprehensive and exhaustive survey of visiting world cultural heritage sites all over the world. Rather, the findings covered in this study are only based on the surveys in Cologne, Germany and Suzhou, China, which are both cities with world cultural heritage sites. Furthermore, most of the studies on travel behavior were based on domestic and not international long-haul travelers, because the factors related to travel choice may be more complicated for international than domestic travel (Hsieh, Leary and Morrison, 1994). In addition, Ashworth (1998) emphasized that different individuals perceive and encounter heritage spaces in different ways based on their own cultural background. Thus, this study is in the context of domestic world cultural heritage sites. For both German and Chinese visitors, they are in their own cultural background. Findings of such empirical study are discussed.

Besides, as Chick and Dong (2005) stated that very little cross-cultural comparative research of any kind has been undertaken in the field of leisure studies up to now. Swarbrooke and Horner (2007) also mentioned main weaknesses in consumer behavior research in tourism which include a lack of comparative data on national and cultural differences in tourist behavior. However, nowadays as more and more tourism organizations and operators are seeking to sell their products in the international market, it is vital to understand cultural and national differences in marketing and tourist behavior (Swarbrooke and Horner, 2007). Therefore, another purpose of this study is to investigate cross-cultural differences in visitors' intention to visit world cultural heritage sites based on two cases. By comparing the surveyed German and Chinese visitors, this dissertation also tries to analyze on cross-cultural differences of travel behavior in the context of world cultural heritage sites. It can provide implications for marketers by analyzing visitors' attitudes and behavior, which can be potentially used to better respond to their target consumers.

The plan of the dissertation is as follows. In Chapter 2, related literature is reviewed.



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In Chapter 3, the dissertation shall discuss the research methodology. In Chapter 4 and Chapter 5, Cologne and Suzhou survey and their results and findings are provided respectively. In Chapter 6, it presents the comparative analysis between Cologne and Suzhou cases. In Chapter 7, it discusses the findings of empirical results, draws the conclusion, and provides implications and limitations of this study as well as the points of future work.

## Chapter 2, LITERATURE REVIEW

### 2.1 Models of travel destination choice

The research on the models of travel destination choice and related models of decision-making process can be traced back to the 1970s in tourism literature. In the early research period, simple linear models were used to understand tourist purchase behavior and the destination choice process. Wahab, Crampon and Rothfield (1976) suggested a linear model of the tourism decision-making process, which is shown in Figure 2.1.

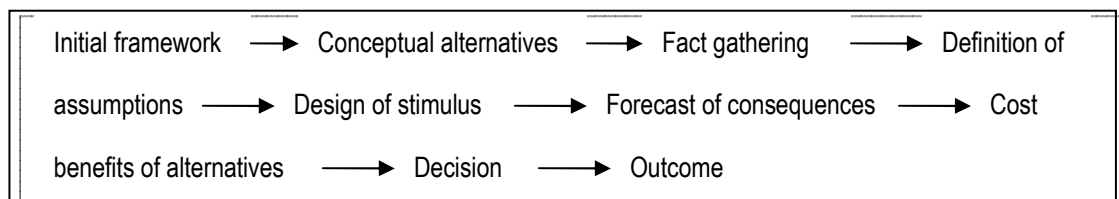


Figure 2.1 A linear model of the tourism decision-making process  
(Wahab, Crampon and Rothfield, 1976)

In this model, tourist purchase decision is based on the stages presented in the flow chart. All decision-making goes through the same process. And it shows that a purchase is not spontaneous and there is no tangible return on expenditure, which involves saving and preplanning.

Another linear model, which attempts to explain consumer buying behavior in tourism, is the five-stage model of travel buying behavior suggested by Mathieson and Wall (1982). This is shown in Figure 2.2. This model indicates that travel decision behavior is a sequence of problem-solving stages which include a) need awareness; b) information search; c) evaluation of alternatives; d) travel experience; and e) post-purchase behavior. The framework is considered in four major headings: the tourist profile, travel awareness, trip feature and destinations' resources and characteristics

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(see Figure 2.3). It shows that the impacts of tourism are dynamic, changing with corresponding changes in destination features, trip characteristics, and the personal and behavioral attributes of tourists. Hudson (2000) has criticized that this model seems to ignore “type of holiday” in the trip features.

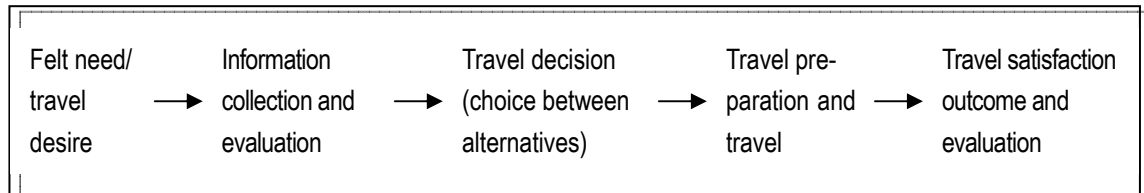


Figure 2.2 Five-stage model of travel buying behavior (Mathieson and Wall, 1982)

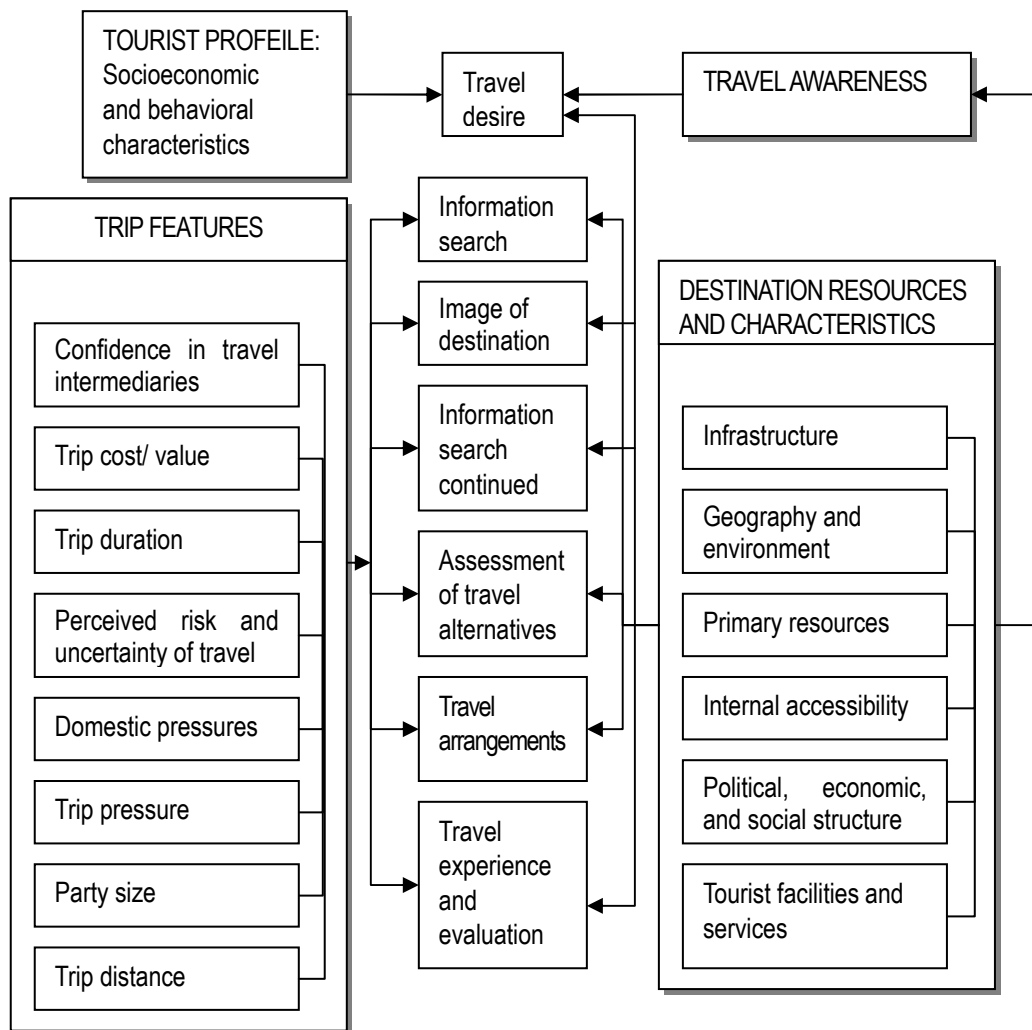


Figure 2.3 Framework of the tourist decision-making process (Mathieson and Wall, 1982)

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Various multi-dimensional models dominate the related research in the tourist behavior literature. Mayo and Jarvis (1981) stated that two different dimensions are utilized in the process of travel decision (see Figure 2.4), internal psychological dimension and external social dimension. The decision maker is located in the center of the diagram and is affected by both internal and social influences. Perception, learning, personality, motives and attitude are the five factors in internal psychological dimension. Role and family influences, reference groups, social classes, and culture and subcultures are the four major areas of external social influences which would also affect travel decision.

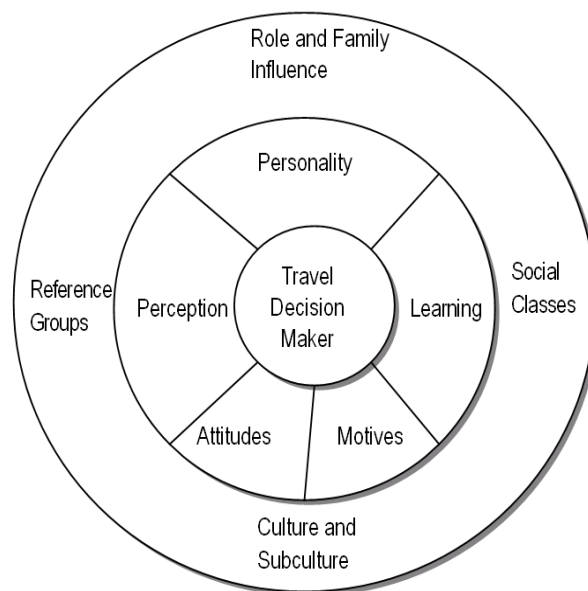


Figure 2.4 Mayo and Jarvis's model of travel decision  
(Mayo and Jarvis, 1981)

Schmoll (1977) built a model of travel decision behavior with four fields, namely, travel stimuli, personal and social determinants of travel behavior, external variables and destination- or service-related characteristics, which is shown in Figure 2.5.

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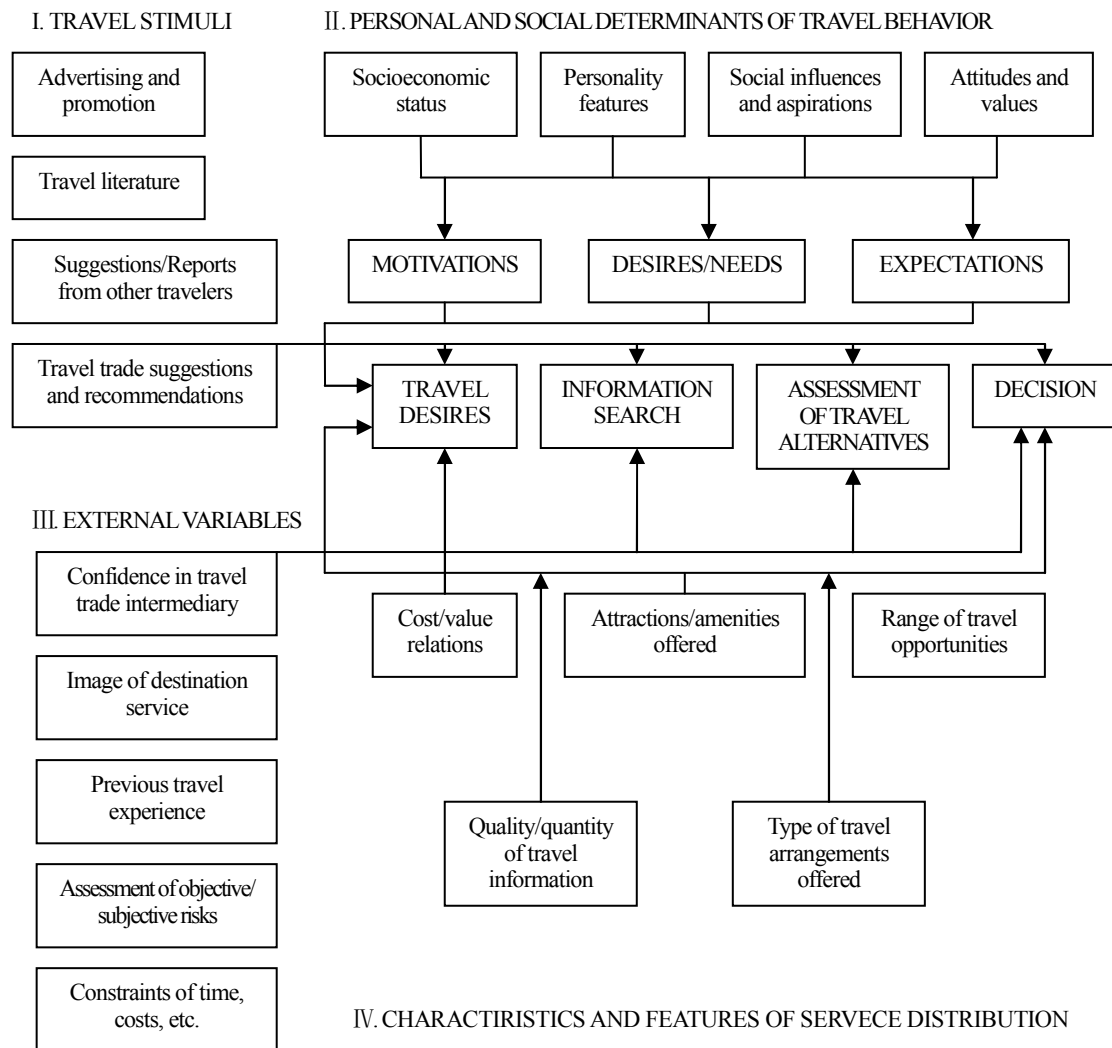


Figure 2.5 Schmoll's model of travel decision process  
(based on Schmoll, 1977, cited from Pizam and Mansfeld, 2000)

Schmoll (1977) stated this model can be utilized to indicate where marketing action can be used to influence the decision process, and to show which factors have a bearing on travel decisions. It can be used in research planning to determine the criteria by which target markets of special interest to a tourism enterprise or destination can be identified. However, Schmoll's model is descriptive. It cannot be quantified and is not a tool for prediction (Hudson, 2000).

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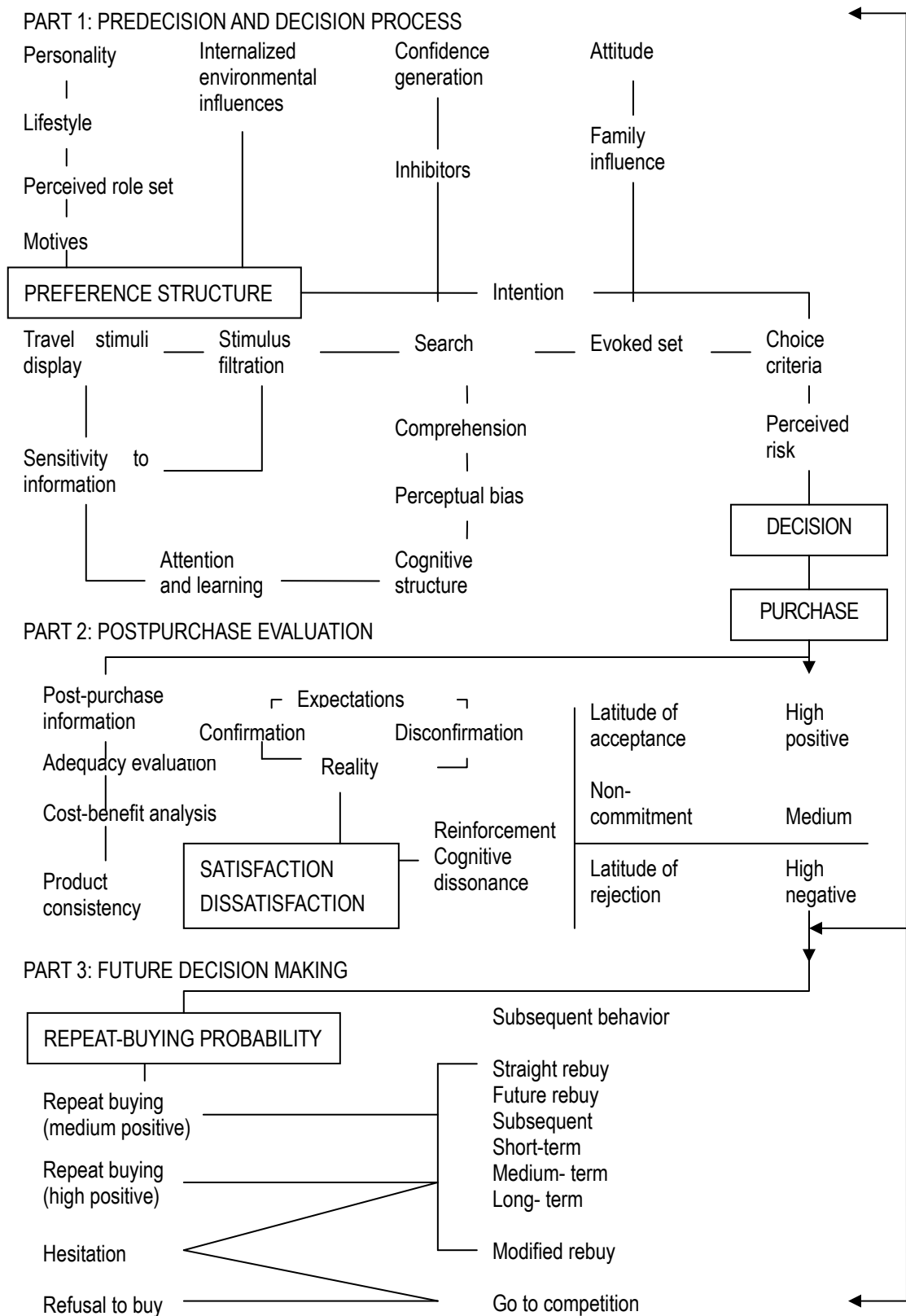


Figure 2.6 Vacational tourist behavior model (Moutinho, 1987)

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Moutinho (1987) presented a model of vacation tourist behavior (see Figure 2.6), which consists of a flow chart with three complicated parts, predecision and decision process, postpurchase evaluation, and future decision making. Gilbert (1991) has suggested that the last stage of the model can be incorporated in the first two parts of the model; because rebuy decision in the last part can be regarded as a new decision choice and subsequent behavior subfield in the last stage of the model is already encompassed in postpurchase evaluation.

Compared with Moutinho's model, Middleton's (1988) model is less comprehensive, which is called a stimulus-response buyer behavior model. Middleton's model is made of four components, stimulus input, communication channels, buyer characteristics and decision process, and purchase output, which is shown in Figure 2.7. Buyer characteristics and decision process is the central component. Middleton (1988) emphasized the role of friends and reference groups within the communication process and the influence of post-purchase evaluation to the future decision choice. Moreover, motivations in this model are regarded as the bridge between the felt need and the decision to act or purchase.

Woodside and Lysonski (1989) also presented a model of traveler destination and choice (see Figure 2.8), which has been tested by a small-scale, cross-sectional survey using students as respondents. The result shows that it is wise to track target market populations' awareness and preference for competing destinations so as to measure market performance and make marketing planning. However, it seems that there's no related survey with large samples of representative non-student populations to receive the universal conclusion.

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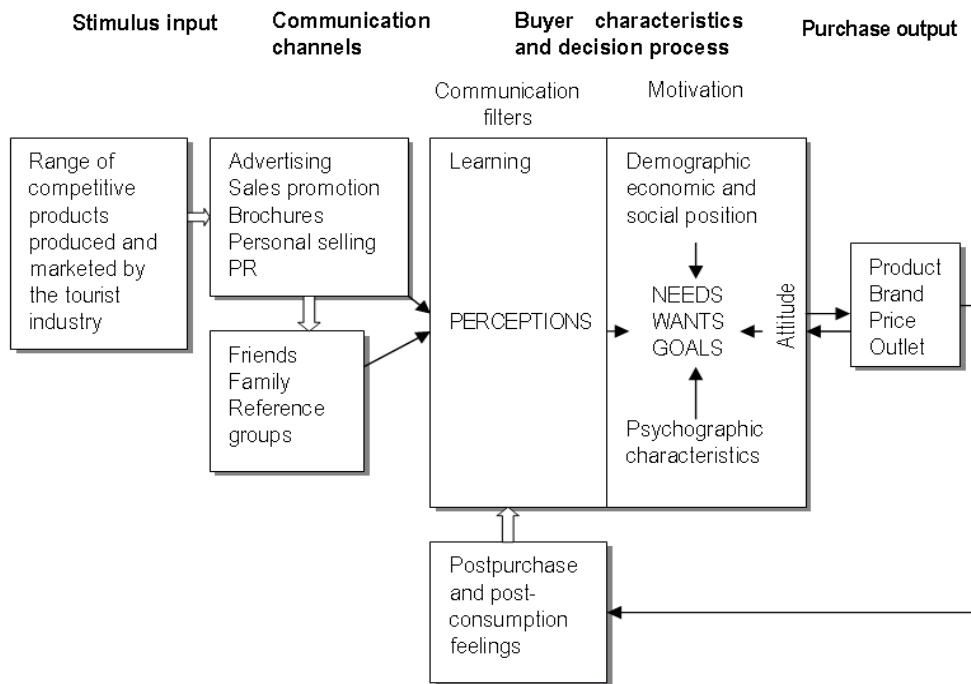


Figure 2.7 Stimulus-response buyer behavior model (Middleton, 1988)

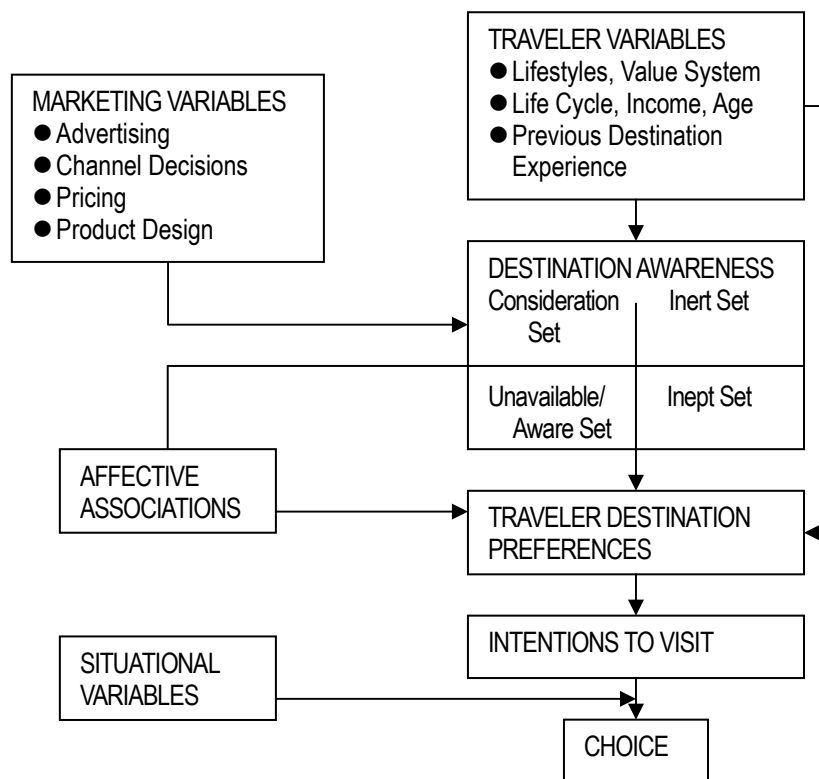


Figure 2.8 General model of traveler leisure destination awareness and choice (Woodside and Lysonski, 1989)



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Um and Crompton (1990) developed a model of travel destination choice with the concepts of external inputs, internal inputs and cognitive constructs. External inputs are stated as the sum of social interactions and marketing communications to expose the potential travelers. Internal inputs include motives, attitudes, values and personal characteristics, which are from the socio-psychological variables. Cognitive constructs refer to an integration of the internal and external inputs into the awareness set and evoked set of destinations. The links of these concepts are shown in Figure 2.9. Survey data from respondents at both stages was collected to test the model. The result shows that attitude is influential in determining whether a potential destination is selected as part of the evoked set and in selecting a final decision.

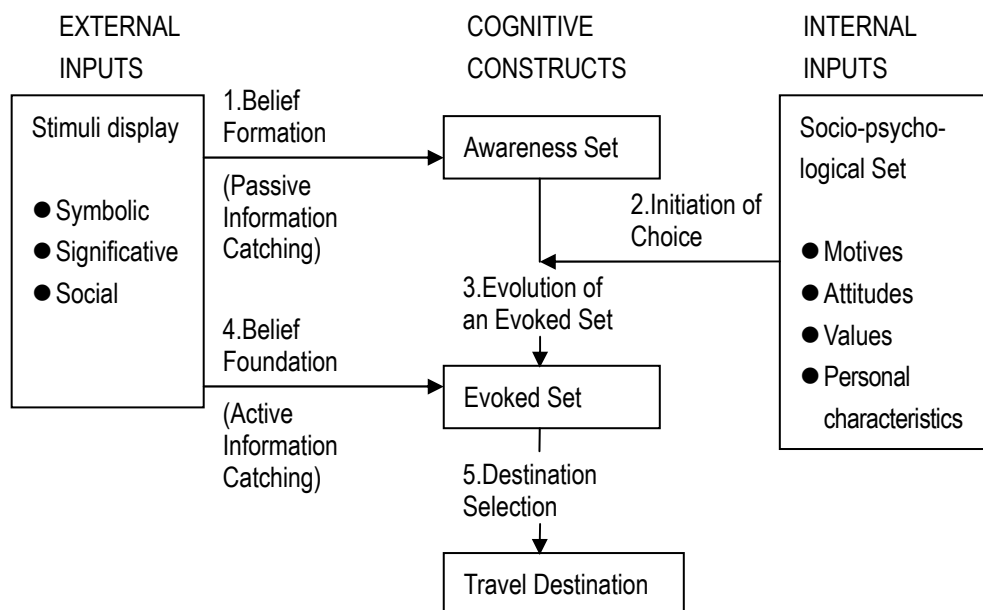


Figure 2.9 A model of the pleasure travel destination choice process  
(Um and Crompton, 1990)

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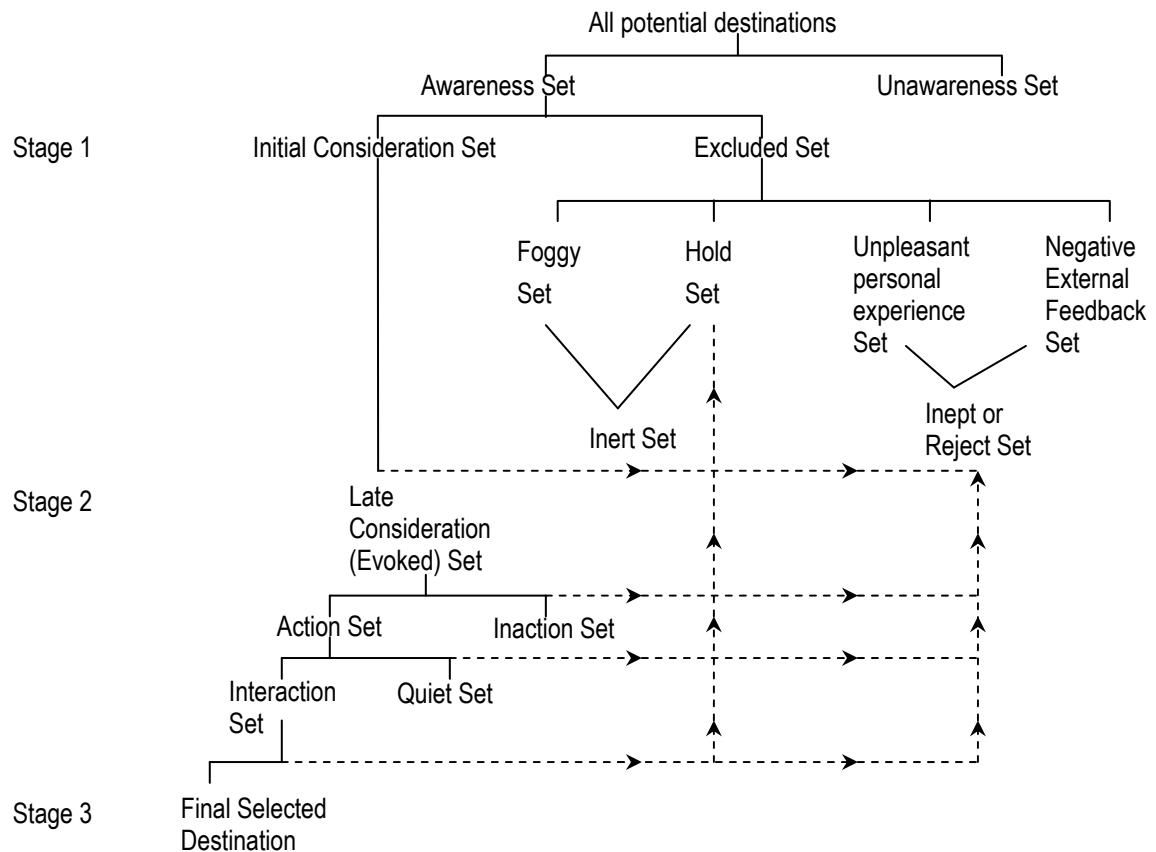


Figure 2.10 Structure of destination choice sets  
(Crompton, 1992)

After summarizing the related research, Crompton (1992) found that there appears to be some agreement that selection of a vacation destination goes through three central core stages: development of an initial set of destinations that has traditionally been called the awareness set, a discarding of some of those destinations to form a smaller late consideration or evoked set, and a final destination selected from those in the late consideration set. The structure of the sets is described (see Figure 2.10) and operationally defined. The choice sets structure suggests how they could be operationalized so that marketers could identify and analyze the status and position of destinations at different stages in the decision process. Crompton and Ankomah (1993) continued to use the concept of choice sets to understand destination choice process. The choice sets suggest that potential tourists develop an early set of possible destinations, reduce this number to form a late consideration set of probable

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alternatives, and make a final selection from that set. Research propositions related to these three stages are developed, which are intended to frame the state of existing knowledge and to guide the development of future research.

Moscardo, Morrison, Pearce, Lang and O’Leary (1996) attempted to understand destination vacation choice by the model of travel motivation and activities (see Figure 2.11).

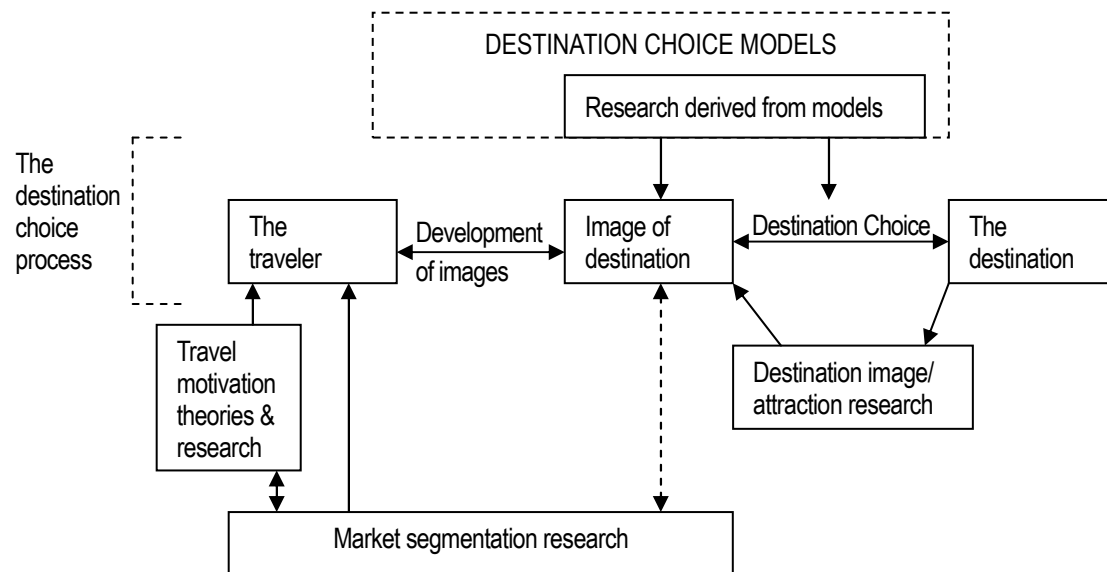


Figure 2.11 A model of destination choice, travel motivation and activities (Moscardo, Morrison, Pearce, Lang and O’Leary, 1996)

Figure 2.11 demonstrates the proposed relationships between these research areas and the destination choice process. In this model, destination choice models are seen as offering the most comprehensive approach to understanding the destination choice process in related theoretical frameworks and empirical research (Moscardo et al., 1996).

Pearce (2005) built a model of the destination choice process (see Figure 2.12) with some attention to the extensions offered by Crompton and Ankomah (1993) and Moscardo, Morrison et al. (1996). Figure 2.12 illustrates the approach using just three layers of choice sets. But Pearce also pointed out the challenges to the choice set

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models for destination selection from three sources: 1) Leisure travel is not just one destination but multi-destination trips. 2) The choice models typically represent an individual's choice process, but the notion of shared, joint or social decision making is not fully developed in the existing literature. 3) A third issue relates to the type of decision making, such as decisions for countries, whole regions and within an area, or for day trips or short-break holidays and for longer vacations.

