

A STUDY ON TOURIST PERCEIVED IMAGE TOWARDS URBAN TOURISM
BASED ON “DAY AND NIGHT TOURISM IN XI’AN”

WANG RENHUAN

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Tourism Planning)

Faculty of Built Environment and Surveying
Universiti Teknologi Malaysia

JUNE 2020

ACKNOWLEDGEMENT

In preparing this thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my main thesis supervisor, Dr. Syed Muhammad Rafy bin Syed Jaafar, for encouragement, guidance, critics and friendship. Without his continued support and interest, this thesis would not have been the same as presented here.

My fellow student should also be recognized for their support. My sincere appreciation also extends to all my colleagues and others who have provided assistance at various occasions. Their views and tips are useful indeed. Unfortunately, it is not possible to list all of them in this limited space. I am grateful to all my family member.

To my family: Thank you for everything you have done and have continued to do for me. Thank you for loving me and bearing me when I have been difficult to bear.

To my friends: Thank you for bearing with me during the difficult times, for believing in me and for being supportive and awesome all the time. .

ABSTRACT

Recently years, destination image is a key marketing tool that can have a powerful influence over tourists' decisions about where to take vacation. This thesis aim to examine the perceived destination image of Xi'an during day and night, and exploring the image changing at the different tourism periods. The questionnaires were used as the main research method, and the photo content analysis is the supporting method to explore destination image. Totally 122 questionnaires were collected responded by tourists indicate that the tourism image perceived by tourist during day and night. In addition, there are around 3000 photos were analyzed through the online travel agency.

The findings of this study is that the the destination image of Xi'an perceived by tourist during day and night is different, and the overall image is influenced by day and night tourism image. During the daytime, as the respondents who already visited Xi'an perceived the image of historical culture, ancient cities and places of interest, such as terracotta warriors, Bell Tower and Drum Tower and Giant wild Goose Pagodas. Tourists' perception of night is often based on their own actual experience, the image including the night performance, lighting, and lively and bustling atmosphere. It is shows that there are difference and changing of Xi'an tourism image perceived by tourists between day and night. Through investigation and study, this paper obtains tourists' perception of Xi'an tourism image in different time periods of day and night, which is an active attempt in the field of Xi'an tourism image research.

ABSTRAK

Beberapa tahun kebelakangan ini, imej destinasi adalah alat pemasaran utama yang dapat mempengaruhi pengaruh pelancong mengenai keputusan untuk bercuti. Tesis ini bertujuan untuk mengkaji gambaran destinasi Xi'an yang dirasakan pada siang dan malam, dan meneroka perubahan gambar pada masa pelancongan yang berbeza. Soal selidik digunakan sebagai kaedah penyelidikan utama, dan analisis kandungan foto adalah kaedah pendukung untuk meneroka gambar tujuan. Sebanyak 122 soal selidik yang dikumpulkan direspon oleh pelancong menunjukkan bahawa gambaran pelancongan yang dilihat oleh pelancong pada waktu siang dan malam. Selain itu, terdapat sekitar 200 foto yang dianalisis melalui agensi pelancongan dalam talian.

Hasil kajian ini adalah bahawa gambar tujuan Xi'an yang dilihat oleh pelancong pada waktu siang dan malam adalah berbeza, dan gambaran keseluruhannya dipengaruhi oleh gambar pelancongan gay dan malam. Pada waktu siang, sebagai responden yang sudah mengunjungi Xian melihat gambaran budaya sejarah, kota kuno dan tempat-tempat menarik, seperti pejuang terakota, Menara Lonceng dan Menara Gendang dan Pagoda Angsa liar. Persepsi pelancong terhadap malam sering didasarkan pada pengalaman mereka sendiri, gambar termasuk persembahan malam, pencahayaan, dan suasana yang meriah dan sibuk. Ini menunjukkan bahawa terdapat perbezaan dan perubahan gambar pelancongan Xian yang dirasakan oleh pelancong antara siang dan malam. Melalui penyelidikan dan kajian, makalah ini memperoleh persepsi pelancong terhadap Xi 'gambaran pelancongan dalam jangka waktu yang berlainan siang dan malam, yang merupakan percubaan aktif dalam bidang Xi' sebuah penyelidikan gambar pelancongan.

