

WORLD EXPO 2010 SHANGHAI: EXPLORING INTERNATIONAL VISITORS'
EVALUATIONS OF EXPERIENCE QUALITY

by

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World Expo 2010 Shanghai:

Exploring international visitors' evaluations of experience quality

Large international events provide unique opportunities for individuals to engage in cross-cultural experiences. When individuals have positive/meaningful experiences, they are more likely to recommend the event or attend similar events in the future. Previous studies have mostly examined the effects of motivations and individual evaluations of service quality without considering the potential for interaction effects from additional factors related to the experience. This study explored how experience quality at international events such as the World Expo 2010 in Shanghai may be explained by the relationships observed between visitor motivations, perceptions of service factors, and reactions to various experiential factors. The hypotheses for this study included: (1) variances in international visitors' evaluations of experience quality is explained by variables including gender, age, and previous experience including visits to Shanghai, attending national celebration events in China, and/or at a prior World Expo; (2) variances in international visitors' evaluations of experience quality is explained by variables of experience factors, visitor motivations, and service quality; and (3) variances in international visitors' evaluations of experience quality is explained by the interaction between variables of experience factors, motivations, and service quality.

Secondary analysis was conducted on a total of 168 questionnaires completed by visitors to the World Expo 2010 Shanghai. The first hypothesis was tested using one-way ANOVA analysis and found no significant difference for the variables based on gender; however, there were significant differences in evaluations of experience factors and

overall experience quality for individuals based on age. Visitors aged 25-34 had noticeably lower average scores than other age groups. Correlation analysis was used to test the second hypothesis. Significant correlations were found to exist between each of the variables. Finally, multiple regression analysis found visitor motivations and experience factors to have significant effects on the evaluation of overall experience quality. The effects of service quality on the remaining variance were negligible.

Results suggest that experience factors, visitor motivations, and the performance/quality of service factors may positively influence the experience quality for visitors to large international events. Furthermore, when considering future examinations of experience quality, visitor motivations and reactions to experience factors are more significant than the performance/quality of service factors.

Keywords: experience, service quality, motivation, international events

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Chapter 1

INTRODUCTION

Experience quality at international events such as the World Expo 2010 in Shanghai may be explained by the relationships observed between experience factors, service quality, and planned behavior. Visitor perceptions of their experiences may be affected by service quality factors such as travel costs, time requirements, opportunities for social interaction, and destination-specific characteristics. The desire of visitors to seek and engage in either spontaneous or directed experiences might also vary based on cultural differences. In this sense, cultural orientation could be indicative of one's preparations for, anticipation of, and expectations from an experience. Examining the effects of service quality on international event experiences may provide critical information for leisure service providers regarding the intention of visitors to recommend and/or attend similar events in the future.

Significance of the Study

International Events and Service Quality

In the organization and administration of international events, there are numerous factors which influence customer experience. Service quality is a key factor in planning as well as the design of experiences based on the anticipated market who will attend the event. International events are typically designed to attract customers from a wide variety of countries, ethnic backgrounds, and diverse interests. In a global context,

international events are affected by the phenomenon referred to as globalization. The process, according to Kelleher and Klein (2006), is defined as “...increasing interconnectedness between societies such that events in one part of the world more and more affect people and societies far away” (p. 208). Globalization has become the source by which different cultures interact via economics, politics, technology, and culture through service provision in addition to the dissemination of people, ideas, and products (Reisinger & Turner, 2003; Steger, 2003; Zeithaml, Bitner, & Gremler, 2009).

Considering the current state of global interconnectedness, event planners must increasingly be aware of the changing global economy and new technological innovations. These changes simultaneously increase fluidity and communication while also further enabling visitors with more control and opportunities to engage in co-production.

Global competitiveness is impacting the daily operations of all types of service organizations in a variety of ways: definitions of service quality are merging; business environments are changing; information, capital, products, and services flow across international borders at speeds unheard of just a few months ago. (Milakovich, 2005, pp. 12-13)

The evidence of globalization has been made more apparent with a multitude of available influential examples from around the world including Europe (Michelin, IKEA, and Volkswagen), Asia (Sony), and American companies ranging in service provisions from McDonalds to the Walt Disney Corporation to Facebook who have influenced cross-cultural interactions and the global economy (Gopinath, 2008; Griswold, 1994; Petracca & Sorapure, 2007). Since most of the world is now connected via globalization, the performance metrics which could traditionally be applied to service quality for potential analysis have become even more convoluted based on interactions within and beyond an

organization's control. Given that service quality may vary depending on region (Gursoy & Gavcar, 2003; Loker-Murphy & Pearce, 1995), nationality (Pecotich & Rosenthal, 2001; Pizam & Sussmann, 1995), or culture (Chick, 1998; Handwerker, 2002), it could be advanced that the effects of globalization on services marketing may require examination from a cross-cultural perspective.

The SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry (1985, 1986, 1988) has been one of the most widely cited methods for evaluating overall service quality. The survey instrument identified 21 attributes to providing excellent service within five core dimensions of reliability, responsiveness, assurance, empathy with the customer, and tangibles. Each attribute was measured with two ratings for both customer expectations and perceptions resulting in a quantified measure of service quality (Zeithaml et al., 2009). The instrument has shown incredible flexibility in adapting the dimensions of service quality to more accurately reflect the cultural needs and attitudes of various national populations (Gnoth, 1997; Lee & Carter, 2009; Wickens, 2002).

Interestingly, SERVQUAL cannot measure customer satisfaction, tendency to recommend, or other factors affecting the customer's experience. The determination of whether an international event is successful is dependent on the experiences and reactions of people from different cultures. Since there are noticeable differences between western and eastern cultures regarding service expectations and motivations (Chen, 2001; Dong, 2006; Lang, 1996), SERVQUAL must be considered in conjunction with other methods to more accurately gauge visitor experiences at international events.

Engineering the Experience

The traditional managerial practice of meeting or exceeding prescribed service standards for reliability, response, and recovery has overlooked the importance of planning and organizing for the overall visitor experience. International event planners and organizers have typically focused on hygiene factors rather than the personal context of the visitor's interaction dynamics during the experience. Additionally, little attention has been paid to engineering a set of visitor outcomes that match expectations, intentions, and motivations for the visit. Careful attention to the construction and engineering of the visitor experience was exemplified by the Imagineering concept of the Walt Disney Corporation and has been used for decades to create a vivid, relevant, and compelling set of interactions (Berger, 2007; Petracca & Sorapure, 2007; Smoodin, 1994). Rather than merely planning the physical structures for an international event, the organizers may need to carefully examine the actual visitor experience as one that is co-created and individuated. International events are thereby more adequately evaluated as a series of on-going processes involving simultaneous production and consumption as the visitor is directly involved in co-creating their experiences (Pine & Gilmore, 1999; Rossman & Schlatter, 2008).

While service marketing and management techniques can control certain interactions within the process, there are also many personal facets which require immediate and longer-term reflection and thus can have a greater impact. The overall quality and/or value of events is decided by visitors based on a multitude of elements including social, personal, environmental, and consequential interactions (Cole, Crompton, & Willson, 2002; Crouch, 1994; Reisinger & Turner, 2003). According to

research, experiences which have proven to be valuable and distinctly memorable have shown a much higher propensity for re-engagement and recommendation to others (Daengbuppha, Hemmington, & Wilkes, 2006; Morgan, 2009).

Experiences are ultimately chosen and evaluated based on a multitude of factors. The most commonly examined elements have included location, availability, engagement, perceived value, motivation, cultural awareness, and recognized quality (Csikszentmihalyi & LeFevre, 1989; Ekinci & Hosany, 2006; Wong, 2004). Much of the literature surrounding experience quality has been based on psychosocial theories including self-efficacy theory (Bandura, 1997), self-determination theory (Ryan & Deci, 2000), and flow theory (Csikszentmihalyi, 1997). However, the theory of planned behavior (Ajzen & Driver, 1991, 1992; Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) appears to be especially useful in examining differences exhibited in visitor motivations, anticipations, and expectations at international events. The theory of planned behavior states that behavior can be predicted by the determinants of intention which include behavioral, normative, and control beliefs. Successfully engineered experiences are predicated on the assumption that people have specific needs to be met and make plans accordingly. Different cultures may have different methods for engagement with the event and interacting with other people at international events (Cole et al., 2002; Richards & Palmer, 2010). It thereby seems that cultural accommodation and tolerance might also affect individual evaluations of experience quality.

Experience in a Multicultural Context

Culture is broadly defined as the concept of shared knowledge, experiences, and ideas that can exist within a company, community, country, or society (Daft, 2008; Edfelt, 2010; Lee & Carter, 2009). It encompasses everything from technology, language, symbols, economics, religion, politics, structures and organization, values, attitudes, customs, to the education needed for adaptation and perpetuation. Effective cultural practices are able to constantly adapt to changing needs of a population, whether minor or significant. Cross-cultural management theory expounds on the need to understand and educate oneself and others using cultural relativity with the intent to positively affect interactions for all involved (Giroux, 1999; Griswold, 1994; Kelleher & Klein, 2006).

Results from various studies suggest that delivering products and services to citizens of a country, temporary visitors, and/or other non-citizens produces varying levels of success (Bird & Fang, 2009; Iwasaki, 2008; Pecotich & Rosenthal, 2001). Since everyone is unique, universal approaches are not always effective as individuals often have other needs or certain styles may not fit with personalities, ethics, and motivations (Williams, 2002). Both positive and negative responses to particular experiences can be predicated on such personal characteristics or additional outside influences from the greater society, culture, and the environment. Even with a wealth of international influences, service providers cannot successfully attract their target population without considering cultural differences which may explain variations in service and experience quality at international events.

There seem to be multiple dimensions of cultural differences which may influence visitor experience including value orientations, cultural patterns, and cultural variability (Reisinger, 2009; Reisinger & Turner, 2003; Stewart, 2005). Multiple studies relate the extremity of differences between Asian and Western cultures and the likelihood of experiencing extreme culture shock (Chen, 2001; Dong, 2006; Lang, 1996; Samovar & Porter, 1991). Culture shock occurs every time individuals are exposed to a different culture. It can be caused by an inability to cope, sensory overload, a partial or complete incompatibility with beliefs or value systems, and confrontations based on barriers related to language, food, dress, manners, or the environment (Hofstede, 1997; Pearce, Morrison, & Rutledge, 1998; Rogers & Steinfatt, 1999). Visitors with more shared characteristics, such as language or manners, often feel more comfortable or familiar with the host culture which alleviates some of these issues (Reisinger & Turner, 2003; Stephan & Stephan, 1985). However, people may also seek to expand their knowledge through unique experiences in completely foreign cultures (Chen & Chen, 2011; Iwaskaki, 2008; Williams, 2002). In such cases, the evaluation of the multicultural experience might be made regardless of service quality. Therefore, cultural differences between the host culture and tourists are particularly important for analyzing planned behavior, service, and experience quality at international events where visitors may have different values and perceptions of the world in addition to being members of different cultural groups or speaking different languages.

Purpose of the Study

There appears to be a need to examine the relationships between experience quality, service quality, and planned behavior as they may be modified by cultural differences. Using data available from a survey of visitors at the World Expo 2010 Shanghai (n=168), this study proposes to analyze the relationship between motivation, experience, and service factors in predicting overall experience quality. The analysis of secondary data has proven viable for many studies in leisure behavior (Chen, 1996; Dong, 2006; Lang, 1996; Tan, 2000; Van Puymbroeck, 2004). This study may add to the body of knowledge in international event experience research by exploring three crucial questions: (a) do socio-demographic variables account for variations in experience factors, service quality, planned behavior, and/or experience quality, (b) is experience quality influenced by planned behavior, experience factors, and/or service quality, and (c) can existing differences in perceived experience quality be explained as a result of planned behavior, experience factors, and/or service quality.

Delimitations

This research was delimited to the following:

1. A secondary data set derived from a study of visitors who attended the World Expo 2010 in Shanghai, China was provided as an SPSS file.
2. The primary sample included data from 168 international visitors aged 18 and above who completed surveys administered in July and October of 2010.
3. Additional information was made available from 10 face-to-face interviews conducted in July and October of 2010 and provided as mp3 files for review.

Limitations

The following factors were considered to limit the interpretation of results from this study:

1. Secondary data was provided from a larger post-attendance study.
2. The accuracy and reliability of measurement scales and items in the survey was determined by the original research team.
3. The sample population was confined to international visitors at a large international event, restricting generalization.
4. Attitudes and behaviors towards event experiences may change over time.

Assumptions

This study was based upon the following assumptions:

1. Examining the international event from a post-positivistic perspective provided a unique opportunity to examine experiences in a cross-cultural setting.
2. Visitors to international events were more likely to be willing to provide information related to their unique motivations, service encounters, and the quality of their experiences.
3. Study participants understood the instructions and provided accurate information related to their personal experiences.
4. The instruments and items used in this study were direct measures of motivation, experience factors, service quality, and experience quality.

Hypotheses

The hypotheses for this study included:

- H₁: Variances in international visitors' evaluations of experience quality is explained by variables including gender, age, and previous experience including visits to Shanghai, attending national celebration events in China, and/or at a prior World Expo.
- H₂: Variances in international visitors' evaluations of experience quality is explained by variables of visitor motivations, responses to experience factors, and perceived service quality.
- H₃: Variances in international visitors' evaluations of experience quality is explained by the interaction between variables of motivations, experience factors, and perceived service quality.

Definition of Terms

For the purposes of this study, the following terms are defined:

Experience Factors: attributes related to a visitor's direct and indirect observations, encounters, and knowledge of an event (Ralston, Ellis, Compton, & Lee, 2007).

Experience Quality: visitors' perceived satisfaction with the overall event experience based on a collective measurement of personal, service, and experience factors.

Motivation: the reasons for why visitors choose to attend specific events and decide to act as they do (Ajzen & Fishbein, 1980).

Service Quality: the level to which an organization's staff and/or volunteers respond and/or adapt to meet visitor expectations for service at an event (Zeithaml et al., 2009).

Chapter 2

REVIEW OF THE LITERATURE

Large international events present unique challenges for event organizers. International visitors are engaged in multiple encounters with opportunities to respond either positively or negatively due to language and/or cultural barriers with the host community. Difficulties may arise because while focused on increasing the number of visitors to the event, organizers can potentially lose their target audience by detracting from the quality of the overall experience. Visitor experiences are often analyzed and/or predicted by the separate constructs of planned behavior and service quality. Previous experiential research has been conducted using these constructs to examine tourism experiences, visitor services, and leisure experiences as well as the new field of experience management which has focused more on identifying the factors which may enhance the experience. Tourists' motivations and perceptions of service quality are both important elements in evaluating the overall event experience. However, experience quality is a multidimensional concept which may be influenced by relationships between many additional factors.

Defining the Experience

According to the Oxford Dictionary (2010), experience has multiple definitions including: a) participation and observation of events; b) knowledge and/or skills gained over time; and c) “an event or occurrence that leaves an impression on someone.”

Experiences provide individuals with practical knowledge that can be applied in the future. There are many types of experiences including educational experiences, travel experiences, recreational experiences, and entertainment experiences which depend upon varying levels of involvement. People seek different types of experiences based on multiple factors related to fulfilling various needs and desires.

Evolution of Experiences

Most event and experience literature has recognized the impact of the work done by Pine and Gilmore (1999). In their book, they described the historical progression of economic growth from commodities (agricultural products) to goods (manufactured products) to services (intangible products) to experiences (events and memories). This trend has been reflected more noticeably when considering the current economic situation domestically and abroad. According to records on international economic accounts from the U.S. Department of Commerce's Bureau of Economic Analysis (2010), while the deficit on goods based on more imports than exports has recently increased to \$171.2 billion, the surplus on services has increased to \$36.8 billion. Travel, transportation, and other private services experienced the largest increases in both receipts and payments among the many different types of services documented.

Considering the focus of economic relationships between providers and customers has changed over time, organizers are now responsible for recognizing the multidimensionality of customer experiences. One study involving marketing research for twelve separate products collected data which supports the consideration of additional variables in providing for experiences (Gentile, Spiller, & Noci, 2007). According to the literature reviewed for the study, individuals chose experiences in order to fulfill and/or

confirm needs related to lifestyle, pragmatism, senses, emotions, cognitive, and relational dimensions. Evaluations of experiences can also be determined by perceptions, actions, relationships, and system of values and beliefs which are unique to individual customers. The successful marketing strategies for the customer experience with the diverse range of products in this study can be applied further to examining other types of experiences where the customer is also a producer of their experience.

Engagement in Experiences

According to Pine and Gilmore (1999), visitors can be engaged actively or passively to multiple and varying degrees during an experience depending on the situation. Furthermore, personal behavior tends to reflect the degree to which the visitor is willing to be engaged, whether absorbed by or immersed in the experience. Thus, visitor experiences are separated into four types based on these interrelationships – entertainment, educational, escapist, and esthetic. Pine and Gilmore's four types of experiences are further illustrated in Figure 1.

Pine and Gilmore (1999) explained the differences between the four types of experiences based upon factors related to the experience as well as visitor motivations, intentions, and behaviors. Entertainment experiences reflect the personal desire to be entertained. While being entertained, visitors are passively absorbing the input provided to their senses. Concerts, circus acts, variety shows, and sometimes even cities depend upon the ability to attract and provide specific experiences where the consumer is not expected to do anything but observe. In contrast, visitors can actively absorb their experiences in what are termed educational experiences. Attending demonstrations, classes, and lessons increases personal knowledge and/or skills by actively engaging the

mind and/or the body. Educational experiences provide individuals with an opportunity for personal change. When people go to museums, for example, they have chosen to learn about something new or different without any intention to influence the exhibits.

Alternatively, esthetic experiences are those which provide visitors with an opportunity to be immersed passively in the experience. Esthetic experiences involve the observation of pleasing physical environments such as enjoying sunsets while on vacation or going to a relaxing spa. Rather than being outside the situation being observed, one is actually within the situation itself. Finally, escapist experiences allow visitors to escape either physically or psychologically from typical, everyday lives. Holiday vacations, virtual reality systems, and theme parks offer visitors with escapist experiences that are not available otherwise. The visitor is actively immersed in the experience which they co-create. Each type of experience – entertainment, educational, esthetic, escapist – tends to provide different benefits to visitors based on the nature of the experience, the motivations behind engaging in the experience, and the level of personal involvement one has during the experience (Pine & Gilmore, 1999).