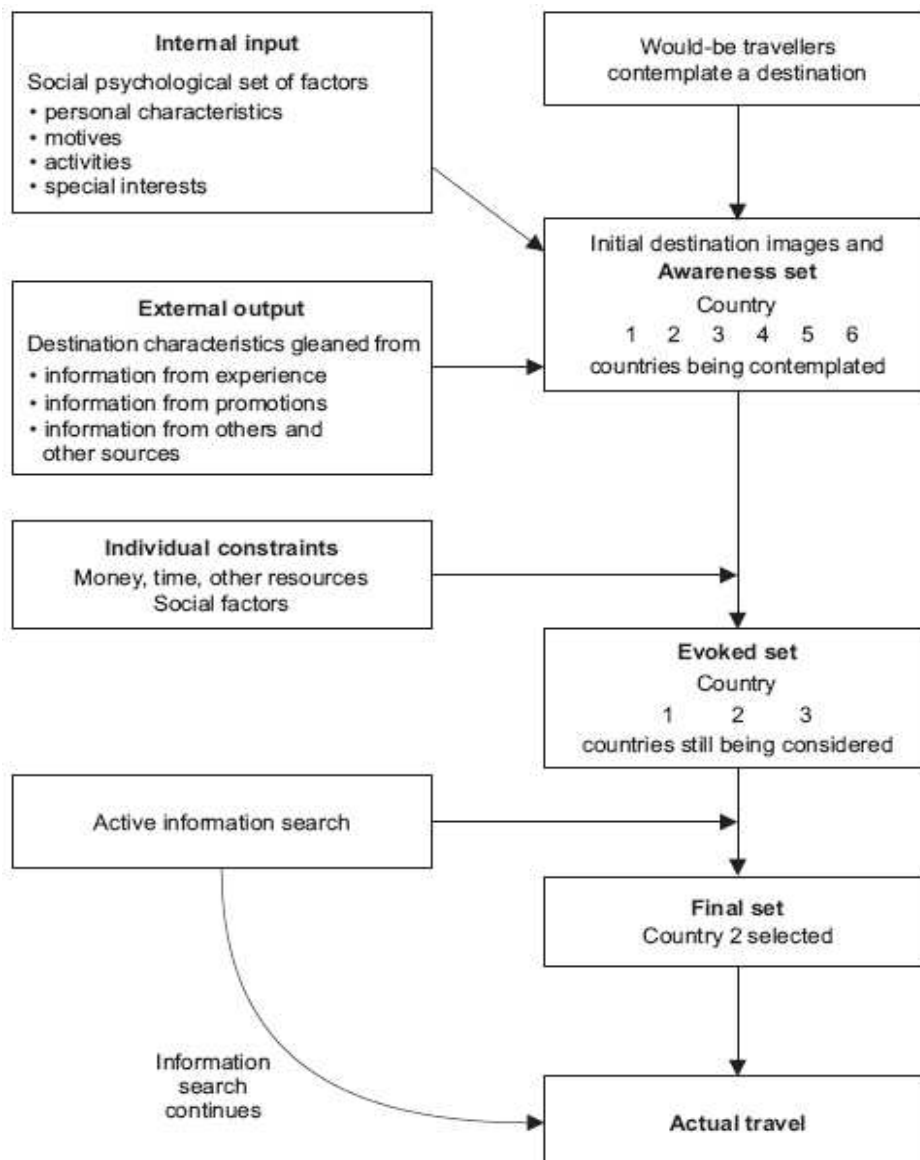


Figure 2.12 Pearce's model of the destination choice process  
(Pearce, 2005)

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Most of the models discussed above suggest that behavior choices are determined by psychological factors like motivation, perception, learning, beliefs, attitude, as well as personality, society and culture. However, most of them tend to be in a qualitative or descriptive way to explain travel purchase behavior, which were based on little or no empirical research. As Swarbrooke and Horner (2007) mentioned that there is little evidence to prove that these models represent the reality of how decisions are actually made. Some models (e.g. Schmoll's model) are not a tool for prediction. Therefore, they couldn't serve as a basis for the forecasting of demand for a given destination or service (Pizam and Mansfeld, 2000). Besides, the majority of these models were originated and developed by researchers in North America, Australia and Europe and focused on their local tourism markets. Few of them were based on the Asia market. It may ignore the differences of tourists' behavior between West and East. Moreover, almost all of these models attempt to understand general tourist behavior and destination choice process, regardless of the nature of holiday and the type of trip. Finally, it is obvious that a large number of the best known models have a history of over twenty years.

## 2.2 The theory of planned behavior

### 2.2.1 From TRA to TPB

Fishbein and Ajzen (1975) developed the Theory of Reasoned Action (TRA), which addresses human behavior as determined solely by the individual's intention to perform the behavior. Behavioral intention is in turn determined by individual's attitude toward the behavior and subjective norm. TRA was extended by taking the issues of subsequent related control elements into account in predicting human behavioral intention and actual behavior (Ajzen, 1991; 2002). The extended model is called the Theory of Planned Behavior (TPB), which indicates that the intention is based on attitude toward the behavior, subjective norm, and perceived behavioral control. *Attitude (A)* refers to "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991, p.188). *Subjective norm*

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(*SN*) refers to “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991, p.188). It means intention to the target behavior would be influenced by others, who form a reference group for the behavior participant. *Perceived behavioral control (PBC)* refers to “the perceived ease or difficulty of performing the behavior” (Ajzen, 1991, p.188). Intention is an indication of a person’s readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. From the schematic representation of the theory (see Figure 2.13), it shows that intention is an indication of a person’s readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. Behavior is the manifest, observable response in a given situation with respect to a given target. Furthermore, successful performance of the behavior depends not only on a favorable intention but also on a sufficient level of behavioral control, which is shown in the diagram with a dot line arrow (see Figure 2.13).

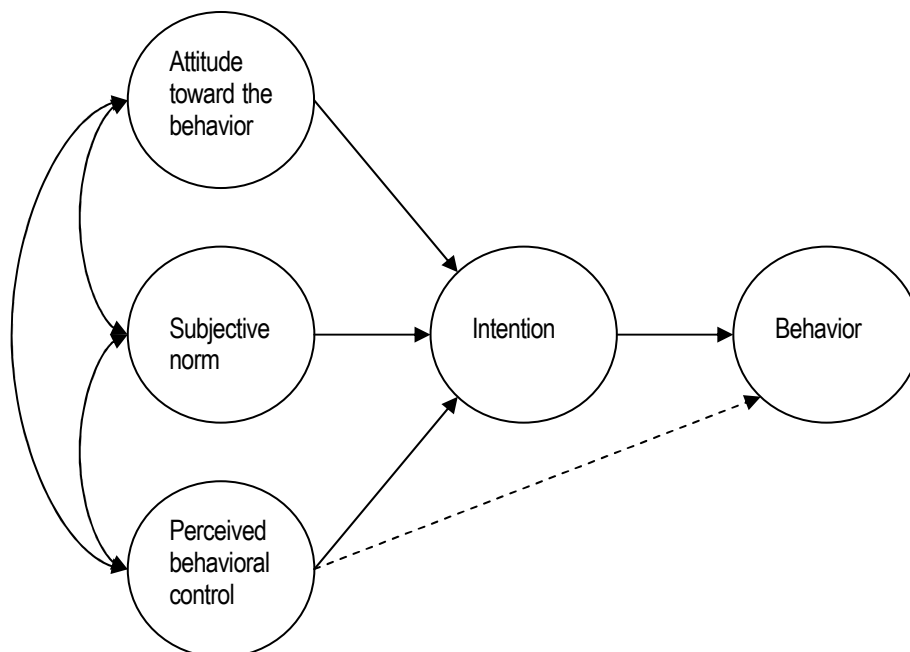


Figure 2.13 Theory of planned behavior  
(Ajzen, 1991)

Since it was published, the TPB has been the subject of considerable attention. Considering the important role of beliefs in human behavior, Ajzen (1991) emphasized three kinds of salient beliefs related to the three predictors of intention: behavioral beliefs which are assumed to influence attitudes toward the behavior,

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normative beliefs which constitute the underlying determinants of subjective norm, and control beliefs which provide the basis for perceptions of behavioral control. Therefore, Ajzen (2006) developed the diagram of the TPB model in a more clearly way (see Figure 2.14). The essentials of the TPB are that an individual's intention to act is the most proximal predictor of behavior, and intention is hypothesized to be a function of three other belief-based components: attitude, subjective norm, and perceived behavioral control.

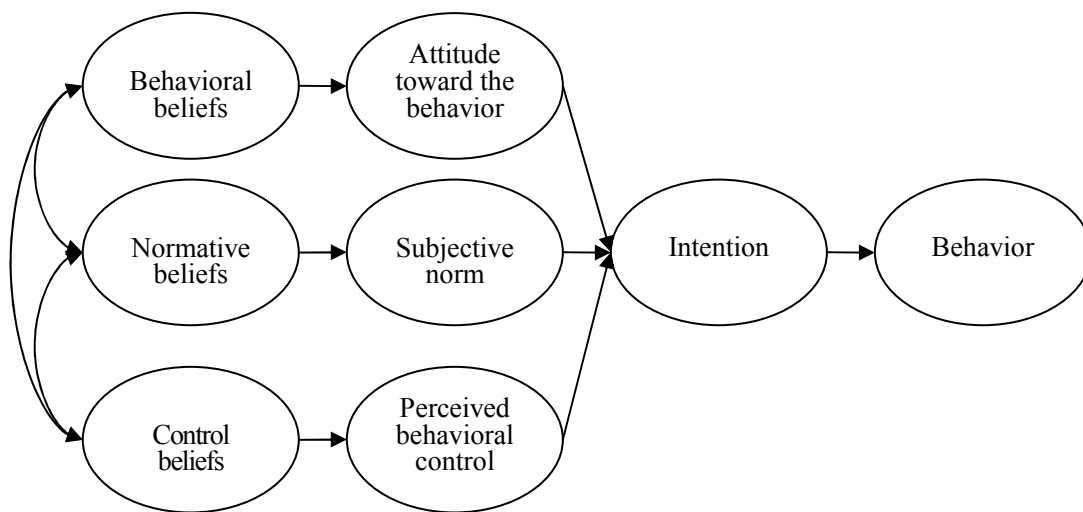


Figure 2.14 The model of TPB  
(Ajzen, 2006b)

### 2.2.2 Application of TPB

The empirical research have shown that the theory of planned behavior is currently one of the most parsimonious and one of the most powerful theories for predicting various social behaviors (e.g. Armitage and Conner, 2001; Hausenblas, Carron and Mack, 1997). TPB has been applied to a variety of social behaviors, such as diet (e.g. Arvola, Lahtenmaki and Tuorila, 1999), smoking (e.g. Bursey and Craig, 2000; Guo, Johnson, Unger, et al., 2007), application of new technologies (e.g. To, Liao, Chiang, et al., 2007; Yi, Jackson, Park and Probst, 2006) and food choice (e.g. Chen, 2007; Sparks, Guthrie and Shepherd, 1997).

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Moreover, the TPB's proximal variables have been used to explain people's leisure activities, such as hunting (Hrubes, Ajzen and Daigle, 2001), boating, biking, climbing, jogging, and beach activities (Ajzen and Driver, 1991; 1992), casino gambling (Oh and Hsu, 2001), playing the lottery (Walker, Courneya and Deng, 2006), and playing basketball (Arnscheid and Schomers, 1996). In the research of Ajzen and Driver (1992), between- and within-subjects analyses showed that attitudes toward leisure activities consist of affective and instrumental components and mood correlates with the former but not the latter. Hrubes, Ajzen and Daigle (2001) applied the TPB to the prediction and explanation of hunting, by using a mail survey of outdoor recreationists. In a series of hierarchical regression analysis, it was found that hunting intentions, but not perceptions of behavioral control, contributed to the prediction of self-reported hunting frequency. Hunting intentions, in turn, were strongly influenced by attitude, subjective norm, and perceptions of behavioral control and these predictors correlated highly with theoretically derived sets of underlying beliefs (Hrubes et al., 2001). Oh and Hsu (2001) examined the TPB in the research of explaining the volitional and non-volitional aspects of gambling behavior. According to the empirical data, this study found decisions to gamble are largely a volitional process for casual participants and the level of previous gambling activity was also found to share variance with future gambling behavior, which pointed to a non-volitional aspect (Oh and Hsu, 2001). In Walker, Courneya and Deng's (2006) study, the difference of TPB variables and their relationship due to ethnicity, or gender, or their interaction was examined based on the empirical data from a telephone interview on the lottery play intentions conducted in English, Cantonese, and Mandarin. The respondents were divided into four groups, i.e. Chinese/Canadian males, females, British/Canadian males and females. It was found that affective attitude is an important predictor for all four groups, while instrumental attitude is only important for British/Canadian males; injunctive norm is an important predictor only for Chinese/Canadian males, while descriptive norm is an important predictor only for British/Canadian males; controllability is an important predictor only for



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Chinese/Canadian females, with a negative coefficient suggesting secondary control; and self-efficacy is not an important predictor for any of the groups (Walker et al., 2006).

Furthermore, the TPB also provides a research framework for the studies in tourism and hospitality fields in recent years. For example, Lam and Hsu (2004) tested the fit of the theory of planned behavior with potential travelers from Mainland China to Hong Kong. Cheng, Lam and Hsu (2005) tested the sufficiency of the extended TPB model and examined the mediating role of the TPB variables on the relationships between past behavior and customers' intentions to engage in different types of dissatisfaction responses (i.e., voice, negative word-of-mouth communication, and exit). Based on the TPB, Sparks (2007) undertook a large cross-sectional survey within Australia to investigate into potential wine tourists' intention to take a wine-based vacation.

As the model of the TPB manifests, it reveals not only the factors which would affect people's behavioral intention, but also the relationship between intention and actual behavior. In fact, there has been a great amount of research on the link between intention and actual behavior in behavioral and psychological science (e.g. Jong, Root, Gardner, Fawcett and Abad, 2005; Pai and Edington, 2008). Although results of some studies did not show that behavioral intention always leads to actual behavior because of circumstantial limitations, much more research showed that intention is often tightly linked to what people really do. Considering the former research, the relationship between intention and behavior presented in the theory of planned behavior is not in the focus of this study. This study is to explore which factors are the predictors of visitors' intention to visit world cultural heritage sites.

### 2.3 Cross-cultural research in tourism and leisure field

Culture represents an ideological perspective including beliefs, norms, values, and customs that underlie and govern conduct in a society (Assael, 1995). Along with

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ideological elements, culture also represents material elements including aspects such as where to travel, what to eat, what to buy and how to behave while traveling (Master and Prideaux, 2000). Clearly, a better understanding of tourist behavior with a cross-cultural perspective has become increasingly important for academics and practitioners in such a highly competitive tourism market (Reisinger and Turner, 1997; 1998). Literature on cross-cultural research in tourism, leisure and hospitality has not a long history. Most of the research began in the 1990s and last to today.

Previous cross-cultural studies in tourism, leisure and hospitality show that researchers pay attention to the comparison between West and East. The majority of the research found that differences do exist in traveling behavior.

For example, a cross-cultural comparison study between Caucasian and Asian tourists was made by Ah-Keng (1993) to evaluate the attractiveness of a new theme park based on a Chinese historical concept. It was found that the Caucasians and Asians are different in the types of attractions and activities they look for when visiting a theme park. Pizam and Sussmann (1995), and Pizam and Jeong (1996) interviewed a group of Korean and British tour-guides, soliciting their opinions on behavioral characteristics of Japanese, French, Italian, American and Korean tourists on guided tours. The results indicate that in 18 out of 20 behavioral characteristics there is a significant perceived difference between the different nationalities. A paired comparison found the Koreans and Japanese, as well as the Italians and French to be perceived as the most similar to each other (Pizam and Jeong, 1996; Pizam and Sussmann, 1995). Armstrong, Mok and Go (1997) examined the impact of expectation on service quality perceptions in the Hong Kong hotel industry which involved cross-cultural samples (Asian, European, English heritage and combined guests). The study found that significant expectations differences exist between cultural groups (Armstrong, Mok and Go, 1997). Lee (2000) made a comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting. The results show that significant differences in motivations existed between Caucasians

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and Asians. But there was no significant differences were found between Koreans and Japanese (Asian) as well as between Americans and Europeans (Caucasian) (Lee, 2000). Kim, Prideaux and Kim (2002) made a cross-cultural study on casino guests as perceived by casino employees in Korea's largest casino, the Walker Hill Casino in Seoul. The guests were grouped into five major cultural groups: Japanese, Korean residents abroad, Chinese (Mainland Chinese, Taiwanese, Hong Kong Chinese), Westerners (US citizens and Europeans), and others (mainly Sri Lankan, Philippine, Bangladeshi, Thai and Malaysian). Based on casino employees' perceptions significant differences were observed on all 28 items of behaviors of casino customers from the five cultural groupings. As a result, it is apparent that cultural differences will have a range of implications for management including marketing, training of staff and service provision for guests (Kim, Prideaux and Kim, 2002). Kim and Prideaux's (2005) research indicates that the significant differences found in motivations to travel to Korea, the length of pretravel planning, information sources used, and length of stay among five national tourist groups (American, Australian, Japanese, Chinese (Mainland), Chinese (Hong Kong SAR)). Min (2006) employed Hofstede's uncertainty avoidance dimension to the case of the September 21<sup>st</sup> Earthquake of 1999 in Taiwan to assess how Japanese and United States tourists' behaviors have been affected. The results indicate that clear differences may exist between Japanese and U.S. tourists in terms of rebound status after the earthquake. The Japanese show higher tendency of uncertainty avoidance than the Americans (Min, 2006).

There are also many cross-cultural studies in tourism, leisure and hospitality within similar cultural background groups, such as within European or Asian countries. Most of the research indicates that both similarities and differences exist between those groups with similar cultural background.

For instance, Sussmann and Rashcovsky (1997) explored the similarities and differences between French and English Canadians in relation to four leisure travel

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dimensions: amount of travel, sources of information, ratings of accommodation attributes and ratings of destination attributes. The findings from the sample data suggested that French and English Canadians differ significantly in number of vacation trips taken, number of sources consulted before traveling, importance assigned to several accommodation attributes and importance assigned to several destination attributes (Sussmann and Rashcovsky, 1997). Seddighi, Nuttal and Theocharous (2001) found the existence of significant differences on the way that travel agents perceive the impact of the various types of political instability on the tourism industry among Germany, United Kingdom, France, Italy, Netherlands and Switzerland. Kozak conducted a self-administered survey among 1872 British and German tourists visiting Mallorca and Turkey in the summer of 1998. It was found that British tourists are more likely to be satisfied with almost all individual attributes than German tourists (Kozak, 2001), and some tourist motives differ between nationalities and place visited (Kozak, 2002). Based on statistical information from EUROBAROMETER 48, which is a standard Eurobarometer public opinion survey conducted on behalf of the European Commission at least two times a year in all member states of the EU, Gursoy and Umbreit (2004) found national culture is likely to influence a traveler's information search behavior. Leclerc and Martin's (2004) research indicates that there are significant differences in the perceptions of important communication competencies among the three nationality groups, French, German and American.

In addition, in order to a better understanding of the emerging Asian outbound markets in Australia, March (1997) undertook a five-country study tour in October and November 1995 to explore the nature and structure of the outbound industries in South Korea, Taiwan, Indonesia, Thailand and Japan. Main similarities include the tendency for group rather than individual travel, the general desire for luxury and brand-name shopping experiences, and the disinclination to give direct feedback to the service provider about service quality. The different aspects consist of (1) the ability and the desire to speak English; (2) eating patterns based on cultural or

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religious factors; (3) level of adventurous independent spirit; (4) degree of overall overseas travel experience; (5) consumer expectations and demands about overseas travel; (6) the structure of travel agent industry; and (7) different traveling patterns, as well as shopping behavior (March, 1997). Iverson (1997) compared Korean travelers with Japanese travelers on decision timing, using data available from exit surveys conducted in the U.S. territory of Guam. Controls were established for the effects of travel experience, age, gender, marital status, and income. The control variables generally exhibited expected behavior with the dependent variable, decision time. Korean travelers were found to have significantly shorter decision time frames than their Japanese counterparts (Iverson, 1997). Baek, Ham and Yang (2006) investigated college students' perceptions on the fast food restaurant selection criteria between Korea and the Philippines. The analysis reveals that both Koreans and Filipinos regard menu price as the most important attribute. Next important attributes, in Korea, are followed by brand, food-related factors and service- and hygiene-related factors, while in the Philippines, they are food-related factors, service- and hygiene-related factors and brand.

Table 2.1 shows the cross-cultural studies in the fields of tourism, leisure and hospitality in the order of publication time. From the contents of the above literature review about the cross-cultural research in tourism, leisure and hospitality, it shows that it includes various aspects, such as evaluation of certain tourist spots, the motivation of international tourist groups, and perception of tourists and host, etc. From the groups of comparison, it indicates that nationality is the most important factor to make the difference. There are much more differences between western and eastern countries than within western or eastern countries.

It appears that little research was mentioned on Chinese and German visitors as the two comparison groups in literature review of cross-cultural studies in tourism and leisure field. This study with two different cases of Cologne, Germany and Suzhou, China can examine visitors' intention to visit world cultural heritage sites and related

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travel behavior within their own cultural settings. Given the increasing world heritage sites visitation, this study tries to explore the differences of visitors' behavior between the Chinese and the Germans in the context of world cultural heritage sites based on the empirical study, which may provide useful insights into the cross-cultural behavioral aspects of tourist destination choice.

Table 2.1 Cross-cultural studies in tourism, leisure and hospitality  
(Sorted by time of publication)

Researchers	Groups of comparison	Content of comparison
Ah-Keng (1993)	Caucasian and Asian tourists in Singapore	Evaluation of the attractiveness of a new theme park
Pizam, Milman and King (1994)	Nadi (Fiji) and Central Florida (USA)	Perceptions of tourism employees and their families toward tourism
Pizam and Sussmann (1995); Pizam and Jeong (1996)	Japanese, French, Italian, American and Korean tourists in London	Tourists behavior
Huang, Huang and Wu (1996)	Japanese and American guests in hotel	Responses to unsatisfactory hotel service
Armstrong, Mok and Go (1997)	Asian, European, English-heritage, and combined guests in Hong Kong hotels	Expectation of service quality
Iverson (1997)	Korean and Japanese travelers	Decision making time
March (1997)	South Korea, Taiwan, Indonesia, Thailand and Japan	Nature and structure of the outbound industries
Reisinger and Turner (1997)	Indonesian and Australian	Cultural difference
Sussmann and Rashcovsky (1997)	French and English Canadians	Four leisure travel dimensions: amount of travel, sources of information, ratings of accommodation attributes and ratings of destination attributes
Reisinger and Turner (1998)	Mandarin-speaking tourists and Australian hosts	Tourist-host interaction
Lee (2000)	Caucasia visitors (American and European) and Asian visitors (Korean and Japanese) to Kyongju World Cultural Expo	Motivation to the cultural Expo
Seddighi, Nuttal and Theocharous (2001)	Germany, United Kingdom, France, Italy, Netherland and Switzerland	The impact of political instability in the eyes of travel agents
Kim and Prideaux (2002)	Casino guests from Japanese, Korean, Chinese, Westerners (US and Europeans) and others	Behavior in Korea's largest casino
Kozak (2001, 2002)	British and German tourists in Mallorca and Turkey	Satisfaction and travel motives

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Kim and Prideaux (2003)	Airline passengers from Japan, Korea, China and United States	Expectations of service standards perceived by service providers
Gursoy and Chen (2000); Gursoy and Umbreit (2004)	Travelers of European Union countries	Information search behavior
Leclerc and Martin (2004)	Tourists from French, German and America visiting US Southwest	The perception of important communication competencies of tour guides
Kim and Prideaux (2005)	Tourists from America, Australia, Japan, China (Mainland), and Hong Kong in Korea	Motivation to travel Korea
Baek, Ham and Yang (2006)	Korean and Philippines students	Selection criteria of fast food
Min (2006)	Japanese and American tourists in Taiwan	Behaviors affected after earthquake
Funk and Bruun (2007)	Tourists from New Zealand, Japan and other countries who traveled internationally to participate in a hallmark Australian running event	Motives of sport tourism
Ortega and Rodriguez (2007)	Domestic and international tourists in Spain	Communication at tourism destination

## Chapter 3, METHODOLOGY

This chapter defines a couple of terms appeared in this dissertation, introduces the research model and hypotheses based on the theory of planned behavior, and presents the approach that I will use in conducting my research. A description of how to collect the necessary data as well as the analytical procedure is also provided. Last but not least, some difficulties in this cross-cultural study are also mentioned in the end of this chapter.

### 3.1 Definitions, research model and hypotheses

#### 3.1.1 Definitions

##### 3.1.1.1 *World cultural heritage sites*

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations (WHC, 2008b). World Heritage List includes properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value. It updates every year after the Session of the World Heritage Committee. It includes not only natural heritage and cultural heritage, but also the mixed ones. According to Convention concerning the Protection of the World Cultural and Natural Heritage adopted by UNESCO in 1972, cultural heritage refers to:

monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;

groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the



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landscape, are of outstanding universal value from the point of view of history, art or science;

sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

(UNESCO, 1972, Convention:2, article 1 )

As the criteria the World Heritage Committee follows, world cultural heritage sites should represent a unique artistic achievement, have exerted great influence, bear a unique or exceptional testimony to a civilization which has disappeared, be an outstanding example of a type of building ensemble which illustrates a significant stage in history, or be tangibly associated with events, ideas, or beliefs of universal significance. Hence, in this dissertation, world cultural heritage sites are defined as the monuments, groups of buildings, or sites which have been on the World Heritage List as cultural or mixed properties.

### *3.1.1.2 Visitor*

In tourism field, there are a lot of discussions and debates about the definitions of traveler, tourist, visitor, excursionist, and explorer for the purpose of statistics and market segmentation.

#### ➤ Tourist and Traveler

In 1937, the League of Nations recommended adopting the definition of a “tourist” as one who travels for a period of at least 24 hours in a country other than that in which he/she usually resides. This is held to include persons traveling for pleasure, domestic reasons or health, persons traveling to meetings or otherwise on business, and persons visiting a country on a cruise vessel (Makan, 2004). Another interchangeable word of tourist to describe “a person who was touring” is traveler. But the differences between these two terms were argued by some researchers. Sharpley (1994) suggested that the term “traveler” is usually applied to someone who is traveling/touring for an extended

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period of time, particularly back-packing on a limited budget. It contains a spirit of freedom, adventure, and individuality. The word “tourist” on the other hand, is frequently used in a rather derogatory sense to describe those who participate in mass-produced package tourism (Sharpley, 1994). Similarly, Horner and Swarbrooke (1996) stated the two words mean differently. They thought that a tourist is someone who buys a package from a tour operator, while a traveler is a person who makes their own independent arrangements for their vacation.

### ➤ Explorer

Cohen (1979) regarded explorer as one type of tourists. He noted that the explorer makes his or her own travel arrangements and sets out, consciously, to avoid contact with other tourists. Explorers set out to meet local people but they will expect a certain level of comfort and security (Cohen, 1979). Smith (2003) defined explorers as a small group who travel almost as anthropologists.

### ➤ Visitor

The United Nations Conference on International Travel and Tourism, held in 1963, agreed to use the term “visitor” to describe any person visiting a country other than that in which he/she has his/her usual place of residence, for any reason other than following an occupation remunerated from within the country visited. This definition doesn’t stress the stay time, i.e. the term visitor here also covers the excursionists who travel in a period less than 24 hours. However, it is obvious that this definition emphasizes international tourism. Actually, most tourists or visitors travel within their own country. Therefore, “visitor” in this study means any person who visits a place which is in their own country, but not his or her usual place of residence or work. Concretely, for the case study in this dissertation, visitors refer to the Germans who do not live or work in Cologne, instead of visiting Cologne, and the Chinese who do not live or work in Suzhou, instead of visiting Suzhou.

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### 3.1.1.3 *Intention (INT)*

Intention is explained as something that you want and plan to do in Cambridge dictionary. The original derivation of the theory of planned behavior (Ajzen, 1985) defined intention as trying to perform a given behavior rather than in relation to actual performance. Meanwhile, the actual behavior should be defined in terms of its Target, Action, Context, and Time (TACT) elements (Ajzen, 2006a). Given the close relationship between intention and behavior, it is possible to define intention by using similar elements. Considering the theme of this dissertation, visiting world cultural heritage sites is clearly the planned action element. Visitation could be considered as the target and world cultural heritage sites as the context. The time element refers to when the behavior is performed. A period of 12 months is specified as a common timeframe in behavioral research (e.g. Cheng, Lam and Hsu, 2005; Lam and Hsu, 2006; Sparks, 2007). Therefore, *intention (INT)* in this dissertation refers to visitors' desire to visit a world cultural heritage site within the next 12 months.

### 3.1.1.4 *Attitude (A)*

Attitude as a psychological term has been discussed for a couple of decades. Generally speaking, attitude is a generally positive or negative feeling, view or opinion about a person, place, thing, or event. As mentioned in Chapter 2, attitude in the theory of planned behavior is explained as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen 1991, p188). Hence, in this dissertation, *attitude (A)* refers to positive or negative feelings and opinions about world cultural heritage sites.

### 3.1.1.5 *Subjective norm (SN)*

A subjective norm is the perceived social pressure arising from one's perception of the extent to which significant others would like one to perform target behavior (Ajzen, 1991). To explain it in an easy way, Ajzen (1991) added that intention to the target behavior would be influenced by others, who form reference groups for the people who behave. Without exception, individuals are likely to be strongly influenced by other people during the decision-making process for tourism products, such as other

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members of their family and their friends. Since people's behavior is influenced by their social environment, social group variables have been included in leisure theory when explaining behavior (e.g. Field and O'Leary, 1973). The group exerts social influences on the individuals when they are looking for a vacation. Middleton (1988) emphasized the role of friends and reference groups within the communication process and the influence of post-purchase evaluation to the future decision choice. Individuals usually carry out an extensive information search before making their final choice. This will involve consultation with individuals, groups, organizations and media reports, before a decision is made (Swarbrooke and Horner, 2007, p73). Baloglu (2000) recommended four major information sources for visitors: professional advice (tour operators/travel agents/airlines), word-of-mouth (friends/relatives), advertisement (print/broadcast media) and non-tourism (books/movies/news). Thus, in the tourism context, *subjective norm (SN)* here can be understood as information sources or recommendations from reference groups which might influence visitors' destination choice.

### *3.1.1.6 Perceived control (PC)*

Perceived behavioral control (*PBC*) in the theory of planned behavior represents the person's belief as to how easy or difficult performance of the behavior is likely to be. Ajzen (2002) emphasizes that perceived behavior control simply denotes the subjective degree of control over performance of the behavior. Hence, perceived behavior control - short in this study as *perceived control (PC)* - implies the perceived constraint elements to perform the target behavior. Crompton (1977) suggested a two-stage model to describe a tourist's destination choice process that emphasizes the roles of perceived constraints. He stressed that destination choice behavior is characterized as a function of the interaction among perceived constraints such as time, money and travelability, and destination image (Crompton, 1977). In fact, limits are considered in the selection of any destination. Many other tourism and the outdoor recreation studies mentioned constraints as well, such as travel distance and available time and money, potential health problems (e.g. Harris, Driver and Bergersen, 1985;

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Schmoll, 1977; Um and Crompton, 2000). Thus, *perceived control (PC)* in this dissertation means visitors' perceived ease or difficulty of leisure travel. These perceived constraints include available time and money, as well as health status.

### 3.1.1.7 *Past experience (PE)*

Past experience can be easily understood literally, which means that something that happened to you that affects how you feel. Past experience has been identified as having an important influence on future behavior in social and psychological studies. *Past experience (PE)* in this dissertation refers to visitors' latest experience of visiting world cultural heritage sites.

### 3.1.1.8 *City/Culture Tour Involvement (CTI)*

#### ➤ City/culture Tour

From the literal meaning, city tour refers to a visit or a journey to an urban area for pleasure, especially as a holiday destination, visiting several places in the area. In tourism field, researchers usually use the term "urban tourism" instead of city tour. Urban tourism as a recognizable phenomenon distinguishable from other forms of tourism has emerged since 1990s within serious academic thinking (Gilbert and Clark, 1997) and the tourism academic establishment has acknowledged "urban tourism" as a separate entity worthy of study in its own right (Ashworth, 1991; Haywood, 1992; Law, 1992, 1993; Page, 1995). However, "urban" can be interpreted as a type, or related types of activity and holiday rather than its spatial setting only. Ashworth (1992) emphasized two interrelated sets of factors of urban tourism: the setting and the associated activities that occur there. As for activities, the attractiveness of urban destinations according to Erhlich and Dreier (1999), "... visitors are drawn to Boston for the completeness of its urban ambience: the vitality of its newer developments blend with the richness of its historical and cultural attractions, architectural delights, interesting shopping venues, restaurants, theatres and night clubs" (Ehrlich and Dreier, 1999, p. 161). Obviously, urban tourism covers all kinds of cultural activities for visitors. To be easily understood for visitors who participate in the Cologne survey, city tour (in German: Städtereise) is used in this dissertation to imply all kinds of

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cultural activities provided for visitors, such as visiting cultural heritages, museums and historical sites and attending traditional festivals.

