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**Visitors to a Theme Park –
Motives and Satisfaction:
The Case of Janfusun, Taiwan**

By
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A thesis submitted in partial fulfilment of the
requirement for the degree of
Doctor of Philosophy
at the University of Waikato,
Hamilton, New Zealand.

Department of Tourism and Hospitality Management
University of Waikato
2008

Abstract

This thesis is a study that aims to understand the pre, during and post visit behaviours of theme park visitors. This study took place at Janfusun Fancyworld, which is situated at Gukeng village Yun-Lin County, Taiwan. The park was the first Taiwanese theme park to achieve ISO 9002 and has hosted over 2 million visitors every year almost since its inception over a decade ago. By these criteria Janfusun is considered the leading theme park in Taiwan. Theme parks originally emerged from medieval and travelling fairs, but the success of locations such as Coney Island in the late nineteenth century introduced the element of exciting rides. At present the definition of a 'theme park' might be said to be an 'amusement park' that possesses a central theme based on history, fiction or other core. However, it is the researcher's own observation that Janfusun focuses more on the installation of hardware facilities, but pays less attention in creating an unifying theme. This situation may have affected the research outcome since Janfusun operates more as an 'amusement park' from a western perspective but markets itself as a 'theme park' within Taiwan, and is consistent with a Taiwanese understanding of the term of being a 'theme park'.

The main hypothesis adopted in this study is that satisfaction may be of two types: (1) generic, which relates to general 'push' needs such as those for relaxation, and (2) site specific, which relate to destination attraction features and 'pull' determinants. This thesis argues that the satisfaction of generic motives such as the requirement for relaxation and escape is contingent upon the ability of the attraction to meet the visit motives specific to the attraction. For example, a need for escape would not be met if a theme park visitor found the rides uninspiring, the portrayal of fantasy unconvincing and the food poor. Furthermore, researchers such as Foster (1999) suggest that some destination attributes,

while considered important by the tourists, rarely act as an incentive to choose a specific destination, but the absence of these attributes can be a powerful deterrent. Some of the attributes, such as ‘accessible toilets’ and ‘a place to rest’, are considered as convenience factors in this thesis. This thesis attempts to understand the relationship of push, pull and convenience factors to the visitors’ overall satisfaction. Also, this thesis tries to understand the role of socio-demographic variables in determining overall satisfaction.

This thesis also includes a longitudinal study that allows the research to capture the effect of changes to visitors. For example, Janfusun has newly installed an artificial beach and wave feature that serves the social needs of its visitors. This thesis also examines the importance of repeat visitation in determining visitors’ motivations and experiences. For example, it was found that visitors with high repeat visits are more aware of the ‘new rides’ than the first time visitors. Finally the last chapter attempts to answer two key questions, (a) why are the findings of importance to both conceptual literature and management practice, and (b) what might future researchers learn from this thesis.

The objectives of this thesis are thus summarised as to:

1. Conduct a longitudinal study in Janfusun.
2. Identify visitors’ pre-visit behaviour, which is associated with generic motives and push factors.
3. Identify visitors’ during-visit behaviour, which is associated with site-specific features and pull factors.
4. Identify post-visit behaviour, which is associated with satisfaction and loyalty.
5. Identify the causal relationships between pre, during and post visit behaviours and conceptualise a model.
6. Identify the role of convenience factors.

Acknowledgments

This PhD adventure has been a long and rewarding journey, which I might not have been able to fully appreciate without the help of many people. I would like to take this opportunity and express my sincere gratitude to all the people that have supported me during this PhD study. First, I would like to especially acknowledge and thank Professor Chris Ryan, my Chief PhD supervisor who has been patient and offered me countless invaluable moments of advice. Chris not only helped me in my PhD study, but also encouraged me to attend conferences and facilitate journal publications that broaden my career options for the future. I would also like to extend my gratitude to Professor Tzung-Cheng (T.C.) Huan who introduced me to Chris in the first place. T.C. also allowed me to use his connections with Janfusun Fancyworld and meet with one of the directors of the theme park, Mr M-T Wu, who both allowed and helped me to collect data. Furthermore, prior to my study in New Zealand, T.C. gave me an opportunity to complete research with him and attend Taiwanese conferences, both of which gave me an opportunity to familiarize myself with research methods. For this kindness and constructive support, I am deeply indebted to T.C. I would also like to thank Asad Mohsin, my second supervisor who was also my teacher when I studied Tourism Marketing. Since I was and continue to be 'marketing' orientated and originally possessed relatively limited knowledge of 'tourism', his teaching helped me to bridge these two disciplines.

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To all of the above, thank you.

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Chapter One - Introduction

This chapter introduces the research by outlining the background and the main thesis of this research. The purpose of this introduction is to allow the readers to understand the trend of thought of the researcher.

Background of the Research

A theme park, as a tourist destination, possesses many qualities that are designed to satisfy the multi-dimensional need of the tourists. In order to understand the multi-dimensional nature of theme park, the history of theme parks must be examined. Initially, a theme park began as a place with certain cultural theme and providing some entertainment. These traditional theme parks created a sense of entering a realm of 'exotic' culture, and at the same time provided entertainment and an opportunity for social bonding for the guests. In the late nineteenth century, new technologies emerged that allowed the theme park to introduce the concept of exciting rides and a new vision of spectacle. Also one needs to note that traditional theme parks continue to use cultural elements to create a unifying theme, while the modern theme park also often uses fantasy. These changes in the nature of theme park introduced new issues regarding theme park research. One of these issues is concerning the criteria of measuring satisfaction.

The Nature of Taiwanese Theme Park

Before discussing satisfaction in theme park context, it is important for this thesis to briefly discuss the nature of the theme park in Taiwan. As mentioned above, the centre of attention

about theme parks has shifted from the traditional cultural element to that of modern fantasy and exciting rides. Theme parks in Taiwan have changed radically by focusing their attention on the provision of rides, and a 'theme' is often neglected. There are possible reasons that may explain why a Taiwanese theme park is more ride-orientated. First, theme parks have a relatively short history in Taiwan compared to other countries, such as the USA. Due to their late entrance as a source of entertainment, the Taiwanese theme park captures only some characteristics of modern theme park thought to specifically appeal to their market place. From a Taiwanese perspective, the definition of theme park is by whether a place possesses a roller coaster and other rides. Second, mix-ups in translation may also contribute to the situation. The differences between an 'amusement park' and 'theme' park' possess importance from an academic view point, but business operators may not be aware of the differences and certainly not the general population. The second pilot study in this thesis provided evidence for the above statement when a respondent commented that they had not considered the influence of a 'theme' before the researcher presented the question. A simple way to explain this is while the academic view is that Mickey Mouse is a key part part of Disney's 'theme', visitors may only view the character as an adorable entertainer. Third, the success of Disney and Universal Studio has made the very words 'theme park' become synonymous with 'quality'. Although a Taiwanese theme park does not put much effort into creating a 'theme', they do tend to invest significant sums in the installation of hardware facilities, especially rides. For this reason, most Taiwanese theme parks operate as an 'amusement park' but market themselves as a 'theme park'.

According to Answer.com (2008), the definition of theme park is an amusement park in which all the settings and attractions have a central theme. Clearly, differences exist

between an ‘amusement park’ and a ‘theme park’. The definition is further elaborated by stating that a ‘theme park’ is a 1960s term for a park devoted to a theme, idea, or ideas that might have some historical, fictional or other core. From this perspective, Taiwanese theme parks obviously are not ‘qualified’ to meet this definition.

The context for research is a theme park named Janfusun Fancyworld located in Yun-Lin County, Taiwan. The discussion regarding the nature of Janfusun Fancyworld will take place in chapter three. The main focus of the discussion here is that Janfusun Fancyworld, like many Taiwanese theme parks, focuses its investment on facilities, such as exciting rides, visual effects, artificial scenery and environments. However, Janfusun does not have a theme that binds all elements of the theme park together. As a matter of fact, it is the researcher’s observation that the management of Janfusun possess little awareness of the concept of ‘theme’. During the questionnaire design stage of the first pilot study, the researcher presented the initial draft of questionnaire to a director of Janfusun to ask for his opinion. There was a question designed to assess the importance of ‘theme’ in visitors’ evaluation of their theme park experiences. The director had difficulty in understanding what the question tried to ask and have later suggested that this question be changed into ‘the importance of the theme museum’, which was actually a museum in the park designed to promote local coffee and tea.

The reason for this discussion is to point out the fact that Taiwanese people, both theme park operators and visitors, possess a rather different understanding of the nature of theme park when compared to the western literature.

Main Research Purposes

The main thesis of this study is that satisfaction may be of two types: (1) generic, which relates to general ‘push’ needs such as those for relaxation, and (2) site specific, which relate to destination attraction features and ‘pull’ determinants. Studies of satisfaction with visitor experience often treat satisfaction as an outcome and have not sought to conceptualise satisfaction as other than a confirmation of expectation, such as the impact of the confirmation-disconfirmation paradigm and the application of ServQual and its variants. Of necessity this research is also contextualised, emanating as it does from a study of visitors at a theme park. However, rather than simply report results it suggests that the motives that have to be satisfied are both generic and site specific, and that the satisfaction of generic motives such as the requirement for relaxation and escape is contingent upon the ability of the attraction to meet the visit motives specific to the attraction. For example, a need for escape would not be met if a theme park visitor found the rides uninspiring, the portrayal of fantasy unconvincing and the food poor.

The research background presented above has led to a research question that this thesis attempts to answer, and which will be presented in the next section.

Research Question

The purpose of this study is to examine visitor perceptions of the theme park and the sources of their satisfaction. As mentioned above, this thesis argued that satisfaction is twofold, generic and site-specific, and it is the latter that are arguably the main determinants of visitors’ satisfaction. This argument may be especially true in a Taiwanese theme park case due to the rather ‘functionalist’ view adopted by Taiwanese of a theme

park. However, the author is compelled to make another argument that satisfaction does not necessarily lead to future visit intentions. For example, a thrill ride may be able to satisfy everybody's criteria of 'excitement', but if a person does not possess such a need, it can be argued that such satisfaction may not determine their future visit intentions. From the example above, it is conceivable that the satisfaction of a generic need is the key factor determining repeat visitation. Therefore, the question addressed in this research is:

What are the main determinants of theme park visitors' satisfaction and future visit intentions?

This thesis will use both qualitative and quantitative research methods and try to integrate them in collecting data and interpreting the research findings. Also, the quantitative pilot study allowed this thesis to include a longitudinal study. This permitted the following:

1. Identify factors that affect theme park visitors' satisfaction and repeat visitation.
2. Conduct a longitudinal study to determine what changes and how the changes impact on visitors' perception.
3. Use these factors to develop a model that allows the understanding of visitors' pre, during and post behaviour that may help theme park management in future decision making.

The research background presented above has led to a research question that this thesis attempts to answer, which will be present in the next section.

Structure of the Thesis

This section will briefly outline the structure of this thesis and also provide reasons for the chronological sequence adopted in reporting the doctoral process and its results.

Chapter One: Introduction

This chapter provides an overview of the thesis, which includes four sections. The first section provides a discussion regarding the background of research, which explains the nature of theme park in Taiwanese context. The second section briefly states the main purposes of this thesis. The third section discusses the research question, which is to examine visitors' perception of the theme park and the sources of satisfaction and loyalty. The thesis proposed that perception is formed by evaluating the park's ability to present experiences (the during-visit experience) that will meet visitors' motives (pre-visit), which when successful leads to positive satisfaction and loyalty behaviour (post-visit). The final part of this chapter is the overview of the structure and summary of each subsequent chapter.

Chapter Two: Literature Review

This chapter reviews literature relevant to this study. The literature review is divided into two parts. The first relates to marketing and customer behaviours, which includes that on theme parks, visitor motivation, service quality, customer value, customer satisfaction and customer loyalty. The second section focuses more specifically on the tourism literature that covers push vs. pull motivational factors and destination image. The first pilot study is designed based upon these literature reviews and feedback from the theme park management.

Chapter Three: Janfusun Fancyworld

This chapter attempts to portray Janfusun Fancyworld, which includes the history of the park's development, features the theme park's attractions, and discusses the 'theme' presented by Janfusun Fancyworld.

Chapter Four: The First Pilot Study

This chapter report the findings of the first pilot study, which is based on a quantitative approach and subsequently initiated an attempt to conduct a longitudinal study. The finding of the first pilot study led to some interesting findings as well as identifying some deficiency with the research design that had not surfaced from the literature review. It can be argued that the initial research design based on literature alone is dominated by a researcher orientated agenda. Therefore, a second pilot study was undertaken to overcome the deficiency. The findings of the first pilot study are briefly reported in this chapter, so the readers can be familiar with it in preparation for the discussion of the longitudinal study in chapter ten.

Chapter Five: The Second Pilot Study

This chapter report the findings of the second pilot study, which based on qualitative research methods. The second pilot study adopts Kelly's personal construct theory (PCT). This chapter comprises three sections. The first section briefly discusses some qualitative technique popularly used in the tourism research field, and provides reason for selecting PCT. The second section discusses the concept of PCT and its application in this thesis. The final section report the details of the PCT based qualitative study and its findings. The findings of this research is thought to be more visitor orientated, and was used to bridge the literature based first pilot study and the subsequent main study.

Chapter Six: Research Design

This chapter reports the research design of the main study, which is based on a quantitative approach. The chapter consists of four sections, where the first deals with the issue of adopting multiple paradigms. The second section presents the research framework as well as the research objectives and hypotheses. The third section provides details of the questionnaire designed for the main study. The final section reports the sampling methods for all three studies, thereby providing the reader a further summary and ease in comparing the three modes of research before commencing to the main study and its findings.

Chapter Seven: Sample Characteristics

This section describes the characteristics of the sample, which is divided into two parts. The first is concerned with certain visit behaviours, such as frequency of visit, formation of visitors' group, and duration of stay. The second part reports the socio-demographic status of the respondents, such as gender, age, residential areas and so on. The study also provides a penetration index that helps the reader to understand the market.

Chapter Eight: 2007 Survey Analysis

This chapter reports the findings of the 2007 survey, which adopted a modified version of the earlier questionnaire. The chapter is divided into three parts. The first part dealt with the descriptive analyses, which include means scores, frequency analysis and an importance-performance analysis (IPA). The second part reports the findings of t-test and ANOVA, which are used to understand the relationships between visit behaviours and behaviours (motivation, site-specific features, and loyalty). The final part also reports t-test and ANOVA statistics that analyse the influence of socio-demographic variables on visitors' behaviours.

Chapter Nine: Factor and Cluster Analysis

This chapter reports the findings of factor and cluster analyses. The factor analyses of motivation and site-specific features allow the researcher to further examine the initial proposed model. The adaptation of structural equation modelling (SEM) has been viewed, by majority, as a confirmatory technique. However, software such as AMOS allows the researcher to explore other possibilities of the model and try to explain why some of the models may not work. Thus this research adopted the position taken by Kline (2005) that SEM may also be deemed an exploratory technique. The second part of this chapter reports the results of a cluster analysis. Furthermore, the clusters derived from push (motives) and pull (park features) are used in further analyses with respect to visitors' behaviours.

Chapter Ten: Comparing the 2005 and 2007 Scores

This chapter reports and discusses the findings obtained from both the 2005 and 2007 surveys. This will allow the study to examine the changes in the motivations and park features. Also, the park itself changed overtime, which facet is also included in the discussion. This allows the study to understand the effects of change in the park, such as new installations, and the impacts on positive or negative outcomes in visitors' experience.

Chapter Eleven: Conclusion and Contribution

This chapter concludes the study by a re-examination of the hypotheses and objectives. The chapter also discusses the contribution made by the findings to the park management, the literature and makes recommendations as to further research.

Hence the thesis is reported in a chronological manner so as to allow readers to understand the justification of the methodology and techniques employed in each stage of the thesis.

During the first pilot study that is also a part of the longitudinal study, it was thought that a research design based on the literatures would be sufficient. However, the findings of the pilot study one suggested some deficiencies, albeit of a comparatively minor nature, and the second pilot study was undertaken to overcome the problem. Furthermore, some of the justification for the subsequent research design reported in chapter six is derived from the first two pilot studies. It was thought that without being first familiar with the results of first two studies, the reader would find it difficult to understand the need for amendments incorporated into the final study.

Chapter Two - Literature Review

This chapter reviews literature relevant to this study, which includes that on theme parks, visitor motivation, service quality, customer value, customer satisfaction and customer loyalty. This is necessary because the thesis is based primarily on a push vs. pull motive for visiting a theme park where the features of a theme park account for the 'pull' component of visitor motivation and allow the more generic 'push' wants to be met. Repeat visitation, however, is a function of satisfaction derived from the current visit, and hence this has to be factored into any explanation of theme park visitation patterns where repeat visitation is found to be common, as is the case in this Taiwanese example.

Definition of Theme Park

Wylson and Wylson (1994) suggest that a theme park is a playground based on technology, culture and possibly history. The manmade facilities in a theme park are specific to a constructed 'Theme'. Modern technology, such as computer generated sound and light effects, are used to stimulate customers' perceptions and senses of fantasy. It needs to be noted that not all theme parks contain a conventional cultural or historic element, although of necessity each offers a statement of values e.g. Disney theme parks are arguably 'cultural' statements of globalised commercial fantasy. Daneshku (1995) offered a similar definition for the theme park, which stated that the theme park is a centre that provides facilities and scenery based on a particular theme. Furthermore, they also provide other services, such as food, drink, merchandising and often accommodation, more often than not in a form that continues the 'theme'. One thing that these authors all agree on is that a theme park needs facilities that unify the visitor experience within the given theme. Sorkin

(1991) adds another component noting the ways in which theme parks present enjoyable visual sensations. This approach highlights the importance of visual spectacle, but contrary to the above two definition, he says little about the ancillary facilities. Nevertheless, visual spectacle is an important element of the theme park also mentioned in the previous two definitions.

Theme Parks have a long history through their antecedents of medieval and travelling fairs. However, it can be argued that the modern theme park has its origins in the late nineteenth century with the success of locations such as Coney Island in New York State. Nineteenth century Coney Island entrepreneurs such as Tilyou, Thompson and Dundy (Stanton, 2006) added to the concept of exciting rides a new vision of spectacle by using the new technologies of their day. The fun of the fair also continued well into the night with spectacular displays of lights combined with live acts – aspects of the theme park that still remain today as evidenced by Disney’s Night Time Parades. In the twentieth century Disney brought a new component to the theme park, which was an attempt to encapsulate all the rides, restaurants and ancillary merchandising within a single unifying theme that supported and built upon a strong brand name associated with a wider entertainment industry. While it has competitors such as the Universal Studios Theme Park in Los Angeles or Warner Bros on Australia’s Gold Coast, it can be said that Disney is still the leading theme park best able to capture all of these wider branding and marketing themes as it has now established itself in Europe and Asia.

Nonetheless, other successful theme parks exist and possess similar traits of offering their customers white knuckle thrill rides, a purpose built environment designed to create a sense of fantasy, a wide range of restaurants, and live entertainment. Additionally Theme Parks are also building upon their core product of offering different, out of the ordinary

environments by progressing not only into offering overnight accommodation so that guests can enjoy the parks at night, but also into the conventions and conference business.

Based on the above discussion, the key characteristics of a theme park emerge as including (a) a specific theme that contrasts with everyday life, (b) providing enjoyable visual spectacle, (c) live performances, (d) utilisation of modern technologies, (e) the incorporation of exciting rides, (f) providing refreshment facilities presented in ways consistent with the theme, (g) is specifically designed with reference to considerations of sight lines, visitor flow, and has sufficient space to enclose the visitor in a spatial capsule divorced from the outside world, and (h) which must be financially viable to permit the continued re-investment required by the park to develop new features and perhaps replace the old as they become 'dated'. As an aside it can be noted that some of these features are copied by other types of institutions such as outdoor museums that seek to educate the visitor by replication of past life styles. Such examples would include Colonial Williamsburg, USA, the Beamish Museum, UK and, on a smaller scale, the representation of past life based on cultural tradition as demonstrated by the Tamaki Village in New Zealand derived from Maori culture. The distinguishing features of the Theme Park still generally tend to be scale, fantasy, and exciting adrenalin inducing rides.

Characteristic of the Theme Park

The previous section offered different definitions of a 'theme park', from which it is clear that a theme park is a place with a particular 'theme'. Therefore, all the facilities, buildings and sceneries must be consistent with this 'theme'. Hence to summarise from these definitions, a theme park must contain the following characteristics:

4. The theme park must have particular 'theme'

For example: Disneyland is signifying and signing the world of fantasy created by the Disney Brothers. Similarly Universal Studio theme parks emulate the world of many Universal Studio movies, such as *Jurassic Park*, *E.T.*, and *Terminator and Back to the Future*.

5. The theme park design must be consistent with a 'Theme'

The design facilities, rides, buildings, shows, personnel even the atmosphere must follow the same 'theme'. For example, it will be inappropriate if The Terminator suddenly felt the need to show up in Disney.

6. The 'Theme' must contrast with everyday life

It is suggested that two main reasons why tourists chose to come to a theme park is because they either (a) want to escape from the real world for a short period of time and/or (b) they want to enter the world of their fantasy. There is no point in recreating tourists' everyday life, for contrast is a main attraction for visitors.

7. The theme park must have enough space

The park must have enough space in order to create a convincing fantasised environment, in which the visitor can become completely immersed to reinforce the desired contrast with daily life.

8. The theme park must be designed

The park must be designed to offer good shows, surprise and excitement. It must offer sightlines continually consistent with the theme and yet offer the 'unexpected' which, however, is managed by the park. One such example is the apparently unscheduled appearances of Mickey Mouse in DisneyLand; he appears outside of advertised times to create a sense of surprise and something special for children.

9. The theme park must be financially viable

Profit is the most essential component that drives any company. Without profit to

sustain the company, they will not be able to satisfy customers in the future.

10. The park must be 'fun'

The park must be 'fun' – and thereby it must create opportunities for spontaneity of response on the part of visitors however manufactured by the theme park operator.

Rides must be 'fun', shows must be 'fun' and the environment conducive to the visitor surrendering themselves to escapes from responsibility and seriousness. Yet, while fun per se involves spontaneity, it can be argued that the theme park is a manufactured fun.

It is a fun created by commercial motives - the theme park is thus an entertainment that physically involves guests as 'actors' who suspend disbelief to enjoy the theme presented to them.

Future Development of Theme Parks in Taiwan

From these considerations it becomes possible to identify factors that face theme park operators in Taiwan.

1. Theme

The 'Theme' can help theme parks in their segmentation, positioning and targeting strategies. Furthermore, the 'Theme' can be used to differentiate their product from other theme parks. For example, Mickey Mouse is more appealing to younger children and the Terminator is more appealing to teenagers. Therefore, it is not difficult to surmise that the above-mentioned two themes could attract customers of different age groups.

2. Indoor Provision

The weather can affect customers' demand for any outdoor leisure activities including a theme park. Indoor facilities not only solve the weather problem, but also extended a theme park's opening hours and may mitigate the impact of seasonality. Furthermore,

customers who stay at a theme park's hotel can enjoy some entertainment at night, which will better encourage customers to stay in a theme park hotel.

3. Technology

Customers are becoming increasingly difficult to satisfy because there are so many alternative products whereby customers can make comparisons. Therefore, it is important to use modern technology to advance the quality of a theme park.

Technology also allows a theme park to create a more convincing fantasy world.

Alternatively a theme park may appeal to a sense of history (e.g. Colonial Williamsburg) but modern management will still require advanced technologies to run the park, transport people, remove waste and sewage and generally sustain a park to a high level of maintenance.

4. Multiple-day stage

Traditional package tours follow a similar pattern where customers travel on a bus for several hours to a destination just to take a photo. It is thought that a portion of Taiwanese tourists are now tired of this type of package tour. Multiple-day staging allows customers to fully enjoy every aspect of a theme park and hence it becomes easier for theme park management to establish a relationship with guests to create more satisfactory experiences. The park, however, must offer sufficient number of features to support this longer stay, including where possible, accommodation consistent with the theme and in a manner consistent with required standards at given price ranges.

5. Multi-functional trips

Travelling can be frustrating and time consuming for tourists, hence tourists would appreciate a theme park that can satisfy most if not all of their needs at the same destination. Therefore, it is important for a theme park to integrate multiple functions including leisure, entertainment, shopping, food and drink, sport, accommodation,

culture and means of meeting social needs in order to satisfy and stimulate a variety of customer needs. In some ways it is the reverse of the shopping mall, which moves towards incorporating entertainment including film theatres, food courts and in some instances entertainment complexes. The park moves in an opposite manner from entertainment to food and restaurant services, merchandising and an organisation of pedestrian flows and queuing times. Both institutions, however, seek to maximise visitor spend and encourage repeat visitation through careful planning and manipulation of the visitor environment.

6. Environmental concern

The future development of any theme park must consider environmental concerns, because many Taiwanese are becoming environment and health conscious. Among the issues that make every day life unbearable in major Taiwanese cities is pollution and noise. Therefore, it is important that a theme park provides an environment with clean air, green trees, traffic free walkways and often, a use of the sound of running water and litter and dirt free passage ways. Equally it must carefully dispose of waste and sewage, and utilise environmentally friendly production of power such as the use of solar energy wherever possible.

Past Research on Taiwanese Theme Park

Given the characteristics mentioned above, one can begin to identify possible demands made by visitors and the potential sources of satisfaction through meeting these demands. For example, Ree (2000) found that visitors came for reasons of relaxation and curiosity, and additionally visitors to a theme park came generally in groups. In short, the theme park represented an opportunity for social bonding with friends and family through shared fun. His research also showed that the most important elements are ‘scenery’, ‘theme park

merchandise' and 'quality of environment and atmosphere'. Furthermore, North American research (Mathieson and Wall, 1982) suggests that while tourists are less sensitive to theme park prices, it is still important to ensure the theme park represents good value for money. With reference to attractions, Ree (2000) also highlighted the importance of live shows, one reason being that these could appeal equally to young children and adults who might not otherwise wish to ride on the white-knuckle rides.

Lin (2004) refers to psychological needs and white-knuckle rides, which while safe, still induce adrenalin and a sense of proving oneself through experiencing dizzy drops and moments of fast acceleration. The social interaction through sharing these common experiences also helps to add to the senses of bonding and fun, something that theme parks have in common with adventure tourism as found by Ryan and Ruthe (2003) in the case of white water rafting. Lin (2004) also notes the importance of safety and the need for continuous monitoring and maintenance of rides. Furthermore, Lin's (2004) research also suggests that the quality of service personnel is more important than the quality of the facilities in terms of building brand equity.

Law (2003), in a study of the brand equity of theme parks, specifically identifies factors that contribute to quality, and in particular also emphasises the attitudes of personnel as being a key determinant of visitor satisfaction, again arguing that these can be more important than physical facilities in many instances.

The research discussed above also identified a number of potentially important attributes regarding theme park tourists' satisfaction or loyalty, which includes safety, sharing a common fun-filled experience with friends, and the quality of service personnel and facilities. The scenery and manmade ambience are also important in creating an enjoyable

environment. However, such past research is generally focussed on visitor satisfaction with a given specific visit experience and tends to attribute lists of motives to theme park visitors which informants score rather than directly research the reasons that motivate people to visit the theme park. This is an important issue for theme park management because arguably there are many substitute activities that offer adventure-thrill experiences that tourists can share with their friends to meet needs of fun, challenge and social bonding in aesthetically pleasing environments (Ryan and Ruthe, 2003). In short, in what ways do the specific ‘pull factors’ meet the needs generated by more generic ‘push factors’?

Service Quality

Definition of Service Quality

The concept of ‘quality’ was originally developed and implemented within the manufacturing industry. It can be traced back to the pioneering work of people such as Deming (1982) and Juran (1979) who defined quality as “fitness of purpose” based primarily on satisfying customers’ needs. However to measure the quality of a service is quite different from measuring product quality because the characteristics of a service are intangible, inseparable, variable and perishable (Kotler, Bowen and Makens, 2003). Due to these distinct characteristics, measuring service quality is often about customers’ subjective perceptions. Researchers believe that total perceived quality is calculated from both customer’s expectations and their experiences from using the services (Crosby, 1979; Grönroos, 1984; Feigenbaum, 1983). Other researchers hold similar beliefs that service quality must meet the requirement of customers’ expectations (Garvin, 1984; Lewis and Vincent, 1990). These definitions are similar to the confirmation- disconfirmation paradigm suggested by Parasuraman, Zeithaml and Berry (1988), who asserted that service quality is the gap between customer’s experiences/evaluations of a particular product and

their expectations. These researchers also believe that services quality provision is an attitude developed through a substantial period of time.

Measuring Service Quality

As mentioned above, many researchers believe that measuring service quality involves both the experience and expectation of the customers. Grönroos (1978), however, asserted that quality is a combination of the technical aspect, which is evaluated in an objective manner, and the functional aspect, which is a subjective perception of the customers. To take theme parks for example, the technical aspects are the design of the rides, shows, and merchandise. On the other hand, the functional aspect refers to the evaluation of those rides and interaction with the service personnel and performers. Other researchers also suggest similar classifications, which suggest that service quality is a combination of physical and interactive elements (Lehtinen & Lehtinen, 1982). These two elements can be further categorized into many attributes that are important for assessing service quality, which, according to Handy and Pfaff (1975), requires consideration of customers' satisfaction towards different attributes of a service or product and any calculation of overall satisfaction is derived from measures of satisfaction with multiple items.

There is a rich literature on service quality and its impact on visitor satisfaction. In their much cited paper, Parasuraman, Zeithaml and Berry (1985) listed the attributes of reliability, reaction, competency, ease of approach, manner, communication, credibility, safety, understanding and the appearance of tangible assets as key determinants of satisfying guests. While the subsequent Servqual model based on a confirmation-disconfirmation paradigm has been adopted, and critically analysed (e.g. see Ryan (1999) for a critical review of its application to tourism), it has generated a stream of

literature pertaining to services marketing in general and tourism products in particular. Many of the principles it enunciates can be applied to theme parks. For example, it can be readily understood that visitors possess expectations prior to a visit to a theme park, and that meeting or exceeding those expectations will lead to satisfied clients who may subsequently revisit the park, or recommend visits to friends. Word of mouth recommendation, intention to make future visits and the creation of consumer loyalty are thus indirect measures of “service quality” in that they confirm that visitor experiences meet or surpassed expectation meet at least minimum requirements.

As already noted, according to Grönroos (1978), the attribute of service quality includes technical solutions, machines, knowledge, and employees’ technical ability – all of which are classified as ‘technical quality’. On the other hand, attitude, availability, environment and customer contact are classified as functional quality. For their part Sasser, Olsen and Wyckoff (1978) suggest that the attribute of service quality includes safety, quality consistency, positive and appropriate attitudes of service personnel, the integration of different services in a required sequential pattern, the required degree of coordination between different types of services, accessibility of the location and immediate service upon the customers’ arrival. The consistency of service quality is important in many service industries. This attribute can be related to both technical and functional aspects of service quality. Take theme parks for example. Management needs to maintain the excitement level of the facilities as well as the quality of service personnel. Thankfully, the facilities in the theme park are designed to perform a specific task, which means that the quality of the rides is relatively easy to control, at least from the supplier’s side. However, theme parks also include other services such as merchandising, catering and accommodation. Arguably the consistent quality of food is relatively more difficult to maintain than a fixed ride designed within specific parameters.

While there is a debate as to how evaluations of an experience are undertaken (for example, are they holistically evaluated, what is the contribution of given service attributes or experiences to the total evaluation and what are the roles of the cognitive and the affective?), there is agreement that both tangibles and intangibles are important in creating satisfaction (for example, see Hirschman and Holbrooke, 1982, Woodside, Frey and Daly, 1989, Fornell, 1992, Ralson, 2003, Bigné, Andreu and Gnoth, 2005). A more recent contribution to the debate has been the concept of ‘customer value’ and ‘customer loyalty’. Day (1990), for example, argues that after a customer experiences a particular service they will evaluate the cost and benefit from consuming the service. The gap between cost and benefit is how customers form their assessments of values. In other words, a high customer value is formed when there is low cost and high benefit. The linkages between this perspective and other confirmation-disconfirmation paradigms and the social exchange process (Ap, 1992) are clear. Wyner (1998) progresses the debate by noting that customer value is formed by customers themselves and by what others imply about them from the purchase. In short, there may be a matching between product or brand features and desired self image or image of self as perceived by others. Additionally customer value is developed through customers’ experience of the product and/or with customers’ impressions of non-product attributes. In other words features relative to other services or products enter the analysis. Furthermore, customers’ past experience of the product and what a product can do for them in the future also determines how high is the customer value. This is an evocation of the view that we are what we consume, and are perceived and judged by others on that basis – and how we ourselves perceive and value those judgements. Wyner (1998) also highlights how the importance of past experience of product performance determines consumer value. To this Ralson (2003) adds that consumer value is in part determined by perceptions of competitive products. Williams and Soutar (2000) suggest four dimensions in the measurement of consumer value; these being the functional, emotional, social and curiosity or search for new knowledge.

Customer Value

The previous section indicated that service quality is based upon, at least in part, the subjective perception of each individual customer. That is, customers' expectations will affect the level of service quality and the two variables are not independent of each other. Therefore, it is important to understand what constitutes customer value and its link with service quality. One thing to note here is that many of these concepts depend upon a confirmation-disconfirmation paradigm based on an expectation- evaluation divide of one form or another.

Hirschman and Holbrook (1982) defined customer value as customers judging the core functions and peripheral values of the product. This definition is similar to Lovelock, Patterson and Walker's (1998) definition of quality, which suggests that customers can form their views of quality from sources other than direct experience, such as consumer reports, friends' recommendations and media. They also suggest that perceived service quality is formed over multiple service encounters, which highlights the importance of past experiences. This means that customers form their values of a particular service by comparing the quality they perceive now with experience of the same service or other alternative services experienced over different past times.

Day (1990) and Naumann (1995) both make a similar assertion, and suggest that customer value is formed by assessing the gap between benefit and cost. In the case of a theme park, this means that the entry price will affect customers' judgment and expectations. However, this claim is contestable because the pilot study of this research shows that visitors to a theme park have a predisposition of wanting a lower price, but often not at the sacrifice of quality. This suggests that raising the price will increase customers' expectation, but

lowering prices does not necessarily result in lowering customer expectation but rather reinforces a possible perception that the theme park quality may be 'poor'.

Wyner (1998) brought attention to another important variable that affects customer value, which is the 'influence of other people'. The most common such influences are from families, friends or salespersons. Families and friends have their own customer values develop by their own experiences, which are likely to affect each other. For example, if everyone you know says that a certain movie is outstanding, their comment probably will raise your interest in the movie. Salespersons, on the other hand, have more professional knowledge regarding the product or service they offer, which can increase a customer's confidence with a product or service, *ceteris paribus*. Take life insurance for example, customers do not know all the complicated regulations regarding life insurance and because they do not know what the life policies may mean for them, they do not know the potential value of any given life insurance policy. Sales personnel can provide the customer with enough information to form their assessment about the product or service, which ultimately becomes customer value. However, as Patterson and Walker (1998) suggested, this is a 'non experience-dependent' perception of service quality. In the case of insurance, a customer probably has to wait until they are entitled to claim their compensation before they can form their satisfaction about the policy. This suggests another important variable - the 'future benefit' of the service, which is also suggested by Wyner (1998). In the case of insurance, the customer can only assess the quality of service by knowing that they will be compensated when some accident happens to them in the future. In the theme park context, 'future benefit' is probably referring to souvenir, photos and memories especially those that one shares with friends/families and thus the contribution made to 'future benefit' by the visit is in relieving stress or reinforcing bonding with family and friends.

There is then a divide in the literature between, for example, Ralson (2003) and Day (1990) who suggest customer value is formed after experiencing the service, and Patterson and Walker's (1998) assertion of the role of non-experience evaluation. This study adopts the former view, which is also suggested by numbers of other researchers (Parasuraman, Zeithaml & Berry, 1988; Bolton & Drew, 1991; Crompton & MacKay, 1989). Despite this divide, many researchers agree that customer value and satisfaction are related but not equivalent to one another, but there remains significant debate concerning the nature of the relationship between these two constructs. Most researchers believe that service quality is a vital antecedent to customer satisfaction, which means theoretically the positive perception of customer value should enhance customer satisfaction. However, some suggest a contrary view, which states that satisfaction is an antecedent of service quality (Bitner, 1990; Bolton & Drew, 1991).

This current thesis is premised on the belief that customer value, service quality and satisfaction are related but different from each other. Customer value is a customer's own standard of quality, which is formed with reference to a customer's socio-demographic and psychological characteristics and experience. For example, patient customers may feel that one hour of queuing time at a theme park is acceptable, while an impatient customer may feel one hour is far too long. Service quality is more of an objective perception formed by customers comparing the service with their own customer value and past experience. Take the above queuing example; customers will know the approximate queuing time by past experience, which is compared to their own customer value to see if the queuing time is acceptable. In this example, patient customers are more likely to form high service quality evaluations because they are easier to satisfy than the impatient customers. However, as Patterson and Walker (1998) suggested, service quality is still, in part, a non experience-dependent perception. Satisfaction, on the other hand, is an experience-dependent

perception, which means customer has to experience the queuing to form their satisfaction. The satisfaction then becomes memories, which are incorporated into customer value and an assessment of service quality that is used to measure the quality of future service encounters. Thus, the whole relationship becomes a reiterative process. For example, the customer may initially feel that one hour of queuing time is too long (bad service quality). However, when they actually queue, they feel that one hour is not as intolerable as they anticipated (perhaps because of queue entertainment techniques) and therefore become less critical of the queuing time. What is of interest is how major theme parks in the USA have now introduced 'speed tickets' whereby, within constraints, queues can be bypassed. The pricing of these tickets arguably represents the customer value of this additional service. Finally, in this section it can be noted that researchers agree on one important attribute in measuring customer value, which is that the core function of the service is to satisfy customers' main needs (Park, Jaworski & Macinnis, 1986; Sheth, Newman & Gross, 1991; Williams & Soutat, 2000). However other peripheral variables, such as emotion, social need, self esteem, curiosity need and atmospherics are also important in boosting customer value.

Customer Satisfaction

As discussed in the previous section, service quality and customer satisfaction are similar but different concepts. Like service quality, satisfaction researchers also believe that satisfaction must incorporate both affective and cognitive elements in measuring customer satisfaction (Wirtz, Mattila and Tan, 2000). Generally, customer satisfactions are based on their perception and experiences of service quality. Parasuraman et al. (1985) believe that satisfaction is how a customer perceives the process and results of a service. From the definitions derived from the above literature, this study suggests that the difference

between service quality and satisfaction is characterised by:

1. Service quality is what a customer thinks about the service based on their long-term experience. On the other hand, satisfaction is the result of past experience, present experience and expectations for future benefit.
2. Service quality is an attitude developed from the long-term evaluation of the service. Satisfaction, on the other hand, is how a customer measures a particular transaction (Parasuraman *et. al.*, 1988).
3. There is evidence that satisfaction is a direct result of high service quality. Therefore, Bitner (1990) asserts that service quality is a pre-positive determinant of satisfaction.
4. Service quality is one of the essential components of satisfaction (Woodside, Frey and Daly, 1989; Heskett and Schlesinger, 1991).
5. Customers develop their satisfaction from evaluating service quality. A perception of service quality, on the other hand, can be formed without an actual consuming experience (Oliver, 1993).
6. Service quality and satisfaction are measured by different standards. Service quality is measured by the difference between customer want and cognition. When service evaluation is higher than that which customers expected, customers will consider the service to have high quality. Satisfaction, on the other hand, is measured by the difference between anticipation and cognition. This means customers will try to anticipate a service standard based on past experience or advertising of the company.
7. Lewis and Vincent (1990) assert that service quality is a reflection of what customers want or desire from the supplier. Satisfaction, on the other hand, is a reflection of customers' anticipation of the service.

Definition of Customer Satisfaction

In the above section, it is clear that researchers hold different perspectives on the nature of satisfaction. Additionally, and this is problematic, researchers attribute to consumers an ability to differentiate between ‘customer wants’ and ‘customer anticipation’? This is feasible, but one can question as to what degree consumers really differentiate between these distinction in the case of day trips or short stays away from home. Thus, various definitions have been given to satisfaction. Howard and Sheth (1969) assert that satisfaction is developed when a customers’ effort for purchasing service has been justified. In other word, a customer becomes dissatisfied when they pay more than they gain. Some other researchers believe satisfaction is the result of past experience and evaluation, which then develops an overall attitude towards the product or service (Hunt, 1977; Soloman, 1991). Furthermore, some researchers believe that satisfaction is not only judged by the result of service, but also the process during the transaction (Spreng & Mackoy, 1992). It is clear that these researchers all agree that customers determine their satisfaction towards a particular service based on the cost of obtaining the service and past experiences. Therefore, a customers’ ability to pay for a particular service will influence their satisfaction level. Furthermore, customers’ satisfaction is also influenced by opportunity cost. Opportunity cost means that when customers purchase a certain service, it is likely that they will be unable to purchase other choices. For example, when customers decided to come to Janfusun Fancyworld, they will be unable to go to another theme park because they could not be at two different places at the same time or perhaps could not afford to visit the alternative park at another time in addition to visiting Janfusun. The cost of the trips for one is a measure of the value to be derived from a trip to Janfusun. However, the customer is likely to use past experience of the other theme park to make comparisons that determine degrees of satisfaction. In short, the opportunity cost may also be a forgone

alternative leisure experience. Assuming leisure time to be constrained, a visit to the Theme Park must generate satisfaction greater than that potentially derived from an alternative and possibly different holiday or recreational experiences such as, say, a beach based holiday.

Measuring Customer Satisfaction

Satisfaction researchers have different opinions about how satisfaction should be measured. These methods can be categorised into two:

1. Single Item

This refers to the practice where satisfaction can be measured as an overall attitude towards a particular service or product (Czepiel & Rosenberg, 1974; Aiello, Czepiel & Rosenberg, 1976; Fornell, 1992). These researchers believe satisfaction is a reflection of a combination of customers' perception of various attributes of the service or product they purchased. Customers will decide after they consume a product or service and become either satisfied or dissatisfied (Day, 1977; Woodside, Frey & Daly, 1989). The measure is thus an aggregate measure of single, sequential experiences and is holistic in nature. Ryan and Cessford (2003) studied this issue in some detail with reference to questionnaire design and concluded that simple questioning about overall satisfaction did convey meaningful data within the context of wilderness experiences.

2. Multiple Items

These researchers believe that satisfaction cannot be measured as a single item. They believe it more appropriate to first measure customer satisfaction towards different attributes of service or product and calculate overall satisfaction derived from measures of satisfaction with multiple items. Handy and Pfaff (1975) argue that a

single item measure is incapable of reflecting a customer's real attitude. Their argument is that customers are often forced to provide unclear answers when they have complicated attitudes towards a single item. Therefore, these researchers assert that the single item measuring method will suffer a loss of important information. For example, a customer may be satisfied with the core function of the product but dissatisfied with a peripheral quality. When using a single item to measure satisfaction, it is possible that a customer will answer with their 'average' satisfaction. However, it is also possible that a customer will answer what they feel about the core function. The truth is that when using a single item measuring method, a researcher would not be able to collect sufficient information to correctly determine the customer's assessment. There are also two methods to calculate customer satisfaction with multiple items. First, is to understand how important each attribute is to the customers and the level of satisfaction they associate with each attribute. The overall satisfaction is then calculated using both importance and satisfaction levels. For example, if a customer does not consider one attribute to be important, then satisfaction for this attribute does not influence overall satisfaction very much. The second method is to create a regression model with overall satisfaction determined by satisfaction with individual attributes. This model will allow researchers to understand the relationships between satisfactions with each attribute and overall satisfaction.

In this thesis both methodologies will be employed.

Customer Loyalty

Definition of Customer Loyalty

It is often stated that loyal customers are the major reliable source for any company's

profits. Therefore, it is important to understand the reasons that motivate customers to revisit the theme park. Dick and Basu (1994) suggest that customer loyalty is measured by the strength between personal attitude towards the service and repurchasing behaviour. Griffin (1996) also suggested a similar definition, further stating that customer satisfaction is just an attitude, while loyalty can actually affect customers' buying behaviour. If high consumer value is obtained from consumption, then it is possible that repeat visits and purchases can result; thereby generating client or visitor loyalty. Besides the repurchasing behaviour, Frederick (2003) proposes that one of the main measures of customer loyalty is the degree to which they are prepared to recommend the product, destination or attraction to others.

Kandampully (1998) believes that loyalty is a reciprocal relationship between the supplier and customer. This means that any decrease in service quality or satisfaction will also decrease customers' loyalty. Service quality is a subjective perception of customers, which can change even if the supplier maintains their standard of production or service provision. For example, a customer may see a better offer and then decide to change their brand. This sort of behaviour is described by Jones and Sasser (1995) as a short-term loyalty.

According to them, long-term loyalty is when a customer continues their purchase for the same service or product regardless of changes in competing product or services. Short-term loyalty, on the other hand, exists momentarily until customers shift to other supplier when they find better alternatives.

The above summary shows that customer loyalty can only be formed when customers and service supplier develop a mutual trust for and in each other. When this mutual trust is developed, the service supplier will be willing to guarantee the quality of their service and the customer will be willing to repurchase from the supplier more frequently. Also, most researchers use the word 'willingness' (Smith, 1998; Frederick, 2000; Singh &

Sirdeshmukh, 2000), which suggests that customer loyalty can not be forced.

Measuring Customer loyalty

As mentioned above, it is clear that most researchers agree that ‘repeat purchases’ and ‘recommendation to others’ are probably the most obvious variables to measure customer loyalty. There are also other measurable variables, which differ according to different types of service. For example, this study has used the item “queuing for same ride more than once” to be one of the measurable variables for customer loyalty as a proxy measure appropriate to a theme park.

Researchers also suggest two attributes that can be used to measure loyalty, which are ‘the purchase of other products from same supplier’ and ‘immunity from a shift to other suppliers’ (Stum & Thiry, 1991; Sirohi, McLaughlin, & Wittink, 1998). Gronholdt, Martensen and Kristensen (2000) also suggest that ‘the first choice’ can be used to measure customer loyalty.

Jones and Sasser (1995) suggest an additional variable that can be used to measure loyalty, which is ‘purchase amount’. However, it is arguable that the purchase amount is varied for different people. Griffin (1996) also suggests a variable, which is frequency of purchase. This is also contestable since that most people will not re-purchase large amounts if they do not frequently need the service or product.