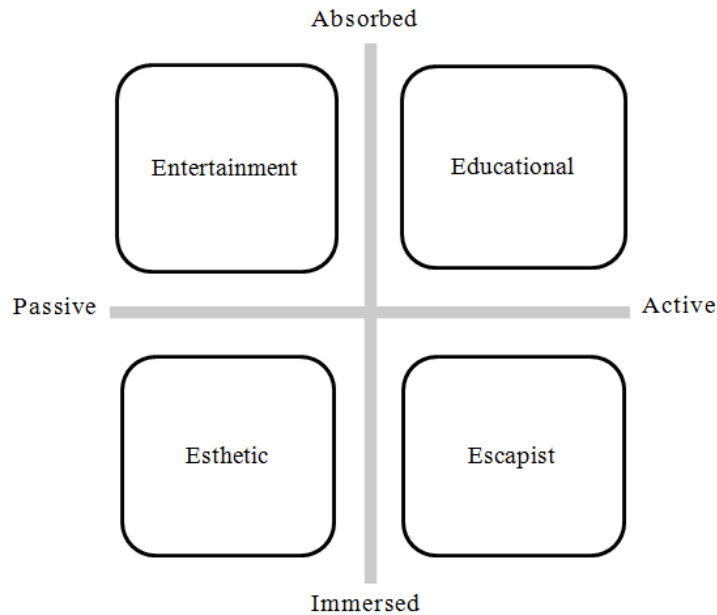


Figure 1. Pine and Gilmore’s designations for engagement in the four types of experiences as defined by levels of participation (passive – active) and degree of involvement (immersed – absorbed). Adapted from Pine and Gilmore (1999).

In a study involving over four hundred questionnaires at a rural festival (Liang, Illum, & Cole, 2008), researchers found a relationship between visitors’ behavioral intentions and benefits received. This also coincided with differences based on the visitor’s origins and distance traveled. Three beneficial factors were generated from factor analysis including history appreciation, socialization, and enjoyment. The visitors rated enjoyment highest and socialization was rated second. Socialization benefits were rated significantly higher with area residents than non-residents. However, there was not any significant correlation between the distance traveled and the visitors’ intention to recommend or the benefits received from attending the festival. The research also found an inverse relationship between distance travel and future behavioral intentions. Visitors who had traveled further indicated that they were less likely to revisit the same event in

the future. While not to an overwhelming degree, the visitor responses to the festival experience were somewhat mediated by factors related to benefits received and the choice of location for the event.

Tourist Experiences

Tourism has the unique position of simultaneously encouraging preservation and authenticity while seeking cultural exchange (Williams, 2002). In the book *Travel as a Political Act*, travel writer Rick Steves declared, "...travel can be a powerful force for peace. Travel promotes understanding at the expense of fear. And understanding bridges conflicts between nations" (2009, p. 191). When individuals are engaged at international events, there is a mutual understanding based on expressing views about nature and culture in a safe and peaceful environment without ideology or politics (Lee, 2003). The qualities that make different cultures unique often serve to attract tourists and generate intercultural dialogue.

Tourists often travel with the expectation to be engaged in unique experiences which are much different from their typical daily routines. Residents of a city hosting an event may not have the same reactions as visiting tourists because of their degree of familiarity with the location and the local culture. Residents are those individuals who live and/or work in the immediate vicinity where an event is held while visitors are those who are only visiting the location for a pre-designated period of time without a permanent residence or employment. The distinction between residents and visitors is important because many people travel with the specific intention of gaining personal experience with another culture (Chen, 2006; Freestone & Geldens, 2008; Relyea, Cocchiara, & Studdard, 2008). According to the theory of planned behavior (Ajzen &

Fishbein, 1980; Ajzen & Driver, 1991, 1992; Fishbein & Ajzen, 1975), active participation and interpersonal contact may create positive changes in beliefs, attitudes, intentions, and behaviors. Therefore, event planners and organizers can potentially affect evaluations of the experience through positive engagement and interpersonal service interactions with the visitors.

Visitor reactions to experiences are influenced by multiple interactions (Rossman & Schlatter, 2008). The three phases of leisure experiences encompass anticipation of the event, participation in the event, and reflections on the event. The interactions during the anticipation phase encompass promotions and communication providing general and specific information about the event. While participating in the event, the visitor interacts with other people, service staff, and the environment. Additionally, visitors respond to and derive meaning from a variety of objects which are physical, social, and/or symbolic in nature. An important element affecting the visitor reactions to an event is how the different interactions are produced. Interactions can vary whether they are either spontaneous or planned. While visitors and event planners may intend for specific interactions to take place, interactions may also take place outside the control of individual visitors and event managers. These interactions include meeting new people, learning through observation of another culture, and perceptions and reactions to the physical environment and related surroundings of the event.

Tourism provides a significant revenue source across the globe as people travel internationally for academic, professional, and recreational purposes. The World Tourism Organization of the United Nations has estimated that annual international tourism generated \$852 billion (€611 billion) in export earnings for 2009 (2010). As

such, tourism is currently the leading category for international trade. Events are widespread and are categorized into groups based on their importance or scope (local, regional, national, continental, etc), character or purpose (recreation, professional and/or competitive, and auxiliary), and regularity (Bjelac & Radovanovic, 2003). Large sport and tourism events benefit host communities by improving economics, creating jobs, investing in infrastructure, enhancing cultural awareness, protecting the environment, and contributing to peace and international understanding (Getz, 2003; Lee, 2003; Turco, Swart, Bob, & Moodley, 2003). International mega-events such as the Olympics or the World Expo, formerly the World's Fair, attract large groups of people from various nations with the purpose of increasing peace and cooperation among individuals of diverse backgrounds.

World Expo 2010 Shanghai

There have been noteworthy international exhibitions bringing nations and individuals together since 1851. The first World's Fair was held in London, England and had twenty-five countries in attendance (Expo 2010 Shanghai China, 2010). The event has changed significantly in nature and scope since inception 160 years ago. The most recent event organized by the International Exhibitions Bureau was the World Exposition 2010 Shanghai, also known by its shortened name of the World Expo. This was the first time that the exposition was held in a developing country (Xu, 2010).

The event's theme "Better City, Better Life" was meant to highlight ideas for better lives in urban environments by promoting change in policies, strategies, and sustainable development (Bureau of Shanghai World Expo Coordination, 2010). A series of three forums intended to engage diplomats, international organizations, and visitors in

intercultural and diplomatic discussions included a Summit Forum, Theme Forum, and Public Forum (Expo 2010 Shanghai China, 2010; Xu, 2010). The event also had substantial security measures to provide for the safety of all in attendance. Providing service to visitors was accomplished with the assistance of almost 80,000 volunteers (Expo 2010 Shanghai China, 2010).

Shanghai provided an interesting backdrop with a population of 19 million in a metropolis which has attracted many multinational companies, resulting in it being the wealthiest province city in China (Ramzy, 2010). From May 1st – October 31st, 2010 (184 days) over 73 million people visited Shanghai for the Expo (Expo 2010 Shanghai China, 2010). On the 5.26 km² (over 2 square miles) site there were five main zones divided to incorporate five theme pavilions, pavilions for 246 participating nations and international organizations, and 33 public venues for holding 22,925 cultural events. There were also over one thousand events provided by performing groups from 176 countries, thirteen international organizations, thirty-six cities, and four enterprises (Expo 2010 Shanghai China, 2010). The complexity of the Expo design and management is illustrated more fully by maps of the five zones in Figure 2 and a more complete listing of pavilions, events, and forums present at the Expo is available in Appendix A.

International events such as the World Expo 2010 Shanghai are designed to attract visitors from a wide variety of countries, ethnic backgrounds, and diverse interests and to encourage engagement in the host culture (Bjelac & Radovanovic, 2003; Edfelt, 2010; Getz, 2003). Visitors from various cultural backgrounds attend the event with preconceived behaviors, expectations, and interpretations of the service and experience to be received (Bird & Fang, 2009; Chen & Chen, 2011; Morgan, 2009). Therefore, while

planning positive experiences is important for event planners and organizers, the determination of one's experience quality may be related to additional factors of motivations and perceived service quality.

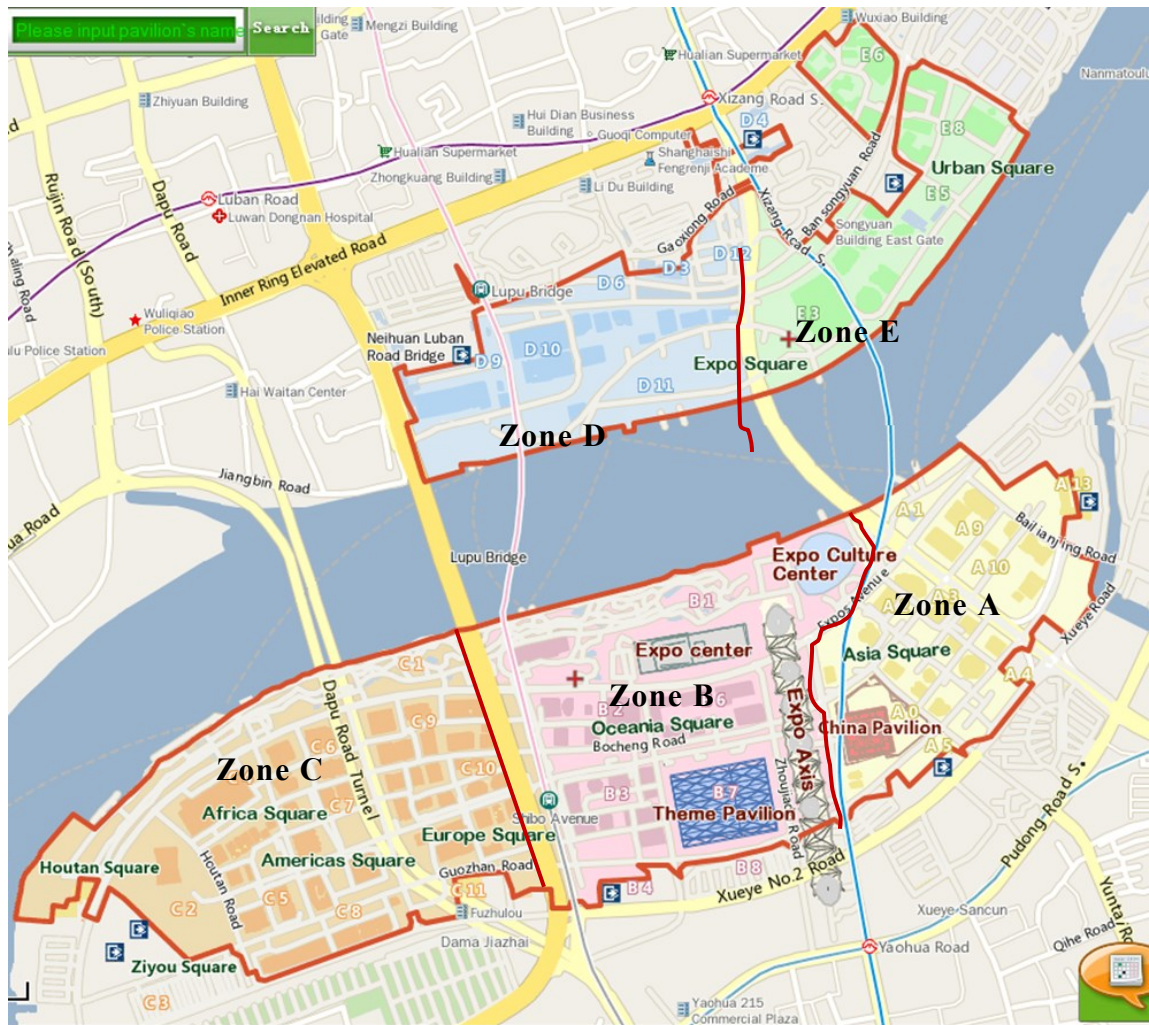


Figure 2. Map of the Expo site identifying each of the five zones. Adapted from Expo 2010 Shanghai China website (2010).

Planned Behavior

Needs

Every individual has specific needs which need to be addressed in life. While the Constitution of the United States proclaims the rights of individuals to include “life, liberty, and the pursuit of happiness,” such lofty goals are not universal norms. Accepted social norms which are apparent in both laws and folkways determine whether an individual’s behavior is right or wrong, good or bad relative to the society which the individual belongs to or identifies with (Schaefer, 2004). In many nations across the globe, freedom and/or happiness is not a priority as basic necessities needed to sustain life are barely met. Some of these differences are based on cultural variations between societies and ideologies while other noticeable differences are more aptly attributed to political and social issues related to poverty and/or injustice.

Basic necessities for sustaining life include food, water, shelter, and rest. Individuals and groups tend to act and behave in order to fulfill these needs for themselves and others. Once these basic needs for survival are met, subsequent needs tend to arrange themselves via a hierarchy such as that proposed by Maslow (1954). The needs identified beyond the basic physiological needs previously mentioned tend to address psychological fulfillment. These include issues of safety and security, desire for social interaction and acceptance, esteem from self and others, and finally self-actualization via situations which engage the senses and induce feelings of personal achievement, pleasure, or novelty. While self-actualization is most desirable, not all experiences provide the opportunity to meet all of one’s higher needs and desires. The

reasons underlying personal behavior have been further tested via theoretically-based psychological research methods including the theory of planned behavior.

Theory of Planned Behavior

The theory of planned behavior originally put forth by Ajzen and Fishbein (1980; see also Fishbein & Ajzen, 1975) uses beliefs and attitudes to predict intentions and behaviors. Beliefs are formed by the interrelationships between direct observations, previous experience, inferential beliefs, and information obtained from outside sources such as friends or the media. Basically as individuals observe events and behaviors, individual responses to and perceptions of experiences are mediated directly and indirectly by information gained from a variety of conscious and subconscious sources which include previous life experiences and observations, inferred expectations based on previous experience, and secondary information provided by friends, family, television, radio, movies, and so forth. Subsequent attitudes towards different experiences reflect preconceptions regarding expected value and include social conditioning through exposure to different experiences. Attitudes about a single event experience can thereby vary between individuals based on differences between assigned value and prior exposure. Depending on beliefs and attitudes, intentions then identify how individuals plan to act based on the four main elements of behavior, target, situation, and time. Intentions are highly subjective and dynamic as they may change at any given moment to reflect personal developments and experiences over time as well as influences from interactions in a variety of situations. Furthermore, one's beliefs, attitudes, and intentions at any given moment may elicit different behaviors.

Behavior is the summation of one's personality, actions, and reactions (Reisinger, 2009). Considering the intertwined variables of planned behavior, the theory of planned behavior focuses not only on the prediction of behavior but also on how to affect change by relying on the influence of continuously accumulated experiences (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The impact of specific experiences on an individual are thereby not easily separated as past experiences inform current reactions which subsequently affect future intentions and behaviors.

The theory of planned behavior has been used in numerous studies for different purposes. The studies by Ajzen and Driver (1991, 1992) have been especially helpful to researchers by supplying evidence as to how to apply their theoretical basis to practice. In an influential study involving college students, Ajzen and Driver (1992) investigated individual involvement, moods, attitudes, subjective norms, perceived control, and intentions through the use of a questionnaire. Subjective norms were related to perceived social pressures to act in a certain manner. Perceived control reflected how involved the individual was in making decisions and choices regarding their actions and engagement in specific activities. An initial pilot study was used to refine their methods and then 146 undergraduate college students participated in the main study which utilized pre- and post-engagement questionnaire distribution periods. They found that attitudes, subjective norms, and perceived behavioral control were predictors of intentions and that perceived control was also a predictor of behavior. The individual attitudes towards behaviors, subjective norms, and perceived control were also indicative of the intention to participate in activities and leisure behaviors.

According to another study by March and Woodside (2005), tourist experiences included both planned and unplanned consumption behaviors. Planned behaviors identified in the study included costs such as airplane tickets and hotel reservations based on the predetermined time period. Unplanned consumption behaviors incorporated those decisions that were made spontaneously, such as for additional souvenirs or unexpected side trips. In combining data collected during separate entry and exit surveys to a site in Canada, the study found that most visitors spent significantly more than they had originally intended. The data further supported evidence that behaviors varied according to individual motivations, experiences with the products, and the composition of the travel party (size, age, gender, etc). Another major finding of the study was that while the visitors were limited in terms of time available at a particular location there was some flexibility related to one's spending ability.

Motivation

As an important aspect regarding one's intentions, motivation refers to the reasons for why visitors attend specific events and act as they do. The motivation to act in a certain manner may be extrinsic or intrinsic, meaning either for a reward or purely for inherent satisfaction (Ryan & Deci, 2000). In either case, the individual is acting in order to meet a specific need or desire. According to tourism literature, tourists are grouped in segments differently depending upon whether they are motivated to travel and be engaged in familiar experiences or whether they tend to desire experiences which are strange or novel (Cohen, 1972, 1979; Uriely, 2005). Those who desire familiar experiences will have very different expectations than their counterparts wishing to explore unknown situations. Visitors to international events may also attend based on the

desire to engage in experiences which involve intellectual, social, achievement, or stimulus-avoidance behaviors (Chen & Chen, 2011; Manfredi, Driver, & Tarrant, 1996; Morgan & Xu, 2009). The motivations which underlie individual behaviors may thereby be related and synthesized with the concepts for engagement in the four types of experience (entertainment, educational, esthetic, and escapist) as previously mentioned from Pine & Gilmore (1999).

In order to understand more about visitor motivations and the different types of experiences desired at events, Pegg and Little (2008) developed a six-page multi-item questionnaire. This questionnaire was distributed to visitors attending the Tamworth Country Music Festival in January of 2008 by staff and post-graduate students from the University of Queensland's School of Tourism. During a five day period of data collection, 1320 questionnaires were collected. Results reported by Pegg and Patterson (2010) found that visitors had identified various motivations for attendance including loving the music and an expressed desire for social connection with other visitors. According to the data, the atmosphere of the festival was also an important influence for the visitors. This reflects the notion that preconceived motivations may be significant in the planning stages of an experience; however, once visitors are on-site there are additional factors which may subsequently affect interactions and perceptions.

The evidence suggests that individuals will make choices and react differently to experiences based on a variety of factors related to planned behavior. Since attending events such as the World Expo 2010 may involve a significant amount of travel and subsequent financial support for international visitors, it is important to understand individual motivations for attending in addition to statements of desired expectations

from an experience. Once the visitor arrives at the event, individual responses towards the experience are affected by a series of interactions and perceptions regarding satisfaction with service factors.

Service Quality

Basic Standards

Service quality is a component for evaluating customer satisfaction based on identifying perceptions regarding the provider's ability and execution in meeting specific standards and requirements. Most service providers recognize that there is a basic level of service required for all providers. Visitors typically expect relative cleanliness, clear communication, dependability through adherence to schedules, and consideration of the individual as well as of groups (Zeithaml et al., 2009). Gaps in service quality identify where service providers have failed during the process to meet the customer's expectations or desired standards for listening, design, marketing, or delivery of services. Meeting basic service requirements for the majority of visitors requires understanding the relationship between the importance and performance of multiple service factors by recognizing where needs are met and where changes are deemed necessary to improve service provision.