However, in the case of Suzhou, it seems that there must be some change of the term of “city tour” here. According to the pretest of Chinese version of questionnaire, most of the respondents didn’t understand the meaning of “city tour” clearly. Does “city tour” mean modern city sightseeing and shopping in the city centers? Actually, as discussed above, city tour in this dissertation tends to mean all kinds of cultural activities, such as visiting heritages, museums, historical sites and attendance of traditional festivals. Hence, the term “culture tour” is adopted in the questionnaire of Chinese version. In addition, in order to make culture tour to possess the consistent meaning of “Städtereise” in German version, an explanation sentence is added to follow the term “culture tour” to eliminate misunderstanding. Therefore, in this dissertation, city tour and culture tour are considered to have the same meaning, and written as city/culture tour.

### ➤ Involvement

The concept of involvement can be traced back to earlier studies in consumer behavior (e.g. Arnold, 1992; Flynn and Goldsmith, 1993; McIntyre, 1989; Swinyard, 1993). For example, Rothschild’s (1984) definition notes the centrality of involvement in explaining an individual’s decision-making process: “Involvement is an unobservable state of motivation, arousal or interests. It is evoked by a particular stimulus or situation and has drive properties. Its consequences are types of searching, information-processing, and decision making.” (Rothschild, 1984, p.217) Involvement has been also applied within the recreation, leisure and tourism fields (e.g. Backman and Crompton, 1989, 1991; Havitz and Dimanche, 1997; Park, Yang, Lee, Jang and Stokowski, 2002; Selin and Howard, 1988; Siegenthaler and Lam, 1992). According to Havitz and Dimanche (1997), involvement in tourism research can be proposed as a psychological state of motivation, arousal, or interest between an individual and recreational activities, tourist destinations, or related equipment.

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Therefore, in this dissertation, *city/culture tour involvement (CIT)* means the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities, such as visiting cultural and historical attractions, museums, and attendance of traditional festivals, etc.

### 3.1.2 Research model and hypotheses

#### 3.1.2.1 Two additional attributes

##### ➤ *Past Experience (PE)*

In behavior research field, Eagly and Chaiken (1993), Quellette and Wood (1998) and Sönmez and Graefe (1998) stated that the best predictor of behavioral intention and future actual behavior is past relevant behavior. One of the possible reasons is that people tend to maintain behavioral persistency and value consistency (Cialdini, 1988; Staw, 1981). Thus, on the basis of the theory of planned behavior, *past experience* is added into the original model for predicting behavioral intention. Leone, Perugini and Ercolani (1999) demonstrated that the inclusion of past behavior in the theory of planned behavior could help to explain a substantial portion of additional variance in behavioral intention. Quellette and Wood (1998) also found that the variance in explaining behavioral intention increased when past behavior was added into the theory of planned behavior model.

In tourism research of destination choice and marketing, research shows that past experience is an important variable as well. Schmoll (1977) stated that previous experience would affect travel decision. In Moutinho's (1987) vacation tourist behavior model, postpurchase evaluation was regarded as a basis for adjusting future purchase behavior. Woodside and Lysonski (1989) also mentioned previous destination experience would influence intentions to visit. Norman (1995) described tourists market segments based on past travel experience. Lam and Hsu (2004, 2006) also found that past behavior is a significant predictor of travelers' intention of choosing a destination. As Hall et al. (2000) and Sparks (2007) noted in their model

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of the wine tourism, perceptions and choice of destinations will be influenced by past experiences. Therefore, it is reasonable to assume that the inclusion of *past experience* in the research model could enhance the predictive ability of the original model of theory of planned behavior.

### ➤ *City/Culture Tour Involvement (CTI)*

As explained above, *city/culture tour involvement* refers to the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities. Obviously, visiting world cultural heritage sites can be a major part of a city/culture tour. The findings of some other researchers have also found that adding the factor involvement in the theory of planned behavior had enhanced the explanatory power of the theory in predicting intentions (e.g. Bae and Kang, 2006). It is then not difficult to suppose that more highly city/culture tour involved individuals might pay greater attention to world cultural heritages during the process of travel decision. In other words, the inclusion of *city/culture tour involvement* in the research model may enhance the predictive ability of the original model of the theory of planned behavior.

### **3.1.2.2 Proposed research model and hypotheses**

The theory of planned behavior postulates three conceptually independent determinants of intention: attitude toward the behavior, subjective norm and perceived behavioral control. As a general rule, “the more favorable the attitude and subjective norm with respect to a behavior, and the less the perceived behavioral control, the stronger should be an individual’s intention to perform the behavior under consideration” (Ajzen, 1991, p.188). As discussion above, *past experience* and *city/culture tour involvement* are supposed as two additional attributes to predict visitors’ intention to visit world cultural heritage sites. Hence, based on the theory of planned behavior model, the first group of hypotheses includes all the possible constructs which can be the predictors of visitors’ intention to visit a world cultural heritage site within the next 12 months.



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H1a: *INT* (visitors' desire to visit a world cultural heritage site within the next 12 months) can be explained by five factors, namely, *A* (visitors' positive or negative feelings and opinions about world cultural heritage sites), *SN* (information sources or recommendations from reference groups which might influence visitors' destination choice), *PC* (visitors' perceived ease or difficulty of leisure travel), *PE* (visitors' latest experience of visiting world cultural heritage sites) and *CTI* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities).

H1b: Visitors with more positive attitude toward world cultural heritage sites will more likely intend to visit a world cultural heritage site within the next 12 months.

H1c: Visitors, who think information sources or recommendations from reference groups are more important, will more likely intend to visit a world cultural heritage site within the next 12 months.

H1d: Visitors, who perceive less travel control, will more likely intend to visit a world cultural heritage site within the next 12 months.

H1e: Visitors with more favorable past experience of visiting world cultural heritage sites will more likely intend to visit a world cultural heritage site within the next 12 months.

H1f: Visitors, who are more interested in cultural tours, will more likely intend to visit a world cultural heritage site within the next 12 months.

From the typical model of the theory of planned behaviour (see Figure 2.13 and Figure 2.14), it can be seen that the theory diagram depicts the relationship between the theory constructs, i.e. *attitude* and *subjective norm*, *subjective norm* and *perceived control*, *attitude* and *perceived control*. In this dissertation, it is supposed that these correlations exist too. Thus, there exists the following second group of hypotheses.

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H2a: *A* and *SN* interact with each other.

H2b: *SN* and *PC* interact with each other.

H2c: *A* and *PC* interact with each other.

Furthermore, it is reasonable to assume the following pairs of constructs are related to each other: 1) *Past experience* and *attitude*. Favourable past experience of visiting world cultural heritage sites will positively affect attitude toward world cultural heritage sites. 2) *Attitude* and *city/culture tour involvement*. Visitors, who are more involved in city/culture tours, are more likely to have a positive attitude toward world cultural heritage sites. 3) *Perceived control* and *past experience*. Visitors, who perceive less travel control, are more likely to have had good impressions on the world cultural heritage sites which they have visited. 4) *Perceived control* and *city/culture tour involvement*. Visitors, who perceive less travel control, are more likely to be interested in cultural tours and enjoy them. 5) *Subjective norm* and *city/culture tour involvement*. Visitors, who think information sources and recommendation from reference groups are more important, are more likely to be interested in city/culture tour. 6) *Past experience* and *city/culture tour involvement*. Visitors with favourable past experience of visiting world cultural heritage sites are more likely interested in and enjoy city/culture tours. Therefore, the third group of hypotheses in this study are as follows.

H3a: *PE* and *A* are related to each other.

H3b: *CTI* and *A* are related to each other.

H3c: *PC* and *PE* are related to each other.

H3d: *PC* and *CTI* are related to each other.

H3e: *SN* and *CTI* are related to each other.

H3f: *PE* and *CTI* are related to each other.

Therefore, the research model can be described as Figure 3.1.

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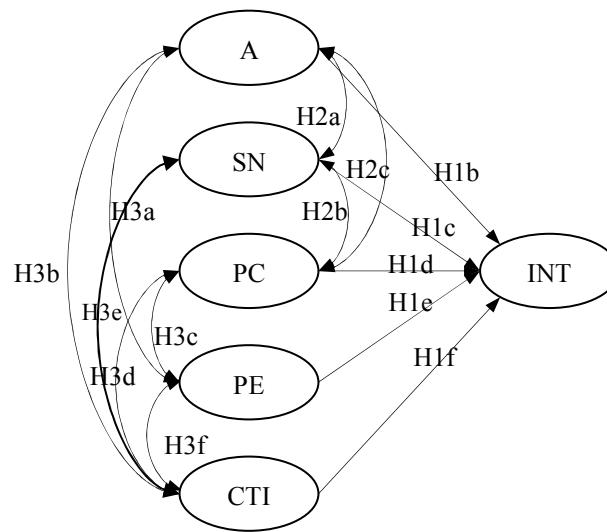


Figure 3.1 The proposed research model

One of the major research objectives is to investigate cross-cultural differences in visitors' intention to visit world cultural heritage sites and related travel behavior. Thus, the following fourth group of hypotheses is about cross-cultural comparison between German and Chinese visitors.

H4a: There's significant difference in *INT* between German and Chinese visitors.

H4b: There're significant differences in *A*, *SN*, *PC*, *PE*, *CTI* between German and Chinese visitors in world cultural heritage sites.

### 3.2 Questionnaire design

Based on the theory of planned behavior, the questionnaire was designed first in German to collect data in Cologne, Germany. As mentioned by Makan (2004), the first questions should help determine if the respondent is qualified to answer the remaining questions of the survey. If the respondent does not have a reasonable knowledge of the subject being surveyed, or if they are not from the desired target group, it would be best to go to the next respondent (Makan, 2004). Therefore, in this research, the first two questions in the questionnaire are "Do you speak German?" and

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“Are you a visitor in Cologne?” to make sure that the respondents are German visitors in Cologne.

The items in the questionnaire are divided into three parts. One focuses on visitors’ trip feature and their knowledge about world cultural heritage sites. The items in this part include:

- ✧ How long will you stay at Cologne?
- ✧ Is this your first time to visit Cologne?
- ✧ Is Cologne the main destination, one of the destinations, or only an intermediate stop of this trip?
- ✧ How do you organize your trip in Cologne? Self-organized, package tour or group trip?
- ✧ Which are the main reasons for you to visit Cologne this time?
- ✧ Do you know World Cultural Heritage Sites?
- ✧ Do you know who grants the title of World Cultural Heritage Sites?
- ✧ Is Cologne Cathedral a world cultural heritage site?
- ✧ Where do you know that Cologne Cathedral is the world cultural heritage site?
- ✧ How important is Cologne Cathedral in your trip?

The second part of the items covers all constructs in the proposed research model, namely, *A*, *SN*, *PC*, *PE*, *CTI*, and *INT* with 5-point Likert scales or 5-point bipolar scales. Construct *A* (visitors’ positive or negative feelings and opinions about world cultural heritage sites) is measured by the item, “A place with world cultural heritage sites is more attractive than one without the title” from extremely agree (1) to extremely disagree (5). Construct *SN* (information sources or recommendations from reference groups which might influence visitors’ destination choice) include items as the importance of information sources or reference groups: travel agency, media reports, internet, tour guide, and friends or relatives. All these items are measured from very important (1) to very unimportant (5). *PC* (visitors’ perceived ease or

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difficulty of leisure travel) is measured by the statements in 5-point Likert scales from strongly agree (1) to strongly disagree (5). Items include money, health, and family status/time. As the respondents are the German visitors in Cologne, most of them had visited Cologne Cathedral which is on the List of World Cultural Heritage. The latest experience of visiting world cultural heritage sites must be their visitation of Cologne Cathedral this time. Thus, *PE* (visitors' latest experience of visiting world cultural heritage sites) is measured by such statements with 5-point bipolar scales: "How do you like Cologne Cathedral?" ranging from like very much (1) to dislike very much (5). Another complementary item to measure *PE* is about the impression of other world cultural heritage sites. The question is "Did you visit other world cultural heritage sites?" If the answer is *yes*, then the next question will be asked, "What's your impression about those sites?" The question "How important is city/culture tour in your vacation?" with 5-point scales is used to measure *CTI* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities). *INT* (visitors' desire to visit a world cultural heritage site within the next 12 months) is measured by one statement directly on a 5-point Likert scales, ranging from extremely likely (1) to extremely unlikely (5).

The third part of the questionnaire includes the demographic items, i.e. gender, age and education level of the respondents.

The questionnaire was translated into Chinese by Mr. You Xie (Diplom-Germanist), who is a Chinese native speaker and has been in Germany for about 20 years. In order to collect comparable data about Chinese visitors' intention to visit world cultural heritage sites in the setting of Suzhou, China, it is inevitable to modify the questionnaire. For example, "Cologne Cathedral" must be substituted by "Suzhou Classical Gardens" which are also on the List of World Cultural Heritage. Furthermore, considering the different education system between Germany and China, the multiple choices of education level are different. More discussion about the questionnaire of Chinese version can be found in Chapter 5.

### 3.3 Survey organization

As an empirical study of visitors' intention to visit world cultural heritage sites, the survey was conducted in Cologne, Germany, in February 2008 and in Suzhou, China, in June 2008. Cologne Cathedral has been on the List of World Cultural Heritage Sites since 1996, and Suzhou Classical Gardens since 1997. The participants were German visitors in Cologne and Chinese visitors in Suzhou. The interviews were made by the students of Cologne University, Germany and Soochow University, China, respectively. More details about the survey organization in two case studies will be introduced in Chapter 4 and Chapter 5.

### 3.4 Data analysis method

Survey data were collected through self-administered questionnaires and analyzed by using SPSS and Amos. Structural Equation Modelling (SEM) was used for testing the proposed research model in the empirical study. Structural equation modelling grows out of and serves purposes similar to multiple regressions. But the primary aim of SEM is to explain the pattern of a series of inter-related dependence relationships simultaneously between a set of latent (unobserved) constructs, each measured by one or more manifest (observed) variables (Reisinger and Turner, 1999). SEM has been increasingly applied to social science to understand and explain relationships that may exist among elements of systems (e.g. Agho, Price and Mueller, 1992; Bagozzi and Dholakia, 2006; Reisinger and Turner, 1999; Yi et al., 2006). The application of structural equation modeling in tourism and human geography is also regarded as an important tool for promoting better quality research, because researchers are often faced with a set of interrelated questions (Reisinger and Turner, 1999). Therefore, given the interactive relationship among different attributes in the proposed research model in this dissertation, structural equation modelling was used to test the research model and the first three groups of hypotheses.

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Furthermore, considering the fourth group of the hypotheses in this dissertation, testing difference of means is a good way to test the differences between German and Chinese visitors. Statistical methods that enable us to estimate population parameters are known as parametric statistics, which makes certain assumptions about the population parameters. Nonparametric statistics are a second family of statistics and are developed to be used in cases when the researcher knows nothing about the parameters of the variable of interest in the population (Walsh and Ollenburger, 2000). Nonparametric methods for comparing concerning mean value for some variable of interest from two independent samples include the Mann-Whitney U test, and the Kolmogorov-Smirnov two-sample test. The Mann-Whitney U test, instead of Kolmogorov-Smirnov test, also assumes that the distribution in each sample is similar in shape. While the Kolmogorov-Smirnov test checks if two independent distributions are similar or different. Therefore, considering the unknown distribution of the variables and the practical way of behavioral research, the two-sample Kolmogorov-Smirnov test is adopted in this dissertation to determine if two datasets differ significantly.

### 3.5 Consideration of cross-cultural cases

One particular challenge when dealing with cross-cultural studies lies in the language difference (Baek et al., 2006). Many studies employ a translation-back-translation procedure (e.g. Brislin, 1986; McCleary, Choi and Weaver, 1998). The questionnaire is firstly translated from the original language into a foreign language. Back-translation is the translation of a questionnaire that has already been translated into a foreign language back to the original language. After the back-translation, the original and back-translated instruments are compared and points of divergence are noted. The translation is then corrected to make sure that meanings are comparable in different languages. But Vijver (2004) pointed out its disadvantages as follows.

“It puts a premium on literal reproduction; this may give rise to a stilted language use in the target version that lacks the readability and natural flow

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of the original. The problem may be compounded by translators' awareness of their involvement in a translation-back-translation procedure. A second problem involves translatability. The use of idiom or references to cultural specifics or other features that cannot be represented adequately in the target language challenges translation-back-translations designs.”

In this dissertation, although the back-translation approach was not adopted, a pretest was conducted in order to make sure the clear meaning of all measurements in Chinese version. Firstly, the original German questionnaire was literally translated from German into Chinese very carefully, after a thorough discussion about the meaning of every item in the original German version with the professional German-Chinese translator. Then, a pretest of Chinese version questionnaire was conducted in April 2008. The sample was drawn from a convenience sample of friends and friends-of-friends, who have had visited Suzhou before. Some items were modified to achieve a clearer meaning for the participants. For example the term “city tour” was not clear for most of the Chinese respondents in the pretest. Hence, culture tour instead of city tour was used in the final version of questionnaire, followed by a sentence to explain what culture tour means here. More detail about it has been discussed in section 3.1.1.8.

Furthermore, another major change in Chinese version of the questionnaire is the order of 5-point scales. In Germany, “1” means excellent result because of the school scoring system. It shows point 1 is very good (in German: sehr gut) and point 5 is very bad (in German: mangelhaft). Contrary to the situation in Germany, the Chinese think 5 is very good in 5-point scales scoring system. Considering such difference and most of the items in 5-point scales, the order of the scales was reversed. However, for the later data analysis, the order of 5-point scales in German and Chinese version must be given in an identical way. Of course, this is not a complicated process by computer.



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In any case, great effort has been made in trying to overcome the problems which may appear in such cross-cultural study in advance. However, it is difficult to conduct such a comparison research in a very strict way because of different languages and different culture values.

## Chapter 4, COLOGNE SURVEY AND ITS RESULT

### 4.1 Survey places

Cologne lies on the River Rhine. It is the largest city in the German Federal State of North Rhine-Westphalia and the fourth-largest city after Berlin, Hamburg and Munich in Germany. Officially, it has about one million inhabitants (as to 30 June, 2008) (IT.NRW, 2008). Cologne was founded more than 2000 years ago by a Roman general and was known as “Colonia” at that time. It is one of the oldest cities in Germany. There are more than 30 museums and hundreds of galleries, ranging from local ancient Roman archeological sites to contemporary graphics and sculpture. Cologne is a city with atmosphere of art and culture.

The Cathedral in Cologne (see Figure 4.1) is one of the most popular tourist attractions in Germany. Started in 1248, the construction of this Gothic masterpiece took place in several stages and was not completed until 1880. Cologne Cathedral has been inscribed on the World Heritage List since 1996. The Committee describes the Cathedral as the monument, which is of outstanding universal value being an exceptional work of human creative genius, constructed over more than six centuries and a powerful testimony to the strength and persistence of Christian belief in medieval and modern Europe (UNESCO, 1996). Cologne Cathedral is in the heart of the old city of Cologne. With its convenient position on tourist routes, Cathedral is the major tourist attraction in Cologne.

## COLOGNE SURVEY AND ITS RESULT



Figure 4.1 Photo of Cologne Cathedral

In order to collect data about German visitors, the interviews were made at five different locations near the Cathedral. Figure 4.2 shows the five locations.

- *Place 1* is the square in front of Cologne Cathedral. Entrance and exit of the Cathedral are just to the square. Many of the visitors take photos at this place.
- *Place 2* is at Roncalliplatz, which is at the south side of Cologne Cathedral and in front of the Roman-Germanic Museum (in German: *Römisch-Germanisches Museum*). The Roman-Germanic Museum is one of the most popular museums in Germany, whose collection has profited from the archaeological legacy of Cologne and the surrounding region which spans a period from prehistoric times to the early Middle Ages. Passing by Roncalliplatz, visitors can also go to the Rhine River. Therefore, this is the place where most visitors appear.
- *Place 3* is at Frankenplatz. It is between the Cathedral and the Rhine River. Through Frankenplatz, visitors can reach Rhine River after visiting the Cathedral.
- *Place 4* is at Alter Markt, which is one of the main points to the shopping zone. Shopping is one of important parts of traveling for some visitors. So it is reasonable to suppose that there are visitors at this place, who could be respondents in this survey.

## COLOGNE SURVEY AND ITS RESULT

- *Place 5* is the place along the Rhine River near the wharf of boat tours from Cologne to Dusseldorf and Bonn. There are many visitors joining the boat trip on the Rhine River, going forth and back between Cologne and Dusseldorf or Bonn. Meanwhile, more visitors just walk along the river and enjoy the scenery of the Rhine.

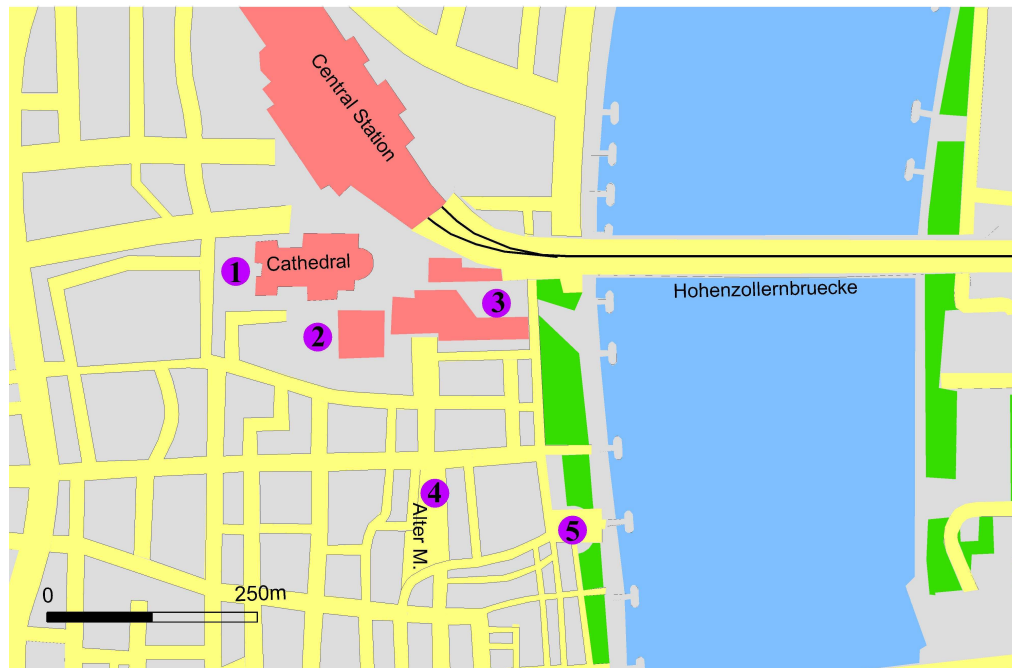


Figure 4.2 Survey places in Cologne

The survey was conducted at a weekend of February 2008 with the help of students from University of Cologne. In all, 20 students joined and made the interviews. Before the interviews, the aim and content of the survey were introduced to the students in details. Every two or three students were organized as a working group to make interviews at each place. After three days working, 340 filled questionnaires were returned at last.

### 4.2 Respondents' profile

The 340 individuals in the sample consisted of 44.1% males and 55.9% females. 63.3% of the respondents were in the age bracket of 30 to 65. In all, 25% of the

## COLOGNE SURVEY AND ITS RESULT

respondents hold a University degree. Only just over one third of the respondents (33.5%) would stay at Cologne more than 24 hours. 9.7% of the respondents would stay at Cologne only for 3 hours, 28.8% of them 3 to 6 hours, and 25.9% of them at most one day. The majority of the respondents (73%) reported that this was not the first time to visit Cologne. Cologne was the main destination of this trip for 85.3% of the respondents. 94.1% of the respondents said their trip in Cologne was self-organized. These statistic numbers indicate that most of the respondents are from suburban areas of Cologne or from cities near Cologne, and they just make a day trip on weekends because of the nice weather. More discussion about respondents' profile and trip features will be done in Chapter 6.

Within the sample, 244 respondents know world cultural heritages and have the experience of visiting world cultural heritage sites. That is to say, 70.6% from all 340 respondents have heard about the title "world cultural heritage" and visited Cologne Cathedral this time and/or have visited other world cultural heritage sites before. This part of the respondents, which can be regarded as target respondents in this study, is the sample data to model test since they know world cultural heritage sites and have the past experience of visiting them. Within these target respondents, 35.6% of them got to know world cultural heritage sites from media reports. Media is the major information source in modern life. Therefore, it is reasonable that over one third of the target visitors reported that media reports are one of the information sources on world cultural heritage sites. In Cologne case, some of the respondents said they know that Cologne Cathedral is one of the world cultural heritage sites because of the debate about high-rise buildings near the Cathedral. This debate started in 2004. Cologne Cathedral was placed on the "World Heritage in Danger" list due to a plan to locate high-rise buildings close to the Cathedral and its visual impact upon the site, as the only Western site in danger. In fact, the Germans do not take too much care of the title of world cultural heritage sites for Cologne Cathedral. It can be seen from the fact that it is difficult to find a logo of world heritage sites near or in the Cathedral. It shows that unlike many of other world cultural heritage sites, the title is not a promotional

## COLOGNE SURVEY AND ITS RESULT

tool of heritage products for the Cologne Cathedral. Although the title of world cultural heritage sites is not so important for the Cologne Cathedral in terms of tourism marketing, it is still an embarrassing and awkward thing if the title was canceled by UNESCO. Therefore, finally, the authorities decided to limit the heights of buildings constructed near and around the cathedral in order to keep the title. As a result, the cathedral was removed from the List of In Danger Sites in 2006. Between 2004 and 2006, a lot of reports and discussions from various media appeared about the Cologne Cathedral and world cultural heritage sites. Many Germans got to know about world cultural heritage sites due to this affair. Besides media reports, other choices, such as the introduction in or near the Cathedral, tour guides, the tourism information center, friends or relatives occupy about 22%.

### 4.3 Model test

#### 4.3.1 Reliability and validity

The measurements were firstly assessed to determine construct reliability and validity. One widely used way in psychological and social sciences to determine the internal consistency reliability is the use of Cronbach's coefficient  $\alpha$  (e.g. Chau, 1999; Koufteros, 1999; Walker, Jackson and Deng, 2007; Yi et al., 2006). Cronbach's alpha can be interpreted as the percent of variance the observed scale would explain in the hypothetical true scale composed of all possible items. The value of Cronbach's Alpha is calculated by the following formula.

$$\alpha = \frac{k}{k-1} \left[ 1 - \frac{\sum \sigma_i^2}{\sigma_x^2} \right] \quad (\text{Pedhazur and Schmelkin, 1991})$$

$k$  = the number of items

$\sum \sigma_i^2$  = the sum of the variances of the items

$\sigma_x^2$  = the variance of the total score

## COLOGNE SURVEY AND ITS RESULT

Examination of  $\alpha$  for the constructs, which include multiple items in the research model (i.e. *SN* and *PC* in Cologne case), shows that  $\alpha$  value of *SN* (information sources or recommendations from reference groups which might influence visitors' destination choice) is 0.565 and that of *PC* (visitors' perceived ease or difficulty of leisure travel) is 0.822 after deleting some items from the construct. In fact, dropping some items from the constructs is a recommended way to increase internal consistency and is commonly used in practical behavioural research (e.g. Walker et al., 2007; Yi et al., 2006). It is obvious that  $\alpha$  value of *SN* is lower than the cutoff value 0.7 (Nunnally, 1978), although one item has been deleted after running the program of "Cronbach's Alpha if item deleted". Meanwhile,  $\alpha$  value of *PC* is above the widely used standard value of the coefficient. As Chau (1999) mentioned that it seems not justified to spend enormous effort to push a reliability coefficient to a high level in the early stages of research. That is to say, scales that already existed have higher reliability than those specifically designed for a study. Therefore, one possible reason of the low  $\alpha$  value in construct *SN* of this research could be that such a research is still in the early stage and there's no other similar research and existed scales which could be borrowed from.

Another reason of the low  $\alpha$  value of *SN* in this study could be found from the formula for calculating the coefficient  $\alpha$ . The formula indicates that  $\alpha$  is based on the average correlation among items and the number of items in a scale. Hence, considering the broader set of measurements of *SN*, which refers to the different information sources and reference groups in this study, it is easy to find a low correlation among them. As a result, the coefficient  $\alpha$  of *SN* here is a little lower than the cutoff value, but close to the lenient cutoff 0.6.

Reliability does not imply validity. Coefficient  $\alpha$  can be high even when the instrument is not uni-dimensional, i.e. a multi-factor measure (Chau, 1999). Therefore, factor analysis with a VARIMAX rotation method is necessary to be used to check construct validity. Two factors with eigenvalues greater than 1.0 are extracted (see

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Table 4.1), and 57.7% of the cumulative variance is explained by the two constructs with Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.564, which is close to recommended index of 0.6. The Barlett Test of Sphericity is 320.295 (df=15, p=0.000). It indicates enough construct validity since the factor loadings of the measurement items exceed 0.5 in one construct and less than 0.5 in other constructs (Ford, MacCallum and Tait, 1986; Fornell, 1982).

Table 4.1 Rotated Component Matrix<sup>(a)</sup> (Cologne)

	Component	
	1	2
<i>SN_1</i> (Travel agency)	<b>0.538</b>	-0.137
<i>SN_2</i> (Media reports)	<b>0.708</b>	-0.031
<i>SN_3</i> (Internet)	<b>0.683</b>	0.090
<i>SN_4</i> (Tour guide)	<b>0.707</b>	0.036
<i>PC_1</i> (Healthy)	-0.037	<b>0.916</b>
<i>PC_2</i> (Family status/Time)	0.004	<b>0.914</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 3 iterations.

All things considered, the examination of inter-consistency and construct validity can be accepted for such exploratory research, although not ideal.

### 4.3.2 Results of structural equation modeling

#### 4.3.2.1 Assessment of normality

As other statistic methods, one critically important assumption associated with structural equation modeling is the requirement that the data has a multivariate normal distribution. This assumption derives from the approach taken in the estimation of parameters, either maximum likelihood (ML) or normal theory generalized least squares (GLS) estimation (Byrne, 2001). Therefore, firstly the model test with structural equation modeling in this study is the assessment of normality.



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In order to test for multivariate normal distribution, each observed variable is reported by a minimum value, maximum value, critical ratio for skewness, and critical ratio for kurtosis (see Table 4.2.). As a rule of thumb, discrete data (categorical data, ordinal data with < 15 values) may be assumed to be normal if critical values of skew and kurtosis are within the range of +/- 1.0 (some say +/- 1.5 or even 2.0) (Schumacker and Lomax, 2004). Obviously, most of the variables in the research model are in non-normality distribution. The joint multivariate kurtosis value and its associated critical ratio are shown in the Table 4.2 as well. Practically, very small multivariate kurtosis values (e.g., less than 1.0) are considered negligible while values ranging from one to ten often indicate moderate non-normality. Values that exceed ten indicate severe non-normality. Table 4.2 indicates that the value of multivariate kurtosis is 19.365, which means significant non-normality.

Table 4.2 Assessment of normality (Cologne)

Variable	min	max	Critical ratio for skewness	Critical ratio for kurtosis
<i>CTI</i>	1	5	-7.467	1.233
<i>PE</i>	1	4	6.875	2.678
<i>A</i>	1	5	.718	-4.048
<i>INT</i>	1	5	2.450	-3.366
<i>PC_1</i>	1	5	-9.687	1.576
<i>PC_2</i>	1	5	-8.664	-.017
<i>SN_1</i>	1	5	22.894	39.658
<i>SN_2</i>	1	5	7.543	-.414
<i>SN_3</i>	1	5	3.771	-4.506
<i>SN_4</i>	1	5	7.877	-.720
Multivariate				19.365

One method to correct non-normality in the underlying database is to use the bootstrapping method (Enders, 2005; West, Finch and Curran, 1995; Yung and Bentler, 1996; Zhu, 1997). The key idea underlying the bootstrap technique is that it enables the researcher to create multiple subsamples from an original data base. The naive bootstrap and the Bollen–Stine bootstrap are two forms of the bootstrap

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discussed in the structural equation modeling literature (Enders, 2005). Bollen-Stine bootstrap can be used to estimate standard errors (Yung and Bentler, 1996) and to correct for bias in the model fit statistic (Bollen and Stine, 1992). Besides, Nevitt and Hancock (2001) suggested that the bootstrap with sample sizes of 200 or above is favorable. Therefore, given the complete sample size of 244 in the model test of this case and the non-normality in the data, Bollen-Stine method was used to test the model fit.

### 4.3.2.1 Goodness-of-fit indices

The relationships in the research model were estimated by using the Amos package. Seven well established model-fit indices, recommended by some researchers such as Bentler (1992), Joreskog and Sorbom (1993), Hair, Anderson, Tatham and Black (1998), and Hu and Bentler (1999), were used to assess the overall goodness-of-fit of the structural model. They include chi-square/degrees of freedom ( $\chi^2/df$ ), Bollen-Stine Bootstrap p-value, comparative fit index (CFI), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), root mean square residual (RMR), and standardized root mean square error of approximation (RMSEA). Table 4.3 outlines the tests applied to the seven model-fit indices with observed value and commonly used threshold.