Push and Pull Factors

Tourist motivation literatures indicates that the examination of the motivation based on the concept of push and pull factors has been generally accepted (Crompton, 1979; Dann, 1977;

Pyo, Mihalik & Uysal, 1989; Muzaffer & Hagen, 1993; Uysal & Jurowski, 1994). The concept incorporates the theory that tourists are ‘pushed’ by internal forces to travel and ‘pulled’ by external forces of the destination attributes.

Most of the push factors are intrinsic motives and include escape from personal/social pressures, social recognition/prestige, regression, novelty, thrill, social/bonding, self-esteem, learning/discovery/curiosity, and distance from crowds (Crompton, Botha and Kim, 1999). These demand-side push factors are closely related to Maslow’s (1954) hierarchy of needs theory and Plog’s (1974) psychographic theory, which helps to understand tourists’ decision-making process. However, it is suggested that motivation is not destination specific. For example, there are number of destination/activities that are able to satisfy the need for ‘adventure’, such as rafting, bungee jumping, parachuting...etc. Therefore, push factors alone do not explain tourists’ decision making, behaviour or experience evaluation.

Pull factors, on the other hand, are associated with the attractiveness of the destination perceived by the potential travellers. They include tangible resources, such as beaches, recreation facilities, and cultural attractions, and travellers’ perceptions and expectation, such as novelty, benefit expectation, and marketing image (Uysal and Jurowski, 1994). However, researchers have suggested that the destinations/activities choice is not necessary a valid proxy for motivation (McKercher and Chan, 2005). For example, Tibet can be an ideal tourist destination for those who are seeking for adventure, cultural or religious needs, and the selection of Tibet as a holiday destination does not, in itself, indicate which of these three needs has been paramount.

Derived from the above discussion, it is clear that neither a “push” nor “pull” factor, by

itself, are able to fully explain tourist behaviour. This means that it is important for this study to examine the relationship between these factors.

The Relationship between Push and Pull Factors

Researchers, such as Uysal and Jurowski (1994) and Kim and Lee (2002), suggest that there is a relationship between push and pull factors. For example, rural areas and small towns and villages seeking can attract tourists who are motivated by an escape need, which satisfy their needs of doing nothing. Iso-Ahola (1980, 1981) also support this view by suggesting that tourists classified as escaping personal and/or interpersonal environments may be attracted by areas with limited activities and inexpensive hospitality products.

These statements suggest that tourists' motivation (push factors) can affect their preferences on the destination attributes (pull factors). Also, researchers (for example, Pyo, Mihalik and Uysal, 1988) suggest that motivation is multidimensional, which means that tourists want to experience more than one attribute in a destination. Therefore, investigating relationships between two sets of variables, destination attributes and motives, is more appropriate than single dependent variable multivariate methods.

Furthermore, Foster (1999) suggest that some destination attributes, while considered important by the tourists, rarely act as an incentive to choose a specific destination, but the absence of these attributes can be a powerful deterrent. This assertion is consistent with the result of the pilot study of this research, which shows that attributes, such as hygiene, are perceived important by the respondents but not a significant contributor to satisfaction. This means that some attributes do not 'push' or 'pull' the visitors to theme park, but absence of such attributes can act as a constraint to 'pull' force.

Destination Image Formation and Tourist Behaviour

In order to gain a better understand of the role of push and pull factors, it is important for this study to examine these factors further through the discussion of destination image. It has been generally accepted in the tourism literature that destination image has influence on tourist behaviours (Fakeye & Crompton, 1992; Bigné, Sánchez, & Sánchez, 2001; Lee, Lee, & Lee, 2005; Chen & Tasi, 2006). Tourist behaviour can be divided into three stages, which include pre, during and post visitation (Ryan, 2002; Williams & Buswell, 2003). To be specific, tourist behaviour is an aggregate term that encompasses pre-visit's decision-making, onsite experience, experience evaluations and post-visit's behavioural intentions and behaviours. The purpose of this study is to understand the tourist behaviour of Janfusun's visitors, including why they visit Janfusun and how they evaluate their experience with Janfusun. This goal can be achieved by viewing visitors' motivation, which in tourism research, has generally been regarded as the main determinant of tourist behaviour (Hudson, 1999). The motivations that have to be satisfied are both generic (push) and site specific (pull), and that the satisfaction of generic motives such as the requirement for relaxation and escape is contingent upon the ability of the place to meet the visit motives specific to the place. This means that visitors choose their destination because the 'image' of the place appears to be able to satisfy their motives and the ability of the place to live up to it own 'image' becomes an important criteria of how visitors evaluate their experience with the place. This notion is supported by numbers of researchers who agreed that destination image affects two behaviours: (1) influences the destination choice decision-making process; and (2) conditions the after-decision-making behaviours including on-site experience, evaluation and future behavioural intentions (intention to revisit and willingness to recommend) (Ashworth & Goodall, 1988; Mansfeld, 1992; Cooper, Fletcher, Gilbert, & Wanhill, 1993; Chen & Tasi, 2006). In the context of push and

pull factors, destination image affects motivation in two ways: (1) 'image' pulls tourists to a place; and (2) 'image' help tourist form their expectation of the place and consequently affect how they satisfaction assessment.

The discussion above shows the relationship between destination image, motivation (push and pull) and tourist behaviour. To further the understanding of these relationships, it is vital that this study examines the nature of destination image. Traditionally believed, image of place only consist of cognitive dimensions, which refers to the beliefs or knowledge a person has of the characteristics or attributes of a tourist destination (Baloglu, 1999; Pike & Ryan, 2004). Take Janfusun for example, the cognitive side of destination image included manmade environment, shows, performance, tourist infrastructures, ancillary service and atmosphere. However, Ryan and Gu (2007) argued such tangible attributes of the place are not purchased but rented and often play a support role in the holiday or trip. The researcher then bring in another dimension - the affective, which refers to the individual's feelings toward the tourist destination (Chen & Uysal, 2002; Kim & Richardson, 2003). According to recent studies, cognitive and affective components that coexistence together can explain in a better way how tourists form their image of a place. Researchers believe that the image a tourist has of a place is not solely constructed by its tangible attribute (Baloglu & Brinberg, 1997), but rather it is combined with an emotional attribute such as pleasure or excitement (Walmsley & Young, 1998). Finally, the significant influence of cognitive image on affective image has been found in several studies (Baloglu, 1999; Baloglu & McCleary, 1999; Stern & Krakover, 1993). For example, rides in a theme park or mountains for rock-climbing are the tangible cognitive image that can contribute to the affective image of thrill/excitement. This cognitive–affective sequence of destination image is justified according to Russell's (1980) assertion, which state that information

about the environment is interpreted and then used to categorize the individual's emotional states.

Researchers (Baloglu, 1997; Dann, 1996; Gartner, 1993; Baloglu & McCleary, 1999; Beerli & Martín, 2004) suggest that generic motives (push) such as escape, relaxation, social interaction, knowledge or entertainment significantly affect the affective image of a tourist destination. From this statement and the above discussion, one can start to establish the link between destination image and motivations (push and pull). Tourists will have a more favourable affective image when the emotions evoked by the tourist destination's cognitive image coincide with their motivations (push) to visit it, and hence the image of the place possesses a strong pull force. In this study, pull factors refers to atmosphere, facilities, services, special features, overall layout design, quality of rides, which are thus cognitive–affective aspects of image of a place. Therefore, cognitive–affective sequence of destination image can also be described as a pull-push sequence. This means that push-pull factors help to understand how tourists form their image of a place, and in turn help to understand tourists' behaviour in pre, during and post stages.

Furthermore, Trauer and Ryan (2005) and Ryan and Gu (2007) brought in the fact that sharing experience with friends/families or other tourists can enhance the quality of experience, and it become important that fellow travellers possess similar 'image' of a place. Also, there are other factors that affect the formation of destination image, such as price, usage rates of information sources and the nature of those sources, whether tourists are first-time or repeat visitors, the motives for the trip, past experience of leisure trips, and socio-demographic variables that include age, gender, level of income and country of origin (Beerli and Martín, 2004). For example, repeat visitors will incorporate their past experience to form a new image of a place. For another example, price is often regarded by

tourists as an indicator of quality. All these factors help tourists to form their image of a place, which are subsequently used to evaluate their experience. As an example, high price means tourist will expect high quality and failure to provide adequate quality will result in dissatisfaction.

The above discussion explains the importance of push-pull factors in the understanding of tourist behaviour. Consequently, the research framework and the questionnaire design of this thesis are built upon the theory of push and pull factors, which will be described in fuller detail in chapter six.

Chapter Three - Janfusun Fancyworld

Janfusun Fancyworld is the subject that this research chooses to study and the reasons for this choice were: (1) the physical location of the park is close to Chaiyi, Taiwan, where the researcher lives, which made data collection easier; (2) Janfusun Fancyworld is very popular in Taiwan; (3) both the researcher and supervisor have prior experience to the park; and (4) the researcher knows the personnel in Janfusun, who allowed and helped the researcher in the data collection. This chapter will describe the physical facilities of the park and its current status. Also, in this chapter, a discussion regarding the nature of Janfusun Fancyworld will take place.

History and Background of Janfusun

Janfusun Fancyworld is situated at Gukeng village Yun-Lin County, Taiwan. The location of Janfusun Fancyworld is near the exit of national highways number 1 and number 3, thereby making it a convenient and accessible location. Furthermore, Janfusun Fancyworld is geographically situated near the middle of the west side of Taiwan, which minimises travel time from both north and south of the most densely populated side of Taiwan. This 58-hectare theme park was established in 1990 by Nice Corporation and was established on former sugar cane fields of the Taiwan Sugar Company. The goal is to create a multi-functional theme park that combines leisure, a playground, culture and technologies. The core principles of Janfusun are “advance to become the market leader”, to be “healthy, environmental and educational” and to achieve “honesty and ever lasting (values)” (Janfusun Fancyworld website, 2005).



The park achieved ISO 9002 status, and it is the first amusement park in Taiwan to do so. Janfusun Fancyworld has been awarded the title “the most popular private run theme park” by the government. They hosted 2.2 million guests in their busiest year in 1997 and greet 50,000 daily visitors on peak days. In 2007 they again hosted over 2 million visitors, and are by this criterion, the leading theme park in Taiwan.

Table 3.1: Janfusun Fancyworld guests

Year	2000	2001	2002	2003	2004
Guests	1,930,189	1,671,898	1,775,017	2,055,149	1,960,227

Source: Taiwan Tourism Bureau information system, <http://202.39.225.136/index.asp>

The table below provides a summary of the entry prices and opening times of Janfusun and

its facilities.

Table 3.2: Entry Prices at Janfusun Fancyworld	
Opening Hour	Janfusun Fancyworld theme park open from 9:00 am to 12:00pm
Facilities (Week days)	From 9:30 am to 10:30 pm
Facilities (Weekend)	From 9:00 am to 21:00 pm
Shows	Superjump→NT\$100/person Others→NT\$50/person
Entrance	Full→NT\$899/person Student and military officer→NT\$799/person (ID required) Primary school student→NT\$599/person Elder→NT\$500/person (60 years old or above and disables) Children→NT\$299/person (Height 90-110 cm guardian required) Ticket sell time→8:30 am (weekend 8:00 am) to 4:30 pm
Parking	Day time→Car: 100/hour, motorcycle: 30/hour Night time→Car: 50/hour, motorcycle: 30/hour
Source: http://www.janfusun.com.tw/	

Nice Corporation

Nice Corporation was established in 1964 and consistently adhered to its operating principle, “An Age for Health, Energy and Care”. In addition to its core business in household chemicals, cosmetics, foods, distribution, construction, tourism and entertainment, Nice Group has also branched into financial services, insurance, stock brokerage, warehousing, electronics industries, and biological technology.

Janfusun’s Objectives

The managers of Janfusun Fancyworld believe that the development of this theme park can be divided into three stages. These stages are determined by Janfusun’s ability to attract their customers for one, two or multi-days tours:

1. One day tour stage:

This is the stage where customers only arrive to enjoy the facilities and environment

of this theme park for a one day trip. In this stage, Janfusun’s major revenue is through the entrance fee and other merchandise and catering sales.

2. Two day’s tour stage:

This is the stage where customers will be willing to spend a night either in the theme park hotel or other accommodations. In this stage, the customer will be able to enjoy the night qualities of the theme park. Furthermore, customers will be able to spend more time in the park, thus it is easier to establish a bond between customers and Janfusun Fancyworld.

3. Multi-days tour stage:

This is the stage where customer will be able to spend more than two days in this theme park.

In 2002, the completion of the Janfusun Prince Hotel and a range of night features has brought Janfusun Fancyworld into the second stage—“two days tour stage”. Today, Janfusun Fancyworld is progressing towards the third and final stages of their preset goal, by establishment of Janfusun Prince Hotel, firework shows, dancing fountain, dazzling light, and all the night live facilities. In 2006/7 it made another step toward this goal by the opening of a NT\$10,000 million investment in an artificial beach complex aimed at the longer stay family market with younger aged children.

Janfusun’s Features

This section will describe some of the features of Janfusun Fancyworld and the facilities

they possess. Most major facilities create a manmade ambience including the use of old pine trees from all places across Taiwan. The reason that Janfusun Fancyworld chose these pine trees is because they are the original species of Taiwan. This not only helps to preserve these pine trees, but also enable guests to appreciate Taiwan's arboreal heritage.

There is also a cultural heritage museum showing palanquin and other antiques.

Additionally two recent additions are a tea and coffee museum based on Taiwan's history in these area, but embracing global experiences of these beverages. The main facilities are:

Sky Plaza:

The Sky Plaza is about 7 hectares and includes white knuckle rides. The following section will briefly describe some of the more notable rides of Janfusun Fancyworld.



Name Motan Wheel
Duration 15 minutes
Capacity 50 gondola each holds 8 people
Description This is an 88-metre high giant wheel. Guests can see this giant wheel from far away as they approach Janfusun Fancyworld.



Name Skyhigh Shuttle
Capacity Total 24 people
Description This is a twin 65-metre high tower with different functions. One tower raises passengers to the top with the speed of 80 kilometres per hour and then drops down gently. The other climbs slowly but drops at the speed of 65 kilometres per hour.

Source: <http://www.janfusun.com.tw/>



Name Super Battle Axe (Inverter)
Capacity Total 24 people
Description Super Battle Axe is a five floor high giant inverter, which is capable of turning 360 degrees.



Name Crazy UFO
Capacity Total 40 people
Description This Disc will turn 360 degrees with 5 different speeds. Furthermore, it will also swing to 180 degrees.



Name Crazy Roller Coaster
Duration 120 seconds
Capacity Total 28 people
Description The track is in total 820 metres long and 40 metres high. It can reach the speed of 90 kilometres per hour.

Source: <http://www.janfusun.com.tw/>



Name Diving Machine G5
Capacity 6 cargos can each hold 16 people
Description This ride has a total length of 381 metres long. It will climb to 65 metres high with 140kw horsepower and then drop with the speed of 110 kilometres per hour.

Source: <http://www.janfusun.com.tw/>

Fun Water Park:

In 2006 Janfusun invested NT\$ 10,000 million in this new water theme park. It includes new water-based rides and artificial sceneries.



Name Tornado
Description Riding a rubber boat through a 22 meter tube and spiralling downward to total darkness



Name Cannon Bowl
Description Riding a rubber boat in this 12-meter diameter bowl.



Name Aqua Play

Description A maze like water playground that full of traps and surprises.



Name Muliwai Lazy River

Description Relax yourself in this 300 meter river and enjoy the beauty scenery along the way.



Name Waikiki Beach

Description Artificial beach that design to imitate the famous Waikiki Beach.



Name Oahu Island Big Wave

Description An artificial wave making machine, which is able to create 6 different types of waves in this 3000 square meter water territory.

Source: <http://www.janfusun.com.tw/>

Kiddy Land:

Janfusun devoted NT\$600 million to build this 9000 square metres indoor playground for the children. There are also other outdoor facilities designed for children. These include:



Name Gugu Flying Car
Duration 3 minutes
Capacity Total 20 people
Description This ride is imported from Italy. The track is 217 metres and the speed of this ride is 18-30 kilometres per hour.



Name Royal Wagon
Duration 5 minutes
Capacity Total 108 people
Description This carousel is imported from America and has three levels; each can carry 38 people. Royal Wagon has two entrances. The first floor entrance is situated at a comic theme restaurant. The second floor entrance is situated in the Mall.



Name Flying Craft
Duration 3 minutes
Capacity Total 30 people
Description This airplane will circle around the tower. The speed is designed with consideration of children's safety. This ride is imported from Italy.



Name DoDo Car
Duration 3 minutes
Capacity Total 30 people
Description This ride is also imported from Italy. The track is approximately 450 square metres. DoDo Car is powered by automatic motors.



Name Happy Arena
Description The area comprises 450 square metres of high-tech arcade games.



Name Comic theme restaurant
Description Comic theme restaurant offering fast food, such as hamburger, fries and soft drinks.

Source: <http://www.janfusun.com.tw/>

Shows:

There are four virtual reality theatres, which use computer technology to create visual and audio entertainment. There are five theatres: 3D, Giant Egg, Convulse, Giants and Rainbow Theatre. Janfusun also invites many performers from different countries to provide live theatre to a high standard of artistic performance. Past examples include:



Group Super Jump
Origin Siberia
Show Sea Pearl
Description This show combines modern dance, circus and stage performance.



Group Super Jump
Origin Siberia
Show Clown performance
Description Clown performance is one of Super Jump's specialities.



Group Pala Pala
Origin Thai
Show Pala Pala
Description This is a very famous show in Thailand, where beautiful "males" dress up and perform traditional dances of their culture.

Night Life:

Janfusun Fancyworld on completion of the Prince Hotel required night features to satisfy tourists' need. These include:



Fire works

Janfusun Fancyworld will have fire works for special occasions. For examples, they have fire works during the Songkran (Water Festival) for 2 months.



Fountain dance

This is a show created with sound and light effects and fountains.



Golden river light show

Millions of light bulbs on the walls make it look like a golden river. Performers dance and sing to make the night of Janfusun Fancyworld even more colourful.

Janfusun Prince Hotel



Janfusun Fancyworld allied with Prince Hotel, Japan to build Janfusun Prince Hotel. Janfusun Prince Hotel included the following services. It was the first of the chain to be built in Taiwan, and the second was opened in Chiayi in 2006, making a significant contribution to that city's hotel capacity.



Gym

Opening Hour: 8:30-23:30

There are state of the art facilities for visitors to exercise. Also there are professional instructors to supervise exercise, which ensures visitors can gain optimal benefits from these exercises.



Bath

Opening Hour: 10:00-23:30

There are steam rooms and a bathing house available for visitors who stay in Janfusun Prince Hotel.



SPA and massage

Opening Hour: 10:00-23:30

There are SPA and massage services available for visitors who stay in Janfusun Prince Hotel.

Source: Janfusun Prince Hotel Website: <http://www.jph.com.tw/>

Japanese Style Room



Luxury Room



Conference Room



There are wide ranges of room style available for visitors to choose from. A conference room is also available.

Source: Janfusun Prince Hotel Website: <http://www.jph.com.tw/>

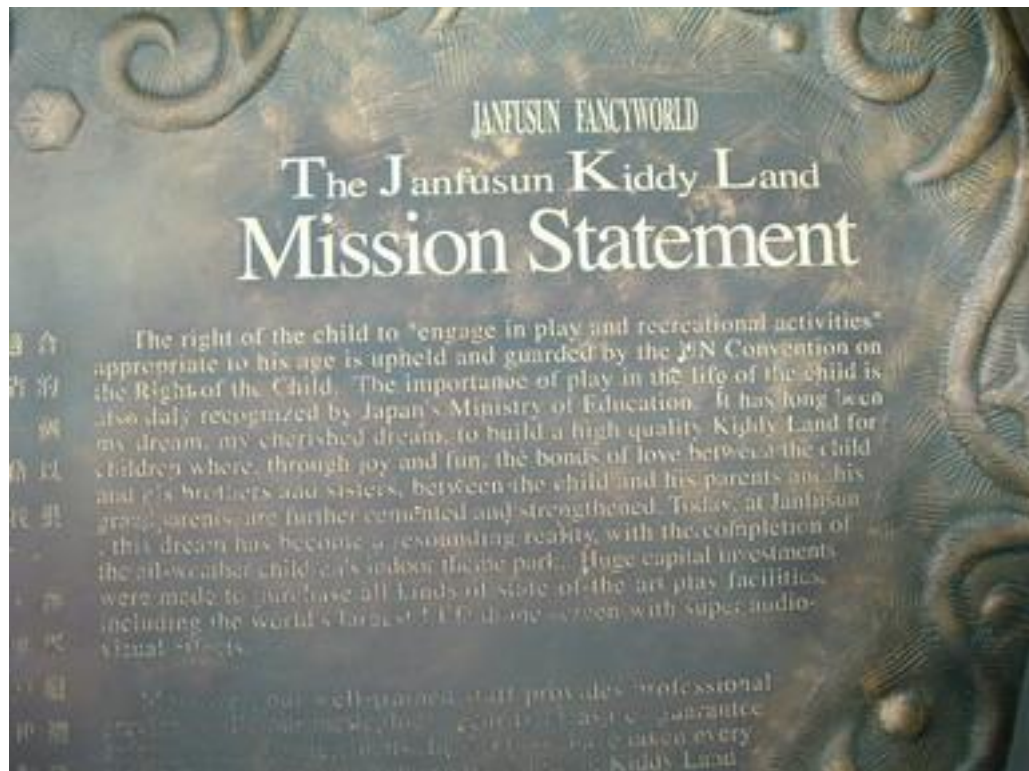
The Theme of Janfusun Fancyworld

It is important that this research discuss the facilities, shows and environment in terms of their ability in supporting Janfusun's 'theme'.

The Mission Statement of Janfusun Fancyworld

From the Janfusun map showed in the following section, it is clear that Janfusun has established facilities that can satisfy guests of different age groups. For example, Kiddy Land is full with arcade games and comic books to attract children; white-knuckle rides to satisfy younger generation; and the He Yuan memorial garden that can give elder people

some quite time and green spaces. It becomes even clearer when you read the mission statement of Janfusun Kiddy Land, which is shown in the picture below.



The right of child to “engage in play and recreational activities” appropriate to his age is upheld and guarded by the UN Convention on the Right of the Child. The importance of play in the life of the child is also duly recognized by Japan’s Ministry of Education. It has long been my dream, my cherished dream, to build a high quality Kiddy Land for children where, through joy and fun, the bonds of love between the child and his brothers and sisters, between the child and his parents and his grandparents are further cemented and strengthened. Today, at Janfusun, this dream has become a resounding reality with the completion of the all-weather children’s indoor theme park...

From the mission statement, it is shown that Janfusun not only wishes to offer a place of different activities that attract guests of different age groups, but also plans to create a place where guests can share their experiences with their families or friends. Judging by the fact that Janfusun provides many facilities, shows, shops, an arcade centre, garden, hotel and restaurant, it is fair to say that Janfusun succeeded in its attempt to provide a place where guests can bond with their families/friends through having fun.

Additionally through its museums that incorporate restaurants, representations and interpretations there is an educative motive to the park although provided in an entertaining manner-for example, one can drink coffee in an “Italian piazza.”

The Relationship of Park Sectors to Each Other

As discussed above, Janfusun offers a place with many attributes. However, from the researcher’s own observation, these facilities or shows...etc. does not share any common similarities that can be described as a ‘theme’ as understood by, for example, Warner Brothers Park as the Gold Coast. For example, Janfusun has invited a Pala Pala show from Thailand and a circus from Germany. Although both shows are highly rated in their own countries, one cannot find anything in common between these two shows. Additionally, it is admirable that Janfusun try to create a place that satisfy the needs of different age groups, but another way to look at this is that Janfusun do not have a specific target market. As the result, each sector of the park seems to be operating on its own instead of working together to create a feeling of Fancyworld. For example, He Yuan memorial garden are not designed to meet the ‘theme’ of both Pala Pala show and a circus. Therefore, people attracted by the shows will not necessarily be attracted by the garden and vice versa. Also, you can find this type of garden almost anywhere. Why come to Janfusun? This issue has been commented

by the participants in the pilot study two, where respondents make comments such as ‘I can see the circus anywhere, so even it is interesting, it is not special to me’ or ‘It makes more sense to see Pala Pala in Thailand instead of Janfusun’.

Map of Janfusun Fancyworld



The issue of lack of ‘theme’ also occurs in the restaurant service in Janfusun Fancyworld.

The pictures below represent one of the restaurants in the park, which appears to be upmarket and “classic”. However, it is also clear that this restaurant is no different than

many such restaurants outside Janfusun. One can argue that once guests arrive at the park, they will have no choice but to select amongst these restaurants that Janfusun has established, but this also means that people are not ‘pulled’ by the restaurant element to visit Janfusun. Additionally, one result in the pilot study suggested that the “uniqueness of food” is one way to increase guests’ willingness to pay more.



One of theme park’s characteristic is that it should have a consistent ‘theme’ and all the facilities, activities, services and environment should operate around this ‘theme’. However, the above discussion shows that each sectors of Janfusun do not coordinate with each other in terms of creating a unifying ‘theme’. Other parks have sought to address this issue by a clear provision of “theme lands”-for example, Disney in both Florida and California. On the other Janfusun does operate as an enclosed environment; there are no sombre shades, the open air environment is dominated by the roller coaster rides and there is a relaxed air about the whole park. Possibly it can be argued that a “theme” can be effective and not wholly located in the physical characteristics.

Cartoon Characters

There are six cartoon characters promote by Janfusun Fancyworld to support their themes:



Top photo: Cartoon characters figure in Janfusun Fancyworld.

Middle photo: Cartoon characters figure around the mission statement

Right photo: The details of each cartoon characters including their birthday, horoscope, height, blood type, birth place, personality, and favorite ride.

劍湖山精靈

 <p>Hato KuKu</p>	<p>生日：8月8日 星座：獅子座 身高：140cm 血型：O型 籍貫：劍湖山世界（KuKu和他的好朋友們，自從落入凡間之後，不可自拔的愛上劍湖山世界，已定居在劍湖山世界） 個性：充滿智慧與勇氣的大眼睛、臉上永遠掛著熱情開朗的笑容，善於觀察人心，喜歡擁抱人類、挑戰新事物，要把世界變得更好玩。 絕活：把世界變得更好玩！ 口頭禪：超讚！ 最喜歡：冒險 最喜歡乘坐的遊樂設施：擎天飛梭</p>
 <p>Hato KIKI</p>	<p>生日：8月8日 星座：獅子座 身高：140cm 血型：O型 籍貫：劍湖山世界（KuKu和他的好朋友們，自從落入凡間之後，不可自拔的愛上劍湖山世界，已定居在劍湖山世界） 個性：充滿智慧與勇氣的大眼睛、臉上永遠掛著熱情開朗的笑容，善於觀察人心，喜歡擁抱人類、挑戰新事物，要把世界變得更好玩。 絕活：把世界變得更好玩！ 口頭禪：超讚！ 最喜歡：冒險 最喜歡乘坐的遊樂設施：擎天飛梭</p>
 <p>BoBo</p>	<p>生日：6月8日 星座：雙子座 身高：80cm 血型：AB型 籍貫：劍湖山世界 個性：由一連串泡泡組成的泡泡兒，古靈精怪又好動、喜歡嘗試新鮮事，千變萬化的身體擅長模仿，點子超多又愛耍寶。 絕活：分解身體 最喜歡：惡作劇 口頭禪：安啦！安啦！</p>
 <p>CaCa</p>	<p>生日：4月1日 星座：白羊座 身高：100cm 血型：A型 籍貫：劍湖山世界 個性：五顏六色大脾臉、櫻桃鼻子超熱情，橫衝直撞、勇往直前。 絕活：裝可愛 口頭禪：來抱抱 最喜歡：熱情的擁抱</p>
 <p>DuDu</p>	<p>生日：3月20日 星座：雙魚座 身高：100cm 血型：B型 籍貫：劍湖山世界 個性：善解人意、天真無邪，小小肩膀走起路來搖搖晃晃，圓鼓鼓的臉頰超可愛；膽子小卻又對所有事物感到好奇。 絕活：模仿 口頭禪：為什麼呀！ 最喜歡：甜食</p>
 <p>FeFe</p>	<p>生日：5月3日 星座：金牛座 身高：160cm 血型：O型 籍貫：劍湖山世界 個性：動作超慢、憨厚老實，肥嘟嘟的肚子和巴掌般的尾巴最具有特色。 絕活：說謊就睡 口頭禪：做個朋友好嗎？ 最喜歡：美食 最喜歡乘坐的遊樂設施：摩天輪</p>

The above photos were taken when the researchers first visited Janfusun Fancyworld. It is evident that these cartoon figures are scattered within Janfusun, especially around the Kiddy Land. The picture at the right hand side is the details of each cartoon character

including their birthday, horoscope, height, blood type, birth place, personality, pet phrase and favorite ride. This shows that Janfusun gone through the trouble to create each cartoon character as alive as possible. It is not unusual that a theme park consider using cartoon figures to strengthen the feelings of fantasy. For example, Disneyland has cartoon characters such as Mickey Mouse. It is also not unusual that children, even some of the much older ones, are compelled to taking photos with these cartoon characters. Hence, these cartoon characters play an important part in entertaining the guests of a theme park. The above discussion can be supported by viewing the importance score of one of the park feature ‘the entertainers’ in pilot study one, which was the top 6 most important attribute (mean=5.26; std. dev.=1.16). Additionally, the RGM interview conducted in pilot study two also supply some comments as evidence to support the above discussion. For example, respondents make comments that although a special effect is fascinating, live performers can make the fantasy feel more real. Also, there are comments regarding the costumes and the skills of performers. These results indicate the potential importance of cartoon characters and their ability to infuse fantasy to theme park guests if they were to be incorporated into the live entertainment on offer.

As mentioned in the beginning of the previous paragraph, Janfusun dedicate resources to create such cartoon characters to support their ‘theme’. However, there are a few issues that need to be considered:

1. Reaching the guests

The detailed information such as names, personalities of the cartoon characters can only be viewed on the Janfusun Fancyworld website. Although there are figures of cartoon characters in the park, there are no costume performers to deliver the

personality of the cartoon characters to the guests. The personality of these cartoon characters are then nothing but some words that can only be accessed if the guests visit the website. The creation of the cartoon characters become less useful if they are not 'real' enough for the guests to interact with. In short, the park does not fully utilise these 'characters'.

2. Stories of the cartoon characters

Cartoon characters such as Mickey Mouse, Donald Duck, Snow White and the Seven Dwarfs are originally from the cartoon animation or bed time stories created by Disneyland that were based on older European literature. These stories and characters are familiar to most children, which makes children emotionally attached to these characters. The cartoon characters created by Janfusun, on the other hand, had no stories to enrich their personalities, and appear as artificial creations. On the other hand, within Asia, there is a proliferation of such figures, so in one sense they are "part of the scenery." For example, the Beijing Olympic Organising Committee (BOOC) has created 5 similar "Jafwa" figures that are used in advertising and merchandising.

3. Unified theme

One of a theme park's characteristic is that they are designed under a unified theme. The design facilities, rides, buildings, shows, personnel even the atmosphere must follow the same 'theme'. Therefore, the cartoon characters also need to be designed around the same 'theme'. The cartoon characters of Janfusun, however, do not seem to have any obvious 'theme'; perhaps because the cartoon characters have no stories to build on or there is no obvious 'theme' at Janfusun that the cartoon characters can

link themselves to.

The discussion regarding the characteristics of the theme park in chapter two has highlighted the importance of the ‘theme’ to a theme park. It is then important that the research define what is ‘theme’ and make reference to Janfusun. For example, Disneyland is signifying and signing the world of fantasy created by the Disney Brothers. The guests that visit Disneyland are attracted by the notion of entering a world of fantasy and to be close to those characters that they are familiar from their bedtime stories. Similarly Universal Studio theme parks emulate the world of many Universal Studio movies, such as *Jurassic Park*, *E.T.*, *Terminator*, *Waterworld* and *Back to the Future*. However, it can be argued that these movies each bear their own theme and share little similarities. For example, although *Terminator* and *Waterworld* are both science-fiction movies, they are stories based on two very different worlds of the future. Not to mention that there are films that is not based on science-fiction stories, such as the thrilling stories of *Jaws*. It is then become unclear what is the unifying ‘theme’ of Universal Studio. Despite this fact, one can still argue that Universal Studio is the combination of different movie-based ‘theme’ and it is able to create a sense of entering a different ‘world’.

Janfusun, on the other hand, appears to have little or no definite theme that combines all the rides, merchandise, cartoon characters and environments together. As one of the respondent of the pilot study two has delicately described his feeling: “It’s like they (Janfusun) just buy the facilities from different countries for people to play with”, it is clear that Janfusun appears to its guests only as a place with lots of facilities and shows. Also by viewing the advertising messages on the brochure or the website, it is clear that Janfusun focus on broadcasting the money they invested in each ride, the qualification they earn

(ISO 9002, IAAPA) and the number of guests they hosted. They have not mentioned anything regarding the 'theme' of Janfusun. On the cover of their brochure, it says: "Where there is a dream, there is Janfusun", which sounds very appealing for those wish to enter world of dream. However, an idea of what a dream world should look like is subject to different individual's interpretation. There is no clear sign of what kind of dream world that Janfusun seeks to build and present to its guests. It can then be said that, although Janfusun classified itself as a theme park, Janfusun does not meet the criteria of theme park without an underlying 'theme'. In fact, many 'theme parks' today are actually more of an 'amusement park', especially in Taiwan. This may be caused either by a translation error or a vague distinction between 'theme parks' and 'amusement park'.

Now the million dollar question: "why is a 'theme' important for a theme park?" Although it can argue that the 'theme' itself does not contribute in generating any direct satisfaction nor does it arouse any direct motivation to the guests, the 'theme' is the only thing that distinguishes a 'theme park' from an 'amusement park', and is a key way to differentiate a park from its competitors. Hence, a good 'theme' acts as a strong 'pull' factor that elevates a particular theme park from all the substitute that are able to appeal to the guests with similar needs. As mentioned in chapter two, there are number of activities or destinations that can satisfy people's travelling or holiday needs. Without a 'pull' factor, there would be no way to understand why people choose a particular location. Janfusun is thus arguably an "amusement park" but markets itself as a "theme park" because, perhaps, the concept of being a "theme park" itself superior to being an "amusement park." Because of the successes of Disney and Universal Studios, the very words "theme park" have become synonymous with "quality" while the term "amusement park" represents a more chaotic fun fair atmosphere of "cheap thrills." To be a "theme park" is "to be better." What cannot

be doubted is that Janfusun does represent an expensive investment of highly engineered rides, careful design, attention to detail of individual facilities and safety, and a staged approach to park development.

Chapter Four - The first pilot study

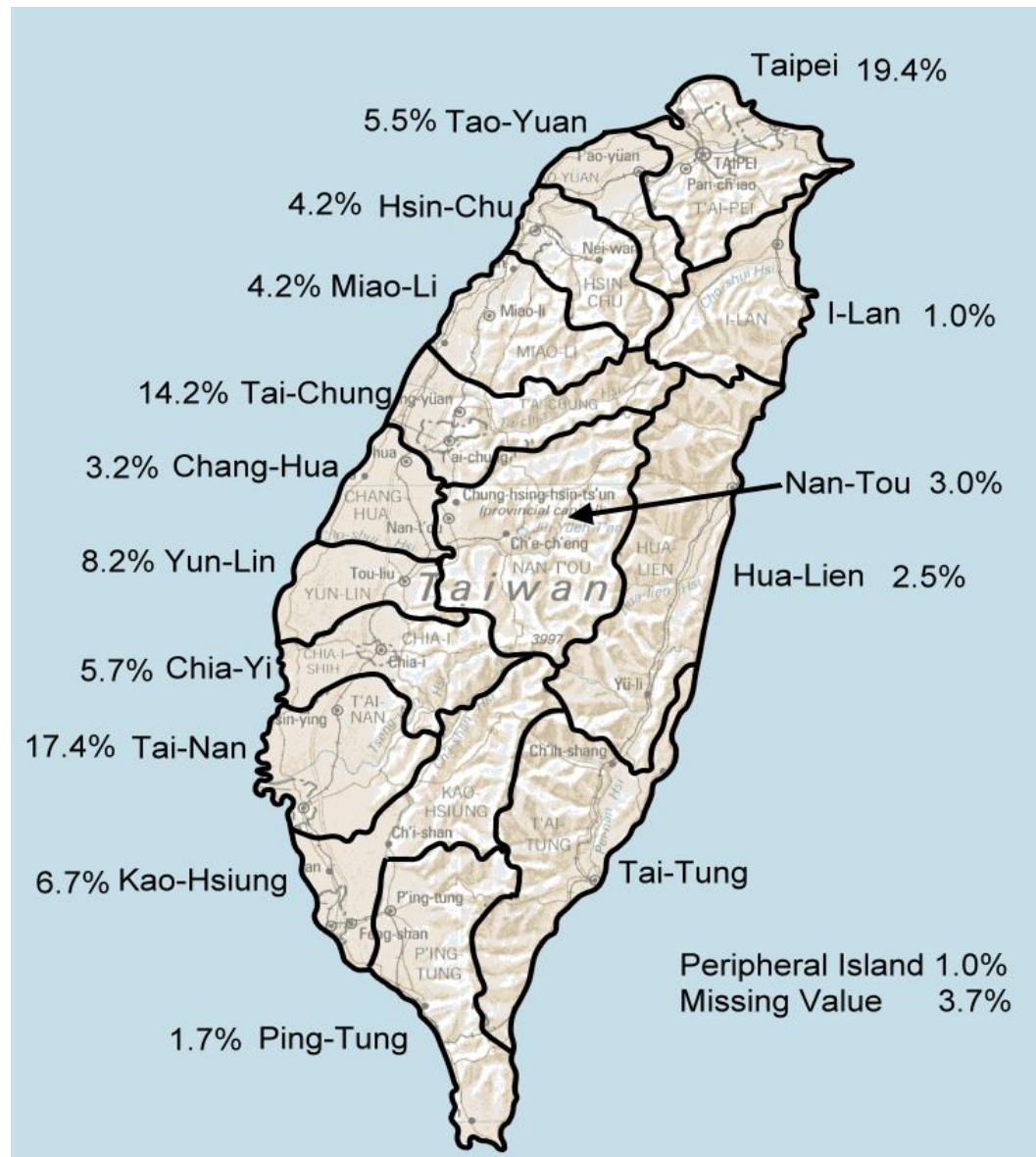
The first pilot study serves two purposes. It is initially a study in its own right, but also intended as the first stage of a longitudinal study. The results led to both interesting findings as well as identifying some deficiency with the research design. Consequently, a second pilot study based on a qualitative research method was carried out to gain a better understanding of people's motives and understanding of an entertainment park. Therefore, this chapter will only briefly summarize the result of the pilot study one, which was conducted approximately between July to December of 2005. The nature of this pilot study was quantitative, where the questionnaire was designed based on the literature review of theme park and customer satisfaction related articles. The questionnaire for this pilot research consists of four major parts: (1) visit information; (2) visitor assessments; (3) loyalty; and (4) respondent's personal background. There are a total of 402 useable responses collected in this pilot study.

The Sample Characteristics

The pilot study collected 402 valid responses of whom 82 (20.4%) are first time visitors. Although most respondents are repeat visitors, many are not frequent visitors; nearly 60% of the respondents only visit the park once per year. There were more female than male respondents and most respondents were below 50 years of age. Female guests tend to be younger than 30 years old. Male respondents start to outnumber females from 31 years old and above. Of the sample, 60% were not married (186). Among the non-married respondents, females exceeded males. However, among married respondents, the number of males and females are the same. Because most respondents are young in years, monthly

salaries tended to be low.

Figure 4.1: Residential Area of the Sample



The question to identify usual residential area was open-ended and resulted in a variety of answers. The answers were categorized into 17 areas (Figure 4.1). There were 402 respondents. Most come from Taipei (19.4%), Tai-Nan (17.4%) and Tai-Chung (14.2%). There are very few who come from the east side of Taiwan, which includes I-Lan (1.0%), Hua-Lien (2.5%) and no respondents are from Tai-Tung. There are also a considerable

number of respondents who come from nearby vicinities that include Yun-Lin (8.2%) and Chia-Yi (5.7%).

Figure 4.1 shows that most respondents live in the west part of Taiwan. The population distribution of the research sample was then compared to the actual population distribution of Taiwan. The “penetration index”, showed in Table 4.1, of the market is then calculated with the following equation:

$$\text{Index} = \frac{\text{Share of Sample}}{\text{Share of Taiwan's Population}} \times 100$$

Table 4.1: Penetration Index					
	Population	%	Sample	Sample %	Index
Taipei	6732241	29.63	78	19.40	65.47
Kao-Hsiung	2751702	12.11	27	6.72	55.49
Tai-Chung	2557299	11.25	57	14.18	126.04
Tao-Yuan	1865923	8.21	22	5.47	66.63
Tai-Nan	1861669	8.19	70	17.41	212.58
Chang-Hua	1315471	5.79	13	3.23	55.79
Ping-Tung	898480	3.95	7	1.74	44.05
Hsin-Chu	861093	3.79	17	4.23	111.61
Chia-Yi	828608	3.65	23	5.72	156.71
Yun-Lin	734584	3.23	33	8.21	254.18
Miao-Li	559509	2.46	17	4.23	171.95
Nan-Tou	537554	2.37	12	2.99	126.16
I-Lan	461695	2.03	4	1.00	49.26
Hua-Lien	348078	1.53	10	2.49	162.75
Tai-Tung	239432	1.05	4	1.00	95.24
Island	169221	0.74	0.00	0.00	0.00
Total	22722559	100	394	98.01	

Table 4.1 indicates that Yun-Lin has the highest index value (254.18) and Tai-Nan has second highest (212.58). Taipei (Taipei city, county and Keelung) has the largest population in Taiwan. Therefore, although 78 respondents come from Taipei, its index

value only is 65.47. This suggests that Janfusun Fancyworld is more popular in nearby towns or cities. A large city like Taipei and Kao-Hsiung has more population to offer, which means they are strong potential markets which are not currently fully tapped.

Prior to undertaking an analysis of the data reliability scores were calculated for four scales of importance and satisfaction assessment. The various measures of split half correlations between the scales were all in excess of 0.80, while the Kaiser-Meyer-Olkin measures of sample adequacy were 0.832. All these scores indicate the data possess sufficient rigor for further analysis. Given the intention to use structural equation modelling as a means of analysis the data were also examined for non-normality by visual inspection of histograms and then through calculation of skew and kurtosis. This was not as prevalent as was anticipated, with histograms having shapes close to normal distribution with modal and median scores of 5.0 for the most part. Indeed even the dependent variable of total satisfaction has a comparatively moderate negative skew of -0.45.

Overall Descriptive Results

The first step was simply to record the mean scores for the generic (push) and specific (pull) motives, and all of these were shown as being important in that the lowest score was 4.5 for the item 'to have an unique meal'. Combining the generic and the park specific motives the mean scores of the top fifteen items are shown in Table 4.2, along with the satisfaction ratings on those items. It is of interest that in terms of importance scores only two generic motives are listed in the top 15 items, albeit in the 3rd and 5th ranked places. These are 'to spend time with family' (mean=5.29) and 'to enjoy a period of fun' (mean=5.28). The highest level of importance is attributed to the items that the park is safe and hygienic,

confirming the study undertaken by Lin (2004), while the importance of easy access to toilets is a familiar item to researchers studying locations used by people with young children (for example it emerged in a study of zoos by Ryan and Seward, 2004). Equally, in large spaces, the importance of item ‘there are places to rest one’s feet’ is not uncommon in studies pertaining to retailing and shopping malls.

Table 4.2 Most important motives by importance scores					
	Importance			Satisfaction	
	No.	Mean	Std. Deviation	Mean	Std. Deviation
The Park has safe rides	402	5.49	1.18	4.99	1.40
The levels of hygiene.	402	5.31	1.26	4.93	1.31
To spend time with family	392	5.29	1.16	4.79	1.45
There are easily accessible toilets	398	5.28	1.17	4.84	1.44
Enjoy period of fun	397	5.28	1.01	4.95	1.27
There are places to rest one's feet	399	5.28	1.11	4.92	1.48
The entry price.	401	5.28	1.35	4.22	1.65
The entertainers.	401	5.26	1.14	4.99	1.40
The service personnel.	402	5.26	1.15	4.83	1.37
Quality of cafes and restaurants.	399	5.22	1.22	4.72	1.39
The Park has a queuing time for rides of less than 10 minutes.	402	5.17	1.22	4.52	1.59
The standard of special event.	401	5.16	1.24	4.76	1.58
Overall atmosphere of the Park	364	5.16	1.05	4.77	1.51
The prices of light refreshments.	394	5.15	1.23	4.35	1.63
The standard of the shows.	401	5.14	1.27	4.88	1.52

Another feature not uncommon is that price is regarded as possessing importance, but the satisfaction scores for this item are below the importance rating. Again, it can be commented that visitors have a predisposition to want lower prices, but often not at the sacrifice of quality!

In addition to the question seeking information about repeat visits, following the above cited literature; other questions were also asked to assess customer loyalty. The scores on these items are shown on Table 4.3. The scores show at least moderate levels of satisfaction on the part of the whole sample, although the standard deviations indicate differential levels of satisfaction between individual respondents. This discrimination is required in order to analyse the determinants of satisfaction.