SERVQUAL

The SERVQUAL framework is an instrument which quantifiably examines 21 attributes which have been deemed necessary to provide excellent service (Milakovich, 2005; Parasuraman et al., 1986). Since the development of SERVQUAL, service quality has mostly been evaluated based on expectations and performance within five prescribed dimensions of reliability, responsiveness, assurance, empathy, and tangibles as identified

by Parasuraman and colleagues (1985, 1986, 1988). The instrument has been typically utilized by researchers and service providers to identify how well services are provided and where improvements need to be made from the customer or visitor's perspective. The dimensions are separately defined in terms of requirements placed on the service provider. Reliability refers to whether the service is performed dependably, according to stated promises. Responsiveness is related to service recovery as staff and/or volunteers need to willingly be attentive to visitors, responding promptly to issues and concerns. The elements of assurance and empathy portray the visitor's desire to engage with individuals who are knowledgeable, trustworthy, and demonstrate consideration in treating them as individuals. Finally, tangibles relate mostly to appearance as visitors are constantly evaluating the event's physical environment, personnel, and all forms of correspondence. Each of the 21 attributes is measured in terms of discrepancies between visitor expectations and perceptions (Zeithaml et al., 2009).

The SERVQUAL framework has been widely used as it is easily adapted based on desired research parameters. However, sometimes service providers have not been able to address all of the needs for intended customers and additional factors have required consideration. In examining experience literature for instance, Cole et al. (2002) found it particularly useful to examine service quality and satisfaction separately. In a rather complex study, they developed a model for exploring relationships between service quality, satisfaction, behavioral intentions, performance quality, and quality of experience. Using data from 282 questionnaires completed by visitors to a wildlife refuge in Texas, a total of seven out of eight original hypotheses were supported including: performance quality influenced quality of experience, satisfaction, and service

quality; experience quality affected satisfaction; behavioral intentions were influenced by both service quality and satisfaction; and satisfaction was correlated to service quality.

The relationships between the variables are displayed graphically in Figure 3.



Figure 3. Cole, Crompton, and Willson's theoretical structural model used to test multiple hypotheses involving the prediction of future behavioral intentions using variables of quality of performance, quality of experience, service quality, and satisfaction. Model adapted from Cole et al. (2002).

Satisfaction

Though often combined, service quality and satisfaction are actually separate but related constructs. According to services marketing literature, perceived service quality is a part of evaluating overall satisfaction (Wong, 2004; Zeithaml et al., 2009).

Satisfaction is related to the degree to which the service or event has met one's needs and/or expectations. Satisfaction is more inclusive than the SERVQUAL framework and includes what is known as the conventional marketing mix of product, promotion, place

(distribution), and price (Hurd, Barcelona, & Meldrum, 2008) and is then expanded to include subjective perceptions of interactions with other people, physical evidence and other tangibles, and the process or mechanisms used in service delivery (Zeithaml et al., 2009). Satisfaction with service can be affected by price, features and attributes of the product or service, personal moods or emotional responses, perceived quality of the product or service, and situational factors.

According to Zeithaml et al. (2009), effective research for services requires multiple elements incorporating:

1. Quantitative and qualitative data;
2. Measures for both expectations and perceptions;
3. Balance between costs for the research and value of resulting information;
4. Statistical validity;
5. Attributes measured by priorities and importance; and
6. Measures for actual and intended future behaviors.

Research on cruise experiences (Andriotis & Agiomirgianakis, 2010), for example, explored cruise travel experiences by examining motivation, satisfaction, and future intentions to return to a specific port. The study measured a number of items including socio-demographics, pre-trip motivations, satisfaction with the chosen ports of call, activities engaged in, recommendations and indications of desired activities, and future intentions. Using data from 164 completed questionnaires, researchers found six dimensions for cruiser motivation including exploration, escape, entertainment, novelty, time and money, and opportunities for socialization and shopping. Additionally, five dimensions of satisfaction were explored related to desired benefits, information and

communication, dining, tour pace, and product and services provided during the experience. Exploration and escape were primary motivations indicated by the participants in the study while the product and services and pacing of tours significantly shaped overall satisfaction. The motivations and satisfaction measures used in this study reflect how personal and social elements can combine and influence visitor evaluations of different experiences.

In a recent study (Gopalan & Narayan, 2010), researchers found that managing satisfaction for tourist experiences requires collaboration from multiple parties. They introduced a conceptual framework based on case studies for services in India and Singapore. Ratings of satisfaction with service encounters were affected by additional interactions with immigration officials, managers at attractions, and even politicians and legislators. The analysis of data also showed statistical differences in ratings from individuals based on age regarding safety, cleanliness, and comfort. An additionally interesting finding was that younger tourists in the study were found to be more concerned with fulfilling needs related to basic services than counterparts in other age groups.

Many visitors are directly involved with creating and engaging in the event experience. As such, they are actually part of the production process as co-creators. During events, visitors are engaged in multiple types of interactions that may affect how satisfied they are with the quality of service and experience received (Finsterwalder & Tuzovic, 2010). Visitor experiences are not simple occurrences between the individual and the service provider, but rather a culmination of multiple encounters. Visitors tend to interact with many individuals during an event for various reasons including to increase

personal skills, to engage socially with other visitors, as well as more traditional interactions with service staff. Events are a type of product which incorporate services but they are also social experiences. The social aspect of events include additional variables outside the control of event planners and organizers related to interactions with the environment and other visitors as well as internalized personal behaviors.

SERVPERF

Cronin and Taylor (1992) suggested that an organization's performance of service factors provides a more accurate measurement of satisfaction than the previously utilized SERVQUAL method. In the course of their study, they primarily investigated the relationships between consumer satisfaction, service quality, and purchase intentions. After reviewing the literature, they found inconsistencies in measuring service quality based on individual attitudes and satisfaction. They decided to develop a new performance-only measurement scale called SERVPERF. In exploring whether performance-based measurement is more effective, they used both weighted and non-weighted equations. Using data from a total of 660 questionnaires completed by consumers, the study measured expectations, perceptions of performance, and importance of variables. Factor analysis did not confirm SERVQUAL's five-factor structure. Instead, all items were summed or averaged as they were found to all be loaded on a single factor. Furthermore, the non-weighted SERVPERF scale explained more of the variation in quality of service. Also, while service quality precedes satisfaction, satisfaction impacted future purchase intentions. Purchase intentions were affected by consumer satisfaction more than service quality. Results found that the SERVPERF

scale was able to explain more of the variation in service quality than the previously utilized SERVQUAL scale.

The data from Cronin and Taylor's (1992) study was used further by Brady, Cronin, and Brand (2002) in comparison with additional data collected in two different stages from the same city's population in order to test the reliability of the SERVPERF scale. In total, the data utilized was incorporated from three separate studies. They used the same surveys in both the second and third studies, however, they chose to use a different scale than the original study in order to enhance the research. The new scale utilized 10 items rather than the 22 used in both SERVQUAL and SERVPERF. The results found support for many of Cronin and Taylor's prior conclusions. First, there was not a confirmation of the five factor scale previously utilized in SERVQUAL. Rather, the assumption that performance-based measures of service quality (SERVPERF) reflect a more accurate depiction for service quality was supported. More specifically, the models which used the SERVPERF scale found an increase in the Goodness-of-Fit Indices as well as a decrease in Chi-square values and residual estimates. Third, the results indicated a statistically significant path between service quality and customer satisfaction, as well as between customer satisfaction and purchase intentions. The path between service quality and purchase intentions was less significant, representing only three of the five industries examined. The revised SERVPERF scale with its 10 items therefore supported all of the previous conclusions and was argued to be a better reflection of the construct of service quality than the SERVQUAL scale.

Overall satisfaction with an event requires incorporating complex internal evaluations of perceived service quality with accurate scales for measurement. Perceived

satisfaction with quality of service is subjectively evaluated by visitors in a series of interactions with other visitors, staff and employees, and the overall environment. Different markets may also require a change of emphasis on the dimensions of service quality based on cultural idiosyncrasies.

Evaluating Experience Quality

Separate and Holistic Measures

Focusing on motivations and satisfaction with events provides information as to how event experiences are evaluated. Experiences at international events are subjectively evaluated by visitors based on a series of on-going processes involving simultaneous production and consumption (Pine & Gilmore, 1999; Rossman & Schlatter, 2008). Visitors choose where to go, what to do, and how to engage in the event and with other people. According to multiple researchers, the primary goal of international events should be to focus on providing experiences rather than delivering services (Huang & Hsu, 2010; Pine & Gilmore, 1999; Ralston et al., 2007).

Completing an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) to satisfaction allows event planners and organizers to address changing needs and desires of visitors. The Experience Factor Model by Ralston et al. (2007) addresses the need to combine evaluations of experience factors with service factors. According to the model, optimal experiences are based on the integration and interaction between previously validated service factors from SERVQUAL with eight separate factors related to the experience. These experience factors include the chosen theme, targeted impressions, fewer negative cues, multiple sensory engagement, inclusion of memorabilia, customization, and employees performing appropriately and in character.

Each experience factor reflects a different aspect important to the delivery of optimal experiences. As the visitors are engaged they are both co-creators and consumers of the experience. Furthermore, there appears to be a potential inverse relationship in visitor satisfaction with the quality of events based on whether event organizers and planners place more emphasis on service or experience factors. Event planners and organizers must include both aspects in order to provide optimal experiences without sacrificing on service provision.

According to an ethnographic study by Daengbuppha et al. (2006), individuals have three stages of interaction at events. First, there is a pre-consumption experience involving the individual visitor motivations to attend. Then there is an interactive experience in which the visitor is involved in co-creation and consumption of the experience. In this stage, the level of involvement, choices, perceptions, and reactions are conditioned by personal factors, such as mood and background, and environmental factors, such as the setting and cultural surroundings. The process of interacting with the experience provided and the experience consumed is also evaluated simultaneously. Finally, after the interaction phase is complete, there is a process of evaluating individual satisfaction with an event. People interact with locations and change perceptions and interpretations of experiences based on separate personal and environmental factors. The results from this ethnography also further reflect the three stages of leisure experiences described by Rossman and Schlatter (2008).

A study by Huang and Hsu (2010) investigated the impact of customer interactions on visitors' cruise experiences and satisfaction ratings. The researchers used data collected from over six hundred online surveys completed by Americans. They used

an adapted service encounter model and found three main types of social contact for cruisers. While on vacation, the tourists were affected by contacts with the local community, the service personnel, and encounters with fellow tourists as there were interactions both within and between groups. The results of the research found interactions between the cruise participants had a direct impact on the overall cruise experience. These encounters also were indirectly related to satisfaction with the vacation as perceptions regarding the overall experience mediated the effects. The study further found that the quantity of encounters was not as important as the quality of the encounters in affecting vacation satisfaction. The cruise visitors had indicated desires to be engaged in different types of quality interactions ranked by whether they were aimed towards relaxation, learning, social interaction, family, and fitness. Relaxation and learning interactions were ranked highest by the cruisers participating in this study.

Experience Quality

Experience quality is a collective measure of visitor satisfaction based on personal, service, and experience factors. The measurement incorporates perceptions resulting from a combination of expectations, satisfaction with service, and the interpretation of multiple encounters (McAllister, Whiteford, Hill, Thomas, & Fitzgerald, 2006; McLeod & Wainwright, 2009; Ralston et al., 2007). In addition to previous measures of planned behavior and satisfaction with service quality, event experiences also incorporate social interactions and encounters. Every interaction which engages the visitor with the event, the environment, or with other people including staff, volunteers, and/or other visitors may affect experience quality.

Some researchers have recently identified a need to look at experiences more holistically. The overall quality of experiences such as those at international events are complex and dynamic requiring the incorporation of personal, service, and experience factors. In one study, researchers examined the application of Pine and Gilmore's concepts of different experiences in relation to tourism (Oh, Fiore, & Jeoung, 2007). They proposed that a definitive division between the four dimensions (entertainment, education, esthetics, and escapism) does not always apply as some experiences blend various elements from more than one dimension. "Edutainment", for example, combines education and entertainment in some venues including museums for science and history where visitors learn information in entertaining environments. However, the researchers also recognized the unique qualities of each dimension in contributing to how tourists consume their experiences. Optimal tourist experiences combine elements from all four dimensions. Additionally, a review of the available literature proposed that there are additional factors which appear to affect the perceived quality of the experience including personal values, perceived benefits, memories, perceived overall quality, and customer/tourist satisfaction. In order to develop a measurement scale for examining the four realms of experience in the tourism industry, questionnaires were completed by a total of 419 guests at 58 B&B locations in a Midwestern state. The questionnaires included items for education, esthetics, entertainment, escapism, arousal, memory, overall quality, and satisfaction. In their study, the esthetic dimension explained the most variance within the model for predicting tourist's memory, arousal, satisfaction, and overall quality. The results found support of Pine and Gilmore's four dimensions of experience but also concluded that predicting the consequences of tourist experiences (ex.

arousal, memory, satisfaction, and overall quality) may be difficult because of other factors specific to the destination.

In another study, Hosany and Witham (2009) identified items to evaluate experience measures, arousal, memories, overall perceived quality, overall satisfaction, and the intention to recommend by utilizing a survey instrument adapted from a previously validated tourist experience scale. Most of the measurements were completed using 7-point Likert scale items. Experience dimensions were represented with sixteen statements split between the four anticipated dimensions identified by Pine and Gilmore (1999). Arousal measures encapsulated whether the cruise experience was interesting, enjoyable, exciting, and stimulating. Memories from the experience rated agreement with the following three questions: “I will have wonderful memories about this cruise experience”; “I will remember many positive things about this cruise experience”; and “I won’t forget my experience on this cruise”. Overall perceived quality and satisfaction were each measured using two items incorporating dichotomies. Perceived quality was rated either poor or excellent and inferior or superior. Satisfaction was assessed from extremely dissatisfied to extremely satisfied and terrible to delighted. Finally, the intention to recommend asked visitors how likely the chances were of them recommending the cruise to others including friends and family. In total, 169 questionnaires were completed by vacationers on a cruise traveling between Singapore and Hong Kong. Confirmatory factor analysis supported the four dimensions of experiences previously identified by Pine and Gilmore (entertainment, education, esthetic, and escapism). Study participants rated the dimensions in the following order of esthetics, entertainment, education, and escapism. The results of further analysis found

the four dimensions have different levels of importance in predicting outcomes regarding the other variables in the study – memory, arousal, overall perceived quality, satisfaction, and intention to recommend. For the cruise visitors, the dimension of esthetics accounted for most of the variance in the five variables examined. When compared with the previous study, it seems that the type of experience visitors are engaged in will affect the order of importance for the different dimensions as each experience is designed to affect visitors differently.

Summary

A review of the pertinent literature seems to indicate that experience quality is a multidimensional construct. Visitors may desire certain experiences over others based on how they expect or want to be engaged and what benefits they expect from participating in the experience. Individual visitor perceptions may also vary over time with the actual experience received as the effects of arousal and memory become more apparent. Overall satisfaction with international event experiences can further be evaluated based on several factors specific to the destination, motivations of the visitor, quality of service, and interpretations of the experience. Thus, evaluations regarding the quality of experiences may vary widely between individuals and groups based on relationships between personal and service-related factors.

Evaluations of experiences encompass individual measures related to experience factors, personal motivations, and satisfaction with service as well as overall measures related to the quality of the experience itself. Existing research indicates that motivations, experience factors, and perceived service quality may impact the evaluation of experience quality at international events. This study has examined experience quality

by exploring relationships between the variables of experience factors, motivations, and satisfaction for visitors attending the World Expo 2010 Shanghai and was designed to overcome discrepancies which exist in current event and experience literature.

Chapter 3

METHODOLOGY

This study utilized secondary data collected from international visitors to the World Expo 2010 Shanghai to explore experience quality in relation to motivations, experience factors, and perceived service quality. The data analyzed was part of a more comprehensive study conducted by a team of faculty and graduate students from the School of Tourism at the University of Queensland in collaboration with Indiana University Bloomington and the Shanghai University of Engineering Science. The larger study was entitled “Staging memorable events: An examination of service and experience factors at the Shanghai World Expo,” and overseen by Dr. Shane Pegg as principal investigator. The study had multiple aims including: develop a profile of Expo visitors; examine motivations for attendance; determine overall satisfaction; measure the total experience; and compare evaluations of service with experience.

Research Paradigm

Justification

All research efforts are founded upon worldviews or paradigms which form the basis of inquiry. In order to conduct rigorous research efforts, researchers need to be aware of their own worldviews/paradigms and how to best implement them (Creswell, 2009; Creswell & Plano Clark, 2007). In the social sciences, the wide range of paradigms used reflects a variety of views from which to explore human social life. Each paradigm has inherent assumptions about the nature of social reality. In other words,

paradigms identify “what is real, what is true, what is most acceptable, what and who are most powerful, and even the very nature of people, objects, and events in the world” (McMurry, Pace, & Scott, 2004, p. 9). Paradigms, or worldviews, thus provide valuable information regarding how researchers view the world and conduct their research based on a basic set of beliefs or assumptions.

Generally speaking, different paradigms may be more or less useful according to various settings and applications so they tend to be neither true nor false (Babbie, 2007; Schaefer, 2004). Student researchers tend choose specific paradigms based on their philosophical views formed by participation in individual academic disciplines, collaboration and learning from advisers and faculty, and also past research experience. As such, the chosen paradigm reflects the specific elements of ontology, epistemology, and methodology (Ponterotto, 2005). Ontology refers to the nature of reality and/or being. Epistemology concerns the theory of knowledge and incorporates the concepts of: a) what is knowledge; b) how do people gain knowledge; and c) how do people retain the knowledge gained. Finally, methodology incorporates both the processes and procedures involved in one’s research (Creswell, 2009). Researchers inevitably choose specific research methods based on the appropriate fit and the salient effects of personal views regarding ontology and epistemology (Ponterotto, 2005).

History

As societies have evolved over time, personal philosophies regarding how the world works and how individuals and groups interact have changed as well (Goodale & Godbey, 1988). Ancient philosophers in Greece, for example, followed schools of Cynicism, Skepticism, Stoicism, Epicureanism, and Hedonism to contemplate existence,

which have (in part) continued to affect individuals and societies. Over the course of history, scientific inquiries into the nature of existence and the human condition have been based upon realism, empiricism, rationalism, pragmatism, positivism, and postpositivism.

Fairly simple definitions can be derived from Goodale and Godbey (1988) in their examination of the leisure experience. Empiricism requires experimentation and closely controlled sensory observations in order to gain knowledge. Rationalism is based on reason and logic and holds that there are pre-existing factors that are independent of and affects one's reasoning towards or deductions of actual experiences. Pragmatism is a way of defining truth by examining concepts based on their practical consequences. In social reform movements, individuals used pragmatism to further the idea that "learning, intelligence, thoughts and ideas are instruments to be used to consciously shape and improve individual and social life" (p. 146). Positivism insists on the use of the scientific method in conducting research on physical and social phenomenon, including the use of: a) observations; b) hypotheses; c) predictions; and d) experiments. In contrast to positivism, postpositivism considers the idea that human knowledge is based on personal experience and may change based on warranted evidence over the course of time.