TABLE OF CONTENTS

	TITLE	PAGE
	DECLARATION	i
	DEDICATION	ii
	ACKNOWLEDGEMENT	iii
	ABSTRACT	iv
	ABSTRAK	v
	TABLE OF CONTENTS	vi
	LIST OF TABLE	x
	LIST OF FIGURES	xii
CHAPTER 1	INTRODUCTION	1
1.1	Research Background	1
1.2	Current Issues	2
1.3	Aim and Objectives	4
1.4	Research Question	5
1.5	Research Gap	5
1.6	Scope of Study	6
1.7	Significant of Study	7
1.8	Chapter Summary	9
CHAPTER 2	LITERATURE REVIEW	10
2.1	Tourism Destination Image	10
2.2	Destination Image Formation	12
2.3	Tourist Image Perception	14
2.4	Night Tourism	15
	2.4.1 Night Tourism Motivation	17
	2.4.2 Night Tourism Product	18
2.5	The Different Between Day and Night Tourism	20

2.5.1	Time Different	20
2.5.2	Experience Environment Different	21
2.5.3	Degree of Dependence on Facilities	21
2.5.4	Different Income	21
2.6	Factor Influence Destination Image Formation	22
2.6.1	Information Source	22
2.6.2	Tourist Psychological Factors	23
2.6.3	Social Demographic Factors	25
2.6.4	Tourist Destination Factors	27
2.7	Tourist Destination Image Measurement method	30
2.7.1	Open-response Elicitation	32
CHAPTER 3	RESEARCH METHODOLOGY	33
3.1	Study Area	33
3.1.1	Overview of Tourism Development in Xi'an	37
3.2	Sampling	41
3.3	Research Instrument	42
3.3.1	Questionnaire Design	42
3.3.2	Volunteer-Employed Photography	44
3.4	Data Collection	46
3.4.1	Questionnaire Data	46
3.4.2	Photo Data	47
3.5	Data Analysis	47
CHAPTER 4	DATA ANALYSIS AND RESULT	48
4.1	Introduction	48
4.2	Characteristic and Travel Behavior Pattern of Tourist to Xi'an	48
4.2.1	Social Demographic Profile of Respondents	48
4.2.2	Tourist Travel Behavior Pattern	50
4.3	Descriptive Analysis of Xi'an Tourism Image	53
4.3.1	Vocabulary Description of Xi'an Daytime Tourism Image	54

	4.3.2	Vocabulary Description of Xi'an Daytime Tourism Image	56
	4.3.3	A Comparative Analysis of the Perception of Tourism Image During Day and Night in Xi'an	57
4.4		Measurement of Xi'an Tourism Image Perceived by tourist	58
	4.4.1	Introduction	58
	4.4.2	Descriptive Analysis of Tourists' Perception of Xi'an Tourism Image	58
	4.4.3	Factor Analysis of Xi'an Tourism Image Perceived by Tourist	61
	4.4.3.1	Factor Analysis of Overall Tourism Image	61
	4.4.3.2	Factor Analysis of Daytime Tourism Image	64
	4.4.3.3	Factor Analysis of Night Tourism Image	66
	4.4.3.4	Correlation Analysis of Overall Image and Tourism Image at Day and Night	69
4.5		Photo Content Analysis for Xi'an Tourism Image	70
	4.5.1	Comparison of Xi'an Tourism Photo at Day and Night	71
	4.5.2	Manifest and Latent Content Perceived in Xi'an Day and Night	72
	4.5.3	Summary	74
4.6		Chapter Conclusion	74
CHAPTER 5		DISCUSSION AND CONCLUSION	76
	5.1	Introduction	76
	5.2	Discussion of Study	76
	5.2.1	Achievement of Objective One	76

5.2.2	Achievement of Objective Two	77
5.2.3	Achievement of Objective Three	78
5.3	Implication of Xi'an Tourism Image	79
5.4	Limitation of Study	81
5.5	Conclusion	81
REFERENCES		82
APPENDICE A		85
APPENDICE B		88