Table 4.3 Measures on Overall Satisfaction			
	N	Mean	Std. Deviation
How satisfied were you with your visit?	402	4.82	1.38
How strongly would you recommend the Park to others?	402	4.82	1.31
What is your overall satisfaction with past experience	402	4.78	1.53
How likely is it you would visit this theme park again?	402	4.69	1.38
Did your visit represent good value for money?	402	4.57	1.39
How likely is it you would pay a higher price in peak season?	402	3.51	1.62

Structural Equation Model

In much of the general tourism literature a divide might be made between what might be described as generic motives for holidays and recreation on the one hand, and satisfaction with specific attributes of place. For example Ragheb and Beard (1982) found that general recreational motives could be divided into the classifications of social interaction needs, escape/relaxation needs, mastery/competence needs and intellectual/knowledge needs. Equally generally, importance scores are often found to be high as reasons for holiday taking, but from the perspective of destination or attraction management, such generic or

‘push’ motives are not wholly of use. For example, while it is understandable that people might visit a theme park to satisfy escape needs, it says little about the specific choice of a given theme park over competing theme parks, or indeed why people would select a theme park in preference to other leisure pursuits that could be as varied as, say, going white water rafting or lazing on a beach. All these activities possess the potential to meet an escape need. In an earlier literature (Iso-Ahola, 1982) the distinction is explained in terms of ‘push factors’ vs. ‘pull factors’. From the perspective of theme park management the park possesses the potential to meet generic recreational and holiday needs by performing well and offering service quality and memorable experiences through the specifics of its product. In this sense the satisfaction created by the performance of specific tasks in turn creates a sense of satisfaction in the generic sense, thereby generating customer value and loyalty. One implication of this mode of thinking is that satisfaction scores on generic items might not be directly related to measures of customer value – rather they need to be mediated through the satisfaction generated by specifics pertaining to the particular attraction or location.

The general motives for visiting the Park were based upon four categories identified from the literature and discussions, namely social interaction, relaxation needs, thrill/adventure needs and curiosity/seeking new experience needs. It can be predicted that the meeting of these needs would generate high levels of satisfaction. This proposition was tested using structural equation modelling (SEM) by the use of the program, AMOS 5. As can be seen in Figure 4.2 the relaxation needs were divided into two components, an escape need, and a holiday need. Prior to the use of SEM the coefficients of correlation between the items were checked and it was found that the items ‘To have a holiday’ and ‘to ease pressure from study or work’ correlated poorly. It is suggested that this is because respondents

who were taking day trips did not associate their visit to the theme park as being a 'holiday visit' and this might explain the low correlation with the escape motive of easing pressure. The values of the correlations suggested clustering around latent variables but did not possess such values as to raise issues of multi-collinearity.

Figure 4.2 shows the standardised scores which is, at least in part, defensible on the grounds that all the items were derived from seven-point Likert type scales. In this instance non-response data showed random patterns and as can be seen from Tables 4.2 and 4.3, were infrequent. Thus, to run the model, mean overall scores for the items were ascribed to the respondents when required. It has been noted that little skew exists within the data, other than in the moderate case of the dependent variable of total satisfaction. One technique of overcoming this issue of non-normality is to 'bootstrap' the data and this was duly completed but with little resultant difference to results. A recursive model that assumes all disturbances are uncorrelated and effects are unidirectional using maximum likelihood estimation was run. Successful iteration was achieved. Figure 4.2 shows the resultant path analysis and indicates that each of the items correlate well with the latent items to which they have been ascribed, with regression coefficients ranging from 0.46 to 0.92 with the majority in excess of 0.80. However the relationship between these unobserved variables and the observed variable of total satisfaction with the current visit is quite weak. The same results were found with the other measures listed in Table 4.3. Accordingly the goodness of fit statistic are also poor (various measures being about 0.53 with RMSEA being 0.23, which is more than twice the usual cut off point of 0.1 used to indicate a good fit. (The RMSEA (root mean square error of approximation being the preferred measure of goodness of fit here as it does not require a true null hypothesis, i.e. the sample need not fit the population, and thus arguably is the most 'forgiving' measure).

As SEM is a form of regression, a standard regression analysis was also undertaken using the total satisfaction score as the dependent variable. The coefficient of determination using the above observable items was 0.13, but examining the data showed three items with relatively high standardised beta coefficients. These were ‘to have thrill rides’ (0.24), ‘to do something different’ (0.17) and negatively ‘to spend time with friends’ (-0.164). These three items alone generated a coefficient of determination of 0.10.

Taken as a whole these imply that the fulfilment of generic motives for pleasure and recreation are not strongly linked with total satisfaction derived from a given experience. The item ‘to have thrill rides’ was included within the generic list of motives as a partial measure of a need for excitement and adventure – but its emergence as a potentially powerful determinant of satisfaction to be derived from the experience of visiting a theme park turned attention to the need to explain satisfaction and consumer value as arising from the specificities of the attraction. A further regression analysis was then undertaken as an initial step using items classified as those providing help about the park, the rides, the shows, the layout, atmosphere and pricing – with the last item being dropped for a second analysis. The coefficients of determination (R^2) were 0.25 including price and 0.21 excluding price – a result indicating that Park Management at Janfusun appear to have prices that do not deter visitors. Table 4.4 provides a summary of the regression by listing items with standardised beta coefficients (B) greater than 0.1. One interesting aspect of this analysis is the emergence of information as a means of generating satisfaction with the visit.

Figure 4.2:

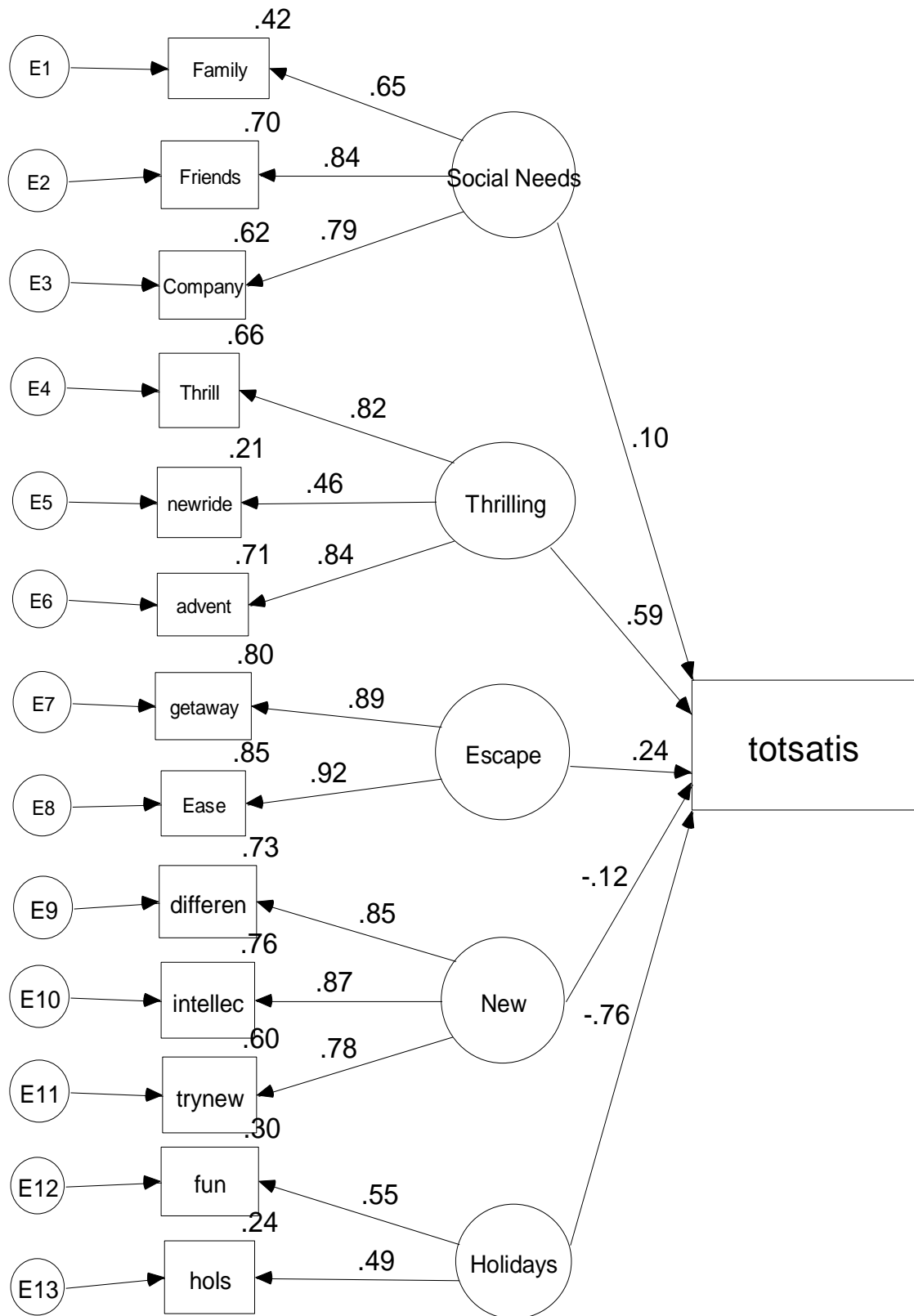


Table 4.4 Beta Coefficients on Sources of Satisfaction – Park Specific Items					
Coefficients(a)					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.646	.333		7.947	0.000
To have thrill rides	0.133	.058	0.135	2.307	0.022
The Park has a queuing time for rides of less than 10 minutes.	-0.127	0.070	-0.146	-1.815	0.070
Rides in the Park have an appropriate time/length	0.126	0.091	0.130	1.384	0.167
There is an appropriate scale of crowding in the Park	0.234	0.085	0.252	2.765	0.006
The manmade ambience.	-0.098	0.090	-0.101	-1.082	0.280
The service personnel.	0.225	0.103	0.224	2.189	0.029
The quality of cafes & restaurants.	-0.148	0.098	-0.150	-1.518	0.130
The helpfulness of Internet information	-0.267	0.060	-0.336	-4.453	0.000
The helpfulness of the Information centre	0.144	0.059	0.172	2.447	0.015
The overall atmosphere of the Park	0.106	0.067	0.116	1.588	0.113

a Dependent Variable: How satisfied were you with your visit?

The analysis was run with differing dependent variables that represent customer value.

Table 4.5 shows that these are highly correlated but use of the dependent variable relating to satisfaction with this visit produced the highest R^2 scores.

Table 4.5 Correlations of measures of Customer Value and Loyalty.					
		Revisit	Recommend	Satisfied	Good value
Visit this theme park again?	Pearson Correlation	1	.786(**)	.580(**)	.647(**)
	Sig. (2-tailed)	.	.000	.000	.000
	N	402	402	402	402
Recommend the Park to others?	Pearson Correlation	.786(**)	1	.631(**)	.683(**)
	Sig. (2-tailed)	.000	.	.000	.000
	N	402	402	402	402
How satisfied were you with this visit?	Pearson Correlation	.580(**)	.631(**)	1	.752(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	402	402	402	402
Did your visit represent good value for money?	Pearson Correlation	.647(**)	.683(**)	.752(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	402	402	402	402
** Correlation is significant at the 0.01 level (2-tailed). All items measured using a seven-point Likert type scale where 7 was the highest score.					

The hypothesis to be tested is that a model based upon features specific to the park and the satisfaction derived from their consumption will generate a better explanation of total satisfaction. This was duly undertaken.

An immediate problem is model definition. Again a series of items were correlated with each other and embryonic relationships found without concerns of multi-collinearity. Again there was no significant issue of skew. The initial proposition was that levels of satisfaction would be determined by latent variables entitled information help, layout of the park, general atmosphere and ambience of the park, rides, shows and pricing. The initial model was run but on close examination of the output it was found the results were inadmissible

and constraints needed to be imposed. For this reason the model was adapted by assuming a reciprocal relationship existed between information provision and park layout on the premise that perceptions and use of the park was aided by the provision of information. An additional constraint was imposed by also assuming a link between information provision and atmospherics on the similar assumption that information heightens appreciation. This permitted calculation of the model to be completed. Using RMSEA as the criterion of fit, in this case RMSEA=0.169 – again too high a statistic, but less when compared to the initial model. Other indices of fit were about 0.55 (e.g. CFI=5.67); thereby failing the criterion of 0.6 suggested by Bagozzi and Yi (1988). With reference to chi-squared tests Bollen (1989) suggests the use of normed chi-squared test where the chi-squared values are divided by the degrees of freedom to account for size of sample. The cut off point has been suggested as being 5 (Kline, 2005), but the values exceeded that point.

Checking the results by running a regression analysis also showed an improvement in the coefficient of determination as $R^2=0.38$. Table 4.6 represents a summarization of data by highlighting the items with the highest beta values. This table highlights the importance of crowding within the Park, and this was subsequently checked by using stepwise regression to assess which factors contribute most to the coefficient of determination. Five items did so, being ‘the overall atmosphere of the park’, ‘to have thrill rides’, ‘there is an appropriate scale of crowding’, ‘there are places to rest one’s feet’ and ‘the entry price’ – these items accounting for a $R^2=0.27$.

Table 4.6 Beta values associated with Park Specific Items					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.969	0.548		3.596	.000
To have thrill rides	0.228	0.107	0.157	2.132	.034
Try new ride	-0.183	0.118	-0.126	-1.549	.123
Rides in the Park have an appropriate time/length	-0.256	0.194	-0.179	-1.324	.187
The Park has 'White knuckle' rides	0.304	0.143	0.222	2.118	.035
The Park has safe rides	-0.284	0.151	-0.194	-1.878	.062
There is an appropriate scale of crowding in the Park	0.766	0.173	0.527	4.424	.000
There are acceptable walking distances between attractions	-0.224	0.159	-0.162	-1.409	.160
There are places to rest one's feet	-0.350	0.144	-0.280	-2.436	.016
The entry price.	0.239	0.115	0.224	2.082	.038
The prices of light refreshments.	-0.234	0.114	-0.219	-2.057	.041
The manmade ambience.	-0.291	0.149	-0.209	-1.957	.051
The standard of the shows.	0.182	0.118	0.139	1.540	.125
The service personnel.	0.252	0.138	0.198	1.828	.069
The helpfulness of Internet information	-0.386	0.168	-0.278	-2.296	.023
The clarity of direction/signs	0.136	0.115	0.123	1.184	.237
The overall atmosphere of the Park	0.365	0.133	0.290	2.743	.007

a Dependent Variable: How satisfied were you with your visit?

Consequently, while it can be claimed that the items have construct validity through convergence (that is the items correlate quite strongly) scale construct validity is less robust, thereby implying that nomological validity is weak, i.e. model construction is not proven (Steenkamp and van Trijp, 1991).

Discussion

The study confirms the importance of a number of features of theme parks found in other literatures. Importance was attributed to safety of rides, the time spent in social situations and these and other factors were shown to elicit high levels of satisfaction. The research also begins to answer an observation made by Bigné, Andreu and Gnoth (2005:842) who wrote that 'As atmospherics are not directly related to the core experience they may either add together with the core experience or separately on pleasure and satisfaction'. In this study atmospherics were found to be associated with core issues of rides and prices but correlating poorly with total satisfaction when trying to model determinants of overall satisfaction.

The thesis of the pilot study was that the satisfaction of generic motives is dependent upon the satisfaction of promise offered by a specific destination. The case of a theme park represents an ideal case study in this respect because the nature of the offer is well defined and the experience occurs within a well defined space. In this instance of Jansufun, Taiwan, visitors expressed quite high levels of overall satisfaction and provided evidence of a high likelihood that they would recommend the site to friends and family, would return in the future, and considered their visits to represent value for money. The issue therefore was two fold. First, what were the main sources of satisfaction, and second, which were more related to total satisfaction, the meeting of generic needs associated with a 'push' factor for recreation, or the meeting of needs engendered by the nature of the attraction, the 'pull' factors?

The main sources of satisfaction appear to be those associated with the atmosphere of the

park, the existence of thrill rides, degrees of crowding experienced, having places to rest and a perceived reasonable entry price. Other aspects also came to the fore, one being the importance of the provision of information. The implications of this finding are significant because it provides supports the suggestion made by Bigné, Andreu and Gnoth (2005:841) that ‘the dichotomy is between entertainment and information and while the experiential side is, no doubt, of major importance, the results suggest that information priming positive disconfirmations can increase satisfaction as well as willingness to pay.’

However, at the end of the day the SEM calculations fail to disprove a null hypothesis in that the models fail to achieve the required indices of good fit, even though they approach the usual criteria. One response to this is to argue that the model has been poorly defined and better results can be achieved by possibly being more parsimonious, using fewer items, dropping those items that score badly, and thereby improving the fit of the model. Such a process however seems to the researcher more a case of ‘curve fitting’ than actual advancing a theoretical argument. It smacks of the danger of simply achieving high statistical scores of correlation even where no ‘real’ relationship exists.

One issue that may have limited this study is the size of the sample. For Kline (2005) SEM is a technique requiring large samples, whereas on the contrary Hair Jr *et al* (1998) argue that a sample should be of approximately 200 respondents. The current sample exceeds this figure, but fails to reach the 20 respondents per item recommended by Kline (2005). The researcher tends to adopt the argument proposed by Hair Jr *et al* but also suggest a middle path between these stances. A cluster analysis that is not reported here suggested the existence of six clusters with distinct differences. The existence of the clusters helped to create the normality required in the data set for the application of SEM, but then implies a

less than homogenous sample. Degrees of heterogeneity are, of course, required for statistical techniques based upon discrimination, but as ever a balance is required.

Research progresses not only through the knowledge of that which works, but through a sharing of that which does not work, especially where there was good reason for sets of relationship to exist. Equally the subsequent debate on causes of failure also helps to sustain new directions for research, and the researcher was then able to utilise this, with other information, for the main study reported later in the thesis.

Chapter Five - Pilot Study Two

This chapter will discuss the results obtained from the pilot study two, which is based on the qualitative research method of repertory grids. The aim of this pilot study was to elicit important attributed that affect customers' assessment of theme park qualities in order to better identify item for the 2nd round of questionnaire completion in combination with the result of the 1st pilot study. This chapter will begin by briefly described some of the methods used in identifying important attributes with reference to repertory grid method. The second part of this chapter will then discuss the research design, procedures and result of the pilot study.

Methods used in Identification of Important Attributes

As noted in chapter two, the aim of this thesis is to investigate the perception of visitors of the qualities of a given theme park, Janfusun. In order to achieve this, the study needs to understand what criterion or criteria are used by visitors to evaluate the qualities of a theme park. Although this study had tested a questionnaire in the pilot study stage, that questionnaire was designed from a literature review and supply-side perspective. Therefore, it is important to also to understand the demand-side of attribute salience and to test again the underlying dimensions of the proposed questionnaire. There are many different alternative qualitative research methods that can be used in the identification of salient attributes of a tourist destination, some of which are briefly discussed below

Q-method

Also known as Q-sorts description, this technique is based on respondents being asked to

sort photographs or images into a forced distribution following a specific instruction. The sorted images are then factor analysed to identify common patterns, which are then interpreted as representations used by the research subjects in arriving at either images or decision (Brown, 1980; McKeown and Thomas, 1988).

Multidimensional Scaling (MDS)

In the MDS research method, respondents are asked to make a large number of similarity or dissimilarity judgements about a set of stimulus objects to be measured (Reilly, 1990). This method is also very popular in destination image research (Chhetri, Arrowsmith & Jackson, 2004; Lawson, Williams, Young & Cossens, 1998; Pike, 2000) probably because it generates statistical data easily understood, and prompts need not be Likert or semantic differential scales. However, it may still be regarded more as a quantitative than qualitative technique.

Free Description

Also known as a free elicitation method, the technique has been widely used in tourism destination image research (Reilly, 1990; Laws, Scott & Parfitt, 2002; Clotney & Lennon, 2003; Son, 2005). Free elicitation method consists of having respondents describing the destination with a given number of words, phrases or as totally open-ended responses. According to Carmer (1968), using free elicitation to understand human behaviour can be traced back to 1952-1964 although Ryan used Mayhew's work "London Poor" from the late nineteenth century as being representative of a freer, conversational approach to research. Also, similar word association has been used in motivation research (Dichter, 1964). This method offers a simple data collection technique that can be used in mail, phone and interview survey and generates data that can be analysed on the basis of word

counts, thematic analysis or with the help of computer programs like Nviro, CATPAC, TextSmart, Atlas or others.

Personal Interview

Personal interview is probably the most commonly used research method in many different research fields. This method has two immediate advantages: (1) higher return rates, and (2) the researcher are able to interact or observe the respondents while they answering the question. The interview is akin to two people having conversations on a certain topic. Some researchers suggest that interviews need to be established on a ‘mutual trust relationship, between interviewer and interviewee (Oakley, 1981). However, while providing “thick descriptions” data may be problematical as to both modes of analysis and degree to which opinions may be generalised to a wider population.

Focus Group

The focus group is also a popular research method used in generating business ideas or understanding customer demand. One significant benefit of focus groups is that the interaction between group participants offers the potential for unmasking ideas, beliefs and opinions that may not come out in an in-depth interview or survey questionnaire. The focus group provides a participant-participant relationship instead of participant-researcher relationship (Skop, 2006). The researcher plays a role of facilitator, which allows him or her to remain “detached” from the discussion. However, it requires significant skills and again poses problems in data analysis and generalisation.

Repertory Grid Method (RGM)

The repertory grid method (RGM) is a method used to obtain qualitative data about consumers' perceptions. This method is based on Kelly's (1955) personal construct theory, which stated that two things may be similar to each other and in some way different from a third. Respondents often find it difficult to describe the intrinsic characteristic of a single stimulus. RGM provide a number of stimuli that allow respondents to make comparisons and describe contrasts amongst these stimuli. This comparative nature of RGM makes it unique from other elicitation procedures (Green, 1992). However, Green (1992) also suggested that the standard RGM only offers information relevant to product identification, but may be less useful for understanding the choice process. Researchers (Scriven et al., 1989; Green, 1992; Raats and Shepherd, 1993) have developed modified RGM questions that are more capable of eliciting information about product choice. Instead of asking the similarities and differences between a set of stimuli, the modified RGM question asks consumers to rank their choices and state their reason for the choice they made. The result of using modified RGM questioning it is that it is arguably more effective than standard RGM question in terms of understanding choice process. These past studies have shown that the choice of prompts in RGM is extremely important to the success of the research. This thesis chooses RGM to identify important attributes, which will be fully discussed in the following section. Pragmatic considerations led to the choice of this method. It is time and cost effective, generates results that are comparatively easy to analyse, and is premised upon well established conceptual grounds.

Personal Construct Theory (PCT)

Kelly (1963) suggests that instead of viewing mankind as a biological-organism, one can

also view mankind as ‘man-the-scientist’. He suggests that each person formulates his or her own constructs through which s/he views the world of events. Humans, as “scientists”, seek to predict and control the course of events, and so the constructs s/he formulates are intended to aid predictive effort. Furthermore, just as constructs are used to forecast events, they are also used to assess the accuracy of the forecast after the event has occurred. At the core of PCT is constructive alternativism, which suggests that one can assume that all of our present interpretations of the universe are subject to revision or replacement. While there are always alternative constructions available, some are definitely poor implementations. Even though some constructs are poorly implemented, without personal constructs the world would appear heterogeneous, chaotic and difficult to make sense of.

Kelly’s (1963) fundamental postulate was that a person’s processes are psychologically channelized by the ways in which one anticipates events. Kelly provided 11 corollaries to support his central postulate:

1. Construction Corollary

Kelly (1963) defined “constructing” as a person placing an interpretation upon what is constructed. We formulate our own construction system, which is used to predict events. We achieve this by categorising stimuli on the basis of similarities and differences. When an event has been adequately defined in such a manner, we are able to predict the outcome of events. The predictive efficiency will be assessed by the person after the event have occurred, which might result in a change of the construct system and future anticipation and prediction. Although Kelly (1963) suggests that our construct system is subject to revision or replacement, he also suggests that some constructs are relatively fixed. What is predicted is not that the future will be a duplicate of present events but that there are

replicative aspects of events that can be safely predicated. Therefore, a person anticipates events by constructing their replication.

2. Individuality Corollary

People can be seen as different from each other not only because the events they sought to anticipate are different, but also because their approaches to anticipate the same event are different. Therefore, no two people can have exactly the same experience and so their constructions of events will also be different. For example, when an adult considers a certain ride to be childish, a child may find it interesting and perhaps even challenging due to a lack of past experience and physical, emotional and intellectual maturity. Equally another adult may find the same ride enjoyable through memories of an enjoyable experience while a youth.

3. Organisation Corollary

One construct may subsume another as one of its elements. A construction system involves many levels of ordinal relationships with constructs subsuming others and those subsumed constructs also subsuming others in a hierarchical fashion. When one construct subsumes others, it is called “superordinal” and the others become “subordinal”. In the case of theme park rides, a ‘good ride’ may subsume a range of subordinal constructs such as ‘exciting’, ‘fun’, ‘speed’ or ‘height’, or, as in the above example, recall of an enjoyable past experience.

4. Dichotomy Corollary

A person’s construction system is composed of a finite number of dichotomous constructs. Kelly (1963) suggests that while two events are replications of each other, there will definitely be an event that contrasts the first two. These three events then form the basis of

the construct. For example, two of the rides are described by the respondent as being fast and exciting while the third is not. The excitement level becomes this respondent's construct that allow differentiation between the first two rides and the third.

5. Choice Corollary

A person's thought processes are psychologically channelled by the ways in which he or she anticipates events. If the person's ways of anticipating events are presented as a dichotomy, then he or she must choose between the two events. Logically, people will choose the path that leads to a positive outcome to avoid the negative or less attractive outcome. However, man is often troubled between the dichotomous, for example between choices of security and adventure. In the case of theme park ride selection, it becomes a choice between the ride that a person is sure that he can enjoy, or one that is newly developed but requires hours of queuing and an uncertain level of fun. In short, dichotomous choices can involve decisions of potential attractiveness greater than one of certain attraction - but which is the better?

6. Range Corollary

Therefore, a personal construct, has its focus and range of convenience and precepts such as good vs. bad are not likely to be applicable throughout an individual's perceptual field. Each personal construct is only convenient for the anticipation of a limited range of events where the construct works reasonably well. For example, a construct of 'exciting' will have a limited range of application, whereas a construct of 'good ride' would have a much wider range. One implication of this approach is that the range may be, but not necessarily, a function of hierarchical position as previously described.

7. Experience Corollary

Kelly (1963) believed that a person's construct system will change once he or she successfully construes the replications of events. People will confirm their anticipation through the experience of a given event and revise their construction system to anticipate the next occurrence. The whole thing becomes a cycle of five phases: anticipation, investment, encounter, confirmation or disconfirmation, and revision (Pike, 2000). For example, a person has a personal construction of 'exciting' from his past experience of a ride, which will be used to anticipate the excitement level of the current ride, leading to a comparison between the past experience with the present one that in turn lead to a reconstruction of the construct 'exciting'.

8. Modulation Corollary

The variation of a person's construction system is limited by the permeability of the constructs within whose range the variants lie (Kelly, 1963). Within any range, permeability allows new elements or experiences to be added and extend the range of a given construction. In the case of a theme park ride, a construct of 'good ride' may initially include only 'exciting'. However, other permeable elements, such as 'fun', 'interesting' or 'speed' will be added into the construct of 'good ride'. On the other hand, the 'speed' of ride may be less permeable if other aspects of ride design are perceived as being of more importance.

9. Fragmentation Corollary

Kelly (1963) believes that a person may successfully employ a number of different construction subsystems that are incompatible with each other. He suggests that a person's new construct is not necessarily derived from an old construct. Moreover, the new and old construct can be inferentially incompatible to each other. Not all subsystem decisions add

up to a superordinate construct, which may lead to perceived inconsistencies in behaviour. In theme park rides for example, a demand for both a frightening experience and a safe ride might appear initially incongruent, although reflection would indicate that this demand is what is engineered into many white knuckle, adrenaline enhancing rides.

10. Commonality Corollary

Although no two people can have exactly the same experience because they interpret the event differently, they can still find a common ground where the similarity/differences of stimuli is categorised. For example, person A might construct 'exciting' as being 'fast' and 'frightening' while person B think it is 'fast' and 'freedom'. Although there are slight differences in their interpretation of 'exciting', the demand for 'fast' ride is the same in terms of behavioural intent and subsequent outcome.

11. Sociality Corollary

In some degree, an individual is able to construe the other person's thinking, which means that an individual can predict other people's behaviour to some extent. Kelly (1963) uses driving down the highway as an example. Even though the drivers are total strangers to one another, their motives for safe driving enable them to predict each other's driving behaviour and avoid collisions. In order to participate in a social relationship, one must not only understand how others interpret things, but also in some measure, accept the ways others interpret things. For example, an individual expects others to scream when the theme park ride has a sudden increase in speed as a gesture of sharing their excitement with others; he or she must also accept this way of thinking to join the scream when the time comes. Without such understanding and an acceptance of ways of thinking, nobody will use common modes of behaviour to share their experiences. Without this commonality humans would lead isolated lives, unable to share meanings, and thus commonality of

concept construction is an important determinant of social action.

Repertory Grid Method

The repertory test was developed by Kelly (1955) to elicit an individual's repertoire of personal constructs. The technique was originally called the Role Construct Repertory Test (Bannister and Fransella, 1971). The technique was further developed as the Repertory Test and Repertory Grid to examine the hierarchy of relationships between the constructs elicited.

Although RGM was initially designed for clinical psychology, the technique has been successfully applied in other research fields. For example, RGM has been successfully applied in food related research including general food (Worsley, 1980; Bell, Stewart, Radford & Cairney, 1981), health food (Monteleone et al., 1997, Monique, et al., 1997), meat products (Thomson & McEwan, 1988; Scriven & Mak, 1991), chocolate (McEwan & Thomson, 1989), alcoholic beverages (Scriven, Gains, Green & Thomson, 1989; Piggot, Sheen & Apostolidou, 1990) and milk products (Raats & Shepherd, 1992, 1993). RGM has also been successfully applied in tourism research, particularly related to destination image, which includes the destinations such as the Mediterranean (Pearce, 1982), Mexico (Botterill, & Crompton, 1996), various destinations (Gyte, 1988; Botterill, 1989; Embacher & Buttle, 1989), Australia (Walmsley & Jenkins, 1993; Young, 1995; Lawton, 2005), London (Coshall, 2000) and New Zealand (Pike, 2003). RGM has also been applied in business and marketing related studies including quality control, work motivation, managerial effectiveness, training evaluation (Stewart & Stewart, 1981), assessment of management training needs (Honey, 1979), personnel management as a career option (Tyson, 1997), managerial job (Smith, 1980), organisation behaviour (Jankowicz, 1987)

and retail store attributes (Mitchell & Kiral, 1999; Keyt, Yavas & Riecken, 1994). Other applications also included counselling (Jankowicz & Cooper, 1982), perception of God (Preston & Viney, 1986), information systems (Whyte & Bytheway, 1996), software quality (Wilson & Hall, 1998), attitudes towards technology (Frewer, Howard & Shepherd, 1998) and theatrical character development (Cruise & Sewell, 2000).

Sample Selection

The repertory grid research method (RGM) is highly flexible in its application and data analysis (Frost & Braine, 1967; Harrison & Sarre, 1971). While the technique was originally design for application to individuals, researchers have discussed the possibility of applying RGM to groups (Kelly, 1950; Levy & Duggan, 1956). The respondents are given freedom to respond within a standardised framework, which enables a comparison between participants in a group (Smith and Leach, 1972). However, the interview of these group studies is still commonly conducted on an individual basis. Honey (1979) has tried to apply this technique to groups of approximately eight people, and such applications greatly reduce the amount of time involved and provoked interesting discussion at the conclusion (Stewart & Stewart, 1981) in the identification of attitudinal dimensions or constructs.

Some researchers suggest that there is no rule regarding sample size for qualitative research (Patton, 1990). Instead, the sampling is recommended to achieve redundancy, which means a point where new respondents do not provide any new information. One of RGM's advantages is that large samples are not required in order to achieve redundancy (Frost & Braine, 1967; Young, 1995). Frost and Braine suggest that due to a commonality of responses, no new constructs are elicited after 20-40 interviewees. Bowler and

Warburton's (1986) studies used even less interviewees (15) to achieve redundancy.

A large representative sample is therefore not required for this stage of research. However, the selection of the sample still needs to be careful for the process to be purposeful. The main focus of these studies is Janfusun Fancyworld, but Universal Studio was introduced in RGM interviews to encourage respondents to discuss the differences between these two theme parks. In order for the respondents to discuss their perception of these two theme parks, respondents needed to have experienced both parks, which increased the difficulty of identifying qualified respondents. Therefore, this study firstly selected participants who were either friends or relatives of the researcher and who had visited both parks. There are two advantages for using such a sample: (1) participants will be more willing to discuss their feelings with the researcher without any need for relationship building, and (2) the researcher has a better understanding of these respondents, thus reducing the possibility of misinterpretation. The researcher also asked these respondents to provide more potential respondents who had also visited both parks. While this sampling method cannot replicate the actual research population, efforts were made to include participants of different age groups and residential areas to obtain a heterogeneous sample not showed to any one age groups or gender.

A total of 20 respondents were interviewed individually using MSN messenger during the period October 25th to November 20th 2006. Firstly, 5 of the researcher's friends were invited to participate in the interview individually. Two out of these five participants had been to Universal Studio Osaka with the researcher on two occasions. At the end of each interview, participants were asked to provide the name of the people who were potentially suitable for the study. Fifteen more respondents were identified and eight were friends of

the researcher. Of the total of 20 respondents, 13 (65%) were male and 7 (35%) were female. Eighteen respondents (90%) were between the ages of 20-30 years old and two were above 31 years. Fourteen (70%) were not married and only four respondents (20%) reporting having children and 3 (15%) of these respondents had taken their children to both theme parks.

Table 5.1: Background of Respondents		
	No. (%)	Further information
Male	13 (65%)	
Female	7 (35%)	
Age 20~30	18 (90%)	
Above 30	2 (10%)	
Not married	14 (70%)	
Have children	4 (20%)	Only three (15%) take children to park
North Taiwan	5 (25%)	Approximately 2~3 hours driving to park
Centre Taiwan	3 (15%)	Approximately 1 hours driving to park
Near Park	7 (35%)	Chaiyi city and Yunlin county
South Taiwan	5 (25%)	Approximately 1~2 hours driving to park

The sample size of this study is just below the mid-range of those used in previous RGM research: one participant (Botterill & Crompton, 1987), 10 (Pearce, 1982), 25 (Pike, 2002; Embacher & Buttle, 1989), 40 (Walmsley & Jenkins, 1993), 50 (Young, 1995) and 60 (Riley & Palmer, 1975). However, considering that the actual research population of this study is relatively smaller but comparable with previous studies and that data redundancy was achieved, it was thought that the total and indeed pattern of evidence was consistent with previous studies. Additionally the guidelines provided by Ryan (1995) indicate that 20 respondents are adequate for eliciting constructs providing redundancy is achieved. Indeed he argues that too many respondents create a danger of over-emphasising what may be idiosyncratic responses.

Selection of Elements

As mentioned above, the focus of this study is Janfusun Fancyworld, but Universal Studio was included to encourage respondents to make comparisons, which theoretically results in eliciting more attributes that can be used to assess the quality of a theme park. Kelly (1955) suggests six assumptions for consideration when interpreting RGM results. Five of these assumptions are related to construct elicitation. One of the assumptions is related to the selection of elements, which suggest that the elements used should be representative of those the respondent would be likely to relate to in the context of interest. Fransella and Bannister (1977) also recommended that the subject matter to be considered should be specific and homogenous.

The number of elements used in RGM is also an important consideration. This study proposed to include 6 rides and 2 shows from Janfusun, and 4 rides and 3 shows from Universal Studios. Thus, in the end a total of 10 rides and 5 shows were included in the RGM interview for this study. The average number of stimuli used by past researchers has generally ranged from 8 to 30 (Sampson, 1972). However, smaller and larger numbers of elements have been used in past research. For example, researchers such as Botterill (1986), and Botterill and Crompton (1996) used six brochure photographs and only interviewed one and two respondents respectively. For this study, most of the more popular rides from the two parks were included in the element pool, and included the following:

Table 5.2: Elements used in RGM			
Janfusun Fancyworld		Universal Studio	
Rides	Shows	Rides	Shows
Diving Machine G5	Pala Pala show	Jurassic Park	Terminator 2 3D
Crazy Roller Coaster	Super Jump show	Jaws	Waterworld
Crazy UFO		ET	Backdraft
Super Battle Axe		Back to the Future	
Skyhigh Shuttle			
Motan Wheel			

Presentation the Elements

Elements were presented to the respondents in sequential sets of three, or triads, because Kelly (1955) suggests that the minimum for any one construct is three elements. Some researchers use dyads instead of triads in their studies. For example, Smith (1989), in an environmental image study, found that elderly respondents prefer dyads to triads because they find dyads more understandable. Botterill and Crompton (1996) used a mix of triads and dyads. However, Kelly suggests that while it is possible to differentiate between two elements, he argued that without a reference to similarity, the difference would probably represent a chaotic heterogeneity.

Instruction to Participant

Before conducting each RGM interview, a statement was made to assist participants organise their thoughts. The statement included the purpose of the interview and how the information would be used. Participants were assured that their responses would be kept anonymous, and analysed together with other participants' responses. All these statements ensure that participants can feel comfortable to discuss anything without worrying about the risk of violation of their personal information. The most common RGM approach

utilises a structured stimulus-responses method (Frost and Braine, 1967). However, RGM is very flexible in application design, which means researchers can change the instruction to suit each individual research need. Kelly's (1955) original instruction, when presenting each triad, was: "In what important way are two of them alike but different from the third". This original instruction was considered effective in retrieving information regarding product identification, but it may be less useful for the understanding of the choice process (Green, 1992). In the case of this research, the original instruction was found to be effective in identifying the intrinsic characteristic of each ride, but was not very useful in determining why participants preferred the ride. Therefore, the instruction was modified to ask participants to explain why they liked a particular ride better than the remaining two as described below.

The usual way of presenting triads is with verbal labels printed on individual cards. Other forms of presentation also include maps (Stringer, 1974) and photographs (Botterill, 1989; Botterill and Crompton, 1987; Botterill and Crompton, 1996; Chokor, 1991). Since the interviews of this study were conducted over the Internet, both labels and photographs could be presented to the participants by transferring image files across the computer. Furthermore, all the participants had been to both theme parks as previously noted.

Participants were encouraged to remember their previous visit to those theme parks. When each triad was presented, participants were asked to first rank and rate each ride based on their perceptions of each ride. Participants were then presented with the following questions: (1) why do you like ride A (name of the rank 1 ride) better than ride B (name of the rank 2 ride), and (2) why do you like ride C (name of the rank 3 ride) lower than ride A and B. Additional data were presented when interviewees perceived an opportunity. For example, a participant mentioned that Janfusun does not have a particular a ride called

‘pirate ship’. This is a good opportunity to learn why this participant mentioned ‘pirate ship’ and what the strength/weakness of a ‘pirate ship’ ride was compared to other rides in the triad.

Some researchers who use RGM as research method have asserted that the participants should be advised NOT to repeat the same response twice during the interview (Embacher and Buttle, 1989; Riley and Palmer, 1975). The interview process then becomes increasingly difficult as the interview progresses to the end. However, the researcher of this study has found this non-repeat instruction was not very practical for the following reasons:

1. Participants do not remember all the responses they supplied

The participants do not remember all the responses they supplied and become confined to the same statements. The interviewer had to consistently remind the participants that they had already made such statements before. By that time, the participants had already violate the non-repeat instruct and it became unclear whether to record that response or not.

2. Quantity is a useful indicator

It is true to argue that the most often repeated statements are the most obvious ones, but not necessarily the most important ones. However, the most often repeated statement is still one aspect of importance. The non-repeat instruction will limit this information.

The non-repeat instruction restricts participants in their response

It is true that most participants tend to begin with the most obvious responses. So the interviewer needs to continue the discussion in order to 'dig' for more information. The repeat responses might appear not useful. However, without any obvious statement to begin the conversation, it is very difficult to get the discussion going. The participants often had to think for a period of time before providing an answer, and the interviewer has no choice but to wait for the answer. By allowing participants to repeat their statement, the interview becomes more like a conversation, which means that the interviewer can stimulate participants' thinking.

For the reasons discussed above, the researcher then decided not to apply the non-repeat instruction in the RGM interview.

Researchers have also suggested that reinforcement and feedback to participants are important in conducting a personal interview (Patton, 1990). This is because participants need assurance that their responses were suitable.

Ryan (1991) suggested that participants may start to repeat statement after as few as eight responses. Hudson (1974) would not stop interviews until six consecutive triads failed to produce a new construct. For this study, participant started to repeat their statement after as few as four triads. This may be because the theme park is a 'smaller' research subject compared to, say, destination image. Although different theme parks have different themes, the larger part of theme parks is still based on providing rides. Different destinations, on the other hand, might have different resources, such as cultural values, rural tourism, and scenery and so present more opportunities for contrast elicitation.

Recording Responses

Since the RGM interview for this study was conducted over the Internet by using MSN messenger, it was very easy to record text based information. However, because the interviewee can only see the participants through a webcam, it was difficult for the interviewer to recognise other forms of responses, such as body language. Also, some participants used 'web' language to respond, which makes it difficult to understand without extensive web 'cheating' experiences. For example, 'flash light' or 'flash bomb' means showing off. So the interviewer sometimes had to ask the participants to explain responses from time to time.

Analysis of the Data

The analysis of the data is arguably the most critical stage of any research (Honey, 1979). Qualitative research methods usually produce voluminous data (Patton, 1990), which can be difficult to standardise and so make the analysis even more complicated. The advantage of RGM is its economy in data recording, due to the simplicity of responses required from participants (Burton and Nerlove, 1976). The recording system allows one researcher's results to be quickly understood by another reader, because there is very little unnecessary 'extraneous matter' (Stewart and Stewart, 1981). One of the downsides of applying RGM is that it generates a substantial amount of statements. For example, Young (1995) applied RGM to 50 respondents, who were allowed to repeat the statements, and generated a list of 5,456 statements. Such a list can be refined because many of the statements bear similarities and only differ in individual wording (Frost and Brain, 1967). When participants are not permitted to repeat the statement, a list is generally smaller and easier to refine. For example, Frost and Brain proposed that the number of responses would

generally range from 10 to 30. This suggestion is close to that of Sampson's (1972) 6 to 30. Since this research did not apply the non-repeat instruction, it was expected that the list could be slightly larger.

The interpretation of qualitative data is both a critical and creative process, with no fixed rules (Patton, 1990). There are basically five methods of analysing data (Stewart and Stewart, 1981): frequency counts, content analysis, visual focussing, cluster analysis and Principal-components analysis. The first two methods are used in this study since the purpose of this stage of the study is an exploratory one. One more thing that needs to be considered is that the interview was conducted in Mandarin, which means there might be some distortion during the translation process. In order to prevent further compromise of the data, the synthesis process was conducted in Mandarin and only the aggregated results are translated into English.

Fishbein (1963) suggests that when categorising qualitative data, the statements should firstly be grouped into themes, where commonality can be found in the wording. For example, statements such as 'the ride is not long enough', 'it is too short for me to enjoy anything' and 'the ride is less than 5 minutes' were grouped together under one theme 'ride length'. Furthermore, some of the statements that are associated one with another were also grouped together. For example, respondents often associate speed with the level of excitement, such as 'the faster they are, the more excited I feel'. So, when the respondents complain that the 'ride is too slow', it is interpreted as 'not exciting enough'. In this way the 256 statements were reduced into 60 and then further grouped into 36 statements.

Table 5.3: The initial RGM interview result																					
%	Statements	Respondents																			
all	Artificial surrounding: special effect, light, building, models	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
90	Excitement: frightening, scared, speed, height, shaking, danger	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
90	Different from usual or other place, hard to get, unique	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
75	Lots to see, fun vs. boring, Different type of rides,	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
65	Feels like “inside the fantasy”	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
65	Scenery, garden	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
60	Real (human performer, model) vs. fantasy (special effect)	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
60	Story, movie	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Curiosity/new things: changing taste	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Queuing	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Ride length	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Course/route: 360 round, spin	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Sharing fun, friends, scream together	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
55	Explosion	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
45	Pleasant, relax, rest	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
45	Surprise vs. predictable	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
40	Not real enough, surroundings and models	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20

35	Worth the money: Cost of building/scale of the park or ride	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
35	Childish	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
30	Car design/bottomless car	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
30	Thai (does not fit the theme of this theme park)	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
30	Famous	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
25	Watching other visitors	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
20	Skilful performer	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
20	High technology	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
20	Children like it/I will consider my friends' decision	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
20	Uncomfortable, dizzy (negative impact to visitors' perception)	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
20	Costume	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Memories/things we use to play when we are little	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Seat position/side seat	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Freedom	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Time with children and family	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Separate from world (escape need)	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
15	Ease or vent pressure (punching something, shark for example)	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20
5	Special event	01 11	02 12	03 13	04 14	05 15	06 16	07 17	08 18	09 19	10 20

5	Brag, things that can be used to impress my friends	01	02	03	04	05	06	07	08	09	10
		11	12	13	14	15	16	17	18	19	20

Bowler and Warburton (1986) suggest that this type of sorting process is arbitrary because it is a subjective process with potential bias from researcher. However, Patton (1990) suggests that personal experience should not necessarily be eliminated from the process of data analysis, since the researcher may have insights and experiences on the research topic. Most statements elicited by this RGM analysis are consistent with the items used in the questionnaire of the pilot study. For example, the main sources of satisfaction appear to be those associated with the atmosphere of the park, which also showed in the RGM interview where all participants made various comments related to a theme park’s artificial ambience, such as buildings, sharks, dinosaurs, and special effects. Also, 65 percent of the participants commented on the scenery and gardens, which is also an atmospheric attribute.

These statements were categorised by using content analysis to group comments that show commonality. It was expected that these common themes would represent super-ordinal constructs, which subsume sub-ordinal constructs. The super-ordinal construct has been described as core construct, which is important for predicting subsequent behaviour (Landfield and Leitner, 1980).

As mentioned above, most participants made various comments regarding both the artificial and natural surroundings of the theme park. From the content analysis, these can be categorised into two types. The first is those who seek fantasies, which contrast with everyday life. For example, one of participant felt that the buildings and street in the Universal Studio Osaka feels like an 18th century European style. He made a further comment that, instead of having a modern sophisticated building, Janfusun should have

their buildings built in an old Chinese style. The specific words he used to describe this were ‘like the buildings in the Chinese Kung-fu movie (e.g. Crouching Tiger, Hidden Dragon)’.

Another important attribute is the excitement (90% of respondents) that the theme park provides, which mostly refers to rides and maybe shows. There are many feelings that participants believe can lead to excitement, such as height, speed, frightening, scared, shaking, danger, pressure. Also there is a need to note that all the participants who commented on the excitement believe that a portion of excitement is self-inflicted. This means that a part of excitement that they feel is introduced either by themselves or by others around them. The most frequently mentioned example is the ‘screaming behaviour’.

