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Impact of push and pull motivations on outbound tourists' intentions to visit sustainable tourism destinations

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Days went by but passion will never be killed by ruthless time. May you all remain young when you return from the past half of your lives.

CONTENTS

INTRODUCTION

Relevance of the research. The tourism industry had a tremendous contribution to the world economic development. The tourism industry and its related business created economic growth in all parts of the world, supported by investment in infrastructure and facilities, excellent connectivity and innovative business models. The tourism industry and its related business created jobs, reduced poverty, and supported the interests of locals and communities. They also created opportunities for visitors to pursue cultural values in heritage, and brought social, educational, and economic benefits to visitors and host communities through cultural experiences and exchanges. According to the United Nations World Tourism Organization (UNWTO, 2017), international tourism industry and its related business had created 9.8% of total global gross domestic product and 7% of global trade in 2016. About 11% of the world's employment were created by tourism industry and its related business in 2016. Moreover, according to UNWTO (2017), every day, more than 3 million tourists were travelling cross borders, and every year, almost 1.2 billion people travel abroad. Outbound tourism became an important issue in tourism sector when tourism had become an important pillar of economics. However, tourism sector developed in a twofold way, both positive and negative effects were brought by tourism sector. Great contribution to economic development went with significant impacts on the environment, culture and society.

Tourism sector was greatly promoted when the socio-economic environment changed better. Together with higher incomes and better income distribution, there were longer paid holidays for workers, improvements in transportation technology and a decline in travel costs, which highly supported people's means to travel (Berno & Bricker, 2001). People began to seek 'free resources', such as sunshine, beaches, and friendly people (Berno & Bricker, 2001). There was a very positive image about tourism at that time, and it was conveyed by the advocacy platform, and the World Bank and other institutions

began to fund tourism projects studying the willingness this industry brings (Pleumarom, 1994), because this industry which possesses free natural, historical or cultural resources, was less cost and less investment intensive, compared with manufacturing or technology. However, the potential negative impacts of tourism were considered (Young, 1973) and these early critiques about tourism claimed it a development tool focusing primarily on the negative sociocultural impacts (deKadt, 1979). The initial response to these negative impacts involved a series of initiatives undertaken by public sector (Swarbrooke, 1999). WCED (1987) stated that "*sustainable development*" notion could be applied to tourism sector and could be developed as "sustainable tourism development". WCED (1987) also stated that the sustainable tourism development could be applied to both small scale and mass tourism based on the assumption that its outcome could be beneficial for positive economic, sociocultural awareness, and ecological conservation.

The study began with the emphasis and the recognition of the importance of sustainable tourism. In the late 1950's, the concept of conservation was carried out to limit human use of the land, and at that time, the outdoor recreation activities was known as carrying capacity. The implementation of the 'sustainable' concept was well established in forestry conservation on the zoning purpose for recreation (Nash, 1968). As the notion "sustainable" extended and evolved for decades, "sustainable tourism" was declared by the United Nation World Tourism Organization in 1996. Over the past decades, sustainable tourism had aroused wide concerns from researchers (Hunter, 2002; Hind & Mitchell, 2004; Long et al. 2014; Stoddard et. Al. 2012; and Torres & Palomeque, 2014). Researches evaluated the positive impacts of sustainable tourism (Hunter, 2002; Schianetz & Kavanagh, 2008; Vaughan & Ardoin, 2014). Researchers and practitioners began to consider the application of "*sustainable development*" into the area of tourism (Berno & Bricker 2001). Stead & Stead (1994) claimed that the sustainable tourism development was based on an integration of solidarity, equity, ethics and precaution, which required a perspective of organizational values and benefits of individuals

within the organization. Thereafter, the *sustainable development* (SD) became a strategy in the tourism industry to minimize the negative impacts of tourism-related activities on natural, cultural and social environments and counter the industry's self-harming activities (Mohammad & Som, 2010). The concept of *sustainable tourism* should be applied to all tourism practice in all pillars, not only attractions or activities. Later on, sustainability became one of the most significant concept for tourism (Hall, 2009). The World Tourism Organization (WTO) provided a process leading and dividing sustainability into three dimensions: ecological sustainability with specific focus on the preservation of the indispensable ecology and biodiversity; social and cultural sustainability with the protection of unique cultures and values maintaining and strengthening the community identity; and economic sustainability ensuring that the development effective enough to reduce the poverty of the local population and communities.

Current state of the research. China had made a great contribution to the tourism sector. The recognition of the importance of the China outbound tourism market to the entire world had been growing dramatically, and according to the United Nations World Tourism Organization (UNWTO), this market had been estimated to exceed 100 million in visitor volume by 2020. Actually, according to China Tourism Academy the market already broke 130 million in 2017 (retrieved from website: http://www.ctaweb.org/html/2018-2/2018-2-26-11-57-78366.html, on October 9th, 2018). China's outbound tourists played a crucial role in the world tourism industry. According to the UNWTO (2016), in 2015, 128 million trips were made by Chinese tourists, and the travel expenditure was 292 billion US, which contributed 23.2% of the world's tourism growth. Considering the enormous potential, an insight into the travel behaviors of potential Chinese outbound tourist should be interesting for tourism sector, from both practical and theoretical perspectives (Huang & Lu, 2017). Except for the tremendous number of outbound tourists of China, the recent outbound tourists' travel behaviors and preferences already changed. According to China Tourism Academy, recent Chinese

outbound tourists emphasized more on the quality of the travel, and shopping was not the most important factor any more, but more and more tourists tended to enjoy outbound qualified life environment and services. Thus, it would be reasonable to select China outbound tourists as the research respondents and it would be insightful to study the recent Chinese outbound tourists and make comparison with previous studies based on Chinese outbound tourists' travel behaviors.

Researchers emphasized the importance of sustainable tourism researches. Some researches focused on sustainable tourism planning (Bramwell & Lane, 1993; Bahaire & Elliot-White, 1999). Some researchers shifted to tourist perspectives, and tourist behaviors and attitudes were studied (Budeanu, 2007; Choi & Sirakaya, 2005). Visitors' view to understand sustainable tourist consumption behaviour were also learned (Cottrell et al., 2013; Deng & Li, 2015; Ghaderi & Henderson, 2012; Ho et al., 2014; Mustika et. al., 2013), and the ways in which personal psychological values, motivations (Ho et al., 2014), satisfaction, willingness influence recommendations of sustainable tourism (Mustika et al., 2013) were examined. Tourists' attitudes towards sustainable tourism, sustainability empathy in sustainable tourism, and sustainable tourism experiences caught researchers' eyes. Schultz et al. (2004) suggested that there was a connection between people's attitude towards nature and their attitudes towards environmental issues. The degree to which an individual associated him or her with nature was directly related to the type of attitudes that he/she developed. It was also argued that an individual's beliefs about nature and the human role in it were a fundamental component of a person's belief system in relation to the environment (Dunlap et al., 2000). Xu & Fox, (2014) stated that people's attitude to conservation had a mediating effect between attitudes towards nature and support for sustainable tourism. Sustainable tourist consumption process was studied (Ryan, 2002; Williams & Buswell, 2003). Researchers showed that tourist behaviour was an aggregated term that included pre-visit decision-making, onsite experience, experience evaluations, post-visit

behavioural intentions and behaviors.

Issues about sustainable tourism destinations had also been pointed out. Lee (2001) stated that 'sustainable tourism destinations' would stimulate the implementation of sustainable development through an interdisciplinary, holistic and integrative approach which combines different aspects of existing tools. It had emerged from the need to develop tourism destinations in a sustainable manner, and need to recognize the efforts to develop destinations accordingly. Three main components to the definition of sustainable tourism destinations were sustainable development, tourism and destinations. The term "sustainable tourism destination" would be used only if the destination had achieved the "long term goals" of sustainable development (Lee, 2001), so identifying indicators or measures evaluating sustainable development of destinations was important. Performance measures and indicators for sustainable development in destinations would be related specifically to the issues of the destination. Luekveerawattana (2012) stated that sustainable tourism was the development responding to tourist requirement and local people in the host society and it relied on the protection and preservation on the tourism resources. It should include means of management on the resources to respond economic, social and esthetic necessary while keeping cultural identity and ecological system. Thus, the principles of sustainable tourism should include: 1) using resources sustainably, 2) reducing over-consumption and waste, 3) integrating tourism into planning, 4) supporting local economic growth, 5) involving local communities, 6) consult stakeholders and the public, 7) training staff to educate thinking and performing on sustainable development, 8) marketing tourism responsibly, and 9) undertaking research.