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 2.1	Classification and development model of night tourism products	19
Table 2.2	Main influencing factors of urban tourism image	28
Table 2.3	Literature Review of destination image measurement methodology	31
Table 3.1	Top tourism attraction in Xi'an during day time	38
Table 3.2	Top tourism products in Xi'an at night	40
Table 4.1	Description of Xi'an daytime tourism image	55
Table 4.2	Description of Xi'an night tourism image	56
Table 4.3	Descriptive factor analysis of Xi'an tourism image	60
Table 4.4	KMO and Bartlett Inspection of Overall Tourism Image	62
Table 4.5	Factor Load and Reliability of Overall Tourism Image	62
Table 4.6	Interpretation of total variance of Overall Tourism Image	63
Table 4.7	Factor score matrix of Overall Tourism Image	63
Table 4.8	KMO and Bartlett Inspection of Daytime Tourism Image	64
Table 4.9	Factor Load and Reliability of Daytime Tourism Image	64
Table 4.10	Interpretation of total variance of Daytime Tourism Image	65
Table 4.11	Factor score matrix of Daytime Tourism Image	66
Table 4.12	KMO and Bartlett Inspection of Night Tourism Image	67
Table 4.13	Factor Load and Reliability of Night Tourism Image	67
Table 4.14	Interpretation of total variance of Night Tourism Image	68
Table 4.15	Factor score matrix of Night Tourism Image	68
Table 4.16	Related Table of Tourism Image	69
Table 4.17	Comparison of Xi 'an's Tourism Photo at Night and Day	71
Table 4.18	Manifest and Latent Content of ancient architecture	72

Table 4.19	Manifest and Latent Content of food	73
Table 4.20	Manifest and Latent Content of culture and history	74

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
Figure 1.1	Research framework of this study	8
Figure 2.1	A model of destination image formation	13
Figure 2.2	The dynamic mechanism of night tourism	18
Figure 3.1	Location Map of Xi'an in China	35
Figure 3.2	Tourism attraction map of Xi'an	36
Figure 3.3	Two principal components of 21 clusters of adjectives descriptive of the affective quality of places	46
Figure 4.1	Gender of respondents	49
Figure 4.2	Age of respondents	49
Figure 4.3	Education level of visitors	50
Figure 4.4	Travel time of visitors	51
Figure 4.5	Information source of visitors	52
Figure 4.6	Prefer Purpose of visitors	52
Figure 4.7	Length of stay in Xi'an	53

CHAPTER 1

INTRODUCTION

1.1 Research background

Over the last twenty years tourism has grown to be one of the major industries in the world, playing an important role in the economies of many countries, as service industries have taken the place of other traditional industries as being the suppliers of jobs and GDP. According to the report of UNWTO, 1.5 billion international tourist arrivals were recorded in 2019, globally. A 4% increase on the previous year which is also forecast for 2020, confirming tourism as a leading and resilient economic sector, especially in view of current uncertainties.

Recently it has been recognized that: “Destinations with strong infrastructures, sufficient investments, positive images and different products gain much more shares from the market.” (Aksoy & Kiyici, 2011, p. 478). An image can be defined as the sum of impressions and views that people hold about places. Images symbolize the huge number of relations and bits of information that interact with a place. Destination image is a key marketing tool that can have a powerful influence over tourists’ decisions about where to take vacation (Echtner & Ritchie, 2003).

In China, tourism is in a golden period of development. Today, the tourism industry in various cities is developing rapidly, and the image of

destinations is receiving more and more attention. The image of a tourism destination is of great significance to the future direction of the city's tourism industry. First, there is competition between tourist destinations in various cities. To enhance the strength of the city's tourism industry, it is necessary to continuously optimize the city's tourism image and enable a large number of tourists to make decisions about choosing the city as a tourist destination. It also makes tourists willing to visit again after traveling in the city. Second, some scholars' literature shows that the better image of a tourism destination, the stronger the tourists' desire for this destination, and the more willing they are to participate in this destination. Through participating in activities to feel a unique and positive travel experience, to enhance the tourists' perception. Third, the image of a urban destination also has a great driving effect on tourists' consumption in the city. To confirm a destination image can meet tourists needs, and improve the expenditure on destination, thereby driving the growth of the tourism economy.

1.2 Current Issues

Understanding tourist destination images is important because images influence not only the tourist's decision-making behaviour, but also the levels of satisfaction regarding their experience. The image of urban tourism refers to the hardware that constitutes the image of urban tourism, including urban gardens, urban buildings, street sketches, and tourism service facilities, and software refers to the overall external performance of folk customs, service attitude, environmental sanitation, and public order (Shi & Wang, 2013). The overall impression and evaluation of the city produced in the process of the city;

therefore, the image of urban tourism is a comprehensive concept that reflects the characteristics of the entire city as a tourism product. A good image of urban tourism is important for guiding urban construction and developing urban tourism and spiritual civilization construction have important significance.