The next attribute is ‘different from usual’ (90%), which suggests importance of the uniqueness of theme park and supports the theme of fantasy. The results of pilot study one suggest that the ‘theme’ is important in attracting visitors. However, the pilot study two shows that the ‘theme’ is not necessary the main motivator. Here, one can argue that the ‘theme’ is only used to differentiate a particular theme park from other places. This attribute is also important in designing rides and shows. Many respondents suggest that they feel Janfusun is only purchasing rides and shows from other countries, which may not fit with Janfusun’s image. For example, 30% of respondents comment on one of the shows that is introduced from Thailand. They believe that it is a Thai traditional show, and it makes more sense to see it in Thailand instead of Janfusun. Furthermore, many respondents have mentioned they can see a circus anywhere but only can see *Terminator 2 3D* or *Back to the Future* in Universal Studios. Without such differences/uniqueness, it can be argued that it becomes difficult to establish a well defined brand upon which a park can

base its marketing.

Respondents have also mentioned other comments, such as ‘lots to see’, ‘lots to do’ and ‘different types of ride’. This confirms the suggestion of some researchers (Pyo, Mihalik and Uysal, 1989) who suggest that motivation is multidimensional. For example, one of the respondents stated that: “even though roller coasters are my all time favourite; I will not want to go to a theme park that is only full with roller coasters”. Furthermore, although most of the respondents (90%) think the theme park rides are mostly about excitement, there are still some (45%) who think that the ride can be relaxing or pleasant. For example, a participant has suggested a cable car to compare with some of the slow rides in Janfusun.

Denzin (1978) suggests that triangulation, which means using more than one research method to examine the same phenomenon, is appropriate in qualitative research. Although there are debates that triangulation only contributes to the breadth and depth, but little to the pursuit of “objective truth”, the development of methodological triangulation has still been introduced to tourism research. Therefore, it was thought important in this research project that the results of pilot studies one and two be compared and contrasted.

Most of the statements assessed as important in pilot study one also appear in pilot study two, such as excitement, queuing time, atmospheric attributes...etc. However, some items that important in pilot study one did not show up the pilot study two. One example is the item “the hygiene of the park” (average importance=5.31), which was the second highest important item. It can be argued that visitors expect the park to be clean, and so although the cleanness is an important issue, it does not motivate nor attract visitors to the park. This is consistent with Foster’s (1999) assertion, which has already been discussed in the end of

chapter two. This is the reason that when this study re-designed the questionnaire for the main thesis, some items were redesignated from push factors (motivation) and pull factors (place attributes) to “convenience” or re-assurance factors, such as parking space, acceptable walking distances, easily accessible toilets, information centre and signs.

The ‘special event’ is one of the top 15 most important items in pilot study one (rank=12, average=5.16), but only one respondent made comments about special events in pilot study two. However, the researcher still felt that this was an important attribute, because most visitors to Janfusun have visited the park more than once and are already familiar with most of the park’s facilities/activities. The respondent stated his motivation to visit the park was likely to increase if the park is hosting a special event.

Consequently, taking these issues, the next stage is to describe and justify the questionnaire, which is undertaken in the next chapter.

Chapter Six - Research Design

This chapter discusses the research design that underpins this study and provides justification for that design. This research was initially designed with the intention to carry out a longitudinal study. The first pilot study then commenced, based on quantitative methods. The sample characteristics and findings have been discussed in chapter four. The first pilot study is a study in its own right, but also tested the feasibility of the questionnaire. The result shows that the questionnaire is generally feasible with few problems, although the goodness of fit of the SEM did not meet the usual criteria required of confirmatory factor analysis (Hair Jr. et al, 1998). Although it can be argued that this occurrence is caused by insufficient sample size (discussed in chapter four), the feasibility of the questionnaire still needed to be re-examined for the next stage of the longitudinal study. The second pilot study using RGM method then commenced in an attempt to triangulate these two pilot studies to gain a better understanding as discussed in chapter five. These results were then used to re-think the research framework and amend the original questionnaire. In short, these two pilot studies are part of, and contribute to the overall research design of this study. Consequently, the questionnaire was modified a little to improve the focus of the research, but not so much as not to permit comparison of data collected in pilot study one and the later collected sample. Also, the results of pilot study two will be taken into account when interpreting the final findings. This chapter will discuss some of the issues already mentioned in chapters four and five as will the epistemology, ontology, methodology, and research method of this study.

Multiple Paradigms

Before commencing the justification of using multiple paradigms in a tourism research project, it is probably a good starting point to discuss the nature of tourism research itself. Tourism, as an activity, involves impacts on the natural, social and cultural environments of a tourist destination. It is also concerned with tourist behaviour such as the satisfaction and loyalty of tourists, which from a marketing perspective helps to establish brand equity. Additionally, tourism is also an economic activity, capable of producing income and employment. Therefore, tourism research is a study that requires a multidisciplinary approach that includes economics, psychology, sociology, marketing, environmental science, anthropology and ethnography.

From the tourism research literature, one can classify research design into three different approaches. The first and the dominating approach in tourism research (Roger & Lisa, 1999), uses quantitative methods which are categorised as a positivist or post-positivist paradigm. The advantage of the quantitative method is that it can be subject to a series of statistical tests, which permit generalisation of degrees of probability and define 'rules' that may apply to other situations. However, quantitative research is concerned mainly about the "fact" but may often neglect the "truth". The "fact" assumes that everything is constant and unchanged. It is argued, however, that the ontology, epistemology and methodology of positivism are insufficient to explain the tourist experience. The second approach involves the use of qualitative research methods such as interviews or focus groups, which are categorised as an interpretive paradigm. Qualitative methods, on the other hand, can produce what the researchers call 'rich description', which allow the researcher to generate an in-depth understanding. However, a contextualisation is specific to a time or place that

limits an ability to generalise. The third approach is generally referred as mixed method, which means combining both quantitative and qualitative research method. Miller (1994) and Henderson (1995) suggest that there are two ways to integrate multiple research methods. The first is called the precursor, which is when the qualitative method initially explores the issues and prepares for the use of subsequent quantitative methods. The second is multi-method, which is when quantitative and qualitative methods are conducted simultaneously. Miller and Crabtree (1994) have categorized four combinations of research design: concurrent, nested, sequential and combination design. The ‘concurrent’ design refers to the usage of both quantitative and qualitative research simultaneously. It is been said that this will introduce additional insights to quantitative findings. The second design, ‘nested’, incorporates both qualitative and quantitative techniques to check the balance of the system to avoid addressing the wrong problem. ‘Sequential’ design is similar to the precursor that is, qualitative research is conducted first to inform the subsequent measurement and evaluation for hypothesis testing. Finally, ‘combination’ designs use a qualitative approach to contextualize and elaborate situation-specific cases. These designs all contain both quantitative and qualitative approaches in different degrees. Different combinations are chosen when dealing with different research issues. Roger and Lisa (1999) suggest that special issues seem to influence the methodological orientation of research and hence identify an increasing numbers of qualitative research projects. The examples they gave are issues focusing on “Gender and Tourism”, “Anthropology and Tourism” and “Tourist Arts”. It is clear that the newly emergent issues require a qualitative approach, but the economically driven industry is still primarily reliant upon quantitative methods. Therefore the attempt to integrate and bridge the gap between the social and individual on the one hand and the economic on the other in tourism research becomes a necessity. Because each paradigm contains both advantages and disadvantages; it becomes clear that

no one paradigm can solve the complexity inherent in the research of tourism to understand the behaviour and motivation of tourists. The use of mixed method helps to overcome the deficiency caused by using one method and adds rigour, breadth, complexity, richness and depth to the research (Flick, 1998). Hence the possibilities to engage multiple paradigms which are able to embrace both qualitative and quantitative methods are increasingly being explored.

Although the use of mixed method has been widely accepted in tourism research, the question of 'which research method is better' still needs to be answered. Ryan (2004) suggests that the criteria of 'better' can be reduced to a series of relativities. Guba and Lincoln (1994) also argued that it should not be which paradigm is superior but rather which is the best means of achieving the research objectives. This means that one approach may be 'better' than the others in a given situation, but may be less suitable for another. The research framework of this study is based on the push/pull theory, and as commented in chapter two, destination image affects push/pull factors in terms of decision-making, experience evaluation and loyalty. This means that the research needs to understand how tourists perceive Janfusun, as a tourist destination, and how the perceived image affects tourists' choice and feelings. Although there are both quantitative (e.g. Gartner & Hunt, 1987) and qualitative research (e.g. Ryan & Cave, 2005) in terms of identifying destination image, it is suggested that the qualitative methodologies are more suitable to measure holistic components of destination image and capturing unique features and auras (Echtner & Ritchie, 1993). Also, qualitative approach allows the researcher to understand how tourists define the nature of service encounters (McIntosh, 1998). This implies that the destination image part of research is grounded in the interpretive social science paradigm (also known as the constructivist paradigm), which is inductive in nature and based on

textual representations of the phenomenon (Jennings, 2001). Interestingly enough though, Pike (2000) in a review of 142 studies of destination image shows how overwhelmingly the majority are premised on a quantitative method of research.

In this study, the research subject is a theme park that is strongly commercial in nature and the appropriateness of adopting a quantitative research method emerged in discussion with park management. The main study is based on this approach implying a positivistic or at least post-positivistic paradigm. This approach allows the researcher to perform various statistical analyses. The research then needs to consider the issue of mixing different ontological and epistemological views that are contradictory to each other (Jennings, 2001). Researchers (Greene, et. al., 1989; Punch, 1998) suggest that a use of qualitative and quantitative methods does not necessarily need the application of ‘equal weights’ applied. Additionally, the mixed method can be conducted in an integrated or separate manner, and they can be used in a sequential manner or not. The main purpose of this study is to understand tourist behaviour of Janfusun and the factors that affects these behaviours. This implies that the research is about finding the causal relationship of ‘what contributes to visitor satisfaction’ and ‘what causes a client to revisit’. The main focus of this study then focuses on the quantitative research method with a qualitative research method as a supportive role given that the primary objective of the research is to generate generalisations, tested statistically, to generate insights thought useful by the park management.

Research Framework

Hence, this study is motivated by the desire to understand the tourist behaviour in pre,

during and post-visit stages. The questionnaire and research design of the pilot study were generally successful in eliciting data thought useful. Additionally, the main study is intended to be a longitudinal study, which means significant change in the questionnaire or research design will inhibit this intention. Therefore, the research design of the final stage of the PhD study is a modification of the first pilot study given that the results of that study were generally useful.

Research Objective

As mentioned in chapter two, tourists are pushed by generic motives to seek tourism destinations and are pulled by site specific attributes to choose a destination. Additionally, there are certain moderating factors that may prohibit potential visitors from making the trip, such as time, price and social constraints such as the need to consider the wishes of significant others like partners and children. All these factors (push, pull and moderating) help tourists form their image of a place and make their destination choice, which images are subsequently used to evaluate their experience. The research objectives are then the following:

1. Understand the process of destination choice decision-making with reference to a specific theme park.
2. Understand how visitors evaluate experience in theme park.
3. Understand what causes satisfaction and loyalty with reference to that theme park.

Hypothesis

Based on the above objective and the research framework below, this research then suggest the following propositions:

H1. Past travel behaviours predict motives and the demand for theme park attributes.

To test for the hypothesis H1, the research questionnaire indicates a section with questions that aims to record respondents travelling behaviours, such as numbers of total visits, numbers of visits made in the past 12 month, accompanying children of different age groups, staying overnight away from home when visiting the park, and accommodation choice. These questions can be tested against the motivational and site-specific feature items by techniques such as, independent sample t-test and ANOVA. The result should be able to provide evidence for H1, which is whether past visitation behaviour can help to understand ‘why’ (motivation/push) respondents visit and ‘what’ (feature/pull) they need when they visit.

H2. Socio-demographic variables predict motivation and the demand for theme park attributes.

To examine this part of hypothesis is quite similar to H1, which is testing socio-demographic variables against motivational and site-specific feature items with either independent sample t-test or ANOVA. The questions included in the socio-demographic section include age, gender, marital status, monthly salary, education level and residential area. The result should be able to provide evidence for H2, which is whether socio-demographic variables can be use to predict respondents motivation and feature needs.

H3. Theme park attributes satisfy specific generic motives of a need to relax and escape everyday life.

The 2nd and 3rd parts of questionnaire consist of questions that rely on a Likert type scale. The 2nd part of the questions were designed to understand respondents’ motives

for visiting the park where 19 questions were proposed developed from the 5 pre-formulated dimensions: (1) social, (2), escape/relaxation, (3) curiosity/intellectual, (4) need for difference, and (5) challenge. On the other hand, the 3rd part of the questionnaire is designed to measure respondents' need for a theme park's features which includes 29 questions developed from the 4 pre-formulated dimensions: (1) qualities of rides, (2). good value for money (qualities vs. price), (3) overall layout design (atmosphere), and (4) special features. These two parts of questionnaire permit various analyses to be run, which will be mentioned in the specific chapters. Overall, these two parts allow one to understand the relationship between motivations (pull) and features (push).

H4. Convenience factors and how visitors evaluate experience.

The 4th part of the questionnaire consists of questions that are viewed as convenience factors, such as walking distance and ancillary facilities. The 5th part of questionnaire is consisting of questions that are related to satisfaction and loyalty behaviour. When one tests the 4th part against the 5th part, it helps to understand how convenience factors affect respondents' experience of the park.

H5. Both specific park attributes and generic motives affect how visitors evaluate experience.

As mentioned above, the 5th part of the questionnaire comprises questions that are related to satisfaction and loyalty behaviour, which when tested against the 2nd and 3rd parts can help understand how motivations and features determine respondents' experience of the park.

H6. Positive experience causes satisfaction and loyalty.

The questions in the 5th part of questionnaire contain both satisfaction with visiting experience and loyalty behaviour items. These items can be tested one with another to see whether strong correlation existed between them.

Figure 6.1 provide a diagram that shows the proposed relationships. Push factors provide a desire for a holiday or visit to the theme park. Pull factors play a role in decisions to visit the park, allied with past experiences. The current experience is determined by evaluations of the park's ability to meet 'push' and 'pull' motives moderated through the convenience factors.

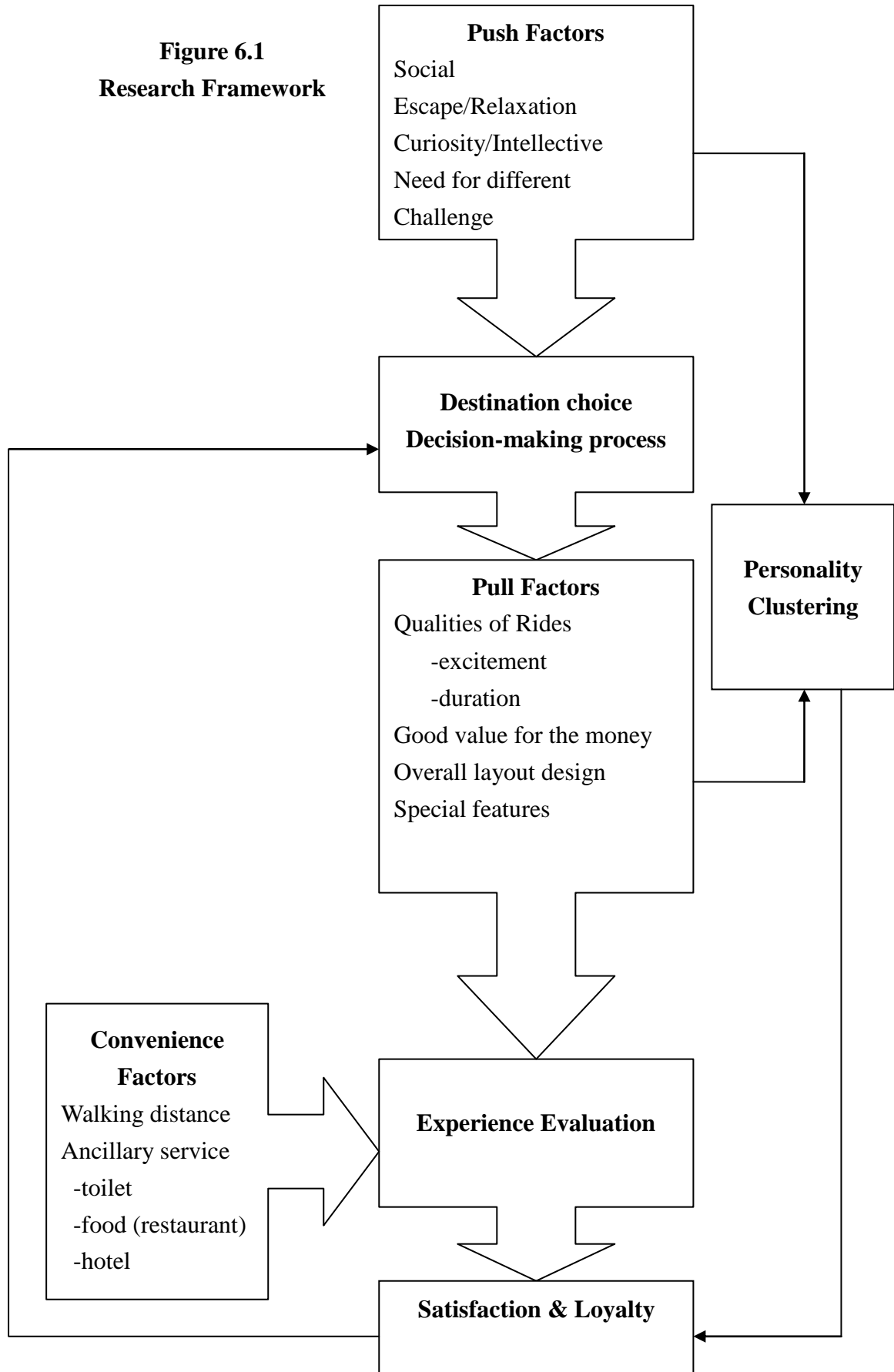
Questionnaire Design

The questionnaire for this research is similar to the one used in pilot study one, which consisted of four major parts: (1) visit information; (2) evaluative information; (3) loyalty; and (4) socio-demographic variables. Some of the items are moved, but mostly remain unchanged. The items that were moved will be discussed in the following section 'modification of questionnaire' with reasons provided for these changes.

Visit Information

The first part "visit information" is designed to collect information about visitors' trip related behaviour. The first question is to find how many times respondents visit the park and how often. The reason for collecting this information is because the literature review shows that visitors' past experiences can affect customer value, assessments of service quality and re-visit intentions. The second question is whether visitors accompany children of different age groups. The reason for collecting this information is that children of different ages behave differently and might affect the experience of the person who

Figure 6.1
Research Framework



accompanies them. Together these questions create categorisations that can be tested for importance by tests of variance. The third and fourth questions are about the length of trip and accommodation choice of visitors. This research is particularly interested in respondents who stay in the Janfusun Prince Hotel and those chose other accommodation. Again, this permits the use of ANOVA in assessing the significance of these factors.

Evaluative Information

The second part of questionnaire is divided into two sections: (1) motivation for visiting the theme park, and (2) features of the theme park. The first section seeks to elicit information to understand the main reasons why respondent to visit the theme park and how they think the theme park can meet their motives for a visit. This section of the questionnaire can also be used for segmenting visitors by psychographic variables. The second section is designed to understand the importance of the features and how they satisfy visitor needs. This part of the questionnaire also included one question to assess visitors' overall satisfaction with past experience. The reason for this question will be discussed below.

Loyalty

This part of the questionnaire included items referring to repeat visitation and spending patterns of the visitors. The loyalty questions included queuing for the same ride more than once, repeat visit intentions, willingness to pay more, recommendations to other people and satisfaction with this visit. The question "satisfaction with this visit" is similar to that question in the previous section except this question seeks to assess the level of satisfaction with this current visit. The reason for separating these two questions is to give respondents time to think while providing a means to tease out differences, if any.

Socio-Demographic Variables

This part of the questionnaire is designed to collect basic information about respondents and can be used to analyse whether demographic variables affect visitor behaviours.

Furthermore, these questions can also be used to understand the sample and to verify if they are consistent with the data possessed by the managers of Janfusun Fancyworld, thereby testing the degree to which the sample is thought representative of visitors to the park.

Modification of Questionnaire

As mentioned above, the questionnaire was modified slightly according to the result of pilot studies one and two. This section briefly states these changes and provides reason that justifies the modification.

1. Moderating Factor

From the importance-evaluation analysis, it was seen that some items such as price are relatively unimportant and so the relatively low assessment of price appropriateness did not cause significant dissatisfaction. These items were moved to the classification of moderating factors, which are still considered as part of pull factor that affects destination choice decision-making but which have secondary or modifying roles. Take price as example, respondents at the theme park have already make the trip, which implies that they already accept or tolerate the price levied.

Although price does not act as pull factor, it is not a deterrent and indicates tourists' perceived quality. In short, price is still one of the factors that determine how visitors evaluate their service encounter in that it acts as a measure of value; especially in the case of repeat visitation.

2. Convenience Factor

Foster (1999) suggest that some destination attributes, while considered important by the tourists, rarely act as an incentive to choose a specific destination, but the absence of these attributes can be a powerful deterrent. One example that can be seen in pilot study one is the item “the hygiene of the park” (average importance=5.31), which was the second highest important item. It can be argued that visitors expect the park to be clean, and so although the cleanness is an important issue, it does not motivate nor attract visitors to the park. Therefore, when this study re-designed the questionnaire for the main thesis, some items were moved from push factors (motivation) and pull factors (place attributes) to “convenience” or “re-assurance” factors, such as unique meal, parking space, acceptable walking distances, easily accessible toilets, information centre and signs.

Sampling Method

In total this research involved three surveys: (1) quantitative pilot study one, (2) qualitative pilot study two with RGM, and (3) the survey for the main PhD study with a modified questionnaire. This section will discuss the sampling methods used in each survey.

Sampling Method for the Pilot Study One

Data were collected in the Taiwanese summer months of June to August 2004 using a convenient sampling method. One reason for using this method is that visitors may be reluctant to participate in the survey and the researcher needs an adequate sample size to permit various statistical analyses. This sampling method may result in an inability to represent the actual research population. Also, Jennings (2001) argues that convenient sampling method lacks the ability to reflect other time periods and the choice of study units

may be of same socio-demographic characteristic (e.g. age, gender...etc) as the researcher because they are the people the researcher feels most comfortable approaching. Therefore, the socio-demographic characteristics of the sample were compared with the theme park management's data of the actual population of park visitors. The Director of the theme park (Mr M-T Wu, a director of Janfusun Fancyworld) confirmed that the data were consistent with that held by the Park.

Another issue mentioned in Jennings' (2001) book is that convenience sampling limit the real focus of study. Take Janfusun for example, this theme park provides various activities and attractions that can satisfy the needs of different age groups. If the responses were collected at a single spot, say a garden area, it can be argued that this data will not be able to represent other potential respondents such as ride-seekers. In order to overcome this issue, a neutral site, 'path near the entrance', was chosen for data collection. However, convenience sampling is still suggested as the least desirable method because it is not purposeful (Patton, 1990). On the other hand, the success of the quantitative research method mainly relies on the large quantity of responses, which theoretically is able to neutralise or at least minimise the sampling problem. Given the time and resources limitation, convenience sampling is a relatively viable option for the pilot study one. As indicated in this study, if the characteristics of a given population are known, it becomes possible to compare a convenience sample with those characteristics. If differences evaluate, two possible responses are to (a) use a weighting procedure to cater for under –or over- representation or (b) if time permits, collect data only from those respondents who have been initially under-represented in the pilot sample. If this is done under conditions that remain relatively constant this may correct any overt biases that may have existed.

Sampling Method for the Pilot Study Two

To rehearse the previous description simply for the sake of comprehensiveness (the sampling method for the pilot study two was described in chapter five), it is that achieving redundancy is more important than large sample size (Bowler and Warburton's, 1986; Frost & Braine, 1967; Young, 1995). The main focus of these studies is Janfusun Fancyworld, but Universal Studio was introduced in RGM interviews to encourage respondents to discuss the differences between these two theme parks. In order for the respondents to discuss their perception of these two theme parks, respondents needed to have experienced both parks, which increased the difficulty of identifying qualified respondents. Therefore, this study first selected participants who were either friends or relatives of the researcher and who had visited both parks. This mode of sampling is also a convenience sampling, which possesses the same disadvantage as mentioned above. However, there are a few advantages: (1) participants will be more willing to discuss their feelings with the researcher without any need for relationship building, (2) the researcher has a better understanding of these respondents, thus reducing the possibility of misinterpretation, and (3) most of these initial respondents had visited both theme parks with the research, which means shared experiences between the researcher and the research subjects. The second phase of sampling is called 'snowball sampling' where the researcher asked the initial respondents to provide more potential respondents who had also visited both parks. While this sampling method cannot replicate the actual research population, efforts were made to include participants of different age groups and residential areas to obtain a heterogeneous sample not biased to any one age group or gender. As previously described, the concept is based on Kelly's (1950) personal construct theory that implies shared sensitivities and understandings (Ryan, 2004).

Sampling Method for the Main Study

The main study is also a quantitative based research, similar to pilot study one. The researcher conducted the survey approximately around the same months (June to August) as pilot study one albeit two years later. Although systemic sampling still remained difficult, some form of systematic consideration was implemented in the sampling. Two components were used as described below:

1. Every third person:

This technique is a simple form of systematic sampling method where the researcher surveys every third person that he/she encounters. There are few issues that need to be addressed. Firstly, if the third person refuses to participate, does the researcher interview the next person or maintain the 'every third person' rule. This study chooses the latter option. Secondly, this research viewed a group as an individual, which means that a group is counted as one person. This raises another question: 'who to interview if it is a group'? In order to answer this question, it is required to consider the nature of group. From the pilot study one, one can establish that there are two types of group: (1) family and (2) friends. The family involves visitors of different age and the friends involve visitors of different gender. Consequently groups were initially asked to nominate a respondent. After 200 respondents were collected the data were examined for any apparent bias in socio-demographics. None was found and thus data collection continued as before.

2. Different day:

In the first week of survey, data were collected on Monday, Wednesday, Friday and Sunday. In the second week of survey, the data collection days were Tuesday, Thursday and Saturday. Subsequent weeks then repeated this pattern.

Chapter Seven - Sample Characteristics

The purpose of this chapter is to briefly describe the characteristics of the sample collected approximately between June to August 2007. The data were again collected in Janfusun Fancyworld. As mentioned in chapter six, some form of systemic consideration was implemented in the sampling method. The first technique is that researcher surveys every third person that he/she encounters. The second technique is that the survey were commenced every Monday, Wednesday, Friday and Sunday in the first week of survey; every Tuesday, Thursday and Saturday in the second week. Subsequent weeks then repeated this pattern. The survey usually took place after 1:00 pm, because then the respondents have already spent some time in the park. The survey has collected a total of 507 responses.

Visiting Behaviour

This section involves describing the visiting behaviour of the sample, which includes visiting patterns, visiting groups and visiting length.

Visiting Patterns

Table 7-1 is a crosstabulation of the respondents' total visits and the visit(s) they made within 12 the prior month. The result shows that most respondents had visited Janfusun more than once. One 'oddity' is that 13 respondents reported only visiting Janfusun once, but then also indicates they had made 2 visits within the previous 12 months. This contradiction may have occurred because respondents misinterpreted the question or simply gave a wrong answer. Of the respondents 243 (48%) only visited Janfusun once

within 12 months. A further 18.1% of the respondents reported visiting Janfusun twice within 12 months and no respondent visit more than three times in that period. A total of 172 respondents had not visited Janfusun within the previous 12 months. The results in table 7-1 enable one to conclude that no respondents visited Janfusun more than three times within a 12 month period. Equally, however, for periods over 12 months, the level of repeat visitation was high, with 304 respondents having visited 3 or more times, i.e. approximately 60% of the sample. This implies high levels of past satisfaction and confirms Janfusun’s status as the number one theme park in Taiwan.

Table 7-1: Total visit and Visit within 12 month				
	Visit within 12 month			
Total visit	none	Once	Twice	Total
1	56	0	13	69
2	73	61	0	134
3	43	52	0	95
4	0	80	32	112
5	0	43	39	82
6	0	7	8	15
Total	172	243	92	507

Visiting Groups

Table 7-2 shows whether the respondents bring children with them to the theme park. The questionnaire has divided children into two age groups, which are (1) 11 years old or less and (2) 12-16 years old. This is because the behaviours of children less than or equal to 11 years old are thought to be different from those between the ages of 12-16 years old.

Whilst recognising that the distinction is arbitrary past literature indicates that the presence of children does impact on visitor behaviour, and the presence of very young children does require more parental care. The result shows that the majority of respondents (361) did not bring children with them. One reason is that many visitors are themselves relatively young

and probably did not have children of their own, but may, on the other hand, have been accompanied by younger siblings. Of the sample, 68 respondents were accompanied by children between ages of 12-16 years old and 77 respondents were with children age 11 years or less. Only one respondent was accompanied by children of both age groups. However, for further analysis the groups, accompanied by no children, accompanied by children less than 12 years , and accompanied by young teens, are sufficiently large to permit statistical analysis.

Table 7-2: Children 11 vs. 12-16 Crosstabulation			
	12-16 years old children		
11 years old	No	Yes	Total
No	361	68	429
Yes	77	1	78
Total	438	69	507
	Value	df	Sig.
Chi-Square	11.915	1	.00
Note: One cell has less than 5 respondents, thereby over-stating the value of X^2			

Duration of Stay

Table 7-3 indicates whether the respondents spent a night away from home when they visiting to Janfusun. It was found that 166 respondents, stayed overnight away from home. One reason is that most respondents are from nearby towns/cities and are engaged in a day trip activity. Further examination shows that 66 respondents stay one day away from home, 30 respondents stay 2 days, 15 respondents stay 3 days and only 4 respondents stay 4 days. Although some respondents stay more than 2 days away from home, it does not necessarily mean that they spend all these times in Janfusun. The main travelling purpose of some of the respondents is visiting friends or relatives (VFR). These VFR respondents, albeit

staying more than 2 days away from home, may only visit Janfusun for one day or one evening. Table 7-4 shows that only 18 respondents stay in Janfusun’s Prince Hotel and 69 are VFRs.

Table 7-3: Overnight away from home			Table 7-4: Overnight how many day		
	Frequency	Percent		Frequency	Percent
yes	16	32.	hostel	1	3.
no	34	67.	1-3 star hotel	3	6.
How many days			4 star hotel	4	8.
No	39	77.	5 star hotel	3	6.
1 day	6	13.	VFR	6	13.
2 days	3	5.	Prince hotel	1	3.
3 days	1	3.	go home	29	58.
4 days	0	0.			

Socio-demographic Variables

Socio-demographic data were collected with reference to gender, age, material status, personal monthly salary, education level and residential area.

Gender and Age

The sample consists of 300 female respondents and 207 male respondents, and the ratio of male vs. female respondents is similar to the sample collected in 2005. There are 108 respondents between the age of 11-16, though very few respondents are under the age of 14, partly because of the difficulty of getting children to participate in the survey. There are 237 (46.7 %, nearly half) respondents between the age of 17-30 years, 112 respondents between the age of 31-40 years and only 50 respondents are 41 years old or more. Some effort was devoted to maintaining the ratio of age groups and gender to match the sample collected in 2005 because the Director of the theme park (Mr M-T Wu) confirmed that

these socio-demographic variables are representative of the actual research population (visitors of Janfusun). Keeping the gender ratio was relatively easy because most visitors are travelling in groups of mixed genders.

Table 7-5: Age and Gender Crosstabulation						
	Age					
Gender	11~16	17~30	31~40	41 or above	Total / %	
Male	28	87	61	31	207	40.8
Female	80	150	51	19	300	59.2
Total / %	108	21.3	237	46.7	112	22.1
				50	9.9	507
	Value		df		Sig.	
Chi-Square	29.490		3		.00	

Social Status

Table 7-6 shows 268 respondents (52.9%) are not married and 224 respondents (44.2%) were. Only 8 respondents report 'other' for marital status and 7 respondents failed to answer this question. Again, thus the 2007 sample is comparable to that of 2005 in that unmarried respondents outnumbered the married in both studies.

Table 7-6: Marital status		
	Frequency	Percent
Married	224	44.2
not Married	268	52.9
other	8	1.6
Missing	7	1.4

Table 7-7 shows 184 respondents earn NT\$ 20,000 or less a month, which is due to a large part to the youth of respondents. There are 189 respondents who earn a monthly salary of NT\$ 20,001-40,000 where 116 of these respondents are between the ages of 17 to 30 years. There are 100 respondents who earn a monthly salary of NT\$ 40,001-60,000 and 52 of

them are between the ages of 31 to 40 years. Generally the result shows that older respondents tend to earn more.

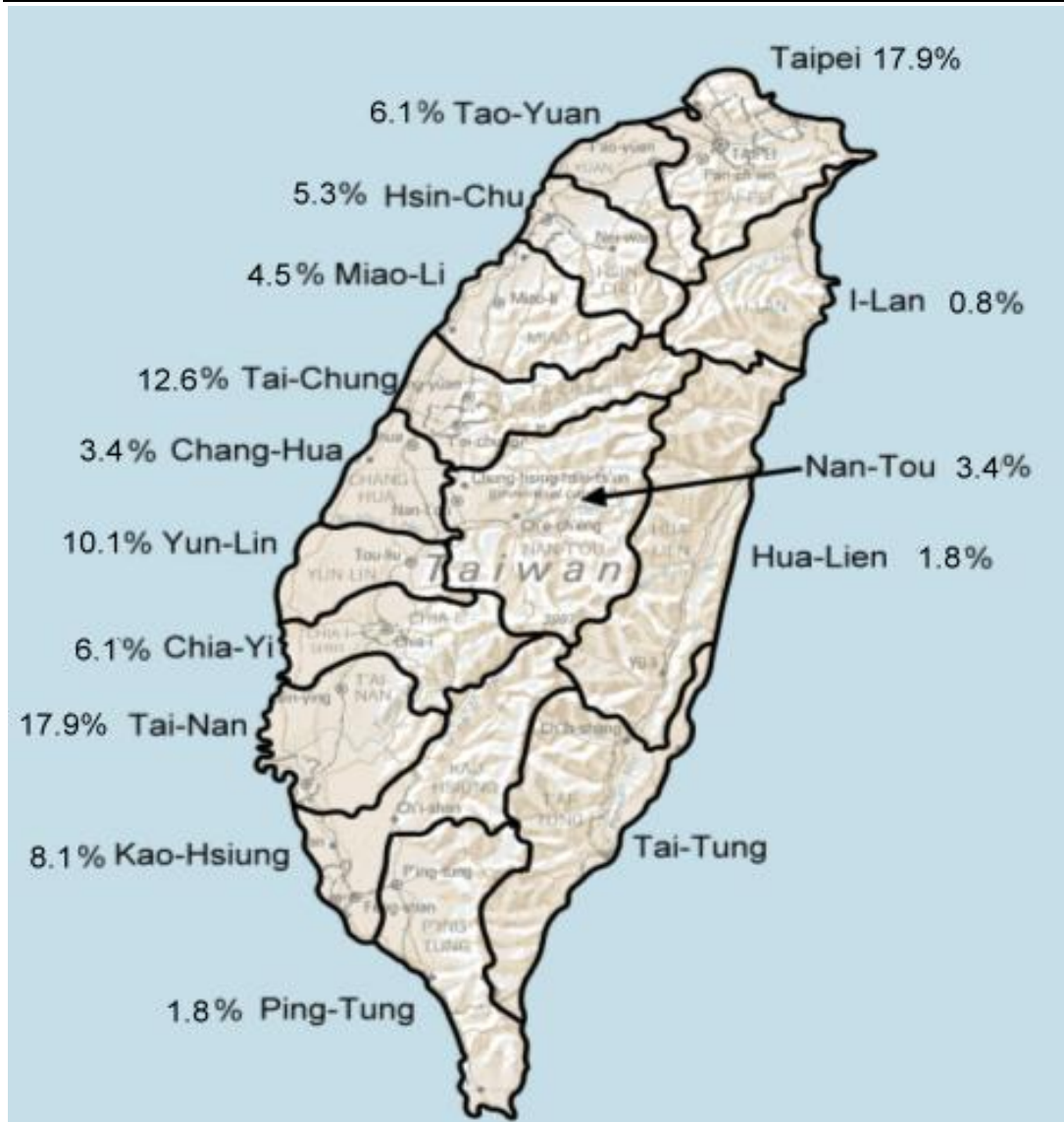
7-7: Age vs. Personal monthly salary Crosstabulation					
	Personal monthly salary (NT\$)				
Age	20,000 or less	20,001~40,000	40,001~60,000	60,001 or above	Total
11~16	94	8	2	0	104
17~30	74	116	32	14	236
31~40	14	40	52	6	112
41 up	2	25	14	3	44
Total	184	189	100	23	496

Table 7-8 shows that there are 104 respondents who have, as their main educational attainment, school leaving qualifications, 238 respondents who have skill/professional qualifications, 119 have university degrees and 35 have postgraduate qualifications. It was found that generally respondents who have higher education levels earn more monthly salary.

7-8: What is your education level vs. salary Crosstabulation					
	Monthly Salary (NT\$)				
Education level	20,000 or less	20,001~40,000	40,001~60,000	60,001 up	Total
School leaving qualification	96	5	3	0	104
Skill/professional qualification	79	113	41	5	238
University degree	9	66	37	7	119
Postgraduate qualification	0	5	19	11	35
Total	184	189	100	23	496

Residential area

Figure 7-1: Residential Area of the Sample



The question to identify usual residential area was open-ended and resulted in a variety of answers. Repeating the process adopted in the earlier survey the answers were categorized into 17 areas as illustrated in figure 7-1. The 2007 survey collected a total of 507 responses where most respondents come from Taipei (17.9%), Tai-Nan (17.9%) and Tai-Chung (12.6%). There are very few who come from the east side of Taiwan, which includes I-Lan (0.8%), Hua-Lien (1.8%) and no respondents are from Tai-Tung. There are also a

considerable number of respondents who come from nearby vicinities that include Yun-Lin (10.1%) and Chia-Yi (6.1%).

Figure 7-1 shows that most respondents live in the west of Taiwan. The population distribution of the research sample was then again compared to the actual population distribution of Taiwan and the “penetration index” of the market is then calculated with the following equation:

$$\text{Index} = \frac{\text{Share of Sample}}{\text{Share of Taiwan's Population}} \times 100$$

Table 7-9 indicates that Yun-Lin has the highest index value (312.69) and Tai-Nan has second highest (218.56). Taipei (Taipei city, county and Keelung) has the largest population in Taiwan. Therefore, although 91 respondents come from Taipei, its index value only is 60.41. This suggests that Janfusun Fancyworld is more popular in nearby towns or cities, which also explain why so many respondents are visiting on one-day bases (see table 7-3 for detail). Large cities like Taipei and Kao-Hsiung have more population to offer, which means they are strong potential markets which are not currently fully tapped.

The result of the 2007 survey is quite similar with that of 2005 with the following exceptions: (1) Kao-Hsiung’s penetration index rises by approximately 11, (2) Hsin-Chu’s penetration index rises by approximately 28, (3) Yun-Lin’s penetration index rises by approximately 58, and (4) the penetration index of the western cities all suffers a reduction. This reduction does raise a number of potential issues. It may mean that local residents within the day-trip are becoming habituated to the theme park and it is losing the appeal of novelty, implying a need for continued further investment in attractions or perhaps a

need to diversify. Other reasons may have to do with changing economic conditions or a change in the competition. To an extent this analysis lay beyond the focus of this thesis, but the finding may require consideration by the park management.

Table 7-9: Penetration Index					
	Population	%	Sample	Sample %	Index
Taipei	6732241	29.63	91	17.9	60.41
Kao-Hsiung	2751702	12.11	41	8.1	66.89
Tai-Chung	2557299	11.25	64	12.6	112.00
Tao-Yuan	1865923	8.21	31	6.1	74.30
Tai-Nan	1861669	8.19	91	17.9	218.56
Chang-Hua	1315471	5.79	17	3.4	58.72
Ping-Tung	898480	3.95	9	1.8	45.57
Hsin-Chu	861093	3.79	27	5.3	139.84
Chia-Yi	828608	3.65	31	6.1	167.12
Yun-Lin	734584	3.23	51	10.1	312.69
Miao-Li	559509	2.46	23	4.5	182.93
Nan-Tou	537554	2.37	17	3.4	143.46
I-Lan	461695	2.03	4	0.8	39.41
Hua-Lien	348078	1.53	9	1.8	117.65
Tai-Tung	239432	1.05	0	0	0.00
Island	169221	0.74	0	0	0.00
Total	22722559	100	507	100	

Chapter Eight - 2007 Survey Analysis

This chapter reports the descriptive statistics relating to the importance and evaluation scales, the impact of visit motivation variables on those scales, and the differences derived from socio-demographic variables. The tests are those of mean scores and measures of description and tests of difference such as t-tests and analysis of variance (ANOVA).

Descriptive

This section generally reports the mean scores for both motivations (push) and site-specific features (pull) of the respondents. Other related analyses, such as pair-sample t-test, importance performance analysis (IPA) are also commenced in this section.

Motivation: Importance vs. Satisfaction

Table 8-1 reports the mean scores of both the importance of and satisfaction derived from a visit to Janfusun Fancyworld. The items are sorted in descending order according to the mean scores of the importance. There are 4 items that have importance mean scores over 5, which are 'Time with family' (5.35), 'Time with friends' (5.17), 'Enjoy period of fun' (5.15), and 'To have the fun of having a ride' (5.04). The top two items suggest that most visitors view Janfusun as a place for socialising and bonding with friends or families. The result from the previous chapter shows that there are considerable amount of VFR (Table 7-4), implying some consistency in these results.

The 4th highest importance item is 'To have the fun of having a ride' (5.04), is obviously a ride related items. The importance score of this item is much higher than the other ride related item. The second highest ride related item ranked 10th, which is 'try new ride'

(4.85). The third highest ride related item ranked 13th, which is ‘To have the challenge of thrill ride’ (4.75). This suggests that ‘fun’ is a much more important quality than ‘new’ and ‘thrill’. This statement can also be confirmed by viewing the 18th and 19th items, which are both ‘thrill’ related items. This finding is quite contrary to the common belief that the theme park is all about the ‘excitement’ of rides. In fact, these results initiate a discussion of the distinct ‘pull’ force that theme parks possess compared to other adventure types of destinations. In the case of Janfusun Fancyworld, the visitors’ image of a theme park is of a fun place where they can enjoy a ‘good time’ while socialising with friends, relatives and families. Although most people think that a theme park cannot be separated from the ‘white-knuckle’ rides, its ‘thrill’ quality is not seemingly the most important motivation. This explains why other types of adventurous destinations, such as rock climbing, cannot be substitutes for the theme park, or, for that matter, why a theme park is not a substitute for more ‘active’ adventure pursuits.

All 19 of the importance items have mean scores above 4.52 (above the mid-point of the scale), which suggests that these items are all important motivations for respondents to come to Janfusun Fancyworld. This is not surprising because the questionnaire is based on a careful literature review of theme park motivation related articles and had already been successfully used in the 2005 survey. Therefore, it is important to look at the relative importance, which will be discussed later in the IPA test.

All 19 items also score means above the mid-point of the satisfaction scale, which suggests that respondents are generally satisfied that Janfusun Fancyworld meets their needs. The item that scored the highest mean of satisfaction is ‘Enjoy seeing others having fun’ (5.10), which ranks 6th for importance. This shows that respondents enjoy seeing other visitors

Table 8-1: Importance vs. Satisfaction of Motivation					
		Importance		Satisfaction	
Items		Mean	Std. D	Mean	Std. D
01	Time with family	5.35	1.07	4.97	1.17
02	Time with friends	5.17	1.15	4.92	1.23
03	Enjoy period of fun	5.15	1.07	4.85	1.22
04	To have the fun of having a ride	5.04	1.21	4.89	1.35
05	Ease pressure from work or study	4.98	1.34	4.72	1.30
06	Enjoy seeing others having fun	4.96	1.26	5.10	1.47
07	To see the live band	4.94	1.20	4.73	1.34
08	Important of Accompany someone	4.87	1.06	4.56	1.22
09	To have a holiday	4.87	1.30	4.65	1.24
10	Try new ride	4.85	1.30	4.71	1.26
11	To do something different	4.77	1.32	4.71	1.26
12	Get away from everyday life	4.75	1.37	4.70	1.33
13	To have the challenge of thrill ride	4.75	1.30	4.55	1.30
14	Stay in luxurious hotel	4.70	1.46	4.59	1.44
15	To see the show	4.70	1.17	4.77	1.18
16	Attend theme park special event	4.68	1.40	4.66	1.38
17	To find out about this theme park	4.66	1.33	4.62	1.37
18	Overcome anxieties of height & speed	4.62	1.34	4.72	1.23
19	To test my sense of adventure	4.52	1.38	4.66	1.25

including family and friends having fun. Further ANOVA tests show that older respondents tend to score higher means for this item, which potentially suggests that older respondents like to see their children having fun. Consequently independent sample t-tests are also run to analyse whether having children affects the satisfaction of this item. The results show that having 12-16 years old does not have a significant affect on the item for ‘enjoy seeing others have fun’. Having children of 11 years old or younger, on the other hand, does show significance (Table 8-2). The result shows that the respondents having children of 11 years old or younger are more likely to be satisfied with this item. This is not surprising since younger children require more attention from adults, and then possess a greater influence

over the adult's satisfaction with their visit.

Table 8-2: Having children and satisfaction of motivation						
	11 years old	N	Mean	Std. Deviation	t	Sig.
To enjoy seeing others having fun	no	429	5.03	1.47371	-3.55	.001
	yes	78	5.64	1.37675		

The 2nd and 3rd highest scores are to spend time with 'family' (4.97) and 'friends' (4.92), which rank 1st and 2nd for importance. The item 'to have the fun of having a ride' (4.89) and 'enjoy period of fun' (4.85) rank 4th and 5th respectively for satisfaction (these items ranked 4th and 3rd respectively for importance). Albeit satisfaction scores are generally lower than the importance scores, this still suggests that Janfusun Fancyworld basically meets the needs of their visitors. The item that scores the lowest satisfaction is 'to have the challenge of thrill ride', which ranked 13th on importance. This also suggests that the rides of Janfusun Fancyworld possess more 'fun' but less 'thrill' qualities.