Although the importance of sustainable tourism and China outbound tourists had been recognized, there were still research gaps between tourists' behaviors and the selection to sustainable tourism destinations. There were many specified research topics about sustainable tourism but very rare of them

were about tourists' motivations for choosing sustainable tourism destinations. Tourist motivation was regarded as a combination of needs and desires that would affect the propensity to travel (O'Leary & Deegan, 2005). Meng et al. (2008) defined tourist motivation as a result of internal driving needs to get away from the mundane environment, and it was a conjunction of internal factors and external factors that attracted tourists to a certain destination. Moreover, push-pull motivations were widely accepted by tourist motivational researches. However, push-pull motivations for tourists to visit sustainable tourism destinations had not been well documented.

In order to carry out the study in more contextual background of sustainable tourism destinations, the nationality of outbound tourists and the sustainable tourism destinations were exemplified. The study set Chinese outbound tourists as the research respondents and selected Paris (France), Berlin (Germany) and Copenhagen (Denmark) as the three exemplified sustainable tourism destinations. The selection of sustainable tourism destinations was based on the idea that the sustainable tourism destinations should be evaluated by one system and present differences of levels in destination sustainability. Blancas et al. (2016) was introduced to provide examples of sustainable tourism destinations. Blancas et al. (2016) provided synthetic indicators evaluating sustainability of a number of European country destinations. The study exemplified that France was a high-level sustainable tourism country destination, Germany a medium level sustainable tourism country destination, and Denmark as a relatively low sustainable tourism country destination. Besides, suppose that it could be drawn that Paris (the capital city of France) could be a high-level sustainable tourism destination, Berlin (the capital city of Germany) could be a medium-level sustainable tourism destination, and Copenhagen (the capital city of Denmark) could be a low-level sustainable tourism destination. Therefore, the capital cities of these sustainable country destinations were selected as the exemplified sustainable tourism destinations for the research. Besides, UNWTO (2017) pointed out that Europe attracted 671 million of visitors, which was the biggest share of

international tourists all over the world. Thus, it was rational to set China outbound tourists and sustainable tourism destinations in Europe as the contexts for the research.

The aim of the research was two folds: (1) identifying push-pull motivations for Chinese outbound tourists; and (2) evaluating how push-pull motivations could have impact on Chinese outbound tourists' attitudes and intentions to visit sustainable tourism destinations, according to the level of destination sustainability.

The research questions could be expressed as: (1) what would be the push motivations driving outbound travels, and what would be the pull motivations attracting outbound tourists to visit sustainable tourism destinations; (2) how push-pull factors impact outbound tourists' attitudes and intentions; and (3) how travel motivations and travel attitudes influence outbound tourists' intentions to visit tourism destinations with different levels of sustainability.

The research tasks could be decomposed as, **first of all**, presenting a detailed picture identifying *why* did Chinese outbound tourists travel and *what* Chinese outbound tourists expected from sustainable tourism destinations. Push factors (motives for outbound travels) would be identified in order to answer *why*, and pull factors (attributes of sustainable tourism destinations) would be identified in order to answer *what*. **Secondly**, one task would be presenting and examining the attributes and attractiveness of sustainable tourism destinations by investigating pull factors. There were many researches about indicators of sustainable tourism destinations (Blancas et al., 2010; Blancas et al., 2016; Choi & Sirakaya, 2006; Ko, 2005; Luekveerawattana, 2012; Mahdavi et al., 2013; Miller, 2001; Nilnoppakun & Ampavat, 2016; and Rio & Nunes, 2012), and those indicators finally shaped and composed attributes of sustainable tourism destinations. However, tourists' expectations upon sustainable tourism destinations should also be taken into consideration, in order to create more attractive destinations. Thus, this research would

investigate the pull factors influencing Chinese tourists' motivations to provide with understandings from the tourists' perspective. **Moreover**, the research would provide practitioners with a framework about how push and pull factors could be examined and used for tourism Chinese outbound tourists. The results could be developed for attracting tourists. **Last but not least**, the research would provide insights for researches in travel motivations for sustainable tourism destinations. The combination of specific travel motives with types of tourism seekers would help understand the relationship between motives and intentions and produce corresponding tourism attractions.

The scientific novelty of the research and contribution to science were, first of all, filing the gap between push-pull motivational researches and sustainable tourism destinations. There were many researches about travel motivations, and many of them were push-pull motivational researches. On the other hand, there were many researches about sustainable tourism development, and many of the researches focused on indicators of sustainable tourism destinations, but rare of them were about attractiveness of the sustainable tourism destinations. Thus, the research aimed at identifying internal motives for outbound tourists and external attractiveness from sustainable tourism destinations. Meanwhile, the research should contribute in a demand perspective for sustainable tourism destinations. The research should draw a picture on how attributes of sustainable tourism destinations were perceived by tourists. There were many researches from a supply perspective talking about planning of sustainable tourism but very rare of them were investigating from tourists' perspectives. There were very rare researches about how and what sustainable tourism destinations should provide to tourists from a consumer-oriented perspective. Thus, this study presented expectations from tourists. The research should present a detailed picture of Chinese outbound tourists about their motivations to sustainable tourism destinations in Europe. Many researches studied Chinese tourists' motivations for outbound travels to many different country (regional) destinations, but there was no current research about China outbound tourists' push-pull

motivations to sustainable tourism destinations in Europe. The research aimed at providing insights for the research topic in destination marketing for sustainable tourism destinations.

The practical significance of the research was that the examining of travel motivations of Chinese outbound tourists to sustainable tourism destinations would provide destination management and marketing with insights from a customer perspective. For one thing, this research showed why Chinese tourists travel outbound. For the other, this study showed what were attracting Chinese outbound tourists at the sustainable tourism destinations. Those attractions were attributes and attractions of sustainable tourism destinations, and those attractions could be expectations of Chinese outbound tourists upon the sustainable tourism destinations, and they could also be perceptions of Chinese outbound tourists about the sustainable tourism destinations. Thus, the research gave understanding about Chinese outbound tourists, so the destination management and marketing organizations would be able to develop tourism products at sustainable tourism destinations. Meanwhile, this research provided sustainable country destinations with insights of outbound tourists' travel motivations to visit sustainable tourism destinations. As sustainable tourism had been developed for a long time in Europe, a study on motivations could be helpful for sustainable country tourism destinations to understand tourists more indepth, while the research method could also be helpful for sustainable tourism destinations in Europe to understand all tourists from the world, not only from China, but for those targeted on Chinese market, the study would be helpful in practice.

However, there were also some **research limitations** of the study. First of all, the limitation of the research lied in the lack of abundant previous research about sustainable tourism destination attractions and how sustainable tourism destinations could meet tourists' expectations, and what were tourists' expectations upon them. Thus, the pull factors of the study might ignore some of the points. Secondly, the selection of the exemplified destinations was

based on Europe but not the world wide, and there might be some slight inaccuracy when the study results would be applied to the worldwide sustainable tourism destinations. Finally, the research respondents were based on China outbound tourists, and there might be some differences when the research results were applied to tourists of other nationalities. The research limitations were explained in the end of the dissertation.

Structure of the dissertation. The following parts of the dissertation were literature review; research aim, model and hypothesis; research results; discussion and implications; and research limitations. The literature review provided rational and research models of previous researches, which was the profound foundation of the research. The part of research aim, model and hypothesis explained what were the research aims and tasks. In this part, the research model was built based on the literature and the research aims, and the research hypotheses were developed. This part presented how the study was developed and constructed in details. The part of research results presented results from data analysis, which served the research aims and tasks within the research model. Discussion and implications presented how the research results were connected with the research aims of revealing and identifying Chinese outbound tourists' travel motivations, travel attitudes and travel intentions. This part also explained phenomena with the results of data analysis, which provided insights for both tourism researches and tourism practice. The research limitation presented limitations of the research. Appendix and literature review were included.

Approbation and dissemination of research results. The study results and the process of pursuing knowledge relevant to the domain had been disseminated to the scientific community and broader audiences by means of scientific articles and presentations in scientific conferences.

Articles:

(1) Liu, Y.Y., Tseng, F.M., & Tseng, Y.H. (2018). Big Data analytics for

forecasting tourism destination arrivals with the applied Vector Autoregression model. *Technological Forecasting & Social Change,* Vol. 130, pp. 123-134.

(2) Liu, Y.Y. (2017). A FRAMEWORK IDENTIFYING FACTORS INFLUENCING TRAVEL MOTIVATIONS FOR SUSTAINABLE TOURISM DESTINATIONS. *Journal of International Scientific Publications*, Vol 11, pp. 510-519.