“Visiting at the day and sleeping at night” is a vivid description of tourism in the 1980s. With the development of the night economy, nighttime is regarded as the best time for leisure and entertainment. Zhao (2017) state that the demand for tourism at night continues to increase. At present, the demand of China's tourism groups has become diversified and personalized, and more attention has been paid to tourism experience and travel time. Meanwhile, a strong competition exist among the night tourism destinations, such as Shanghai, GuangZhou and Hong Kong, so the tourists have more freedom of choice to pick and substitute. Therefore, it can be justified that a destination needs to be identified and differentiated from the alternative destinations in the minds of their target market (Qu et al., 2011). It is necessary to identify the different image between day time and night based on tourists perceived.

In the more than 40 years after the Tourism Destination Image (TDI) was proposed, it was considered to be one of the important elements that constitute the destination, and it has attracted the attention of many subjects such as tourism economics and tourism geography. As the tourism market becomes more and more complex and subdivided, competition is becoming increasingly fierce, and a lot of destinations have focused their attention on tourism image positioning and branding. In a sense, the development of tourism has begun to enter the image-oriented period, and the image determines whether it can effectively attract tourists (Mei, 2014). In terms of time, the tourism destination can be divided into daytime and night, those two period provide different tourism experience and image. However, many

destinations ignore that creating night tourism image, and not taking full advantage of the resources at night. Alves (2009) state that the artificial light emerged as a powerful instrument to enhance the place, providing visibility and protection. It helps to promote nighttime leisure activities supporting urban gives tourists the perception of comfortable.

1.3 Aim and Objectives

This study aim to explore the tourists perceived image changes between daytime and night during tourists visiting Xi'an. To give that perceived image of the tourists is vital to the decision-making in visiting Xi'an, from the perspective of supply-side, exploring the changes and different image between day time and night can meet tourists need and improve the destination competitiveness. This study emphasis the different travelling time of tourists perceived image changing, which are day time travelling experience as well as night travelling experience. Within the aim, the main objectives to be achieved are as listed below:

- To identify the motivation of tourists who visit Xi' an
- To explore the tourist perceived destination image of Xi'an during the day and night respectively
- To compare the changes of tourists perceived image of Xi'an between day time and night

1.4 Research question

To achieve the research objectives, the following research questions were formulated and examined:

- What type of tourists visit Xi'an at night in terms of social demography?
- What is their motivation and perceived image at day time?
- What is the tourists perceived image at night?
- Is there any changes of their image from day time to night?

1.5 Research gap

The increased academic interest in the urban tourism field is related to the tourism image. Image plays a fundamental role in the success of tourist destinations, as it is considered critical to the destination choice. Image provides an identity to the place or destination. Nowadays, strong competitions occur where tourists can freely choose from a wide variety of destinations available, but which often substitutable (Tigu, 2012). Recently, more and more researchers focus on destination image and the number of studies increased. Those research agree that most destination image studies emphasize more on the cognitive component and the affective component, identify a image from the supply-side as well as overall destination image. However, lack of attention on image changing or image different between day time and night from demand-side.

1.6 Scope of study

This study focus on Xi'an due to it being the city that is locating in the center of China. It is rich in natural resources and has profound historical and cultural heritage. It is known as the "Emperor Capital". In recent years, with the development of Xi'an tourism industry and the expansion of tourism influence, people's expectations for Xi'an's tourism image are also increasing. Only by leveraging Xi'an's local natural and human resources to gradually enhance Xi'an's tourism image can we attract more tourists.

What's more, in 2009, the State Council reviewed and approved the "Guangzhong-Tianshui Economic Zone Development Plan", which promotes Xi'an positioning as an international metropolis at the national level. Therefore, how to improve Xi'an's position in the international tourism market requires constant exploration and research on its tourism image. Since the perceived image of the tourist can be divided into daytime image and night image, this study explores the changes of perceived image of tourists at two period. The evaluation of the perceived image will include all the component of overall destination image. The tourist's sources of information and their travel motivation are also considered because these influence the image formation when visiting Xi'an either they are physically or emotionally attached. Other related factors that can influence the tourist perceived image such as socio-demographic profiles and travel characteristics are included in this study to further understand the outline of Xi'an's image.

1.7 Significant of the Study

The significance of this study can be looked at from two perspectives, where the first contribution is to make up for the lack of clips at night time in the existing image measurement. Although Xi'an has long been well-known with the distinctive image orientation both at home and abroad, the issue of tourists' perception of their imagery at night is not identified. This study is also seen to contribute to enrich tourists' experience at night. On the one hand, the night tourism products directly promote the increase of the types and total amount of tourism products, and expand the free choice of tourists; on the other hand, from the aspect of time, dividing into daytime and night. Even for the same place at different time periods, the experience may not be the same, and this unique experience that is different from day trips meets the psychological needs of tourists to pursue novelty.