Site Specific Features: Importance vs. Satisfaction

Table 8-3 reports the mean scores for both importance and satisfaction items relating to the features of Janfusun Fancyworld. The items are sorted in descending order according to the mean importance scores. The 'safety of the ride' (5.41) is still considered as the most important feature, as it was in the 2005 survey. The 2nd highest important item is 'the park has variety of rides' (5.39). On the other hand, the item 'the park has white knuckle rides' ranked 16th (4.87). This result helps confirm the notion that the motive to have 'fun' is more important than 'thrill' items. Nonetheless three of the top 5 items are ride related, which requires more consideration since ride related items rated relatively lowly in the motivation analysis. One possible explanation is that visitors are not motivated by the 'excitement' of rides but do expect to see a wide variety of rides as the rides contribute to a

‘fun creation’ through a socialisation process of a shared experience of taking the rides. As mentioned in the literature review, it can also be argued that the difference between the modern and traditional theme park is that the former incorporated the concept of ‘exciting’ rides by using the latest technology. These features in park advertising and it is easy to understand why visitors attribute importance to these ride related features. A picture begins to emerge whereby a socialisation (push) motive for time with friends and family is ‘pulled’ by the thought of shared ride experiences that contributes to a sense of shared fun, which in itself enhances the ‘value’ of the fun.

Another aspect is that only two price related features are located in the top 10 items, ‘the price for souvenirs’ (m=5.10, ranked 6th) and ‘price of light refreshments’ (m=5.07, ranked 8th). ‘The quality of souvenirs’ is ranked 13th, which implies a greater possible concern over price. All other souvenir related items (ranked 27th and 28th) rank relatively low. On the other hand, the importance for ‘quality of hotel accommodation’ (m=5.05, ranked 9th) is much higher than ‘price of hotel accommodation’ (m=4.75, ranked 24th).

The item that scores the lowest importance is ‘there are live performances’ (3.85), which is the only item below the mid-point of the scale (4). All other 28 items score a mean importance above the mid-point of the scale 4, which suggests that all features at least possess moderate importance.

The item that scores the highest mean satisfaction is ‘the park has a variety of rides’ (5.40) which rank 2nd in importance. The second highest is the item ‘the ride has many peripheral qualities’ (5.11), which ranks 11th in importance. These two items are both ride related and are the only two items that score means above 5.

Table 8-3: Features Importance vs. Satisfaction					
Items		Importance		Satisfaction	
		Mean	Std. D	Mean	Std. D
01	The Park has safe rides	5.41	1.24	4.85	1.31
02	The Park has variety of rides	5.39	1.37	5.40	1.40
03	The entertainers.	5.16	1.33	4.97	1.30
04	The standard of special event.	5.14	1.46	4.90	1.37
05	Uniqueness of ride	5.13	1.16	4.65	1.59
06	The price of souvenirs.	5.10	1.35	4.51	1.40
07	The standard of the shows.	5.10	1.33	4.98	1.29
08	The prices of light refreshments.	5.07	1.39	4.48	1.47
09	The quality of the hotel	5.05	1.45	4.87	1.25
10	Queuing for rides of less than 10 min.	5.02	1.38	4.55	1.33
11	The ride has many peripheral qualities	5.01	1.29	5.11	1.31
12	The entry price.	5.01	1.48	4.12	1.58
13	The quality of souvenirs	5.00	1.35	4.77	1.29
14	The levels of hygiene.	4.98	1.49	4.67	1.50
15	The price of car parking.	4.92	1.42	4.56	1.33
16	The Park has 'White knuckle' rides	4.87	1.47	4.62	1.41
17	The quality of indoor decoration.	4.87	1.40	4.67	1.40
18	The prices of shows.	4.85	1.35	4.30	1.43
19	The natural scenery.	4.83	1.32	4.56	1.43
20	The manmade ambience.	4.83	1.45	4.64	1.52
21	Appropriate scale of crowding	4.81	1.50	4.56	1.52
22	Rides have appropriate time/length	4.80	1.35	4.79	1.25
23	Children's facility	4.76	1.44	4.86	1.36
24	The price of hotel accommodation.	4.75	1.49	4.18	1.58
25	The quality of night lighting show	4.62	1.47	4.65	1.52
26	The overall atmosphere of the Park	4.62	1.46	4.59	1.53
27	Souvenirs of memorable experiences	4.51	1.57	4.79	1.37
28	The souvenir clothing (e.g. t-shirts)	4.25	1.49	4.32	1.56
29	There is live performance	3.85	1.09	4.49	1.19

The 'entertainers' (4.97) and 'standard of special events' (4.90) rank 4th and 5th for satisfaction, which are also both in the top 5 for importance. Since most respondents have

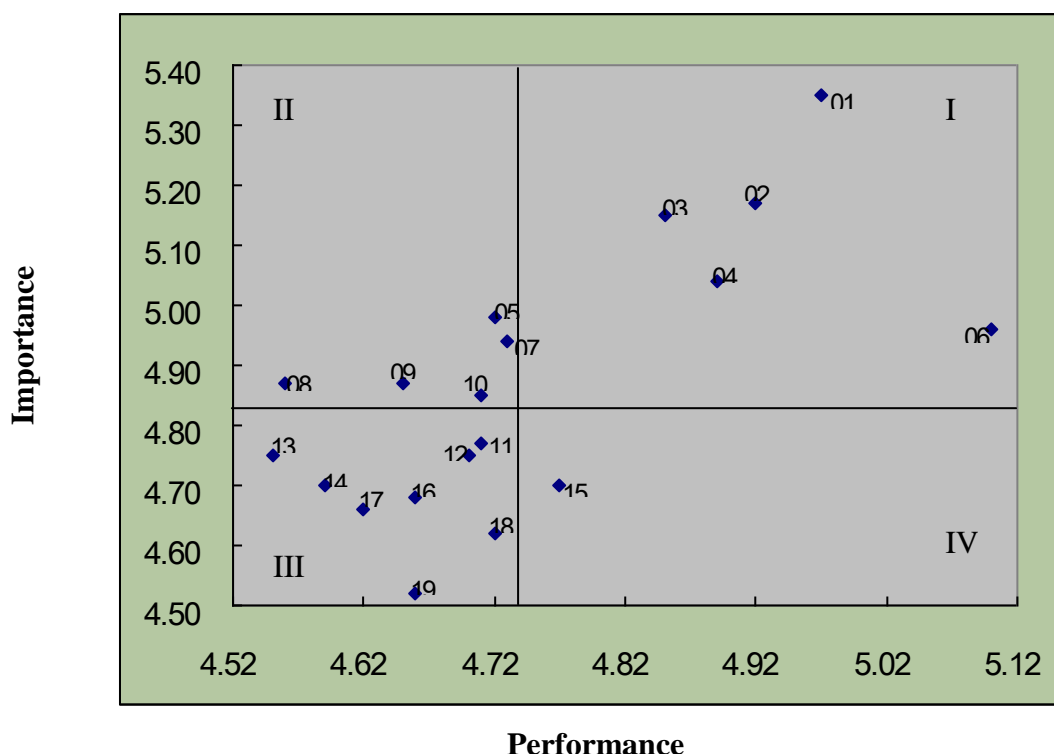
visit Janfusun at least once, introducing new features such as a special event or new ride may increase visitors' motivation to visit.

Contrary to the importance analysis, the satisfaction for the 'prices of souvenirs' (4.51) is much lower than the item 'souvenirs of memorable experiences' (4.79) and 'quality of souvenirs' (4.77). Also the item 'prices of light refreshments' (4.48), which ranked 8th in importance, has drop to 25th for satisfaction. In fact the lowest three items are all price related, which potentially suggests that respondents think that Janfusun is over priced or reflects the average purchasing power of Janfusun's visitors. One thing that could contribute to the above mentioned problem is that Janfusun tends to attract younger rather than older visitors (see Table 7-5 in previous chapter).

Importance-Performance Analysis (IPA)

In order to look at the relative importance of the items, this study used the IPA test to analyses the importance and performance of both motivational and park feature items. The idea of IPA analysis is to plot all items based on their importance and satisfaction scores and divide the diagram into four quadrants. The top right quadrant (I) includes items with both high importance and evaluation scores. The top left (II) hand cell comprises items with relatively higher importance but low evaluation scores, implying areas of potential dissatisfaction given the importance of these attributes to visitors. The bottom left hand (III) cell contains items of both low importance and evaluation mean scores. Finally, in turn, the last cell (IV) represents items having high evaluation but low importance scores. The quadrants are formed by hair-lines based on the overall mean scores of the two scales (for a discussion of this, see Oh, 2001).

Diagram 8-1: Motivation for Visit (IPA)

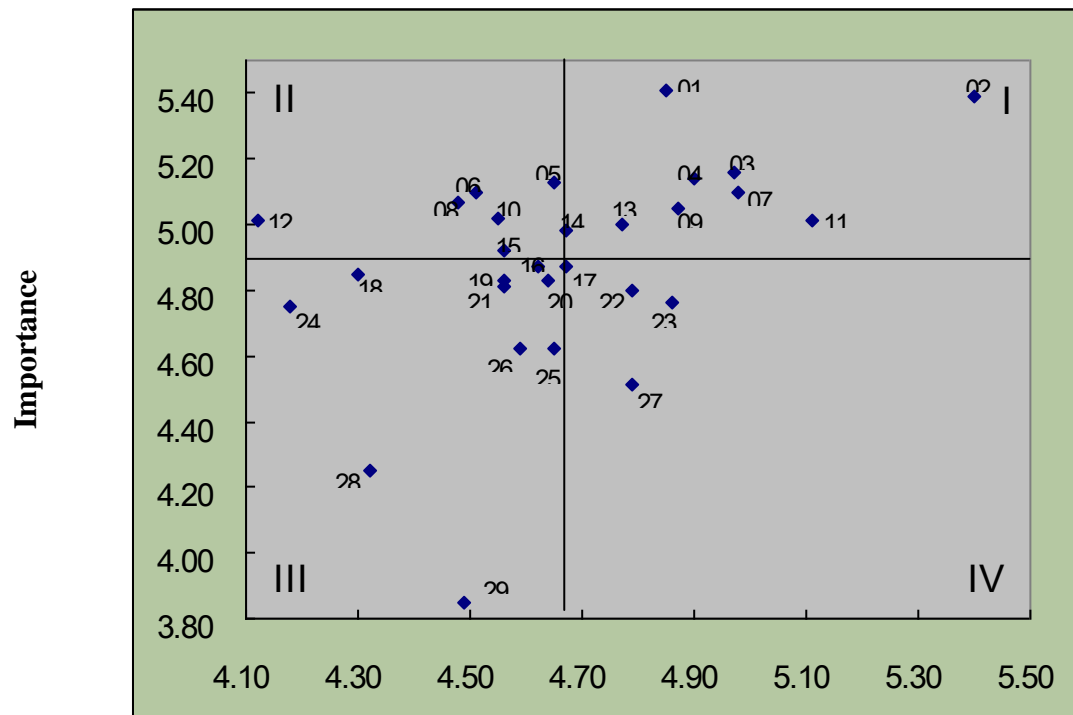


Performance			
01	Time with family	11	To do something different
02	Time with friends	12	Get away from everyday life
03	Enjoy period of fun	13	To have the challenge of thrill ride
04	To have the fun of having a ride	14	Stay in luxurious hotel
05	Ease pressure from work or study	15	To see the show
06	Enjoy seeing others having fun	16	Attend theme park special event
07	To see the live band	17	To find out about this theme park
08	Accompany someone	18	Overcome anxieties of height & speed
09	To have a holiday	19	To test my sense of adventure
10	Try new ride		

The result of IPA for motivational items is showed in diagram 8-1. The identification numbers for the items used in this diagram is consistent with table 8-1, which is ranked based on the level of importance. It is evident that social and fun are the most important motivations for the visitors, which are satisfied by the features that the park provided (item 01 to 04 and 06). Item 05 ‘ease pressure from work or study’ is situated in quadrant II, which suggests that the high importance attribute to this motivation is not satisfied by the

appropriate level of performance. The item 'to see the shows' (15) is situated in quadrant IV, which suggests over-performance. The items that related to adventure and excitement

Diagram 8-2: Park Features (IPA)



Performance

01	The Park has safe rides	16	The Park has 'White knuckle' rides
02	The Park has variety of rides	17	The quality of indoor decoration.
03	The entertainers.	18	The prices of shows.
04	The standard of special event.	19	The natural scenery.
05	Uniqueness of ride	20	The manmade ambience.
06	The price of souvenirs.	21	Appropriate scale of crowding
07	The standard of the shows.	22	Rides have appropriate time/length
08	The prices of light refreshments.	23	Children's facility
09	The quality of the hotel	24	The price of hotel accommodation.
10	Queuing for rides less than 10 min.	25	The quality of night lighting show
11	Ride has many peripheral qualities	26	The overall atmosphere of the Park
12	The entry price.	27	Souvenirs of memorable experiences
13	The quality of souvenirs	28	The souvenir clothing (e.g. t-shirts)
14	The levels of hygiene.	29	There is live performance
15	The price of car parking.		

(13, 18 and 19) are located in quadrant III, which suggests that these motivational items are relatively unimportant to the visitors. Indeed, the result suggests that visitors' desire for rides is triggered by 'fun' instead of 'thrill'.

The result of IPA for park feature items is showed in diagram 8-2. The identification numbers for the items used in this diagram is consistent with table 8-3, which is ranked based on the level of importance. The variety and safety of the ride appears to be the most important features of the theme park, which confirms the argument made in chapter two that states that modern theme park is mostly about rides and new technology. The 'entry price' (item 12) is situated in quadrant II, which suggests that the relatively high importance has not been achieved. Items 28 and 29 score the lowest importance, and so the relatively lower performance should not cause any substantial dissatisfaction. Again, the excitement of the ride (e.g. item 16) is less important than the fun aspect of quality.

Convenience Factors: Importance vs. Satisfaction

The difference between this and the survey conducted in 2005 is the introduction of convenience factors. The idea is that some features, albeit important to the visitors, do not actually attract the visitors, but the absence of these features can greatly reduce visitors' experience of their visit and consequently the satisfaction of visit (i.e. nobody will be motivated/pushed nor will they be attracted/pulled by a toilet to visit certain destination but a smelly, poorly lit toilet with inadequate washing facilities will reduce satisfaction derived from a visit). It is, indeed, a hygiene factor!

The top two items are 'places to rest one's feet' (5.27) and 'easily accessible toilets' (5.13), which are similar to the 2005 survey. These are not uncommon items for researchers

studying locations used by people with young children (e.g. a study of national park by Griffin and Archer, 2001; a study of garden visitors by Connell, 2004; study of marine-park by Tonge & Moore, 2007). This shows how little things can affect visitors' experience of visiting the theme park. The 3rd important item is 'enjoy unique meals' (5.07), which was originally a motivation item in the 2005 survey. This item was considered the least important item (mean=4.49) in the 2005 survey when the question was placed in the motivation scale, which in retrospect was not unexpected since respondents are not visiting a restaurant as such, even though the park does provide themed, speciality restaurants in addition to more 'fast' food style outlets. The difference between two survey shows that while theme park visitors are not motivated by a 'unique meal', they do not mind enjoying one. In fact, 5 respondents made additional comments on the uniqueness of the meal and its relation to the price. The respondents in the 2005 survey state they would be willing to pay more if Janfusun supplied unique meals that could not be purchased elsewhere.

Two of the acceptable walking distance related items are in the top 5 scored items, which are 'between attractions' (5.07) and 'between shops' (4.97). The other acceptable walking distance related items is ranked 10th, which is the 'distance between restaurants' (4.79). This is not difficult to understand since most people only have three meals per day, while visiting the shops and attractions/rides will be more frequent.

The most important information related item is 'clarity of directions/signs' (4.91), which ranked 6th followed by 'the helpfulness of Internet information' (4.90). The 'helpfulness of the Information centre' (4.65) is ranked 11th, which score is lower than the previously mentioned two items. One implication is that visitors utilise an information service like the internet prior to visit rather than on site information services, but such as interpretation

must be tempered by the knowledge that high repeat visitation generates higher degrees of familiarity with the site, and hence less need for on site information services.

8-4: Convenience Factors					
		Importance		Satisfaction	
Items		Mean	Std. D	Mean	Std. D
01	There are places to rest one's feet	5.27	1.28	5.11	1.28
02	There are easily accessible toilets	5.13	1.34	4.87	1.29
03	Enjoy unique meals	5.07	1.39	4.92	1.32
04	Walking distances between attractions	5.07	1.39	4.94	1.30
05	Walking distances between shops	4.97	1.30	4.81	1.28
06	The clarity of direction/signs	4.91	1.26	4.87	1.33
07	Helpfulness of Internet information	4.90	1.36	4.80	1.28
08	The quality of cafes & restaurants.	4.86	1.57	4.53	1.71
09	The service personnel.	4.81	1.50	4.84	1.42
10	Walking distances between restaurants	4.79	1.29	4.60	1.33
11	Helpfulness of the Information centre	4.65	1.35	4.57	1.40
12	Parking space	4.26	1.82	4.81	1.47

The item that scored the highest satisfaction is ‘there are places to rest one's feet’ (5.11), which also rank 1st in importance. The rank of the item ‘easily accessible toilets’ (4.87) dropped to 4th but still obtain relatively high satisfaction. There are only two items that scored mean satisfaction scores less than 4.6, which are ‘helpfulness of the Information centre’ (4.57) and ‘quality of cafes & restaurants’ (4.53).

The item ‘parking space’ scores the lowest importance but relatively high satisfaction of 4.81. Given that a great portion of the visitors are repeat visitors, it can be surmised that visitors have satisfactory parking experiences with Janfusun so they do not worry about their parking when they visit. On the other hand, the majority of the respondents tend to be young, which potentially indicates that they may not own a car. One other factor that needs to be taken into account is that most visitors to Janfusun travel in groups, and thus may

have left the issue of car parking to another person in their group, or to a tour operator.

Loyalty Behaviour

The item that scores the lowest mean is ‘queue for the same ride more than once’ (4.06), which is barely above the mid-point of the scale 4. However, the standard deviation is very high, which suggests that respondents possess different opinions on this matter. Further the ANOVA test shows that younger respondents are much more likely to queue again, which will commence a more detail discussion in a later section.

There are two items that score 5, which are ‘Visit this theme park again’ and ‘overall satisfaction with past experience’. Most other items score above 4.8, which suggest that the respondents derived overall satisfaction while the standard deviation implies a significant proportion are prepared to revisit and recommend the park, indicating a “good” core of “loyal” Janfusun guests. One exception is ‘pay a higher price in peak season’, which had a similar result in 2005 survey. This result also needs to be synchronized with a site specific features analysis which is also examined later. It can be commented that visitors have a predisposition to want lower prices.

8-5: Loyalty		
	Mean	Std. D
Queue for the same ride more than once	4.06	1.72
Visit this theme park again?	5.00	1.04
Recommend the Park to others?	4.93	1.40
Pay a higher price in peak season?	4.52	1.04
How satisfied were you with your visit?	4.94	1.04
Represented good value for money?	4.86	1.06
Overall satisfaction with past experience	5.00	1.34

This thesis takes total number of visits of respondents and divided into three groups: (1)

first time visitors (69 respondents), (2) medium number of visit (2~3 times, 229 respondents), and (3) high level repeat rate visitors (4 times or more, 209 respondents). Without surprise, the respondents in the third group (high repeat rate visitors) attribute much higher satisfaction than the other two groups and express high level of loyalty behaviour (willingness to re-visit and recommend others). These three groups were then compared with socio-demographic variables, such as age and residential area to better identify the 'loyal' market.

Table 8-6: Visits vs. Socio-demographic Variables				
Age				
Age	Total visit transformed			Total
	First time	2~3 times	4 or more	
11~16	8	31	69	108
17~30	19	101	117	237
31~40	17	79	16	112
41 or above	25	18	7	50
Total	69	229	209	507
Gender				
Gender	Total visit transformed			Total
	First time	2~3 times	4 or more	
Male	37	112	58	207
Female	32	117	151	300
Total	69	229	209	507
Marital Status				
	Total visit transformed			Total
	First time	2~3 times	4 or more	
Married	44	109	71	224
Not married	24	114	130	268
Other		4	4	8
Total	68	227	205	500

Table 8-6 shows that female respondents (151) are more likely to visit more compared to male respondents (58); non-married respondents (130) are more likely to visit more

compared to married respondents (71). Also can be observed is that younger respondents (11~40) are less likely to be first time visitors. On the other hand, half of the respondents above 41 years old are first time visitors. Thus one can conclude that young, no-married respondents are more loyal clients.

The crosstabulation of total number of visits vs. residential areas are show in Table 8-7.

The result suggests that visitors who are from the nearby cities of Janfusun are more likely to make more visits. For example, only 3 out of 51 respondents in Yun-Lin County are first time visitors. The respondents from further cities, such as Taipei and Tai-Chung, have more first time visitors. This may be because of the distance, and then again, it may be that the penetration Index (Table 7-9) of Taipei is only 60.41 and Tai-Nan is 218.56. Since that Taipei is still a relatively un-reached market, there will be more potential first time visitors.

Table 8-7: Visits vs. Residential Areas				
Residential Area				
	Total visit transformed			Total
	First time	2~3 times	4 or more	
Tai-Chung	12	30	22	64
Taipei	16	38	37	91
Tai-Nan	9	48	34	91
I-Lan		1	3	4
Hua-Lien	1	6	2	9
Nan-Tou	1	9	7	17
Ping-Tung	3	3	3	9
Miao-Li	1	14	8	23
Tao-Yuan	4	8	19	31
Kao-Hsiung	5	21	15	41
Yun-Lin	3	20	28	51
Hsin-Chu	2	15	10	27
Chai-Yi	8	10	13	31
Chang-Hua	4	5	8	17
Total	69	229	209	507

The Influence of Visit Behaviour

The purpose of this section is to explore the relationship between visit behaviour and motivation, site specific features, convenience factors and loyalty. The visit behaviour measures include total number of visit, number of visits within the/ past 12 months, having children under or equal to 11 years old, and having children between the ages of 12 to 16.

Motivation vs. Total Visit

This part of the analysis is to understand whether multiple visits possess any affect on visitors' motivation following a literature about the role of repeat visitation. As showed in a previous chapter (Table 7-1), respondents reported having a number of visits that ranged from one to as many as six times in the case of 15 respondents. Given that such a low number of respondents may affect the results of the analysis, the variable was transformed by amalgamating the 6 and 5 times visit groups. The variable transformation can be justified by viewing the changes in the skew of the variable. Before transformed skew=0.149 and after transformation it is 0.016, which bring it closer to zero (i.e. no skew). The newly transformed variable was then run against the importance of the different motivating items as shown in table 8-6 using analysis of variance (ANOVA).

The results show 7 items having statistical significance. The first two are socialisation motivates, which are 'accompany someone' and 'spend time with friends'. The post-hoc test result of these two items is similar to one another where visit 4 and 5 times score higher means than those who visit 3 times or less. This suggests that people who accompany someone and want to spend time with friends are more likely to visit Janfusun repeatedly. The next two items are 'enjoy periods of fun' and 'to have a holiday' where it

was found that those visiting 5 times score means significantly higher than those who visit twice. The final three items are ride related items where visiting more than 3 times tend to score higher means than those who visit once and twice. Although the importance of ride related items are relatively low (Table 8-1), this ANOVA test shows that thrill rides are more likely to contribute to repeat visits. Thus one can conclude that socialisation motives correlate positively with the likelihood of repeat visit, and that a possible U-shaped relationship exists between the number of visits and the motives for having fun. One implication is that if the park's marketing is able to persuade people to visit more than twice, then assuming that level of satisfaction remain high, there then becomes an increasing likelihood of more visits. Finally, there is some evidence that the thrill rides may become more addictive as the number of visits increase.

Table 8-8: Total Visit vs. Importance of Motivation								
	Total Visits Made					ANOVA		Tukey
	1	2	3	4	5+	F	Sig.	
Accompany someone	4.61	4.74	4.84	5.08	5.01	3.14	.014	4>1
Time with friends	4.78	5.08	5.17	5.33	5.38	3.61	.006	45>1
Enjoy period of fun	5.14	4.87	5.16	5.24	5.33	3.13	.015	5>2
To have a holiday	4.88	4.62	4.98	4.79	5.13	2.40	.049	5>2
Have the challenge of thrill ride	4.29	4.43	4.87	4.91	5.15	7.34	.000	345>1; 45>2
To test my sense of adventure	4.13	4.28	4.75	4.48	4.91	5.03	.001	35>1; 5>2
Overcome anxieties of height/speed	4.17	4.51	4.76	4.65	4.86	3.17	.014	35>1
Number of respondents	69	134	95	112	97			

Motivation vs. Accompany Children

The 2007 sample consists of 78 respondents who reported accompanying children under the age of 11 years old. An independent sample t-test is used to analysis whether the presence of young children affects respondents' motivation importance scores. The results

show 9 items having significance. Eight items have a positive t value, which means those NOT accompanying children score higher means than those accompanying children. There is only one exception, which is the item ‘enjoy seeing others having fun’. As stated earlier with reference to tables 8-1 and 8-2, the result shows that the respondents having children of 11 years old or younger are more likely to place high importance on this motive. The other 8 items are contrary to this item, i.e. respondents who do NOT accompany children tend to score these other motives as having higher importance than do those accompanying children. Interestingly, 4 of these items are ride related of which 3 are excitement related. A possible explanation is that the responsibility of taking care of children makes it less possible for respondents to enjoy the thrill rides, and hence respondents who are motivated

Table 8-9: Motivation vs. Children 11 years old or younger					
		Mean	Std. D	T	Sig.
Enjoy seeing others having fun	No	4.89	1.28	-3.19	.00
	Yes	5.37	1.22		
Time with friends	No	5.27	1.12	4.43	.00
	Yes	4.64	1.15		
To have a holiday	No	4.93	1.31	2.84	.01
	Yes	4.45	1.40		
Ease pressure from work/study	No	5.05	1.26	2.13	.03
	Yes	4.71	1.52		
Have the challenge of thrill ride	No	4.87	1.25	4.78	.00
	Yes	4.04	1.44		
To test my sense of adventure	No	4.58	1.38	2.51	.01
	Yes	4.14	1.42		
Overcome anxieties of height/speed	No	4.69	1.32	3.05	.00
	Yes	4.17	1.40		
Try new ride	No	4.92	1.25	2.66	.01
	Yes	4.50	1.45		
Attend theme park special event	No	4.75	1.33	2.24	.03
	Yes	4.37	1.58		

by adrenalin inducing rides are either not taking children or are without children. This finding suggests that Janfusun has wide varieties of facilities able to meet the demand a range of respondents with different needs.

The 2007 survey also sought the views of those accompanying older children between the ages of 12 to 16 years. The interest was in finding the differences of not accompanying children and accompanying children of this age group. Therefore, respondents who accompanying children less than or equal to 11 years are exclude from this test. There are 361 respondents who did not accompanying any children and 68 who accompanying children between the ages of 12 to 16 years. The one respondent accompanying children of both age groups was also excluded from this test. The independent sample t-test was use for comparison where 8 items has found significance.

Table 8-10: Motivation vs. Children 12-16 years old					
		Mean	Std. D	T	Sig.
Accompany someone	No	4.93	1.03	2.26	.03
	Yes	4.63	.99		
Enjoy seeing others having fun	No	4.82	1.29	-2.86	.01
	Yes	5.26	1.15		
Time with friends	No	5.20	1.13	-2.88	.00
	Yes	5.60	1.04		
Time with family	No	5.36	1.05	2.25	.03
	Yes	5.01	1.19		
Enjoy period of fun	No	5.22	1.03	2.33	.02
	Yes	4.90	1.07		
Ease pressure from work/study	No	4.98	1.25	-2.75	.01
	Yes	5.43	1.24		
Have the challenge of thrill ride	No	4.94	1.23	2.53	.01
	Yes	4.50	1.32		
Overcome anxieties of height/speed	No	4.76	1.29	2.39	.02
	Yes	4.31	1.45		

There are three items having negative t value, which means respondents who accompanying children between 12-16 years tend to score higher importance on these items. The significant 8 items can be divided into 4 types each contain 2 items: (1) other people, (2) socialising, (3) escape/relax, and (4) excitement. It is interesting that the first three types contain one positive and one negative item. The first type contains two items 'accompany someone' and 'enjoy seeing others having fun'. Respondents who do not accompanying children score higher than those who do on the first item, but the situation reverse on the second item. The same thing happens in the 2nd and 3rd types. This suggests that respondents who accompanying children between 12 to 16 years are more interested in spent 'time with friends' than 'time with family'. One more thing that needs to noted here is that the items 'ease pressure from work/study' and 'time with friends' shows a different result from the analysis in table 8-7, which suggests that children of these two age groups behave differently and then possess different influence over their travel companions.

Features vs. Children

The purpose of this analysis is to understand whether accompanying children of any different age groups has any influence on the importance of site-specific features when compared to those without children. As showed in Table 7-2, there is only one respondent who reported accompanying children of both age groups. Ideally, it will be best if the analysis could include respondents who accompany both age groups to explore whether they differ from the other types of respondents. Unfortunately, having only one respondent makes this combination unsuitable for analysis and consequently this respondent was excluded from the test. The other respondents can be divided into three groups (1) not accompanying children (with 361 respondents), (2) accompanying children under or equal to 11 years old (77 respondents), and (3) accompanying children between the ages of 12 to

16 years (68 respondents).

There are 6 items where $p < 0.05$ and one item, albeit where $p = 0.06$, and post-hoc tests are also conducted. The first 3 items are ride related where not accompanying children (group A) is more likely to score higher importance for these features than those who accompany children. As already mentioned, it is possible that thrill rides are not suitable for young children. Therefore, one might conclude that respondents who value the importance of rides will be less likely to bring children with them.

As shown in Table 8-11 the remaining significant items show a different pattern where group C attribute more importance than groups A and B. The respondents in group B score the lowest importance for every item. Two of these items relate to souvenirs, which potentially suggest that respondents who accompany children between the ages of 12 to 16 are more likely to consider the quality of souvenirs as an important feature. It is also possible to conclude that visitors of 12-16 years old are more likely to want to purchase souvenirs.

Table 8-11: Children vs. Importance of Features						
	Children			F	Sig.	Tukey
	A:No	B:<11 years	C:≥12 years			
Rides have an appropriate time/length	4.95	4.45	4.74	5.28	.01	A>B
The park has variety of ride	5.66	4.77	4.82	22.88	.00	A>BC
Uniqueness of ride	5.27	4.78	4.96	7.20	.00	A>B
The prices of shows.	4.87	4.57	5.31	6.02	.00	C>AB
The quality of the hotel	5.10	4.90	5.43	2.87	.06	C>B
Souvenirs of memorable experiences	4.44	4.44	5.00	3.72	.02	C>A
The quality of souvenirs	5.05	4.75	5.46	5.68	.00	C>AB

Features vs. Total Visit

It is earlier hypothesized that pull factors form an important role in the determination of visit satisfaction. If this is the case then a relationship between park features and the number of visits might be expected. This was first assessed by use of ANOVA using the importance of motivation scores with numbers of visits made to the park. The ANOVA test shows that 10 items with significance. The first three items in Table 8-12 are ride related, and of these two are related with time. The respondents who visit more times are more likely to attribute higher importance on these ride related items. This potentially suggests that rides are a key attraction for repeat visitors, as mentioned before in Table 8-6. A price related item also possesses significance, which is the 'price of the show'. Again, respondents who make more visits tend to attribute higher importance to this item, though post-hoc test only shows this to be specifically true of that '5 times' higher than '1 time'. This means that the respondents who visit Janfusun for the first time attribute different importance to park features when compared to repeat visitors. The remaining 6 items are atmospheric items, which are 'scale of crowding', 'manmade ambience', 'levels of hygiene', 'quality of indoor decoration', 'quality of night lighting show' and 'overall atmosphere of the park'. This suggests the importance of atmosphere to the repeat visitors; and indeed it may be these intangible 'ambience' and 'atmospheric' features that help create an appeal that attracts repeat visitation.

Convenience Factors vs. Total Number of Visits

This part of the analysis is to understand whether convenience factors help determine the number of visits made. The same transformed variable used in the analysis shown in table 8-6 is used here for the same reason. There are 4 items found to be significant. The first is 'parking space' where respondents who visit 5 times or more tend to score the importance

if this item lower than the respondents who visit 1 to 4 times. This means higher levels of visitation tend to result in the reduction of importance attribution to parking space. One possible explanation is that for the less frequent visitor with less experience of the site there is a slightly higher concern about the availability of car parking spaces; whereas for those with more visit experience, there is an expectation that sufficient parking exists, and thus it paradoxically becomes less of a concern, thereby leading to a lower score.

Table 8-12: Total Visit vs. Importance of Features								
	Total Visits					ANOVA		Tukey
	1	2	3	4	5+	F	Sig.	
Queue for rides are less than 10 min.	4.52	5.15	4.97	5.18	5.33	4.64	.00	245>1
Rides have an appropriate time/length	4.58	4.67	4.87	4.92	5.20	3.38	.01	5>12
The Park has 'White knuckle' rides	4.41	4.96	4.85	5.04	5.16	3.43	.01	5>12
Scale of crowding in the Park	4.43	4.60	4.81	5.13	5.21	5.24	.00	45>12
The prices of shows.	4.42	4.92	4.87	4.91	5.15	3.36	.01	5>1
The manmade ambience.	4.62	4.62	4.81	5.09	5.18	3.55	.01	5>2
The levels of hygiene.	4.80	4.89	4.79	5.35	5.22	3.26	.01	4>3
The quality of indoor decoration.	4.43	5.02	4.73	5.19	4.95	4.08	.00	24>1
The quality of night lighting show	4.55	4.37	4.59	4.69	5.05	3.20	.01	5>2
The overall atmosphere of the Park	4.33	4.40	4.72	4.69	5.14	5.04	.00	5>12
Number of respondents	69	134	95	112	97			

The second item is 'walking distances between shops', though the probability value is only 0.05 the post-hoc test revealed little. The mean scores indicate that respondents who visit 4 times or more are more likely to perceive this item as having more importance than those who visit 1 to 3 times. The respondents who visit the park once score this item the least in importance. One possible explanation is that repeat visitors may have 'favourite' features and are thus more sensitive to the differences of space and/or distance between these features.

The 3rd and 4th items are ‘service personnel’ and ‘quality of cafes & restaurants’ respectively. The result of both items show a similar trend, which are visitors who visit once score the lowest means and visitors who visit twice score the second lowest.

Table 8-13: Total Visit vs. Importance of Convenience Factors								
	Total Visit					ANOVA		Tukey
	1	2	3	4	5	F	Sig.	
Parking space	4.51	4.41	4.84	4.33	3.16	12.7	.00	1234>5
Walking distances between shops	4.74	4.93	4.91	5.13	5.27	2.38	.05	
The service personnel.	4.04	4.63	5.00	5.41	4.97	11.3	.00	2345>1; 4>2
The quality of cafes & restaurants.	4.19	4.55	4.96	5.39	5.23	9.96	.00	345>1; 45>2
Number of respondents	69	134	95	112	97			

Convenience Factors vs. Accompany Children

The purpose of this analysis is to understand whether accompanying children of different age groups or not has any influence on the importance attributed to convenience factors.

The results show 4 items with score possessing statistical significance, there are ‘parking space’, ‘easily accessible toilets’, ‘service personnel’ and ‘quality of cafes & restaurants’.

All 4 items’ post-hoc tests shows C>B, which means group C (accompany children of 12 to 16 years old) score means higher than group B (accompany children of 11 years old). This also happens in all other items where $p > 0.05$, which suggests that children of different age groups possess different influences on the respondents who accompany them. In most items, group C also score means higher than group A (not accompany children). The only two exception are ‘walking distances between restaurants’ and ‘clarity of direction/signs’, where no significance has been found. Finally, group A tends to score higher means than group B in all items. Overall, the results indicate that the presence, or absence, of children

does influence the way people perceive the importance of these convenience factors.

Table 8-14: Children vs. Importance of Convenience Factors						
	Children			F	Sig.	Tukey
	A:No	B:11	C:12			
Parking space	4.20	3.94	4.84	4.90	.01	C>AB
There are easily accessible toilets	5.21	4.73	5.49	7.25	.00	AC>B
The service personnel.	4.94	3.86	5.50	27.68	.00	AC>B;C>A
The quality of cafes & restaurants.	4.89	4.06	5.84	26.07	.00	AC>B;C>A

Loyalty vs. Total Number of Visits

This analysis is sought to assess the relationship between the number of visits recorded and respondents' loyalty as inferred from answers to a list of questions regarding post-visit behaviours. All items had scores of $p < 0.00$, which means there are significant relationship between total number of visits and measures of post-visit behaviour (loyalty). Not surprisingly, respondents with more visits tend to score higher recommendation scores or willingness to return. The first item is 'queuing for the same ride' that further strengthens the assertion often mentioned, which is that the ride-seekers are more likely repeat visits. The second item is 'visit this theme park again'. Again, not unexpectedly the respondents who visit more tend to score higher (i.e. more likely to make more visit). What is interesting is that respondents who visit twice score higher means compared to 1 and 3 times. While it can be argued these results are a statement of expected relationships it does imply that respondents have answered the questionnaire in a logically consistent manner.

Loyalty vs. Children

Only two items were significant when examining the relationship between repeat visitation and the presence of accompanying children. Respondents without accompanying children

Table 8-15: Total Visit vs. Loyalty								
	Total Visit					ANOVA		Tukey
	1	2	3	4	5	F	Sig.	
Queue for the same ride	3.28	3.69	3.91	4.21	5.10	15.6	.00	5>all;4>1
Visit this theme park again?	4.36	4.76	4.67	5.24	5.77	31.5	.00	5>all;4>123;2>1
Recommend the Park to others?	4.54	4.83	4.56	5.15	5.41	6.97	.00	5>123;4>13
Pay a higher price in peak season?	4.09	4.34	4.20	4.77	5.04	15.8	.00	45>123
Satisfaction with this visit?	4.38	4.77	4.66	5.17	5.45	16.7	.00	45>123
Represented good value for money?	4.41	4.42	4.55	5.11	5.67	32.9	.00	5>all;4>123
Overall satisfaction + past experience	4.51	4.77	4.75	5.21	5.58	9.63	.00	5>123;4>1
Number of respondents	69	134	95	112	97			

score higher means on the item ‘queuing for the same ride’ than those with children. One possible reason is that children may become bored, complain about waiting and thus reduce the enjoyment of accompanying adults. Whatever the reasons, the data provide evidence that visitors’ ‘age’ and ‘travelling companions’ are valid predictors for the importance they attach to repeat visit behaviours and the ‘features’ they need. The item ‘represented good value for money’, although being significant in the ANOVA analysis showed no difference in post-hoc testing.

Table 8-16: Children vs. Loyalty						
	Children			F	Sig.	Tukey
	A:No	B:11	C:12			
Queue for the same ride	4.42	3.42	2.87	32.47	.00	A>BC
Represented good value for money?	4.91	4.64	4.63	3.58	.03	

The Relationship between Socio-Demographic Variables and Push and Pull Motives

This section is to explore the influence of socio-demographic variables on motivation, site specific features, convenience factors and loyalty. The socio-demographic variables include age, gender, marital status, monthly salary and education level. The reason for this analysis was previously discussed in the literature review. Generally it is thought that each of these variables significantly impact on life-style, life opportunities and perspectives on life, and then impinge upon attitudes and consequent behaviours. It is thus important to assess their roles distinguishing variables.

The Influence of Age

The first such variable that is examined is age, and its relationship to pre, during and post visit behaviours of the visitors to Janfusun Fancyworld. Age was found to be a determinant of 9 motivational items. The first item is 'enjoy seeing others having fun' where older respondents tend to score higher means than younger respondents. As already been discussed in previous sections, older respondents may enjoy watching their children having fun while, on the other hand, young respondents like to enjoy having fun themselves. The second item that show significance is 'to have a holiday' where respondents in group D (41 year old or more) score the lowest means of importance, especially against group B (17-30 years old). The next item 'get away from everyday life' is where respondents in the younger groups A and C have higher mean scores than group D. The implication is that younger age groups feel it is more important to get away and have holidays than their older counterparts.

The following three items that are ride related items where those over 40 years attribute the lowest mean importance. This suggests that older respondents are less likely to be motivated by adrenalin inducing rides as a reason to visit the theme park. On the other hand, those aged 17 to 30 years attribute the highest score to such motives. Additionally, the over 40 years old tend to score lowest means for most of the remaining motivational items except for three: (1) enjoy seeing others have fun, (2) time with friends, and (3) time with family. This suggests that older respondents are not necessarily attracted by the theme park itself, but value the socializing/bonding attributes of the theme park. The park becomes not an end in itself, but a means to an end. In other words the park represents a good venue for family bonding and/or socialisation through the joint sharing of fun experiences.

Table 8-17: Age vs. Importance of Motivation							
	Age Groups				F	Sig.	Tukey
	A 11-16	B 17-30	C 31-40	D 41 up			
Enjoy seeing others having fun	4.74	4.78	5.39	5.38	9.19	.00	CD>AB
To have a holiday	4.87	4.99	4.81	4.34	3.35	.02	B>D
Get away from everyday life	4.97	4.68	4.88	4.26	3.60	.01	AC>D
Have the challenge of thrill ride	4.89	4.95	4.54	3.88	10.96	.00	all>D;B>C
To test my sense of adventure	4.59	4.65	4.34	4.06	3.25	.02	B>D
Overcome anxieties of height/speed	4.68	4.78	4.44	4.00	5.59	.00	AB>D
To do something different	4.94	4.68	5.03	4.18	5.83	.00	AC>D
To find out about this theme park	4.70	4.65	4.92	4.04	5.28	.00	all>D
To see the show	4.47	4.81	4.86	4.30	4.88	.00	BC>D
Number of Respondents	108	237	112	50			

This section examines the relationship between age and the features of the theme park. Similar to the result in the previous analysis of age vs. importance of motivation, it was found that younger respondents tend to score higher in ride features especially when

compared to respondents in the over 40 years old group (Group D). Interestingly, however, those over 40 years attribute high level of importance to safe rides a view consistent with their concerns that others enjoy themselves, but even so it is the younger age group who better appreciate the adrenalin inducing aspects of rides score. On examination, it was found that younger age groups, while seeking fun rides are not fool hardy, and appreciate the safety aspect.

The next item ‘souvenirs of memorable experiences’ is one where respondents between the ages of 17 to 40 years score higher means than those under 16 years. Group D also score higher than group A, though post-hoc test suggests that the gaps are not significant. This potentially suggests two things. First, those under 16 years possess less buying power and thus show lower interest in souvenirs. Second, children may not seek to create a memory like most of the adults do. The final item is ‘the quality of night lighting show’ where group A (those aged 11 to 16 years) scored higher than the other groups.

Table 8-18: Age vs. Importance of Features							
	Age Groups				F	Sig.	Tukey
	A 11-16	B 17-30	C 31-40	D 41 up			
Queuing rides less than 10 min.	5.29	5.02	5.22	4.50	4.96	.00	ABC>D
The Park has safe rides	5.72	5.40	5.42	5.20	2.87	.04	A>D
The park has variety of ride	5.73	5.67	5.21	3.82	33.62	.00	AB>CD;C>D
Uniqueness of ride	4.97	5.38	4.99	4.74	7.26	.00	B>all
Souvenirs memorable experiences	4.10	4.59	4.67	4.64	3.16	.02	BC>A
The quality of night lighting show	5.05	4.64	4.39	4.30	4.84	.00	A>CD
Number of Respondents	108	237	112	50			

The next area of analysis dealt with the relationships of age to convenience factors and

only two items were found to be significant. The first is ‘parking space’, (see Table 8-19) where the means of group A and D are both below the mid-point of the scale 4. The means of group A is especially low (2.38) suggesting that children are less concerned with ‘parking spaces’. The respondents in group B score the highest means, which potentially suggests that they are the drivers.

The second item is ‘the service personnel’ where respondents in group B score higher means than group A and D. Besides these two items, age did not appear to be an important factor in predicting respondents’ to the importance of what have been termed convenience factors.

Table 8-19: Age vs. Convenience Factors							
	Age Groups						
	A 11-16	B 17-30	C 31-40	D 41 up	F	Sig.	Tukey
Parking space	2.38	4.98	4.63	3.96	75.5	.00	all>A;B>D
The service personnel.	4.34	5.21	4.82	4.38	11.3	.00	B>AD
The quality of cafes & restaurants.	4.57	5.03	5.03	4.62	3.02	.03	
Number of Respondents	108	237	112	50			

When age was tested against the measures of loyalty, only two items were found to be significant. These were ‘queuing for the same ride’ and ‘represented good value for money’. The results indicate that younger respondents are more likely to score higher means than others for both items as indicated in Table 8-20; implying a greater predisposition to re-experience rides, which repetition means they feel they obtain good value for money.

Table 8-20: Age vs. Loyalty							
	Age Groups						
	A 11-16	B 17-30	C 31-40	D 41 up	F	Sig.	Tukey
Queue for the same ride	5.36	4.08	3.38	2.64	46.3	.00	A>all;C>D
Represented good value for money?	5.12	4.87	4.59	4.58	5.74	.00	B>CD A>CD
Number of Respondents	108	237	112	50			

The Influence of Gender

This section examines the relationships of gender to the importance of motivation, importance of features, convenience factors and loyalty behaviours. Gender does not appear to be a discriminating factor in different degrees of importance being attributed to the motivation items and only 4 items have a t-test value about $p < 0.05$. These items are ‘time with friends’, ‘ease pressure from work/study’, ‘to test my sense of adventure’ and ‘to see the live band’. Three of the items have negative t values, which mean males tend to attribute lower importance to these items. The exception is ‘to test my sense of adventure’ where male respondents scored higher than females.