Modern Research

Modern social science research incorporates a wide variety of paradigms (Creswell, 2009; Lincoln & Guba, 2000; Schaefer, 2004). Most researchers tend to consider four principal paradigms including postpositivism, constructivism, advocacy/participatory, and pragmatism. Each of these philosophies should be identified and examined individually to form accurate comparisons.

Postpositivism, as mentioned previously, is a response to positivism and challenges the absolute truth of knowledge (Creswell, 2009). As such, postpositivists accept the idea of a true reality but argue it can only be measured imperfectly and probabilistically with causes affecting outcomes (Lincoln & Guba, 2000). Therefore, there may be many truths for different individuals rather than one true reality for everyone. Postpositivism uses modified objectivism with researchers being distant and impartial to what they are researching. Knowledge is thereby deduced from careful observations and measurement of the objective reality of the situation. To a postpositivist, “developing numeric measures of observations and studying the behavior of individuals becomes paramount” (Creswell, 2009, p. 7). Postpositivists typically use a priori theories to test the explanations for the reliable prediction of phenomena which can be studied, identified, and generalized (Ponterotto, 2005). While postpositivism tends to serve as the primary foundation for most quantitative research, the paradigm can also be utilized in mixed methods research where there is an emphasis on the quantitative approach which is incorporated in a sequential explanatory design (Creswell, 2009; Creswell & Plano Clark, 2007; Ponterotto, 2005).

Constructivism argues that as individuals seek meaning in life there are multiple, constructed realities in existence which are subjective and based on the influence of a variety of contexts related to specific situations (Creswell, 2009). Constructivists consider each context as a series of transactions which are subjectively affected by a social constructed reality. Researchers who are constructivists rely on dynamic interactions with their subjects to capture and describe the “lived experience” of the participant (Ponterotto, 2005). Constructivist research therefore relies considerably upon

the participant's views of the situation being examined. Questions asked in this type of research need to be quite general and/or broad so that the participants can individually construct the meaning of a particular situation while also being engaged in discussions and/or interactions with other people (Creswell, 2009). As such, constructivism tends to be utilized in qualitative research which is aimed at producing a theory or pattern of meaning (Creswell, 2009; Ponterotto, 2005).

In contrast with the two preceding theories, the advocacy/participatory approach considers the existence of either a form of participative reality or a political reality. Researchers using this approach reject the postpositivist assumptions which tend to impose structural laws and theories which do not quite fit in cases of examining marginalized individuals in society or social justice issues, and argue that the constructivist viewpoint does not go far enough in advocacy for action agendas to help marginalized individuals (Creswell, 2009). The advocacy/participatory paradigm links the research inquiry with politics, associated political agendas, institutions, and also the researcher's life (Creswell, 2009).

Pragmatism, discussed briefly in the previous section, relies on many ideas and diverse approaches as it values both objective and subjective knowledge (Creswell, 2009). As such, pragmatism is not quite committed to any single system of philosophy or reality. Pragmatists believe that studies can incorporate both quantitative and qualitative methods, using multiple paradigms to address research problems (Creswell & Plano Clark, 2007). Rather than considering absolutes, pragmatists consider the truth as what is working at the time. Researchers who adopt a pragmatic stance towards their inquiry are encouraged to use multiple methods, different paradigms, various assumptions, and

diverse forms of data collection and analysis in a mixed methods study (Creswell, 2009). The research therefore reflects both quantitative and qualitative data collection approaches in achieving comprehensive understanding of a particular research problem.

Applied Paradigm

Ultimately, the paradigm which is best for any given study is determined by the researcher and the research problem rather than the method (Creswell, 2009). For the researcher of this study, prior experience including nine months of studying abroad in Austria as well as involvement in both individual and collaborative research projects has resulted in recognition of the application a more pragmatic approach which includes elements from both postpositivism and constructivism, depending upon the situation. This particular study relied on a primarily postpositivist research paradigm. In order to understand more about how international visitors perceive and respond to various aspects of an international event experience, both quantitative and qualitative research approaches were employed. Data obtained via quantitative methods were given more consideration while the qualitative data was used to assist in the process of explaining and interpreting the findings (Creswell, 2009; Creswell & Plano Clark, 2007; Lincoln & Guba, 2000).

Data

Secondary Analysis

Secondary data analysis has proven useful in many cases for studying social behavior and human groups (Chen, 1996; Dong, 2006; Lang, 1996; Tan, 2000; Van Puymbroeck, 2004). Secondary analysis primarily utilizes information for purposes other than those intended by the original researcher(s) (Schaefer, 2004). One major benefit is

that while analyzing secondary data, the researcher does not have the risk of potentially, even unintentionally, influencing the behavior of the intended subject or desired group. This method of data collection thereby significantly decreases the likelihood of personal bias of the researcher affecting the results of the study. Time requirements for data collection and analysis are also partially mediated since the data has already been collected and/or partially synthesized (Trochim & Donnelly, 2008). However, utilizing secondary data also tends to limit the researcher regarding personal decisions and specific information about the choice of sample population, setting, data collection methods, and access to data in its original form. Unless the data utilized is from a source that is publicly available, such as national census records, researchers should obtain authorization to use the original data from the primary investigator(s) of the original study (Creswell, 2009).

Authorization and Sample

Prior to the completion of the initial study conducted by the interdisciplinary team of researchers, authorization was given by Principal Investigator Dr. Shane Pegg to utilize part of the comprehensive data set for the purposes of this study. Specifically, data was made directly available from post-attendance surveys of international visitors to the Expo. In December 2010, the primary data set was transmitted electronically as a single SPSS file in an email attachment from Dr. Pegg. Survey data for this study was selected from 168 visitors to the Expo who were not residents of Shanghai. In addition, multiple audio file attachments (mp3 format) were similarly provided from a total of ten selected interviews split between the two collection phases (July and October of 2010) and were used to further inform the results. During the course of multiple conversations

via Skype[®] and email correspondence, additional information was provided regarding instrumentation and data collection for the more comprehensive initial study from which this research was based upon.

Instrumentation

The comprehensive study involved a questionnaire developed by a collaborative team of researchers from the University of Queensland, Indiana University Bloomington, and the Shanghai University of Engineering Science (see Appendix B). The six-page survey instrument was developed using a modified format from a survey previously validated by five separate studies including a study of visitor motivations and perceived service quality at the Tamworth Music Festival in Australia (scale reliability of .83) (Pegg & Little, 2008). Experience factor information was included from Hosany and Witham's survey of cruiser experiences, satisfaction, and intentions to recommend, which had consistent factor loadings greater than .58 (2009). The questionnaire was originally created in English and was also translated into Mandarin for administration. The final format for the post-attendance questionnaire included thirty-four questions which collected information about event visitors including the following:

1. Socio-economic and demographic variables – age, gender, marital status, education, occupation, size of local community;
2. Travel characteristics – party size, length of stay, time spent at Expo;
3. Past experience – Shanghai, World Expo, Chinese national celebrations, Beijing Olympics;
4. Travel planning – information sources used, method of transportation;
5. Motivations;

6. Event attendance – places, venues, events, services;
7. Satisfaction with service quality – people, place, process, promotion, product; and
8. Evaluations of factors related to the experience.

The questionnaire utilized primarily multiple choice and 7-point Likert scale items (1 – Strongly Disagree, 7 – Strongly Agree). There were also additional qualitative questions incorporating open-ended response items which were not available for secondary analysis.

Data Collection

The World Expo 2010 Shanghai was registered through the International Exhibitions Bureau as an international event designed to showcase national cultures and facilitate intercultural dialogue from May 1st – October 31st, 2010. Due to the heightened level of security at the event, the team of researchers were given permission to distribute questionnaires but were restricted to the entrance/exit points of the World Expo site in Shanghai. Researchers utilized convenience sampling to distribute copies of both the consent document and questionnaire at nine major entry/exit points to the Expo. Consistency was an important aspect of the overall study as training and debriefing for all members of the research team was mandatory, utilizing protocols approved by the University of Queensland Ethical Review Committee (see Appendix C).

Data for the comprehensive study was collected onsite at the Expo by the research team in two separate phases in July and October of 2010. The time periods chosen were intended to provide and compare samples relative to the beginning and ending periods of the event, as well as to refine and test methodology. The final sample over the two collection stages included over 1,200 surveys in total with data from questionnaires

submitted in both Mandarin and English. Inclusion criteria for visitors included: (1) being in attendance at the World Expo 2010 in Shanghai, (2) being at least 18 years of age, (3) being able to read and write in either Mandarin or English, and (4) being willing to participate in the research. Exclusion criteria for visitors included: inability to communicate and/or unwillingness to participate. Additional qualitative information was assembled through a process of recording, transcribing, and coding forty face-to-face qualitative interviews which were conducted by senior members of the research team during both phases (see Appendices D, E, and F regarding the interview format). Considering the study was exploratory in nature, there were not any anticipated detrimental factors to participating in the study and individuals were able to withdraw at any time without penalty.

Methods

Research Design

The three research hypotheses for this study using secondary data were tested using an independent groups design. The two stages of data collection (July and October of 2010) divided the data into its respective categories. According to Pagano (2010), the independent groups design is used more often than repeated measures. Researchers choose an independent groups design for its efficiency as well as due to time and/or cost constraints related to maintaining the same subjects over time. While the repeated measures design may be more powerful, identifying variability among and between subjects within the aggregate population was more important for the purposes of this research and therefore required an independent groups design.

Variables

The three sets of independent variables used in this study were visitor motivation, satisfaction with service quality, and experience factors in order to explore the dynamics for evaluating the dependent variable of experience quality. These variables were supported with evidence from the literature review and presented as clusters of information in the questionnaire which was used in the more comprehensive research study. In this study of secondary data, the clusters were represented by categories and specific items used were measured using a 7-point Likert scale in the questionnaire (see Appendix H for more detail). Motivation items were grouped by the four categories identified by Pine and Gilmore (1999) – entertainment, education, esthetics, and escapism. Experience factor items were separated into six groups based on their relation to entertainment, education, esthetics, escapism, arousal, and memory (Hosany & Witham, 2009). Items related to service quality were separated into two parts of performance and importance (Cronin & Taylor, 1992; Pegg & Little, 2008). Finally, the dependent variable of experience quality included items related to overall perceived quality, overall satisfaction, and future purchase intentions (Hosany & Witham, 2009; Pegg & Little, 2008; Pine & Gilmore, 1999). Variables used to categorize the results included visitor socio-demographics (age, education, gender, marital status, size of local community, and occupation), travel characteristics (size of travel party, length of trip, and time spent at Expo), and past experiences (visiting Shanghai or attending previous World Expo, Chinese national celebrations, and the 2008 Beijing Summer Olympics).

Proposed Model

Based on the synthesis of the literature in the previous chapter, a model was created to test the relationships between the variables identified in the study as personal characteristics, elements of planned behavior, satisfaction with service quality, experience factors, and the overall evaluation regarding the quality of the event experience. The proposed model is illustrated further in Figure 4. This more clearly identified the expected and potential relationships between the variables which were to be analyzed for the purposes of testing the three hypotheses.



Figure 4. Theoretical model for examining experience quality.

Analysis

There were several statistical methods and procedures used in the process of this research. The methods chosen were primarily quantitative in nature and performed sequentially in order to achieve an optimal understanding of the data. The data intended for secondary analysis was initially received via email as an SPSS file attachment. Quantitative data from the surveys were examined and analyzed using the Statistical Package for the Social Sciences (SPSS 17.0[®]). SPSS software is a computer program commonly used to perform simple and complex data analyses (Pagano, 2010).

In order to test the hypotheses, the identified items were grouped together for the four variables and then separated according to their respective categories. Since some of the submitted questionnaires did not include answers to all of the identified questions, individual visitor's average scores related to the items were inserted in those cases where the data was missing. Additionally, summative scores were compiled for the four variables identified in this study for the purpose of analysis. Summative scores were deemed appropriate for this study due to the small sample size, missing and/or incomplete data for some items, and consideration that an examination of individual items or categories would have required much more strenuous analysis and in-depth knowledge of either hierarchical linear modeling (HLM) or structural equation modeling (SEM) which would have been beyond the intended scope of this study and the current capacity of the researcher.

The four clusters of variables (motivation, experience factors, service quality, and experience quality) were analyzed using reliability scale analysis in order to eliminate any questions that were not statistically valid as well as to identify patterns of the individual items. In social sciences, factors that account for at least fifty percent of the

total variance are statistically valid items (Pagano, 2010). Secondly, the analysis of variance (ANOVA) was used to compare and profile the visitors' evaluations of their overall experience based on socio-demographics, travel characteristics, and past experiences. Using ANOVA replaced the need to do multiple t-tests to examine differences between the variables (Pagano, 2010). ANOVA provided analysis of the variables for significant variances both between and within groups based on ratings of various attributes and factors. Correlation analysis between composite scores for motivation, experience factors, service quality, and experience quality were also utilized to test the three hypotheses– whether significant relationships exist between visitor motivations, evaluations of experience factors and service quality, and assessments of experience quality. Factor loadings greater than .30 were considered significant (Pagano, 2010). Finally, multiple regression analysis provided evidence as to whether experience quality can be predicted by the variables of motivation, experience factors, and service quality. The equation for regression used was

$$y' = b_1x_1 + b_2x_2 + b_3x_3 + a$$

where y' represents the dependent variable of predicted or expected experience quality based on the independent factors of motivation (x₁), experience factors (x₂), and service quality (x₃).

Methodological Strengths

Due to the use of an independent groups design, this study had a higher potential for encountering threats to validity. Threats to validity can fall into categories of content validity, predictive or concurrent validity, or construct validity (Creswell, 2009). Content validity was established by using questions previously shown to measure the indicated

variables. Predictive validity and construct validity were evaluated using reliability scale analysis. Since the questionnaire was created by combining previous studies, validity and reliability were primarily tested with sampling error (Reisinger & Turner, 2003; Riddick & Russell, 2008). Sampling error was partially mitigated because the sample population used for this study has been identified as international visitors to the World Expo 2010 Shanghai. Since the population for this study was international visitors to the Expo, the sample was not homogenous though it was significantly smaller than that of the initial comprehensive research.

Chapter 4

RESULTS

Descriptive Analyses

Participants

Data taken from surveys completed by 168 international visitors was utilized in this study of secondary data. This data represented a fairly finalized set of international visitors to the Expo after exclusions were made by the principal investigator of the more comprehensive study. Within the provided dataset, 77 participants represented the July collection while 91 visitors participated in the October collection phase. Examining the characteristics of participants was necessary for exploring the first hypothesis for this study. Basic visitor demographics are summarized in Table 1.

Table 1

Visitor Demographics

Characteristics	Data Collection Phase		Total
	July	October	
Gender			
Male	55	50	105
Female	21	41	62
No Answer	1		1
Age			
18-24	29	19	48
25-34	19	17	36
35-44	12	14	26
45-54	11	21	32
55-64	5	10	15
65+	1	9	10
No Answer		1	1
Marital Status			
Single	46	39	85
Married	22	44	66
Separated/Divorced/Widowed	6	8	14
No Answer	3		3

Participants in the study represented a range of various socio-demographic statuses including gender, age, and marital status. Regarding the issue of gender, more men participated in the study than women (105 compared with 62). This was reflected in both stages of data collection, although the October 2010 phase did collect significantly more responses from females than the July 2010 phase (see Figure 5). Also, the majority of respondents reported an age range from 18-54 representing approximately 85% of the total sample population. The single highest represented age bracket was 18-24 year olds with a total of 48 respondents (28.7%).

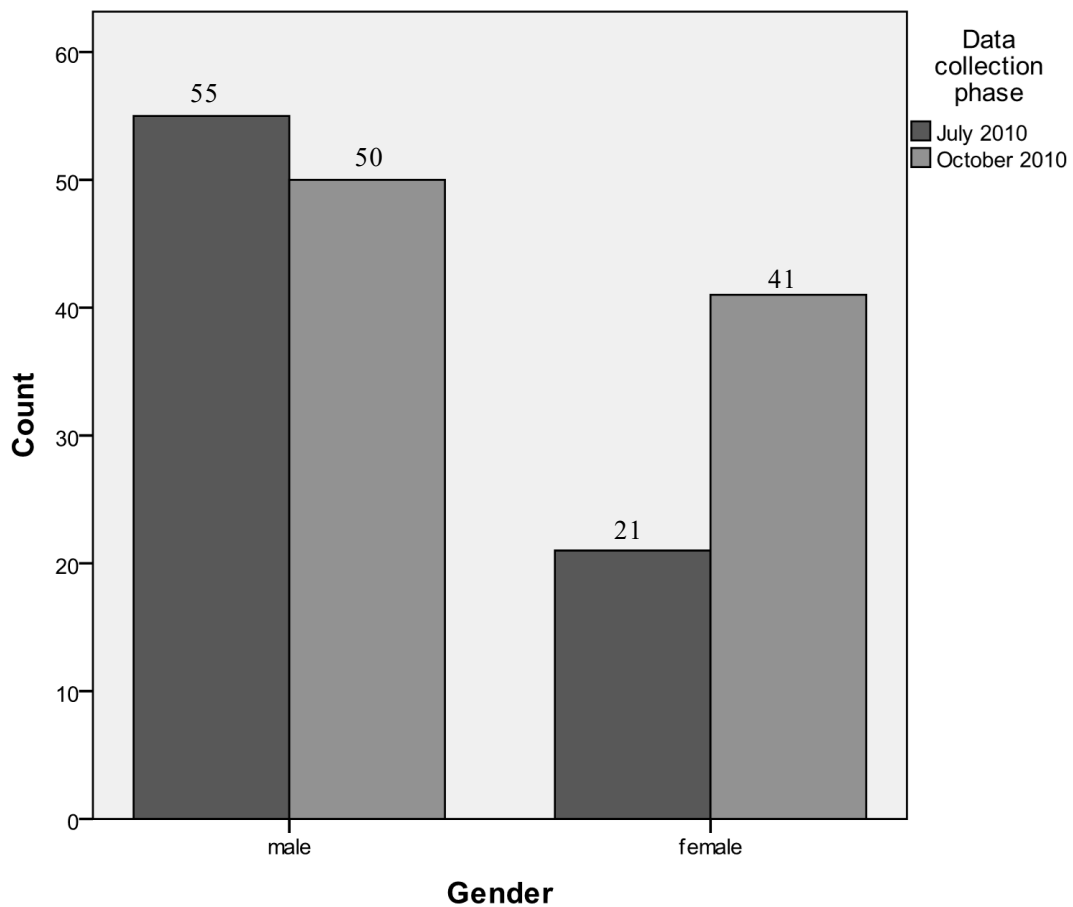


Figure 5. Visitor gender discrepancies between collection phases.