(3) Liu, Y.Y. (2017). DESTINATION IMAGES FOR MARKETING SUSTAINABLE TOURISM DESTINATIONS. *Journal of International Scientific Publications*, Vol 11, pp. 520-525.

(4) Liu, Y. Y., Mačerinskienė, A. (2016). Managing the digital campaign process for sustainable tourism destinations. *WIT Transactions on Ecology and the Environment* „Sustainable tourism 2016", vol. 201, WitPress, ISSN 1743-3541, p. 139-154.

Conference presentations:

(1) 7th International Conference on Sustainable Tourism, 2016, Valencia, Spain.

(2) 7th International Conference on Education, Research and Development, 2016, Elenite, Bulgaria.

1. LITERATURE REVIEW OF CONTEMPORARY ISSUES ON THE RELATED TOPICS OF THE RESEARCH

1.1 Sustainable tourism

Before moving to the main theme *"sustainable tourism"* of this research, it was necessary to introduce the originality of the notion *"sustainable development"* and its evolve into the notion of *"sustainability"*.

In the early twentieth century, the concept of *"sustainable"* was implemented in forestry conservation (Nash, 1968). Then, in the late 1950's, the concept had been involved into land use. At that time, the land use to satisfy our human outdoor recreational activities were known as *"carrying capacity"*. Later, the concept *"carrying capacity"* was extended and integrated into biophysical and societal fields (Milbrath, 1989). Thus, the beginning of *"sustainable"* concept grew from simply environmental conservation.

In the 1970s, a need for sustainable development had been aroused in the public. Two main stages represented human need for sustainable development. On the one hand, the publication of '*The Limits to Growth*' (Meadows et al., 1972), a report for The Club of Rome's project on the predicament of humankind alarmed a common concern for the future of humanity. On the other hand, international organizations, conferences and programs alerted people about the conflict between the ecology and economy. For example, the United Nations conference on the Human Environment in Stockholm in 1972 gave birth to the first notion of '*sustainable development'* (SD), the concern over aspects of conservation and resources usage, which was called as 'eco development' nowadays. What's more, the United Nations Environment Programme (UNEP) and the United Nations Development Programme (UNDP) were established in concern of the integration of social equity and ecological caution into the economic development.

In the 1980s, the notion of *sustainable development* (SD) had spread from simply an integration of ecology and economy to meeting the needs of both the current generation and coming generations. Since the publication of the Brundtland Commission Report in 1987 (WCED, 1987), *sustainable development* (SD) had been defined as "meeting the needs of the current generation without compromising the ability of future generations to meet their needs". "Needs" and "limitation" were two essentials. For one thing, we should impose enough priority to the poor and, and for the other, we should impose the environment's ability to meet these needs from both the current and the future. The notion insisted on the need to protect the diversity of genes, species, and all terrestrial and aquatic ecosystems in nature via measures to protect the quality of the environment, and by the restoration, development, and maintenance of habitats that were essential to species. Thus, *Sustainable development* (SD) was the rational management of human, natural, and economic resources that aimed to satisfy the essential needs of humanity in the very long term.

However, researchers had divergence about *sustainable development* (SD). Some researchers were supportive to the overall aims of *sustainable development*, while some others believed that *sustainable development* was just an oxymoron and a falsely shared banner. For example, Bartelmus (1986) named it as the improvement of human quality of life and welfare for both present and future. Barbier (1987) identified it as a new approach which emphasizes meeting the basic needs of the poor who were described as 'grassroots' and their participation in the development process, otherwise 'real' improvement would not happen in the Third World Countries where strategies were being formulated and implemented as 'environmentally sustainable'. The overall goals of environment and development should not be in conflict but indeed should be the same, and this recognition grew into a common view among researchers (Clark et al., 1987; Lélé, 1991; Mebratu, 1998; Moffatt, 1996; Redclift, 1987; Redclift, 2005; Reid, 1995; Robinson, 2004). However, researchers, like Pearce (1989) believed *sustainable development* only as an

oxymoron in which the development contradicted sustainable existence.

Since the 1990s, because of the divergence, the notion of *"sustainable development"* had evolved and etymologically, researchers began to focus on its original term *"sustainability"*. Researchers, such as Palmer et al. (1997) and Sharpley (2000), put *"sustainable development"* into practice for four inter-related themes: ① futurity: the concern for the future generations; ② the environment: the concern to protect the integrity of eco-systems; ③ public participation: the concern to ensure individual participation; and ④ equity: a concern for the poor and disadvantaged, which in total were defined as *"resource based sustainability"* (Palmer et al., 1997). However, researchers still believed that *"sustainability"* was a moral choice between a person's own welfare and the welfare of other people, as well as the health of our environment (Blakely et al., 2009; and Ostrom, 1998). Even though the debate of *"sustainable development"* had not been settled down and there were disputes. Compromises should be made, and many major challenges should be addressed. These challenges included not only climate change, energy consumption, waste production, public health, poverty, social exclusion, but also natural resources, loss of biodiversity, and land use.

To conclude the evolve of *"sustainable development"*, being harmonious was the main purpose. It implied the simultaneous fulfillment of several conditions: preserving the overall balance, respecting for the environment, and preventing the exhaustion of natural resources. The background to, and need for, *sustainable development* (SD) had been well documented (Barbier, 1987; Clark et al. 1987; Lélé, 1991; Mebratu, 1998; Moffatt, 1996; Redclift, 1987; Redclift, 2005; Reid, 1995; and Robinson, 2004). However, why and how the notion of *"sustainable development"* had been transplanted into the tourism industry?

It should date back to the tourism industry's prosperity and the later negative sides that people began to realize. After World War II, as socio-economic environment changed better, together with higher incomes and

better income distribution, there were longer paid holidays for workers, improvements in transportation technology and a decline in travel costs, which highly supported people's means to travel (Berno & Bricker 2001). Then, people began to seek for "free resources", such as sunshine, beaches, and friendly people (Berno & Bricker 2001). There was very positive image about tourism at that time and it was conveyed by the advocacy platform, and the World Bank and other institutions began to fund tourism projects studying the willingness this industry brought (Pleumarom, 1994) because this industry which possessed free natural, historical or cultural resources, was less cost and less investment intensive, compared with manufacturing or technology. However, later in the 1970s, the potential negative impacts of tourism were considered (Young, 1973) and these early critiques about tourism claimed it a development tool focusing primarily on the negative sociocultural impacts (deKadt, 1979). The initial response to these negative impacts involved a series of initiatives undertaken by public sector ameliorated the worst of the impacts in the short-term but these small-scale, localized initiatives did not attempt to change the nature of tourism as a whole (Swarbrooke, 1999). WCED (1987) stated that 'sustainable development' notion could be applied to tourism sector and could be developed as 'sustainable tourism development'. WCED (1987) also stated that the sustainable tourism development could be applied to both small scale and mass tourism based on the assumption that its outcome could be beneficial for positive economic, sociocultural awareness, and ecological conservation. Thus in the late 1980s and early 1990s, researchers and practitioners began to consider the implications and application of 'sustainable development' into the area of tourism (Berno & Bricker 2001). Stead & Stead (1994) claimed that the sustainable tourism development was based on an integration of solidarity, equity, ethics and precaution, which required a perspective of organizational values and benefits of individuals within the organization. In 1993, the Commission on Sustainable Development (CSD) was founded and assigned tasks, including *sustainable tourism development* (Nilnoppakun & Ampavat,

2016; and Spindler, 2013).

Among the researchers, Jafari (1989, 2001) clarified and classified the development of tourism industry and the application of 'sustainable development' into the industry with a 'platform model'. The model presented four stages and schools of thoughts of tourism industry and its development, and these stages were described as 'platforms'.

Advocacy platform. It was a pro-tourism stage in the 1950s and 1960s. This stage included reflecting and facilitating factors of the emergence of a strong middle class in the more developed world with a growing proclivity to travel. Those middle-class people in the more developed world would return to peace and stability after WWII. Moreover, the introduction of technological innovation realized their means to travel and reduced the real cost of travel, which made destinations accessible to a larger market. In this school of thoughts, most researchers and practitioners supported that tourism sector brought benefits, from economic benefits, sociocultural benefits to environmental benefits (D'Amore, 1998; Mings, 1969; and Truett and Truett, 1982). The tourism sector was believed to generate both direct and indirect revenues, and to provide a large number of direct and indirect jobs, especially, for largely unskilled labour forces. It was considered as a power to provide industrial heritage as attractions (McNulty, 1985), and an activity to stimulate economic growth and a stimulus (Rostow, 1960).