Table 4.3 Goodness of fit indices (Cologne)

Goodness of fit indices	Observed value	Commonly used threshold
$\chi^2/df$	1.362	$\leq 3.00$ (Hair, Anderson, Tatham and Black, 1998)
Bollen-Stine Bootstrap p-value	0.068	$\geq 0.05$ (Joreskog and Sorbom, 1993)
CFI	0.977	$\geq 0.90$ (Bentler, 1992)
GFI	0.974	$\geq 0.90$ (Byrne, 2001)
AGFI	0.942	$\geq 0.80$ (Hair et al., 1998)
RMR	0.072	$\leq 0.10$ (Shih, 2008)
RMSEA	0.039	$\leq 0.06$ (Hu and Bentler, 1999)

In this case, the Bollen-Stine Bootstrap p-value of the Chi-square is 0.068, and it is statistically non-significant although by a small margin. This provides evidence of model fits as the hypothesized model can represent adequately the observed data. Moreover, the

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goodness-of-fit index (GFI) and adjusted goodness-of-fit index (AGFI) have values of 0.974 and 0.942, which are acceptable. The comparative fit index (CFI) is 0.977 which is more than the threshold value 0.90 recommended by Bentler (1992). The root mean square error of approximation (RMSEA) is 0.039. The root mean square residual (RMR) is 0.072, which is below 0.10 recommended by Shih (2008). The normed Chi-square ( $\chi^2/df$ ) has a value of 1.362. This falls well within the recommended range for conditional support to be given for model parsimony. In summary, the various indices of overall goodness-of-fit for the model lent support the results to be regarded as an acceptable representation of the hypothesized constructs. It indicates that the research model fits to the sample data, and the structural equation involving parameter estimation is adequate for explaining the links among constructs.

### 4.3.2.2 Hypotheses test

The first three groups of hypotheses proposed in this study were examined by the structural equation model with Bollen-Stine bootstrap method using Amos package. After selecting the *Bootstrap* tab in *Analysis Properties* and checking the *Perform bootstrap*, *Bollen-Stine bootstrap* and other related check boxes, the relevant output from the analysis appears below (see Table 4.4). The standardized regression (path) coefficient estimates, path significance and critical ratio corresponding to each hypothesis of the research model are shown in Table 4.4.

Table 4.4 reflects that *A* (visitors' positive or negative feelings and opinions about world cultural heritage sites) is the unique important determinant of *INT* (visitors' desire to visit a world cultural heritage site within the next 12 months), supporting H1b. Meanwhile, *SN* (information sources or recommendations from reference groups which might influence visitors' destination choice), *PC* (visitors' perceived ease or difficulty of leisure travel), *PE* (visitors' latest experience of visiting world cultural heritage sites) and *CTI* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities) are not predictors of visitors' intention to visit world cultural heritage sites. That is to say,

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H1a, H1c, H1d, H1e, H1f are rejected. *PE* is found to have a significant effect on attitude toward world culture heritage sites, thereby supporting H3a. The results imply that past experience of visiting world cultural heritage sites may influence attitude toward world cultural heritage sites, which, in turn, affects visitors' intention to visit world cultural heritage sites. However, there is a lack of support for a related relationship between the following five constructs: *SN* and *A*, *PC* and *A*, *SN* and *PC*, *CIT* and *A*, and *CTI* and *PE*. It means that H2a, H2b, H2c, H3b, and H3f are not supported in this case. But there are significant positive relationships between *SN* and *CTI*, and *PC* and *CTI*, thereby supporting H3e and H3d.

Table 4.4 Results of structural equation modeling and hypotheses tests (Cologne)

	Estimate	P	C.R.	Results
INT ← A	0.672	***	<u>14.250</u>	H1b is supported
INT ← SN	0.114	n.s.	1.721	H1c is not supported
INT ← PC	0.074	n.s.	1.404	H1d is not supported
INT ← PE	0.015	n.s.	0.316	H1e is not supported
INT ← CTI	0.026	n.s.	0.523	H1f is not supported
A ← SN	0.110	n.s.	1.250	H2a is not supported
PC ↔ SN	-0.036	n.s.	-0.403	H2b is not supported
A ← PC	0.058	n.s.	0.832	H2c is not supported
A ← PE	0.141	*	<u>2.232</u>	H3a is supported
A ← CTI	0.129	n.s.	1.921	H3b is not supported
PC ← PE	-0.108	n.s.	-1.526	H3c is not supported
CTI ← PC	0.257	**	<u>2.962</u>	H3d is supported
CTI ← SN	0.181	*	<u>2.053</u>	H3e is supported
CTI ← PE	0.085	n.s.	1.360	H3f is not supported

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ , n.s.: Not significant

C.R. is the critical ratio obtained by dividing the covariance estimate by its standard error.

Underlined values are critical ratios exceeding 1.96, at the 0.05 level, 2.58 at the 0.01 level, and 3.29 at the 0.001 level of significant.

## 4.4 Findings and discussion

In this case study, findings have supported prominent roles for *attitude* in the prediction of *intention*, with a lesser role for *subjective norm*, *perceived control* as

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well as the other two additional constructs, *past experience* and *city/cultural tour involvement*. In other words, visitors with a more positive attitude toward world cultural heritage sites are more likely to intend to visit a world cultural heritage site within the next 12 months.

First of all, individual's *attitude* is the most important and exclusive factor for understanding their intention to visit world cultural heritage sites in the Cologne case. Ajzen (1991) mentioned that the importance of the three constructs in the theory of planned behavior in the prediction of intention is expected to vary across behaviors and situations, and in some applications it may be found that only *attitude* has a significant impact on intention. The Cologne case study is just this situation. This finding is in line with the results of prior studies that indicated a strong link between *attitude* and *intention* (e.g. Adams, Nelson and Todd, 1992; Agarwal and Prasad, 1997; Chin and Gopal, 1995; Gefen and Straub, 1997; Lu and Yeh, 1998). For example, in the empirical study of Um and Crompton (1990), the result also showed that attitude is influential in determining whether a potential destination is selected as final decision. A number of studies demonstrated that *attitude* consistently outweighs *subjective norm* in predicting behavioral intention (e.g. Farley, Lehmann and Ryan, 1981; Fishbein, von Haeften and Appleyard, 2001). Hofstede's (1980) research of cultural dimensions shows Western societies are more likely to be in the dimension of individualism, but not collectivism. In an individualistic society, such as Germany, the focus is on individual goals, rights and needs. Importance is attached to individual decisions and opinion. Therefore, it is easy to understand that only individual's *attitude* plays an important role in predicting their intention of visiting world cultural heritage sites in this case study.

However, it seems that the surveyed visitors in Cologne do not have a very positive attitude toward world cultural heritage sites and as a result, their intention to visit world cultural heritage sites is relatively weak. The item of "I think that the place/city with title of world cultural heritages is more attractive than those without the title",

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ranging from extremely agree (1) to extremely disagree (5), is used to measure the attitude toward world cultural heritage sites. It is found that over 40% of the respondents do not agree and over one fourth of the respondents have no idea about the statement (see Figure 4.3), which means as a whole, the surveyed German visitors in Cologne do not have a very positive attitude toward world cultural heritage sites. It is possible to infer that the title of world cultural heritage sites would be not an important factor to affect their travel destination choice. German visitors, to some extent, do not care too much about the title of world cultural heritage sites. As far as the empirical study is concerned, it can be concluded that the demand of specific world heritage tourism in Germany is not active and high. It seems not wise for tour operators to exclusively use the title of world cultural heritage sites to promote tourism products especially for destinations like Cologne, which can provide other colorful and attractive culture and entertainment activities.

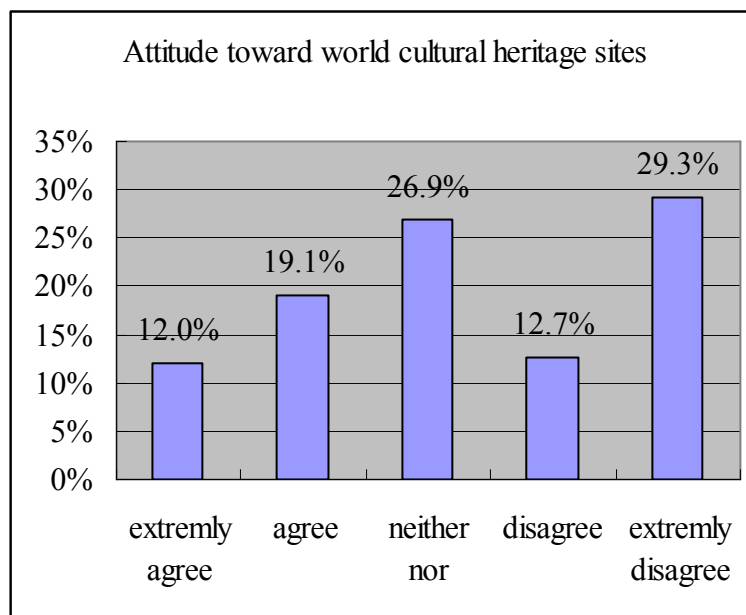


Figure 4.3 Attitude toward world cultural heritage sites (Cologne)

(Note: It was measured by the item: “I think that the place/city with title of world cultural heritages is more attractive than those without the title.”)

It indicates from the sample data, secondly, that *subjective norm* (information sources or recommendations from reference groups which might influence visitors’

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destination choice) has no significant impact on intention to visit world cultural heritage sites. Similar result can be found in Sparks' (2007) research of wine tourism vacation. As Sparks (2007) explained, the possible reason could be a broader set of measures for *subjective norm*. Similarly, in this study, *subjective norm* is measured by different information sources and reference groups which may influence visitors' intention to visit world cultural heritage sites. These measurements are different from what Ajzen (2006a) suggests. The measures of *subjective norm* in the TPB questionnaire example made by Ajzen include such questions as, "Most people who are important to me think that I should/should not do something", "The people in my life whose opinions I value would approve/disapprove of doing something" (Ajzen, 2006a). If following the advices of Ajzen (1991, 2006) strictly, the items of *subjective norm* in this case should be, for example, "Most people who are important to me think I should/should not visit a world cultural heritage site within the next 12 months" and "The people in my life whose opinions I value would approve/disapprove of visiting a world cultural heritage site within the next 12 months". But it can be easily imagined that these questions are a little strange and hard to understand for respondents. Moreover, it is very difficult for respondents to distinguish the differences among these questions and to have the patience to finish the interview, although there are slight differences between the questions theoretically. On the other hand, such measurements ignore some other important information sources which may influence visitors' destination choice, such as travel agents and media reports.

From the result of this empirical study, it can also be seen that surveyed German visitors in Cologne do not trust information sources and reference groups and they tend to rely on their internal knowledge, personal preference and experience of travel choice. The visitors appear to be more individualistic and are more likely to make their own final decisions. This result may be caused by the fact that the majority of respondents have visited Cologne before and are familiar with the city. However, compared with other information sources and reference groups, internet and friends or relatives are relatively important to get travel information for German visitors in this

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case. Internet plays more and more important role in modern life. According to ADAC, almost one fourth of all vacationers searched information by internet (Tietz, 2007). Thus, tourism promotion by internet will be an effective way. Meanwhile, friends or relatives are also a major source to get travel information. Therefore, travel destinations should pay attention to get a good word-of-mouth reputation to attract new visitors.

Thirdly, there is no relationship between *perceived control* and visitors' *intention* to visit world cultural heritage sites. According to the sample data, the respondents do not think that financial constraint, family status/time limitation and health status can influence their intention to visit a world cultural heritage site within the next 12 months. Opaschowski (1995) stated that the Germans have much leisure time. The weekend time becomes 2 days and holidays increased from 9 days to 31 days (Opaschowski, 1995). This means that the Germans have enough leisure time to travel. Freyer (1993) analyzed the boom factors of tourism in Germany. The first factor is the increase of income and general wealth in Germany, which improve the development of tourism. Another factor is that the value changed from work to leisure. Leisure travel for many people is an ideal way to escape from busy work and pressure from big cities, and to be close to nature (Freyer, 1993). In fact, the statutory holiday entitlement is enjoyed by employees in Germany (Swarbrooke and Horner, 2007). German people are regarded as the ones who like travel most in the world (Schmied, Götz, Kreikamp, et al., 2008). In the book of *Traumziel Nachhaltigkeit: Innovative Vermarktungskonzepte nachhaltiger Tourismusangebote für den Massenmarkt*, it is mentioned that most Germans make vacations every year. They travel to some places far away and even to some destinations which seldom people know. They spend much more money in the vacation than usual, and many Germans like enjoying the holiday in a luxury way (Schmied et al., 2008). The travel constraints elements mentioned above, for German visitors, may only influence the decision of long vacation (e.g. two weeks or more). But visiting a world cultural heritage site can be one part of a long holiday, or just a major part of a one-day-trip on weekends. Moreover, given the high



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density of world cultural heritage sites and the convenient transportation system in Germany, it is easy to infer that it is easy for the Germans to visit a world heritage site on weekends, public holidays or during vacations. Therefore, it is reasonable that there is not any *perceived control* at all for German visitors to visit world cultural heritage sites.

Fourthly, it is a little surprising that both *past experience* and *city/culture tour involvement* have no significant direct impact on the respondents' intention to visit a world cultural heritage site within the next 12 months. "Past performance is no guarantee of future results." This is a well-known sentence in business. It may be borrowed to explain the result of this case. Based on the empirical study, *past experience* is no guarantee for the future. But according to the sample data, *past experience* of visiting world cultural heritage sites affects attitude toward them in a positive way. That is to say, favorable past experience of visiting world cultural heritage sites will be more likely to bring positive attitude toward world cultural heritage sites. As mentioned above, attitude toward world cultural heritage sites will positively influence visitors' intention to visit a world cultural heritage site within the next 12 months. Hence, although *past experience* has no directly significant impact on *intention*, it can be regarded as a mediator to influence visitors' intention to visit a world cultural heritage site. Besides, *city/culture tour involvement* plays no significant role in predicting visitors' intention to visit world cultural heritage sites. This means that people who like enjoying city/culture tours and cultural activities do not always have the strong intention to visit world cultural heritage sites according to the Cologne sample data. It indicates again that German visitors may not care too much about the title of world cultural heritages and they merely visit the places that they like.

Last but not least, only two pairs of constructs are related to each other, i.e. *subjective norm (SN)* and *city/culture tour involvement (CTI)*, and *perceived control (PC)* and *city/culture tour involvement (CTI)*. In other words, visitors, who think that information sources or recommendation from reference groups are more important,

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are more likely to enjoy and to be interested in city/culture tour. It may result from the fact that city/culture tour and related cultural activities are becoming more and more popular nowadays. Travel agencies, for example, as one of the major tourism information sources, prefer to promote some culture tourism products as to meet the increasing demands. Thus, suppose people tend to adopt the suggestions from travel agency or other reference groups, it is reasonable to imagine that they will be more likely to join the recommended city/culture tour. The constructs *perceived travel control* and *city/culture tour involvement* are related each other according to the sample data in this case. That is to say, visitors with less perceived travel control are more likely to be interested in city/culture tours and enjoy them. It is easy to understand that people with less travel control perceived can participate in any type of trips as they like. City/culture tour is just one type of tours they can choose to join. Therefore, it is not surprising that visitors with little perceived travel control elements, such as lack of money and health problems, would be more likely involved into cultural tours.

In summary, *attitude* plays a very exclusive role in predicting visitors' intention to visit a world cultural heritage site within the next 12 months in the Cologne case. Attitude which is value-expressive is the most resistant to change (Brigham, 1986). Hence, *intention*, which is determined by *attitude*, is also difficult to change. Considering the respondents' neutral attitude toward world cultural heritage sites in this case, it can be inferred that the demand of tourism will not increase sharply because of having the title of world cultural heritages, especially for a destination like Cologne, which offers many different kinds of attractions. In this case, it implies that world cultural heritage status does not mean visitation increase significantly. Thus, it is obvious that the title of world cultural heritages is not suitable for setting up a destination image for Cologne. Although *attitude* is the unique direct factor to determine visitors' intention, *past experience* can be regarded as the mediator between *attitude* and *intention*. According to the survey data, people who have nice past experiences of visiting world cultural heritage sites will be more likely to have a

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positive general attitude toward world cultural heritage sites. It means that, to some extent, *past experience* can change people's attitude. Heritage tourism is widely accepted as an effective way to achieve the educational function of tourism (Ashworth and Tunbridge, 1990; Light, 2000). After their visit, people know more about cultural heritage and its value. This is one of the aims of setting up the World Heritage List. Therefore, in order to promote heritage tourism products and to have more people know about them, the task for local government and tour operators of world heritage sites is to satisfy visitors in order to create a good word-of-mouth effect and to attract more visitors. Visitors who have had favorable experiences in one world cultural heritage site are more likely to visit another or revisit the same one.

## Chapter 5, SUZHOU SURVEY AND ITS RESULT

### 5.1 Survey places

Suzhou is located in the southeast of China; about 100 kilometers west of Shanghai (see Figure. 5.1). As one of the key cities in the Yangtze River Delta, Suzhou is a renowned cultural, historic and tourist city. Suzhou covers an area of 8,488 km<sup>2</sup>, of which the city proper covers 1,650 km<sup>2</sup>. Total population is 5.91 million, of which 2.17 million are in the city proper (www.suzhou.gov.cn). Built in 514 B.C. with a history of more than 2,500 years, the city still stands at its original location in the Spring and Autumn Period (770 B.C.-476 B.C.).



Figure 5.1 Suzhou's geographical location in China

There are a lot of cultural and historical sites in Suzhou, including classical gardens, old towns and other historical attractions. The classical gardens in Suzhou are the

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most famous ones. Over 60 classical gardens are well preserved and 9 of them are listed in the Catalog of World Cultural Heritage, namely, Humble Administrator's Garden, Lingering Garden, Master-of-Nets Garden, Mountain Villa of Embracing Beauty, Surging Wave Pavilion, Lion Forest Garden, Garden of Cultivation, Garden of Couple's Retreat, Garden of Retreat and Reflection. UNESCO describes the gardens as follows:

Classical Chinese garden design, which seeks to recreate natural landscapes in miniature, is nowhere better illustrated than in the nine gardens in the historic city of Suzhou. They are generally acknowledged to be masterpieces of the genre. Dating from the 11<sup>th</sup>-19<sup>th</sup> century, the gardens reflect the profound metaphysical importance of natural beauty in Chinese culture in their meticulous design. (UNESCO, 1997)

Considering the distribution of the gardens and the attractions for the visitors, four different places, which are all in the city center area, were selected as the interview locations.

Specifically, the four places include three classical gardens as well as one of the commercial centers in Suzhou. All of these interviewed places are the attractions for most of visitors. The gardens mentioned below are all world cultural heritage sites, and Guanqian Street is one of the commercial centers in Suzhou. There is a Taoist Temple, Xuanmiao Temple (or translated as the Mysterious Taoist Temple), in Guanqian Street, which is also one of the attractions in Suzhou. The concrete interview locations are shown in Figure 5.2, which were labeled as 1, 2, 3, and 4, respectively.

- *Place 1*, The Humble Administration's Garden. It is the largest of all classical gardens in Suzhou. The exact interview places in the Humble Administration's Garden are in the Pavilion in Lotus Breezes, the Fragrant Isle, and the Small Flying Rainbow, which are all classical scenic spots that visitors will not miss.

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- *Place 2*, The Lion Forest Garden. It has a prominent part for series of man-made mountains with various buildings around the lake. The interview places in the Lion Forest Garden include the True Delight Pavilion and the Mid-Lake Pavilion, which are both ideal for visitors to rest with beautiful scenery.
- *Place 3*, The Couple's Retreat Garden. It is surrounded by the canal from three sides. It is famous for the natural and realistic yellowstone artificial mountain in the east part of the garden. The exact interview place is near the yellowstone artificial mountain.
- *Place 4*, Guanqian Street. This is a pedestrianized shopping street. With a history of more than 150 years, it is well-known for many one-century characteristic shops. The Xuanmiao Temple, one of National Key Preservation Units, attracts tens of thousands of visitors both home and abroad with its profound Taoism culture. The interviewed place is in front of entrance of the temple, where there are some rest benches. Many visitors have a rest on these benches.

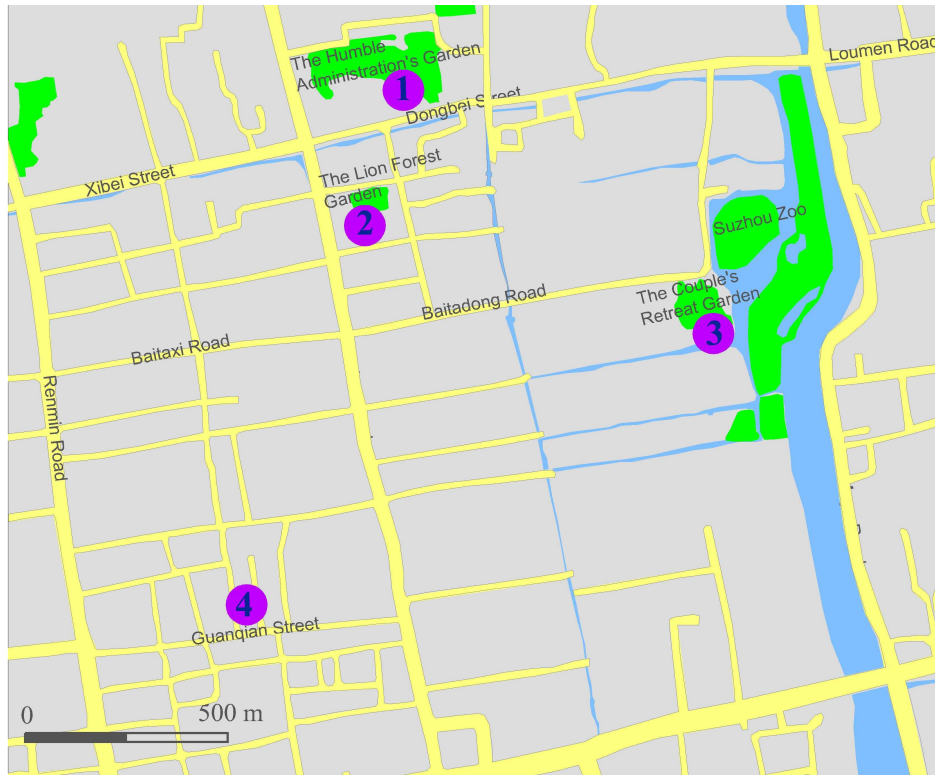


Figure 5.2 Survey places in Suzhou

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Survey data were collected through a self-administered questionnaire by face-to-face interviews with the help of students from Soochow University at the first weekends of June 2008, when it was a three days public holiday because of the traditional Dragon Boat Festival. Given the interview places and the interview time, more participants could be expected in the survey. All respondents were Chinese visitors in Suzhou, which means that they do not live, work or study in Suzhou, while coming here for a leisure trip. In order to make the survey in Suzhou smoothly, there was an introduction meeting about the survey before the formal survey in Soochow University. The aim of the meeting was to tell all the interviewers the goal of the survey, the content of the questionnaire, the respondents of the survey, exact interview locations and time, etc.

### 5.2 Chinese version of questionnaire

#### 5.2.1 From German version to Chinese version

The Chinese version of the questionnaire was finished by two stages. The first stage was to translate the original German version exactly into Chinese version. Mr. You Xie, who is a native Chinese speaker, holds a master's degree of German language and literature and has been in Germany for almost 20 years. He translated the original German version of questionnaire literally. During the translation process, Mr. Xie and I discussed several times to make sure what every item means exactly.

The second stage was to revise the translated version of the questionnaire. The first change was the name of the city and the world cultural heritage site, namely, from Cologne to Suzhou, from Cologne Cathedral to Suzhou Classical Gardens, etc. The second change was the order of 5-point scales as mentioned in section 3.5. Of course, for the later comparison analysis, the order of 5-point scales in German and Chinese version must keep in an identical way. The third change was to add some new items into the questionnaire. The aim of this modification is to test the function of parcel items in structural equation modeling. As mentioned in the Cologne case, *attitude*

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toward world cultural heritage sites, *city/culture tour involvement*, *past experience* are all measured by only one item. But the use of item parcels in structural equation modeling has become quite common in recent years (Bandalos and Finney, 2001). Bandalos and Finney (2001) also summarized several grounds of using item parcels. Firstly, parcels are said to be more reliable than individual items and to have more definitive rotational results (Cattell and Burdsal, 1975; Kishiton and Widaman, 1994). Secondly, parcels have distributions that are more continuous and normally distributed than those of individual items, and thus conform more closely to the assumptions of common normal theory-based estimation methods such as maximum likelihood. Thirdly, the use of parcels may be beneficial in studies involving small samples because it will result in a more optimal variable to sample size ratio and thus more stable parameter estimates. Finally, some authors argued for the use of parceling on the grounds that parceled solutions will typically result in better model fit than solution at the item level (e.g. Thompson and Melancon, 1996). Therefore, in Suzhou case, some new items were added into every construct in the proposed model.

For construct *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites), two items were added into the Chinese version of questionnaire, i.e. "I think visiting world cultural heritage sites is very meaningful." "I think visiting world cultural heritage sites is very pleasant." These items are measured with 5-point Likert scales, ranging from strongly agree (5) to strongly disagree (1). Items on how likely you'll be to follow the recommendations of the information sources are inserted to measure *subjective norm* (information sources or recommendations from reference groups which might influence visitors' destination choice). For example, "How likely will you be to follow the recommendations of the professional advices (e.g. travel agency) when you make a decision of visiting somewhere", ranging from extremely likely (5) to extremely unlikely (1). For *perceived control* (visitors' perceived ease or difficulty of leisure travel), one item about general perceived control was new in the Chinese version of questionnaire, i.e. "Only if I will, I can visit a world cultural heritage site within the next 12 months", ranging



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from strongly agree (5) to strongly disagree (1). To measure *past experience* (visitors' latest experience of visiting world cultural heritage sites), another three items were new. "My general impression of Suzhou Classical Gardens are very good ..... very bad"; "I think Suzhou Classical Gardens are really worth visiting"; "I think I will recommend Suzhou Classical Gardens to my friends or relatives". All the items are measured by 5-point Likert scales or 5-point bipolar scales. For *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities), two new items were inserted into the questionnaire. "It is boring ..... interesting for me, when I'm visiting cultural or historical sites"; "When I'm visiting a cultural or historical site, I'd like to listen to the introduction by tour guides or read the introduction carefully by myself." Both items are measured by 5-point scales. 5 point means "very interested in cultural or historical sites" and 1 point means "not interested at all".

Thus, the Chinese version of questionnaire keeps almost all the items in the German version, although there were some necessary changes. Based on the German version, some new items were inserted into the Chinese version on the purpose of testing parcel items to get more reliable and better model fit.

### **5.2.2 Pretest of the Chinese version questionnaire**

The pretest was conducted in April 2008 in order to make sure a clear meaning of every item for respondents and the necessity and feasibility of using parcel items. The sample was drawn by e-mails from a convenience sample of friends and friends-of-friends, who have had visited Suzhou before. Such pretest conducted by e-mails has several advantages as mentioned by Hsu and Lu (2004). For example, they are cheaper to conduct, and are geographically unrestricted (Hsu and Lu, 2004). 26 cases were received. Some items were modified in order to make a clearer meaning for the participants. And the set of items showed relatively high internal consistency.

### 5.3 Respondents' profile

A total of 385 questionnaires were returned, 366 (95.1%) were usable and 19 were discarded due to incompleteness of the responses. Of the 366 completed and usable questionnaires, males represent 52.7% of the sample. Analysis of the results reveals that the majority of the respondents (69.4%) are in the same age group, in an age bracket of 18-29, followed by the group of 30-45 (22.2%), 46-65 (5.6%), younger than 18 years old (1.7%) and older than 65 (1.1%). 77.5% of the respondents have a relatively good education, i.e. they hold a college or university graduation certificate. Over 55% of the surveyed visitors reported that they came to Suzhou for the first time. Suzhou was the only destination of this trip for over half of the respondents. Regarding to the stay time, the biggest group was represented by more than one day (45.6%), followed by at most one day (31.7%), 3 to 6 hours (4.6%), and less than 3 hours (0.8%). When asked about the title of world cultural heritage sites, 59.8% of the surveyed visitors answered *yes*, while 29.0% answered *not sure*, or *maybe*. Among these respondents who know or might know the title of world cultural heritage sites, there were only 19.1% of them giving the right answer of who grants the title of world cultural heritages. The reasons and explanations of these results from demographic and trip features will be discussed in details in Chapter 6, comparison between two cases. 249 of them have visited at least one of the classical gardens in Suzhou which is world cultural heritage site and acknowledge that Suzhou Gardens are on the world cultural heritage list. Thus, these respondents are the final sample for model test.

### 5.4 Model test

#### 5.4.1 Reliability and validity

The measurements of the model are further assessed to determine construct reliability and validity. The reliabilities of the model constructs are still estimated as in Cologne case using Cronbach's Alpha coefficient, which is also commonly used to establish internal consistency (Koufteros 1999). Examination of the alpha for all the constructs,

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which includes multiple items in the research model, indicates that it would be improved if some items are to be deleted. After running the program of “Cronbach’s Alpha if item deleted”, the Cronbach’s alpha value for each construct ranges from 0.678 to 0.854 (see Table 5.1). All are at or near acceptable levels, indicating a reliable factor solution and a reliable construct (Nunnally, 1978).

Table 5.1 Cronbach’s alpha values for each construct (Suzhou)

Construct	Cronbach’s alpha
Attitude ( <i>A</i> )	0.767
Subjective Norms ( <i>SN</i> )	0.715
Perceived Control ( <i>PC</i> )	0.702
Past Experience ( <i>PE</i> )	0.854
Cultural Tour Involvement ( <i>CTI</i> )	0.678

Table 5.2 Factor analysis result (Suzhou)

Factors and items	Factor loadings	Eigenvalue	% of variance	Cumulative %
<b>Attitude</b>		4.380	27.373	27.373
Attractive (A_1)	0.730			
Meaningful (A_2)	0.820			
Pleasant (A_3)	0.781			
<b>Subjective norms</b>		2.070	12.937	40.309
Travel agency (SN_1)	0.809			
Tour guide (SN_2)	0.759			
Professional recommendation (SN_3)	0.739			
<b>Perceived Control</b>		1.835	11.471	51.780
Money (PC_1)	0.853			
Health (PC_2)	0.654			
General control (PC_3)	0.832			
<b>Past Experience</b>		1.401	8.756	60.536
General impression (PE_1)	0.827			
Worth visiting (PE_2)	0.813			
Like (PE_3)	0.847			
Recommend to others (PE_4)	0.738			
<b>Cultural Tour Involvement</b>		1.154	7.213	67.749
Like (CTI_1)	0.773			
Boring/interesting (CTI_2)	0.788			
Read/listen to the introduction (CTI_3)	0.725			

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Factor analysis with a VARIMAX rotation method is used to assess the factor loading of each item on different constructs. Five factors with eigenvalues greater than 1.0 are extracted. 67.749% of the cumulative variance is explained by the five constructs with Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.784, which is higher than the recommended index of 0.6. The Barlett Test of Sphericity is 1402.852 (df= 120, p=0.000). Table 5.2 indicates good discriminant validity since the existence of five factors that have no-cross construct loadings above 0.5.

### 5.4.2 Results of structural equation modeling

A structural equation model (SEM) using Amos is applied to the research model. The model test with SEM in this case still begins with assessment of normality.

Table 5.3 Assessment of normality (Suzhou)

Variable	min	max	Critical value for skewness	Critical value for kurtosis
<i>INT</i>	1	5	-2.726	-.800
<i>A_1</i>	1	5	-3.814	-2.144
<i>A_2</i>	2	5	-5.755	-.954
<i>A_3</i>	1	5	-6.911	1.162
<i>SN_1</i>	1	5	1.445	-4.015
<i>SN_2</i>	1	5	-1.390	-2.023
<i>SN_3</i>	1	5	.382	-2.225
<i>PC_1</i>	1	5	-3.814	-2.465
<i>PC_2</i>	1	5	-9.496	5.304
<i>PC_3</i>	1	5	-3.851	-2.972
<i>PE_1</i>	2	5	-4.504	-1.027
<i>PE_2</i>	1	5	-8.778	4.276
<i>PE_3</i>	2	5	-5.736	-.157
<i>PE_4</i>	2	5	-6.051	-.044
<i>CTI_1</i>	1	5	-4.793	.102
<i>CTI_2</i>	1	5	-4.929	.651
<i>CTI_3</i>	1	5	-4.730	.685
Multivariate				50.040

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### 5.4.2.1 Assessment of normality

Each observed variable is reported by a minimum value, maximum value, critical ratio for skewness, and critical ratio for kurtosis to test for multivariate normal distribution (see Table 5.3). The joint multivariate kurtosis value and its associated critical ratio are shown in the Table 5.3 as well. Table 5.3 indicates that the value of multivariate kurtosis is 50.040, which means significant non-normality, because values that exceed ten already indicate severe non-normality practically.

Therefore, as in Cologne case, given the complete sample size of 249 in the model test of this case and the non-normality in the data, Bollen-Stine method was used to test the model fit.

### 5.4.2.2 Goodness-of-fit indices

As in Cologne case, seven recommended goodness-of-fit indices are calculated here to test whether the research model fits to the sample data in this case, namely, Chi-square/degrees of freedom ( $\chi^2/df$ ), Bollen-Stine Bootstrap p-value, comparative fit index (CFI), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), root mean square residual (RMR), and standardized root mean square error of approximation (RMSEA). Table 5.4 shows the tests of commonly used model fit indices, which indicate that the research model fits to the sample data, and the structural equation involving parameter estimation is adequate for explaining the links among constructs.