Thirty-six participants were aged 25-34 (21.6%), 26 were 35-44 years olds (15.6%), 32 were 45-54 years old (19.2%), 15 were between the ages of 55 and 64 (8.9%), and 10 represented individuals of over 65 years of age (5.9%). A significant portion of the participants (85) were single representing 51.5% of the sample population. Further, married respondents completed 66 of the questionnaires (40.0%) and 14 individuals said they were separated, divorced, or widowed (8.5%).

Additional socio-demographic information for the visitors is included in Table 2. Missing values were not included in the presentation of Table 2. The sample included various levels of completed education including: 74 with concluded postdoctoral degrees (45.7%); 55 who had finished undergraduate studies (34.0%); 12 who had attended junior college (7.4%); and 12 with secondary education (7.4%). Participants in the study represented communities with populations under 200,000 residents (32.7%), 200,000 – 500,000 residents (17.6%), and over 500,000 (49.7%). In terms of employment, the data included 83 full-time employees (49.4%), 36 students (21.4%), 14 retirees (8.3%), 11 homemakers (6.5%), and 8 part-time workers (4.8%). Reported occupations were distributed with 23 visitors in professional fields (14.4%), 22 in education (13.8%), 12 involved in communication (7.5%), 12 in the arts/entertainment (7.5%), 11 in retail/trade (6.9%), and 32 with “other” primary occupations (20.0%).

Table 2

Visitor Socio-Demographic Information

Characteristics	Data Collection Phase		Total
	<i>July</i>	<i>October</i>	
Completed Education			
Primary School	1	1	2
Secondary School	5	7	12
Trade/Technical/Apprentice	4	3	7
Junior College	5	7	12
Undergraduate Degree	28	27	55
Postgraduate Degree	32	42	74
Local Community Population			
Less than 200,000	22	32	54
200,000 – 500,000	16	13	29
More than 500,000	38	44	82
Current Employment Status			
Retired	3	11	14
Unemployed	2	1	3
Homemaker	5	6	11
Student	22	14	36
Part-Time	3	5	8
Full-Time	40	43	83
Other		9	9
Primary Occupation			
Agriculture		1	1
Arts/Entertainment	4	8	12
Clerical	1		1
Communication	6	6	12
Construction	4	2	6
Education	8	14	22
Finance	3	7	10
Government	4	4	8
Health Care	3	1	4
Hospitality/Tourism	1	7	8
Manufacturing	8	2	10
Professional	9	14	23
Retail/Trade	4	7	11
Other	18	14	32

Visitor travel characteristics were also included in the examination of individual characteristics which may affect the different variables. The characteristics examined included the size/type of the travel party, total days spent in Shanghai, number of days spent visiting the Expo, whether the individual had previously been to Shanghai, attendance at the Beijing Olympics or a national celebration within the past two years, primary purpose for attending the Expo, prior World Expo attendance, information sources used, and the visitor's main form of transport. Data is included in Table 3. One hundred participants (59.5%) reported that they were traveling with friends/family. Twenty-three individuals were traveling with co-workers/business colleagues (13.7%), while 21 were alone (12.5%), and 24 responded with the choice of "Other." Visitors also identified their primary purpose for attending the Expo as follows: 112 attended for pleasure (67.1%); 24 attended for business (14.4%); 24 attended for educational purposes (14.4%); and 7 responded "Other" (4.2%).

Various information sources were used in planning for the experience including the internet or the official Expo website (83), friends and family (70), travel books/brochures/pamphlets (33), travel agencies (19), knowledge gained during previous trip experiences (18), as well as movies and/or television (15). It was not entirely surprising that the participants for the study overwhelmingly retrieved information from the internet as well as family and friends. The information derived from both sources tends to be widely available and accessible in addition to being frequently relied upon.

Table 3

Visitor Travel Characteristics

Characteristics	Data Collection Phase		Total
	<i>July</i>	<i>October</i>	
Party Size			
Alone	12	9	21
With friends/family	44	56	100
With co-workers/business colleagues	15	8	23
Other	6	18	24
Previously Visited Shanghai			
Yes	41	29	70
No	33	62	95
Attended Beijing Olympics or a National Celebration in Past 2 Years			
Yes	13	7	20
No	62	83	145
Attended Previous World Expo			
Yes	24	35	59
No	52	56	108
Primary Purpose for Attending Expo 2010			
Business	14	10	23
Pleasure	43	69	112
Education	14	10	24
Other	5	2	7
Information Sources Used (check all that apply)			
Friends & Family	33	37	70
Travel agency	6	13	19
Previous trips	8	10	18
Industry newsletter	3	4	7
Internet/Official website	34	49	83
Movies/Television	5	10	15
2008 Beijing Olympics	1	1	2
Travel books/Brochures/Pamphlets	12	21	33
Radio	2	1	3
Embassy/Tourism office	3	4	7
Other	12	7	19
Main Form of Transport Used			
Personal motor vehicle		1	1
Bus	11	5	16
Hire car/Package tour	4	1	5
Train	1	3	4
Airplane	18	18	35
Other	36	55	91

After considering the “other” responses of 91 individuals representing 59.9% of the sample population, transportation sources used by participants were ranked in the following order: 35 flew in airplanes (23.0%), 16 used buses (10.5%), 5 took hired cars or participated in package tours (3.3%), 4 used trains (2.6%), and 1 person used a personal vehicle to get to the Expo. Participants in the study stayed an average of 18 days in Shanghai with open-ended responses ranging from 1-270 days. In terms of the visiting the Expo, participants spent an average of 10 days at the Expo with responses varying between 1 and 210. The range of responses is reflected in Tables 4 and 5.

Prior experience with Shanghai, international events, and the World Expo presentation was examined using three questions. While 95 of the Expo visitors were visiting Shanghai for the first time (57.6%), 70 of the participants had visited Shanghai before (42.4%). Additionally, only 20 of the participants had attended the Olympics or a national celebration in the previous two years (12.1%) compared with 145 who had not (87.9%). Further to the purposes of this study, 108 participants had never attended a World’s Expo (64.7%) compared with 59 who had (35.3%).

The participants were also asked how far in advance they had begun planning for their visit to the World Expo. Responses were varied as 49 had planned less than a week (29.7%), 36 had been preparing for more than 12 weeks (21.8%), 29 had planned for a period of 7-12 weeks (17.6%), 28 had been planning for between 3 and six weeks (17.0%), and 23 prepared for 1-3 weeks (13.9%). Considering international visitors came to the World Expo in Shanghai from places both far and near, it was not surprising that there was some variance in levels of preparation.

Table 4

Days Spent in Shanghai

		f	p
Valid	1.0	1	.6
	2.0	11	6.5
	3.0	22	13.1
	4.0	18	10.7
	5.0	20	11.9
	6.0	4	2.4
	7.0	13	7.7
	8.0	14	8.3
	9.0	2	1.2
	10.0	11	6.5
	12.0	4	2.4
	14.0	3	1.8
	15.0	6	3.6
	17.0	1	.6
	20.0	2	1.2
	21.0	1	.6
	27.0	1	.6
	30.0	3	1.8
	40.0	3	1.8
	60.0	1	.6
62.0	2	1.2	
86.0	1	.6	
190.0	1	.6	
201.0	2	1.2	
210.0	1	.6	
215.0	1	.6	
270.0	1	.6	
Missing		18	10.7
Total		168	100.0

Table 5

<i>Total Days Spent Attending World Expo 2010</i>			
		f	P
Valid	1.00	79	47.0
	1.50	1	.6
	2.00	26	15.5
	2.50	3	1.8
	3.00	14	8.3
	4.00	10	6.0
	5.00	3	1.8
	6.00	1	.6
	7.00	3	1.8
	8.00	1	.6
	10.00	1	.6
	11.00	2	1.2
	30.00	2	1.2
	60.00	1	.6
	62.00	1	.6
	180.00	2	1.2
	184.00	1	.6
	185.00	1	.6
	190.00	1	.6
	210.00	1	.6
Missing		14	8.3
Total		168	100.0

Evaluations of Experience Quality

In order to ascertain the quality of the experience, multiple questions were asked sequentially using a 7-point Likert scale. Of the 168 participants in the study, two participants did not respond to any of the questions for the variables related to either experience factors or experience quality. When asked to rate their experience at the World Expo, the responses were varied. Ninety-six participants had been “mostly satisfied” (58.9%), 29 had been “delighted” (17.8%), and 32 had mixed feelings (19.6%),

Participants were then asked to identify their personal agreement with whether attending the Expo was important. Within the range of responses there were 29 “strongly agree” (27.6%), 29 “agree” (27.6%), 19 “slightly agree” (18.1%); and 18 were neutral (17.1%). Finally, participants were asked to rate the overall experience. Interestingly, over 60 of the study participants did not choose to answer the last two questions while only 5 had failed to provide ratings of the World Expo. However, of those that answered, 64 reported being “mostly satisfied” (61.5%), 19 had been “delighted” with the overall experience (18.3%), and 18 had “mixed” experiences (17.3%).

Individual visitor evaluations of experience quality at the World Expo were ultimately looked at in conjunction with socio-demographics, travel characteristics, and past experiences. This was done in order to begin to examine the first hypothesis. Participants’ summative scores for experience quality ranged from 7 to 40. The average score was 28.7 with a median of 30.0. To describe the impact of socio-demographics, travel characteristics, and past experiences on evaluations of experience quality, the data was divided into responses below and above the average experience quality scores. Also, each individual variable was considered separately since some had higher response rates which may have otherwise affected the interpretation of the responses. In order to explore the dataset further, the information compared responses with above average experience quality scores. The variation in responses was considered in terms of percentages of the responses within a particular category as well as the actual number of individuals who fit within the category.

There was little difference between the sexes regarding overall evaluations as 61 men (59.2%) and 35 women (56.5%) responded positively to their experience. However,

in regards to age, the extreme age groups were most responsive to their experience with respondents in brackets for those aged 18-24 and over 65 both having 70% of their populations responding positively. The data for the six age groups included 165 responses with 34 visitors aged 18-24 (70.8%), 15 visitors aged 25-34 (42.9%), 13 visitors aged 35-44 (50.0%), 17 visitors aged 45-54 (54.8%), 10 visitors aged 55-64 (66.7%), and 7 visitors over 65 years old (70.0%) having above average experience quality. An examination of marital status designations and above average experience quality included over half of the responses with 51 singles (61.4%), 34 married individuals (51.5%), and 9 individuals who were either separated, widowed, or divorced (64.3%). With a 10% difference in population responses, it seems that singles who have never been married, separated, widowed, or divorced may have evaluated their experiences more positively than their married counterparts.

Responses for above average experience quality ratings as related to completed levels of education varied widely in numbers though not in percentage of participants and were as follows: 66.7% of secondary school (8); 63.9% of postgraduate degree recipients (46); 58.3% of those who had attended junior college (7); 57.1% of individuals with trade/technical/apprenticeship training (4); and 50.9% of undergraduate alumni (28). Also, one of the two visitors who had not completed education after the primary level (50.0%) indicated positive experience scores. With such a wide range, it is difficult to make general comparisons based on completed levels of education other than those who had completed secondary school and postgraduate degrees had the most positive response rates. Comparisons of community size included 34 individuals from communities smaller than 200,000 residents (63.0%), 21 individuals living in communities ranging

from 200,000-500,000 (72.4%), and 41 individuals from communities over 500,000 (51.3%). It was interesting that those individuals from middle-sized communities had the highest level of positive response. A wide range of occupations were also represented by employees including: 100% of agriculture (1); 75.0% of government (6); 75.0% of finance (6); 63.6% of education (14); 62.5% of hospitality or tourism (5); 58.3% of communication (7); 56.5% of those in professional fields (13); 54.5% of retail (6); 50.0% of arts and entertainment (6); 50.0% of health employees (2); 30.0% of manufacturing (3); 16.7% of construction (1); and 20 for “other” fields (62.5%). The one clerical employee who participated provided information which evaluated experience quality as below the average score.

The composition of the travel party were not significantly different as 60.9% of those in the company of business associates or colleagues (14), 55.0% of those traveling alone (11), and 54.5% of individuals traveling with family and/or friends (54) evaluated experience quality above the average score. Since the number of days spent in Shanghai had such a large range, the mean score was considered. Seventy-seven respondents below the average 18 day trip period (60.2%) and 13 participants who were in Shanghai 20 or more days (65.0%) responded positively. Visitors also responded with an average of 10 days spent attending the Expo. In examining their responses, 66.7% of those above the average time (8) spent in the Expo and 59.3% of those below the average (83) had positive evaluations. Regarding transport choices to get to the Expo in Shanghai, 81.3% of bus riders (13), 60.0% of airplane travelers (21), 50.0% of train travelers (2), 40.0% of those who had hired cars or participated in guided tours (2), and 58.4% of individuals with “other” forms of transportation had responded with above the average score for

experience quality. The individual responding in the category of having traveled by personal vehicle submitted an experience quality score lower than the average. When asked about their primary purpose for attending the World Expo, above average evaluations of experience quality represented 66.7% of those attending for educational purposes (16), 60.9% of those attending for business (14), and 57.7% of individuals attending for personal pleasure and/or enjoyment (64). With less than 10% variance between the categories, it seems unlikely that the primary purpose for attending would affect the overall experience quality.

The final category for examination involved previous experiences. Thirty-seven of individuals returning to Shanghai (52.9%) and 57 of those visiting for the first time (61.3%) reported above average scores in experience quality. While first-time visitors had somewhat higher response rates, it is unclear whether the novelty of the location affected the quality of their experience. Visitors were also asked whether they had attended the Olympics or a national celebration in China within the past two years. Of the 20 international visitors who had attended such events, only 9 responded with above average experience quality evaluations (45.0%). Contrariwise, above average evaluations were reported by 86 from the total of 143 participants who had not attended these events (60.1%). Previous World Expo experiences were inconclusive as 56.1% of those who had never been (60) and 62.1% of those with prior World Expo experience (36) had above average scores. Those with prior experiences at World Expos may have had higher scores for experience quality but the response rates for the two categories was not even as 107 individuals reported a lack in prior experience and only 58 had gone to a previous Expo, to represent a total of 165 questionnaires with completed items for both.

There were noticeable differences in the categories of age, community size, attendance at the Olympics or national events within the past two years, previous visits to Shanghai, and types of transport used to get to the Expo. In addition to descriptive statistics, further analysis was needed in order to more fully examine the effects of socio-demographics, travel characteristics, and previous experience upon international visitors' reported evaluations of experience quality.

Variable Reliability

Scale reliability statistics were utilized to examine the data after summative scores were calculated for the four variables. Summative scores were the result of combining items from the questionnaire using methods from previous studies (Cole, Crompton, & Willson, 2002; Cronin & Taylor, 1992; Hosany & Witham, 2009; Pegg & Little, 2008). The reliability statistics for the individual scales are included in Table 6. The four variable sets were measured as follows: motivation included 11 items ($\alpha = .85$); experience factors had 20 items ($\alpha = .89$); service quality incorporated 12 items ($\alpha = .94$); and experience quality comprised 6 items total ($\alpha = .83$). As all four scales included Cronbach's alphas (α) above 0.8, it appears the constructs were measured appropriately and were reliable (Pagano, 2010).

Table 6

<i>Reliability Statistics</i>							
<i>Variable</i>	<i>N</i>	<i>α</i>	<i>Mean</i>	<i>Min.</i>	<i>Max.</i>	<i>Range</i>	<i>Variance</i>
Motivation	11	0.85	5.32	3.69	6.48	2.79	0.76
Experience Factors	20	0.89	5.03	3.37	5.63	2.27	0.25
Service Quality	12	0.94	5.37	4.87	5.72	0.89	0.06
Experience Quality	6	0.83	4.78	3.92	5.33	1.41	0.31

ANOVA

Analysis of variance (ANOVA) was used in order to construct a profile of the international visitors to the Expo including information about socio-demographics, travel characteristics, and past experiences. A one-way ANOVA was initially used to compare the mean scores for data collected in the July and October phases. The results of the analysis are shown in Table 7. There were significant differences ($p < 0.05$) between the two collection phases based on gender ($F = 5.50$; $p = .020$), age ($F = 12.78$; $p = .000$), marital status ($F = 3.98$; $p = .048$), previously visiting Shanghai ($F = 9.69$; $p = .002$), and the form of transport used ($F = 4.64$; $p = .033$). The remaining items (completed education, current employment status, primary occupation, local community population, travel party composition, total number of days spent in Shanghai, total number of days visiting the Expo, attending the Olympics or another national celebration, primary purpose for attendance, and previous World Expo experiences) were not statistically significant.

Table 7

ANOVA Comparison of Visitors Between the July and October Collection Phases

Source	<i>df</i>	<i>F</i>	<i>p</i>
Gender	1	5.50	.020
Age	1	12.78	.000
Marital status	1	3.98	.048
Completed education	1	.05	.817
Current employment status	1	.00	.995
Primary occupation	1	.58	.446
Local community population	1	.29	.590
Travel party/size	1	2.02	.157
Total days in Shanghai	1	.12	.728
Days visiting the Expo	1	1.57	.212
Visited Shanghai before	1	9.69	.002
Attended Olympics or National Celebration in past 2 years	1	3.54	.062
Primary purpose for attending World Expo 2010	1	.70	.403
Previously visited a World Expo	1	.85	.357
Main form of transport used to travel to the Expo	1	4.64	.033

A second ANOVA was conducted to determine whether the variables identified were statistically related to the reported quality of visitor experiences. This was related to the first hypothesis for this study involving whether variances in socio-demographics, travel characteristics, and/or previous experiences affect experience quality. According to the subsequent analysis (see Table 8), the only factor found to be statistically significant ($p < 0.05$) in predicting overall evaluations of experience quality was the number of days spent visiting the Expo ($F = 1.61$; $p = .041$). There was no significant difference between groups for all other items.

Table 8

ANOVA Comparison of Visitors' Evaluations of Experience Quality

Source	<i>df</i>	<i>F</i>	<i>p</i>
Gender	29	.83	.721
Age	29	.85	.681
Marital status	29	.72	.843
Completed education	29	1.08	.371
Current employment status	29	.84	.700
Primary occupation	28	.84	.701
Local community population	29	1.14	.301
Travel party/size	29	1.37	.120
Total days in Shanghai	28	1.11	.335
Days visiting the Expo	28	1.61	.041
Visited shanghai before	29	1.05	.415
Attended Olympics or National Celebration in past 2 years	29	.55	.969
Primary purpose for attending Expo 2010	29	1.13	.318
Previously visited a World Expo	29	1.00	.472
Main form of transport used to travel to Expo 2010	27	1.55	.056

Correlations

Correlations between the summative scores for the variables are presented in Table 9. Correlations were required to answer the second hypothesis of this study as well as to test the proposed model. Typically, any correlation found above 0.30 is significant (Pagano, 2010). According to the data, all four of the variables examined were positively and significantly correlated ($p = 0.01$). Motivation was related to experience factors ($r=0.350$), service quality ($r=0.426$), and experience quality ($r=0.400$). Experience factors were then related to service quality ($r=0.516$) and experience quality ($r=0.817$). Service quality was also related to experience quality ($r=0.482$). This appears to confirm that the identified experience factors provided the strongest correlation with evaluations of experience quality at $r=0.817$. The identified correlations between variables are reflected visually in the model in Figure 6.