Cautionary platform. However, the contrast school of thoughts emerged. In the late 1960s and early 1970s, the cautionary platform emerged, arguing costs instead of benefits that tourism brought. The most criticized costs were the unacceptable high environmental, economic and sociocultural costs for residents of destinations (Britton, 1982; Budowski, 1976; Carson, 1962; Cohen, 1988; Crittendon, 1975; Finney & Watson, 1975; Harrigan, 1974; Hills & Lundgren, 1977; Knill, 1991; Lovelock, 1979; Prideaux & Dunn, 1995; Schumacher, 1973 and Weaver & Lawton, 2002). Should tourism bring more benefits or costs more? The main conflicts were listed below according to

Weaver (2006) and Butler (1980). Table 1 presented these two platforms by arguing benefits and costs brought by the tourism sector.

Adaptancy platform. In the late 1970s and early 1980s, adaptancy platform emerged as solutions to the negative impacts of tourism industry while people realized the array of benefits. The widest recognized tourism type was 'alternative tourism' indicating alternatives to mass tourism (Cazes, 1989; Dernoi, 1981; Holden, 1984; and Gonsalves, 1987).

Knowledge-based platform. In the late 1980s and 1990s, the term „sustainable tourism"emerged. It evolved and applied 'sustainable development' into tourism sector that met the needs of the present without compromising the ability of future generations to meet their needs (Budowski, 1976). As the tourism sector had evolved into an enormous global industry and alternative tourism was not a practical or even an appropriate option. Tourism destinations gave rise to both positive and negative impacts. Previous three schools of thoughts could not meet the development of tourism sector anymore. Because of its complexity, a holistic and systematic approach was compiled the knowledge to properly manage the tourism sector (Jafari, 2001; and Weaver & Lawton, 2002). Thus, by the early 1990s, researchers and practitioners began to be aware of both costs and benefits of tourism sector, discussed the sector explicitly, and began to use the term „sustainable tourism" (Bull, 1992; D'Amore, 1992; Dearden, 1991; Eber, 1992; Inskeep, 1991; Lane, 1991; Manning, 1999; Pigram, 1990; and Zurick, 1992).

Table 1 listed 7 aspects for both advocacy platform and cautionary platform, and compared these 7 aspects of these two platforms. The advocacy platform promoted benefits brought by the tourism sector, such as direct revenues, employment, global performance, understanding and preservation while the cautionary platform emphasized more on the additional side effects brought by the tourism industry, such as seasonality, low-paid workers, bad alternative, unstable performance, conflicts and crimes. One column represented benefits from the tourism sector, while the other column showed side effects brought by the sector. The table presented both promotions and

concerns from tourism researchers and practitioners. These promotions and concerns were listed as positive aspects and negative aspects, respectively. Table 1 presented statements from these two platforms.

Table 1. Positive and negative aspects proposed by tourism industry

Advocacy platform	Cautionary platform
1. Generation of direct revenues	1. Direct revenues eroded by seasonality and costs
2. Generation of indirect revenues	2. Leakages created by important of goods and services and profit repatriation
3. Creation of employment (particular in labour intensive, unskilled)	3. Low-paid employment, seasonal, part-time, low benefit
4. Stimulation of regional development	4. Not the best alternative
5. Strong global performance	5. Performance fluctuates at national and local level
6. Promotion of cross-cultural understanding	6. Promotes cross-cultural conflict due to disparities, congestion
7. Providing incentive to preserve culture, natural environment	7. Commodified culture, stimulated crime and the degraded environment

To conclude, Jafari (1989, 2001) presented the evolution of tourism schools of thoughts. There were four tourism schools of thoughts, and these four tourism schools of thoughts represented four stages of the tourism industry development, the springing up benefits of tourism industry, the concerns after the springing up stage, the emerged cautious attitudes recognizing both benefits and costs brought by tourism industry, and a rational solution to maximize benefits and minimize costs. These four schools of thoughts represented the evolution from mass tourism to sustainable tourism, and reflected different positions from different tourism researchers and

practitioners. However, more importantly, Jafari (1989, 2001) reflected and emphasized why and how sustainable development in tourism was promoted and accepted. The figure below showed the four schools and four stages of Jafari's assertion on tourism sustainable development. The Jafari platform was listed below.
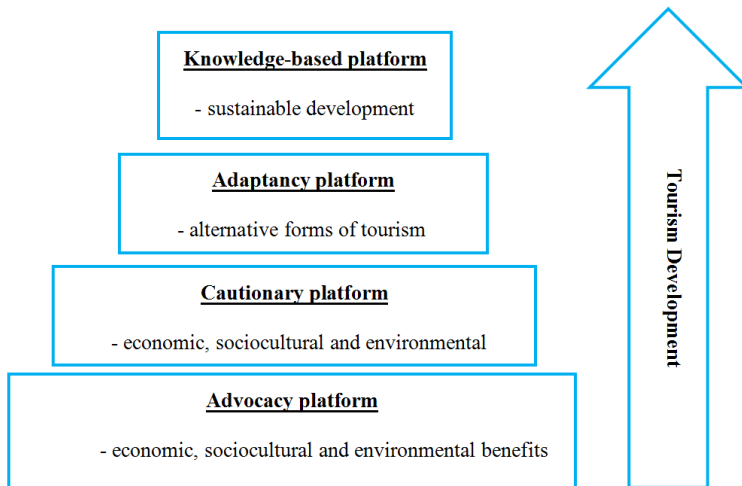
Fig. 1. The emergence and development of sustainable tourism: "Jafari Platform" (Jafari, 2001).

Although the UN Environment Conferences held every 10 years since the 1st conference in 1972 to the 5th in 2012 where the 'sustainable' concept had been noteworthy accepted, it was in 1992 when the Commission on Sustainable Development (CSD) was found and assigned the task including "sustainable tourism" concept (Spindler, 2013) as a milestone to the tourism industry development. Hence, "sustainability" was one of the most important concept for tourism (Hall, 2009). Thereafter, the *sustainable development* (SD) became a strategy in the tourism industry to minimize the negative impacts of tourism-related activities on natural, cultural and social environments and counter the industry's self-harming activities (Mohammad & Som, 2010) given its reliance on nature and culture to thrive (Lindberg, 1991). Sustainability became one of the most significant concepts for tourism (Hall, 2009).

As the previous paragraphs introduced why and how the notion of *"sustainable development"* had been transplanted into the tourism industry, the following sector would introduce how "*sustainable tourism*" (ST) was studied in the modern researches, and "*sustainable tourism destinations*" (STDs), as a major part of sustainable tourism research would also be introduced.

First of all, the definition of *"sustainable tourism"* had been discussed differently, and its different positive and negative impacts on environmental, socio-cultural and economic respects were hotly discussed (Butler, 1999; Hunter 2002; Hind & Mitchell, 2004; Muller, 1994; Ross & Wall, 1999; Schianetz & Kavanagh, 2008, and Wahab & Pigram, 1997). Regarding its definition, "sustainable tourism" was described as a focus on the balance of a Triple Bottom, i.e., among environment, socio-culture and economics (Long et al., 2014; Torres-Delgado, & Palomeque, 2014). The existing studies had the focus on environmental protection and resource management (Vaughan & Ardoin, 2014), as well as sustainable tourism's influence on national economic success (Pulido-Fernández et al., 2015). Spindler (2013) stated that the economy, environment, and social dimensions and concerns were indicators for evaluating outcomes of sustainable tourism implementations, and further involved cultural conservation and recreation activities appropriated to tourism destinations into consideration and created the 'Model of Sustainable Tourism'. Figure 2 presented the model.
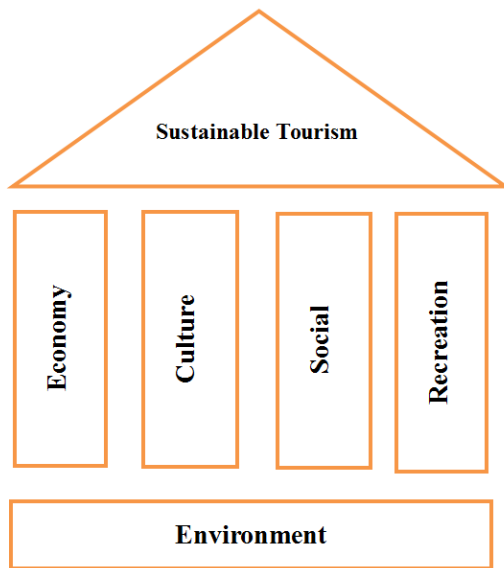
Fig. 2. Model of Sustainable Tourism (Spindler, 2013)

Secondly, after settling down its definition, researches began to focus on sustainable tourism planning and then shifted to tourist perspectives. Tourist behaviors and attitudes were studied (Budeanu, 2007; Choi & Sirakaya, 2005). Visitors' view to understand sustainable tourist consumption behaviour were learned (Cottrell et al., 2013; Deng & Li, 2015; Ghaderi & Henderson, 2012; Ho et al., 2014; and Mustika et. al., 2013), and the ways in which personal psychological values, motivations (Ho et al., 2014), satisfaction, willingness influence recommendations of sustainable tourism (Mustika et al., 2013) were examined. Among these researches, tourists' attitudes towards sustainable tourism, sustainability empathy in sustainable tourism, and sustainable tourism experiences caught researchers' eyes. Schultz et al. (2004) suggested that there was a connection between people's attitude towards nature and their attitudes towards environmental issues. It was argued that an individual's beliefs about nature and the human role in it were a fundamental component of a person's belief system in relation to the environment (Dunlap et al., 2000). Xu & Fox, (2014) stated that people's attitude to conservation had a mediating effect between attitudes towards nature and support for sustainable tourism.