Table 8-21: Gender vs. Motivation					
		Mean	Std. D	T	Sig.
Time with friends	Male	5.04	1.11	-2.166	.031
	Female	5.26	1.17		
Ease pressure from work/study	Male	4.85	1.35	-2.041	.042
	Female	5.09	1.27		
To test my sense of adventure	Male	4.67	1.38	2.101	.036
	Female	4.40	1.40		
To see the live band	Male	4.83	1.23	-2.046	.041
	Female	5.05	1.18		

Table 8-22: Gender vs. Features					
		Mean	Std. D	T	Sig.
Uniqueness of ride	Male	5.27	1.08	1.995	.047
	Female	5.06	1.19		
Scale of crowding in the Park	Male	4.65	1.45	-2.643	.009
	Female	4.99	1.42		
The price of hotel accommodation	Male	4.60	1.53	-2.372	.018
	Female	4.92	1.40		
The price of car parking	Male	4.82	1.29	-2.079	.038
	Female	5.07	1.37		
The prices of light refreshments	Male	4.93	1.31	-2.694	.007
	Female	5.25	1.31		
The price of souvenirs	Male	4.97	1.30	-2.293	.022
	Female	5.24	1.33		
The prices of shows	Male	4.72	1.30	-2.327	.020
	Female	5.00	1.29		
The natural scenery	Male	4.64	1.23	-3.457	.001
	Female	5.03	1.26		
The manmade ambience	Male	4.62	1.40	-3.259	.001
	Female	5.03	1.38		
The levels of hygiene	Male	4.86	1.48	-2.148	.032
	Female	5.14	1.41		
The standard of the shows	Male	4.82	1.39	-4.269	.000
	Female	5.32	1.19		
The standard of special event	Male	4.91	1.44	-3.524	.000
	Female	5.36	1.32		
There is live performance	Male	4.17	1.16	5.034	.000
	Female	3.67	1.03		
The skill/quality entertainers	Male	5.04	1.25	-2.541	.011
	Female	5.33	1.24		
The quality of souvenirs	Male	4.86	1.26	-2.859	.004
	Female	5.19	1.27		

With reference to the features of the park again, female tend to score higher means, albeit it not generally at statistically significant levels. The data are shown in Table 8-22. One

exception, where males score higher than females, in the importance attributed to ‘uniqueness of the ride’ (5.27 vs. 5.06, $t=1.95$, $p=0.047$).

Interestingly, albeit at modest scores, males also attached more importance to live performance (4.87 vs. 3.67, $t=5.03$, $p<0.001$). Females tend to significantly score higher in items relating to convenience and ambience, as shown also in Table 8-23.

Table 8-23: Gender vs. Convenience Factors					
		Mean	Std. D	T	Sig.
Enjoy unique meal	Male	4.93	1.23	-2.775	.006
	Female	5.25	1.34		
Parking space	Male	5.65	1.43	18.542	.000
	Female	3.28	1.39		
There are acceptable walking distances between attractions	Male	4.92	1.23	-2.849	.005
	Female	5.26	1.34		
There are acceptable walking distances between shops	Male	4.81	1.35	-3.023	.003
	Female	5.15	1.17		
There are acceptable walking distances between restaurants	Male	4.65	1.26	-2.814	.005
	Female	4.96	1.22		
There are easily accessible toilets	Male	5.01	1.24	-2.412	.016
	Female	5.29	1.27		
There are places to rest one's feet	Male	5.09	1.15	-3.527	.000
	Female	5.46	1.19		
The helpfulness of Internet information	Male	4.77	1.39	-2.021	.044
	Female	5.02	1.29		
The service personnel.	Male	4.47	1.42	-5.007	.000
	Female	5.12	1.45		
The quality of cafes & restaurants.	Male	4.57	1.61	-3.968	.000
	Female	5.12	1.47		

With reference to repeat purchasing behaviour, there are no significant differences other than for ‘overall satisfaction with past experience’ and ‘represented good value for money’ where the females again scored at higher levels.

Table 8-24: Gender vs. Loyalty					
		Mean	Std. D	T	Sig.
Represented good value for money?	Male	4.67	.99	-2.983	.003
	Female	4.95	1.11		
Overall satisfaction with past experience	Male	4.80	1.40	-2.524	.012
	Female	5.11	1.33		

The Influence of Marital Status

This section examines the role of marital status in shaping motives and attitude to park features, convenience factors and loyalty behaviours. It was shown to have statistical significance in only few instances, implying marital status is not an effective predictor for respondents' pre, during and post visit behaviours. Given the previous discussion showing that accompanying children possesses a significant affect on visitors' behaviour, it can be assumed that some of the items showing significance in the marital status are contributed by the presence of children or implying that life-stage has some role to play in motives and assessment of experiences. The items that have statistical significance are shown in Table 8-25 to Table 8-28. In the test of motives against marital status, two of the statistical significant items were socially related and one item is excitement related. These items were also found significant in the analysis of presence of children or age against motives, which implies that marital status might not be the actual cause of these differences.

In the test of attitude of park features against marital status, the two significant items were price related where married respondents tend to score higher mean than non-married respondents. This suggests that life-stage play an important role on the respondents' attitude towards some of the price related items. This result is similar to the findings of Mathieson and Wall (1982) who asserted that price of accommodation usually dominates

Table 8-25: Marital Status vs. Motivation					
		Mean	Std. D	T	Sig.
Accompany someone	Married	4.75	1.05	-2.131	.034
	Not	4.95	1.03		
Time with family	Married	5.14	1.14	-3.744	.000
	Not	5.51	1.00		
Have the challenge of thrill ride	Married	4.60	1.39	-2.344	.019
	Not	4.88	1.25		
Table 8-26: Marital Status vs. Features					
		Mean	Std. D	T	Sig.
The price of hotel accommodation	Married	4.98	1.44	2.598	.010
	Not	4.64	1.45		
The prices of shows	Married	5.04	1.33	2.200	.028
	Not	4.78	1.27		
The skill/quality entertainers	Married	5.36	1.20	2.295	.022
	Not	5.10	1.28		
Table 8-27: Marital Status vs. Convenience Factors					
		Mean	Std. D	T	Sig.
Parking space	Married	4.49	1.74	2.684	.008
	Not	4.05	1.87		
The service personnel.	Married	5.04	1.51	2.441	.015
	Not	4.71	1.41		
The quality of cafes & restaurants.	Married	5.11	1.56	2.602	.010
	Not	4.75	1.50		
Table 8-28: Marital Status vs. Loyalty					
		Mean	Std. D	T	Sig.
Queue for the same ride more than once	Married	3.36	4.65	-8.695	.000
	Not	5.00	5.01		
Represented good value for money?	Married	4.47	4.52	-2.100	.036
	Not	4.92	4.93		

the expenditure in vacations, and that tourists then tend to be less sensitive to theme park entry prices as representing a smaller proportion of total holiday expenditure.

In the test of convenience factors against marital status, three items were found significant where married respondents tend to score higher mean on these items. One thing that becomes clear is that life-stage does affect respondents' attitude towards some of the items. This is because life-stage affects respondents' patterns of demand, and their sense of responsibility. For example, older married respondents are often the leader of a group who are responsible for driving their family and hence pay higher attention to the availability of parking spaces and become concerned about others, including children, enjoying themselves, while younger respondents tend to be more self-centred, and will show signs such as being more willing to queue for the same rides more than once.

The Influence of Monthly Salary

Income shapes an ability to make purchases, and thus income was analysed to assess the role that it might play in shaping motives and behaviour. There is one fact that needs to be taken into account prior to the analysis, which is that older respondents are more likely to earn more monthly salary (Table 7-7). Given this, it is possible that some differences found in the 'monthly salary' analysis are triggered by 'age'. Additionally, one group (those earning NT\$60,001 or more) only had 23 respondents, which could also affect the results. It was found that 9 items had score where $p < 0.05$, but only 7 of them showed post-hoc test results. The first 3 items are social/bonding related items where those earning NT\$20,001-40,000 score higher means. The third is 'time with family', which did not show any result in post-hoc test. The remainder of the items, except 'stay in luxurious hotel', all showed similar patterns, that is group A, the lowest income group scored higher means than the other groups.

Table 8-29: Monthly Salary vs. Importance of Motivation							
	Monthly Salary						
Salary in NT\$10,000	A:2	B:2-4	C:4-6	D:6	F	Sig.	Tukey
Accompany someone	4.80	5.04	4.65	5.04	3.55	.01	B>C
Time with friends	5.04	5.37	5.08	5.09	3.05	.03	B>A
Time with family	5.32	5.30	5.58	5.00	2.59	.05	
Enjoy period of fun	5.33	4.97	5.16	4.87	4.06	.01	A>B
Get away from everyday life	5.00	4.52	4.71	4.48	4.12	.01	A>B
Have the challenge of thrill ride	4.96	4.64	4.64	4.17	3.76	.01	A>D
Overcome anxieties of height/speed	4.74	4.48	4.74	3.87	3.85	.01	AC>D
To do something different	4.90	4.56	5.01	4.09	5.44	.00	AC>D;C>B
Number of Respondents	184	189	100	23			

Table 8-30: Monthly Salary vs. Importance of Features							
	Monthly Salary						
Salary in 10,000	A:2	B:2-4	C:4-6	D:6	F	Sig.	Tukey
Rides have appropriate time/length	5.01	4.80	4.96	4.13	3.84	.01	AC>D
The Park has safe rides	5.58	5.38	5.43	4.91	2.56	.05	
The park has variety of ride	5.63	5.28	5.23	5.39	2.74	.04	
The entry price.	5.13	5.05	5.00	4.26	2.42	.07	A>D
The price of souvenirs.	5.13	5.08	5.34	4.52	2.53	.06	C>D
The standard of the shows.	5.30	5.10	4.95	4.52	3.39	.02	A>D
There is live performance	3.68	3.94	3.91	4.30	3.34	.02	
The skill/quality entertainers.	5.07	5.42	5.18	4.87	3.11	.03	B>A
The quality of the hotel	4.94	5.23	5.29	4.74	2.66	.05	
Souvenirs memorable experiences	4.27	4.61	4.93	3.83	5.67	.00	C>AD
The quality of night lighting show	4.92	4.42	4.64	4.39	4.06	.01	A>B
Number of Respondents	184	189	100	23			

With reference to park features, 9 items were found to have differences where $p < 0.05$, but of these only 5 showed results in the post-hoc test. Generally, high income respondents tend to score lower means in almost every item. This suggests that respondents who earn higher monthly salary show less concern about the park's features, but the possibility that age might contribute to this occurrence cannot be eliminated.

When considering convenience factors it was found that there were 3 items where $p < 0.05$ but to those only 2 of them showed results in the post-hoc test. These are shown in Table 8-31.

Table 8-31: Monthly Salary vs. Convenience Factors							
	Monthly Salary						
Salary in 10,000	A:2	B:2-4	C:4-6	D:6	F	Sig.	Tukey
Parking space	3.43	4.49	5.16	5.13	27.35	.00	All>A;C>B
Helpfulness of Internet information	5.09	4.79	4.96	4.39	2.79	.04	
Helpfulness: Information centre	4.67	4.59	5.03	4.30	3.19	.02	C>B
Number of Respondents	184	189	100	23			

There are only two loyalty behaviour items showing a significant statistical relationship with respondents' monthly salary. The first is 'queuing for the same ride more than once' where the lowest income group score higher than groups B and C. The second item is

Table 8-32: Monthly Salary vs. Loyalty							
	Monthly Salary						
Salary in 10,000	A:2	B:2-4	C:4-6	D:6	F	Sig.	Tukey
Queue for the same ride	4.52	3.79	3.70	3.87	7.44	.00	A>BC
Recommend the Park to others?	4.68	5.09	5.05	5.17	3.21	.02	B>A
Number of Respondents	184	189	100	23			

‘recommend the park to others’ where group A score significant lower means compare to other groups especially with group B. Again, it is suggested ‘age’ may be a factor in explaining these results.

The Influence of Education Levels

This section examines the relationship of respondents’ education levels to the attributed importance of motivation, park features, convenience factors and loyalty behaviours.

Respondents are grouped into 4 different education levels: (A) School leaving qualification, (B) Skill/professional qualification, (C) University degree, and (D) Postgraduate qualification.

Table 8-33: Education Level vs. Importance of Motivation							
	Education Level				F	Sig.	Tukey
	A	B	C	D			
Time with family	5.38	5.45	5.03	5.57	4.96	.00	BD>C
Have the fun of having a ride	4.90	5.20	4.95	4.66	3.32	.02	
Stay in luxurious hotel	4.29	4.78	4.90	4.94	4.26	.01	BC>A
Have the challenge of thrill ride	4.90	4.65	4.94	4.17	4.08	.01	AC>D
Overcome anxieties of height/speed	4.68	4.54	4.82	4.14	2.66	.05	C>D
To do something different	4.94	4.55	5.07	4.69	5.00	.00	C>B
To find out about this theme park	4.63	4.47	5.08	4.69	5.99	.00	C>B
Try new ride	4.65	4.83	5.15	4.63	3.36	.02	C>A
Attend theme park special event	4.41	4.76	4.87	4.43	2.71	.04	
Number of Respondents	104	249	119	35			

There were 9 items where probability values were under 0.05, but only 7 of them showed results in the post-hoc test. Respondents in group C tend to score higher means in these

items except ‘time with family’. Also one needs to note that 4 of these significant items are ride related items. Again, ‘age’ may have played an important role in affecting these items.

There are only 9 items showing significance in the analysis of education levels against park features. Two items related to rides, 2 items to price and 2 about the park’s atmosphere. It appears that respondents with lower education level, presumably younger respondents, attributed higher importance to the item ‘rides have appropriate time/length’. Against this, group A’s respondents scored the lowest means in the other ride related item ‘uniqueness of ride’.

Table 8-34: Education Level vs. Importance of Features							
	Education Level						
	A	B	C	D	F	Sig.	Tukey
Rides have appropriate time/length	5.18	4.75	4.81	4.74	3.03	.03	A>B
Uniqueness of ride	4.86	5.24	5.27	4.91	3.78	.01	BC>A
The price of car parking.	4.53	5.02	5.21	5.09	5.35	.00	BC>A
The prices of light refreshments.	4.79	5.18	5.25	5.14	2.83	.04	BC>A
The skill/quality entertainers.	4.92	5.24	5.48	4.94	4.32	.01	C>A
The quality of the hotel	4.78	5.27	5.08	5.03	3.33	.02	B>A
Souvenirs memorable experiences	3.98	4.70	4.72	4.00	7.32	.00	BC>A
The quality of night lighting show	5.13	4.55	4.39	4.63	5.41	.00	A>BC
The overall atmosphere of the Park	4.99	4.59	4.46	4.77	2.91	.03	A>C
Number of Respondents	104	249	119	35			

The 2 price related items are regarding ‘car parking’ and ‘light refreshments’ where group B and C score significantly higher importance than group A. The next three items are ‘skill/quality entertainers’, ‘quality of the hotel’ and ‘souvenirs memorable experiences’,

which all show similar patterns to the price related items.

The 2 atmosphere related items are ‘quality of night lighting show’ and ‘overall atmosphere of the park’, which showing different pattern than price related items. In these 2 items, group A tend to score higher than group B and C.

There are only 4 items showing significance in the analysis of education levels against convenience factors. The respondents in group A tend to score lowest means in these items compare to other groups. This suggests that respondents with lower education levels may not be as demanding as those with high education.

Table 8-35: Education Level vs. Convenience Factors							
	Education Level						
	A	B	C	D	F	Sig.	Tukey
Enjoy unique meal	4.81	5.21	5.16	5.26	2.58	.05	B>A
Parking space	3.14	4.30	4.83	5.20	22.44	.00	CD>AB;B>A
Walking distances: attractions	4.81	5.21	5.16	5.26	2.59	.05	B>A
The service personnel.	4.63	4.86	5.17	4.43	3.70	.01	C>AD
Number of Respondents	104	249	119	35			

There are only 2 items showing significance in the analysis of education levels against loyalty behaviour. The first one is ‘queuing for the same ride’ where group A score significantly higher than the other groups. The second item is ‘represented good value for money’, which shows similar patterns where group A score higher than all other groups especially when compare to group C.

In short, there is some evidence to suggest that level of education has some role to play, but again it may reflect income levels tended to show a relationship whereby higher

educational attainment was associated with higher income levels, mitigated only by age where younger people tended to earn less than older respondents.

Table 8-36: Education Level vs. Loyalty							
	Education Level						
	A	B	C	D	F	Sig.	Tukey
Queue for the same ride	4.89	3.90	3.84	3.43	11.40	.00	A>all
Represented good value for money?	5.04	4.87	4.62	4.69	3.18	.02	A>C
Number of Respondents	104	249	119	35			

All of the above analyses might be deemed to be semi-static analyses in that each socio-demographic variable is measured against a single item and an ANOVA or t-test is accordingly applied. It does not permit interaction between each of the socio-demographic variables. From this, two observations may be made. First, some findings clearly emerge. Age is a factor and seems to be associated with life-stage. For example, older married respondents with children appear, when taking the evidence for each socio-demographic separately, appear to more other centred, interested in others having enjoyment and in family bonding motives. Younger people are also interested in social bonding, but the thrill aspects of rides become a factor in this process. In themselves, such factors do not necessarily predict repeat visitation, but when linked with satisfaction, may do so.

Thus the second point. If we are to better understand the relationship between all of these items, more sophisticated form of analyses are required. In terms of assessing socio-demographic variables, the data are, by their nature, nominal data, thereby not permitting normal linear regression. However, it is possible to assess the inter-relationship between these variables by the use of hierarchical log-linear regression which permit an examination of nominal data with ordinal data. This is done below in chapter nine. It also

implies a need to create nominal data from categorisation; one such common means being cluster analysis. Prior to doing this it needs to be shown that the data possesses underlying dimensions that psychometric measures. A conventional means of doing this is by factor analysis. This too is undertaken in the next chapter.

Chapter Nine - Factor & Cluster Analysis

Factor Analysis

A major theme in this thesis is the attempt to understand visitors' decision making and how choice of destination and experience are formed. Based on the literature review, this thesis proposes that push and pull factors play an important role in shaping visitors' expectations and experiences. Consequently, as previously described the questionnaire include a series of questions that fall under the category of motivation (push) and site-specific features (pull) factors, which contain two scales of 19 and 29 items respectively. A series of analysis has already been commenced in the chapter eight viewing the cause and effect of both push and pull factors with reference to socio-demographic variables. This chapter focuses on factor analysis for push and pull factors for the following reasons. Firstly, both motivation and feature items show patterns high levels of correlation amongst themselves, which implies the likelihood of underlying factors. This means that factor analysis can reduce a large number of items into a smaller set of underlying dimensions, which can be used to compare the results from the pilot study one (chapter 4) and the research framework (chapter 6). Secondly, the existence of commonalities (i.e. high correlations) indicates that respondents are replying the questions in a consistent and logical manner. It has a function in testing the validity of individual items and reducing the number of explanatory variables (Ryan, 1995). The chapter will then proceed to cluster analysis if reliable underlying dimensions are found.

There are two types of factor analysis namely exploratory and confirmatory. The aim of

exploratory factor analysis is to determine the number and nature of the factors necessary to account for the correlations in the R-matrix (Kinnear & Gray, 2006). Confirmatory factor analysis, on the other hand, aim to test the preconceived factor structure. Given that the research design is formulated from careful literature review and a pilot study has been commence prior to the main survey, it should be more appropriate to run a confirmatory factor analysis. However, SPSS 14.0 only provide exploratory factor analysis at present. An exploratory approach is adopted where the outcomes are then compared with research framework and pilot study one. A structural equation modelling (SEM) is commenced in the later chapter of this thesis and is duly discussed at that point.

Motivational Items: Push Factors

Consequently this section deals with a factor analysis for the motivational items with a subsequent analysis of the park's features in a later section of this chapter. The Kaiser-Meyer-Olkin model (KMO) and Bartlett's test for the Sphericity were computed to examine the adequacy of the sample. The KMO value for the motivational items reaches 0.822, which suggests the adequacy of the sample is 'meritorious' (Norusis, 1990/1994). The KMO test is based on a comparison between the sum of squared correlation coefficients and the sum of partial correlation coefficients, and is expressed as a value ranging from 0 to 1. Ideally the higher the score the better, though it is generally accepted that if scores are above 0.7, then factor analysis should be undertaken (Ryan, 1995). Ryan also notes the importance of examining patterns of coefficients of correlation to assess whether uni-dimensionality might exist. This was duly done using anti-image commands in SPSS and a decision was made to continue with the factor analysis.

Principal component extraction method was used to extract initial factors for further

rotation. As for rotation method, Varimax with Kaiser Normalization method was selected. Initially, the examination of the Eigenvalues (above 1.00) suggests that 4 factors solution is appropriate. Further viewing the Eigenvalues reveals that there is a sudden drop of Eigenvalues from 6 factors (0.861) to 7 factors (0.590) and the Eigenvalues of 6 factors is still close to 1. This suggests a potential of 6 factors is also a possible solution. Therefore, the analyses of the motivational items were performed with 4, 5 and 6 factor solutions. The result showed that the best factor structure contained 5 factors, which explained 75.50% of variance. The initial research design, with reference to literature review and the pilot study one, suggests 5 dimensions for motivation, which were (1) social, (2) escape/relaxation, (3) curiosity/intellectual needs, (4) need for different and (5) challenge. The result is quite consistent with the preconceived research framework. The first factor consists of 4 items where 3 relate to excitement. The 4th item is 'enjoy a period of fun' which has a relatively lower factor loading of 0.693. Also one needs to note that this item has a factor loading of 0.402 in the 3rd factor (escape/relaxation). Three of the items in 3rd factor also show factor loading exceed 0.40, which implies a double loading. These three items are ride related and thus also load on the 'challenge' dimension. Within the context of a theme park the notion of rides as a 'challenge' and "a means of escape" possess an intuitive sense. The second factor illustrates a mixture of 'escape/relaxation', 'curiosity' and 'need for different'. The third factor is mainly consisting of items that related to escape and relaxation. However, as mentioned above, 2 of the items are related to ride where one of them is 'try new ride' (curiosity/intellectual needs). Up until now, it is obvious that some of the dimensions that suggested in the pre-formulated research framework are entangled with one another. The 4th and 5th factor, on the other hand, divided 'social' dimension into 'families' and 'friends' respectively. The item 'to enjoy seeing others having fun' and 'to see the show' have loading greater than 0.4 in both 4th and 5th factor. This suggests that these two items are

suitable in both factors.

Table 9-1: Rotated Factor Analysis of Motivational Items					
Factor 1: Challenge					
Overcome anxieties of height and speed	.885	.006	.148	.035	-.072
To have the challenge of thrill ride	.815	.228	.239	-.199	-.048
To test my sense of adventure	.735	.289	.352	-.126	-.081
enjoy period of fun	.693	-.396	.402	.190	.088
Factor 2: Escape/Relaxation, Curiosity and Need for different					
To find out about this theme park	-.053	.843	.035	.256	.095
Get away from everyday life	.340	.775	.277	.020	.166
To do something different	-.036	.764	.056	.231	.193
To have a holiday	.243	.711	-.204	.230	.337
Factor 3: Escape/Relaxation					
Ease pressure from work or study	.360	-.041	.841	-.016	-.009
Attend theme park special event	.515	.134	.753	-.030	-.024
Try new ride	.524	-.059	.692	.198	-.219
Stay in luxurious hotel	-.077	.342	.644	.048	.298
to have the fun of having a ride	.478	-.083	.593	-.063	.186
Factor 4: Socializing with Families					
To see the live band	.046	.165	.107	.877	-.006
time with family	-.031	.311	-.018	.802	-.166
To enjoy seeing others having fun	-.101	.107	.003	.650	.425
Factor 5: Socializing with Friends					
important of Accompany someone	.077	.261	.161	-.133	.772
time with friends	-.244	.440	.049	.221	.624
to see the show	-.092	.119	-.106	.548	.553
Eigenvalues	5.717	4.510	1.818	1.371	.929
% of Variance	30.09	23.74	9.57	7.21	4.89
Cumulative %	30.09	53.83	63.39	70.61	75.50
Alpha	.9028	.8502	.8278	.6783	.6361

From the factor analysis discussion above, it is evident that a dimension does not always consist of similar (at least semantically similar) items. For example, factor 1 ‘challenge’ contains 3 excitement related items but also a ‘fun’ related 4th item. This mixture of items

happened even when the analysis were run with 4 factors. For example, the 1st factor of a 4 factor solution consists of 8 items which can be categorised into 4 different types: excitement, curiosity, relaxation and need for difference. When different types of items entangled together in a same dimension, it becomes difficult to interpret the underlying factor. This is also one reason for the selection of a 5 factors solution. The fact that different types of items entangled under a same dimension implies that the respondents' construct of underlying factors are very complicated. Again using the 1st factor as an example, the 4th item in this dimension 'enjoy period of fun' can be interpreted as respondents enjoying fun through a serious of excitements/challenges. However, the item 'enjoy period of fun' shows double loading in factor 3, which suggests that this item can also be allocated in factor 3. It is then clear that the actual motivations of the respondents cannot be neatly classified into the preconceived 5 motivational dimension.

Although this thesis does not intentionally seek to replicate past motivational research, the resultant 5 dimensions do show some consistency with such past motivational research. For instance, the Beard and Ragheb (1983) Leisure Motivation Scale consist of four dimensions, which are intellectual motive, social component, competence-mastery component, and stimulus-avoidance motive. The 3rd and 4th dimensions of their work can be described as the 1st and 3rd motivational factor respectively of this thesis. There are however some differences between this thesis and the work of Beard and Ragheb (1983). First, social dimension are split into family and friends in this thesis. Secondly, intellectual motives are entangled with other motivational items. This suggests that although tourists' motivational dimensions are quite consistent, there are still some differences in structures that may be specific to experiences being analysed. Therefore, the study of motivation should bear in mind the differences between each type of tourism. For example, a modern

theme park is a place more for fun and excitement and less for knowledge. It also needs to be noted that the leisure motivation scale is based on a generalised analysis of all recreational pursuits, whereas this analysis is constrained by a specific context, that of the theme park.

Site-Specific Features: Pull Factors

This section discusses factor analysis for the site-specific 'pull' items. The Kaiser-Meyer-Olkin model (KMO) and Bartlett's test for the Sphericity were also examined to ensure the adequacy of the sample. The KMO value for the feature items reaches 0.862, which again suggests that the sample is adequate for factor analysis.

Principal component extraction method was used to extract initial factors for further rotation. As for rotation method, Varimax with Kaiser Normalization method was selected. The examination of the Eigenvalues (above 1.00) suggests 6 factors solution is appropriate, which suggests a potential of 6 underlying dimensions. The result showed that 5 factors explained 75.44% of variance.

The initial research design, with reference to literature review and the first pilot study, suggests 4 dimensions for features (pull factor), which were (1) qualities of rides, (2) good value for the money (quality vs. price), (3) overall layout design, and (4) special features. The result of factor analysis shows that the resulting 6 factors are quite similar to the pre-formulated dimensions except the 4th pre-formulated dimension 'special features'. There are 3 items related to 'special features', which are 'the standard of special event.', 'there is live performance' and 'the standard of the shows'. These items are scattered into 3 different dimensions instead of grouped together.

The 1st factor consist of 8 items where 4 are related to surroundings, 2 of the related to price and 2 of them refers to people. This suggests that the feeling of good atmosphere constructed with not only the physical surroundings, but also with people who inhabited the place. Put it in simple terms, visitors will not want to visit a theme park with no service personnel, no entertainers and no other visitors. The 5th factor contains 3 items, similar to factor one. The 1st of 5th and last items of the 5th factor are atmosphere related, especially the last item showed double loading in factor one. The 2nd item of the 5th factor is ‘souvenir clothing’.

The 2nd factor also consist of 8 items where 4 related to quality/standard, 3 related to price and 1 is ‘souvenirs of memorable experiences’, which arguably also an aspect of quality. This suggests that price and quality share a strong relationship to one another in respondents’ view.

The 3rd and 4th factors are ride related with some minor difference from one another. The items in the 3rd factor refer to the peripheral qualities, variety and uniqueness of the ride. The items in the 4th factor are more concerned with the intrinsic values such as length, excitement and waiting time of the ride. One more thing that needs to be examined here is the double loading of the items. The item ‘ride has many peripheral qualities’ and ‘uniqueness of ride’ both show double loading in factor two (0.402 and 0.517 respectively). This suggests that these two items also correlated strongly with the items in factor two (i.e. respondents use these items to judge the good value for money of the rides). Other attributes of the rides, albeit important, do not contribute to the good value for money.

The final factor contains 3 items, which are ‘the park has safe rides’, ‘the entry price’ and

‘the standard of the shows’. These 3 items does not appear related to one another, which makes it difficult to understand this dimension.

The factor analysis of the items relating to the theme park indicates possible underlying dimensions, but the items ‘fall’ into factors which are wither difficult to fully interpret (as in factor one) or where items may load onto more than one factor. Under such circumstances it is necessary of being aware of the danger of ‘imposing’ interpretive solutions. It is not uncommon that the first factor may be difficult to explain (West, 1991) and it needs to be remembered that factors are prioritised not by mean scores but by abilities to predict variance. It is common therefore to find that items that respondents generally score highly have poor predictive capacity to explain variance. Equally, under such conditions, items can load on more than one factor using the criterion of weight>0.4. The values of the eigenvalues and alpha coefficients indicate a statistical solution that has some validity, and an interpretive aspect has been suggested. However, this ‘pull’ interpretation obviously has to be treated with some caution; an aspect that will probably need to be considered afresh when considering SEM analysis.

Table 9-2: Rotated Factor Analysis of Feature Items						
Factor 1: Surroundings and People						
The manmade ambience.	.865	-.038	-.133	.207	.079	-.077
The natural scenery.	.864	.022	-.008	.016	.273	.184
The levels of hygiene.	.841	.011	-.080	.299	.072	-.002
The quality of indoor decoration.	.835	-.099	.062	.084	.238	.152
The prices of shows.	.735	.067	-.126	.098	.179	.336
The price of hotel accommodation.	.701	.185	-.365	.249	.139	.004
The skill/quality entertainers.	.626	.291	.110	.429	-.186	-.093
Appropriate crowding in the park	.568	-.029	-.228	.539	.289	.039

Factor 2: Good Value for Money						
The quality of souvenirs	.042	.871	.185	.028	.091	.019
The quality of the hotel	.071	.828	.234	-.025	.073	-.038
The prices of light refreshments.	.074	.800	.086	.146	-.149	.311
The price of car parking.	.082	.736	.197	.074	-.219	.162
The price of souvenirs.	-.073	.697	.210	-.157	-.041	.475
Children's facility	-.092	.690	-.039	.417	.174	-.255
The standard of special event.	.302	.626	.161	.318	-.322	-.198
Souvenirs of memorable experiences	-.145	.587	.364	-.364	.170	.052
Factor 3: Variety of Ride						
The ride has many peripheral qualities	-.145	.402	.781	-.063	.021	.292
The park has variety of ride	-.138	.236	.745	-.052	-.054	.250
Uniqueness of ride	-.060	.517	.666	.181	-.094	-.043
There is live performance	-.097	.223	.632	.266	-.014	-.323
Factor 4: Intrinsic Values of Ride						
Queuing for rides less than 10 minutes.	.330	.108	.074	.807	-.135	.137
The Park has 'White knuckle' rides	.384	.113	.205	.711	-.055	.036
Rides have an appropriate time/length	.286	-.036	-.078	.508	.469	.309
Factor 5: Atmosphere						
The quality of night lighting show	.213	-.074	-.023	-.028	.834	.269
The souvenir clothing (e.g. t-shirts)	.295	-.002	.052	-.135	.819	.102
The overall atmosphere of the Park	.458	-.001	-.310	.394	.587	-.226
Factor 6: General concerns						
The Park has safe rides	.097	.178	.108	.236	.218	.730
The entry price.	.488	-.003	.076	-.008	.367	.577
The standard of the shows.	.356	.335	.397	-.046	.256	.455
Eigenvalues	8.15	6.62	3.08	1.55	1.36	1.11
% of Variance	28.09	22.84	10.62	5.35	4.70	3.83
Cumulative %	28.09	50.93	61.56	66.91	71.60	75.44
Alpha	.9291	.8905	.8346	.7741	.8099	.7646

Structural Equation Modelling - application to the data

The thesis has been developed using a multi-attribute approach whereby the strength of the degree of satisfaction with a visit might be assessed using the formulation:

$$S_t = f(\sum_{i...n} E_{i...n})$$

Where S_t = Total Satisfaction with a visit in period t – the current visit

$\sum_{i...n}$ is the aggregate score of attributes $i...n$ assessed for importance

$E_{i...n}$ is the aggregate score of attributes $i...n$ evaluated with reference to the current visit.

This assumes a simple linear regression and as such was analysed using stepwise regression in the software programme SPSS (Statistical Package for the Social Sciences) with the output:

Table 9-3 Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.427(a)	.183	.181	.94116	.183	112.927	1	505	.000	
2	.499(b)	.249	.246	.90318	.066	44.371	1	504	.000	
3	.505(c)	.255	.251	.90026	.006	4.276	1	503	.039	
4	.512(d)	.263	.257	.89673	.007	4.966	1	502	.026	1.924

- a Predictors: (Constant), PROUNIQ
- b Predictors: (Constant), PROUNIQ, PROFUN
- c Predictors: (Constant), PROUNIQ, PROFUN, PROFAM
- d Predictors: (Constant), PROUNIQ, PROFUN, PROFAM, PROFCOTH
- e Dependent Variable: How satisfied were you with This visit?

This indicates that four determining variables, namely

The product of the importance attributed to the uniqueness of the Park and the Park’s evaluation for its uniqueness;

The product of the importance attributed to having fun at the Park, and an evaluation of the fun had at the Park;

The product of the importance attributed to family bonding, and an evaluation of the degree to which family bonding provided satisfaction during the current visit; and

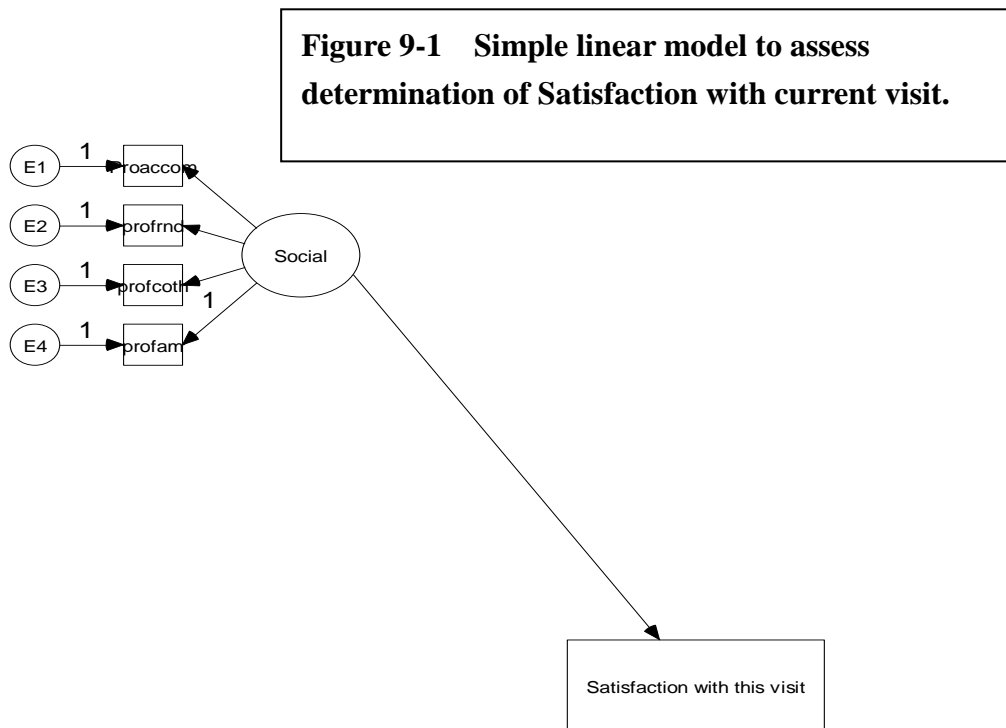
The product of the importance attributed to seeing others have fun, and the degree to which this motive was satisfied during the current visit accounted for 25.7 percent of the variance in the score for total satisfaction with the current visit, which was significant at $p=0.026$. The Durbin-Watson test of 1.924 is close to the usually perceived optimum score of 2.0 that represents an absence of autocorrelation among residuals.

With reference to the importance of the variables, 'time with family' had a mean score of 5.34, 'having fun' had a score of 5.13, 'the uniqueness of rides' 5.14 and 'seeing others have fun' 4.96. Three of the four variables were defined as 'generic' motivational (push motives) while the uniqueness of the Park was defined as pull factor (specific site motive). However the use of the product encapsulates both push and pull motives to better generate a mode of determinants of satisfaction as per multi-attribute theory.

Diagrammatically the model being tested this can be represented as in Figure 9.1. Such a model can also be assessed by reference to Structural Equation Modelling. This was done using AMOS V with the result that the goodness of fit statistic (GFI) equalled 0.686 and the RMSEA = 0.412. The Root Mean Square Error of Approximation (RMSEA) has a number of properties pertinent to research of this nature. First, it 'does not require a true null hypothesis' (Kline, 2005:137), which means that the sample need not perfectly match the 'true' population. It should be noted that in a sense the RMSEA is a 'badness of fit' measure in that high scores indicate a poor fit of the model. While there are 'rules of thumb' relating to its interpretation, e.g. a value of 0.05 or less represents a 'perfect fit', as

it is a measure of approximation based on population size the researcher should refer to the confidence values associated with population parameters. AMOS V provides such data.

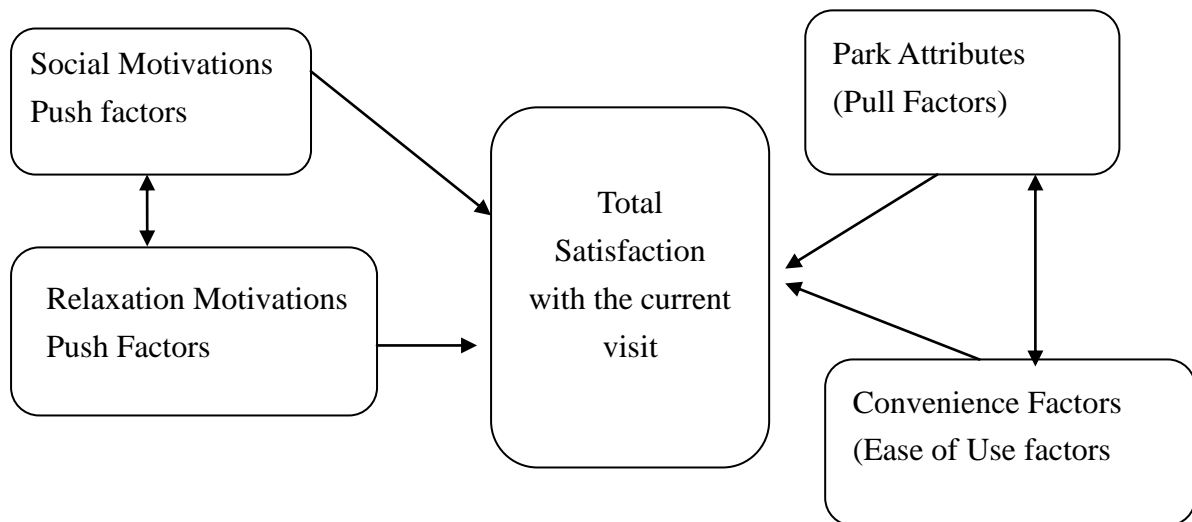
The analysis was conducted in a step wise manner building up the complexity of the model in a series of stages, while testing the goodness (and badness) of fit at each stage based on the premise shown in Figure 9-1.



This indicates that the determinants of satisfaction are based primarily on the fulfilment of social and escape/relaxation/fun needs associated with features of the park that permit

those needs to be met, combined with the convenience factors of the Park that aid fuller use of those Park features. It was envisaged that the push motives are not wholly independent, but may be inter-dependent, while the same would be true of relationship between Park features and convenience features. From one perspective convenience factors ARE park features, but given the past analysis a distinction is made in the model between the role of rides and convenience features such as places to rest, distances to be walked etc.

Figure 9-2 The Premise of the Model



The regression model was then added to incrementally with, at each stage, the ‘goodness’ and ‘badness’ data being calculated to see the sensitivity of the model to the staged incremental additions. For the record the steps undertaken at each stage were:

- a) The addition of variables measuring social motives. This improved the Goodness of Fit (GFI) from 0.686 to 0.695
- b) The establishment of a link between social and relaxation motives on the grounds that social interaction was a form of relaxation and added to the quality of that relaxation/fun experience. This improved GFI to 0.722

- c) The introduction of Park facilities as the 'pull' motivational factor. This improved GFI to 0.728
- d) The introduction of Park convenience attributes. This actually reduced the GFI to 0.665
- e) The introduction of a link between Park facilities and Park convenience factors and the ground that convenience attributes only have value within the context of actual Park facilities. This improved the GFI to 0.734
- f) The establishment of links between Park facilities and social and relaxation/fun motives as it is the Park that permits fulfilment of these motives. GFI was now calculated at 0.720. This was contrary to expectation.
- g) The model of the previous stage was replicated but with an emphasis on family relationships and the omission of variables relating to friends. The GFI increased to 0.757. This was undertaken by taking into account the beta values derived from the linear regression analysis.
- h) The model was further refined by removing some items and concentrating primarily on families. GFI improved to 0.772
- i) Given the issue of families a link was established between families and the convenience of Park attributes. The GFI improved to 0.789. By this stage the RMSEA was 0.178.
- j) Given the role of the presence of children, the model was run for that part of the sample that were accompanied with children, with the result of GFI = 0.772 and RMSEA = 0.175.

These last results do not meet the normal criteria of a well fitted model (Kline, 2005), but are in the predicted direction. Kline (2005:321) also refers to an over dependency on measures of good fit and recommends avoiding what he terms ‘fit index tunnel vision’. Thus a closer examination of the data proved useful. The regression weights were:

Figure 9-3: Regression weights

	Estimate	S.E.	C.R.	P	Label
Profam <--Social	1.000				
Profcotk<--Social	.771	.100	7.72	***	par_1
Protease<--Relax	1.000				
Proaway<--Relax	1.022	.060	16.93	***	par_2
Prohol <--Relax	.563	.064	8.75	***	par_3
Profun <--Relax	.669	.067	9.97	***	par_4
Prosafe <--Park	1.000				
Provar <--Park	3.407	.751	4.53	***	par_6
Prouniq <--Park	5.390	1.160	4.62	***	par_7
Profeet <--Conve	1.000				
Protoil <--Conve	.528	.050	10.58	***	par_8
Prowalk<--Conve	.989	.044	22.30	***	par_9
Ovrsate:<--Relax	-.378	.367	-1.03	.302	par_13
Ovrsate:<--Social	2.555	2.360	1.08	.279	par_14
Ovrsate:<--Conve	-1.332	1.265	-1.05	.293	par_15
Ovrsate:<--Park	-1.044	1.472	-.70	.478	par_17

That is, for example, when ‘relaxation’ increases by the value of 1, the product for the importance and evaluation of holidaying increases by 0.563. The negative data at the bottom of the table are thus contrary to expectation, and the social motivations appear to be far the most important. Examination of the factor score weights thus proved interesting. These are indicated below.

Table 9-4 Factor Score Weights							
		ovrsatex	prowalk	protoil	profeet	prouniq	provar
Park		.096	.003	.001	.005	.156	.008
Relax		-.039	-.008	-.002	-.012	.020	.001
Social		.593	.150	.029	.226	.104	.005
Conven		.323	.287	.056	.433	.072	.004
	prosafe	profun	prohol	proaway	proease	profcoth	profam
Park	.003	.000	.000	.002	.002	.001	.002
Relax	.000	.048	.042	.376	.431	.005	.012
Social	.002	.006	.005	.048	.055	.017	.042
Conven	.001	-.002	-.002	-.016	-.018	.031	.076

The factor weighting for the relationship between social motive products and the overall satisfaction score at 0.593 is shown to be a key relationship, while the relaxation motivation products and getting away also score highly at 0.376.

The conclusion from this analysis is that while the structural equation modelling does not product a model of good fit, the data that result reinforce the explanations derived from other forms of analysis, which are that family and social bonding is important, the Park’s unique features helps those needs, and from a practical perspective, the Park’s recent investment in artificial beach and wave creation will serve an important part of its market well.

Cluster Analysis

As shown in the research framework in chapter six, personality clustering may affect visitors’ decision making process. Also, as mentioned in previous chapter, more sophisticated form of analyses is required if one is to obtain better understanding of the inter-relationship between socio-demographic variables. The first step was to ensure that

the data possesses underlying dimensions that psychometric measures, which has been done by using factor analysis shown in the above section. The second step is to create clusters based on the importance of motivations and features. The reason for using importance instead of performance is because arguably the former is a more permanent attitude. The third step is to ensure that the clusters are correctly classified and that the cluster is free from the influence of socio-demographic variables and past visit experiences. The final step is to examine if clusters possess any influence over visitors' behaviour.

Motivation Cluster

The next step was to assess whether market segments could be ascertained based on psychometrics. Cluster analysis was undertaken using K-means analysis of SPSS with various numbers of clusters. A 5-cluster result seemed most appropriate, which required 12 iterations. The first cluster comprised 75 respondents whose characteristic was a higher weighting on 'fun', 'relax' and 'excitement' related items. Social motives, although having means above the mid-scale of 4, are comparatively low in this cluster. The item 'to enjoy seeing others having fun' have mean score lower than 4, which suggests that the respondents in this cluster are visiting Janfusun for their own enjoyment. The second cluster comprised 111 respondents who scored high means for all motivational items. There are 4 items with means higher than 6; 3 of which were ride related. The third cluster comprised 159 respondents, which is the largest group. All the items in this cluster score means above 4, but none reach 6. The main importance are attributed to 'social', 'relax' and 'need for difference' related items. The fourth cluster comprised 101 respondents whose means scores are relatively lower than the other clusters. The item that score the highest mean in this cluster is 'time with family', which scarcely reach 5.01. The final cluster comprised 61 respondents where the mean scores of 'time with friends' and 'time

with family' were above 6. The means for relaxation/escape motives are much higher (above 5) than excitement related items (below 4).

From the above discussion, it is clear that each cluster is different from one another. The 1st cluster place higher importance on 'fun' and 'excitement', which suggests the respondents in this cluster like to 'enjoy a period of fun' through seeking 'excitement and challenge'. It is obvious that the respondents in this cluster score relatively low on social related motives (i.e. between 3.83~4.48). Therefore the first cluster is named 'excitement seeker'. The 2nd cluster scores every item above 5 and so is named 'park devoted'. The respondents in the 3rd cluster score higher means on 'relax' and 'doing something different'. Therefore, 3rd cluster is named 'difference seeker'. Also one needs to note is that respondents in this cluster score highly on social related motives. The 4th cluster has only one item above 5, and so is named 'family visitor'. An interesting observation is that respondents in this cluster seemed to have relatively low means (3.66~5.01) especially on 'excitement' related motives. The 5th cluster is quite similar to the 4th where means for 'social' and 'relax' related motives are much higher than the 4th cluster. A few more differences need to be noted between these two clusters. Firstly, 'excitement' related motives score means lower than all other groups (below 3). Secondly, the importance for 'special event' and 'live band' are much higher than cluster 1, 3 and 4. Additionally, 'time with friend' score mean higher than 'time with family'. Therefore, this cluster is named 'social seeker'.