In addition, strengthen and enhance the night tourism image of the city is the most important significant. For tourists, successful night travel development will inevitably deepen the perception of tourists. Compared with the rationality of the day, people will become emotional in the evening. When they are traveling at night, they will often have more psychological appeals. A pleasant and satisfying night tour experience is likely to significantly enhance the image of the city for tourists.

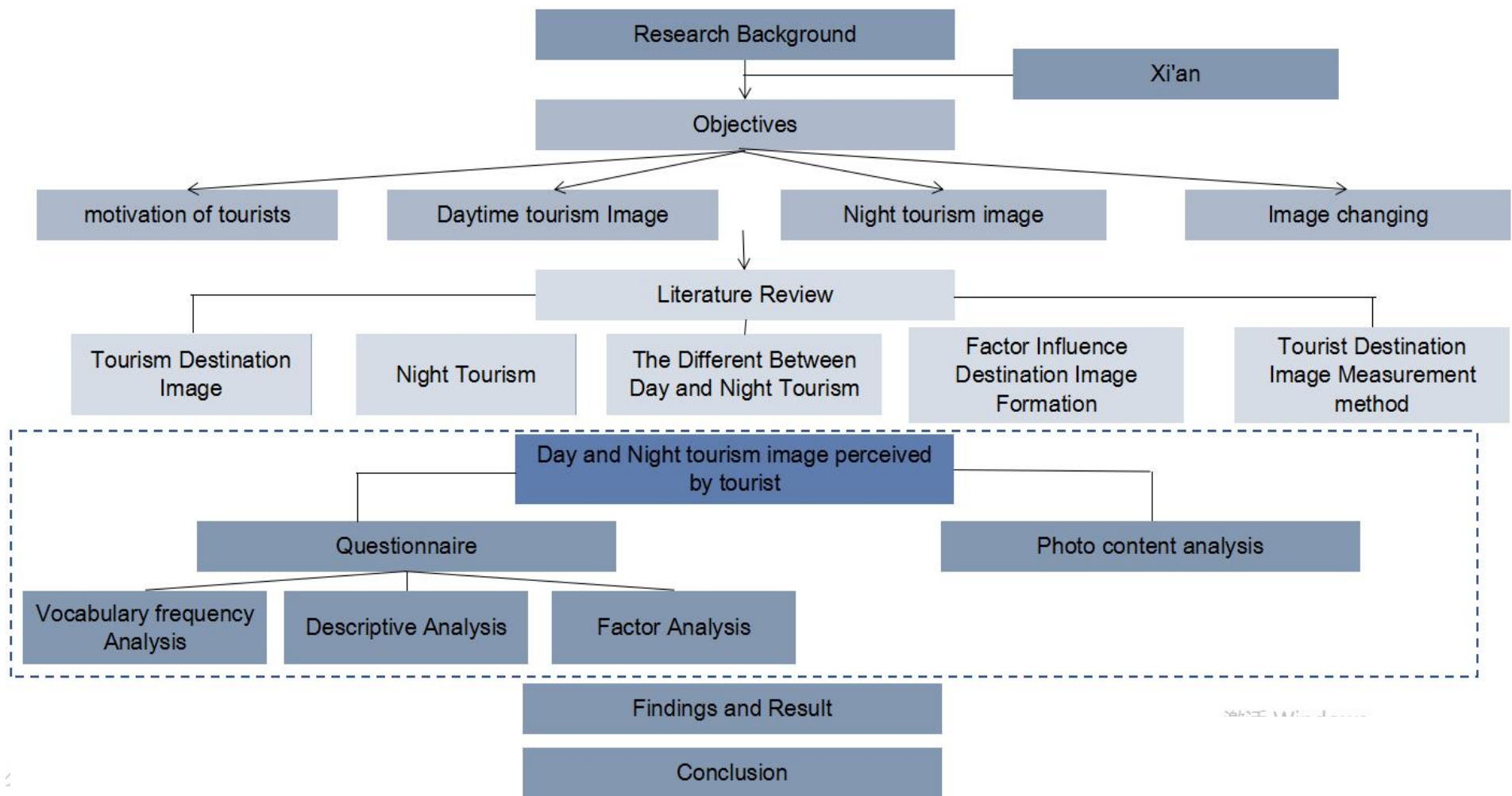


Figure 1.1 : Research Framework of this study

1.8 Chapter summary

This chapter is the introduction of the study, including the background, project aim and objectives, current issue of the study area as well as the existing gap. The tourist perceived image towards a destination is crucial information for identifying the ideal image of a particular destination. This study explore tourist perceived images during daytime and night respectively.