Therefore, it was important to concentrate on people's conservation attitudes, such as developing and promoting nature and wildlife conservation activities.

Meanwhile, researchers began to consider that 'sustainability' should be a concept applied to all types of tourism and environment (Saarinen, 2006). Studies began to focus on rural tourism and ecological tourism (Lane, 1994; and MaDonald & Jolliffe, 2003), evaluations and indicators of sustainability (Schianetz & Kavanagh, 2008), and the challenges of sustainability in tourism (Liu, 2003; Saariene, 2006; and Sharpley, 2000). And Xu et al. (2014) recently considered 'the institutional sustainability' as the fourth pillar of sustainable tourism.

Furthermore, sustainable tourist consumption process was studied (Ryan, 2002; Williams & Buswell, 2003). Researchers showed that tourist behaviour was an aggregated term that includes pre-visit decision-making, on-site experience, experience evaluations, post-visit behavioural intentions and behaviors. Studies in specific areas of tourism had accepted the positive relationship among tourism motivation, experience, satisfaction and behavioural intention (Ballantyne et al., 2011; Liang & Tsai, 2008; and Williams & Soutar, 2009). Moreover, experience quality referred to the psychological outcomes that result in customer participation in tourism activities (Kao et al., 2008, and Otto & Ritchie, 1996). Besides, interacting with the real world had been considered as an important issue in sustainable tourism (Ballantyne, et. al., 2011).

Last but not least, a considerable amount of definitions were given to the phrase "sustainable tourism" and more importantly, many different aspects of "sustainable tourism" were emphasized in different ways. It was described as a focus on the balance of a *Triple Bottom*, i.e., among environment, socio-culture and economics (Long et al., 2014; Torres-Delgado, & Palomeque, 2014). However, Spindler (2013) stated that four pillars should be included in sustainable tourism: economy, culture, social and recreation. Environment, and social dimensions as well as concerns were indicators for evaluating

outcomes of sustainable tourism implementations. Cultural conservation and recreation activities appropriated to tourism destinations should be taken into consideration. Moreover, from a classification perspective, Jafari (2001) defined that „sustainable tourism"was one of the four stages in a 'platform model' which represented the development of tourism sector. Jafari (2001) stated that tourism knowledge should be applied to properly manage tourism sector to balance costs and benefits of the sector. The term „sustainable tourism"was used as 'knowledge-based platform'. However, the existing studies had the focus on environmental protection and resource management (Vaughan & Ardoin, 2014). Some researchers claimed that „sustainable tourism"was a strategy in the tourism industry to minimize the negative impacts of tourism-related activities on natural, cultural and social environments and counter the industry's self-harming activities (Mohammad & Som, 2010) given its reliance on nature and culture to thrive (Lindberg, 1991). Some researchers focused on sustainable tourism's influences on national economic success (Pulido-Fernández et al., 2015). More researches were developed to emphasize tourists' attributes, tourism indicators, and criteria to evaluate the application of 'sustainable' into tourism sector (Blancas et al., 2010; Blancas et al., 2016; Choi & Sirakaya, 2006; Ko, 2005; Mahdavi et al., 2013; Miller, 2001; Nilnoppakun & Ampavat, 2016; and Rio & Nunes, 2012).

Although recent sustainable tourism researches had shifted its focus to elsewhere, rare researches were developed to study sustainable tourism from destinations' point of view. Tourist behavior and attitudes (Budeanu, 2007; and Choi & Sirakaya, 2005) and tourist views of understanding sustainable tourist consumption behaviour (Budeanu, 2007; Cottrell et al., 2013; Deng & Li, 2015; Ghaderi & Henderson, 2012; Ho, et. al., 2014; and Mustika et al., 2013) were studied but very few of the current researches focused on characteristics or attractiveness of sustainable tourism destinations. Besides, the extent to which sustainable dimensions were associated with tourists' experiences were carried out to understand tourists' behavior and motivations

(Liu et al., 2015). Moreover, the ways in which personal psychological values, motivations (Ho et al., 2014), and tourist satisfaction, willingness to recommend their sustainable tourism experiences (Mustika et al., 2013) were also investigated. However, there was still a research gap between 'what could be the attractiveness of a sustainable tourism destination' and 'what could be tourists' expectations from a sustainable tourism destination'.

1.2 Destinations and sustainable tourism destinations

Concerning the keyword '*sustainable tourism destinations*' (STDs) of this research, the literature review of STDs would be included in this part. Traditionally, ***destinations*** were defined as geographical areas (Buhalis, 2000; Hsu et al., 2009; and Blasco et al., 2014). Elbe (2003) defined that a destination can be a country, region, city or village to which tourists travel. Moreover, researchers (Hsu et al., 2009; Smallman & Moore, 2010; and Blasco et al., 2016) stated that destinations were unique and complex because services and goods that were comprising in an area's climate, infrastructure as well as natural and cultural attributes. Meanwhile, destinations contained many key elements that attracted tourists and met their needs upon arrival. Mill & Morrison (1992) suggested these elements as attractions, facilities, infrastructure, transportation and hospitality, while Buhalis (2000) indicated these elements as attractions, accessibility, amenities, available packages, activities and ancillary services. The tourism system's main components were linked together to give rise to tourism activities in particular contexts called destinations (Briones-Juárez et al. 2014). Moutinho (2005) stated that important elements were cost, attractions, amenities, travel opportunities, travel arrangements and travel information. Vareiro & Ribeiro (2005) classified types of tourism destinations attracted tourist to leave their country of residence, and these forces explained why tourists choose a particular destination among many others. The types of tourism destinations were categorized into ethnic, cultural, historical, environmental and recreational (Smith, 1989) while Holloway et al. (2009) categorized tourism destinations

into cultural, religious, shopping, gastronomic, attractions, events, sports tourism and dark tourism. Buhalis (2000) classified destinations into categories as: urban, seaside, alpine and rural, in accordance with the main features of destinations. Zhang et al. (2018) claimed that destination could range from a city/countryside, to a region or a country. However, 'sustainable tourism destinations' needed to be clearly defined based on the different general definitions of 'destinations'.

As an emerging term, *"sustainable tourism destinations"* (STDs) were used in recognition schemes to promote sustainable development at destinations (Lee, 2001). Lee (2001) stated that "sustainable tourism destinations" would stimulate the implementation of sustainable development through an interdisciplinary, holistic and integrative approach which combines different aspects of existing tools. It had emerged from the need to develop tourism destinations in a sustainable manner. Three main components should be included in sustainable tourism destinations: sustainable development, tourism and destinations. The term "sustainable tourism destination" would be used only if the destination has achieved the "long term goals" of sustainable development (Lee, 2001).

Sustainable tourism destinations should be one type of destinations. Thus, a sustainable tourism destination should have the basic essences of destinations. The attractions of sustainable tourism destination should provide the motivation for the trip, whereas the facilities should make the trip possible, and sustainable tourism destinations should be the combination of the two that would create the complete tourist experience (Yvonne von Friedrichs Grängsjö, 2003).

Concerning destinations, travel motivation was a very popular topic for choosing destinations. There were enormous researches studying travel motivations to specific destinations but there was very limited researches focusing on travel motivations to sustainable tourism destinations. There was still a research gap between travel motivations and sustainable tourism

destinations. Thus, this study aimed at filling the research gap and reveal travel motivations to choose a sustainable tourism destination.