The footnote of the Table 9-4 indicates that 92.1% of respondents are correctly allocated into the five clusters presented above. When examine the clusters closely, cluster 3 were the most accurately classified, with 94.3% of the cases correct. The lowest were the cluster 1, which have 88% of cases correct. All these result suggests that the respondents are accurately classified.

Table 9-5: Clusters Based on Motivations					
	1	2	3	4	5
important of Accompany someone	4.24	5.32	5.19	4.35	4.84
To enjoy seeing others having fun	3.83	5.47	5.21	4.33	5.87
time with friends	4.05	5.78	5.30	4.50	6.20
time with family	4.48	6.08	5.19	5.01	6.03
enjoy period of fun	6.08	5.84	4.93	4.85	3.67
To have a holiday	5.75	5.71	4.95	4.09	3.26
Get away from everyday life	5.69	5.57	4.83	4.12	2.90
Ease pressure from work or study	3.91	5.81	5.30	3.96	5.75
to have the fun of having a ride	4.72	6.08	4.62	4.47	5.62
Stay in luxurious hotel	3.21	5.71	5.06	3.68	5.56
To have the challenge of thrill ride	5.59	6.02	4.75	3.80	2.89
To test my sense of adventure	5.48	5.88	4.28	3.80	2.61
Overcome anxieties of height and speed	5.75	5.74	4.46	3.89	2.72
To do something different	5.57	5.58	5.09	3.82	2.98
To find out about this theme park	5.39	5.59	4.99	3.66	2.89
Try new ride	4.20	6.06	5.23	3.69	4.41
Attend theme park special event	3.36	5.70	4.90	3.79	5.43
to see the show	4.32	5.74	4.78	3.88	4.43
To see the live band	4.39	5.68	4.78	4.43	5.70
Number of respondents	75	111	159	101	61

Table 9-6: Classification Results							
		Cluster Number of Case					Total
cluster		1	2	3	4	5	
Count	1	66	1	5	3	0	75
	2	1	104	6	0	0	111
	3	0	3	150	6	0	159
	4	0	0	9	92	0	101
	5	0	0	6	0	55	61
%	1	88.0	1.3	6.7	4.0	.0	100.0
	2	.9	93.7	5.4	.0	.0	100.0
	3	.0	1.9	94.3	3.8	.0	100.0
	4	.0	.0	8.9	91.1	.0	100.0
	5	.0	.0	9.8	.0	90.2	100.0

a 92.1% of original grouped cases correctly classified.

The following two figures are the territorial map (Figure 9-1) and canonical discriminate plot (Figure 9-2), which can both be used to examine the centre point (centroid) of each cluster. In the territorial map, the sign ‘*’ represent the centroid of each cluster, which are properly allocated in each cluster and possess substantial distances from each other. This means that each cluster is clearly distinguished from each other. Figure 9-2 can be used to assess the level of coherence of the cases in each cluster. It can be observed that cluster 3 is located in the centre of the figure and the cases are grouped together quite closely, which indicate high level of coherence. The cases in cluster 1, on the other hand, are scattered quite distantly, which indicate relatively low level of coherence. The level of coherence can also be measured by viewing the % of successful rate in Table 9-4. For example, cluster 1 possesses lower percentages of successful rate (88%), which also possess lower level of coherence. All these results indicate that the clusters are properly classified.

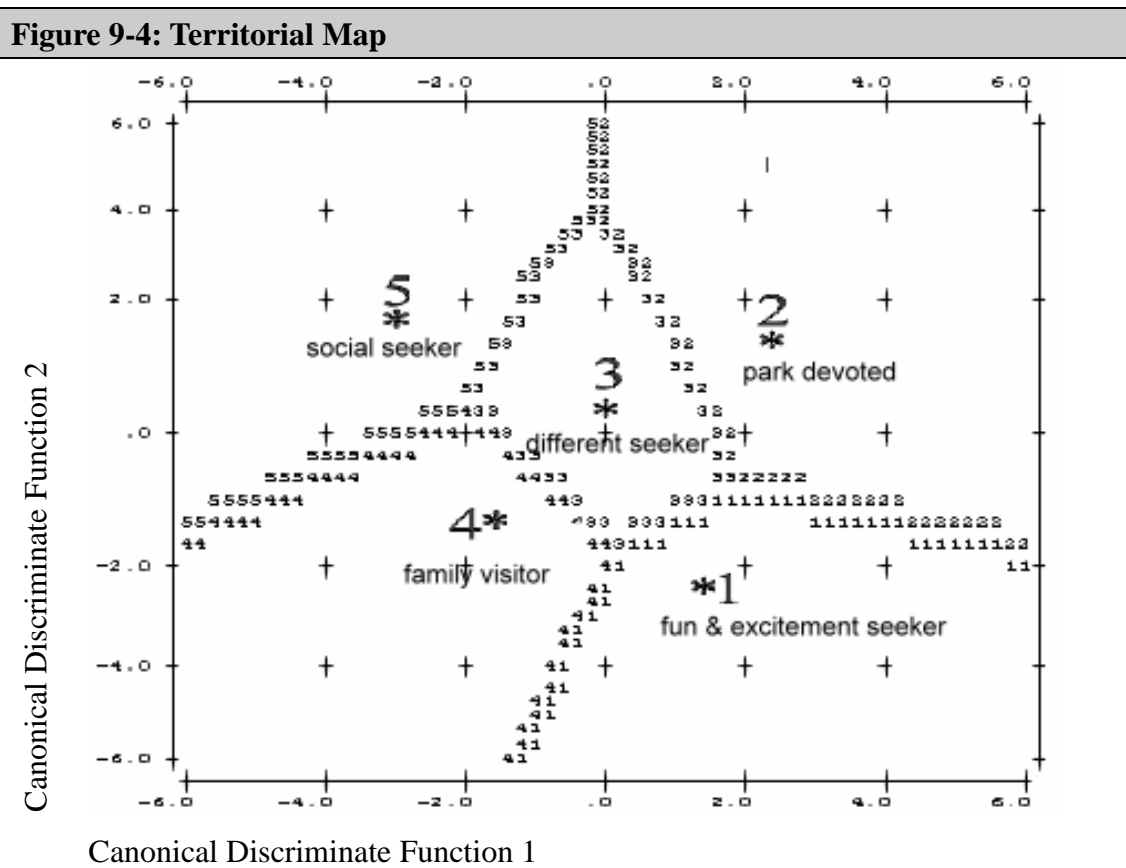
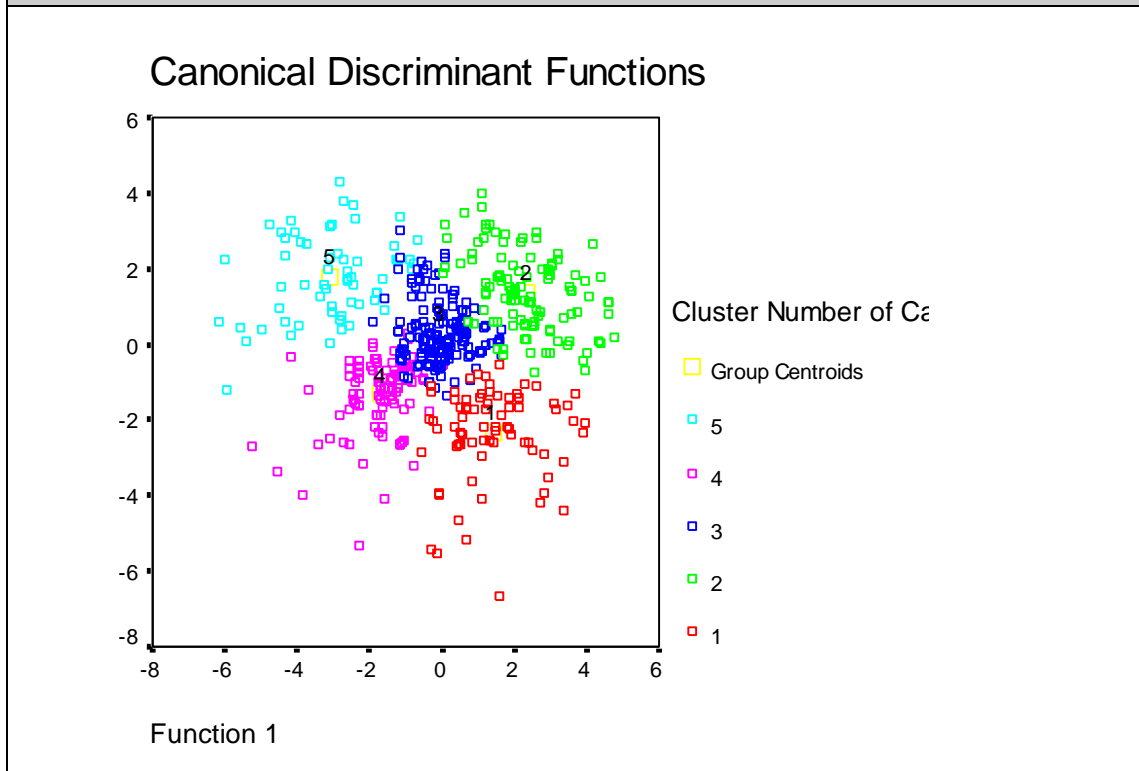


Figure 9-5 Canonical Discriminate Plot



The next step is to examine whether socio-demographic variables and visit experiences possesses any influences in the distribution of the clusters. This can be achieved by using crosstabulation and chi-square test. There are quite a few numbers of socio-demographic variables and visit experiences that all need to be tested against the motivation importance clusters, which implies many tables are involved. For the sack of clearly represent the result, all the table will be shown in the Appendix and only discussion will be present here.

The first test is a crosstabulation of gender and the clusters where Pearson Chi-square show $p=0.013$ and none of the expected count are less than 5, which means that one can accept the 'asymptotic' p-value (Kinnear & Gray, 2006). When examine the expected count and actual count in each cell, it reveals that in cluster 4 there are over-report of male respondents and under-report of female respondents. The situation reverses in cluster 5

where the male respondents are under-reported and female respondents are over-reported. This means that gender has some role to play in the distribution of these two clusters.

This thesis then conduct crosstabulation for age and clusters, which Chi-square show $p=0.000$. None of the cells has expected count less than 5, but two of the actual counts are equal or less than 5. According to Kinnear & Gray (2006), the actual count is not an issue and there are only two cases, therefore, the low actual frequencies should not present any problem to the Chi-square p-value. When examine the cells, it can be observed that the expected count of respondents less than 16 years old lower than actual counts in cluster 1 and 2, and higher in cluster 3. Also, the expected count of respondents between the age of 31~40 years old are less than the actual count in cluster 3, and higher in cluster 4. This means that age has some role to play in the distribution of these clusters.

Other social-demographic variables such as monthly salary and education level ($p=0.013$ and 0.000 respectively) only has few cases where expected counts are substantially different than actual counts. Furthermore, one can argue that these two variables are not wholly independent from each other and age might have some role to play in these two variables. For instance, it is reasonable to assume that higher education and older respondents are likely to ear more monthly salary. In short, these variables only possess limited role in the clusters.

Next variable to compare with the clusters is the number of total visit. Initially, the respondents report total visit of 1 to 6 times. However, because the crosstabulation with 1 to 6 times visit produce too many cells that has expected counts less than 5, the visit 6 times then grouped into 5 times. The crosstabulation then commenced with this new

variable where $p=0.010$. The result indicates that there are over-report of first time visitors and under-report of respondents visit 4 times in cluster 4. The crosstabulation of the clusters and the variable 'visit within 12 month' is also commenced. There is an over-reporting of respondents who visit once within 12 month and an under-reporting of those that visit twice within 12 month in cluster 3. All these result indicates that past visitation possess limited effect in the clusters.

Some of the variables do not appear to have any significant influence in the clusters, such as accompanying children of different age groups. The variable 'spent overnight away from home', on the other hand, possesses significant influence in the clusters. There are over-report of respondents who spent overnight away from home in clusters 1 and 4, and under-report in clusters 2 and 3. The cluster 5 does not appear to be affected by the variable.

This thesis then uses nominal regression to examine those variables that appear to possess influence over the clusters, which includes gender, age, marital status, education level and monthly salary. The result Pseudo R-square shows that the Cox and Snell is equal to 0.239. This means that the independent variables 'explain' 23.9% of dependent variable. In another words, change of 1 in independent variables, such as age, will result in change of 0.239 in the independent variable. In short, the socio-demographic variables do not appear to possess substantial influence on the clusters.

The clusters based on the importance of motivation then are a valid way to classify respondents based on their attitudes. This thesis then conducts ANOVA analyses to examine whether the clusters possess any influence over visitors behaviours, such as total

visit and overall satisfactions. The result is shown in Table 9-5 below. The respondents in the first cluster ‘fun and excitement seeker’ appear to make more visits (4.06 visits) to Janfusun than the other clusters. This suggests that theme park still relied on the provision of rides and fun to attract repeat visitors. On the other hand, the respondents in the cluster 4 ‘family visitors’ appear to be the most frequent visitors with average of 1.44 visits within 12 month. This result suggests that Janfusun is appeal to family visitors and possesses features that can attract visitors of different age groups. Also it needs to be noted that cluster 3 ‘different seeker’ has the lowest number of mean visits within 12 month (1.15 visits). This implies that the respondents who want something different will not visit Janfusun very frequently. It is also possible that people who are triggered by ‘seeking difference’ to travel will always change the destination they are visiting and so are less likely to repeat their visit to a same place within 12 month. The respondents in clusters 2 ‘park devoted’ (mean=5.90) and 5 ‘social seeker’ (mean=5.88) score the highest mean satisfactions. This is not difficult to understand since most of the visitors of theme park are travel in group. This also highlight the importance that theme park provide a place that allows visitors to share fun and bonding with each other.

	Clusters					F	p	Scheffe
	1	2	3	4	5			
Total visit	4.06	3.91	3.70	3.28	3.46	3.793	.005	1>4
Visit within 12 month	1.27	1.35	1.15	1.44	1.20	5.253	.000	4>3
Overall satisfaction	4.61	5.90	4.75	4.56	5.88	21.751	.000	25>134

Park Feature Cluster

The 1st cluster score relatively higher means for ‘ride’ and atmosphere’ related features. Also interesting is that this cluster is the only one that score mean above 6 for the item

‘appropriate scale of crowding in the park’. As mentioned in the factor analysis above, atmosphere comprise of more than just physical surrounding, but also the people who use this space. The respondents in 2nd cluster score most of the means above the mid-scale of 4, but none of them are above 5.56. The importance attributed to the park features is relatively moderate in this cluster. On the contrary, respondents in 3rd cluster score means for above 5 except the items ‘there is live performance’ (m=4.29) and ‘the souvenir clothing’ (m=4.89). Additionally, 10 of the items score means above 6. The 4th cluster pay relatively less attention on the ‘White knuckle’ rides (m=4.24) but more to the peripheral qualities, uniqueness and varieties of the ride. This is different to the 5th cluster that score higher on ‘White knuckle’ rides, but relatively lower on the peripheral qualities, uniqueness and varieties of the ride. Also need to note is that 4th cluster score relatively higher for 3 price related items compared to cluster 1, 2 and 5. The 5th cluster is the only cluster that score mean lower than 5 for the item ‘the park has safe rides’ (m=4.77).

Based on the above discussion, the clusters are named as following: (1) atmosphere lover, (2) park moderate, (3) park devoted, (4) price and quality sensitive ride seeker, and (5) excitement and challenge seeker. The 3rd and 2nd cluster is the largest and second largest cluster. This shows that most respondents utilise every features the park offers.

Respondents in cluster 1 and 4 only use the facilities they desire and pay little attention to some of the features. For example, cluster 4 score very low mean for atmospheric items.

The footnote of the Table 9-7 indicates that 95.7% of respondents are correctly allocated into the five clusters presented above. When examine the clusters closely, cluster 4 and 3 were the most accurately classified, with 98.8% and 98.0% of the cases correct respectively. The lowest was the cluster 5, which have 89.6% of cases correct. All these result suggests that the respondents are correctly classified.

Table 9-8: Clusters Based on Park Features					
	1	2	3	4	5
Queuing time for rides of less than 10 minutes.	5.31	3.95	5.86	4.58	5.58
Rides in the Park have an appropriate time/length	5.83	4.51	5.56	3.69	4.67
The Park has 'White knuckle' rides	5.09	3.88	5.82	4.24	5.39
The Park has safe rides	5.33	5.43	6.19	5.02	4.77
The park has variety of ride	3.69	5.56	6.05	6.08	4.55
Uniqueness of ride	3.67	4.69	5.81	5.90	4.88
The ride has many peripheral qualities	3.33	5.01	5.78	5.81	4.18
An appropriate scale of crowding in the Park	6.09	4.08	5.59	3.17	5.47
The entry price.	5.80	5.06	6.01	3.51	4.39
The price of hotel accommodation.	5.74	3.94	5.77	3.20	5.23
The price of car parking.	3.33	4.34	5.83	5.64	4.77
The prices of light refreshments.	3.52	4.52	5.99	5.69	4.93
The price of souvenirs.	3.39	4.98	6.03	5.88	4.26
The prices of shows.	5.78	4.52	5.82	3.39	4.71
The natural scenery.	5.83	4.41	5.90	3.26	4.72
The manmade ambience.	6.06	4.08	5.75	3.17	5.32
The levels of hygiene.	6.06	4.10	6.05	3.32	5.53
The quality of indoor decoration.	6.02	4.52	5.93	3.11	4.78
The standard of the shows.	4.78	4.72	6.23	4.85	4.32
The standard of special event.	3.91	3.82	6.23	5.67	5.57
There is live performance	2.93	3.42	4.29	4.49	3.80
The skill/quality entertainers.	5.17	4.16	6.17	4.63	5.61
The quality of the hotel	3.33	4.46	6.11	5.80	4.77
Souvenirs of memorable experiences	2.63	4.65	5.06	5.45	3.71
The quality of souvenirs	3.50	4.30	6.00	5.85	4.74
The quality of night lighting show	5.83	4.94	5.13	3.42	3.88
The overall atmosphere of the Park	6.13	4.01	5.17	3.13	5.19
The souvenir clothing (e.g. t-shirts)	5.20	4.57	4.89	2.83	3.61
Children's facility	3.80	3.81	5.39	5.57	5.05
Number of Respondents	54	124	149	84	96

Table 9-9: Classification Results							
		Cluster Number of Case					Total
cluster		1	2	3	4	5	
Count	1	49	2	2	0	1	54
	2	0	121	0	0	3	124
	3	0	0	146	1	2	149
	4	0	0	0	83	1	84
	5	0	5	4	1	86	96
%	1	90.7	3.7	3.7	.0	1.9	100.0
	2	.0	97.6	.0	.0	2.4	100.0
	3	.0	.0	98.0	.7	1.3	100.0
	4	.0	.0	.0	98.8	1.2	100.0
	5	.0	5.2	4.2	1.0	89.6	100.0
a 95.7% of original grouped cases correctly classified.							

Similar to the previous cluster analysis based on the importance of motivation, territorial map (Figure 9-3) and canonical discriminate plot (Figure 9-4) are provided to examine the relationships of the clusters based on importance of park features. Again, the territorial map shows that the centroid (*) of each cluster were positioned quite clearly, except for the centroid of cluster 5 which is near the border of the clusters 2 and 4. Furthermore, it can be observed from Figure 9-4 that some of the cases in the cluster 5 are located in the other four clusters, which suggests that cluster 5 possess relatively low level of coherence. Figure 9-4 also shows that some of the cases in clusters 2 and 4 are positioned far away form their main group. Generally, these clusters are properly classified.

Figure 9-6: Territorial Map

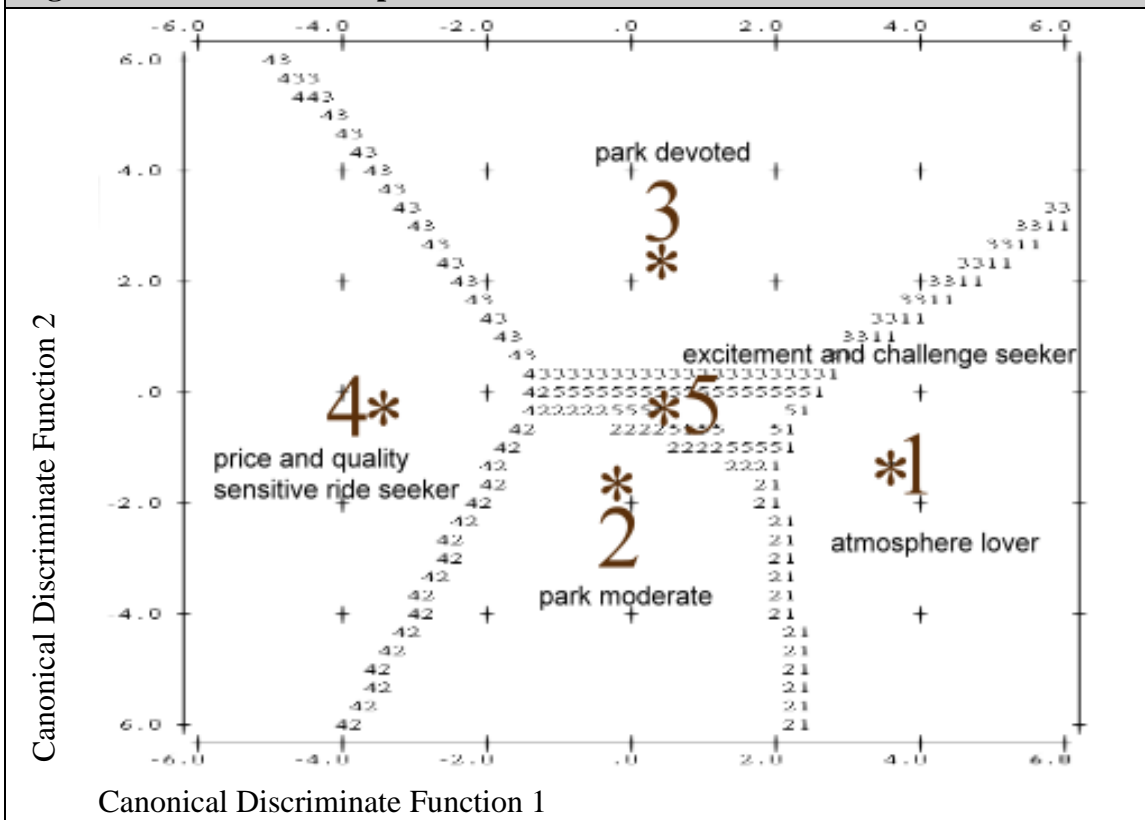
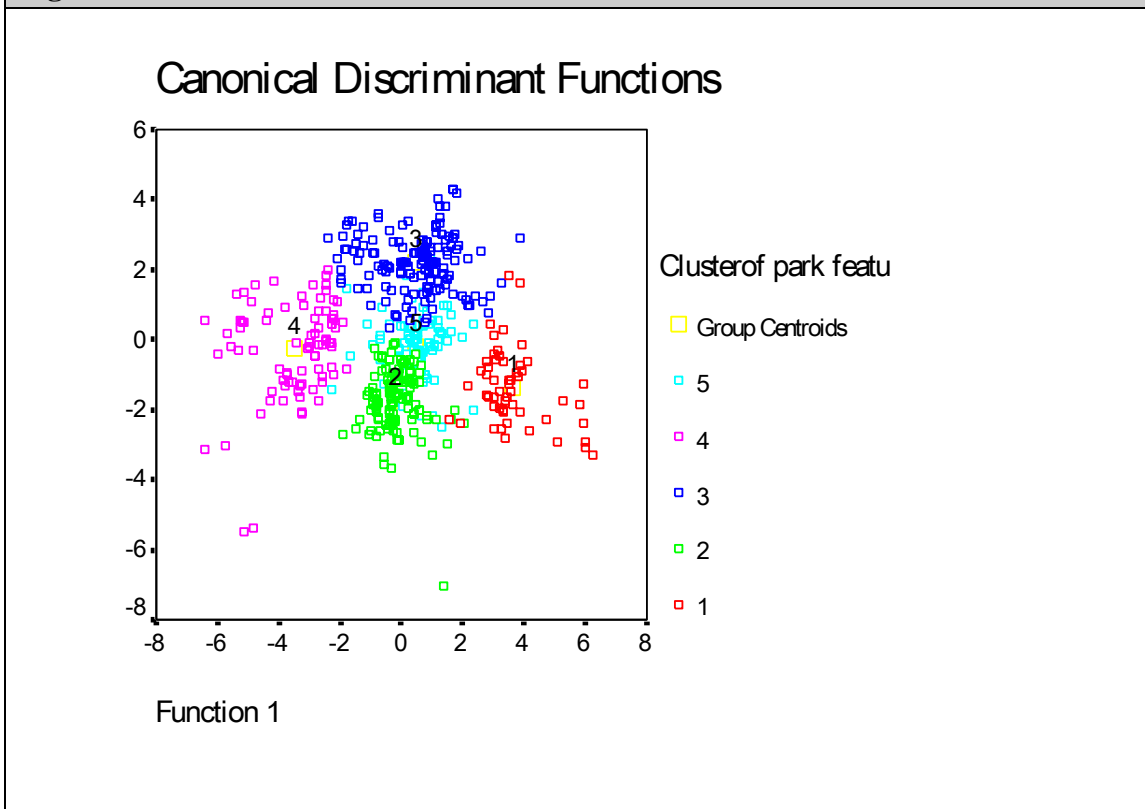


Figure 9-7 Canonical Discriminate Plot



This thesis then conducts crosstabulation analysis of park feature based clusters with socio-demographic variables and past visit behaviours. Again, because of the length tables, only discussion will be presented here. The Pearson Chi-square test of the clusters vs. gender shows $p=0.016$ indicating significance and none of the cells were less than 5. Further examination of expected counts and actual counts suggests that males are over-reported in cluster 2 'park moderate' and under-reported in cluster 3 'park devoted'. In terms of age, marital status, education level, monthly salary, total visits, and visit within 12 month vs. clusters, the result probability value is greater than 0.05, which means that the result does not possess any significance. It is then concluded that these variables does not appear to affect the classification of feature based clusters. This result is different compare to the analyses with motivation based clusters. On the other hand, the variables 'spent overnight away from home' and 'how many days' do possess statistical significance. It can be observed that respondents who spent overnight away from home are over-presented in cluster 2 and under-presented in cluster 3.

This thesis also conduct ANOVA to test whether feature based clusters possess any significant affect on visitors loyalty behaviours. Table 9-8 shows that feature based cluster show significant differences in the total number of visits and overall satisfaction with past experience. The respondents in cluster 3 'park devoted' made more visits (3.36) than the respondents in cluster 2 'park moderate'. The respondents in cluster 4 'price and quality sensitive ride seeker' made second lowest visits, but the post-hoc test do not show any result. Interesting thing is that cluster 4 scores the highest mean overall satisfaction, which may be explained in two ways: (1) the respondents in cluster 4 possess less past experiences with the park and so still evaluating, hence attribute higher importance to price and quality related items, or (2) they are relatively new to the park and so park's features

still possess high level of novelty to them. In terms of overall satisfaction, cluster 1 ‘atmosphere lovers’ score less mean satisfaction compared to all other clusters. This is not difficult to understand since that the first cluster focus their importance on environment features only and attribute less importance to other features, such as ride. These results indicate that clusters score higher overall satisfaction does not necessary made more repeat visit.

Table 9-10: eANOVA of importance of feature clusters vs. visit experiences								
	Clusters					F	p	Scheffe
	1	2	3	4	5			
Total visit	3.24	2.82	3.36	2.87	3.17	3.319	.011	3>2
Visit within 12 month	.94	.75	.91	.73	.90	1.909	.108	
Overall satisfaction	3.67	4.56	5.50	5.76	4.78	36.160	.000	All>1; 34>25

Chapter Ten - Comparing the 2005 and 2007 Scores

The main purpose of this chapter is to compare the differences between two sets of data collected at the same theme park at different periods of time. Theoretically, if human behaviours stay the same overtime, then surveying the visitors to the same theme park with similar socio-demographic characteristics should derive similar results. However, human behaviours are not constant and are subject to the influence of external environment. For example, presumably a student's need to get away from study and relax is going to increase after their final examinations. Once the motivation changes, it affects tourists' needs and consequently how they evaluate the attributes of a theme park. Similarly, attitudes may change if any exogenous factors occur, such as the establishment of new rides, while equally the absence of such changes may negatively impact certain motives such as the desire to try "new rides". This chapter is designed to capture these changes in human behaviours and try to make sense of them.

Given that the 2 sets of sample sizes are uneven, a sub-set data is extracted from the larger sample so that the two are equal in number. Spearman's rho is based on comparing distributions of scores across 2 arrays, and is a measure of "array correlation". Secondly, both importance and satisfaction item arrays are re-ordered according to their scores so the 2 sets of data are matched. The analyses then begin by conducting pair sample t-test and Spearman's rho.

Changes in Motivation

The first step is to record the changes in the importance and satisfaction of motivations between the surveys conducted in two different periods (2005 and 2007 survey). As previously noted, the questionnaire had been modified slightly when some additional items were added in the 2007 survey. These extra items were ‘enjoy seeing others having fun’, ‘to have the fun of having a ride’, ‘to have challenge of thrill ride’, ‘to overcome anxieties of height and speed’, ‘to find out about this theme park’ and ‘to see the live band’. These items are therefore not available for use in the paired sample t-test. The remaining 13 motivational items can be analysed.

Analysis for the Changes in the Importance of Motivations

Of these 13 items, 11 items showed statistical significant difference between the two years. Within these 11 significant items, 7 scored negative t values which indicate that the means of these 7 items in 2005 data are higher than in the 2007 dataset. However, when viewing the actual gaps of these 7 items between the 2 sets of data, it shows that the highest gap is only -0.26. This suggests that there are only at best moderate differences on these items. On the other hand, the item ‘accompany someone’, ‘to spend time with family’ and ‘to spend time with friends’ are showing a significant statistical rise in importance (gap 0.44 and 0.37 respectively), implying a reinforcement of the social motive for visiting the park. In turn, this implies that one of the key purpose of the park, as described in chapter three, is being achieved – namely its social role as a source of family bonding and friendship.

Generally speaking, the importance of most motivational items dropped slightly in the 2007 data. Given that the socio-demographic characteristics of these 2 sets of data are similar to

each other and the surveys are conducted in same month of different years, it can be suggested that these moderate differences are caused by either changes in motives or external influences. In terms of external influences, a number of factors might be said to be operating, and include the following:

- A. In Taiwan the level of competition is very high in the theme park market. There are approximately 170 theme parks of various sizes, and Janfusun is a market leader with over 2 million visitors a year. A key competitive strategy is the development of new rides and features. For example, in 2006 Janfusun invested NT\$ 10,000 million in a new water theme park. Guests look for, but expect new rides. New rides or features are expected, possess importance, but are expected as a matter of course. It is suggested that they are beginning to operate akin to a 'hygiene' factor. The absence of such features creates disappointment, but their presence is not sufficient to generate high levels of satisfaction.
- B. The data show high levels of repeat visitation. Consequently it is suggested awareness levels of new features are high, and thus possess importance, but 2 factors may separate and the data need to be examined more closely. For example, new rides may be more important for repeat visitors, or, consistent with the 'hygiene' factor suggested above, an inverse relationship may be found. This is examined later.
- C. The opening of new water theme park may partially explain the increase in social bonding, especially because of its appeal to families and younger teens through the beach and artificial wave making machine (see Figure 10.1 and 10.2).

Figure 10.1 Artificial wave-making machine



Figure 10.2 Beach social bonding



Table 10-1: Pair Sample test for Importance of Motivations

	Means		gaps	rho	t-test			
	2007	2005			t	df	sig.	
Accompany someone	4.88	>	4.44	0.44	.914	12.8	401	.000
To spend time with friends	5.19	>	4.82	0.37	.905	12.2	401	.000
To spend time with family	5.36	>	5.16	0.20	.913	6.55	401	.000
For a period of fun	5.10	<	5.22	-0.12	.918	-5.08	401	.000
To have a holiday	4.80	<	5.02	-0.22	.918	-8.74	401	.000
Get away from everyday life	4.65	<	4.85	-0.20	.922	-7.48	401	.000
Ease pressure from work or study	4.96	>	4.95	0.01	.936	.56	401	.579
Stay in luxurious hotel	4.67	>	4.63	0.04	.962	2.15	401	.032
To test my sense of adventure	4.40	<	4.66	-0.26	.928	-10.3	401	.000
To do something different	4.68	<	4.82	-0.14	.900	-4.54	401	.000
Try new ride	4.79	<	4.92	-0.13	.918	-4.68	401	.000
Attend theme park special event	4.64	>	4.62	0.02	.956	1.04	401	.299
To see the shows	4.62	<	4.74	-0.12	.936	-5.40	401	.000

Then again, the importance of some items such as ‘ease pressure from work or study’ remained relatively unchanged suggesting consistency in the importance of this motivation. This is not unexpected since people will also feel pressure either from work, study or other factors, and so the motivation to escape from what seems to be endless daily pressure will

never change although one might comment that it has not gotten worse! Since the socio-demographic characteristic of the 2 sets of data are similar, it can be assumed that they share similar life-styles and hence similar pressures. However, what is notable in Table 10-1 is the greater importance attached to social bonding motives. Given the vision, aspiration and motives of the park's founders as noted in the introductory chapter, namely that the park seeks to be a place for shared fun between family members and friends, it would seem that the park has successfully identified a key motivation among its visitors. Additionally these motives are among the more important for its clientele.

Analysis for the Changes in the Satisfaction of Motivations

The same paired sample t-test with reorganised data is also used to examine the changes in the satisfaction of motivations. Out of the 13 items that can be compared, 11 showed statistically significant differences. The changes in the satisfaction of motivation are similar to those of importance showed above. In other words, when an item showed an increase in the importance of a motivation, it is likely that the satisfaction attributed that item also rose; and vice versa. The only exception is the item 'ease pressure from work or study', which rose slightly in importance ($p > 0.05$) but showed a little drop (-0.09) in satisfaction ($p = 0.02$). This implies a possible lack of independence between the variables; something consistent with a wider psychological literature where importance attributed to a motivation can lead to higher satisfaction scores where service levels are appropriate because the service or product consumption is more highly valued (Ryan, 2002). One way to interpret this is that when a visitor comes with certain motive, he or she will intentionally seek for something that satisfies that motive and hence the correlation. The gaps of satisfaction of motivation are comparatively smaller than the gaps of importance across the two years.

As will be demonstrated in the following sections, most importance and satisfaction scores for park features indicate a reduction over the 2 year period. The question thus arises, is this of any significance? After all, the 2 sets of data are surveying different respondents; albeit effort has been made to ensure the consistency of the socio-demographic variables. Are the factors that cause the reduced scores external (outside theme park itself) in nature rather than internal, such as an increase in the competitors/substitutes that make visitors re-evaluate the quality of the park, or is it a case that possibly higher levels of past experience and satisfaction have either made consumers more critical, or habituated to a theme park experience and thus more blasé?

Table 10-2: Pair Sample test for Satisfaction of Motivations								
	Means					t-test		
	2007		2005	gaps	rho	t	df	sig.
Accompany someone	4.55	>	4.44	0.11	.895	3.09	401	.002
time with friends	4.97	>	4.77	0.20	.878	5.67	401	.000
time with family	4.98	>	4.80	0.18	.878	5.22	401	.000
enjoy period of fun	4.82	<	4.95	-0.13	.887	-4.37	401	.000
To have a holiday	4.61	<	4.68	-0.07	.874	-1.84	401	.066
Get away from everyday life	4.64	<<	4.66	-0.02	.916	-0.58	401	.562
Ease pressure work/study	4.70	<	4.79	-0.09	.901	-3.05	401	.002
Stay in luxurious hotel	4.58	>	4.26	0.32	.926	8.49	401	.000
To test my sense of adventure	4.60	<	4.73	-0.13	.895	-3.99	401	.000
To do something different	4.62	<	4.78	-0.16	.890	-5.26	401	.000
Try new ride	4.64	<	4.71	-0.07	.913	-2.27	401	.024
Attend special event	4.63	>	4.37	0.26	.898	6.64	401	.000
to see the show	4.69	<	4.75	-0.06	.917	-1.99	401	.047

Changes in Perceptions for Park Features

The study also records the changes in the visitors' perceptions towards park features for the years 2005 and 2007. Again, the questionnaire used in 2007 has been modified slightly

where some new items were introduced. They were ‘the park has a variety of rides’, ‘uniqueness of rides’, ‘the ride has many peripheral qualities’, ‘there are live performances’, and ‘an ability to purchase souvenirs of memorable experiences’. These items are therefore not available for the paired sample t-test. The remaining 24 park feature items were then analysed. Again similar to the analyses conducted with motivational items, the arrays were reorganised so the 2 sets of data match in number and characteristics.

Analysis for the Changes in the Importance of Park Features

Of the 24 items that can be analysed, 22 show significant differences; and of these 22 significant items, 18 show reductions in importance scores. The decline in the importance of some items is relatively inconsequential for the gaps are no more than 0.2 (positive or negative). There are some items that possess gaps greater than 0.3 or above. For example, the importance of motivational item ‘rides have an appropriate time/length’ has a gap of -0.36. Most of the items that have a relatively significant decline ($\text{gap} > 0.3$) importance are environment or atmosphere related items, such as ‘scale of crowding in the park’, ‘natural scenery’, ‘manmade ambience’, ‘The levels of hygiene’, and ‘quality of indoor decoration’. Observation of the park over the two years has indicated a reduction in the open spaces between the key rides as space is being filled with new features. The previously mentioned water theme park has taken such a space, and the children’s area now hosts a large indoor play space that did not exist in 2005. Consequently it might be argued that the scores reflect less open space and a diminution of the views of the surrounding tree clad hills.

Summarising the changes in importance scores, one sees a reduction in the scores, but for the most part the gaps are less than 0.33, which, in terms of the labels attached to the labels provided for the scale, indicates little substantial change in the overall opinion being recorded.

Table 10-3: Pair Sample test for Importance of Park Features

	Means			gaps	rho	t-test		
	2007		2005			t	df	sig.
Queue for rides are less than 10 min.	5.00	<	5.17	-.16	.949	-8.29	401	.000
Rides have an appropriate time/length	4.70	<	5.06	-.36	.918	-14.9	401	.000
The Park has 'White knuckle' rides	4.80	<	5.02	-.23	.942	-10.0	401	.000
The Park has safe rides	5.38	<	5.48	-.10	.918	-4.26	401	.000
Scale of crowding in the Park	4.66	<	5.09	-.43	.928	-16.5	401	.000
The entry price.	4.90	<	5.26	-.36	.941	-14.9	401	.000
The price of hotel accommodation.	4.61	<	4.99	-.38	.933	-15.2	401	.000
The price of car parking.	4.91	<	4.87	.04	.965	2.39	401	.017
The prices of light refreshments.	5.04	<	5.05	-.01	.958	-.36	401	.718
The price of souvenirs.	5.08	>	5.03	.05	.937	2.14	401	.033
The prices of shows.	4.72	<	5.03	-.31	.913	-11.6	401	.000
The natural scenery.	4.68	<	5.06	-.38	.906	-15.3	401	.000
The manmade ambience.	4.69	<	5.09	-.39	.942	-16.1	401	.000
The levels of hygiene.	4.84	<	5.31	-.47	.931	-18.5	401	.000
The quality of indoor decoration.	4.71	<	5.05	-.34	.908	-12.2	401	.000
The standard of the shows.	5.02	<	5.12	-.11	.963	-6.17	401	.000
The standard of special event.	5.05	<	5.15	-.09	.960	-4.80	401	.000
The skill/quality entertainers.	5.06	<	5.25	-.19	.934	-8.65	401	.000
The quality of the hotel	5.02	<	5.01	.01	.944	.52	401	.601
The quality of souvenirs	5.00	<	4.96	.04	.938	2.02	401	.044
The quality of night lighting show	4.51	<	4.62	-.11	.901	-2.65	401	.008
The overall atmosphere of the Park	4.49	<	4.67	-.18	.875	-4.05	401	.000
The souvenir clothing (e.g. t-shirts)	4.14	<	4.22	-.08	.915	-2.34	401	.020
Children's facility	4.71	<	4.55	.16	.927	4.50	401	.000

Analysis for the Changes in the Satisfaction of Park Features

Similar tests have been conducted with the satisfaction scale relating to park features and only 2 show no statistical significant differences. Out of 22 significant items, 9 possess positive t-values and gaps indicating an increase in satisfaction in these items but for the most part the numeric values of the gaps are low and gain less than 0.33. Some of items having a positive difference of 0.2 or above include the price of things such as 'car parking',

'light refreshment', 'souvenirs'; and 2 related to the qualities of 'hotel' and 'souvenirs'.

Table 10-4: Pair Sample test for Satisfaction of Park Features

	Means			gaps	rho	t-test		
	2007		2005			t	df	sig.
Queue for rides are less than 10 min.	4.52	=	4.52	.00	.913	.00	401	1.00
Rides have an appropriate time/length	4.79	>	4.67	.11	.924	4.04	401	.000
The Park has 'White knuckle' rides	4.55	<	4.71	-.16	.929	-5.84	401	.000
The Park has safe rides	4.76	<	4.99	-.24	.897	-7.31	401	.000
Scale of crowding in the Park	4.44	<	4.76	-.32	.899	-9.54	401	.000
The entry price.	4.06	<	4.22	-.16	.948	-6.02	401	.000
The price of hotel accommodation.	4.10	<	4.24	-.14	.926	-4.14	401	.000
The price of car parking.	4.59	>	4.31	.28	.938	9.43	401	.000
The prices of light refreshments.	4.50	>	4.36	.14	.973	6.86	401	.000
The price of souvenirs.	4.53	>	4.30	.23	.922	7.48	401	.000
The prices of shows.	4.24	<	4.43	-.18	.922	-6.03	401	.000
The natural scenery.	4.46	<	4.78	-.32	.912	-10.6	401	.000
The manmade ambience.	4.55	<	4.91	-.36	.925	-12.7	401	.000
The levels of hygiene.	4.55	<	4.93	-.38	.927	-13.8	401	.000
The quality of indoor decoration.	4.59	<	4.85	-.26	.911	-8.81	401	.000
The standard of the shows.	4.91	>	4.89	.02	.925	.83	401	.409
The standard of special event.	4.85	>	4.76	.09	.878	2.37	401	.018
The skill/quality entertainers.	4.91	<	5.00	-.09	.929	-3.42	401	.001
The quality of the hotel	4.84	>	4.60	.24	.907	6.48	401	.000
The quality of souvenirs	4.76	>	4.56	.20	.932	6.94	401	.000
The quality of night lighting show	4.54	<	4.64	-.09	.932	-2.93	401	.004
The overall atmosphere of the Park	4.42	<	4.77	-.35	.921	-11.6	400	.000
The souvenir clothing (e.g. t-shirts)	4.20	<	4.35	-.15	.937	-4.82	401	.000
Children's facility	4.78	>	4.66	.12	.911	3.53	401	.000

Most of the scores for satisfaction that show a decline are for atmosphere related items where most of them had gaps greater than 0.3. These drops are consistent with the result in the importance analysis of park features. It can be surmised that any feelings of fantasy or novelty created by the environment will fade if no new and valued interesting things are introduced. Again, however these overall findings show a need to assess the role of

repeated visits in terms of scores for satisfaction and the importance attributed to park features.

Changes in the perception for Convenience Factors

Again, some minor changes were made to the 2007 questionnaire when compared to that used in 2005. Some items were moved to the convenience scale because it was felt that these items do not act as an incentive to choose a specific destination, but the absence of these attributes can be a powerful deterrent (Foster, 1999). It is then also important for this study to analyse any changes in these items. There are 12 items in the convenience scale, but the item ‘park space’ did not exist in the 2005 questionnaire. Therefore, only 11 items were analysed here.

	Means			gaps	rho	t-test		
	2007		2005			t	df	sig.
Enjoy unique meal	5.05	>	4.43	.62	.927	24.9	401	.000
Distances between attractions	5.05	<	5.06	-.01	.976	-.90	401	.370
Distances between shops	4.94	<	4.98	-.04	.976	-2.80	401	.005
Distances between restaurants	4.68	<	4.93	-.24	.906	-9.3	401	.000
There are easily accessible toilets	5.06	<	5.23	-.17	.927	-7.1	401	.000
There are places to rest one's feet	5.25	>	5.24	.00	.954	.30	401	.782
Helpfulness of Internet information	4.81	<	4.88	-.07	.952	-3.0	401	.003
Helpfulness of the Information centre	4.52	<	4.56	-.03	.877	-.70	401	.455
The clarity of direction/signs	4.84	>	4.65	.19	.920	4.80	401	.000
The service personnel.	4.66	<	5.26	-.60	.928	-22.6	401	.000
The quality of cafes/restaurants.	4.69	<	5.18	-.50	.917	-16.9	401	.000

Analysis for the Changes in the Importance of Convenience Factors

When comparing 2005 and 2007 for the 11 convenience items, there were 8 independent t-test scores where $p < 0.05$, indicating statistical significant differences. However, only 3

possessed substantial gaps, namely ‘enjoy unique meal’, ‘the service personnel’, and ‘the quality of cafes or restaurants’. Two of these items are food and beverage related and the remaining one (service personnel) is a vital component for food and beverage services. This result indicates that visitors were seemingly more demanding in their requests for a unique meal.