Table 9

Correlations Between Variables

	<i>Motivation</i>	<i>Experience Factors</i>	<i>Service Quality</i>	<i>Experience Quality</i>
Motivation	1	.350**	.426**	.400**
Experience Factors	.350**	1	.516**	.817**
Service Quality	.426**	.516**	1	.482**
Experience Quality	.400**	.817**	.482**	1

** Pearson correlation was significant at the 0.01 level (2-tailed).

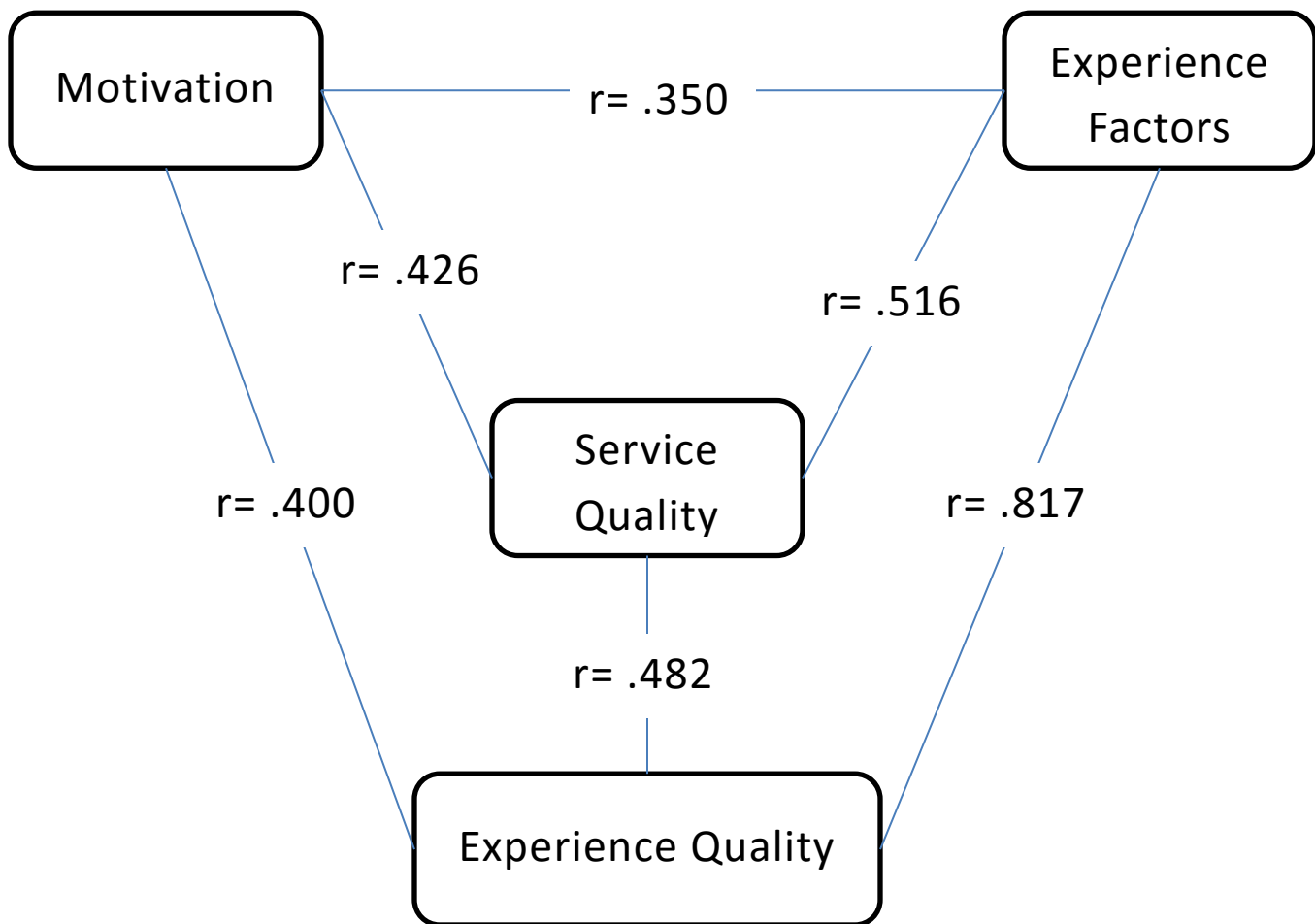


Figure 6. Theoretical model depicting relationships between variables with correlations.

Multiple Linear Regression

The final step in analyzing the data involved multiple linear regression analysis to determine whether experience quality can be accurately predicted by variables of motivation, experience factors, and service quality. Using regression analysis specifically addressed the third hypothesis used for this study. To determine the effects of variables of motivation, experience factors, and service quality on perceived experience quality, multiple linear regression was conducted using the collective scores for both the independent and dependent variables. The results from the multiple linear regression are depicted in Table 10. Results from the analysis appear to provide evidence that visitor motivations and perception of experience factors may be used in predicting perceptions of experience quality at large international events.

Table 10

Experience Quality Multiple Linear Regression Model

Variable	<i>B</i>	<i>SE B</i>	β	<i>Sig.</i>
Motivation	.067	.028	1.22	.018
Experience Factors	.273	.020	.739	.000
Service Quality	.023	.026	.050	.373
R= .817	R ² = .667	$S_{y.x} = 3.572$		

According to the results, 66.7% of the variance in international visitors' evaluations of experience quality appears to be predicted by the three independent variables of motivation, experience factors, and perceptions of service quality ($R^2=6.67$, $F=106.695$, $p<.05$). Both motivations ($\beta = .122$, $p = .018$) and experience factors ($\beta = .739$, $p = .000$) were found to be statistically significant predictors of experience quality. Contrariwise, individuals' satisfaction with service quality ($\beta = .050$, $p = .373$) appears to have had a minimal effect on the prediction of evaluations for overall experience quality after the effects of motivation and experience factors were considered.

Summary of Results

The international visitors to the World Expo 2010 Shanghai participating in this particular study had a variety of individual experiences while at the World Expo 2010 in Shanghai. The various analyses used in this study produced multiple results for consideration. Descriptive statistics provided information related to the profile of the international visitors who had attended the Expo and participated in the study. Second, the reliability scale statistics appear to provide evidence in further support of the items used in measuring the constructs for motivation, experience factors, service quality, and experience quality which had been identified and tested in previous studies. The tests for reliability also appear to provide further support for the use of summative scores for the constructs.

Exploring such a complex concept as experience quality required multiple analyses with the consideration of individual variables as well as interaction effects. This study found statistically significant relationships between the dependent variable of experience quality and the three independent variables of motivation, experience factors,

and service quality. As visitor motivations were found to be statistically significant in predicting experience quality along with experience factors, the theory of planned behavior was further supported. The results also provided evidence to suggest that experiences are multidimensional. Evaluations of experiences are made on an individual basis so there are many different factors which should be considered.

Chapter 5

DISCUSSION, IMPLICATIONS, AND CONCLUSION

The multiple analyses used in examining the data provide interesting insights into the visitor experience at a large international event. The following sections explore the results of the reliability scale statistics, followed by the descriptive analyses, correlations, ANOVAs, and finally multiple linear regression. The results of this study support the recognition of the inherent multidimensionality of the event experience (Cole et al., 2002; Pine & Gilmore, 1999; Ralston et al., 2007) and recognize that the quality of a particular experience may differ based on the effects and interactions between a variety of personal characteristics (Reisinger, 2009; Reisinger & Turner, 2003). Since the World Expo 2010 Shanghai was an international event aimed at bringing together people from various world cultures, it is important to also consider evidence regarding the impact of cross-cultural research.

Discussion

Theoretical Application

The theory of planned behavior posits that one's intentions and motivations are related to their beliefs and attitudes (Ajzen & Fishbein, 1980; Ajzen & Driver, 1991, 1992). In the course of this study, the results of the correlation analysis found significant relationships between the three independent variables (motivation, experience factors, and service quality) and the dependent variable (experience quality). Furthermore, multiple linear regression supported the hypothesis that evaluations of experience quality

may be predicted by one's motivations and perceptions and/or responses to experience factors. Examining the effects of visitor motivations in addition to perceptions and/or reactions to experience factors and service quality provides more information regarding how the quality of experiences should be evaluated. Since the theory of planned behavior is focused on not only predicting behavior but also affecting change (Ajzen & Driver, 1992), providing positive quality experiences to visitors at large international events is important in the effort to promote intercultural dialogue, peace, and understanding.

Scale Reliability

The scales used to measure the four variables in this study had noticeably high Cronbach alphas over the 0.8 level. Correlation analysis also found noticeable significance between all of the variables. The results thereby support previous research involving the pre-determination of clusters based upon grouping items around motivation, experience factors, service quality, and experience quality (Cole et al., 2002; Hosany & Witham, 2009; Pegg & Patterson, 2010). The shift in examining items separately towards a summation of scores for service quality as advocated by Cronin and Taylor (1992) was also supported and further applied to the variables of motivation, experience factors, and experience quality.

Participant Characteristics

The variances in international visitor ratings of experience quality were not found to be significantly explained by demographic, socio-demographic, or travel characteristics. Descriptive statistics presented a few perceptible differences in above average evaluations of experience quality in age, community size, transport types, previous visits to Shanghai, and prior attendance at either the Olympics or national events

within the past two years. While most age groups had above average experience quality evaluations, individuals aged 25-34 seemed to be the hardest to please with 51.7% (or 20 out of the 35 respondents) reporting the lowest average scores. Individuals aged 35-44 were evenly divided between below and above average scores. The employment status of participants also reflected that retirees and students represented the highest number of reported above average scores while homemakers and those who were unemployed had mostly below average evaluations for the quality of their experience. These trends have been previously noticed in other studies as well (Gopalan & Nararyan, 2010; March & Woodside, 2005).

Following the descriptive statistics, the one-way ANOVA involving information about the individual event visitors showed differences in evaluations of experience quality were only statistically related to the number of days spent attending the Expo. This information was supported by additional qualitative information provided by some of the international visitors participating in the study. In addition to the quantitative data set provided for analysis via an SPSS file, the original study's principal investigator (Dr. Pegg) also provided a random sample of exit interviews which were conducted by the research team after the questionnaires were collected. Ten interviews conducted with international visitors in English (6 from July 2010 and 4 from October 2010) were sent as audio (mp3) files to serve as supplementary materials to the quantitative results. Within the qualitative interviews, three of the respondents indicated a reluctance to either identify what impressed them while attending the event or how they would describe their Expo experience based on their lack of familiarity with the event. Those who had been attending the Expo for longer periods of time had been able to see more pavilions,

interact with other visitors and service personnel, and reflect on their experiences. Based on such information, it seems that most of the exit interviews confirmed the relationship discovered via ANOVA between the length of stay and experience quality. While these interviews were somewhat helpful in exploring the international event visitors' experience, the results were inconclusive.

Explaining Experience Quality

Results from the regression analysis provided information as to which variables were more statistically capable of affecting experience quality. The data indicated that visitor motivations and their responses to experience factors were more conclusive than perceptions of service quality received. One's motivation seemed critical to predicting experience quality and was supported by evidence from previous studies (Gentile et al., 2007; Liang et al., 2008).

Once again, qualitative information gleaned from the exit interviews provided further support of these results. When asked what they had seen and heard, interviewed participants were more likely to note experiential factors such as the large size of the event, the beauty and architecture, video and audiovisual presentations, cultural opportunities with food and music, and interactions with locals from the countries represented in the pavilions. The noted importance of cultural exchanges at international events further supported evidence from prior studies (Chen, 2006; Freestone & Geldens, 2008; Relyea et al., 2008). This sentiment was also echoed by a statement within the official Shanghai Declaration of the World Expo 2010, jointly issued on the final day of the Expo by participants in the Summit Forum which included representatives from participating nations, world regions, and international organizations:

Cities should endeavor to protect tangible and intangible cultural heritage and encourage the development of multicultural society. Like the ocean that embraces all rivers, cities should keep an open spirit and actively engage in intercultural exchanges and interactions. Cities should pursue cultural innovation based on respect for cultural traditions and the preservation of cultural diversity, so as to generate lasting momentum for urban and human development (World Expo 2010 Shanghai, 2010).

Multicultural experiences are increasingly becoming important for both intercultural dialogue and diplomatic exchanges at multiple levels including personal and political relationships.

Visitors also noted their disappointment with long lines to get into the pavilions but subsequently attributed this to being in China rather than any fault related to service quality. Perhaps some of the service quality items are not separate from experience factors. Based on this study, visitor considerations of service may change depending on the size, scope, and location of an event. This diverges from the model presented in previous studies by Cole et al. (2002), Hosany and Witham (2009), and Finsterwalder and Tuzovic (2010) which had found service to be a separately identified significant indicator in overall experiences.

Information from the exit interviews further supported the notion that the interviewed participants may have had more memorable interactions with volunteers in the pavilions and local residents of Shanghai than with those individuals identified as service staff and personnel. This supported Huang and Hsu's (2010) study which found the quantity of interactions with locals, service personnel, and fellow tourists was not as important as the quality of such encounters. In fact, a few of the interviews maintained the idea that some of the international visitors had actually avoided interacting with service personnel and all of the visitors seem to have unanimously felt that

communication barriers, both potential and/or actual, had not affected their experiences. They noted the use of English as a *lingua franca* which facilitated easier communication for individuals from primarily English speaking countries (Australia, USA, Canada) as well as non-English speaking countries (Czechoslovakia, Japan, Croatia, Norway, Brazil).

Implications for Future Research

Social science research is intrinsically involved in exploring human experience. Examining experience quality at international events where individuals are engaged in tourist experiences, service encounters, and inherent cross-cultural exchanges provides useful information for how to interpret part of this important concept. This study has provided information regarding a single line of inquiry into visitor experiences at international events. While the scales and items used were highly correlated, the prediction of experience quality from the four variables presented did not include service quality. Evidence regarding the problem of whether service quality should remain a separate construct or be integrated in with experience factors remains inconclusive. Since service quality did not significantly impact experience quality, previous methods of measurement using primarily the SERVQUAL method may not be as potent as considering the use of a combination of service and experience factors.

Future research related to exploring experience quality should consider three main problems which this study was not able to fully address. First, future research needs to include the three phases of experience – planning, engagement, and recollection – in order to gauge one’s complete experience at any event (Daengbuppha et al., 2006; Pine & Gilmore, 1999; Rossman & Schlatter, 2008). The restricted access to the site as well as

the use of secondary data significantly limited the dataset to examining experience quality solely from a post-event perspective. Secondly, future research endeavors in examining experience quality should consider including data from a higher sample size. The World Expo had approximately 73 million visitors and 246 participating nations and organizations (Expo 2010 Shanghai, 2010), yet this study included information for only 168 of the international visitors. A higher sample size including information from more international visitors as well as including data from the resident population may be worth further exploration. Lastly, the cultural differences between residents and people from other countries need to be considered in how individuals respond to particular experiences. Local residents may, in fact, respond differently to an event hosted in their community than those who make the effort to travel to attend the same event (Liang et al., 2008; Reisinger & Turner, 2003).

Conclusion

This study used secondary data to explore visitor evaluations of experience quality at an international event. The results from this study, combined with support from other studies, demonstrate support for previously identified relationships between variables of motivation, experience factors, service quality, and experience quality. This indicates that organizers of international events should consider the effects of individual motivations in conjunction with factors related to the experience and service quality provided in evaluations of the quality of the event, considering the variables were found to be significantly correlated to one another. Finally, the analysis supported the multidimensionality of international event visitors' experience which was predicted by motivation and experience factors. These trends merit further examination to determine significant patterns over time.

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APPENDIX A

World Expo 2010 – Tables

Table A1

Pavilions by Zone

Theme Pavilions Pavilion of Future	Pavilion of City Being Pavilion of Urban Planet	Pavilion of Footprint Urbanian Pavilion
<u>Zone A</u>		
Democratic People's Republic of Korea Pavilion Iran Pavilion Japan Pavilion Macau Oman Republic of Korea Taiwan Uzbekistan	Hong Kong Pavilion Iraq Pavilion Kazakhstan Morocco Pakistan Saudi Arabia Turkmenistan Vietnam	India Pavilion Israel Pavilion Lebanon Nepal Qatar Sri Lanka United Arab Emirates Pavilion
<i>Asia Joint Pavilion 1</i>		
Bangladesh Mongolia	Kyrgystan Tajikistan	Maldives Timor-Leste
<i>Asia Joint Pavilion 2</i>		
Afghanistan Palestine	Bahrain Syria	Jordan Yemen
<i>Asia Joint Pavilion 3</i>		
Laos	Myanmar	
<i>China's Joint Provincial Pavilion</i>		
Anhui Fujian Guangxi Hebei Hubei Jiangsu Liaoning Shaanxi Shanxi Tibet Zhejiang	Beijing Gansu Guizhou Heilongjiang Hunan Jiangxi Ningxia Shandong Sichuan Xinjiang	Chongqing Guangdong Hainan Henan Inner Mongolia Jilin Qinghai Shanghai Tianjin Yunnan

Zone B

Australia	Brunei Darussalam	Cambodia
Citizen's Initiative	DEVNET	IFRC
Indonesia	Life & Sunshine	Malaysia
MeteoWorld	New Zealand	Pacific
Philippines	Singapore	Thailand
United Nations	WTCA	

Joint Pavilion of International Organizations

ASEAN	BFA	COMESA
FFA	GEF	ICOM
INBAR	LAS	SCO
UCLG	UITP	WWC
WWF		

Zone C

Algeria	Angola	Argentina
Austria	Belarus	Belgium - EU
Bosnia and Herzegovina	Brazil	Canada
Chile	Columbia	Croatia
Cuba	Czech	Denmark
Egypt	Estonia	Finland
France	Germany	Greece
Hungary	Iceland	Ireland
Italy	Latvia	Libya
Lithuania	Luxembourg	Mexico
Monaco	Netherlands	Nigeria
Norway	Peru	Poland
Portugal	Romania	Russia
Serbia	Slovakia	Slovenia
South Africa	Spain	Sweden
Switzerland	Tunisia	Turkey
Ukraine	United Kingdom	USA
Venezuela		

Africa Joint Pavilion

African Union Commission	Benin	Botswana
Burundi	Cameroon	Cape Verde
Central African	Chad	Comoros
Côte d'Ivoire	Democratic Republic of the Congo	Djibouti
Equatorial Guinea	Eritrea	Ethiopia
Gabon	Gambia	Ghana
Guinea	Guinea-Bissau	Kenya
Lesotho	Liberia	Madagascar
Malawi	Mali	Mauritania
Mauritius	Mozambique Guinea	Namibia
Niger	Republic of the Congo	Rwanda
Senegal	Seychelles	Sierra Leone
Somalia	Sudan	Togo
Uganda	United Republic of Tanzania	Zambia
Zimbabwe		

Zone C (cont.)