However, destination marketing had been acknowledged as a pillar of the sustainability of tourism destinations in a globalized and competitive market for tourists (UNWTO, 2011). The significance reinforced by destination marketing includes four key pillars: 1) most aspects of tourism took place at destinations (Leiper, 1979); 2) the United Nations World Tourism (UNWTO) proposed that destinations were "the fundamental unit of analysis in tourism" (UNWTO, 2002); 3) destinations had emerged as the biggest brands in the travel industry (Morgan et al., 2003); 4) a large number of nations, states and cities were now having Destination Marketing Organizations (DMOs) as the main vehicle to compete and attract tourists to their distinctive place. Thereafter, the emerges of importance in destinations and destination marketing indicated the issues undertaken to attract tourists. Although there were many issues and researches about destination marketing (Pike & Page, 2014), yet there was a gap between sustainable tourism destinations and sustainable tourism destination marketing. Attracting tourists to select sustainable tourism destinations yet needed to be discovered.

1.3 Indicators and attributes of sustainable tourism destinations

In order to better understand sustainable tourism destinations and travel motivations to visit them, indicators and attributes of sustainable tourism destinations should be mentioned. Sustainable tourism destination indicators were defined to be the graduate process towards the goal of sustainable tourism destinations (Blancas et al., 2016). Sustainable tourism destination indicators were proposed to assess sustainable situations at tourism destinations (Ko, 2005; and Mahdavi et al., 2013). Thus, sustainable tourism indicators were regarded as appropriate characteristics of the destinations (European Commission, 1996).

There was an extensive literature about sustainable tourism indicators.

United Nations World Tourism Organization (UNWTO, 1996) defined them as ' a set of measures that provide the necessary information to better understand links between the impact of tourism on the cultural and natural setting in which this takes place and on which it is strongly dependent'. These indicators were panels to assess the sustainability of tourism (Blancas et al., 2010; Blancas et al., 2016; Choi & Sirakaya, 2006; Miller, 2001; and Rio & Nunes, 2012). Such panels could provide information to determine the practical status of the issues that affect the degree of sustainability of tourist destinations (Blancas et al., 2016).

Various researches were developed to present indicators for sustainable tourism destinations. Luekveerawattana (2012) indicated sustainable tourism destination indicators responding to local people in the host society and the protection and preservation on the tourism resources. These indicators included using resources in a sustainable way, reducing over-consumption and waste, integrating tourism into planning, supporting local economic growth, and involving local communities. Blancas et al. (2016) introduced an approach with indicators to examine the sustainability of tourism destinations. The name of the approach was The Vectorial Dynamic Composite Indicator, which focused on 'keeping sustainability as the implementation of sustainable tourism destinations'. The framework of the approach was based on the three dimensions sustainable tourism. The research claimed the success of a sustainable tourism destination should be measured and evaluated by quantified levels and grades, and the measuring instrument and grades were from social, economic and environmental points of view. Nilnoppakun & Ampavat (2016) also proposed a framework of indicators for sustainable tourism destinations. The framework was composed of 7 Greens Concept. The framework was created to evaluate the implementation of sustainable tourism practice at the destination and to test if tourists could feel those dimensions. The framework could provide the research with insights on sustainable tourism destination indicators from a local authority's managerial point of view. Moreover, there was a wide range of researches with sustainable tourism

destination indicators from the local residents' point of view (Boley & McGehee, 2014; Choi & Sirakaya, 2006; Gursoy & Rutherford, 2004; Latkova & Vogt, 2012; Perdue et al., 1990; Sirakaya-turk et al., 2008; Teye et al., 2002; Tosun, 2002; Weaver & Lawton, 2001; and Yu et al., 2011). The mentioned indicators for sustainable tourism destinations were summarized below.

Table 2. Dimension I of Sustainable tourism evaluation (Blancas et al., 2016).

Dimension I: Sustainable tourism indicators for the social dimension	
Baseline aspects	**Sustainability issues**
1. Sociocultural effects of tourism	1.1 Capacity of health services
	1.2 Capacity of transport services
2. Safety of the destination	2.1 Level of crime
	2.2 Investment in local public safety
	2.3 Provision of local public safety services
	2.4 Safety of mobility of the demand
3. Conservation of cultural heritage	3.1 Destinations which are recognized as structures
	3.2 Monuments and historical sites
	3.3 Effort of the institutions by increasing the protection of heritage
4. Effects on national population structure	4.1 Increase in the young population
	4.2 Aging of the population
	4.3 Population density
	4.4 Sustaining population levels
5. Social carrying capacity of the destination	5.1 Imposition of foreign culture (pressure on host culture)
	5.2 Social carrying capacity
	6.1 Effects on living conditions that affect population longevity

	6.2 Effects on the reduction of social exclusion and marginalization of disadvantaged groups
	6.3 Effects on the unequal distribution of income among the population
6. Effects on level of well-being in the local population	6.4 Educational levels of the resident population (host of the visitor population, taking advantage of the cultural exchange)
	6.5 Effects on levels of dependency of the resident community
	6.6 Integration and reduction of gender inequalities

Table 2 showed the social dimension and indicators of sustainable tourism. In this dimension, there were 6 dimensions with indicators from a social perspective. These 6 social indicators implied that sustainable tourism should meet the needs from sociocultural effects' perspective emphasizing the capacity related to tourism services, safety at the destination, cultural heritage conservation, effects on local population structure, destination carrying capacity and the local well-being. Table 3 would show the indicators of economic dimension of sustainable tourism evaluation.

Table 3. Dimension II of Sustainable tourism evaluation (Blancas et al., 2016).

Dimension II: Sustainable tourism indicators for the economic dimension	
Baseline aspects	**Sustainability issues**
	1.1 Volume of tourism demand
	1.2 Length of stay
1. Economic benefits of tourism for the host community and destination	1.3 Tourism revenues
	1.4 Employment generated by the service sector
	1.5 Quality of employment generated in the service sector

	1.6 Influence of tourism activity on unemployment
	1.7 Information technologies in the economic system
	1.8 Online communications
	1.9 Available income per inhabitant
	1.10 Contribution of tourism to GDP
2. Sustaining tourist satisfaction	2.1 Measuring the impact of satisfaction levels in the sector and in the destination
	2.2 Evaluation of the prices of tourism services
3. Development control	3.1 The land-use planning including for tourism
4. Tourist offers - providing a variety of experiences to visitors	4.1 Official tourism accommodation on offer
	4.2 Quality of official tourism accommodation on offer
	4.3 Using official tourism accommodation by demand
	4.4 Restaurant services on offer
	4.5 Range of variety of tourism experiences
5. Seasonality of tourism activity	5.1 Seasonality of tourist demand
	5.2 Seasonality of tourism employment
6. Economic benefits of tourism for the host community and destination	6.1 Volume of tourism demand
	6.2 Reinforcement of the tourism in low-medium season
7. Tourism employment	7.1 Volume of direct tourism employment
	7.2 Contribution of tourism employment to total employment in the country
	7.3 Quality of tourism employment

	7.4 Job security
	7.5 Durability of the employment
	7.6 Economic payment
8. Tourism-related transport	8.1 Capacity of passenger transport services by road and rail
	8.2 Capacity of passenger transport services by air
	8.3 Infrastructure for road and rail passenger transport
	8.4 Infrastructure for passenger transport by air
	8.5 Access to the destination by airport
	8.6 Access to the destination by railway
	8.7 Access to the destination by road
9. Destination competitiveness	9.1 Occupancy rates for official accommodation establishments

Table 3 showed the economic dimension and indicators of sustainable tourism. There were 9 dimensions with indicators for each dimension. The dimension emphasized the economic benefits for the host country and destination, as well as the host community. Tourism employment and tourist-related transport were considered. Besides, tourist satisfaction, development control, destination competitiveness and seasonality of tourism activity were included in the dimension. Thus, it could be concluded that three main aspects were taken into the dimension: economic benefits for locals, benefits of tourism development and benefits for tourists. Table 4 would show the indicators of environmental dimension of sustainable tourism evaluation.

Table 4. Dimension III of Sustainable tourism evaluation (Blancas et al., 2016).