Table 5.4 Goodness of fit indices (Suzhou)

Goodness of fit indices	Observed value	Commonly used threshold
$\chi^2/df$	1.536	$\leq 3.00$ (Hair et al. 1998)
Bollen-Stine Bootstrap p-value	0.058	$\geq 0.05$ (Joreskog and Sorbom 1993)
CFI	0.960	$\geq 0.90$ (Bentler 1992)
GFI	0.930	$\geq 0.90$ (Byrne 2001)
AGFI	0.899	$\geq 0.80$ (Hair et al. 1998)
RMR	0.058	$\leq 0.10$ (Shih 2008)
RMSEA	0.046	$\leq 0.06$ (Hu and Bentler 1999)

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### 5.4.2.3 Hypotheses test

Structural equation model with Bollen-Stine bootstrap method was used by Amos package. The relevant output from the analysis appears below (see Table 5.5). Table 5.5 shows the standardized regression (path) coefficient estimates, path significance and critical ratio corresponding to each hypothesis of the research model.

Table 5.5 Results of hypotheses tests (Suzhou)

	Estimate	P	C.R.	Results
INT ← A	0.024	n.s.	0.305	H1b is not supported
INT ← SN	0.063	n.s.	0.920	H1c is not supported
INT ← PC	0.294	***	<u>4.166</u>	H1d is supported
INT ← PE	0.207	**	<u>2.623</u>	H1e is supported
INT ← CTI	0.188	*	<u>2.053</u>	H1f is supported
A ↔ SN	0.146	n.s.	1.824	H2a is not supported
PC ↔ SN	0.115	n.s.	1.316	H2b is not supported
A ↔ PC	0.294	***	<u>3.557</u>	H2c is supported
A ↔ PE	0.402	***	<u>4.654</u>	H3a is supported
A ↔ CTI	0.527	***	<u>4.918</u>	H3b is supported
PC ↔ PE	0.124	n.s.	1.603	H3c is not supported
CTI ↔ PC	0.233	**	<u>2.703</u>	H3d is supported
CTI ↔ SN	0.088	n.s.	1.147	H3e is not supported
CTI ↔ PE	0.547	***	4.832	H3f is supported

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ , n.s.: Not significant

C.R. is the critical ratio obtained by dividing the covariance estimate by its standard error. Underlined values are critical ratios exceeding 1.96, at the 0.05 level, 2.58 at the 0.01 level, and 3.29 at the 0.001 level of significant.

As shown in Table 5.5, *PC* (visitors' perceived ease or difficulty of leisure travel) ( $b=0.29$ ,  $p < 0.001$ ), *PE* (visitors' latest experience of visiting world cultural heritage sites) ( $b=0.21$ ,  $p < 0.01$ ) and *CTI* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities) ( $b=0.19$ ,  $p < 0.05$ ) are all significant predictors of *INT* (visitors' desire to visit a world cultural heritage site within the next 12 months), thereby supporting H1d, H1e and H1f. Meanwhile, it shows that *A* (visitors' positive or negative feelings and opinions about world cultural heritage sites) and *SN* (information sources or recommendations from

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reference groups which might influence visitors' destination choice) have no significant impact on visitors' intention to visit world cultural heritage sites, and thus H1a, H1b and H1c can be rejected. The correlations between *A* and *PC* ( $b=0.29$ ), between *A* and *PE* ( $b=0.40$ ), and between *A* and *CTI* ( $b= 0.53$ ) are all significant at a 0.001 level. Therefore, H2c, H3a and H3b can be accepted. The result shows that *PC* and *CTI* positively interact with each other ( $b=0.23$ ,  $p< 0.01$ ), and *CTI* and *PE* are related to each other ( $b=0.55$ ,  $p< 0.001$ ), indicating H3d and H3f are to be accepted as well. Finally, there are not significant correlations at the 0.05 level within three pairs of constructs, i.e. *A* and *SN*, *SN* and *PC*, and *PC* and *PE*, which indicates that H2a, H2b and H3c are not supported.

### 5.5 Findings and discussion

For predicting the intention of Chinese visitors in Suzhou to visit a world cultural heritage site within the next 12 months, sample data were collected in Suzhou. The goodness-of-fit indices show that the model based on the theory of planned behavior can be accepted. The results in this case study indicate that, three constructs are predictors for visitors' intention to visit a world cultural heritage site within the next 12 months, namely *perceived control* (visitors' perceived ease or difficulty of leisure travel), *past experience* (visitors' latest experience of visiting world cultural heritage sites) and *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities). Another two constructs *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites) and *subjective norm* (information sources or recommendations from reference groups which might influence visitors' destination choice) have no significant impact on visitors' intention to visit world cultural heritage sites.

*Perceived control* has the strongest effect on the intention to visit world cultural heritage sites. Visitors who perceive less travel control will be more likely to intend to visit a world cultural heritage site within the next 12 months. It is *perceived control* that extends the

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theory of reasoned action to the theory of planned behavior as discussed in Chapter 2. The sample data of Suzhou survey indicates that *perceived control* does have great impact on *intention*. One of the empirical results from Sparks (2007) also indicated *perceived control* predicted intentions to take a vacation to a wine region. Although the relationship between intention and actual behavior is not the major research objective in this study, according to the theory of planned behavior, perceived behavioral control, together with behavioral intention, can be used directly to predict behavioral achievement (Ajzen, 1991) (see Figure 2.13 and Figure 2.14). In other words, *perceived control* here, to some extent, can be used to predict the probability of actual behavioral of visiting a world cultural heritage site instead of only predicting the intention to visit. Consequently, it is easy to explain why there are more and more visitors to world cultural heritage sites in China. With the development of the economy, the increase of personal income and the widely implemented paid holiday rule in China, less and less travel control will be perceived. Hence, the Chinese tend to have stronger and stronger intention to visit world cultural heritage sites. More discussion about the perceived control will be provided in Chapter 6.

Besides *perceived control*, two additional constructs, *past experience* and *city/culture tour involvement*, also play significant role in predicting visitors' intention to visit world cultural heritage sites. Visitors with favorable experiences in one world cultural heritage site are more likely to intend to visit another or revisit the same one. Visitors, who are interested in city/culture tour, are more likely to intend to visit a world cultural heritage site within the next 12 months. Therefore, in order to have a good word-of-mouth effect and attract more visitors in the world cultural heritage sites, the task for local governments and tour operators is to satisfy visitors and to improve people's interest in cultural activities.

However, *attitude* toward world cultural heritage sites and *subjective norm* have no significant impact on *intention* according to this empirical study. The relative importance of *attitude*, *subjective norm*, and *perceived behavioral control* in the



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prediction of *intention* is expected to vary across behaviors and situations in the theory of planned behavior (Ajzen 1991). Similar findings are found in tourism research. For example, the research of potential Taiwanese travelers to Hong Kong from Lam and Hsu (2006) showed that *attitude* does not play any significant role in affecting the behavioral *intention* of choosing Hong Kong as a travel destination. Although *subjective norm* has been dominantly used to capture the essence of social influence, some behavior researched found that the *subjective norm* had little effect on *intention* as well as behavior (Lee, Lee and Lee, 2006), such as the research from Sparks' (2007) and Lam and Hsu (2004). The respondents of Lam and Hsu's survey are also from Mainland China. It tested the fit of the theory of planned behavior with potential travelers from Mainland China to Hong Kong as the sample. The result showed *subjective norm* is not a significant predictor of travelers' intention of choosing a destination as well. In analyzing the findings from Cologne sample data in Chapter 4, *subjective norm* has little impact on German visitors' intention to visit world cultural heritage sites as well. The possible reason has been discussed in Chapter 4.

It is a little surprising that little study focuses on the relationships between the constructs in the theory except the relationship between *attitude* and *subjective norm*, although the diagram depicts the relationships (see Figure 2.13 and Figure 2.14). It has been found that a consistently strong relationship remained between *subjective norm* and *attitude* across experimental conditions, suggesting that *subjective norm* may reliably influence *attitude* (Oliver and Bearden, 1985). However, there is no significant relationship between *attitude* and *subjective norm* found in this case study. Additional research is needed to understand *subjective norm* and its measurement in the context of tourism. *Subjective norm* seems to be a more complex construct in the application to a destination choice process. There is little empirical result and analysis of interactive relationship between *subjective norm* and *perceived behavioral control* found in the literature of the theory of planned behavior. The correlated relationship between *subjective norm* and *perceived control* was not found in this case as well.

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However, there is significant relationship between *attitude* and *perceived control* according to the sample data. It means that visitors with favorable attitude toward world cultural heritage sites would perceive less travel control, and vice versa. On one hand, people with more positive attitude toward the target behavior are more likely to overcome the perceived action control. Moreover, the perceived behavioral control may not be particularly realistic under some conditions (Ajzen, 1991). Hence, in this case, visitors with more positive attitude toward world cultural heritage sites would be more likely to overcome travel control they perceived at the moment. On the other hand, people who perceive less travel control can make a short trip or a long vacation as they like. Visiting world cultural heritage sites can be just one part of their trips. Considering the global value of the world cultural heritage sites, it is common that visitors have more positive attitude toward world cultural heritages after visitation. Therefore, it is easy to understand that such correlated relationship between *attitude* and *perceived control* was found in this case study.

Similarly, four more pairs of constructs have interactive relations, i.e. *attitude* and *past experience*, *attitude* and *city/culture tour involvement*, *perceived control* and *city/culture tour involvement*, and *past experience* and *city/culture tour involvement*.

Firstly, as regarding to the relationship between *attitude* and *past experience*, it can be concluded that people with more positive attitude toward world cultural heritage sites are more likely to have had favorable past experience of visiting world cultural heritage sites, and vice versa. Positive attitude can be defined as a helpful state of mind or a feeling when regarding a situation or fact. It helps to create a positive image in minds. In the context of world cultural heritage sites, a positive attitude can help people enjoy their visitation and thus have a favorable past experience of visiting world cultural heritage sites. Conversely, some other behavior research have found that personal past experience is an important factor to effect their attitude toward certain behavior (e.g. Belinsky and Tataronis, 2007; Pud, 2004). People who had favorable experiences are more likely to exhibit positive attitude toward the behavior

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they experienced. Hence, it is reasonable that people with favorable past experiences of visiting world cultural heritage sites are more likely to have favorable attitude toward world cultural heritages in this case.

Secondly, the constructs of *attitude* and *city/culture tour involvement* are correlated to each other. That is to say, people with more positive attitude toward world cultural heritages are more likely to be involved into city/culture tour, and vice versa. Such result is consistent with the presupposition. Visiting world cultural heritage sites can be regarded as one part of city/culture tour. People who are interested in the city/culture tour and relevant cultural activities are more likely to have more positive attitude toward world cultural heritage sites. And people with great interest of world cultural heritage are more likely to have interest in and enjoy a city/culture tour.

From the relationships between *attitude* and *perceived control*, *attitude* and *past experience*, and *attitude* and *city/cultural tour involvement*, it can be seen that although *attitude* has no significant and direct impact on *intention* according to the sample data in this case, it can affect other constructs which have significant impact on *intention*, i.e. *PC*, *PE* and *CTI*. Consequently, to some extent, attitude plays an indirect role in visitors' intention to visit world cultural heritage sites.

Thirdly, the attributes of *perceived control* and *city/culture tour involvement* are interactive with each other as well. People who perceive less travel control are more likely to be interested in city/culture tour; and on the other hand, people who are more interested in city/culture tour are more likely to perceive less travel control, such as financial and healthy problem. It is easy to understand that people with little perceived travel control can be involved in any kind of tours which, of course, include city/culture tour. If people like city/culture tour, they tend to have positive attitude and perceive less travel control than what the real control is.

*Past experience* and *city/culture tour involvement* are both predictors of intention in this

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case. Actually, they also are related each other in this case. Visitors with nice past experience of visiting world cultural heritage sites are more likely to be interested in city/culture tour. Visitors, who are interested in city/culture tour, are more likely to visit world cultural heritage sites, enjoy their visitation, and have had nice past experience, as a result.

Finally, there are not significant correlations at the 0.05 level within other two pairs of constructs, i.e. *perceived control* and *past experience*, and *subjective norm* and *city/culture tour involvement*. Considering *subjective norm* has no significant correlations with any other constructs in this case study, further research should try to modify the structural model without the construct *subjective norm* or additional research would be needed to understand *subjective norm* and its practical measurements in the context of tourism.

In summary, *perceived control*, *past experience* and *city/culture tour involvement* have significant impact on visitors' intention to visit world cultural heritage sites in Suzhou case. Although *attitude* plays no significant and direct role in affecting *intention*, it has interactive relationship between *perceived control*, *past experience* and *city/cultural tour involvement* respectively. Thus, *attitude* has an indirect impact on intention to visit world cultural heritages. It is a little surprising that *subjective norm* has no significant correlation with any other constructs in the research model according to the empirical results.

## Chapter 6, COMPARISON BETWEEN THE CASES

As mentioned in the literature review, most of the cross-cultural research in tourism, leisure and hospitality field were within the same settings, such as Caucasian and Asian tourists in a theme park of Singapore (Ah-Keng, 1993), and Japanese and American tourists in Taiwan (Min, 1994). By contrast, this study with two different cases of Cologne (Germany) and Suzhou (China) can examine the visitors' intention within their own domestic settings.

Pearce (1993) pointed out some general and inter-related criteria for comparative research. One of the criteria is that it is sensible to make a comparison if it is based on a clearly defined problem which is presented for solution. Another criterion is that there must be conceptual equivalence, especially in cross-cultural studies. On the first criterion of a clearly defined problem, this dissertation concerns the differences of attitude and intention of visiting world cultural heritage sites, as well as other travel behavior between German and Chinese visitors based on the empirical study. These issues are investigated by Cologne and Suzhou surveys mentioned in Chapter 4 and Chapter 5, respectively. The second necessary condition for comparative research is conceptual equivalence. The intersection for comparing German visitors in Cologne and Chinese visitors in Suzhou is world cultural heritage sites. These two cities are both located in the region of an urban cluster with high densities of population. They can both provide not only world heritage tourism products but also other culture and nature tourism products. Understanding differences of travel behavior and intention of visiting world cultural heritage sites between German and Chinese visitors is useful for tourism development and planning, domestic and international promotional and marketing strategies as well as the protection and conservation of local world cultural heritage sites.

Based on the empirical study, the objectives of such comparison are to: (a) provide a

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comparative descriptive analysis of travel behavior, attitude and intention to visit world cultural heritage sites between German and Chinese visitors in the context of domestic world cultural heritage sites; (b) identify the different variables which impact visitors' intention to visit a world cultural heritage site within the next 12 months for German and Chinese visitors, and (c) provide recommendations to travel and tourism organizations of host regions as well as other destinations.

Cologne and Suzhou survey collected the same information consisting of objective and subjective variables. The objective variables include demographic variables (age, gender and education level) and variables about trip feature and knowledge about world cultural heritage sites. The subjective variables include all the constructs in the proposed research model, i.e. *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites), *subjective norm* (information sources or recommendations from reference groups which might influence visitors' destination choice), *perceived control* (visitors' perceived ease or difficulty of leisure travel), *past experience* (visitors' latest experience of visiting world cultural heritage sites), *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities), and *intention* (visitors' desire to visit a world cultural heritage site within the next 12 months). This chapter provides the comparison of these objective and subjective variables as well as the relationships among them.

In order to explain comparative results, one of the most important perspectives is cultural values. Cultural values can be viewed as relatively general conceptualizations that define what is right or wrong or that specify general preferences (Nicholson, Stepina and Dan Voich, 1994). Values are something that older members of groups try to pass on to younger members and provide a unifying force, mission, or objective function, which shapes attitudes and influences behavior and structure one's perception of the world (Adler, 1986; Dan Voich, Stepina, Damjanovic and Balogh, 1994). Considering culture values play an important role in determining people's

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behavior, the differences between German and Chinese visitors based on the empirical study will be explained from the perspective of culture value differences.

As assessed in Chapter 4 and Chapter 5, the items are highly skewed and show significant non-normality. Given the distribution of the items, Kolmogorov- Smirnov (K-S) tests are applied to compare the two samples. The two-sample K-S test is one of the most useful and general nonparametric methods for comparing two samples, as it is sensitive to differences in both location and shape of the empirical cumulative distribution functions of the two samples. K-S test checks if two independent distributions are similar or different, by generating cumulative probability plots for two distributions and finding the distance along the y-axis for given x-values between the two curves. From all the distances calculated for each x-value, the maximum distance is searched. This maximum distance or maximum difference is then plugged into K-S probability function to calculate the probability value. The lower the probability value means the less likely the two distributions are similar to each other. Conversely, the higher or more close to 1 the value is the more similar the two distributions are to be. Besides, Chi-square analyses are used to assess differences in self-reported knowledge about world cultural heritage sites and intention to visit a world cultural heritage site within the next 12 months among respondents with different gender, age and education levels for both Cologne and Suzhou cases.

### 6.1 Contrast in objective variables

#### 6.1.1 Demographic characteristics

The demographic characteristics of the two samples are shown in Table 6.1. Both samples consist of approximately similar numbers of males and females ( $p > 0.1$ , see Table 6.1). Considering the different education system between Germany and China, it would be difficult to compare the general education level of the respondents in Cologne and Suzhou. But it is obvious that the majority of surveyed visitors in both samples have a relatively good education background, 60.5% of respondents in Cologne case with high school or vocational high school certificate

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(Abitur/Fachabitur) or university certificate (Hochschulabschluss) and 77.5% of respondents in Suzhou case with college or university graduation certificate. Such result supports Light, Prentice, Ashworth and Larkham's (1994) statement that heritage tourists are well educated.

Table 6.1 Comparison of demographic variables between Cologne and Suzhou samples

		Cologne	Suzhou	K-S Test Statistics <sup>(a)</sup>			
				Most extreme differences		K-S Z	p-value
				Positive	negative		
Gender	Male	44.1%	52.7%	.086	.000	1.144	.146
	Female	55.9%	47.3%				
		(N=340)	(N=366)				
Age	< 18	2.1%	1.7%	.423	-.004	5.592	.000
	18- 29	26.8%	69.4%				
	30- 45	32.4%	22.2%				
	46- 65	30.9%	5.6%				
	> 65	7.9%	1.1%				
		(N=340)	(N=360)				
Education level	1	0.6%	0.8%	.191	-.161	2.522	.000
	2	10.6%	4.4%				
	3	26.3%	16.1%				
	4	35.4%	70.6%				
	5	25.1%	6.9%				
	others	2.1%	1.1%				
		(N=339)	(N=360)				

a Grouping Variable: respondents' nationality

Note:

For Cologne case:

Education level 1: kein Schulabschluss

Education level 2: Hauptschulabschluss

Education level 3: Realschulabschluss

Education level 4: Abitur/Fachabitur

Education level 5: Hochschulstudium

For Suzhou case:

Education level 1: primary school

Education level 2: middle school

Education level 3: high school

Education level 4: college or university (bachelor's degree)

Education level 5: university (master's degree or above)



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The mean age of the respondents in the two samples is significantly different ( $p=0.000$ , see Table 6.1). The majority of respondents in Suzhou survey are much younger than that of Cologne survey. Moreover, there is more variance in age in the Cologne sample. One possible reason for so many young respondents in Suzhou case is that young students who made the interviews tend to talk with young people. As a result, nearly 70% of the respondents are in the age group of 18 to 29. This limitation of this study should be kept in mind when analyzing the results. Another reason may be the fact that young people are one of the major tourism markets in China. College and university students have more spare time and they like to take, generally, short-duration trips, mostly in summer and winter holidays as well as in public holidays. Suzhou survey was conducted in one of the public holidays in China, the Dragon Boat Festival. So at that time, a lot of visitors in Suzhou were students from the cities around it, such as Shanghai, Wuxi and Nanjing, which are just within an easy reach of 3 hours to ride to Suzhou. Moreover, single and junior employees have grown up in a period of affluence in China as well. They are mostly twenty to thirty years old and are independently minded. They have high disposable income, but usually very busy at work. Hence, they tend to travel for relaxation when they have a couple of free days. They are one of the major participants in the short trip market in China. Therefore, it explains the result that more young respondents in Suzhou were surveyed than the old ones.

### **6.1.2 Trip Feature and knowledge about world cultural heritage sites**

Trip feature varies between German respondents in Cologne and Chinese respondents in Suzhou. Chinese respondents stayed a little longer in Suzhou than German respondents in Cologne. 45.6% of Chinese respondents in Suzhou survey planned to stay for more than one day, while 64.4% of German respondents in Cologne survey stayed at Cologne less than one day (see Table 6.2). However, according to the travel analysis of 2007 by F.U.R (Forschungsgemeinschaft Urlaub und Reisen e.V.), the average stay time of leisure trips within Germany in 2006 is 10.6 days. This indicates

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Table 6.2 Descriptive analysis about trip features and knowledge of world heritage sites between Cologne and Suzhou samples

		Cologne	Suzhou
Stay time	< 3 hours	9.7%	0.8%
	3- 6 hours	28.8%	4.6%
	At most 1 day	25.9%	31.7%
	> 1 day	33.5%	45.6%
	Not sure yet	2.1%	17.2%
		(N=340)	(N=366)
First time to visit?	Yes	27.1%	55.3%
	No	72.9%	44.7%
		(N=339)	(N=365)
Cologne/Suzhou	the main destination of this trip	85.5%	51.0%
	One of destinations of round	5.3%	26.0%
	An intermediate stop	9.1%	23.0%
		(N=339)	(N=361)
Travel organization	Self-organization	95.0%	72.9%
	Individual package tour	3.0%	3.3%
	Group trip	2.1%	23.8%
		(N=337)	(N=361)
Do you know WCHS?	Yes	88.5%	59.8%
	Maybe	7.1%	29.0%
	No	4.4%	11.2%
		(N=340)	(N=366)
Do you know who grants the title of WCHS?	Yes with right answer	57.7%	19.1%
	Yes with false answer	3.4%	18.3%
	No	39.0%	62.7%
		(N=326)	(N=241)
Is Dom/Suzhou Garden WCHS?	Yes	82.5%	84.8%
	No	7.4%	2.5%
	Do not know	10.2%	12.7%
		(N=325)	(N=322)
How did you get this information? (Multiple choices)	In or near the site	3.4%	29.9%
	Tour guide	3.0%	24.5%
	Tourism information center	2.2%	1.8%
	From friends or relatives	3.7%	7.7%
	Media reports	48.3%	42.7%
	I do not know	32.2%	5.8%
	others	16.1%	6.9%
		(N=267)	(N=274)
Did you visit other WCHS?	No	52.5%	28.8%
	Not sure, maybe	18.3%	31.4%
	Yes	29.2%	39.8%
		(N=322)	(N=274)

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that the trip in Cologne for most of the respondents is just a one-day trip instead of a vacation trip. Possible reason may be the different survey seasons. Cologne survey was conducted during one weekend of February, and Suzhou survey was conducted in the traditional festival holiday of June. Although it was sunny during the days of the Cologne survey, it was in fact not a travel or vacation season in February. Most of the respondents are from the regions near Cologne city to make a short day trip.

More than 85% of the respondents in Cologne said Cologne was the main destination of this trip. It indicates again that this trip in Cologne for most of the respondents is just a one-day trip instead of a vacation trip. They made a one-day trip on weekend just for pleasure and relaxation. It can therefore be a spontaneous decision. As Swarbrooke and Horner (2007) stated about travel decision of day-trippers, they have a spare day and will decide in the morning where to go. Their decision may well be influenced by the weather. If it is sunny, outdoor activities and sightseeing might be selected, while rain could well result in the selection of an indoor attraction such as a museum. Thus, it can be easily understood that most of the visitors in Cologne in February were day-trippers because of the nice weather. By contrast, Suzhou survey was conducted in June, which was travel season. Moreover, interviews were made during one of the public holidays in China. Over one fourth of the respondents in Suzhou said Suzhou was one of the destinations of this trip (26%). From the interviews, it was known that for majority of the respondents in Suzhou, visiting Suzhou was a pre-planned trip.

For travel organization, 95% of the respondents in Cologne organized their trip in Cologne by themselves. An organized tour group is less popular among the Germans unless to long distance destinations or otherwise unusual (Jamrozy and Uysal, 1994). Comparing with the high rate of self-organization in this study, it proves again that the respondents are from the regions near Cologne and know Cologne well so that they can organize this trip by themselves very well.

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By contrast, 73% of the respondents in Suzhou also organized their trip by themselves. But there were still over one fifth of the respondents in Suzhou joined a group for this trip. Group trip here is identified as a group of people, who know each other or do not know each other, join in a trip planned and organized by professional companies and paid for in a single price in advance, which covers both commercial transportation and accommodation (often meals and sightseeing are also included). With the development of public transportation and private cars in recent decade, self-organized trips are becoming a kind of fashion among the independent-minded new Chinese generation. However, group trips at the moment are still a popular trip organization in the Chinese tourism market. Koshar (2000) has mentioned that one of the most distinctive themes of the socialist travel culture is group travel, which is not only cheaper but also ideologically appropriate. Tourism literature consistently reported that Chinese people prefer to travel in groups rather than individually (Ap and Mok, 1996; Mok and Armstrong, 1995; Wang and Sheldon, 1995). The Chinese are regarded as socially and psychologically dependent on others and show a strong group orientation (Hsu, 1953). Many individuals or together with their families and friends go to travel agencies to join some group trips. Besides, many companies in China organize their employees to travel as incentive trips to reward their hard work and enhance mutual understanding and relationships among colleagues. But in the Suzhou case, given the interview time, the majority of respondents are self-organized visitors, because they do not need to follow the tight schedule arranged by travel agents. This limitation has to be kept in mind when interpreting the results.

There is relative high percentage (29%) of the respondents in Suzhou answered “Maybe”, when they were asked “Do you know world cultural heritage sites”. This result could be caused by cultural difference between Germany and China. One of important Chinese values is that a sense of shame or protecting face. The face concept in Chinese society refers to the prestige one possesses by virtue of social achievement such as wealth, talents, social status, and scholarship (Mok and DeFranco, 1999). “Saving own and others ‘face’” means being polite courteous, considerate, understanding, well-mannered, moral, and humble. Failure to preserve face means

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losing social status, reputation, and bringing humiliation on the family. Hence, when people were asked about the knowledge of world cultural heritage sites, their answer was “maybe”, which might mean that they have heard about it but not sure, or which might mean, actually, “I have never heard about it”. But they feel shame or lose face, if they answer “no” directly instead of “maybe” or “not sure”.

Within the respondents who know or might know the title of world cultural heritage sites, over 80% of them both in Cologne and Suzhou know that Cologne Cathedral or Suzhou Classical Garden is on the list of world cultural heritage sites. Over 40% of the respondents both in Cologne and Suzhou said, they knew Cologne Cathedral or Suzhou Classical Gardens are world cultural heritage sites from media reports. The possible reason is that world heritage sites are becoming a tool for locals and countries to publicize their culture and promote their tourism. Media are everywhere around us. Thus, it is easy for us to know something about world heritage sites by all kinds of media, such as TV and radio programs and newspaper reports. For example, a 38-series documentary film has been shown on CCTV-1 (China Central Television-1). This film makes people to know details about Chinese world heritage sites. This kind of documentary film publicizes the history and culture to have an educational function. However, it seems to be a different picture for the Germans. As discussed in Chapter 4, for Cologne case, Cologne Cathedral was inscribed on the List of World Heritage in Danger by World Heritage Committee in July 2004. The Committee sounded the alarm for the integrity of the urban landscape around the Cathedral after hearing of the construction of several high-rise buildings on the bank of the Rhine River opposite the Cathedral (UNESCO, 2004). There were a lot of discussions on the conflict of the new high construction and a harmful visual impact on the world heritage property on TV show and newspaper reports at that time. From that, many Germans knew something about world cultural heritage sites and that Cologne Cathedral is one of world cultural heritage sites.

Although media is the most common information source of world cultural heritage

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sites in both cases, there's still a little difference on how they know. In Suzhou case, most of the surveyed visitors (about 56.2%) knew that Suzhou Classical Gardens is one of world cultural heritage sites after visitation this time, because they knew that from tourism information center, tour guide, and information provided in or near the gardens. By contrast, for most of the surveyed visitors in Cologne, they knew that Cologne Cathedral is one of world cultural heritage sites before they visited it this time. It is a little surprising that over 30% of the respondents do not know how they know Cologne Cathedral has the title of world cultural heritage site. About 16% of the respondents in Cologne gave their own answers, such as a kind of basic knowledge.

For the question "Did you visit other world cultural heritage sites?", over half of the surveyed visitors in Cologne answered "no", and "18.3%" answered "maybe, not sure" (see Table 6.2). On the contrary, over 70% of respondents in Suzhou answered "yes" and "maybe, not sure". The possible reason maybe that German visitors do not care that much about the title of world cultural heritage sites when they visit some places. Chinese visitors pay more attention to how famous the place they visited is. With the high percentage of "maybe, not sure" for respondents in Suzhou when asked "Did you visit other world cultural heritage sites", it may also be due to the importance of face and the tradition of not speaking directly.

## 6.2 Contrast in subjective variables

### 6.2.1 Attitude

The comparison of *attitude* toward world cultural heritage sites between surveyed German visitors in Cologne and Chinese visitors in Suzhou is reflected in two items in this study: 1) Generally speaking, I'm interested in the world cultural heritage sites (5-point scales, ranging from very interested in to not at all). 2) I think, the place with the title of world cultural heritage sites is more attractive than those places without the title (5-point scales, ranging from extremely agree to extremely disagree).

The descriptive analysis of the attitude toward world cultural heritage sites can be

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seen in Table 6.3.

Table 6.3 Comparison of *attitude* between Cologne and Suzhou samples

		Cologne	Suzhou	K-S Test Statistics <sup>(a)</sup>			
				Most extreme differences		K-S Z	p-value
				Positive	Negative		
General interest	Very much	18.5%	36.0%				
	Interested in	28.1%	38.5%				
	A little bit	37.3%	22.5%				
	Not	9.9%	2.5%				
	Not at all	6.2%	0.4%				
		(N=324)	(N=275)	.279	.000	3.408	.000
More attractive	Extremely agree	12.0%	44.4%				
	Agree	19.1%	26.5%				
	Neither nor	26.9%	24.0%				
	Disagree	12.7%	4.7%				
	Extremely disagree	29.3%	0.4%				
		(N=324)	(N=275)	.397	.000	4.846	.000

a Grouping Variable: respondents' nationality

The respondents in Suzhou seem to have more positive attitude toward world cultural heritage listings than those in Cologne. It is obvious that within the Chinese respondents who know the title of world cultural heritage sites, the majority of them said they are interested in world cultural heritage sites (74.5%). 70.9% of them think that the place with the title of world cultural heritage sites is more attractive than those without the title. Contrary to Chinese visitors in Suzhou, German visitors in Cologne imply that they do not care about the title of world cultural heritage sites. For example, there are 29.3% of the surveyed German visitors said that they disagree extremely that the place with the title of world cultural heritage sites is more attractive than those without the title. Table 6.3 also indicates that there's significant difference ( $p=0.000$ ) between surveyed German visitors in Cologne and Chinese visitors in Suzhou for the attitude toward world cultural heritage sites.

Due to pursuit of rankings in China, Chinese visitors in Suzhou in this study take more care about the title of world cultural heritage sites than German visitors.

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Rankings seem to appear everywhere in Chinese society. People tend to pursue rankings. Take tourism in China as an example. Since 1980s, in order to protect and manage natural and cultural sites in China, State Council has awarded more than one hundred of Noted Historic Cultural Cities and State National Scenic Spots successively. These cultural and natural places attract a lot of tourists with the development of tourism all around China. In fact, the title of Noted Historic Cultural Cities in China and State National Scenic Spots play an important role in improving and promoting local tourism. So by now, a lot of cultural and natural places are still trying to apply to be on the list. From 2001 to 2006, hundreds of scenic areas from all over the country were struggling for being AAAA Scenic Region, which was the top title for tourist areas and balloted by National Tourism Administration of People's Republic of China according to *the Administrative Measures for the Quality Grade Evaluation of Tourist Areas*. Figure 6.1 shows the number of AAAA scenic spots in China from 2001 to 2006. In May of 2007, National Tourism Administration decided to pick out AAAAA scenic spots from AAAA scenic spots. There were 66 scenic spots on the list of AAAAA Scenic Spots of China in 2007. It can be easily imagined that in the following years, many scenic spots will try to be rated AAAAA. Besides the rankings of scenic spots, *Top Tourist City* is also a very popular title for many of the tourist cities to pursue.