Caribbean Community

Antigua and Barbuda	Barbados	Belize
Caribbean Community	Caribbean Development Bank	Dominica
Grenada	Guyana	Haiti
Jamaica	Saint Kitts and Nevis	Saint Lucia
Saint Vincent and the Grenadines	Suriname	The Bahamas
Trinidad and Tobago		

Europe Joint Pavilion 1

Cyprus	Liechtenstein	Malta
San Marino		

Europe Joint Pavilion 2

Albania	Armenia	Azerbaijan
Bulgaria	Georgia	Montenegro
Republic of Moldova	The former Yugoslav Republic of Macedonia	

Joint Pavilion of Central and South American Countries

Bolivia	Costa Rica	Dominican Republic
Ecuador	El Salvador	Guatemala
Honduras	Nicaragua	Panama
Uruguay		

Zone D

Aurora Pavilion	China Railway Pavilion	Cisco Pavilion
Coca-Cola Pavilion	Japanese Industry Pavilion	Oil Pavilion
PICC Pavilion	Republic of Korea Business Pavilion	Shanghai Corporate Joint Pavilion
Space Home Pavilion	State Grid Pavilion	

Zone E

Broad Pavilion	China State Shipbuilding Corporation Pavilion	Information and Communication Pavilion
Private Enterprises Joint Pavilion	SAIC-GM Pavilion	Space Pavilion
Vanke Pavilion		
Alsace's UBPA Case	Chengdu's UBPA Case	Hamburg's UBPA Case
London's UBPA Case	Macau's UBPA Case	Madrid's UBPA Case
Makkah's UBPA Case	Ningbo's UBPA Case	Odense's UBPA Case
Rhone-Alpes Light Show	Rhone-Alpes Pavilion	Shanghai's UBPA Case
UBPA Display (Central)	UBPA Display (North)	UBPA Display (South)
Vancouver's UBPA Case	Xi'an's UBPA Case	

Table A2

Forums

Summit Forum

Theme Forum

1. ICT and Urban Development
2. Cultural Heritage and Urban Regeneration
3. Science & Technology Innovation and Urban Future
4. Towards a Low-Carbon City: Environmental Protection and Urban Responsibilities
5. Economic Transformations and Urban-Rural Relations
6. Harmonious City and Livable Life

Public Forum

1. Youth Forums
 2. Youth Summit Forum
 3. Autonomous Regional, Provincial and Municipal Forums
 4. Shanghai District Forums
 5. Culture and Media Forum
-

Table A3

Types of Events

Events of national pavilions and international organizations

Events of organizers

Opening Ceremony

China Pavilion Day

Closing Ceremony

Events of provinces, municipalities, and autonomous regions

Events by community residents

May: The Europe month

June: The Africa month

July: The America month

August: The Oceania month

September: The Asia month

October: The China month

APPENDIX B

World Expo 2010 Shanghai – Survey Instrument



DEPARTMENT OF RECREATION,
PARK, AND TOURISM STUDIES

INDIANA UNIVERSITY

School of Health, Physical Education, and Recreation
Bloomington



World Expo 2010 Shanghai – Survey

Staff of the School of Tourism at the University of Queensland, in a collaborative research venture with tourism colleagues based at Indiana University – Bloomington and the Shanghai University of Engineering Science, are seeking to examine the experiences of visitors attending the World Expo 2010 Shanghai. The findings could help tourism and recreational service providers to provide optimal experiences to their customers.

Important things to note:

- It is expected the survey will take approximately 10 minutes to complete. You do not have to complete all items, but doing so would greatly help our research efforts.
- You will remain completely anonymous and all your answers will remain completely confidential. You will not need to provide your name and contact details on the survey. We do not require any information that will identify you, apart from things like your age. All responses will be kept in the strictest confidence; information will be reported only for groups, and individuals will not be identified.
- Please note that your participation is voluntary and you may withdraw at anytime without prejudice. Completion of the survey will be considered your consent to participate in the study.
- We will be asking some questions about: your attendance at the World Expo; your reasons for choosing to attend the World Expo; and your level of satisfaction with the event.

This study adheres to the Guidelines of the ethical review process of The University of Queensland, Australia. If you have any further questions concerning your participation in the research please contact the principal investigator, Dr Shane Pegg, from The University of Queensland via email at s.pegg@uq.edu.au. Alternatively, if you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Officer by telephone at (*617) 3365 3924.

Thank you in advance for your assistance!

I. Demographic Information (Check one box only)

1. Gender: Male Female
2. Age: 18-24 25-34 35-44
 45-54 55-64 65+
3. Marital Status: Single Married Separated/Divorced/Widowed
4. Completed Education: Primary School Secondary School
 Trade/Technical/Apprentice Junior College
 Undergraduate Degree Postgraduate Degree
5. Current Employment Status: Retired Unemployed Homemaker
 Student Part-time Full-time
 Other _____
6. Primary Occupation: Agriculture Armed Services Government
 Construction Professional Manufacturing
 Education Finance Hospitality/Tourism
 Communication Retail/Trade Arts/Entertainment
 Clerical Health Care Other _____
- 7a. Your local community is: Less than 200,000 residents
 200,000-500,000 residents
 More than 500,000 residents
- 7b. Where are you from? _____
(Village/Town/City) (State/Province & Country)

II. Intentions, Planning, and Expectations (Check one box only, unless stated otherwise)

8. You are traveling: Alone With friends/family With coworkers/business colleagues
 Other _____
9. How many days in total will you be staying in the Shanghai region during this trip? _____ days
* If you are a local resident of Shanghai, please tick the box and then skip this question.
What dates did you attend the World Expo? _____ / _____ to _____ / _____
(day/month) (day/month)
10. Have you visited Shanghai before? No Yes*
*If yes, please rate the overall quality of your previous visitor experience.
 Terrible Mostly dissatisfied Mixed Mostly satisfied Delighted
11. Did you attend the Beijing Olympics, the 60th National Celebration, or another national celebration in the last two years? No Yes
12. What was your primary purpose for attending the World Expo 2010 Shanghai?
 Business Pleasure Education Other _____
13. Have you been to a World Expo before? No Yes

14. What is the theme of the World Expo 2010 Shanghai?
 "Bringing the world together" "Better health" "Better city, better life"
 "Feeding the planet, energy for life" "New technology" Do not know
15. What information sources did you use to plan your trip and/or find out about the expo? (*check all that apply*)
 Friends and family Travel agency Previous trips
 Industry newsletter Internet/official website Embassy/tourism office
 Movies/television 2008 Beijing Olympics Radio
 Travel books/brochures/pamphlets Other _____
16. What is the main form of transport that you used to travel to the Shanghai region for the World Expo 2010?
 * If you are a resident of Shanghai, please tick the box and then skip this question.
 Personal motor vehicle Bus Hire car Package tour
 Train Airplane Other _____
17. In preparing to attend the World Expo, please respond to each of the following statements.
- | | Strongly Disagree | | | | Strongly Agree | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| a. I like traveling to other countries. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| b. I wanted a new experience. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| c. I wanted to learn new things. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| d. I expected to walk all day. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| e. I wanted to get away. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| f. I wanted to visit Shanghai. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| g. I wanted to have fun. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| h. I wanted to relax. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| i. I wanted to try new foods. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| j. I wanted to be in control. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| k. I was excited to visit the Expo. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| l. I wanted to meet new people. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| m. I expected to stand in long lines. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| n. I was well-prepared for my visit. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
18. How far in advance did you start planning for your visit to the Expo?
 Less than 1 week 1-3 weeks 3-6 weeks 7-12 weeks Over 12 weeks
19. Did you develop a written plan to ensure you saw specific events or venues at the Expo during your visit?
 No Yes
20. Did you expect to experience something significantly different at this World Expo to that which you have experienced elsewhere at another event or festival? No Yes*

*If yes, what? _____

III. Expo Experience

21. Which of the following have you visited or used at the Expo? (check all that apply and please indicate in hours – i.e. 1.5 – your time spent at each)

- Shanghai Sponsored Exhibitions China Pavilion _____ City Being Pavilion _____
 Urbanian Pavilion _____ Future Pavilion _____
 Urban Planet Pavilion _____ Pavilion of Footprint _____
- Landmarks Expo Center _____ Expo Access _____ Entertainment Hall _____
 World Exposition Museum _____ Bailianjing Garden _____ Expo Garden _____
 Expo Culture Center _____ Houtan Garden _____ Bao Steel Stage _____
- Organized Events Ceremonies _____ Parades _____ Performances _____
 Summit Forums _____ Theme Forums _____ Public Forums _____
 National Celebrations _____ Special Events _____
 Honor Day Celebrations _____
- International Pavilions Switzerland _____ Israel _____ Britain _____
 France _____ Saudi Arabia _____ Germany _____
 Singapore _____ Australia _____ Finland _____
 China Aviation _____ Japan _____ Canada _____
 South Korea _____ New Zealand _____ Holland _____
 Spain _____ United States _____ Denmark _____
 Italy _____ Meteo World Pavilion _____
- Support Services Ticketing _____ Catering _____ Transportation _____
 Tour guides _____ Shopping _____
 Interpretation/Translation _____

22. List 3 places/events that **excited** you the most at the Expo.

1. _____ 2. _____ 3. _____

23. List 3 venues/events that you were **bored** with at the Expo.

1. _____ 2. _____ 3. _____

24. List 3 places/events where you **learned the most** at the Expo.

1. _____ 2. _____ 3. _____

25. List 3 things that **surprised** you at the Expo.

1. _____ 2. _____ 3. _____

26. List 3 things that **disappointed** you at the Expo.

1. _____ 2. _____ 3. _____

27. What will you **remember most** about the World Expo 2010 Shanghai?

IV. Evaluation

28. Please rate each of the following factors which may have either positively or negatively influenced your experiences at the Expo.

	Strongly Disagree					Strongly Agree	
a. I was pleased with the variety of entertainment available.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
b. The Expo setting was attractive.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
c. I increased my knowledge.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
d. The Expo was very tiring.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
e. I escaped from my usual routine.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
f. Organized events were amusing.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
g. It was easy to get where I wanted to go at the Expo.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
h. I did not learn much at the Expo.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
i. The Expo was stimulating.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
j. Planners obviously paid close attention to design details.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
k. I will quickly forget this Expo.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
l. The Expo was captivating.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
m. I would definitely recommend others attend future World Expos.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
n. The events were entertaining.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
o. I will remember many positive things after I leave.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
p. My experience was interesting.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
q. I did not have fun at the Expo.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
r. I felt like I was in a different time/place.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
s. I will have wonderful memories of this experience.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
t. I plan to attend a World Expo in another country.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
u. My experience was valuable.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
v. Attending the Expo was pleasant.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
w. I was delighted with my Expo experience.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
x. My experience was enjoyable.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

29. In comparison with other events you have attended in the past, how would you rate the World Expo 2010 Shanghai?

Terrible Mostly dissatisfied Mixed Mostly satisfied Delighted

30. Which of the following items are more important to creating a better world?

(check all that apply)

- Communication Education Competition
 Understanding Cooperation Technology

31. Please rate each of the following service factors as they might have applied to your Expo experience.

- | | Strongly Disagree | | | | | | Strongly Agree |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 | <input type="checkbox"/> 7 |
| a. The Expo's theme "Better City, Better Life" was evident. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Expo facilities were well maintained. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Expo events were scheduled well. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Expo staff and volunteers were very helpful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Transportation services provided to and from the Expo were very efficient. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Shanghai residents are very accommodating. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. I felt safe while at the Expo. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. The Expo was well-organized. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. The Expo was held in a good location. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. The information I have received (eg. official guides, manuals, maps) were very useful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. The Expo was a good value for the price I paid to attend. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. Attending the World Expo 2010 Shanghai was important to me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

32. Considering all factors listed in questions #29 and #31, how would you rate your overall experience at the World Expo 2010 Shanghai?

- Terrible Mostly dissatisfied Mixed Mostly satisfied Delighted

33. Please list the top 4 things which enhanced your Expo experience.

(Most Important) _____

(Least Important) _____

34. Please list the top 4 things which need improvement from your Expo experience.

(Most Important) _____

(Least Important) _____

Thank you so much for your time! Please hand the survey back to one of the research team.

APPENDIX C

Shanghai World Expo 2010 Study –

University of Queensland Ethics Approval and Guidelines



THE UNIVERSITY OF QUEENSLAND
Institutional Approval Form For Experiments On Humans
Including Behavioural Research

Chief Investigator: Dr Shane Pegg
Project Title: Shanghai World Expo 2010 Study
Supervisor: None
Co-Investigator(s) Dr Ian Patterson, Dr Peiyi Ding, Prof David M. Compton, Assistant Prof Xinliang (Peter) Ye
Department(s): School of Tourism
Project Number: 2010000804
Granting Agency/Degree:
Duration: 31st December 2010

Comments:

Name of responsible Committee:-

Behavioural & Social Sciences Ethical Review Committee

This project complies with the provisions contained in the *National Statement on Ethical Conduct in Human Research* and complies with the regulations governing experimentation on humans.

Name of Ethics Committee representative:-

Dr Jack Broerse

Chairperson

Behavioural & Social Sciences Ethical Review Committee

Date

20/07/10

Signature

Research & Innovation Division

DIRECTOR
Ian G Harris

The University of Queensland
Cumbræ-Stewart Building
Research Road
Brisbane Qld 4072 Australia
Telephone 07 3365 3559
International +61 7 3365 3559
Facsimile 07 3365 4455

Additional Notes to Ethics Approval

1. The clearance number should be quoted on the protocol coversheet when applying to a granting agency and in any correspondence relating to ethical clearance.
2. Clearance will normally be for the duration of the project unless otherwise stated in the institutional clearance form.
3. Adverse reaction to treatment by subjects, injury, or any other incidents affecting the welfare and/or health of subjects attributable to the research should be promptly reported to the Head of School, the Occupational Health & Safety Unit, and the Ethics Committee.
4. Amendments to any part of the approved protocol (including change of Investigator/s), documents, or questionnaires attached to the clearance must be submitted to the Ethics Committee for approval.
5. Unforeseen events that might affect continued ethical acceptability of the project must be immediately reported to the Ethics Committee.
6. Discontinuation of the project before the expected date of completion must be reported to the Ethics Committee, giving reasons.
7. The Chief/Principal Investigator/s are responsible and accountable for full compliance of the protocol by all investigators.
8. The Committee reserves the right to visit the research site and view materials at any time, and to conduct a full audit of the project.
9. It is the Committee's expectation, whenever possible, that work should result in publication. The Committee would require details to be submitted for our records.
10. Staff and students are encouraged to contact either the Ethics Officer (3365 3924), or Chairperson on other issues concerning the conduct of experimentation/research (e.g., involvement of children, informed consent) prior to commencement of the project and throughout the course of the study.

APPENDIX D
World Expo 2010 Shanghai –
Interview Consent



INTERVIEW CONSENT FORM

- The following interview will focus on your views about issues related to the World Expo in Shanghai, China, such as your motivations for attendance, your prior expectations and post evaluation of the event.
- The results of this interview will be reported in journal articles based on the research.
- Any quotes that are used in resulting work will be anonymously attributed. Most importantly, any descriptors that could result in your identification will be removed to protect your anonymity.
- With your permission, the interview will be digitally recorded for later transcription. Any comments you make during the interview and later decide you do not want included in any resulting work will be deleted, in full. Should you desire, any quotes that are used in the final report or articles will be made available to you for approval.
- The digital recording will be destroyed after the transcript is approved. The transcripts will be securely stored for a period of five years at The University of Queensland, Australia.

I have read and understand the information above and any questions I have asked have been answered to my satisfaction. I understand that participation is voluntary and agree to participate in this interview, knowing that I can withdraw at any time. I have been given a copy of this form to keep for my own records.

(Signature of Participant)

(date)

(Signature of Researcher)

(date)

APPENDIX E
World Expo 2010 Shanghai –
Interview Information Sheet



Shanghai World Expo 2010 Study

Interview Information Sheet

The University of Queensland, in collaboration with our research partners at Indiana University and the Shanghai University of Engineering Science, is undertaking research into the visitor experience of those attending the World Expo in Shanghai. Many of the questions posed ask you to describe your experiences and impressions of the event. We hope this discussion will evolve as a conversation about your motivations, expectations and an evaluation of the World Expo in Shanghai, China.

Important things to note:

As indicated to you prior, nothing that you say will be identified to you personally. As we go through the interview, if you have any questions about why you are being asked something please feel free to ask. If you would like the digital recorder turned off at any stage, you have the right to do so and if there is anything that you don't want to answer, please just say so.

The purpose of this, and other similar interviews being conducted, is to get your insights and reflections, so while we have some set questions related to the Shanghai World Expo, these are a guide only. This list of questions is to help ensure that core issues and ideas are addressed. It is also to ensure that there is some consistency in the types of questions asked, rather than a list of things that we must move through in a set way. Please note that your participation in the interview is voluntary and you may withdraw at anytime from this process without prejudice.

If post today's session you have any further questions concerning your participation in the research please do not hesitate to contact the principal researcher for the study, Dr Shane Pegg from the School of Tourism at The University of Queensland, Australia at s.pegg@uq.edu.au. To this end, please feel free to retain this information sheet for later reference.

Please note that this study adheres to the Guidelines of the ethical review process of The University of Queensland. If you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Officer on (#61 7) 3365 3924.

APPENDIX F

World Expo 2010 Shanghai –
One on One Interview Questions

World Expo 2010 Shanghai

One on One Interview Questions

Opening statement:

The purpose of this brief interview is to gather information that will provide an appreciation of your understandings, experiences and preferences with respect to the World Expo here in Shanghai. We hope this discussion will evolve as a conversation about your visit to the Expo, your impressions of it, and how satisfied you are with your visitor experience.

As mentioned previously, nothing that you say will be identified to you personally. As we go through the interview, if you have any questions about why I am asking something please feel free to ask. If you would like the digital recorder turned off at any stage, you have the right to do so and if there is anything that you don't want to answer, please just let me know.

The purpose of this, and other similar interviews being conducted, is to get your insights and reflections, so while we have some set questions these are guides only. This list is to help me not to forget some of the core ideas and to ensure that there is some consistency in the types of questions asked, rather than a list of things we must move through in a set way.

Do you have any questions before we begin?

Questions:

I. Purpose

- 1) How did you find out about the World Exposition 2010 in Shanghai?
- 2) Can you tell me why you chose to come?

II. Preparation

- 1) How did you prepare for your visit to the Expo?