Dimension III: Sustainable tourism indicators for the environmental dimension	
Baseline aspects	**Sustainability issues**
1. Protection of the nature ecosystems	1.1 Protection of valuable natural assets
2. Energy management	2.1 Energy
	2.2 Renewable energy
	2.3 Energy intensity
3. Water management	3.1 Water consumption
4. Waste water management	4.1 Treatment installations
	4.2 Population connected to waste water treatment systems
5. Management of social urban waste	5.1 Volume of waste generated
	5.2 Volume of waste treated
	5.3 Volume of recycle packaging waste
6. Atmospheric pollution	6.1 Noise pollution
	6.2 Total air pollution
	6.3 Air pollution by CO_2
7. Management of the visual impact of facilities and infrastructure	7.1 Impact of construction
	7.2 Landscape conservation
8. Intensity of tourist use	8.1 Intensity of tourist use
9. Pubic administrations' expenditure on environmental protection	9.1 Total general government expenditure on environment protection
10. Use of resources	10.1 Use of resources

Table 4 would present the third dimension of sustainable tourism. Table 4 showed the environmental dimension and indicators of sustainable tourism. There 10 dimensions with indicators for each dimension of the environmental perspective. The dimension and the indicators emphasize protection to the environment in case of negative effects brought by tourism sector.

Moreover, Nilnoppakun & Ampavat (2016) proposed a framework to evaluate the sustainable tourism destination Pai, Thailand. The framework was composed of dimensions, focus (indicators) and a 7 Greens Concept (proposed by the destinations' local tourism Bureau). The framework was created to evaluate the implementation of sustainable tourism practice at the destination and to test if tourists could feel those dimensions with focus are implemented. The framework could provide the research with insights on sustainable tourism destination indicators from the local authority's destination managerial point of view. Nilnoppakun & Ampavat (2016) was shown in Table 7 with the greens concept.

Table 5. **Sustainable Tourism Indicators with the 7 Greens Concept (Nilnoppakun & Ampavat, 2016).**

Dimensions	Focus	The 7 Greens Concept
Economy	Economic structure	Green attraction Green community
	Public budget	
	Regional aspects	
	Consumption	
	Labor	
	Pricing	
Environment	Environmental protection	Green heart Green logistic Green service Green plus
	Biodiversity	
	Resources	
	Energy	
	Air	
	Waste	
Social/Social equity	Settlement structure	Green community Green logistic
	Income and assets	
	Security	

	Public health	
	Mobility	
Culture	Local culture	Green community
	National culture	Green logistic
Recreational	Recreational areas	Green activity
	Recreational activities	

Table 5 showed the framework to evaluate the indicators of the studied sustainable tourism destination while Table 6 presented the indicators to gain tourists' perceptions towards the destination's tourism settings.

Table 6. **The indicators of tourists' perceptions towards the Pai STD (Nilnoppakun & Ampavat, 2016).**

Test tourists' perceptions towards the Pai Sustaianble Tourism Destination
1. Pai resident are good and hospitable hosts
2. Pai has maintained its natural beauty
3. There are adequate signposts, tourism information, and a learning center at Pai
4. Tourists can become involved in environmental conservation activities with local residents
5. There are bicycle lans for sightseeing at Pai
6. Tourists had opportunities to join local sites
7. There are environmentally activities for tourists at Pai
8. Pai can inherit its local cultural and heritage
9. Local residents and tourist are aware of climate change and help reduce GHG by using less plastic bags
10. Pai residents have preserved their local life style
11. Buildings and landscapes in Pai are unified with its environment
12. Pai residents know their homeland well enough to give information about tourism destination to tourists

Similar to Nilnoppakun and Ampavat (2016), there was a wide range of researches with assessment tools to evaluate the STDs from the local residents'

point of view (Boley & McGehee, 2014; Gursoy & Rutherford, 2004; Latkova & Vogt, 2012; Perdue et al., 1990; Sirakaya-turk et al., 2008; Teye et al., 2002; Tosun, 2002; Weaver & Lawton, 2001; and Yu et al., 2011).

Moreover, researches presented dimensions and indicators for sustainable tourism's impact of its community. Choi and Sirakaya (2006) found six dimensions with their top three indicators to measure Community Tourism Ddevelopment (CTD) within a sustainable framework. The research collected 125 indicators after three rounds of panel members' discussions and a reached consensus. Instead of traditional three dimensions of sustainable tourism, six dimensions were found in the research (shown in Table 7.). After further research, top three indicators of each dimension were identified. Thus, Table 8 concluded the result of this research with the dimensions and most important indicators of STDs.

Table. 7: **Six dimensions of Sustainable Tourism Destinations (Choi & Sirakaya, 2006).**

Dimensions	Number of Indicators
1. Political	32
2. Social	28
3. Ecological	25
4. Economic	24
5.Technological	3
6. Cultural	13
Total	125

Table 7 showed that 6 aspects were emphasized by Choi & Sirakaya (2006), concerning the effects of sustainable tourism on its community. These 6 dimensions were political, social, ecological, economic, technological and cultural. Although the table did not show all details of the indicators for each dimension, it could be indicated that Choi & Sirakaya (2006) emphasized sustainable tourism's impact on local politics, and added some insights for its influences on local technological aspects, except for the 4 pillars or 3 pillars

of traditional theories on the impacts of sustainable tourism.

Table 8 was a continuation of Table 7. Table 8 further illustrated indicators for each of the 6 dimensions by Choi & Sirakaya (2006). There were many other listed indicators from the original study of Choi & Sirakaya (2006), but Table 8 listed the top 3 indicators for each of the dimension. Table 8 presented detailed aspects for each area, which were supposed to be influenced by sustainable tourism in communities. Indicators emphasized the local community aspects, for example, the first indicator of the first dimension "availability of local credit to local business", as traditional theories focused on business development, but emphasize the diversity of local business. In Table 8, political and technological dimensions were arranged at the bottom of the table, showing the emphasis of the these 2 additional aspects, and the first 4 dimensions were similar to previous researches on the impacts of sustainable tourism. The political dimension emphasized regional policies concerning sustainable tourism, and the technological dimension emphasized aspects from a more micro level from the community's perspective. Table 8 was presented below.

Table. 8: **Top three indicators of each dimension with the dimensions' ranking (Choi & Sirakaya, 2006).**

Ranking	Indicators
1. Economic dimension	1. Availability of local credit to local business
	2. Employment growth in tourism
	3. Percent of income leakage out of the community
2. Social dimension	1. Resident of involvement in tourism industry
	2. Visitor satisfaction/attitude toward tourism development
	3. Pollution
3. Cultural dimension	1. Availability of cultural site maintenance fund and resources

	2. Type and amount of training given to tourism employees
	3. Types of building material
4. Ecological dimension	1. Air quality index
	2. Amount of erosion on the natural site
	3. Frequency of environmental accidents related to tourism
5. Political dimension	1. Availability and level of land zoning policy
	2. Availability of air, water pollution, waste management and policy
	3. Availability of development control policy
6. Technological dimension	1. Accurate data collection
	2. Use of low-impact technology
	3. Benchmarking

Destination attributes played an important role in tourists' evaluation of the attractiveness, image, and satisfaction of a particular destination (Meng et al., 2008). Destination attributes had been used as the benefits that tourist seek or expect to receive and experience when they are visiting a particular destination (Frochot & Morrison, 2000). Destination attributes were adopted as pull motives by researchers (Leong et al., 2015) since many attributes often comprised a single destination. Ramires et al. (2017) also placed destination attributes as pull factors attracting and motivating tourists examining tourists' visit to a world heritage city, Porto in Portugal. Beerli & Martín (2004) stated that dimensions and attributes of a destination determine the perceived destination image to tourists.

However, there were few researches about sustainable tourism destination attributes. European Commission (1996) stated that sustainable tourism indicators could be regarded as appropriate characteristics of the destinations, so concerning sustainable tourism destinations, the attributes of sustainable tourism destinations were decided or resulted by their indicators. The importance of the destination attributes was emphasized by studies, yet attributes of sustainable tourism destinations should be further studied, and there was still a research gap between how sustainable tourism destinations

were perceived by tourists and tourists' travel motivations to select sustainable tourism destinations.

1.4 Travel motivations

In order to move on to the key word 'travel motivations' of the research, this part would focus on developing basic theories of travel motivations and their applications. First of all, Heckhausen & Heckhausen (1989) distinguished *motives* from motivations. A motive had its unique type of *"contents"* (learned or conceived actions) in the form of *"goals"* (consequences of one's actions) of behavior. Conversely, *motivations* contained results of *situation-person interaction*, reflecting a particular situation in which a person chooses a certain behavior for its expected results. Motivation, as a psychological term complied individuals and yearned of action (Schiffman & Kanuk, 2003). Motivation usually came from psychological or physical dissatisfaction that drove individuals to take actions to meet their needs (Kassin, 1998).