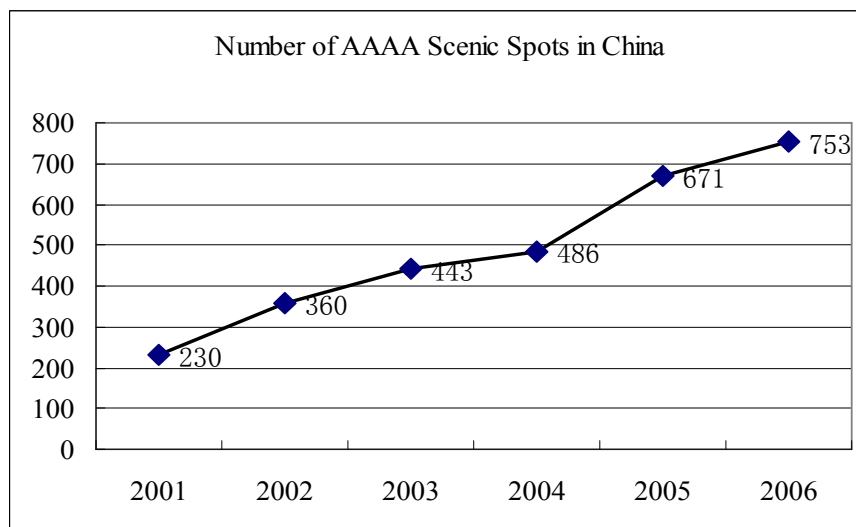


Figure 6.1 Number of AAAA Scenic Spots in China  
(Source: [www.cnta.gov.cn](http://www.cnta.gov.cn))



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The pursuit of rankings may derive from Chinese cultural values. The Chinese respect for the authority (Hofstede, 1980; Yau, 1988). The early root of the Chinese respect for authority is in Confucius's five cardinal relations, between sovereign and minister, father and son, husband and wife, old and young, and between friends. Because of Chinese people's high respect for authority, local tourism using titles awarded by authorities as endorsements to tourism products and services tends to be more effective and attractive. Authority or expert power will be influential in Chinese visitors' destination decision.

Furthermore, all kinds of titles of tourist sites, to some extent, can be regarded as a kind of brand. In Chinese consumer market, renowned brand goods (e.g. Louis Vuitton handbags and Nike shoes) are the pursuits of Chinese people. In Hong Kong, people view an afternoon tea at the lobby café of the Peninsula Hotel as a status and image boosting activity more than a leisure activity (Mok and DeFranco, 1999). Ap and Mok (1996) in their study on leisure travel motivations of Hong Kong residents found that prestige is an important reason for traveling abroad. Therefore, similarly, for mainland Chinese, visiting an interest with international reputation, such as world cultural heritage sites, is as much for prestige as for fun and interest.

Besides the direct questions about attitude toward world cultural heritage sites, there is another item in the questionnaire which can reflect respondents' attitude toward the most famous thing in locals. The item is "How important is Cologne Cathedral/Suzhou Gardens in this trip?", ranging from very important to not important at all. Figure 6.2 indicates that for Chinese respondents, visiting Suzhou gardens is very important or important in this trip (78%), while for 46.6% of German respondents, visiting Cologne Cathedral is unimportant or very unimportant in this trip. The reasons for such result can be found in the self-reported main reasons to Cologne/Suzhou (see Table 6.4).

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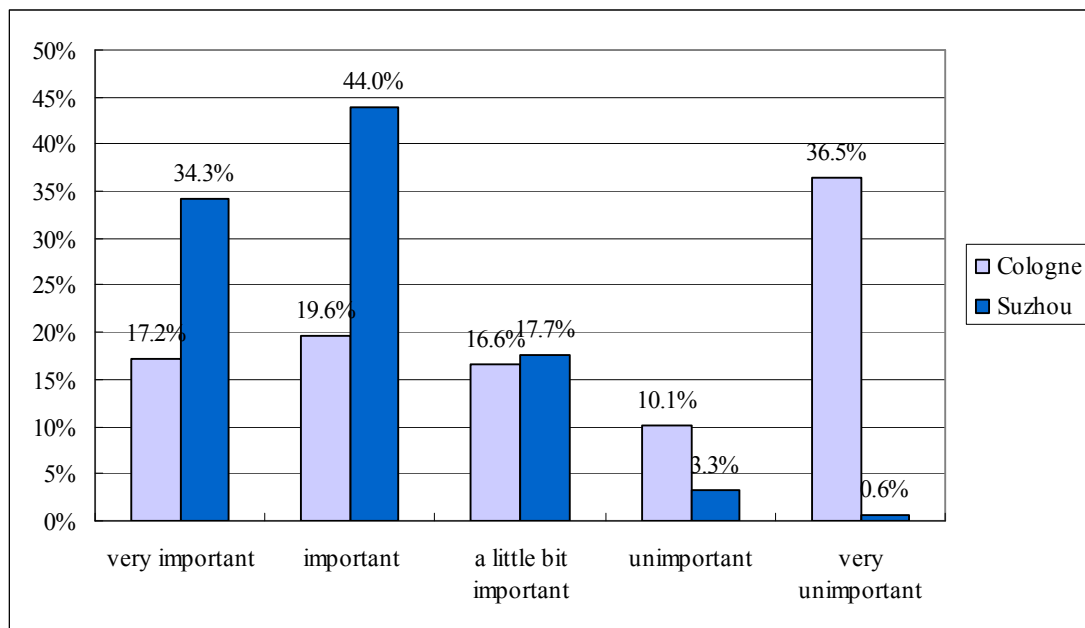


Figure 6.2 How important is Cologne Cathedral/Suzhou Gardens in this trip?

Following the first three main reasons of visiting Cologne this time, i.e. visiting Cathedral, visiting friends or relatives, and joining cultural activities, 28.2% of the respondents in Cologne chose other reasons. The main other reasons for Cologne case include nice weather and Rhine river, which indicates this trip in Cologne just a leisure walk for pleasure on weekend instead of a pre-planned trip. Similarly, visiting gardens is the main reason for most of the respondents in Suzhou case. Richards' (2002) study found that tourists tend to concentrate on must-see sights, since the trip is most likely to have been planned in advance. Suzhou Gardens are often promoted as must for visitors in mass media and tour guide books. Enjoying natural scenery in the suburb of Suzhou and tasting local food are the following two main reasons for the surveyed Chinese visitors. There are only 10 people (2.8% of the respond), who chose other reasons to Suzhou this time besides the choices mentioned in the questionnaire. The other reasons here include business trip, taking photos, as group leaders, etc.

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Table 6.4 Main reason to Cologne/Suzhou (multi-choices)

		Frequency	Valid Percent (%)
Main reason to Cologne	Dom	94	20.1
	Visit friends/relatives	66	14.1
	Cultural activities	65	13.9
	Shopping	41	8.8
	Musical performance	34	7.3
	Bistro/Pub	27	5.8
	Sport activities	5	1.1
	Romanic church	4	0.9
	Other reasons	132	28.2
	<i>Total responses</i>	<i>468</i>	
Main reason to Suzhou	Visit gardens	200	55.1
	Natural scenery	55	15.2
	Taste local food	27	7.4
	Visit friends or relatives	24	6.6
	Modern city	22	6.1
	Shopping	19	5.2
	Cultural activities	6	1.7
	Others	10	2.8
	<i>Total responses</i>	<i>363</i>	

### 6.2.2 Subjective norm

As mentioned above, *subjective norm* in this study means information sources or recommendations which might influence tourists' destination choice. In both cases, items about the importance of the following information sources are measured by 5-point Likert scales, travel agency, media report, internet, tour guide, and friends or relatives (see Table 6.5). The descriptive analysis result shows that the above information sources are all not very important for majority of respondents in Cologne. Comparatively speaking, information from friends or relatives and from internet is more important for the surveyed German visitors. As to the Suzhou case, respondents perceived that almost all the resources are a little important or important. It is obvious that there is significant difference in *subjective norm* between German visitors in Cologne and Chinese visitors in Suzhou (see Table 6.5).

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Table 6.5 Comparison of *subjective norm* between Cologne and Suzhou samples

		Cologne	Suzhou	K-S Test Statistics <sup>(a)</sup>			
				Most extreme differences		K-S Z	p-value
				Positive	Negative		
Travel agency	Very important	2.4%	6.6%				
	Important	2.4%	20.7%				
	A little bit	2.4%	26.0%				
	Unimportant	3.8%	8.3%				
	Very unimportant	89.1%	38.4%	.000	-.507	6.697	.000
		(N=338)	(N=362)				
Media reports	Very important	5.3%	6.9%				
	Important	11.9%	30.1%				
	A little bit	9.8%	42.3%				
	Unimportant	5.0%	9.7%				
	Very unimportant	68.0%	11.0%	.000	-.569	7.517	.000
		(N=337)	(N=362)				
Internet	Very important	19.8%	16.3%				
	Important	12.7%	40.9%				
	A little bit	6.5%	29.3%				
	Unimportant	3.2%	6.4%				
	Very unimportant	57.8%	7.2%	.035	-.506	6.700	.000
		(N=339)	(N=362)				
Tour guide	Very important	13.1%	7.2%				
	Important	8.0%	27.6%				
	A little bit	4.2%	34.8%				
	Unimportant	3.9%	15.7%				
	Very unimportant	70.9%	14.6%	.059	-.563	7.435	.000
		(N=337)	(N=362)				
Friends or relatives	Very important	27.9%	22.4%				
	Important	15.4%	35.6%				
	A little bit	3.0%	26.5%				
	Unimportant	1.8%	8.8%				
	Very unimportant	51.9%	6.6%	.055	-.453	5.984	.000
		(N=337)	(N=362)				

a Grouping Variable: respondents' nationality

Such differences may result from the different survey seasons. Cologne survey was

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conducted in February, which is not a travel season. The surveyed visitors are mainly from the wider area of Cologne. This was not first time for them to visit Cologne. They know the city very well and therefore don't need external advices. Therefore, German visitors in this study thought information sources less important and relied more on their own knowledge and personal experience. Another explanation of such great difference may be from the different cultural values. As discussed above, the Chinese have a strong respect for experts or authorities, and prefer to join group trips. Thus, it is easy to understand that travel agency, media report and tour guide are the important travel information sources for the Chinese. Besides, Chinese cultural values are largely formed and created from interpersonal relationships and social orientations. A person is not primarily an individual; rather, he or she is a member of a family. In China, very close relationships are maintained not only between members of family but also members of the extended family. The emphasis is on being together. Therefore, for the Chinese, one of the most important sources for collecting travel information is from friends or relatives.

### 6.2.3 Perceived control

Financial, health and family status/time are the three items of *perceived control* in both cases. In the questionnaires, these three items are measured in positive or negative statement with 5-point Likert scales, ranging from extremely agree to extremely disagree. For example, "I think, I have enough money to make a city/culture tour within the next 12 months". The statement of family status/time is "My family status will **not** allow me to make a city/culture tour within the next 12 months". The reason for changing the positive and negative expression of the statement is to minimize the chance of bias that can be caused from the direction of weighting. This procedure was suggested by Nachmias (1992), who proposed that the direction of weighting is being determined by the favourableness or unfavourableness of the item. But, in order to make them easily to compare and keep the positive relationship between *perceived control* and *intention* to visit world cultural heritage

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sites, the data were transferred into the same direction. Thus, the data in Table 6.6 shows, in fact, perceived travel support instead of perceived travel control, which means that “extremely agree” refers that I extremely agree that “I think I have enough money and time, and I’m healthy enough to make a city/culture tour within the next 12 months”.

Table 6.6 Descriptive analysis of *perceived control* in Cologne and Suzhou samples

		Cologne	Suzhou
Financial	Extremely agree	67.7%	34.3%
	Agree	13.6%	24.2%
	Neither nor	6.9%	21.9%
	Disagree	3.9%	12.4%
	Extremely disagree	7.9%	7.3%
		(N=331)	(N=274)
Healthy	Extremely agree	71.7%	58.4%
	Agree	2.1%	22.3%
	Neither nor	5.2%	14.6%
	Disagree	3.3%	3.3%
	Extremely disagree	17.6%	1.5%
		(N=329)	(N=274)
Family status (time)	Extremely agree	19.8%	6.2%
	Agree	2.7%	7.6%
	Neither nor	4.8%	18.9%
	Disagree	3.6%	23.6%
	Extremely disagree	69.1%	43.6%
		(N=333)	(N=275)

For Cologne and Suzhou cases, family status/time is the most important perceived travel control element. 72.7% of German respondents (69.1% extremely disagree and 3.6% disagree) and 67.2% of Chinese respondents (43.6% extremely disagree and 23.6% disagree) do not think that their family status will allow them to make a city/culture tour within the next 12 months. People in the age of 30 to 50 often have young children to take care. Thus, family status will limit their travel decision. 32.4% of German respondents are in the age of 30 to 45 and 30.9% are in the age of 46 to 65. Therefore, it is easy to understand that majority of German respondents in Cologne do not think their current family status will allow them to make a city tour within the

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next 12 months. But for Suzhou case, majority of the respondents are in the age of 18 to 29. They also think that family status is the major travel control. Possible reasons are: 1) they have elderly people to take care; 2) they are in the period of hard work for their career. As mentioned above, family is very important in China and there are very close relationships between members of the family, as well as the extended family. The younger generation is expected to take care of the aged. Thus, if there is some disabled, ill or elderly person in family, the young people in the family have the responsibility to take care of them. Although there are a lot of rest homes and welfare homes in China nowadays, they are not very popular.

On the other hand, many young people in China are struggling for their career after their graduation from universities, in their twenties and thirties. Work is the major part of their life. Chinese people are less likely to view leisure as an important component of their lives compared with German people because the Chinese, in general, tend to have a stronger work ethic (Walker et al., 2007). Individuals believe that work is good in itself and bestows dignity on a person. Success is thus directly linked to one's own efforts, and the material wealth a person accumulates is a measure of how much effort that person has expended. So, it is common phenomenon that people work overtime, especially on Saturdays. Hence, on Sunday, the only day for rest in one week, what they want to do is sleeping. Although there are paid annual holiday rules in most of the companies, many people do not spend the holiday at all. It is reported that "Paid annual holiday becomes empty promises: 70% didn't spend the holiday" (see details on Yanzhao Evening Newspaper, 2009). The Chinese reckon that in such a severely competitive society, if they make a two-week holiday, they will lose a lot of opportunities and that will affect their promotion. Thus, they work almost all the year round, except those traditional public holidays, such as Spring Festival, which is holiday for almost all the Chinese. So they can have a rest only on such public holiday. However, it is common to meet family members and friends during such traditional festivals in China. Spending time with family and friends (playing cards or Mahjong, shopping, chatting, enjoying dinner, etc.) is usually a substitute of traveling or

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vacation. Hence, on one hand, it seems that they do not have much leisure time all year around after work. On the other hand, during some short-break holidays, they prefer staying with their family and friends. Therefore, it can be understood that even young people in China do not think their family status can allow them to make a city/culture tour within the next 12 months.

From Table 6.6, it is obvious that compared with German respondents, Chinese respondents perceived more control for leisure travel or vacation, especially in financial item. Increasing numbers of people in Germany are working in order to live and not living only for work (Rosenstiel, 1987: p39). It can be proved from the result of a short survey of anticipating change in Europe which shows that German people are currently placing increasingly great value on enjoyment and consumption and are very consumption-orientated (Grimm, 1989). However, in the research about Japanese tourists market, Swarbrooke and Horner (2007) analyzed the Japanese characters which include propensity to save (e.g. saving to overcome insecurity). Like the Japanese, the Chinese tend to save money too. Although many Germans have the habit of saving money for the future as well, it seems that the Chinese like to save money to a greater degree. On one hand, saving is still regarded as one of the good merits in traditional culture values. On the other hand, the Chinese like to save money due to the general underdevelopment status and underdeveloped insurance system. The findings of Hofstede's (1980) study on cultural values of Hong Kong, Singapore and Taiwan implied that they tend to avoid uncertainty rather than adventure seeking. Many Chinese are used to saving money for the uncertain future. Unmarried young people save money for marriage (e.g. buying an apartment for the future small family and preparing for wedding ceremony) and for supporting their parents, even their grandparents (especially those who are farmers with no pension). Young couples save money for raising their child and supporting their parents as well. One child policy makes people to cherish their only child more. Couples tend to give the best life and education settings for the child, which always costs a lot of money. Middle aged people save money for their future old life. They do not believe that the pension can



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cover their cost when they are too old to make money. Besides, they save money for treatment of possible illness which the health insurance can not cover. Actually, these derive from the underdeveloped social insurance system in China. Although the social insurance system has been reformed for a couple of years, the current social insurance system still can not make people stop worrying about uncertain future. Social insurance reform is one of the most important issues in today's China. There are a lot of reports on it, such as the latest report on the popular website in China "Difficulties in social insurance reform: Medical treatment, Education and Old-Age Care" (see details on Xinhua News, 2009). Chinese characteristics of uncertainty avoidance mean greater levels of general anxiety, emotionality, and nervousness. Therefore, it is easy to understand that most of Chinese respondents in Suzhou survey feel financial control for making a city/culture tour within the next 12 months.

### 6.2.4 Past experience

Table 6.7 Descriptive analysis of *past experience* in Cologne and Suzhou samples

		Cologne	Suzhou	K-S Test <sup>(a)</sup>			
				Most Extreme Differences		K-S Z	p-value
				Positive	Negative		
Like or dislike Cathedral/ Classical Gardens	Like very much	49.7%	50.0%	.063	-.003	.706	.701
	Like	40.6%	34.0%				
	Neither nor	8.6%	13.9%				
	Dislike	1%	2.1%				
	Dislike very much	0%	0%				
		(N=197)	(N=338)				
Impression of other world cultural heritage sites	Very good	71.4%	37.9%				
	Good	23.2%	49.2%				
	Neither nor	3.6%	11.4%				
	Bad	1.8%	1.5%				
	Very bad	0%	0%				
		(N=168)	(N=132)				

a Grouping Variable: respondents' nationality

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*Past experience* in both cases was measured first by how the respondents like Cologne Cathedral/Suzhou Classical Gardens after visitation this time. Besides, *past experience* was also measured by the item the impression of other world cultural heritage sites if the respondents have such experiences. 5-point Likert scales were used in both items, ranging from like very much to dislike very much and from very good to very bad.

It indicates from Table 6.7 that there's no significant difference ( $p=0.701$ ) in the evaluation of Cologne Cathedral and Suzhou Classical Gardens. The majority of surveyed visitors in both cases like the world cultural heritage site they visited. Only a very few of them do not like Cologne Cathedral or Suzhou Classical Gardens. The similar situation appears in the item of impression of other world cultural heritage sites. It can support that world cultural heritage sites do have the universal value and are wealth of all the peoples of the world, irrespective of the territory on which they are located as mentioned by UNESCO.

The respondents in both cases were also asked what they like or dislike about Cathedral and Classical Gardens. The respondents in Suzhou like Suzhou Classical Gardens because of the following aspects in an order of mentioned frequency.

- General environment and atmosphere: e.g. historic, traditional cultural, elegant, peaceful and classical atmosphere, good environment, beautiful scenery and landscapes
- Style, layout and design
- Natural and cultural constructions of the gardens: architecture, plants, flowers, birds, rivers/water, fishes, artificial hills/stones, small bridges, and old furniture.

The dislike aspects include:

- Too many visitors,
- Pollution problem
- Similarity among different gardens
- Too small

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- Bad environment near the garden
- Bad weather
- Little description in the gardens

The respondents in Cologne like Cathedral because of the following aspects in an order of mentioned frequency:

- Light/windows
- Architecture style from outside
- The large scale
- Beautiful view from the top
- Atmosphere
- Facilities/equipment in the Cathedral
- Religious reasons
- Historical aspects
- Guidance

The dislike aspects include:

- Too many people
- Dark and cold inside
- Facilities inside
- On-going construction work

From the list of the likes and dislikes of Cathedral and Gardens, it can be seen that these two world cultural heritage sites are attractive not only for the details (e.g. Cathedral's windows and small bridges in Gardens), but also for the general atmosphere. In Jamrozy and Uysal's (1994) research, it was also found that general atmosphere seems to be an important pulling factor to attract tourists. It seems that visitors to heritage sites because the sites represent great works of art, provide attractive settings and atmosphere (Shackley, 2001). Besides, there are some common points of dislike aspects, such as too many people, which may be a common problem of world heritage sites and should be paid attention to.

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### 6.2.5 City/Culture tour involvement

*City/culture tour involvement* in this dissertation refers to the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities, such as visiting cultural and historical attractions, museums, and attendance at traditional festivals, etc. In both surveys, the common item to measure *city/culture tour involvement* is the question “I think that city/culture tour is an important part in my trip/vacation”, ranging from extremely agree to extremely disagree. Figure 6.3 shows the descriptive analysis of the item.

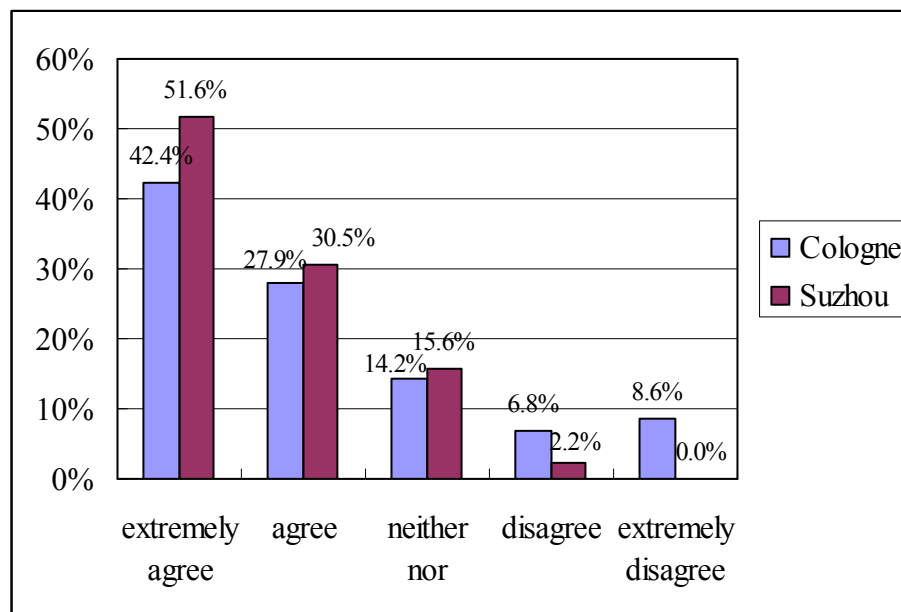


Figure 6.3 Descriptive analysis of *city/culture tour involvement*

Both Cologne and Suzhou respondents pay much attention to city/culture tours. 42.4% of surveyed German visitors extremely agree and 27.9% agree that city/culture tour is an important part of their leisure travel or vacation. Similarly, in Suzhou case, 51.6% and 30.5% of the respondents reported that city/culture tour is an important part in their trips. One possible reason is that the respondents in this study have relative good education background as mentioned in the section of demographic characteristics. Some research indicated that higher education increases the interest in

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heritage sites (Light, Prentice, Ashworth and Larkham, 1994; Yan and Morrison, 2007) and other cultural activities. The higher level of education, the more awareness of all kinds of cultural activities, the more interest to participate. Internationally, there has been a growing interest in cultural tourism. Cultural tourism is popular worldwide (Smith, 2003). It is therefore not surprising that both Cologne and Suzhou respondents think city/culture tour is an important part in their trip or vacation.

Table 6.8 K-S Test in *city/culture tour involvement* and *intention* between Cologne and Suzhou samples

	<i>City/culture tour involvement</i> <sup>(a)</sup>	<i>Intention</i> <sup>(a)</sup>
Most Extreme Positive Differences	.132	.422
Negative	.000	.000
Kolmogorov-Smirnov Z	1.630	5.159
Asymp. Sig. (2-tailed)	.010	.000

a Grouping Variable: respondents' nationality

From Table 6.8, it can be seen that there is still weak significant difference ( $p=0.010$ ) in *city/culture tour involvement* between German and Chinese surveyed visitors. The main difference reflects the negative answers “disagree” and “extremely disagree”. 15.4% of the respondents in Cologne and only 2.2% of the respondents in Suzhou reported that they do not agree that city/culture tour is an important part of their leisure trip or vacation. Such difference can be caused by difference of preference of natural scenery and cultural sites between the Chinese and Germans. Besides cultural activities, German tourists desire to be near nature. The 11 pull factors found by Jamrozny and Uysal (1994) in an order of important ratings, which attract German tourists to certain destinations, are active sports environment, unique natural environment, clean safe environment, sunshine environment, inexpensive environment, cultural activities, entertainment, sightseeing, local culture, different culture and cuisine, and small towns, villages, and mountains. It shows that many Germans prefer natural rather than cultural attractions. In the comparative research of tourist motivations to Turkey between German and British by Kozak (2002), it was concluded that individual motivations of German tourists traveling to Turkey appear

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to be for relaxation and physical reasons, which include engaging in sports, being active, and getting close to nature. Based on a representative survey of holiday travel behaviors of the Germans, Travel Analysis of 2008 also reported that coastal destinations, especially in the South, are most popular and are even more sought-after than 20 years ago (F.U.R, 2008). In fact, “3Ss” leisure products, i.e. sun, sea and sand, are very popular in Germany. They like such beach life, enjoying the sun bathing, swimming, and ice-cream. They are proud of their skin with bronze color. On the contrary, the Chinese, especially ladies, prefer a fair complexion. Moreover, Chinese tourists show passivity in attending physical activities. In order to keep complexion “white”, many Chinese do not like outdoor activities especially in the summer. Generally speaking, Chinese tourists prefer visiting cultural sites instead of natural sites.

### **6.2.6 Intention to visit world cultural heritage sites**

The comparison of *intention* to visit a world cultural heritage within the next 12 months between Cologne and Suzhou respondents indicates that there is significant difference in *intention* between German and Chinese visitors (see Figure 6.4 and Table 6.8). German visitors have lower intention than Chinese visitors.

It was known from the interviews that German visitors do not care about the title of world cultural heritage sites when they are making a destination choice. By contrast, the title of world cultural heritage sites plays an important role in destination choice for Chinese visitors. As analysis in the section of comparison of attitude toward world cultural heritage sites between German and Chinese respondents, the Chinese have a strong respect of authority. When they are making a destination choice, titles of possible destinations appear to be important. On the other hand, traveling or vacation is an indicator of wealth in China (Arlt, 2005), visiting some famous place, (e.g. world cultural heritage sites) is more worthy to showing off. It is therefore reasonable that surveyed Chinese visitors have stronger intention to visit a world cultural heritage site within the next 12 months.

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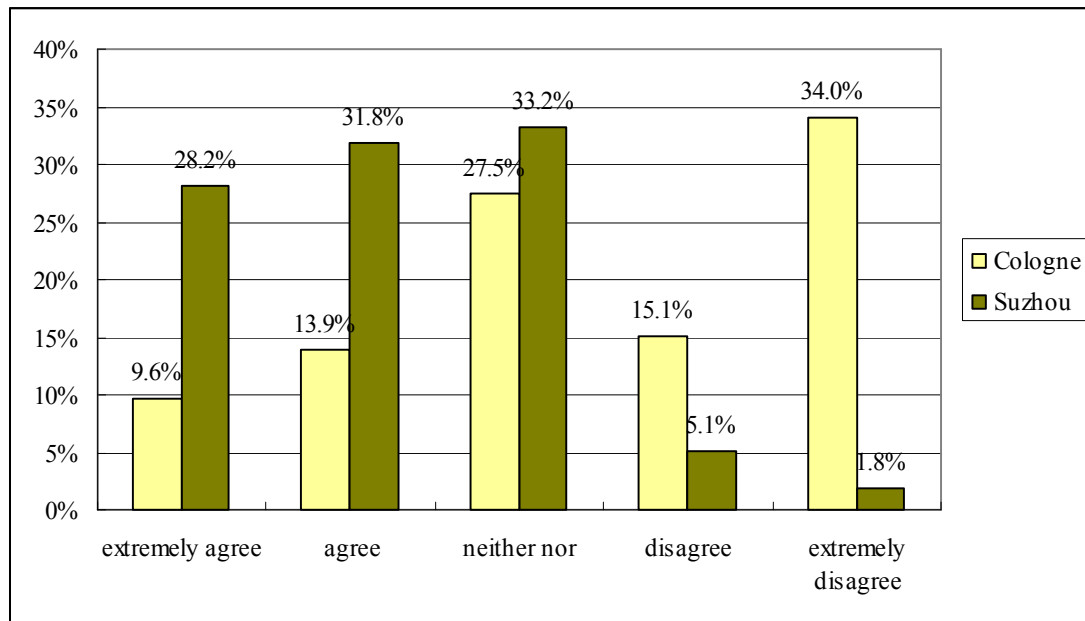


Figure 6.4 Descriptive analysis of *intention* in Cologne and Suzhou samples

## 6.3 Contrast in relationships among variables

### 6.3.1 Predictors of intention

From the findings and discussions of Cologne and Suzhou case, it can be seen that there are differences between two cases in the predictors of visitors' intention to visit a world cultural heritage site within the next 12 months.

In the Cologne case, *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites) plays a very important role in predicting *intention* (visitors' desire to visit a world cultural heritage site within the next 12 months). People with more positive attitude toward world cultural heritage sites will be more likely to intend to visit a world cultural heritage site within the next 12 months. *Past experience* as a mediator also indirectly plays a little role in predicting visitors' intention to visit world cultural heritage sites. Favorable past experience of visiting world cultural heritage sites will influence people's attitude toward world cultural heritage sites and then has a positive impact on intention.

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It is a totally different picture in the Suzhou case. *Perceived control* (visitors' perceived ease or difficulty of leisure travel), *past experience* (visitors' latest experience of visiting world cultural heritage sites) and *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities) are the predictors of *intention* (visitors' desire to visit a world cultural heritage site within the next 12 months). It implies that people who perceive less travel control, people who have nice past experience of visiting world cultural heritage sites, and people who are interested in city/culture tour will be more likely to intend to visit a world cultural heritage site within the next 12 months. Among these three factors, *perceived control* has the strongest effect on *intention*.

More detailed discussion about the predictors of intention to visit world cultural heritage sites in Cologne and Suzhou case can be found in Chapter 4 and Chapter 5 respectively. However, what deserves to be mentioned here is that such great different findings between these two cases appear to derive from very different attitudes toward tourism, leisure and vacation between the Germans and the Chinese. Visiting a world cultural heritage site can be regarded as a kind of leisure activity on weekends or one part of vacation activities. People's attitude toward leisure activity and tourism can also affect their intention to visit world cultural heritage sites. Arlt (2005) made a comparative research of leisure and tourism behavior in Europe, Japan and China. The results show that tourism as a kind of leisure activity is regarded as an indicator of wealth in China. While in Europe, tourism as leisure activity is a kind of "human right". More than half of the Europeans make a vacation every year and half of the Europeans make a vacation of more than two weeks. Vacation is regarded as an indispensable part of life to change the role of daily life, to know something new, and to relax. Therefore, it is reasonable that, for German visitors in this study, the intention to visit a world cultural heritage site within the next 12 months is only determined by their attitude instead of other factors. For Chinese visitors, making a



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vacation (especially longer than one week) can not solely be decided by their travel desire or attitude. Since making a leisure trip or making a vacation is an indicator of wealth in China (Arlt, 2005), it reflects on the other side that leisure travel intention for the Chinese is restricted by some factors, such as financial status mentioned in the above sections. Thus, it is easily to explain in the Suzhou case that perceived travel control is the strongest predictor of intention of visiting a world cultural heritage site within the next 12 months.

### **6.3.2 Demographic variables' influence**

The nationality does not definitely mean one homogeneous group of travelers. The purpose of this section is to explore if there are differences in knowledge about world cultural heritage sites and intention of visiting a world cultural heritage site within the next 12 months for different groups of gender, age and education level.

#### *6.3.2.1 Do education level, gender and age have impact on knowledge about world cultural heritages?*

##### ➤ *Education and self-reported knowledge about world cultural heritages*

Table 6.9 represents the crosstabs of education and knowledge about world cultural heritages in Cologne. The knowledge about world cultural heritage sites was briefly measured by one item, "Do you know world cultural heritage sites?" In order to reduce the cells with expected count less than 5, some education levels were combined (see note under Table 6.9). The Chi-square tests indicate that there is significant difference in the knowledge about world cultural heritages among respondents with different education background. It is obviously that the higher level of education, the more likely to know something about world cultural heritage sites.

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Table 6.9 Crosstabs and Chi-square tests of education and knowledge about world cultural heritages (Cologne)

			know or not		Total
			yes	Not sure/no	yes
Education levels	1	Count	29	9	38
		% within education levels	76.3%	23.7%	100.0%
	2	Count	77	12	89
		% within education levels	86.5%	13.5%	100.0%
	3	Count	187	18	205
		% within education levels	91.2%	8.8%	100.0%
Total		Count	293	39	332
		% within education levels	88.3%	11.7%	100.0%
Pearson Chi-Square=7.222 <sup>(a)</sup>			df=2	p=.027	
Likelihood Ratio=6.328			df=2	P=.042	

a 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.46.

Note:

Education level 1 refers to the cases with “kein Schulabschluss” and “Hauptschulabschluss”.

Education level 2 refers to the cases with “Realschulabschluss”.

Education level 3 refers to the cases with “Abitur/Fachabitur” and “Hochschulstudium”.

Table 6.10 Crosstabs and Chi-square tests of education and knowledge about world cultural heritages (Suzhou)

			Do you know world cultural heritages?			Total
			yes	not sure	no	yes
Education levels	1	Count	5	2	12	19
		% within Education levels	26.3%	10.5%	63.2%	100.0%
	2	Count	24	22	12	58
		% within Education levels	41.4%	37.9%	20.7%	100.0%
	3	Count	165	75	14	254
		% within Education levels	65.0%	29.5%	5.5%	100.0%
	4	Count	21	4	0	25
		% within Education levels	84.0%	16.0%	.0%	100.0%
Total		Count	215	103	38	356
		% within Education levels	60.4%	28.9%	10.7%	100.0%
Pearson Chi-Square=79.125 <sup>(a)</sup>			df=6	p=.000		
Likelihood Ratio=57.690			df=6	p=.000		

a 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.03.