Analysis for the Changes in the Satisfaction of Convenience Factors

Table 10-6: Pair Sample test for Satisfaction of Convenience Factors								
	Means			gaps	rho	t-test		
	2007		2005			t	df	sig.
Enjoy unique meal	4.91	>	4.32	.59	.91	16.9	401	.000
Distances between attractions	4.93	<	4.74	.19	.95	7.92	401	.000
Distances between shops	4.76	<	4.75	.01	.96	.77	401	.439
Distances between restaurants	4.50	<	4.65	-.15	.91	-4.71	401	.000
There are easily accessible toilets	4.79	<	4.84	-.05	.92	-1.71	401	.089
There are places to rest one's feet	5.11	>	4.92	.19	.93	7.01	401	.000
Helpfulness of Internet information	4.74	<	4.53	.21	.93	5.55	401	.000
Helpfulness of the Information centre	4.41	<	4.57	-.16	.92	-4.93	401	.000
The clarity of direction/signs	4.80	>	4.69	.11	.96	4.17	401	.000
The service personnel.	4.71	<	4.83	-.12	.93	-4.49	401	.000
The quality of cafes/restaurants.	4.39	<	4.73	-.34	.91	-10.0	401	.000

This study also analyses the changes in the satisfaction scores for these convenience factors. The result is very similar to the importance items where ‘to enjoy a unique meal’ rose significantly by 0.59 and the satisfaction scores for the quality for cafes and restaurants decreased. Also there is relatively high increase in the item ‘helpfulness of Internet information’, which reflects the upgrading of Janfusun’s website. On the other hand, ‘the helpfulness of the information centre’ scored less well, but given the high percentage of repeat visitors, it is suggested that this might reflect lower levels of usage.

Discussion

Overall, what are noticeable between the two years are two findings. First, there is an increase in the importance being attributed to being with friends and family of about 0.3; representing approximately an increase of about 6 percent in the scores. Similarly there is an increase in the satisfaction being derived from the park visits with reference to these items, albeit it is proportionately less. In the above text it is noted that these results are consistent with the objective of the park. On the other hand, similar findings in terms of percentage changes in scores are found on other items. Using accepted measures of t-tests shows that many of these differences are statistically significant, but as are noted, many of the changes in absolute terms are small, and represent for the most part small changes around the value of '5', which is labelled on the scales as being 'important' or 'satisfied'. The t-tests reflect changes not only in terms of means, but also in differences between patterns of distribution between the two sets of data. It is suspected that one cause of the t-tests showing $p < 0.05$ is the role played by the social relationship items and their importance for cluster 3, 4 and 5. As noted, these scores have increased, they serve to distinguish. For example, between cluster 4 and 5, and thus also, as shown different clusters will value the other items differently, thereby causing variance in these items. Consequently it is suggested that:

- A. Over the years, a combination of repeat visitation marginally reinforces social relationship items and their importance.
- B. However, differences in social bonding vary between bonding with children, friends and/or family and friends.
- C. This helps create the observed clusters.

- D. The clusters value other items marginally different to the point where variations in mean scores and distributions occur which
- E. Create sufficient difference to generate t-tests and ANOVA for which $p < 0.05$.

Chapter Eleven - Conclusion and Contributions

This final chapter presents an overview of the contribution that emerged from this thesis.

As mentioned in chapter two, tourist behaviour is an aggregate term that encompasses pre-visit decision-making, onsite experience, experience evaluations and post-visit behavioural intentions and behaviours. This thesis attempts to generate an understanding of visitors' pre, during and post visit behaviour from the 'push' and 'pull' conceptual perspective in the context of a Taiwanese theme park. Most satisfaction research has focused on examining the perceived importance and experience of the attributes of products or services. This thesis argued that motives that have to be satisfied are both generic (push) and site specific (pull), and that the satisfaction of generic motives such as the requirement for relaxation and escape is contingent upon the ability of the attraction to meet the visit motives specific to the attraction. It is suggested that the above argument is one of the contributions of this thesis because most past research dealt with motivation and destination attributes as separate independent variables. Another contribution that this thesis attempts is the conducting of a longitudinal study.

This current and final chapter will first attempt to match the results to the initial pre-determined research objectives and hypotheses. The second part of this chapter will discuss the contribution that this thesis has made to the theme park management. The third section will focus on discussing the value of this thesis to the theme park literature. Finally, suggestions for future research in the theme park context will be made.

Research Conclusions

This section attempts to match the result to the pre-determined research objectives and hypotheses. As mentioned above, the main objective of this thesis is to generate an understanding of visitors' pre-, during and post-visit behaviour in terms of push and pull factors. Also, the hypotheses were based on these objectives. This section will re-examine these elements.

Evidence Supporting Hypotheses

H7. Past travel behaviours predict motives and the demand for theme park attributes.

The purpose of this hypothesis is to explore the relationship between visit behaviour to pre, during and post visit behaviour. The visit behaviour measures included total number of past visits, number of visits within the immediate past 12 months, having children under or equal to 11 years old, and having children between the ages of 12 to 16.

In terms of total numbers of visits versus motivations, the results show that repeat visitation are likely to be triggered by primarily two types of motives, namely (a) social bonding and (b) excitement and ride seeking. When examining the relationship of park features to total visit numbers, the results confirmed that rides are one of the key attractions that trigger repeat visits. Also, price and atmosphere related features are important determinants for repeat visitation. In terms of loyalty versus total numbers of visit, it is not surprising that respondents with more visits tend to provide higher levels of recommendation or willingness to return scores. This thesis also

included questions that allowed the study to examine whether the presence of children of different age groups impact differently on respondents' behaviour. The results suggest that children of different age groups do influence behaviour and attitudes and possess influence on their adult companions. For example, visitors who desire a thrill ride are less likely to accompany any young children. This is partially because thrill rides are not suitable for young children, or because younger visitors who have no children are more likely to be motivated by thrill rides than older visitors.

These results suggest that the total number of visits and the presence of accompanying children affect some visitors' pre-, during and post-visit behaviour. Since most people's perception of the modern theme park centres on the rides, it is not unexpected that rides play an important role in the return rate of visitors. Also equally important is the environment of the theme park as a place to satisfy visitors' need for social bonding. Therefore, the assertion is that hypothesis 1 has not been falsified.

H8. Socio-demographic variables predict motivation and the demand for theme park attributes.

The purpose of this hypothesis is to explore the relationship between visitors' socio-demographic variables and pre-, during and post-visit behaviour. The first such variable that was examined was age, and this was found to be an important determinant of motivation and required destination features. As already noted above, visitors of different age groups behave differently and thus possess different influence over their travel companions. For example, teenage visitors (and generally those younger than 30 years) are more likely to attribute high importance to the excitement of rides, while older visitors value social bonding elements such as 'enjoy seeing

others having fun'. However, age does not appear to be a powerful determinant of loyalty. Gender possessed less influence on visitors' behaviour when compared with age. Generally, females tend to possess higher importance scores than males, particularly with reference to convenience factors and price/money related features. Males, on the other hand, showed slightly higher interest in the rides. Marital status, monthly salary and education level of the visitors are not powerful determinants of behaviours or attitudes. Although some significance has been found in the test of these three variables versus behaviours, it can be argued that these significances are caused by primarily age and accompanying children.

These results suggest in relation to the second hypothesis, that age is the most valid predictor for visitors' behaviour. However, none of the socio-demographic variables were able to show significant influence with predispositions or stated intentions to revisit the park.

H9. Theme park attributes satisfy specific generic motives of a need to relax and escape everyday life.

The 2nd part set of the questionnaire was designed to understand respondents' motives for visiting the park where the 19 questions proposed were developed from the 5 pre-formulated dimensions: (1) social needs, (2), escape/relaxation needs, (3) curiosity/intellectual needs, (4) need for difference, and (5) challenge. The result is quite consistent with previous research associated with the leisure motivation scale. There were, however, some differences. First, escape/relaxation and curiosity/intellectual became entangled with one another in the test results. Second, the pre-formulated 'social' dimension was split into two, namely friends and family.

The 3rd part of questionnaire was designed to measure respondents' need for the park's features and comprised 29 questions developed from the 4 pre-formulated dimensions: (1) qualities of rides, (2). good value for money (qualities vs. price), (3) overall layout design (atmosphere), and (4) special features. The results show that the 'qualities of rides' dimension was divided into two, namely intrinsic values and variety of rides. The second difference was that some atmospheric items were mixed with 'people elements' such as 'entertainer' and 'crowding of the park' when undertaking an analysis of underlying dimensions or factors.

In terms of cluster analyses, the results show that respondents can be grouped into five clusters based on their motivations namely: (1) excitement seeker, (2) park devoted, (3) difference seeker, (4) family visitor, and (5) social seeker. Grouping respondents based on park features, on the other hand, shows 5 clusters namely: (1) atmosphere lover, (2) park moderate, (3) park devoted, (4) price and quality sensitive ride seeker, and (5) excitement and challenge seeker. From these results, one can conclude that most respondents utilise the majority of facilities that the park offered. Some minority groups only focus on certain features that they desire and neglect the other attributes. For example, younger visitors tend to attach more importance to ride and excitement related features. Older respondents, on the other hand, enjoy atmosphere, social and relaxation features provided by the park. The result suggests that visitors of Janfusun are visiting mainly for 'ride' and 'social bonding'. Furthermore, most respondents appreciate the good atmosphere that the park provides, which is essential for people who want relaxation, social bonding and possibly differences from everyday life. Overall, features of the theme park seem to be consistent with the visitors' motivations for visiting, indicating the importance of site

specific features as means of meeting generic relaxation/holiday needs.

H10. Convenience factors and how visitors evaluate experience.

As mentioned in the pilot study and analysis chapters, the importance of ‘there are places to rest one’s feet’ and ‘easy access to toilets’ is not an uncommon finding as shown by past research that involve large space (for example, the study of a zoo by Ryan and Saward, 2004; a study of national park by Griffin and Archer, 2001; a study of garden visitors by Connell, 2004; and a study of marine-park by Tonge & Moore, 2007). Also consistent with pilot study results is the importance of ‘enjoy unique meals’. All these results suggest that convenience factors have degree of importance for visitors.

H11. Both specific park attributes and generic motives affect how visitors evaluate experience.

The IPA test shown in chapter eight provides a visual representation of the relationship between importance and performance (satisfaction/evaluation). There are a few important findings one can report. First, social and relaxation needs seem to be important and Janfusun is able to meet these demands. Second, the ‘fun’ quality of rides is more important than the ‘excitement’ quality. This finding confirms a major argument of this thesis, which states that satisfaction is both generic and site specific (i.e. push vs. pull factors do count). For example, most people will assume that the most important attribute of rides are the ability to provide excitement. This study contextualises that, although from a generic perspective it can be noted that adventure tourism also bases its appeal on excitement and bonding needs. These conclusions

were also supported by the structural equation modelling analysis. Although the ‘Goodness of Fit’ and ‘Badness of Fit’ indices did not quite achieve the levels normally associated with ‘models of good fit’, the calculations did suggest that ‘social’ and ‘relaxation/get away’ motives were strongly correlated with the overall satisfaction recorded with the visit. While many researchers strictly adhere to the view that structural equation modelling is solely a confirmatory mode of analysis, which is not the view adopted here. Indeed Kline (2005:11) states that ‘... readers should not interpret the term ‘confirmatory’ and ‘exploratory’ as applied to statistical techniques – SEM or otherwise – in an absolute way’. For the purposes of this research SEM was used, like conventional factor analysis, as an exploratory approach in order to better understand the motives of visitors to Janfusun. Given the high level of repeat visitation, it is not surprising that visitors continue to come to the Park precisely because they find their visits aid the confirmation of family and social bonds in an environment that provides an escape from everyday work pressures and enables them to have fun.

H12. Positive experience causes satisfaction and loyalty.

The loyalty items ‘Visit this theme park again’ and ‘overall satisfaction with past experience’ both score means of 5.00 or more, suggesting that respondents are highly satisfied with Janfusun. Again, this is not unexpected since many respondents have been to this theme park more than once. The overall level of satisfaction and other loyalty behaviours, such as recommendations to others and visit again, share strong relationships one with another. In another words, highly satisfied visitors are more likely to recommend the theme park to their friends and visit again.

Achieving Research Objective

This thesis attempts to generate an understanding of visitors' pre-, during and post- visit behaviours. Therefore, three objectives were proposed to:

1. Understand the process of destination choice decision-making with reference to a specific theme park.
2. Understand how visitors evaluate experience in theme park.
3. Understand what causes satisfaction and loyalty with reference to that theme park.

The above discussion has demonstrated that assessing both motivation and site specific features allowed the research to gain a better understanding of visitors' experiences of a destination. For example, visitors' attribute higher importance to the 'fun' of rides compared to the 'excitement' quality, which helps to explain the differences between theme parks and 'adventure forms' of tourism. This thesis also provides evidence that suggests a relationship between positive experiences and loyalty (post behaviours). Furthermore, loyalty behaviours mean repeat visits and thus the research needed to incorporate assessments of past experience. In general, instead of viewing pre-, during and post-visit behaviours separately, it is better to view them as a whole. The reason for viewing them together is because of the strong relationships between push and pull factors discussed in chapter two. This thesis examines the pre-, during and post visit-behaviour as a process and implies that examining any one phase alone will not be able to provide adequate explanation of visitors' behaviours and constructs.

Practical Importance for Theme Park Management

This thesis undertook factor and cluster analyses based on the importance attributed to 19 motivational and 29 park feature items. The results are similar to prior research, and thus

are consistent with the literature, such as Beard's and Ragheb's (1983) studies of motivation. There are also a few findings that may be of importance for theme park management:

1. Age and Gender are the most powerful predictors

The results discussed in chapter eight shows that age and gender influence visitors' motivation and experience with site specific features. Furthermore, children of different age groups behave differently and affect the choices made by their companions. One more thing that needs to be mentioned is that age is associated with other socio-demographic measures, such as education, marital status and monthly salary. For example, a respondent who is 16 years old is less likely to be married than the respondent who is 30 years old. Therefore, it can be said that a lot of the significance found in the analyses of other socio-demographic variables versus behaviours are affected by age. On top of this, age and gender are the only variables that can be determined by looking at visitors (i.e. one cannot know the occupation of a visitor just by looking at them). Theme park management can use this to their advantage. For example, by training staff to estimate visitors' needs by guests' ages and provide appropriate services.

2. Visitor group

The visitors of Janfusun Fancyworld can generally be divided into two groups namely: (1) family and (2) friends. The behaviour of these two visitor groups is different. For instance, a 'friends' group will mainly consist of visitors of a similar age group; while a 'family' group, on the other hand, is likely to consist of visitors of different age groups. The fact that a group consists of visitors of different ages suggest different needs that may contradict one another. For example, children may want to enjoy the ride while their adult companions want to sit down and have a coffee in a nice

environment, which means that adults might have to sacrifice some of their needs to accompany their children. Indeed, the item 'enjoy seeing others have fun' appears to be an important motivation for many visitors, particularly older respondents. Theme park management can provide services that allow their visitors to enjoy more by watching others having fun. For instance, install a video device on the ride that allows others to watch them more closely. Indeed the artificial beach/water development at Janfusun can be said to meet these needs well.

3. Ride quality

The result of this thesis shows that the 'fun' quality of ride is more important than the 'excitement'. The items such as 'uniqueness of ride' and 'variety of ride' score higher importance than the 'adventure' and 'thrill' of the rides. This highlights a few important issues. Firstly, providing 'height' and 'speed' will not be sufficient to satisfy the visitors. A successful ride also needs to possess some unique quality. Like Maslow's suggestion of people's need hierarchy, people's desire for a ride can also be categorised into a similar hierarchical system. This thesis then argued that the 'thrill' of a ride only satisfied customers' basic need for excitement. People still have other need such as feeling important by experiencing something that no one has experienced before. People then like to brag about their unique experience and therefore act as a word of mouth for the theme park. Secondly, this thesis has already mentioned that visitors' high demand for the 'fun' quality of ride explains the difference between theme park and other destinations. This suggests that examining the relationship between push and pull factors can help theme parks to understand how they can differentiate themselves from their competitors and substitutes.

Contribution to the Literature

There are two key themes in this thesis. The first was to examine visitors' satisfaction by observing their experiences using measures of both generic and site specific attributes. The second was to conduct a longitudinal study that allowed the research to track behavioural changes over time.

Importance of Analysing Satisfaction Using a Push and Pull Theory

This thesis argued that satisfaction is a confirmation of visitors' expectation and the motives that have to be satisfied are both generic and site specific, and that the satisfaction of generic motives such as the requirement for relaxation and escape is contingent upon the ability of the attraction to meet the visit motives specific to the attraction. For example, a need for escape would not be met if a theme park visitor found the rides uninspiring, the portrayal of fantasy unconvincing and the food poor. This argument then leads to the application of push and pull theory. Most satisfaction studies focus on the satisfaction with a destination, product or service (Bigne, Andreu and Gnoth, 2003; Lin, et. al., 2007). However, few such studies examine satisfaction by considering both push and pull factors. As mentioned in chapter two, motivation does not explain the destination choice, and destination choice is not always a valid proxy for motivation (McKercher and Chan, 2005). Therefore, it can be asserted that studies that only focus on one aspect of satisfaction are incomplete. This thesis examines both push and pull factors, and the results of analysing the two aspects of satisfaction provide a better understanding of visitors' behaviours. This finding is consistent with some past research that is not limited to theme parks but also including restaurants (Crompton and McKay, 1997), festivals (Prentice and Andersen, 2003), and cultural attractions (McKercher and du Cros, 2003). For example, McKercher and du Cros (2003) found substantial numbers of business travellers visiting Hong Kong

cultural attractions. Even a destination that seemingly met only a single motive (culture for example) can appeal to visitors with a variety of needs, not to mention that a theme park is designed with the intent to satisfy a range of different motivations. Given the ability of many destinations to be multi-dimensional in their ability to meet motives for visits, it thus appears that a multi-dimensional theory of both 'push' and 'pull' motives and need satisfaction is appropriate.

Longitudinal Study

Arguably a contribution made by this thesis is the longitudinal nature of the study that allowed the research to capture changes in visitors' behaviours and attitudes over time. This study had made an effort to ensure that the two set of data are comparable. For example, the age characteristics of the two sets of data are similar to each other. Also, both surveys were conducted in similar months so there will not be any problems such as peak/off season timing. However, the questionnaire used in 2007 survey was amended slightly based on the findings derived from 2005. This meant that some items could not be used for comparison. Despite the changes in the questionnaire, the results of the comparative study still generated meaningful findings. The finding suggests that visitors' motivations are subject to the influence of either changes in visitors themselves, the theme park itself or the external environment. Of importance was the role of repeat visitation in determining visitors' motivations and experiences. For example, visitors with high repeat visits are more aware of the 'new rides' than the first time visitors.

Recommendations for Future Research

Changes in Environment

As an individual doctoral student, the study was undertaken with limited funds and was

required to be completed within a given time. Therefore, this thesis was only able to conduct a longitudinal study based on two sets of surveys commenced within a three year period and thus captures the changes occurred in visitors' perceptions of the theme park for the period 2005-2007 alone. However, it may not adequately explain the reason for these changes, although efforts have been made to do so. Given that the 2 sets of survey samples consist of respondents with similar socio-demographic backgrounds, this thesis then made an assumption that the changes noted are triggered by either changes in people's demand or external factors. As already noted, most respondents are repeat visitors (at least 2nd time visitors), which suggests that past experiences are incorporated in their evaluation of the theme park. Also it has been noted that there are now approximately 170 theme parks in Taiwan and Janfusun has established a few new features within this time period. These changes may alter visitors' perceptions of the theme park. The changes in environment can be generally divided into two groups: (1) changes within the park, and (2) changes outside the park.

1. Influence of Changes in Theme Park Environment

As mentioned above, environment change can affect how visitors perceive and experience the park. Changes may not always lead to positive outcome. As mentioned in chapter ten, Janfusun installed new facilities that sought to improve the facilities attractiveness. However, this also meant that previously open spaces are now occupied with constructions and this may possess negative impact for visitors who enjoy open spaces. Considering this, it is important for theme park management to understand how visitors react to changes in order to fully benefit from the changes or prevent any negativity.

2. Influence of Changes in Outside Environment

Changes outside the theme park mainly refer to the increase of competition and alternative tourism destinations (Braun and Milman, 1994). The second pilot study generally showed that respondents (20 interviewees) are more attracted by a theme park such as Universal Studios than Janfusun. The only reason that they visit Janfusun more is because of time and financial constraints that prevent them from visiting Universal Studio (which is overseas). Although pilot study two only consisted of 20 respondents and their opinion cannot be generalised to represent a larger population, this result still indicate that competition, substitutes and constraints are included in visitors' decision making process. The fact that this thesis focused on examining the relationship between motivation (push) and site features (pull) means that the role of competitions, substitutes and constraints are not fully explained.

Comparative Research

One of the main purposes of this thesis is to identify changes in visitors' behaviour over time. It is, however, not the primary goal of this thesis to compare the differences between different theme parks. Although the pilot study two included Universal Studio, it was an exploratory qualitative study that involved very few participants and it is difficult to generalise the results. Given that the pilot study two identified some differences between the two theme parks and the above discussion regarding how competition affects visitors' behaviour, it is logical to theorise that different theme parks possess unique characteristics that attract visitors with different needs. Future studies can survey visitors of different theme parks and compare the differences in their behaviours, such as motivations for visiting. Also, findings suggest that time, accessibility and other factors may be stronger determinants of actual visit patterns than the quality of the theme park features alone. For

example, a theme park with more desirable features but located in an area difficult to access will find it difficult to attract visitors with transportation or time constraints. By simultaneously examining visitors to different theme parks, future studies will be better able to understand the level of importance of these ‘other factors’ in determining visitors’ behaviours.

Duration Studies

There are some duration related issues that this thesis only briefly examined because they were not the main focus of this study. However, theme park management can benefit more if these issues are explored.

1. Duration of Stay

As mentioned in chapter three, Janfusun has advanced to a two-day tour stage where visitors have a choice to stay overnight and enjoy the night features of the theme park. Although this thesis has included these night features (e.g. night lights) in the study, the questions focused on how ‘attractive’ these features are. This thesis, however, did not examine the ability of the features to attract visitors to stay overnight or even more days. Given the intention of Janfusun to progress to a multi-day tour stage, it is important to understand what affects visitors’ willingness to stay overnight.

2. Duration of Rides

There have been only a few studies that try to understand the appropriate duration of rides (Han, and Hausman, 1990; Kemperman, et. al. 2003). Knowledge of how visitors spend their time in the theme park provides important information that can help theme park management to (1) balance visitor streams, (2) predict effect of

adding new facilities or activities, (3) the strong and weak elements of the theme park, (4) the expected impact of strategies to limit queuing, and (5) potential solutions for logistical problems. This thesis has included questions such as ‘queuing time for ride’, ‘length of ride’ and ‘queuing for a same ride more than once’ to examine how visitors’ perceive their waiting experience. The result of both main surveys and pilot study two suggests that the ‘waiting’ experience plays an important role in determining visitors’ evaluation, satisfaction and their willingness to queue for a ride more than once. This thesis, however, did not compare the different rides. For example, visitors may wish for an exciting ride to be longer, but if a relaxing ride (e.g. Motan Wheel) is too long it is possible that visitors will feel impatient. Without analysing the differences between each ride, the results will not be very helpful in assisting theme park managing visitor flow. Effectively managing visitor flow can also help generate store profits (Rajaram and Ahmadi, 2003), maintain visitors’ satisfaction level by reducing stress caused by waiting, and potentially able to generate visitors’ loyalty. In short a major contribution of the thesis for future research is that by following past research literature and adopting a longitudinal approach, deficiencies inherent in that literature have come to light. Future research that addresses those deficiencies will therefore help enable management to better plan theme parks and aid theoretical construction of fuller models of consumer decision making of theme park selection and patronage behaviours.

The Role of Convenience Factors

Some of the factors that are initially regarded as pull factors were later treated as convenience factors in the main study of this thesis. The reasons that prompted this action are the findings of the first pilot study, specifically the fact of relatively low goodness of fit

of SEM. The further literature reviews suggests a possible solution, which is based on Foster's (1999) assertion that certain factors, while considered important, rarely act as an incentive or contribute to overall satisfaction, but the absence of the elements act as significantly deterrent to the satisfaction. This concept is similar to Herzberg's (1968) traditional two-factor theory. The theory indicates that the opposite of satisfaction is NOT dissatisfaction, but no satisfaction; and the opposite of dissatisfaction is no dissatisfaction. It is true to argue that certain features, such as accessible toilets, do not attract or satisfy visitors. Furthermore, the provision of these convenience factors does not raise the future visit intention of the visitors, even when the provision is satisfactory. However, such items become an obstacle to the future visit intention when the absence of these features accumulates from a simple low satisfaction or minor dissatisfaction to annoyance. These issues were not initially conceptualised in the beginning of the thesis, which makes the finding of interest. Therefore, it can be suggested to future researchers to try or even focused on understand the role of the convenience factors. Another related issue that emerged in the analysis is whether some distinction might be made between convenience factors and annoyance factors. One simple approach to this is whether the presence of a factor such as clean toilets is a convenience, but its absence is an annoyance – that is the latter can be envisaged as an absence of the former. However, there remains a nagging doubt that the relationship may be more nuanced than a simply dichotomous relationship, and this might require more detailed qualitative research in the future to tease out whether this is indeed the case.

Destination without a Theme

As mentioned in the literature review and the discussion of theme park, a unified 'theme' is what differentiates a theme park from all its competitors. Also by definition, a 'theme' is

what elevates an amusement park to theme park. These discussions highlight the importance of the provision of ‘theme’ in theme park. Janfusun Fancyworld does not appear to possess any ‘theme’, but still advertises itself as a theme park. Given that Janfusun Fancyworld is a leading theme park in Taiwan, it become questionable whether ‘theme’ possesses any importance in terms of successfully operating a theme park. Indeed, it can be argued that a ‘theme’ can only be effective to the people who appreciate it. For example, if visitors are not familiar with the cartoon characters, Disney’s theme parks will be no more than a place offering rides. Furthermore, an inappropriate ‘theme’ may cause negative effect. For instance, people who thought Disney to be childish will be repelled by it. Since Janfusun runs smoothly without a ‘theme’, should it go through the trouble of creating a theme with no assurance of positive results. On the other hand, there are now a new Disney land established in Hong Kong, and Japan possesses both Disneyland and Universal Studio, which are both easily accessible to the Taiwanese people. This increase of competition in an international level will perhaps put Janfusun on ‘trial’.

Taiwan and China are also now more open to each other, which means a possibility of increasing numbers of Chinese visitors to Taiwan. Although Janfusun did not possess an international recognition, Alishan – a famous Taiwanese mountain does, which is in the vicinity of Janfusun. This may led to Janfusun being part of a package tour to Chinese visitors. Whether Janfusun, as a place without a ‘theme’, is able to appeal to the Chinese market also remains an unsolved question. A successfully implemented ‘theme’ may help Janfusun to attract not only regional, but also international visitors. Clearly, the role of ‘theme’ and its effectiveness remain an interesting issue and await further investigation.

Finally, it emerged in the oral defence of this thesis that this discussion and the findings of

the thesis may have wider significance. A theme park is but a specific form of destination, and given the attempt by many regions, and indeed countries to create themes (for example New Zealand's '100% pure') the question was raised whether it is possible to have a successful 'theme-less' destination? While outside of the remit of this research project, it is suggested that destination success is due to many considerations as noted in this study. Accessibility is one such factor. Attractiveness is another – and thus image of place possesses importance. But images can be multiple and each market segment will select from the multiplicity of resources and images that which it chooses as pertinent to its needs. Being 'theme-less' does not equate with being 'image-less' and thus future research into theme and amusement parks might also wish to explore these nuances too.

APPENDICES



Waikato Management School
Te Raupapa

This questionnaire will take about 20 minutes to complete. Your name and address is not required and all answers will be kept confidential. This questionnaire is being undertaken by Shih-Shuo Yeh as part of his studies at the University of Waikato, New Zealand, and queries can be directed to Professor Chris Ryan at caryan@waikato.ac.nz. Thank you for your co-operation.

Visit information

- 01 How many times in total have you visited this theme park (including this time)? _____
Of these visits, how many have been in the last 12 months? _____
- 02 How many children are there in your travel group?
11 Years old or younger _____ 12-16 Years old _____ None
- 03 Did you stay overnight away from home when visiting the Park?
 No Yes If 'yes' how many nights? _____
- 04 Did you stay at the hotel of this theme park while on **this** visit?
 Yes No
If No, what is your alternative accommodation choice
 Other hotel Friends or relatives

Below there is a list of reasons as to why people visit a theme park, followed by a list of factors thought to affect enjoyment of such a visit. Please use the following scales to indicate the levels of importance that you attach to these items and the degrees of satisfaction you have gained from these features. Circle the number that best shows your feelings.

The Importance Scale

Extremely Important	7
Very highly important	6
Very important	5
Important	4
Of some importance	3
Of little importance	2
Of no importance	1
	0

The Satisfaction Scale

Extremely Satisfying
Very highly satisfied
Very satisfied
Generally satisfied
Satisfied to a small extent
Neither satisfied or dissatisfied
Dissatisfied
Not applicable

Importance							Item	Satisfaction							
Motives for a Visit															
1	2	3	4	5	6	7	Accompany someone (as driver or guide)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To spend time with friends	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To spend time with family members	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	For a period of fun	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To have thrill rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To have a holiday	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To test my sense of adventure	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To see the shows	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Enjoy unique meals	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Get away from everyday life	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Ease pressure from work or study	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To do something different	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Intellectual/ curiosity	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Try new ride	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Stay in luxurious hotel	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Enjoy different museum (e.g. Coffee museum)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Purchase local products (e.g. Taiwanese coffee)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Attend theme park special event (e.g. Spill water holiday)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7		1	2	3	4	5	6	7	0
Features															
1	2	3	4	5	6	7	The Park has a queuing time for rides of less than 10 minutes.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Rides in the Park have an appropriate time/length	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The Park has 'White knuckle' rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The Park has safe rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There is an appropriate scale of crowding in the Park	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are acceptable walking distances between attractions	1	2	3	4	5	6	7	0

1	2	3	4	5	6	7	There are acceptable walking distances between shops	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are acceptable walking distances between restaurants	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are easily accessible toilets	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are places to rest one's feet	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The entry price.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The price of hotel accommodation.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The price of car parking.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The prices of light refreshments.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The price of souvenirs.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The prices of shows.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The natural scenery.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The manmade ambience.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The levels of hygiene.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of indoor decoration.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The standard of the shows.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The standard of special event.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The entertainers.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The service personnel.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of cafés & restaurants.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of the hotel	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of souvenirs	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The helpfulness of Internet information	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The helpfulness of the Information centre	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The clarity of direction/signs	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of night lighting show	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The overall atmosphere of the Park	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The souvenir clothing (e.g. t-shirts)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Children's facility	1	2	3	4	5	6	7	0
What is your overall level of satisfaction with this visit?(including past experience)								1	2	3	4	5	6	7	

For the following questions please use the following scale

The highest score 7

An average score 4

The lowest score 1

01 To what extent would you queue for the same ride more than once?

1 2 3 4 5 6 7

02 How likely is it that you would visit this theme park again?

1 2 3 4 5 6 7

03 How strongly would you recommend the Park to others?

1 2 3 4 5 6 7

04 How willingly would you pay a higher price in peak season?

1 2 3 4 5 6 7

05 How satisfied were you with this visit?

1 2 3 4 5 6 7

06 How satisfied are you that the park represented good value for money?

1 2 3 4 5 6 7

07 How much are you personally prepared to *spend on food and drink for yourself* while you visit the park?

NT\$ _____

08 How much are you personally prepared to *spend on Prince Hotel for yourself* while you visit the park?

NT\$ _____

09 How much are you personally prepared to *spend on souvenirs for yourself* while you visit the park?

NT\$ _____

Personal Background

The following questions are solely for classification purposes within the analysis.

01 Gender Male Female

02 Age

Under 10 11~20 21~30 31~40 41~50

51~60 61~70 71~80 81 years and more

03 Marital status Married Not Married Other

04 Personal monthly salary

20,000 20,001~40,000 40,001~60,000 60,001 or above

05 Residential area _____ City/County

06 Do you have other comment? _____

1、到訪資料

01 包含本次在內，您一共來過本遊樂園多少次？

其中有幾次是最近十二月內？

02 是否有孩童同行？

11 歲或以下

12-16 歲

無

03 您是否有外宿的打算？

是

否

若「是」，請問幾天？

04 您本次前來是否住宿在遊樂園的旅館中？

是

否

若「否」，則請問您的住宿選擇是什麼？

其他旅館

朋友或親屬家中



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研究生：葉時碩 sy110@waikato.ac.nz

感謝您寶貴的時間與意見

敬祝愉快

2、品質評估

以下有幾項「前來遊樂園的原因」，以及「影響遊憩體驗的因素」，請參照以下的數字刻度標準，圈選您認為適當的數字。

重要度							項目	滿意度							
極不 重要	非常 不 重要	不 重要	尚 可	重 要	非常 重 要	極 度 重 要	前來遊樂園的原因	極 不 滿 意	非 常 不 滿 意	不 滿 意	尚 可	滿 意	非 常 滿 意	極 度 滿 意	沒 意 見
1	2	3	4	5	6	7		1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	陪他人前來	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	與朋友同樂	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	與家人同樂	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	享受一段歡樂時光	1	2	3	4	5	6	7	0

1	2	3	4	5	6	7	享受刺激的設施	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	渡假	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	刺激自己冒險的意識	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	觀賞節目表演	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	享用特殊餐點	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	離開平日的的生活	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	平撫工作或學習壓力	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	做些不同的活動	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	好奇或增長見聞	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	嚐試新的設施	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	住宿在豪華的旅館	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	享受不同的主題館 (咖啡博物館)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	購買特產品 (台灣咖啡)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	參加節慶活動 (潑水節)	1	2	3	4	5	6	7	0
影響遊憩體驗的因素															
1	2	3	4	5	6	7	排隊時間在十分鐘以下	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	設施運轉的時間長短適當	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	刺激的設施	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	安全的設施	1	2	3	4	5	6	7	0

1 2 3 4 5 6 7	擁擠度適中	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	每個景點之間的路程適中	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	每個商店之間的路程適中	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	每個餐飲店之間的路程適中	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	輕易可以找著化粧室	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	有可以休息的地方	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園門票費	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園旅館住宿費	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園停車場費	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園餐飲標價	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園紀念品標價	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園表演入場費	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	自然景觀	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	人工造景	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	清潔乾淨的程度	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	室內裝飾品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	表演的品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	特殊節慶品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	表演人員	1 2 3 4 5 6 7 0

1	2	3	4	5	6	7	招待人員	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	咖啡廳與餐飲店品質	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	旅館品質	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	紀念品品質	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	網路資料提供有用資料	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊客中心提供有用資料	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	路標提供明確的方向	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	夜晚燈光秀的品質	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園整體氣氛	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	紀念衣服 (如 T-恤)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	兒童設施	1	2	3	4	5	6	7	0
							您整體的滿意度?(含以往經驗)	1	2	3	4	5	6	7	

3、忠誠評估

01	您是否願意重複在同一個設施排隊?	最低	1	2	3	4	5	6	7	最高
02	您是否會再度前來本遊樂園?	最低	1	2	3	4	5	6	7	最高
03	您是否會推薦本遊樂園給其他人認識?	最低	1	2	3	4	5	6	7	最高
04	在旺季時您是否願意付略高的價格?	最低	1	2	3	4	5	6	7	最高
05	您本次到訪的滿意度為何?	最低	1	2	3	4	5	6	7	最高

06 您認為付出的費用獲得同等的價值？ 最低 1 2 3 4 5 6 7 最高

07 本次到訪，您個人在自己在劍湖山中「餐飲費」花費多少？ NT\$ _____

08 本次到訪，您個人在自己在劍湖山中「住宿費」花費多少？ NT\$ _____

09 本次到訪，您個人自己在劍湖山中購買「紀念品」花費多少？ NT\$ _____

4、基本資料

以下資料純屬便利本研究進行分類

01 性別 男性 女性

02 年紀

10 歲或以下 11~20 歲 21~30 歲 31~40 歲 41~50 歲

51~60 歲 61~70 歲 71~80 歲 81 歲或以上

03 婚姻狀態 已婚 未婚 其他

04 個人月薪

20,000 或以下 20,001~40,000 40,001~60,000 60,001 或以上

05 目前居住地 _____ 縣/市

06 您是否有其他的意見？

~ 本問卷到此結束 ~

~ 十分感謝您寶貴的時間與意見，敬祝您有個愉快的假期 ~

1、到訪資料

01 您總共到訪過劍湖山多少次?

您過去十二個月中共來過多少次?

02 您攜帶多少幼童?

11 歲以下

12-16 歲

無

03 您來劍湖山是否會離家過夜?

否

是

如果是請問多少夜?

04 您是否會選擇劍湖山王子飯店?

是

否

若否，請問您會選擇何種住宿

1-2 星飯店

3 星飯店

4 星飯店

5 星飯店

民宿

親戚或朋友家



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2、到訪動機重要度與滿意度

以下有幾項「前來遊樂園的原因」，請參照以下的數字刻度標準，圈選您認為適當的數字。

重要度							項目	滿意度							
極不 重要	非常 不 重要	不 重要	尚 可	重 要	非常 重 要	極 度 重 要	前來遊樂園的原因	極不 滿意	非常 不 滿意	不 滿意	尚 可	滿 意	非常 滿 意	極 度 滿 意	沒 意 見
1	2	3	4	5	6	7		1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	陪他人前來	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	看別人享受快樂	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	與朋友同樂	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	與家人同樂	1	2	3	4	5	6	7	0

1 2 3 4 5 6 7	享受一段歡樂時光	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	度假	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	離開平日的的生活	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	平撫工作或學習壓力	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	享受有趣的設施	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	住宿在豪華的旅館	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	挑戰驚悚的設施	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	考驗自己的冒險精神	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	享受速度和高度帶來的刺激	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	做些不同的活動	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	To find out about this theme park	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	嘗試新設施	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	參加節慶活動 (潑水節)	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	看表演秀	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	看現場歌舞	1 2 3 4 5 6 7 0

3、遊憩體驗重要度與滿意度

以下有幾項關於「影響遊憩體驗的因素」，請參照以下的數字刻度標準，圈選您認為適當的數字。

重要度							項目	滿意度							
極不 重要	非常 不重 要	不重 要	尚 可	重 要	非常 重 要	極 度 重 要	遊憩體驗	極 不 滿 意	非 常 不 滿 意	不 滿 意	尚 可	滿 意	非 常 滿 意	極 度 滿 意	沒 意 見
1	2	3	4	5	6	7		1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	排隊時間在十分鐘以下	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	設施運轉的時間長短適當	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	刺激的設施	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	安全的設施	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	設施種類多	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	設施特殊	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	設施有很多週邊輔助	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	擁擠度適中	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園門票費	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園旅館住宿費	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園停車場費	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園餐飲標價	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園紀念品標價	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊樂園表演入場費	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	自然景觀	1	2	3	4	5	6	7	0

1 2 3 4 5 6 7	人工造景	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	清潔乾淨的程度	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	室內裝飾品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	表演的品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	特殊節慶品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	現場表演品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	表演人員技術	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	旅館品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	紀念品有紀念價值	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	紀念品品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	夜晚燈光秀的品質	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	遊樂園整體氣氛	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	紀念衣服 (如 T-恤)	1 2 3 4 5 6 7 0
1 2 3 4 5 6 7	兒童設施	1 2 3 4 5 6 7 0

4、方便程度重要度與滿意度

以下有幾項關於「方便程度」，請參照以下的數字刻度標準，圈選您認為適當的數字。

重要度	項目	滿意度
-----	----	-----

極不 重要	非常 不重 要	不重 要	尚 可	重 要	非常 重 要	極 度 重 要	遊憩體驗	極 不 滿 意	非 常 不 滿 意	不 滿 意	尚 可	滿 意	非 常 滿 意	極 度 滿 意	沒 意 見
1	2	3	4	5	6	7	獨特餐點	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	停車空間	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	景點間的步行距離適中	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	商店間的步行距離適中	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	餐店間的步行距離適中	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	容易找到的盥洗室	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	有地方歇腳	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	網路資料提供有用資料	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	遊客中心提供有用資料	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	路標是否清楚	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	服務人員	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	咖啡和餐廳的品質	1	2	3	4	5	6	7	0

5、滿意與忠誠度

您是否願意重複在同一個設施排隊？	1	2	3	4	5	6	7
您是否會再度前來本遊樂園？	1	2	3	4	5	6	7
您是否會推薦本遊樂園給其他人認識？	1	2	3	4	5	6	7

- 在旺季時您是否願意付略高的價格？ 1 2 3 4 5 6 7
- 您本次到訪的滿意度為何？ 1 2 3 4 5 6 7
- 您認為付出的費用獲得同等的價值？ 1 2 3 4 5 6 7
- 您從以往至今對劍湖山的印象如何？ 1 2 3 4 5 6 7

6、基本資料

以下資料純屬便利本研究進行分類，內容絕對保密

- 01 性別 男性 女性
- 02 年紀
- 10 歲或以下 11~20 歲 21~30 歲 31~40 歲 41~50 歲
- 51~60 歲 61~70 歲 71~80 歲 81 歲或以上
- 03 婚姻狀態 已婚 未婚 其他
- 04 個人月薪 (單位 : NT\$)
- 20,000 或以下 20,001~40,000 40,001~60,000 60,001 或以上
- 05 目前居住地 _____ 縣/市
- 06 您的教育程度
- 高中畢業 職校
- 大學 研究所

07 本次到訪，您個人在自己在劍湖山中「餐飲費」花費多少？

NT\$ _____

08 本次到訪，您個人在自己在劍湖山中「住宿費」花費多少？

NT\$ _____

09 本次到訪，您個人自己在劍湖山中購買「紀念品」花費多少？

NT\$ _____

10 其他意見？



Waikato Management School
Te Raupapa

This questionnaire will take about 20 minutes to complete. Your name and address is not required and all answers will be kept confidential. This questionnaire is being undertaken by Shih-Shuo Yeh as part of his studies at the University of Waikato, New Zealand, and queries can be directed to Professor Chris Ryan at caryan@waikato.ac.nz. Thank you for your co-operation.

Section 1: Visit information

01 How many times in total have you visited this theme park (including this time)? _____

Of these visits, how many have been in the last 12 months? _____

02 How many children are there in your travel group?

11 Years old or younger _____ 12-16 Years old _____ None

03 Did you stay overnight away from home when visiting the Park?

No Yes If 'yes' how many nights? _____

04 Did you stay at the hotel of this theme park while on **this** visit?

Yes No

If No, what is your alternative accommodation choice

1-2 star hotel 3 star hotel 4 star hotel
 5 star hotel Hostel Friends or relatives

The Importance Scale

Extremely Important	7
Very highly important	6
Very important	5
Important	4
Of some importance	3
Of little importance	2
Of no importance	1
	0

The Satisfaction Scale

Extremely Satisfying
Very highly satisfied
Very satisfied
Generally satisfied
Satisfied to a small extent
Neither satisfied or dissatisfied
Dissatisfied
Not applicable

Importance	Item	Satisfaction
Section 2: Motives for a Visit		

1 2 3 4 5 6 7 Accompany someone (as driver or guide) 1 2 3 4 5 6 7 0

1 2 3 4 5 6 7 To enjoy seeing others having fun 1 2 3 4 5 6 7 0

1	2	3	4	5	6	7	To spend time with friends	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To spend time with family members	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	For a period of fun	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To have a holiday	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Get away from everyday life	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Ease pressure from work or study	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To have “the fun” of having a ride	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Stay in luxurious hotel	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To have the challenge of thrill ride	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To test my sense of adventure	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To overcome anxieties of height and speed	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To do something different	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To find out about this theme park	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Try new ride	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Attend theme park special event (e.g. Spill water holiday)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To see the shows	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	To see the live band	1	2	3	4	5	6	7	0

Section 3: Features/Place Attribute															
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

1	2	3	4	5	6	7	The Park has a queuing time for rides of less than 10 minutes.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Rides in the Park have an appropriate time/length	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The Park has ‘White knuckle’ rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The Park has safe rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The Park has variety of rides	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Uniqueness of ride (you can only find this type of ride here)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The ride has many peripheral qualities (special things to see/do)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There is an appropriate scale of crowding in the Park	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The entry price.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The price of hotel accommodation.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The price of car parking.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The prices of light refreshments.	1	2	3	4	5	6	7	0

1	2	3	4	5	6	7	The price of souvenirs.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The prices of shows.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The surrounding natural scenery.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The manmade ambience.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The levels of hygiene.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of indoor decoration.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The standard of the shows.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The standard of special event.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There is live performance	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The skill/quality of entertainers	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of the hotel	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Souvenirs of memorable experiences	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of souvenirs	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of night lighting show	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The overall atmosphere of the Park	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The souvenir clothing (e.g. t-shirts)	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Children's facility	1	2	3	4	5	6	7	0

Section 4: Convenience and availability Factors

1	2	3	4	5	6	7	Unique meals	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	Parking space	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are acceptable walking distances between attractions	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are acceptable walking distances between shops	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are acceptable walking distances between restaurants	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are easily accessible toilets	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	There are places to rest one's feet	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The helpfulness of Internet information	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The helpfulness of the Information centre	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The clarity of direction/signs	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The service personnel.	1	2	3	4	5	6	7	0
1	2	3	4	5	6	7	The quality of cafés & restaurants.	1	2	3	4	5	6	7	0

Section 5: Satisfaction

To what extent would you queue for the same ride more than 1 2 3 4 5 6 7
once?

How likely is it that you would visit this theme park again? 1 2 3 4 5 6 7

How strongly would you recommend the Park to others? 1 2 3 4 5 6 7

How willingly would you pay a higher price in peak season? 1 2 3 4 5 6 7

How satisfied were you with "THIS" visit? 1 2 3 4 5 6 7

How satisfied are you that the park represented good value for 1 2 3 4 5 6 7
money?

What is your overall level of satisfaction with this 1 2 3 4 5 6 7
visit?(including past experience)

Section 6: Personal Background

The following questions are solely for classification purposes within the analysis.

01 Gender Male Female

02 Age

Under 10 11~20 21~30 31~40 41~50

51~60 61~70 71~80 81 years and more

03 Marital status Married Not Married Other

04 Personal monthly salary

20,000 20,001~40,000 40,001~60,000 60,001 or above

05 Residential area City/County

06 What is your education level

School leaving qualification Skill/professional qualification

University degree Postgraduate qualification

07 How much are you personally prepared to *spend on food and drink for yourself*
while you visit the park?

NT\$ _____

08 How much are you personally prepared to *spend on Prince Hotel for yourself*
while you visit the park?

NT\$ _____

09 How much are you personally prepared to *spend on souvenirs for yourself* while
you visit the park?

NT\$ _____

10 Do you have other comment? _____

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