III. Level of Engagement

While attending the exposition,

- 1) What have you done?
- 2) Where have you gone?
- 3) What have you seen? Heard?
- 4) Who have you interacted with?

IV. Significance – “Wow!”

- 1) What did you expect would happen at the Expo?
- 2) Were you impressed with anything while attending the event in Shanghai?
 - i. [If so,] What?
 - ii. [If not,] Why?

V. Overall Recollection

- 1) Could you describe your experience at the exposition?
- 2) Have potential or actual communication barriers affected your experience?
 - i. [If so,] How?

VI. Previous Experience

- 1) Have you attended similar events in the past?
 - i. [If so,] How many? When? Where?
- 2) Have you ever been to other countries?
 - i. [If so,] Where? What have you done?
- 3) Have you ever been to China before?
 - i. [If so,] Where have you been? What have you done?

VII. Overall Recollection

- 3) Could you describe your experience at the exposition?
- 4) Have potential or actual communication barriers affected your experience?
 - i. [If so,] How?

Are there any final thoughts or comments about the World Expo you would like to share with me at this time?

Thank you for your assistance today. We appreciate fully that your time is very valuable and on behalf of the UQ Research Team I would like to thank you for the contribution you have made today. As mentioned at the outset, no individual will be identified when analysing the data and your anonymity throughout the reporting process is assured.

APPENDIX G

Indiana University IRB Guidelines and Approval

INDIANA UNIVERSITY BLOOMINGTON INSTITUTIONAL REVIEW BOARD (IRB) REVIEW

EXEMPT RESEARCH CHECKLIST

IRB Study #: 1010002828
(IRB Office will assign)

DIRECTIONS: This form is to be neatly typed and submitted to the IRB only when the investigator is contemplating the initiation of a research project which, in the investigator's judgment, is exempt from full IRB review. The IRB will then determine whether the activity is covered by these regulations.

Research activities are exempt from regulations for the protection of human research subjects when they are considered minimal risk (the probability or magnitude of harm or discomfort anticipated in the research are not greater in and of themselves than those ordinarily encountered in daily life or during the performance of routine physical or psychological examinations or tests (as defined by 45 CFR 46.102(i)) and the ONLY involvement of human subjects falls within one or more of the exempt categories listed below.

The exempt categories outlined below do not apply to research involving prisoners or research involving a test article regulated by the FDA, unless the research meets the criteria for exemption described in 45 CFR 46.101(b)(6) and 21 CFR 56.104(d).

The exempt categories outlined below are based solely on methods of research, and do not take the level of risk into consideration. Although most exempt research requires no further oversight to be conducted ethically, some exempt research raises ethical concerns or requires measures to protect participants. As such, the IRB will not consider any research exempt that does not fulfill ethical principles reflected in the Belmont Report. These basic ethical principles are:

1. Respect for Persons (Autonomy) – individuals should be treated as autonomous agents and persons with diminished autonomy are entitled to protection.
2. Beneficence – Human subjects should not be harmed and the research should maximize possible benefits and minimize possible harms.
3. Justice – the benefits and risks of research must be distributed fairly.

Research that otherwise would be exempt by federal regulations that raises ethical concerns or requires measures to protect subjects may be denied and/or moved to a higher level of review (i.e. expedited or full IRB review).

Check the appropriate category(ies) that applies to your research project:

<input type="checkbox"/>	1. Research conducted in established or commonly accepted educational settings, involving normal educational practices, such as (i) research on regular and special educational instructional strategies, or (ii) research on the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods. [45CFR46.101(b)(1)]
<input type="checkbox"/>	2. Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless all of the following are true: (i) information obtained is recorded in such a manner that the human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, insurability, or reputation. [45CFR46.101(b)(2)] NOTE: If the research involves children as participants, the research must be limited to educational tests (cognitive, diagnostic, aptitude, achievement) and observation of public behavior when the investigator(s) do not participate in the activities being observed. Research involving children that uses survey procedures, interview procedures, or observation of public behavior when the investigator(s) participate in the activities being observed cannot be granted an exemption.
<input type="checkbox"/>	3. Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior that is not exempt under category 2 above, if either:

	<p>(i) the human subjects are elected or appointed public officials or candidates for public office; or</p> <p>(ii) federal statute(s) require(s) without exception that the confidentiality of the personally identifiable information will be maintained throughout the research and thereafter. [45CFR46.101(b)(3)]</p>
<p>If any of the above categories have been selected, answer the following:</p> <p>Will you be audio or video recording?</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Yes. Explain how it will be assured that the identity of the subjects and/or link to the information obtained or the information recorded about the subjects does not place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, insurability, or reputation:</p>	
<input checked="" type="checkbox"/>	<p>4. Research involving the collection or study of <u>existing</u> data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that subjects cannot be identified, directly or through identifiers linked to the subjects. [45CFR46.101(b)(4)]</p> <p>To qualify for this exemption, data, documents, records, or specimens must exist at the time the research is proposed and not prospectively collected.</p> <p>Provide a list of all data points that will be collected below or attach a data collection sheet.</p> <p>See attached World Expo 2010 Shanghai survey instrument and interview protocol</p>
<input type="checkbox"/>	<p>5. Research and demonstration projects which are conducted by or subject to the approval of Department or Agency heads, and which are designed to study, evaluate, or otherwise examine:</p> <p>(i) public benefit or service programs;</p> <p>(ii) procedures for obtaining benefits or services under those programs;</p> <p>(iii) possible changes in or alternatives to those programs or procedures; or</p> <p>(iv) possible changes in methods or levels of payment for benefits or services under those programs. [45CFR46.101(b)(5)].</p> <p>The program under study must deliver a public benefit (for example, financial or medical benefits as provided under the Social Security Act) or service (for example, social, supportive, or nutrition services as provided under the Older Americans Act).</p> <p>The research or demonstration project must be conducted pursuant to specific federal statutory authority, must have no statutory requirement that an IRB review the project, and must not involve significant physical invasions or intrusions upon the privacy of the subjects.</p> <p>This exemption is for projects conducted by or subject to approval of Federal agencies and requires authorization or concurrence by the funding agency.</p>
<input type="checkbox"/>	<p>6. Taste and food quality evaluation and consumer acceptance studies,</p> <p>(i) if wholesome foods without additives are consumed; or</p> <p>(ii) if a food is consumed that contains a food ingredient at or below the level and for a use found to be safe, or agricultural, chemical, or environmental contaminant at or below the level found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Service of the U.S. Department of Agriculture. [45CFR46.101(b)(6) and 21 CFR 56.104(d)]</p>

INDIANA UNIVERSITY – BLOOMINGTON INSTITUTIONAL REVIEW BOARD (IRB) REVIEW

EXEMPT RESEARCH CHECKLIST

IRB Study #: 1010002828
(IRB Office will assign)

SECTION I: INVESTIGATOR INFORMATION

Principal Investigator: Saubert, Shanna B Department: RPTS
(Last, First, Middle Initial)

Building/Room No.: HPER 133 Phone: 217-620-9121 E-Mail: ssaubert@indiana.edu

Faculty Sponsor: Compton, David M Department: RPTS
(Last, First, Middle Initial)

Building/Room No.: HPER 129 Phone: 812-856-6055 E-Mail: compton@indiana.edu

Project Duration: Start Date: November 1, 2010 End Date: February 1, 2011

Project Title: World Expo 2010 Shanghai: Exploring how cultural differences affect service and experience quality

Sponsor/Funding Agency: n/a

SECTION II: PERFORMANCE SITE

- Indiana University Bloomington Campus; state location(s): **Department of Recreation, Park & Tourism Studies**
- Other Indiana University Campus: state location(s):

<input type="checkbox"/> Anthropology	<input type="checkbox"/> Population Institute for Research & Training
<input type="checkbox"/> Bloomington Hospital	<input type="checkbox"/> Department of Psychological and Brain Sciences
<input type="checkbox"/> Bradford Woods	<input type="checkbox"/> Second Language Studies
<input type="checkbox"/> School of Business	<input type="checkbox"/> Sociology
<input type="checkbox"/> Economics	<input type="checkbox"/> Spanish & Portuguese
<input type="checkbox"/> School of Education	<input type="checkbox"/> Public & Environmental Affairs (SPEA)
<input type="checkbox"/> French and Italian	<input type="checkbox"/> Speech and Hearing Sciences
<input type="checkbox"/> Gender Studies	<input type="checkbox"/> Center for Survey Research
<input type="checkbox"/> Health Center	<input type="checkbox"/> Telecommunications
<input checked="" type="checkbox"/> Health, Phys Ed & Rec (HPER)	<input type="checkbox"/> University Info Tech Services
<input type="checkbox"/> IN Institute on Disability & Communication	<input type="checkbox"/> Center for Evaluation and Education Policy
<input type="checkbox"/> Informatics	<input type="checkbox"/> Central Eurasian Studies
<input type="checkbox"/> School of Journalism	<input type="checkbox"/> Communication and Culture
<input type="checkbox"/> The Kinsey Institute	<input type="checkbox"/> Computer Science
<input type="checkbox"/> Library General	<input type="checkbox"/> Criminal Justice
<input type="checkbox"/> School of Library & Info Science	<input type="checkbox"/> Folklore and Ethno Musicology
<input type="checkbox"/> MCCSC (Monroe School District)	<input type="checkbox"/> History
<input type="checkbox"/> School of Music	<input type="checkbox"/> Linguistics
<input type="checkbox"/> Nursing	
<input type="checkbox"/> Optometry	

- Other:

SECTION III: RESEARCH DESCRIPTION

1. Provide a brief description, in lay terms, of the purpose of the proposed project and the procedures to be used.

There appears to be a need to examine the relationships between experience quality, service quality, and planned behavior as they may be modified by cultural differences. Using secondary data from a survey of visitors at the World Expo 2010 Shanghai, this study proposes to analyze the relationship between service and experience factors utilizing quantitative (SPSS) and qualitative (NVivo)

measurements. Issues to be explored include (a) do cultural differences account for variations in service quality, planned behavior, and/or experience quality?, (b) is experience quality influenced by planned behavior and/or service quality?, and (c) can existing differences between cultural experiences and experience quality be explained as a result of planned behavior and/or service quality? (1) The quantitative data was collected from July 9-16 and the qualitative data from October 3-7, 2010. (2) I will be receiving the data without any personal identifiers since all the data has been coded by the University of Queensland. (3) All participants had to be at least 18 years of age in order to complete the survey and/or questionnaire.

- a. Please state the eligibility (inclusion/exclusion criteria).

Data from surveys and interviews as collected by researchers from the University of Queensland

- b. Will subjects be compensated for participation?

n/a

ONLY COMPLETE 2-4 BELOW IF YOU SELECTED CATEGORY 1, 2, 3, 5, OR 6 ON THE EXEMPT RESEARCH CHECKLIST.

- 2. Provide the process by which individuals will be recruited.

n/a

- a. Explain how it will be ensured that recruitment or selection will not unfairly target a particular population or will target the population that will benefit from the project/research.

n/a

- 3. Explain how it will be ensured that individuals will be treated with respect during interactions/observations with them. For those individuals with diminished autonomy (e.g. children, people with limited ability to make decisions), explain how they will be protected.

n/a

- a. Explain how individual privacy will be protected. For example, if interviewing, where will that be conducted?

n/a

- b. Explain how individual confidentiality will be protected. For example, what kind of information will be recorded and how will that be protected?

n/a

- 4. How will you help to minimize potential risks that individuals may be exposed to while participating in the research? Potentials risks may include psychological, social, legal, physical, etc.

n/a

SECTION IV: CO-INVESTIGATORS

- A. Co-investigators: Provide the name and department of other individual(s) assisting with the study who 1) will be responsible for the design, conduct, or reporting of the study, 2) have access to subjects (i.e. will consent subjects, conduct parts of the study), 3) will be making independent decisions about the inclusion or exclusion of participants, or 4) have access to identifying and confidential information.

- 1. List individuals from affiliated institutions who are directly interacting or intervening with subjects:

Name	Department
------	------------

n/a

The individuals listed above are required to:

- 1) Pass the IU human subjects protection test, unless special circumstances apply. Please refer to <http://www.iupui.edu/%7Eeresgrad/Human%20Subjects/human-menu.htm> for additional information.
- 2) Provide the IRB with documentation of their agreement to participate in the research. This can be accomplished by having the individual provide his/her signature next to his/her name above or including a memo (or email) from the individual documenting agreement to participate in this specific protocol.
- 3) Have a Conflict of Interest (COI) disclosure form on file with the COI Committee. Please refer to <http://www.iupui.edu/~eresgrad/spon/policiescontent.htm> for additional information.

2. List individuals from affiliated institutions who are **not** directly interacting or intervening with subjects:
 Name _____ Department _____

n/a

B. **Collaborating Co-investigators.** List any co-investigators from nonaffiliated institutions for which the IU-Bloomington IRB is providing the review and approval for their role in the study.

Note: For each nonaffiliated investigator, a nonaffiliated investigator agreement may be required. For additional guidance, refer to: <http://www.iupui.edu/%7Eeresgrad/spon/non-affiliated-pi.rtf>. Nonaffiliated investigators who are directly interacting or intervening with subjects (including obtaining consent) must either pass the IU humans subjects protection test, be from a COGR institution, or provide documentation of passing the CITI or NCI protection of human subjects test.

Name of Co-investigator	Institution	Role	Procedures performed
n/a			

Statement of Principal Investigator. I have personally reviewed this application and agree with its contents and am aware of my responsibility to provide supervision and guidance during its execution (in the case of a student project).

Principal Investigator Signature: _____ Date: _____

Faculty Sponsor Signature: _____ Date: _____

Note: As an alternative to providing original signatures on the form, the PI should simply e-mail the completed form to iub_hsc@indiana.edu. This e-mail serves as the PI's signature. For the faculty sponsor's signature, please forward an e-mail from the individual acknowledging his/her oversight responsibilities for the student research project. This will serve as the faculty sponsor's signature.

SECTION IV: EXEMPT REVIEW DETERMINATION

Accepted, Exempt Category(ies): 4

Denied, Reason: _____

Authorized Signature: Jenita K Baker Date: 11/15/10



INDIANA UNIVERSITY
OFFICE OF RESEARCH ADMINISTRATION

To: Shanna B. Saubert
RPTS

From: IUB Human Subjects Office
Office of Research Administration – Indiana University

Date: November 16, 2010

RE: EXEMPTION GRANTED – NEW PROTOCOL
Protocol Title: World Expo 2010 Shanghai: Exploring how cultural differences affect service and experience quality
Protocol #: 1010002828
Sponsor:

Your study named above was accepted on November 15, 2010 as meeting the criteria of exempt research as described in the Federal regulations at 45 CFR 46.101(b), paragraph(s) 4. This approval does not replace any departmental or other approvals that may be required.

As the principal investigator (or faculty sponsor in the case of a student protocol) of this study, you assume the following responsibilities:

- **Changes to Study:** Any proposed changes to the research must be approved by the IRB prior to implementation. To request approval, please complete an Amendment form and submit it, along with any revised study documents to iub_hsc@indiana.edu. Only after approval has been granted by the IRB can these changes be implemented.
- **Completion:** Although a continuing review is not required for an exempt study, you are required to notify the IRB when this project is completed. In some cases, you will receive a request for current project status from our office. If we are unsuccessful in our attempts to confirm the status of the project, we will consider the project closed. It is your responsibility to inform us of any changes to your contact information to ensure our records are kept current.

Per federal regulations, there is no requirement for the use of an informed consent document or study information sheet for exempt research, although one may be used if it is felt to be appropriate for the research being conducted. As such, these documents do not include an IRB-approval stamp. Please note, however, that if a study information sheet and/or informed consent document is to be used, you should use unstamped accepted versions. **Please note that your study has been accepted without the use of a study information sheet / informed consent document.**

You should retain a copy of this letter and any associated approved study documents in your records. Please refer to the protocol title and number in future correspondence with our office. You may contact our office at (812) 855-3067 or by e-mail at iub_hsc@indiana.edu if you have questions or need further assistance.

Thank you.

APPENDIX H

Survey Items for Analysis

Table H1

Survey Items Clustered by Variable and Categories

Motivation	
<hr/>	
Entertainment	
	17f. I wanted to visit Shanghai.
	17g. I wanted to have fun.
Education	
	17a. I like traveling to other countries.
	17b. I wanted a new experience.
	17c. I wanted to learn new things.
Esthetics	
	17i. I wanted to try new foods.
	17k. I was excited to visit the Expo.
	17l. I wanted to meet new people.
Escapism	
	17e. I wanted to get away.
	17h. I wanted to relax.
	17j. I wanted to be in control.
<hr/>	
Experience Factors	
<hr/>	
Entertainment	
	28a. I was pleased with the variety of entertainment available.
	28f. Organized events were amusing.
	28l. The Expo was captivating.
	28n. The events were entertaining.
	28q. I did not have fun at the Expo. (Reverse Item)
Education	
	28c. I increased my knowledge.
	28h. I did not learn much at the Expo. (Reverse Item)
Esthetics	
	28b. The Expo setting was attractive.
	28g. It was easy to get where I wanted to go at the Expo.
	28j. Planners obviously paid close attention to design details.
	28v. Attending the Expo was pleasant.
Escapism	
	28e. I escaped from my usual routine.
	28r. I felt like I was in a different time/place.
Arousal	
	28d. The Expo was very tiring. (Reverse Item)
	28i. The Expo was stimulating.
	28p. My experience was interesting.
	28x. My experience was enjoyable.
Memory	
	28k. I will quickly forget this Expo. (Reverse Item)
	28o. I will remember many positive things after I leave.
	28s. I will have wonderful memories of this experience.

Table H1 cont.

Service Quality
Performance
31a. The Expo's theme "Better City, Better Life" was evident.
31b. Expo facilities were well maintained.
31c. Expo events were scheduled well.
31d. Expo staff and volunteers were very helpful.
31e. Transportation services provided to and from the Expo were very efficient.
31f. Shanghai residents are very accommodating.
31g. I felt safe while at the Expo.
31h. The Expo was well-organized.
31i. The Expo was held in a good location.
31j. The information I have received (eg. official guides, manuals, maps) were very useful.
31k. The Expo was a good value for the price I paid to attend.
Importance
31l. Attending the World Expo 2010 Shanghai was important to me.

Experience Quality
Overall Perceived Quality
28u. My experience was valuable.
29. In comparison with other events you have attended in the past, how would you rate the World Expo 2010 Shanghai? (5-point scale ranging from Terrible – Delighted)
Overall Satisfaction
28w. I was delighted with my Expo experience.
32. Considering all factors listed in questions #28 and #31, how would you rate your overall experience at the World Expo 2010 Shanghai? (5-point scale ranging from Terrible – Delighted)
Purchase Intentions
28m. I would definitely recommend others attend future World Expos.
28t. I plan to attend a World Expo in another country.