Note:

Education level 1 refers to primary school and middle school.

Education level 2 refers to high school.

Education level 3 refers to college or university (bachelor’s degree).

Education level 4 refers to university (master or above degrees)

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Similar result can be found in the Suzhou case (see Table 6.10). There is significant difference in knowledge about world cultural heritage sites among respondents with different education levels. The respondents with higher education levels are more likely to know the title of world cultural heritage sites. Actually, related research also found that higher education is creating greater interest in sites significant to China's heritage (Light et al., 1994; Yan and Morrison, 2007).

### ➤ *Gender and knowledge about world cultural heritages*

Table 6.11 represents the crosstabs and Chi-square tests of gender and self-reported knowledge about world cultural heritages according to the sample data of Cologne case. The result shows that there's no significant difference ( $p= 0.503$ ) in the knowledge about world cultural heritages between men and women.

Table 6.11 Crosstabs and Chi-square tests of gender and self-reported knowledge about world cultural heritages (Cologne)

			Do you know world cultural heritage sites?			Total
			yes	not sure	no	yes
Gender	male	Count	136	8	6	150
		% within gender	90.7%	5.3%	4.0%	100.0%
	female	Count	165	16	9	190
		% within gender	86.8%	8.4%	4.7%	100.0%
Total		Count	301	24	15	340
		% within gender	88.5%	7.1%	4.4%	100.0%
Pearson Chi-Square=1.374 <sup>(a)</sup>			df=2			p=.503
Likelihood Ratio=1.404			df=2			p=.496

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.62.

Table 6.12 reports the crosstabs and Chi-square tests of gender and self-reported knowledge about world cultural heritage sites based on the sample data of Suzhou case. The result indicates that there is significant difference ( $p=0.042$ ) in knowledge about world cultural heritages between male and female. More males (34.7%) than females (25.1%) reported that they know the title of world cultural heritages.

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Table 6.12 Crosstabs and chi-square tests of Gender and self-reported knowledge about world cultural heritages (Suzhou)

			Do you know world cultural heritage sites?			Total
			yes	not sure	no	yes
Gender	male	Count	127	49	17	193
		% within gender	34.7%	13.4%	4.6%	52.7%
	female	Count	92	57	24	173
		% within gender	25.1%	15.6%	6.6%	47.3%
Total		Count	219	106	41	366
		% within gender	59.8%	29.0%	11.2%	100.0%
Pearson Chi-Square=6.318 <sup>(a)</sup>			df=2		p=.042	
Likelihood Ratio=6.330			df=2		p=.042	

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.38.

Therefore, gender is not an explaining factor in knowledge about world cultural heritages for German visitors according to the Cologne survey. However, sample data from Suzhou indicates that gender makes significant difference in knowledge about world cultural heritages. A possible explanation can be that men have averagely better education than women in China, which can result in better knowledge about the world cultural heritage sites. Within the family, the male dominance is obvious in China. In old days, a man could divorce his wife for the simple reason that she could not bear him a male child. Although it is ridiculous from current views, it reflects the importance of men for a family in China. Even in modern China, especially in rural areas, some people still think that having a son is better than having a daughter. In the early days, some pregnant women went through with the abortion when they knew the fetus was a girl. In order to keep the balance of male and female, now it is illegal in China that telling the gender of fetus before it was born. Many couples broke one-child policy in China to have a second or third child when they have had no son yet. Many parents with sons and daughters only pay attention to cultivate their sons, supporting them to go to universities. Of course, such concepts in China are on the change, especially in the developed regions where people think men and women are equal and son and daughter are the same for a family. Another possible reason that

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men are more likely to know the title of world cultural heritage sites than women in China, is that Chinese women tend to spend most of their time for their family, so they do not have enough time on their interest.

### ➤ *Age and self-reported knowledge about world cultural heritages*

In Cologne case, there is weak significant difference of knowledge about world cultural heritage sites among respondents in different age groups (see Table 6.13). Respondents, who are older than 46, are more likely to know world cultural heritage sites than that of other age groups (see Table 6.13). This indicates that the older people in Germany prefer traditional culture.

Table 6.13 Crosstabs and Chi-square tests of age and knowledge about world cultural heritages (Cologne)

			Do you know world heritage sites?			Total
			yes	Not sure	no	yes
Age Groups	< 29	Count	83	8	7	98
		% within Age Groups	84.7%	8.2%	7.1%	100.0%
	30- 45	Count	91	12	7	110
		% within Age Groups	82.7%	10.9%	6.4%	100.0%
	> 46	Count	126	4	2	132
		% within Age Groups	95.5%	3.0%	1.5%	100.0%
Total	Count		300	24	16	340
	% within Age Groups		88.2%	7.1%	4.7%	100.0%
Pearson Chi-Square=11.546 <sup>(a)</sup>			df=4		p=.021	
Likelihood Ratio=12.829			df=4		p=.021	

a 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.61

By contrast, in the Suzhou case, it is a little surprising that Chi-square tests show that there is no significant difference of knowledge about world cultural heritages among respondents in different age groups (See Table 6.14). In order to make a stable result, the cases of respondents with one education level (e.g. middle school) in different age groups were selected out and Chi-square tests were used to test whether there was significant difference in self-reported knowledge about world cultural heritages among different age groups. It shows the same result that there is no significant

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difference ( $p>0.1$ ) in knowledge about world cultural heritage sites among different age groups. Therefore, it seems that both young and old people have similar interest in traditional culture in China. Such result may result from the age bias in Chinese survey. But it also can reflect successful promotion of world cultural heritage sites in Chinese public media. The title of world cultural heritage sites is regarded as an international certification and honor for the country and locals in China. Thus all kinds of media tend to make reports or programs on the theme of world cultural heritages, which can help the Chinese to obtain and have some basic knowledge of world cultural heritage.

Table 6.14 Crosstabs and Chi-square tests of age and knowledge about world cultural heritages (Suzhou)

			Do you know world heritage sites?			Total
			yes	not sure	no	Yes
Age Groups	< 29	Count	154	78	24	256
		% within Age Groups	60.2%	30.5%	9.4%	100.0%
	30- 45	Count	48	21	11	80
		% within Age Groups	60.0%	26.3%	13.8%	100.0%
	> 46	Count	14	5	5	24
		% within Age Groups	58.3%	20.8%	20.8%	100.0%
Total	Count	216	104	40	360	
	% within Age Groups	60.0%	28.9%	11.1%	100.0%	
Pearson Chi-Square=4.203 <sup>(a)</sup>			df=4	p=.379		
Likelihood Ratio=3.845			df=4	p=.427		

a 1 cells (11.1%) have expected count less than 5. The minimum expected count is 2.67.

### 6.3.2.2 Do education level, gender and age have impact on intention of visiting a world cultural heritage site within the next 12 months?

Chi-square tests are also used to test whether demographic items (education level, gender and age) have impact on visitors' intention to visit a world cultural heritage site within the next 12 months in both cases. The following two tables (from Table 6.15 to Table 6.16) show that in both cases p-values are greater than 0.1 ( $p=0.510$ ,  $p=0.170$ ), which means that there are no significant differences in intention to visit a world cultural heritage site within the next 12 months among respondents with

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different education backgrounds.

Table 6.15 Crosstabs and Chi-square tests of education level and *Intention* (Cologne)

			education level			Total
			1	2	3	1
Intention	Extremely disagree	Count	7	32	67	106
		% within intention	6.6%	30.2%	63.2%	100.0%
	Disagree	Count	5	11	31	47
		% within intention	10.6%	23.4%	66.0%	100.0%
	Neither ... nor	Count	11	22	55	88
		% within intention	12.5%	25.0%	62.5%	100.0%
	Agree	Count	5	7	32	44
		% within intention	11.4%	15.9%	72.7%	100.0%
	Extremely agree	Count	5	10	16	31
		% within intention	16.1%	32.3%	51.6%	100.0%
Total	Count		33	82	201	316
	% within intention		10.4%	25.9%	63.6%	100.0%
Pearson Chi-Square=7.254 <sup>(a)</sup>			df=8		p=.510	
Likelihood Ratio=7.552			df=8		p=.478	

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.24.

Note:

Education level 1 refers to the cases with “kein Schulabschluss” and “Hauptschulabschluss”.

Education level 2 refers to the cases with “Realschulabschluss”.

Education level 3 refers to the cases with “Abitur/Fachabitur” and “Hochschulstudium”.

Table 6.17 is crosstabs and chi-square tests of gender and intention to visit a world cultural heritage site within the next 12 months. It indicates that there are no significant differences ( $p=0.599$ ,  $p=0.356$ ) in visitors' intention to visit a world cultural heritage site within the next 12 months between males and females in both cases.

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Table 6.16 Crosstabs and Chi-square tests of education level and *Intention* (Suzhou)

			Education in 3 groups			Total
			1	2	3	1
Intention	Disagree	Count	4	12	3	19
		% within intention	21.1%	63.2%	15.8%	100.0%
	Neither...nor	Count	18	68	4	90
		% within intention	20.0%	75.6%	4.4%	100.0%
	Agree	Count	16	63	6	85
		% within intention	18.8%	74.1%	7.1%	100.0%
	Extremely agree	Count	6	62	8	76
		% within intention	7.9%	81.6%	10.5%	100.0%
Total		Count	44	205	21	270
		% within intention	16.3%	75.9%	7.8%	100.0%
Pearson Chi-Square=9.061 <sup>(a)</sup>			df=6		p=.170	
Likelihood Ratio=9.571			df=6		p=.144	

a 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.48.

Note:

Education level 1 refers to primary school, middle school and high school.

Education level 2 refers to college or university (bachelor's degree).

Education level 3 refers to university (master or above degrees)

Table 6.17 Crosstabs and Chi-square tests of gender and *Intention*

Intention		Cologne			Suzhou			
		Gender		Total	Gender		Total	
		male	female	male	male	female	male	
Extremely disagree	Count	43	67	110	2	3	5	
	% within intention	39.1%	60.9%	100.0%	40.0%	60.0%	100.0%	
Disagree	Count	26	23	49	6	8	14	
	% within intention	53.1%	46.9%	100.0%	42.9%	57.1%	100.0%	
Neither ... nor	Count	40	49	89	57	35	92	
	% within intention	44.9%	55.1%	100.0%	62.0%	38.0%	100.0%	
Agree	Count	20	25	45	43	45	88	
	% within intention	44.4%	55.6%	100.0%	48.9%	51.1%	100.0%	
Extremely agree	Count	14	17	31	43	35	78	
	% within intention	45.2%	54.8%	100.0%	55.1%	44.9%	100.0%	
Total	Count	143	181	324	151	126	277	
	% within intention	44.1%	55.9%	100.0%	54.5%	45.5%	100.0%	
Pearson Chi-Square=2.757 <sup>(a)</sup>		df=4	p=.599		Pearson Chi-Square=4.392 <sup>(b)</sup>		df=4	p=.356
Likelihood Ratio=2.755		df=4	p=.600		Likelihood Ratio=4.408		df=4	p=.354

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.68.

b 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.27.



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Table 6.18 to Table 6.19 imply that in both cases there are no significant differences (both p-values are more than 0.1) in intention to visit a world cultural heritage site within the next 12 months among respondents with different ages. That is to say, visitors' intention to visit world cultural heritage sites is similar irrespective of age.

Table 6.18 Crosstabs and Chi-square tests of age and *intention* (Cologne)

			Age groups			Total
			< 29	30-45	> 46	< 29
intention	Extremely disagree	Count	33	34	43	110
		% within intention	30.0%	30.9%	39.1%	100.0%
	Disagree	Count	17	18	14	49
		% within intention	34.7%	36.7%	28.6%	100.0%
	Neither ... nor	Count	24	32	33	89
		% within intention	27.0%	36.0%	37.0%	100.0%
	Agree	Count	12	14	19	45
		% within intention	26.7%	31.1%	42.2%	100.0%
	Extremely disagree	Count	5	7	19	31
		% within intention	16.1%	22.6%	61.3%	100.0%
Total	Count		91	105	128	324
	% within intention		28.1%	32.4%	39.5%	100.0%
Pearson Chi-Square=9.636 <sup>(a)</sup>			df=8		p=.292	
Likelihood Ratio=9.576			df=8		p=.296	

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.71.

The above tables (from Table 6.15 to Table 6.19) indicate that these demographic variables (education level, gender and age) have no impact on visitors' intention to visit world cultural heritage sites. The Chinese in common have a strong respect of authority. The title of world cultural heritage sites granted by UNESCO can affect people's intention of visitation. In China, the title of world heritages is also considered as a kind of honor. Local government and people are proud of such titles. Hence, media tends to focus on world heritages and local tourism likes to use the title to promote their heritages products. Such publicity about world cultural heritages is done to all, regardless of young or old, female or male. Therefore, it is easy to understand that there is no significant difference in intention of visiting world cultural heritage

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sites among people with different demographic characteristics in Suzhou case. Besides, although the sample of Suzhou case is a little biased (e.g. too young, with relatively high education level), it seems that this will not affect the result of intention. By contrast, the Germans seem to be more independent than the Chinese. That these demographic variables have no impact on intention can prove again that intention to visit world cultural heritage sites is only affected by their own attitude as far as the empirical study is concerned.

Table 6.19 Crosstabs and Chi-square tests of age and *intention* (Suzhou)

			Age groups			Total
			< 29	30-45	> 46	< 29
Intention	Extremely disagree	Count	11	7	1	19
		% within intention	57.9%	36.8%	5.3%	100.0%
	Disagree	Count	72	17	2	91
		% within intention	79.1%	18.7%	2.2%	100.0%
	Agree	Count	62	16	8	86
		% within intention	72.1%	18.6%	9.3%	100.0%
	Extremely agree	Count	52	17	7	76
		% within intention	68.4%	22.4%	9.2%	100.0%
Total		Count	197	57	18	272
		% within intention	72.4%	21.0%	6.6%	100.0%
Pearson Chi-Square=8.547 <sup>(a)</sup>			df=6		p=.201	
Likelihood Ratio=8.927			df=6		p=.178	

a 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.26.

## 6.4 Findings and discussions

This chapter focuses on the comparison between the Cologne and Suzhou cases for an understanding of travel behavior of surveyed German and Chinese visitors in the context of world cultural heritage sites. Descriptive analysis provides insights of demographic factors, travel characteristics, as well as the constructs in the proposed research model, i.e. *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites), *subjective norm* (information sources or recommendations from reference groups which might influence visitors' destination

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choice), *perceived control* (visitors' perceived ease or difficulty of leisure travel), *past experience* (visitors' latest experience of visiting world cultural heritage sites), *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities), and *intention* (visitors' desire to visit a world cultural heritage site within the next 12 months). The empirical results indicate some similarities and variations between German and Chinese visitors. By analyzing the differences of travel behavior between German and Chinese visitors based on the empirical study, some implications on tourism marketing and world cultural heritages' conservation can be provided.

### ➤ **The impact of demographic variables**

Both samples consist of approximately similar numbers of males and females and having relatively a favorable education background. Demographic variables can, to some extent, influence the awareness rate of world cultural heritages. Both cases indicate the respondents with higher education level are more likely to know world cultural heritage sites. Similar results were also found by Light, Prentice, Ashworth and Larkham (1994) and by Yan and Morrison (2007). However, for gender, the result shows that there is no significant difference in the knowledge about world cultural heritages between men and women in Cologne case, but a significant difference is found in the Suzhou case. Men seem to be more likely to know the title of world cultural heritages than women. As for age, Cologne case shows that older people are more likely to have higher awareness rate of world cultural heritage. But in the Suzhou case, no significant difference is found in awareness rate of world cultural heritages among different age brackets. Although people with higher education tend to be more aware of world cultural heritages, it is a little surprising that there is no significant difference in intention to visit a world cultural heritage site within the next 12 months whatever their gender, age and education level.

As the findings from Cologne case, old people appear to be more interested in traditional culture, and thus they can be the major target market of world cultural

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heritage tourism. Actually, given the socio-demographic trend, seniors will grow as one of major tourist market segments in Germany. A rising share of older people due to higher life expectancy and low birth rates in effect is affecting nearly all European countries. Germany is no exception.

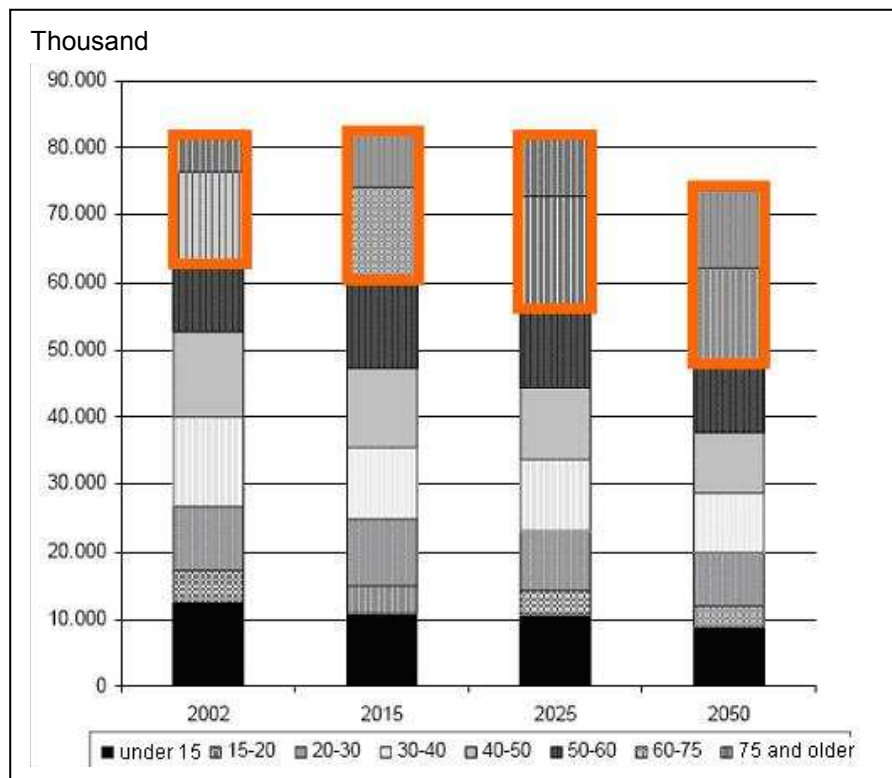


Figure 6.5 The predictive trend of age structure of the population in Germany  
Source: Statistisches Bundesamt der Bundesrepublik Deutschland, 2003

Figure 6.5 shows the age structure of German population. It indicates that ageing trend in Germany is obvious. “The portion of senior citizens in the tourism market will increase. They will be the growth motor of the tourism market in the future.” (F.U.R 2004, p.109) One particular reason for believing that seniors will remain the principal source of growth for tourism in the foreseeable future is the fact that much of this market segment is still currently financial secure, so that there are substantial purchasing power resources available for tourism (TAB, 2005). After retirement, the time available also increases substantially. Besides, senior citizens appreciate travel as a way to keep physically and mentally fit and participate in social life. According to Brittner-Widmann, Widmann and Schroeder (2006), German travelers in age group of

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over 60 will increase continuously until 2030 up to 28 Million. The Cologne survey in this study shows that elderly visitors tend to favor culture travels. Thus, world cultural heritage sites as cultural tour products will attract more and more German senior tourists. In order to improve the travel experience of senior tourists, world cultural heritage sites and tour operators should pay attention to the particular needs and desires of elderly people.

Similarly, China is aging. China witnesses the fastest rate of aging in the world. The total number of the Chinese seniors and their growth rate are staggering. The Chinese with the age of 60 and over have already made up 10.3% of the world's largest national population by 2000 (Miao and Wu, 2004). It is expected that by the middle of the 21<sup>st</sup> century, there will be 400 million Chinese aged 60 and over (Mao and Song, 2004). However, senior tourists are not one of the target market segments in China by now. Even some tour operators implement a discriminating price policy for seniors. Customers above the age of 55 are required to pay a significant amount of premium in order to participate in a package tour, and the proportion of the senior travelers in some groups can not exceed 20% (Liu, 2004). According to the findings from Hsu, Cai and Wong (2007), some of the Chinese seniors stopped traveling due to constraints of personal financial resources, time resources and health conditions. One of respondents said in the interviews conducted by Hsu et al. (2007): "How much have we earned? So we have to be funded by our children to travel." The Chinese seniors' motivation for leisure travel is subject to personal financial conditions, which is in turn affected by their family support and responsibility (Hsu, Cai and Wong, 2007). In the in-depths interviews of seniors in Beijing and Shanghai (Hsu et al., 2007), interviewees explained that they still have no time to travel after their retirement. Some of them reported that they were engaged in some sort of part time job or continued to work for their previous companies after their retirement. Chinese seniors' time is also constrained by their commitment to caring for their spouses and families of their children (Hsu et al., 2007). Poor health is also a condition that inhibits Chinese seniors' ability to travel. Some of them do have an interest in travel,

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but as they grow old, their interest is dimmed by the inconvenience caused by aging and poor health (Hsu et al., 2007). All these factors prevent Chinese seniors from leisure traveling and limit the development of senior tourism in China.

In fact, by now the main tourism market in China appears to be young and middle aged people. Firstly, the total number of population in the age of 15 to 59 has occupied the dominating percentages recent years. According to the data from National Bureau of Statistics of China, population in the age of 15 to 59 was 69% of the total population by the end of 2007. Such population provides huge potential market for Chinese tourism market. Furthermore, for the group of “young people”, i.e. 15-29, they were born after implementing opening-up policy and economics reform of China. Most of them are the only child of their parents due to one-child policy since the 1980s. They are considered as the over spoiled generation. Parents try their best to provide good living and education conditions for them. Thus, this generation is of relatively good education and culture. They pursue fashion and something new. For the young students, they have relatively more time to travel, such as winter holiday and summer holiday besides other public holidays. For the young employees, they are more independent on themselves in financial aspect than students. They have relatively good education and much better salary than their parents at their young age. Some of them are open-minded and in pursuit of western lifestyles. They tend to spend all the salary they earned instead of saving money. They like to make a vacation to relax themselves just like western people. Compared with young people, middle aged Chinese have more disposable income. Leisure travels are considered as an indicator of wealth in China (Arlt, 2005). So, many of the middle aged people in China appear to like leisure travel to show off. They are the main consumers of tourism market in China. Therefore, the major target market of world cultural heritage sites in China would be young and middle aged people. The world cultural heritage sites and tour operators should emphasize such target tourism market to design related products to meet their needs.

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For example, although group trips are still popular in China, young people, students in particular, do not like join such group trips. According to the survey conducted by Wang and Gan (2003), 90% of the surveyed students like self-organized trips with their friends. Although many Chinese tourists still tend to travel on highly organized group tours, the preference of self-organized trips for young student can represent a trend of travel organized style in China. Additionally, the major motivations of young Chinese travels are to relax themselves and to increase their knowledge (Wang and Gan, 2003). Therefore, in order to attract students, the world cultural heritage sites should organize some interesting activities and provide detailed introduction.

### ➤ **Similarities and differences in the constructs of proposed research model between surveyed German and Chinese visitors**

There're significant differences in *attitude*, *subjective norm*, *perceived control*, *city/culture tour involvement* and *intention* between German and Chinese visitors based on the survey data, thereby supporting H4a and partly supporting H4b. It appears that Chinese visitors have stronger intention to visit world cultural heritage sites than German visitors based on the sample data. Besides, compared with German visitors, Chinese visitors seem to have more positive attitude toward world cultural heritage sites, to be more influenced by reference groups in a greater degree when making travel decision, to perceive more travel control, and to be more interested in city/culture tour.

Particularly, it should be mentioned here is that Chinese visitors appear to be more likely than German visitors to search for and rely on personal sources of information, and to be easily influenced by reference groups. China is typically classified as possessing the culture of collectivism (Hofstede, 1980) and Chinese societies embody a collectivist outlook (Lai, 2008). Compared with their counter parts in an individualistic society, members of a collective society are more conscious of the impacts of their behaviors on others, and their motivation of actions is more shaped by their perceptions of how others would perceive the actions (Hsu et al., 2007). In

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Doran's (2002) research, it also suggested that the Chinese, living in a collectivist culture, were less likely to make individual decisions and more likely to let reference groups influence choices. Actually, these findings suggest that the Chinese rely more on information obtained within a reference group, because the use of this information is recognized as a relationship-enhancement behavior. It should be noticed that compared with other information sources or reference groups, internet appears to be a new information source noticed by both Chinese and German visitors in this study. In fact, internet has revolutionized flexibility in both consumer choice and service delivery processes. The internet empowered tourists to become more knowledgeable and to seek exceptional value for money and time (Wahab, Cooper and Cooper, 2001). Internet is increasingly becoming one of the most important tourism promotion sources.

No significant difference is found in *past experience* between surveyed German and Chinese visitors. World cultural heritage sites all around the world have universal value due to their special historic, scientific, or esthetic qualities. It is not surprisingly, therefore, that the survey results show that world cultural heritage sites are popular among surveyed visitors. The majority of both German and Chinese visitors in the surveys reported that they like Cologne Cathedral or Suzhou Classical Gardens as well as other world cultural heritage sites they have visited before.

### ➤ **Increasing world cultural heritage tourism in China**

According to the result of predictors of *intention* to visit world cultural heritage sites, world cultural heritage sites in China have attracted and will attract more and more visitors. Firstly, the Chinese will perceive less and less time constraint of leisure travel. Since 1995, China has adopted the regulation of a five-workday week. Since 2000, there are three "golden week" public holiday in one year, namely in February, May and October. From 2008, the former regulations were changed to "two golden weeks and five not too long holidays". The adjustment of official holidays will make the corresponding change in travel pattern of China. Short distance tour will become the



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new bright spot in the market. As the Report on China Tourism Industry 2008 said, the two golden weeks, i.e., the China New Year and the National Day holiday will receive the highest tour upsurge in the history. A new regulation “Regulation on Paid Annual Leave for Employee” began to implement from January of 2008. Employees who have worked for more than one year and less than ten years have five paid annual leaves. Employees who have worked for more than ten years and less than twenty years have ten paid annual leaves. And employees who have worked for more than twenty years have fifteen paid annual leaves. In light of the practice of these holiday-related regulations, more and more Chinese will have more leisure time. That is to say, some of the Chinese will not perceive time as a leisure travel constraint.

Secondly, as the majority of the population has grown out of poverty with basic needs of subsistence met, the pursuit of higher level needs such as leisure travel becomes financially possible. More and more Chinese no longer need to struggle for the basic necessities due to thirty years of economic development in China. The rise in the level of disposable income may be translated into an increased travel trend and leisure activities.

Thirdly, average education level in China increased sharply, especially higher education. Following dramatically enlarging enrollment in higher education since 1999, the rate of enrollment expansion of China in higher education is very fast (see Figure 6.6). More people have the opportunities to enter colleges or universities to receive higher education. Meanwhile, there is an old saying in China: Read thousands of books, and travel thousands of miles around to be well-cultured (in Chinese: 读万卷书, 行万里路). Thus, it is reasonable to imagine that more people are interested in traveling somewhere to “broaden their views”. As the results of the Suzhou case, *perceived control* and *city/culture tour involvement* are the predictors of visitors’ intention to visit a world cultural heritage site within the next 12 months. In other word, less travel control perceived by the Chinese (e.g. time and money) and more interest in cultural tour will result in the increased intention to visit world cultural

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heritage sites. Furthermore, according to the survey in Suzhou, the Chinese tend to pay much attention to the title of world cultural heritage sites. The majority of the surveyed visitors have very positive attitude toward world cultural heritage sites. Compared with German visitors in this study, the Chinese is more likely to take such title into consideration when they make a travel decision. As the title of world cultural heritage sites is considered as an honor for locals in China, they will not forget to promote themselves by using the title. Therefore, given the above reasons, world cultural heritage sites will continue to be tourism hot spots in China.

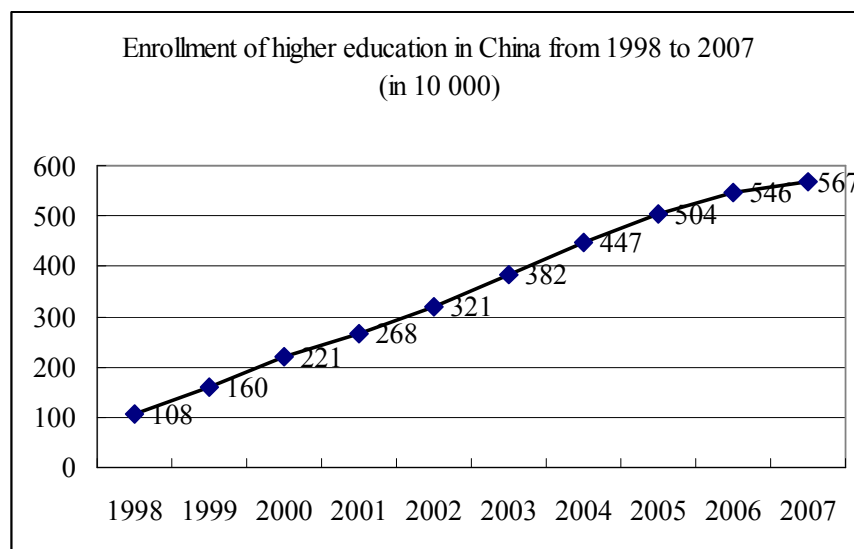


Figure 6.6 Enrollment of higher education in China from 1998 to 2007

Source: Hexun News, 2008

### ➤ **The differences of travel preference between surveyed German and Chinese visitors**

Although the majority of the respondents in the Cologne survey reported that city/culture tours are an important part of their vacations, there are still many of them do not think so. It can be explained by the travel preference of some German tourists. According to the research results of Jamrozy and Uysal (1994), German visitors in general appear to prefer close to nature rather than visiting historical and cultural sites. Therefore, for German visitors, it seems not wise to promote world cultural heritage sites as the main tourism products for the destination like Cologne. It can be just one part of natural tour. Visiting world cultural heritage sites in Germany usually is an

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activity by the way.

Comparing with German visitors, Chinese visitors tend to prefer cultural sites. Visiting cultural and historical sites is often the main reason for traveling. On the date of Suzhou survey in this study, the weather was not comfortable because of high temperatures and humidity levels. People call such weather “sauna weather”. Although it was not nice weather for traveling, there were still a lot of visitors in Suzhou because of the three days public holiday. Visiting Suzhou Gardens is the main reason for the majority of Chinese visitors in the survey. Of course, Chinese visitors like nature as well. Confucius said: “The wise delights in flowing waters; the benevolent delights in majestic mountains”. However, natural scenic areas often combined with some historic and cultural sites. People tend to pay much attention to those historic and cultural sites which are often introduced by the tour guides. People tend to take photos in front of these historical and cultural sites to remember and to prove that they have been there. Besides, according to the survey and the analysis in section 6.2, Chinese visitors take more care about the title of cultural heritage sites than German visitors in Cologne. In China, the title of world cultural heritage sites is the major tourism promotion tool. With the development of international tourism in China, for foreign destination countries, in order to attract Chinese visitors, the title of world cultural heritage sites should be made fully use of to promote their tourism products and set up destination image.

### ➤ **Other Findings**

The survey reveals some dislike aspects with the world cultural heritage sites, i.e. Cologne Cathedral and Suzhou Gardens. Some common problems in these two world cultural heritage sites were perceived by visitors. First, they are overcrowded. World cultural heritage sites have attracted and will attract more and more visitors, especially for Chinese world cultural heritage sites. The expected economic benefits of large numbers of tourists could result in a general reluctance to reduce or control visits for fear of losing revenues (Drost, 1996). A second problem is pollution or

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uncoordinated environment around the world cultural heritage sites. Such problems will affect visitors' impression of world cultural heritage sites, while past experience is an important factor to influence people's intention to visit world cultural heritage sites.

In addition, according to the sample data of this study, media plays an important role in informing people about world heritage in both cases. Considering the important role of media in modern society, media has been and will be a good tool of educating and raising people's awareness of protecting world cultural heritage. Another method of raising public awareness to understand and conserve world cultural heritages is by class education at schools, colleges and universities. It will be helpful for pupils and students not only to know more about the history and culture of their hometown, their own country and the whole world, but also to set up the concept of promoting conservation and supporting sustainable economic, natural and cultural development.

## Chapter 7, CONCLUSION AND FUTURE RESEARCH

### 7.1 Conclusion and implication

This study is undertaken against the backdrop of the rise of heritage tourism as a favorable tourism product all around the world. After reviewing the literature about models of travel destination choice, a research model of predicting visitors' intention to visit world cultural heritage sites is proposed in the frame of the theory of planned behavior. *Past experience* (visitors' latest experience of visiting world cultural heritage sites) and *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities) as the two additional attributes are added to the original model of the theory of planned behavior. Surveys based on the proposed research model were conducted in Cologne, Germany and Suzhou, China as two case studies to test the model and four groups of hypotheses. This study supports some of past research findings on the theory of planned behavior in leisure fields and the cultural differences between Western and Eastern societies. The result of empirical study suggests that some differences do exist between German and Chinese visitors. It shows the behavior and attitude, psychological needs, and experience of visitors in world cultural heritage sites, which are useful for travel suppliers to recognize segments and serve effectively the different types and groups of visitors. Marketing should incorporate cultural differences in their strategies to make them more effective and efficient to their target market.