REFERENCES

- Tang, J. (2015). Understanding the perceived destination image of New Zealand as revealed in the travel blogs of tourists from Mainland China.
- Doktors der, (2015). Destination Image, Tourist Satisfaction and Destination Loyalty: A Case Study of Hue, Vietnam.
- Mbiyu, M. (2014). Analysis of Destination Image Formation among Foreign Travel Intermediaries: The Case of Terrorism Events in Kenya.
- Li, X, H. (2015). Destination Image Perception of Tourists to Guangzhou—Based on Content Analysis of Online Travels. *Journal of Service Science and Management*, 8, pp. 662-672
- Yin, Tian, Yan. (2019). Study on Projection Image of Tourism Destination and Tourists' Perception Image Based on Tourism Photographs.
- Kozak, M & Correia, A. (2015). Lake-Destination Image Attributes: Content Analysis of Text and Pictures. *In Marketing Places and Spaces*. Pp. 293-314.
- Wang & Cheng. (2017). The influence of urban tourism image on the travel intention of tourists from different places: a case study of Xi 'an.
- Yu . (2019). A study on perception of Inbound Tourists Towards Shanghai's City Tourism Image.
- Hong, J. (2014). Study on Urban Tourism Development Based on Experience Economy in Shanghai. *Study on Urban Tourism Development Based on Experience Economy in Shanghai*, 59-63.
- Choia, S, Xinran Y, Lehtoa, M, Morrison. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management*, 28, pp. 118–129.

- Wang, D. H., Li, K. Y., Hao, F. J., Sun, P. and Yao, R. (2013). The Study on Tourist Destination Tourism Image Perception and Evaluation in Xi'an. *Agriculture Science and Technology*, 14(9), pp. 1285-1288.
- Mei, X. L. (2012). A Study on perception of Urban Image from the Perspective of Tourists: Based on the Image of "Night in Dalian".
- Cheng, J. L. (2012). Perception on Urban Tourism Image: Case Study of Zhengzhou, Kaifeng and Luoyang.
- Aksoy, R., & Kiyici, S. (2011). A Destination Image As a Type of Image and Measuring Destination Image in Tourism (Amasra Case). *European Journal of Social Sciences* , 20(3), pp. 478.
- Baloglu, S. &. (1999). A Model of Destination Image Formation. *Annals of Tourism Research*, 26(4), pp. 868 - 897.
- Beerli, A., & Martin, J. D. (2004). A Model of Destination Image Formation. *Annals of Tourism Research*, 31(3), pp. 657 - 681.
- Song, Z.H. (2000) Study on Tourism Destination Image from Tourists' Aspect. *Tourism Tribune*, 15, pp. 63-67.
- Liu, Z.X, Ma, Y.F., Li, S., Niu, Y.L. and Wei, T. (2015) Evaluation on the Factors Influencing the Tourism Image of Beijing Based on Tourists' Cognition and Perception. *Journal of Arid Land Resources and Environment*, 29, pp. 203-208.
- Zhou, J. (2007). Tourism Perceiving Image and Creation Tourist Destination' s Image. *Journal of Gulin Institute of Tourism*, 3, pp. 353-356.
- Wang, L., Liu, H.T. and Zhao, X.P. (1999) Research on the Definition of Tourism Destination Image. *Journal of Xi'an Jiaotong University (Social Sciences)*, 19, pp. 25-27.
- Lei, Y. (2013) The Process and Comparison of Destination Image in China and Abroad in Latest Five Years. *Journal of Shijiazhuang University*, 6, pp. 67-71.

- Law, R., & Cheung, S. (2010). The Percieved Destination Image of Hong Kong as Revealed in the Travel Blogs of Mainland Chinese Tourists. *International Journal of Hospitality and Tourism Administration*, 11, pp. 303-327.
- Anuar, A., Ahmad, H., Jusoh, H., Hussain, M. (2012). Understanding the Factors Influencing Formation of Tourist Friendly Destination Concept. *Journal of Management and Sustainability*, 2(1), pp. 106-144.
- Alkawsaneh, M., & Alfandi, A. (2015). Malaysia' s Perceived Image as a Tourism Destination for Gulf Countries Potential Tourists. *European Journal of Business and Management*, 7(25), pp. 134-142.