➤ *Attitude* plays an important role for *intention* in the Cologne case

From the empirical results of the Cologne case study, it can be seen that *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites) is the only significant factor to predict visitors' intention to visit a world cultural heritage site within the next 12 months. *Subjective norm* (information sources or recommendations from reference groups which might influence visitors' destination

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choice), *perceived control* (visitors' perceived ease or difficulty of leisure travel), *past experience* (visitors' latest experience of visiting world cultural heritage sites) and *city/culture tour involvement* (the level of importance, interest or enjoyment attached to city/culture tour, which mainly refers to all kinds of cultural activities) all do not play a significant role in predicting visitors' intention to visit world cultural heritage sites. *Attitude* as a psychological term represents an individual's degree of like or dislike for an item. Although *attitude* is not easy to be changed, from the empirical results, *past experience* is the factor which can change individual's *attitude*, to some extent. Therefore, *past experience* can be considered as a mediator of *attitude* and *intention*. Favorable past experience of visiting world cultural heritage sites will be more likely to lead to positive attitude toward world cultural heritage sites, which is the only key factor to determine visitors' intention to visit. Consequently, world cultural heritage sites should try their best to provide good service for visitors so as to have a good reputation among visitors and as to make visitors have relative positive impression and attitude toward them. As a result, there will be more and more people interested in world cultural heritage sites, visiting them, knowing their values and participating in the protection.

The sample data of Cologne case also show that although most of the surveyed visitors are interested in world cultural heritage, they do not think that the place with the title of world cultural heritage sites is more attractive for tourism than those without the title. During the process of destination choices, they do not care much about the title. Hence, the title of world cultural heritage sites may not be an efficient tool to promote tourism destination, especially for a city like Cologne, which can provide colorful tourism products and activities for tourists.

- There will be more and more visitors to world cultural heritage sites in China based on Suzhou case.

As far as the empirical results of Suzhou case are concerned, *perceived control*, *past experience* and *city/culture tour involvement*, but not *attitude* and *subjective norm*, are

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the predictor constructs for visitors' intention to visit world cultural heritage sites within the next 12 months. Consequently, it is easy to explain why there are more and more visitors to world cultural heritage sites in China. On the one hand, with the improvement of the general education level in China, people tend to pay more attention to cultural activities. Higher education is creating greater interest in cultural activities. On the other hand, with the increase of personal disposable income and widely implemented paid holiday rule in China, less and less travel barriers will be perceived by the Chinese. In fact, increased leisure time and disposable income have accelerated the growth of domestic tourism in China (Cai, Hu and Feng, 2001; Cai and Knutson 1998). World cultural heritage sites are inevitable to attract more and more visitors. Heritage tourism is widely accepted as an effective way to achieve the educational function of tourism (Ashworth and Tunbridge 1990; Light 2000). After their visit, people know more about cultural heritage and its value.

Besides, *past experience* also plays a role in affecting visitors' intention to visit world cultural heritage sites based on the sample data of Suzhou case, which indicates that visitors with favorable experiences in one world cultural heritage site are more likely to visit another or revisit the same one. Favorable experience and satisfaction lead to positive recommendation of the product to friends and relatives, which in turn brings in new visitors. The task for the Chinese local governments, which have administrative jurisdictions over the world heritage sites, is to satisfy visitors in order to have a good word-of-mouth effect and attract more visitors, because the sites are regarded as new sources of income. Site managers and marketers can improve visitors' experiences by providing thorough and professional interpretation of the underlying culture to help visitors better understanding what they are experiencing. But from a different perspective, the vast number of visitors is a major threat to the protection of the sites. It is already a great challenge for the Chinese government to cope with the conflict between conservation and heritage tourism, and to explore the mutual benefits derived from the development of sustainable heritage tourism.

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- The comparison of surveyed German and Chinese visitors in the aspects of attitude and travel behavior in the context of world cultural heritage sites

The respondents of both cases were domestic visitors in Germany or in China. However, one of the primary goals in creating the World Heritage List was to attract people to visit different areas in the world and, thereby, encourage greater understanding and sharing of experiences among people (Drost, 1996). More and more tourism organizations are seeking to sell their products to people from other countries. So the research on international and cultural differences in relation to travel intention and destination choice appears to be very significant. Moreover, it is reported that the outbound market for Germany is significantly larger than the inbound market due to the highly developed state of the economy and the statutory holiday entitlement enjoyed by employees, together with a lack of domestic sea and beach attractions (Jamrozy and Uysal, 1994; Swarbrooke and Horner, 2007). China with rapid-economic growth and the growth of market economy will create a new affluent class who will want to travel abroad for pleasure. It is a country which is expected to show a considerable growth in outbound tourism statistics (Swarbrooke and Horner, 2007). Heritage tourism is attractive for Chinese tourists. Germany as well as other European countries, which have a great amount of heritage sites, will inevitably attract more and more Chinese visitors. Therefore, it is important to understand international visitors and their behavior in such a competitive global tourism by comparative study. This study is exploratory and attempts to verify possible cultural differences in travel behavior. Travel agencies and tour operators need to identify possible market segments.

Based on the empirical comparative results of this study, there are significant differences between Chinese and German visitors in almost all the constructs of this study, i.e. *attitude* (visitors' positive or negative feelings and opinions about world cultural heritage sites), *subjective norm* (the importance of information sources or recommendations), *perceived control* (the perceived ease or difficulty of traveling for visitors), *city/culture tour involvement* (the importance, interest or enjoyment attached



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to cultural tour perceived by visitors) and *intention* (visitors' desire to visit a world cultural heritage site within the next 12 months). There is no significant difference in construct *past experience* between respondents in Cologne and Suzhou. Surveyed visitors from both Cologne and Suzhou have relatively good impression on world cultural heritage sites which they have visited before.

Chinese visitors relatively have more positive attitude toward world cultural heritage sites than German visitors according to the survey data. The Chinese tend to show higher respect for authority. The title of world cultural heritage sites can be regarded as a kind of title granted by international experts and authority. Hence, it is easy to understand that Chinese visitors have positive attitude toward those sites with the title.

The importance of the information sources or the recommendation of reference groups perceived by Chinese visitors is greater than that by German visitors according to the sample data. The choice-making by German visitors stems from themselves rather than from outside agencies, especially for short stay trips. On the contrary, Chinese society emphasizes on collectivism. There is a strong pressure to be similar to everyone else and to do similar things as everyone else (Reisinger and Turner, 1998). Thus, the decision-making of the Chinese will be more reliable on outside agencies. There is a heavy reliance on the advice of friends and relatives along with the internet. Any destination that interests in Chinese tourists would develop a close liaison with famous selected tourism websites.

As far as the *perceived control* is concerned, German visitors appear to perceive much less travel control than Chinese visitors. Such significant difference could result in the concept of duty and right. The Germans think that leisure travel is a right for everyone. Chinese people tend to explain that they have no time or money for leisure travel due to their duties, such as extra working hours for earning more money, saving money for the next generation, taking care of parents and grandparents and so on. Family is a very important concept in Chinese mind. Tao (1996) stated that in China the family is

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valued as the place where one first learns about one's duties as a human being. Generations are linked together by a sense of duty and the fulfillment of duty (Tao, 1996). Considering the family duties as well as social duties, many Chinese perceive more leisure travel control than the Germans.

As for *city/culture tour involvement*, Chinese visitors appear to prefer cultural and historical sites for leisure travel. Although the Germans like the cultural activities as well, almost half of the Germans prefer to be close to the nature in their vacations according to the recent Travel Analysis of 2008 (Reiseanalyse 2008) (F.U.R, 2008). Such difference of travel preference between the Chinese and Germans can also result in the difference of intention to visit a world cultural heritage site within the next 12 months.

Besides, there are some other different aspects in travel behavior and travel pattern between the Germans and the Chinese according to the survey data in this study, which should be paid attention to. Firstly, the different motivation and travel preference are found between German and Chinese visitors. The Germans appear to travel (weekend travel or holiday trip) mainly for relaxation. Similar result can also be seen in the Travel Analysis 2008 that German people need rest, relaxation and recreation (Ruhe, Entspannung und Erholung). By contrast, the Chinese prefer to see something worthy for their travel. Such sightseeing tour in China is still a main type of tourism products. It is mainly for broadening views and increasing knowledge. Hence, the title of world cultural heritages is more useful and powerful tool in China than in Germany to promote local tourism products.

Secondly, it seems that the Chinese still tend to join group trips due to the lack of experience in travel, cheap cost as well as collectivism culture value, but self-organized trip or semi-self-organized trip have become a new popular trend in China. By now many Chinese would prefer a tight travel schedule for visiting more sites especially the famous cultural or historical sites in one trip. The Chinese appear

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to perceive that they have no time and money for leisure travel. Thus, once they have time and money and decide to make a leisure trip, they'd like to experience more within the limited time and with the limited money. Moreover, travel in China is an indicator of wealth. People like to show off their travel experiences. Hence, they prefer visiting more places in one trip. Group trips organizers should arrange colorful and full itinerary for Chinese visitors, especially for the people who seldom travel. However, for Chinese old people, tight itinerary simply runs them off their feet. The itinerary for the elderly should leave plenty of leeway of course. But it should be also noticed that the self-organized trips are kind of fashion and very popular among the young generation and those with rich travel experiences. The result of one travel survey in Shanghai in 2007 shows that 70% of the middle class reported that they would organize their travel by themselves next time (Ding, 2008). They prefer free itinerary and seeking adventure rather than the tight trip schedule arranged by the travel agencies in advance. There are many internet forums about self-organized trips appeared recently in nowadays China, which provide large quantity of information on how to arrange self-independent tours. Such trend can be considered as a transition from traditional sightseeing trip to self-organized leisure style trip. Travel operators should more pay attention to such trend and provide relevant services such as merely helping tourists reserve tickets and hotels instead of arranging the travel schedule for them. This is actually a kind of semi-self-organized tourism, as regarded as a new travel trend in China (Mu, 2008).

Thirdly, the findings of survey imply some cultural values of Chinese, which can provide some important points for host destinations. Saving face, for example, is one of the important principles of maintaining good interpersonal relationship in Chinese society. Saving face means allowing others to escape the humiliation implicit in not knowing, failing to understand, having been inferior to others (Mok and DeFranco, 1999). Hosts should be aware to save Chinese tourists' face at any time and then long term relationship is more likely to be maintained. Therefore, service training programs according to the Chinese cultural values are necessary if they want to appeal

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to Chinese tourists. Besides, Chinese visitors prefer to take pictures to show off their travel experiences. Hence, enough time should be planned for them to take pictures when designing the itinerary. Moreover, Chinese like to buy some local souvenirs as gifts to their family, relatives, colleagues and friends when they return to their residence. On one hand, they can show off their travel experiences when giving gifts to others. On the other hand, gifts in Chinese societies have become a symbol of courtesy, respect, appreciation and friendship. One way to maintain relations among Chinese is by the presentation of gifts (Mok and DeFranco, 1999). Therefore, travel operators and organizers should keep in mind that shopping should be one of the important parts of the itinerary. In addition, in order to satisfy Chinese tourists, giving some thoughtful and appreciative little gifts to them is one efficient way.

### 7.2 Limitation and future research

However, it is inevitable that there are still some limitations to this study that have to be kept in mind to this study when interpreting the results and, consequently, future research is necessary. First of all, the theory of planned behavior assumes that the decision-making is a rational process. However, rational decision-making in tourism is limited both by the imperfect information which is available to most tourists and by the fact that many consumers will be influenced by their own opinions and prejudices which may be irrational (Swarbrooke and Horner, 2007). The proposed research model in this study was tested by the survey sample data selected in Cologne and Suzhou. The data were collected in February in Cologne and June in Suzhou. Seasonal differences may lead to different travel behavior. February is not a favorable travel season for the Germans. Respondents in the Cologne survey in February were mostly from the wider area of Cologne and just made a weekend day trip since the weather was nice on survey days. Such one-day trip usually is unplanned. Most of the respondents have visited Cologne before. They do not need to search special information for such weekend day trip. The model of the theory of planned behavior, however, presumes a high degree of rationality in the decision-making process, which is not evident in this case. By contrast, June is the beginning of tourist season in China.

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Suzhou survey was conducted on the public holidays in China. Thus, over half of the respondents in Suzhou visited there for the first time. This was one pre-planned trip for them. The comparison between two samples may be not comparable in a strict way due to the unplanned trip in Cologne and the pre-planned trip in Suzhou. However, it is similar that instead of two weeks vacation, most of the respondents in Cologne as well as in Suzhou made a short trip on weekends or during one three-day public holiday.

Secondly, the pattern of data collection could result in non-random samples. In Suzhou survey, the data collection in the garden pavilions and on rest benches in the commercial center by students may lead to a bias in the sample. In the first place, students tend to conduct interviews preferably with young people. As a result, more than 60 percent of respondents are in the age bracket of 18 to 29. In the second place, given the interview time, the majority of respondents are self-organized visitors, because they do not need to follow the tight schedule arranged by travel agents and have enough time to finish the interview. In fact, group trips are still popular in China. In the third place, this study examined people's intention by surveying visitors in actual world cultural heritage sites, and as such excluding people who may have intention of visiting but not in the setting of world cultural heritage sites. Thus, the convenience sampling method leads to a non-random sample. Besides, according to Visser, Krosnick and Lavarkas (2000), convenience sampling can be problematic because people who volunteer may be more interested in the survey topic than those who do not; and the sample's potential lack of representativeness may affect the generalizability of its findings. However, the real value of non-probability studies lies in their testing of whether a particular process occurs at all, to explore its mechanisms, and to identify its moderators. And demonstrations along these lines enhance our understanding of the human mind, even if the phenomena documented occur only among selected groups. After an initial demonstration of an effect or process or tendency, subsequent research can assess its generality (Visser et al., 2000).

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Thirdly, this study tends to view the surveyed visitors as a homogenous group. Clearly this is not the case. Every visitor is unique although all of them are visitors in the world cultural heritage sites and made a short trip during weekend or 3-days public holiday. It is possible to segment tourists on the basis of a range of factors that will influence their own attitude toward world cultural heritage sites and individual process of making a purchase decision.

Another limitation of this study is that surveys were conducted only in Cologne and Suzhou. Therefore, care must be taken in generalizing the results of the study to all visitors in world cultural heritage sites in Germany and China. Besides, given the sample size in both cases, it can not be generalized to the entire Chinese and German visitors in world cultural heritage sites. A larger sample size should be analyzed in the future research. It also might be an improvement due to a more proportionate number of visitors from different cultural heritage sites. This, of course, also increases the difficulty of collecting sample data as well as the cost of the study.

In addition, one limitation of this model, and in fact of all similar methods that make use of a subjective evaluation of attributes, is that it depends on the subjective evaluation expressed by the tourists through Likert scales or 5-point bipolar scales (Mansfeld, 1992). The inability to secure a common ground for evaluations of any attribute has been criticized more than once by various researchers who fundamentally reject the validity of such evaluations in social research. Since no other methods exist to quantitatively deal with subjective evaluations currently, the researchers can either use this method, being aware of its limitations, or adopt an entirely non-quantitative research approach.

Sixthly, the model test part of this study was based on those respondents with past experience of visiting world cultural heritage sites. The sample size did not allow for test of two groups, i.e., having past experience and none past experience. However, it would be useful to compare the model with respondents who have never visited a

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world cultural heritage site before.

One particular challenge when dealing with such cross-cultural study lies in the language difference. Although a bilingual expert (Chinese and German) has helped to translate the questionnaire from German into Chinese version, it is still difficult to be sure that every measurement in both cultures has a conceptual equivalence. In the future cross-cultural research, back-translation method could be used, which is introduced by Brislin (1970) and practiced by many cross-cultural tourism researchers (e.g. Baek et al., 2006; McCleary et al., 1998; Walker et al., 2007). Back-translation method is to consult with colleagues from different cultures to make sure that meanings are comparable in various languages.

Besides, considering average travel frequency and the distribution density of world cultural heritage sites in China, the given timeframe of 12 months could be too short period for most of the respondents. Different timeframe may impact the construct of *perceived control*. Consequently, visitors' *intention* may be influenced.

Last but not least, the two surveys are not comparable in a strict sense and it is possible to improve the measurements of every construct in the proposed research model so that getting more reliable and stable results. For example, visitors' intention was measured by a single item in this study. It would be desirable to have a more robust multiple-item scale measuring this construct.

Notwithstanding these limitations, this study provides useful insights into the behavioral aspects of tourist destination choice in the world cultural heritages context. It represents a concrete step toward the understanding of what Chinese visitors in Suzhou and German visitors in Cologne think about world cultural heritages and leisure travel. The implications of the findings are useful for the tourism marketing and development of heritage tourism, and extended research could include the following aspects.

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- To conduct more case studies for testing and modifying the research model

World cultural heritage sites scatter all over the world and have their special features. Due to the limitations of time and personal competence, this dissertation focuses only on two cases, one in Germany and the other in China, which are however not very representative. In order to test and modify the proposed research model in this study, it is necessary to conduct more case studies in different world cultural heritage sites in Germany as well as in China. Thus, more general conclusion can be received and the cross-cultural research can be further improved.

- To improve a measurement system of TPB in destination choice

Although the theory of planned behavior has been used in various fields, there are only several case studies based on TPB in travel behavior research. Compared with the current destination choice model mentioned in the literature review, the model based on TPB seems to be more parsimonious to make quantitative analysis. However, the measurements of constructs in TPB in tourism context currently vary case by case. In order to improve the development of TPB and form a universal model for predicting destination choice, it is necessary to investigate into a consistent measurement system based on large quantity of case studies, which should be easily to be measured and applied in different cases.

- To investigate how to improve sustainable tourism development in world heritage sites based on travel behavior

Mass tourism has serious damaging effects on physical and cultural environments of world heritage sites. However, it should not be an inevitable and unavoidable result. To understand who travels where, how and why is not only useful for tourism practitioners, but also useful for improving local sustainable tourism. More work must be done to improve sustainable tourism development in world heritage sites based on visitors' travel behavior.



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APPENDIX

## APPENDIX

German version questionnaire



Fragebogennr.: \_\_\_\_\_ Standort: \_\_\_\_\_  
 Befragernr.: \_\_\_\_\_ Datum \_\_\_\_\_.\_\_\_\_.2008  männl.  weibl.

**Sprechen Sie Deutsch?** Ich bin Geographie-Studentin/Student an der Universität zu Köln. Im Rahmen eines Seminars befragen wir Touristen und Besucher in Köln zu ihren Motiven nach Köln zu kommen. Würden Sie mir ein paar Fragen beantworten. Es dauert nur etwa 5 Minuten. Herzlichen Dank!

**Sind Sie als Tourist oder Besucher in Köln?**  ja  nein = **Kein Interview**

**1. Wie lange dauert Ihr jetziger Aufenthalt in Köln?**

- weniger als 3 Stunden  3 bis 6 Stunden  maximal einen Tag  
 mehrere Tage  weiß ich noch nicht

**2. Sind Sie zum ersten Mal in Köln?**  ja  nein

**3. Haben Sie (bei diesem Aufenthalt) den Kölner Dom besichtigt oder wollen Sie ihn noch besichtigen?**

- ja, habe ich schon besichtigt  ja, werde ich noch besichtigen  
 nein, aber ich habe ihn bei einem früheren Besuch bereits besichtigt  
 nein  weiß ich noch nicht

**4.1 Wie hat Ihnen der Besuch des Kölner Doms gefallen?**

sehr gut	1	2	3	4	5	überhaupt nicht
(bei 1,2,3)						

**4.2 Was hat Ihnen besonders gefallen?** \_\_\_\_\_

(bei 3,4,5)
-------------

**4.3 Was hat Ihnen misfallen?**

**5. Sagt Ihnen der Begriff ‚Weltkulturerbe‘ etwas?**

- ja  nichts genaues, habe aber schon mal davon gehört  
 nein (weiter mit 12.3)

**6. Wissen Sie, wer den Titel ‚Weltkulturerbe‘ verleiht?**  ja, \_\_\_\_\_

nein

**7.1 Gehört der Kölner Dom Ihres Wissens nach zum Weltkulturerbe?**

- ja  nein  weiß ich nicht

**7.2 woher wissen Sie das?**

- Informationen im/am Dom  Reiseführer  
 Touristeninformation  von Bekannten/Verwandten  aus den Medien  
 weiß ich nicht mehr  Sonstiges \_\_\_\_\_ (max. 3 Antworten)

**8. (bei Dombesuch dieses mal)**

**Hat Ihr Dombesuch Ihr Interesse an Weltkulturerbestätten....**

deutlich gesteigert	1	2	3	4	5	deutlich gesenkt
weder noch						

9. Haben Sie in den letzten drei Jahren schon einmal eine andere Weltkulturerbestätte besucht?

- nein     weiß ich nicht/kann sein/nicht bewusst

ja, welche?:.....



10.1 Wie hat Ihnen dieser letzte Besuch eines Weltkulturerbes gefallen?

sehr gut	1	2	3	4	5	überhaupt nicht
----------	---	---	---	---	---	-----------------

(bei 1,2,3)

10.2 Was hat Ihnen besonders gefallen? \_\_\_\_\_

(bei 3,4,5)

10.3 Was hat Ihnen misfallen? \_\_\_\_\_

10.4 Hat dieser letzte Besuch eines Weltkulturerbes Ihr Interesse an Weltkulturerbestätten...

deutlich gesteigert	1	2	3	4	5	deutlich gesenkt
---------------------	---	---	---	---	---	------------------

weder noch

11. Generell würde ich sagen, dass ich ..... an Weltkulturerbestätten habe

- sehr großes Interesse    1    2    3    4    5    überhaupt kein Interesse

12. Jetzt habe ich einige Fragen zu Ihren Reisegewohnheiten. Ich lese Ihnen ein paar Aussagen vor und ich bitte Sie mir zu sagen, ob sie diesen Aussagen zustimmen oder nicht (wieder auf einer Skala von 1= stimme voll und ganz zu bis 5=stimme überhaupt nicht zu)

	1	2	3	4	5
1. Städte mit Weltkulturerbe sind für mich als Reiseziel attraktiver als Städte ohne diesen Titel.					
2. Ich würde bei meiner nächsten Stadtbesichtigung/Städtereise eine Stadt mit Weltkulturerbe bevorzugen.					
3. Stadtbesichtigungen sind in der Regel ein wichtiger Teil meiner Urlaubsreisen					
4. Ich würde es mir voraussichtlich finanziell leisten können, eine Stadtbesichtigung/Städtereise innerhalb der nächsten 12 Monate zu machen					
5. Ich wäre gesundheitlich nicht in der Lage eine Städtereise/Stadt-besich innerhalb der nächsten 12 Monate zu machen					
6. Meine familiäre Situation (Kinder, pflegebedürftige Angehörige o.ä.) würde es mir nicht erlauben, innerhalb der nächsten 12 Monate eine Stadtbesichtigung/Städtereise durchzuführen					
7. Vor einer Reise informiere ich mich gerne ausführlich über mein Reiseziel					

13. Wann haben Sie Ihre letzte Stadtbesichtigung/Städtereise durchgeführt?

- in den letzten drei Monaten     in den letzten 12 Monaten
- vor zwei bis drei Jahren     länger als drei Jahre her
- dies ist meine erste Stadtbesichtigung/Städtereise (weiter mit 15)

**14. Fand Ihre letzte Stadtbesichtigung**

- im Rahmen einer längeren Urlaubsreise statt
- oder war die Stadtbesichtigung der Hauptzweck der Reise

**15. Würden Sie gerne innerhalb der nächsten 12 Monate eine Städtereise/Stadtbesichtigung machen?**  ja  nein  weiß ich nicht

**16. Ist Köln....**  das Hauptziel Ihrer Reise  Teil einer Rundreise  
 nur ein Zwischenstopp

**17. Haben Sie Ihren Besuch in Köln...**

- selbst organisiert  pauschal gebucht (nicht als Gruppe)
- als Gruppenreise gebucht?

**18. Welche waren die Hauptgründe für Ihre Entscheidung nach Köln zu reisen? (max. 2 Antworten)**

- Dom  Kulturelles Angebot  Romanische Kirchen
- Besuch einer Sportveranstaltung  Einkaufsangebote
- Besuch von Freunden/Verwandten  Kneipen/Nachtleben
- Musicalbesuch  andere Gründe \_\_\_\_\_

**19. Welche Rolle spielte der Dom bei Ihrer Reisesentscheidung für Köln?**

sehr große Rolle    1    2    3    4    5    überhaupt keine Rolle

**20. Wie wichtig waren Informationen oder Empfehlungen aus folgenden Quellen für Ihre Aufenthaltsplanung in Köln? (auf einer Skala von 1=sehr wichtig bis 5=unwichtig)**

	1	2	3	4	5
1. Reisebüro					
2. Medienberichte (Fernsehen, Radio)					
3. Internet					
4. Reiseführer					
5. Freunde oder Verwandte					
6. Andere Quelle, nämlich					

**Und nun bitte ich Sie um einige wenige Angaben zu Ihrer Person:**

**21. Darf ich Sie fragen wie alt Sie sind? \_\_\_\_\_ Jahre**

**bzw. zu welcher Altersgruppe gehören Sie?**

- unter 18     18-29     30-45     46-65     über 65 Jahre

**22. Was ist Ihr höchster Bildungsabschluss?**

- kein Schulabschluss  Hauptschulabschluss
- Realschulabschluss  Abitur/Fachabitur  Hochschulstudium
- Sonstiges \_\_\_\_\_

*Herzlichen  
Dank!*

## Chinese version questionnaire



问卷号码: _____	地点: _____
调查员号码: _____	日期 2008 年 ____ 月 ____ 日 <input type="checkbox"/> 男 <input type="checkbox"/> 女

您好！我们正在做一项关于旅游者行为的调查研究。因此想占用您 5 分钟的时间，问您一些问题，非常感谢您的合作！

您是来苏州旅游的吗？  是       否 = 结束调查

**1. 您大概会在苏州逗留多久？**

少于 3 个小时     3 到 6 个小时     最多一天     一天以上     尚不确定

**2. 这是您第一次到苏州吗？**     是       否

**3. 您这次来苏州游玩了哪些园林？**

拙政园                       狮子林                       网师园                       留园  
 藕园                         沧浪亭                       艺圃                         其他 \_\_\_\_\_

我以前已经玩过了，这次不打算再玩任何园林了

还没游玩呢，但有计划要游玩

都没玩过，也没打算玩      } (请直接转至问题 5)

**4.1 您对苏州园林的总体印象是...？**

差     1       2       3       4       5    好

**4.2 您觉得苏州园林值得一游吗？**

不值得     1       2       3       4       5    值得

**4.3 您喜欢苏州园林吗？**

一点也不喜欢     1       2       3       4       5    很喜欢

**4.3.1 (如果您选择了 3, 4, 5) 哪些方面是您喜欢的呢？** \_\_\_\_\_

**4.3.2 (如果您选择了 1, 2, 3) 哪些方面是您不喜欢的呢？** \_\_\_\_\_

**4.4 您会将苏州园林推荐给其他亲朋好友吗？**

肯定不会     1       2       3       4       5    肯定会

**4.5 如果有机会，您还会再次游玩苏州园林吗？**

肯定不会     1       2       3       4       5    肯定会

**5. 您知道“世界文化遗产”吗？**

是

不是很确定，但好像听说过。(请直接转至问题 7.1)

不知道 (请直接转至问题 13, 继续回答问题 13~19, 21, 22)

**6. 您知道“世界文化遗产”这个头衔是由谁授予的吗？**

是 \_\_\_\_\_

不知道

**7.1 您知道苏州园林是“世界文化遗产”吗？**

是       不是 (请直接转至问题 13)

不清楚 (请直接转至问题 13)



**7.2 您是从哪里得知的？** (最多选择三个答案)

园林里面或者周边的介绍性文字     导游或者旅行指导书     苏州旅游问询中心

亲戚朋友     媒体报道       我也不知道       其他 \_\_\_\_\_

8. 在接下来的一年里,您还想选择一个世界文化遗产地作为旅游目的地吗?

肯定不会  1  2  3  4  5 肯定会

9. 您还游玩过其他的世界文化遗产地吗?

没有 (请直接转至问题 11) 不知道/可能吧/没有在意 (请直接转至问题 11)

是,具体是哪里呢? \_\_\_\_\_

10. 您对这个(些)世界文化遗产地的总体印象如何?

差 1 2 3 4 5 好

11. 总体来讲,我对世界文化遗产.....

完全没有兴趣 1 2 3 4 5 很感兴趣

12. 现在我还有一些关于您旅行观念和旅行习惯方面的问题。我会讲出一些命题,您只要回答您是赞同还是反对,这里使用的是 5 点评分制,数字 5 代表完全赞同,数字 1 代表完全反对。

	1 完全反对	2	3	4	5 完全赞同
1. 有“世界文化遗产”的城市会更具有吸引力。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 下次旅游我很愿意选择一个世界文化遗产地作为旅游目的地。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 城市观光是我度假旅游中非常重要的一部分。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 我想我有足够的钱可以支持我在接下来的 12 个月里选择一个城市作为目的地去旅游。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 我想我的健康状态完全允许我在接下来的 12 个月里选择一个城市作为目的地去旅游。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 我的家庭状态(例如有需要照顾的孩子或者其他亲人等)将不允许我在接下来的 12 个月里出去旅游。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 只要我愿意,我就能在接下来的 12 月里选择一个世界文化遗产地进行旅游活动。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 我觉得游览世界文化遗产地是非常有意义的事情。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 我觉得游览世界文化遗产地是一种非常愉快的经历。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 游览历史古迹等文化类景点是旅游(度假)活动的重要一部分。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. 您上一次的以城市为中心目的地的旅游是在什么时候?

前 3 个月内 上一年内  2,3 年内 3 年以前 这次来苏州是第一次以城市作为中心目的地的旅游

14. 这次到苏州旅游您是通过下列哪些途径获得有关苏州旅游方面信息的? 这些途径的重要程度如何? (5 点评分制, 5 代表最重要, 1 代表最不重要)

	1 没用到	2 根本不重要	3 不太重要	4 重要	5 很重要
1. 旅行社	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 媒体报道 (电视, 广播)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 网络	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 导游/ 旅行指南	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 亲友	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 其他途径, 即: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15.1 在旅游的时候,对于那些文化类景点(如历史古迹,博物馆等),您  
一点也不喜欢  1  2  3  4  5 很喜欢

15.2 您觉得参观那些文化类景点(如博物馆,历史古迹等) ...  
很无聊  1  2  3  4  5 很有趣

15.3 在您到某地旅游之前,您会事先了解一下目的地的历史与文化背景吗?  
根本不会去了解  1  2  3  4  5 会很深入的了解

15.4 在您餐馆那些文化类景点(如博物馆,历史古迹等),您一般是...  
走马观花  1  2  3  4  5 仔细听导游讲解/看各类文字说明以求甚解

16. 您这次游玩苏州

- 就是这次旅游的唯一目的地  
是长途旅行的一个主要站点 只是一个中转站

17. 您这次游玩苏州是...

- 自助游 包价旅游(即请旅行社预订酒店和交通,具体行程自己安排)  
团队游(即由旅行社组织全部的食宿游活动)

18.您到苏州游玩的主要是为了什么?(最多2个答案)

- 游览苏州园林等名胜古迹 购物 拜访亲友  
参与文体活动 品尝当地特产 现代城市观光  
游览自然风光(如太湖等) 其他原因\_\_\_\_\_

19. 您觉得苏州园林在您的苏州之行中重要吗?

- 很不重要 1 2 3 4 5 非常重要

20. 如果不考虑时间和金钱的限制,在您准备下次出游时,如果下列人员向您推荐另一个世界文化遗产地,您会在多大程度上听从其建议呢?(5代表完全听从,1代表完全不听从)

	1 完全不听从	2	3	4	5 完全听从
1. 家人亲友的推荐	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 旅行社、旅游公司、航空公司等的推荐	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 报纸、杂志、广播电视等媒体广告	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 电影、书籍、新闻等其他非旅游类信息源	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 其他: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

现在请允许我问一些您的个人信息:

21. 能问一下您的年龄吗? \_\_\_\_\_

或者说您的年龄是属于下列哪个组的?

- 小于 18 18-29 30-45 46-55 56-65 大于 65

22. 您的最高学历是什么?

- 小学 初中 中职/高中 高职/大专/本科 研究生毕业  
其他\_\_\_\_\_

非常感谢您的合作!



## ERKLÄRUNG

Ich versichere, dass ich die von mir vorgelegte Dissertation selbständig angefertigt, die benutzten Quellen und Hilfsmittel vollständig angegeben und die Stellen der Arbeit – einschließlich Tabellen, Karten und Abbildungen –, die anderen Werken im Wortlaut oder dem Sinn nach entnommen sind, in jedem Einzelfall als Entlehnung kenntlich gemacht habe; dass diese Dissertation noch keiner anderen Fakultät oder Universität zur Prüfung vorgelegen hat; dass sie – abgesehen von unten angegebenen Teilpublikationen – noch nicht veröffentlicht worden ist sowie, dass ich eine solche Veröffentlichung vor Abschluss des Promotionsverfahrens nicht vornehmen werde. Die Bestimmungen der Promotionsordnung sind mir bekannt. Die von mir vorgelegte Dissertation ist von Herrn Prof. Dr. Boris Braun betreut worden.

Köln, im September 2009

Smyan Shen 沈茹彦

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### ACKNOWLEDGMENT

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