Gnoth (1997) applied the socio-psychological and cognitive theories into the tourism context. In the tourism context, the distinction between motives and motivations allowed a categorization of the energy moving people to act (motives), and allowed these motives to be differently expressed by different individuals (Gnoth, 1997). Thus, the situational parameters and the socio-psychological construct of values led to the distinct difference between a motive and a motivation. Gnoth (1997) developed the model of tourism motivation and expectation formation, and deducted that felt needs or motives turn into motivations when coupled with both situations and tourists' value systems. Gnoth (1997) showed that the push factors were drivers towards motives, and motives turned into motivations after tourists scanning the objective situations with individual values and perceptions. Motivations moved towards the pull factors within the subjective situation. The Gnoth (1997) model would be further illustrated in the literature part 8.

Motivation, as a frequent studied term in tourism studies, was a psychological term complied individuals and yearns of action (Schiffman & Kanuk, 2003). Motivation usually came from psychological or physical dissatisfaction that drove individuals to take actions to meet their needs (Kassin, 1998). Maslow (1943, 1954, and 1970) had profound influences on motivational studies. However, there were specified tourist motivations researches.

Travel motivations had been regarded as a combination of needs and desires that affected the propensity to travel (O'Leary & Deegan, 2005). Meng et al. (2008) claimed that tourist motivation was a result of internal driving needs to get away from the mundane environment, and it was a conjunction of internal factors and external factors that attract tourists to a certain destination. A common concept of travel motivation was based on the internal and external motives of tourists, described as "push" and "pull" respectively (Crompton, 1979; Uysal et al., 2008; Wu & Wall, 2016; and Yousefi & Marzuki, 2015).

It was recognized that motivation was only one of many variables that might contribute to explaining tourist behavior (Crompton, 1979). Lundberg (1971) claimed the lack of adequate research on tourist motivation. In seeking to remedy the gap, Dann (1977) proposed a research to answer such a neglected sociological bordered question 'What makes tourists travel?'. The conducive reasons, to the tourists' behaviour creating a fantasy world by planning a periodic "escape" (Johnston, 1970), were a twin concept: *"anomie"* and *"ego-enhancement"*. And these two reasons were further developed as "push factors" for motivating tourists' travels. To further explain 'anomie' in relation to tourism, Dann (1977) stated that anomie could be a possible 'push' factor for travel lying in the desire to transcend the feeling of isolation obtained in daily life, where tourists want to escape. On the other hand, ego-enhancement was from personality needs, by which tourists need for social interaction, need for being recognized, or need for a desired higher status.

"*Fantasy*" was further developed by Dann (1977) in relation to "anomie" and "ego-enhancement", as fantasy could be a result of escaping and gaining satisfaction, as well as result of boosting ego.

Crompton (1979) identified nine motives for pleasure vacations, and further classified them into "push" and "pull" factors. The "push" factor was socio-psychological related and consisted seven motives, namely

① *escape from a perceived mundane environment;*

②*exploration and evaluation of self;*

③*relaxation;*

④*prestige;*

⑤*regression;*

⑥*enhancement of kinship relationships;*

⑦*facilitation of social interaction.*

Besides, Kotler (1982) stated that socio-physiological motives are the intrinsic motivations that push one to travel. Thus Crompton (1979)'s 'push' factors can be considered as "intrinsic" or "internal". The remaining two motives were alternated cultural category and classified into the 'pull' factor, which reflected destination's attributes.

①*novelty;*

②*education.*

The research also developed a conceptual framework possibly integrating these motives and explaining the socio-psychological process of how tourists breaking their '*disequilibrium*' mood stated to '*equilibrium*' mood stated by travelling. McNeal (1973) explained the notion that a stable psychological state was an equilibrium while disequilibrium or tension would occur when some needs arouse. Thus, disequilibrium would drive the organism to elicit a

course of action to satisfy these unmet needs and to reestablish the equilibrium. The action ceased when such equilibrium would be resorted when needs were met (Howard & Sheth, 1968). The figure below presented how Crompton (1979) developed the framework by showing the tourists' socio-psychological changed from 'disequilibrium' to 'equilibrium' stated by planning travels to achieve their unmet needs.
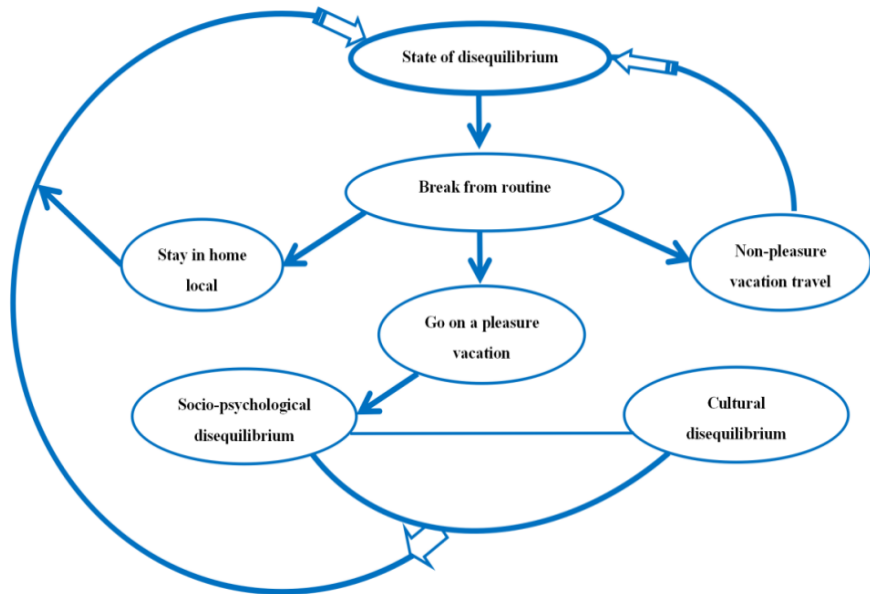
Fig. 3. **The conceptualization of the role and relationships of tourists' motives (Crompton, 1979).**

By illustrating the figure above, Crompton (1979) claimed the nature of a vacation was a break from routine, short or long-term. When the *homeostasis* of a tourist was temporal disrupted, there were 'pressures'. A break from routine was perceived

The 'push' factors for a vacation were socio-psychological (internal/intrinsic) motives while the 'pull' factors were motives aroused by

the destinations rather than stemming from the tourist (Crompton, 1979). The 'push' factors might explain the desire for a vacation while the 'pull' factors explained why to choose a specific destination for the vacation (Dann, 1977). Further more, Dann (1977) claimed a logical sequence between the 'push' factors and the 'pull' factors.

> *While a specific resort may hold a number of attractions for the potential tourist, his actual decision to visit such a destination is consequent on his prior need for travel. An examination of 'push' factors is thus logically, and often temporally antecedent tot that of 'pull' factors.*

Some specific and typical 'push' studies were Smith and Turner (1973) revealing cultural factors for tourists seeking attractions, Hills (1965) identifying underlying motives for a vacation, Plog (1976) illustrating typical vacationer's profiles including motives of each stage of the life cycle, and Dann (1977) presenting the socio-psychological motives of travelers. On the other hand, there were prominent 'pull' factors studies. Williams & Zelinsky (1970) studied international tourist flows by the term '*heliotropic'*, and a synonymous term '*sunlust*' was proposed by Gray (1970). Sunlust characterized tourists were motivated by the desire to experience different or better amenities that were not available in their normal lives. Williams & Zelinsky (1970) defined the phenomenon as that country B offered single or combination contrasting or desirable climatic characteristics, scenic attractions, cultural and historical features, sports, shopping facilities, night life and significantly high than the country A, so that tourists flew from A to B. Furthermore, Gray (1970) one more alternate destinations could apply was '*wanderlust*' that some individuals wanted to leave familiar things and experience different existing cultures, places, or the relics of past in places famous for historical associations, ruins and monuments.

Dann (1981) proposed seven tourist motivation typologies, which were listed in Table 9. In the first typology there were researches, such as Smith (1979) identifying tourism as an envisaged and relaxed atmosphere of

prestigious resorts, and tourist motivations as the quest for a broadening of education and search for roots; and Cohen (1972) stressed modern man's desire for something different. Crompton (1979) and Dann (1977) were typical for the second group. Turner & Ash (1975) stated that '*nostalgia*', scenery, and food all as motives, yet only the nostalgia was strictly a 'push' factor. In the third group of approached, researches presented more or less the distinction between the normative controls of the home settings and the perceived absence at destinations. Such *fantasy* was often considered to be *escapist* from real to unreal world (Rivers, 1972; Rivers, 1973; and Rubenstein, 1980). Rivers (1972) stated that tourist travelling abroad aimed at freeing themselves from the mores that inhibited their capacity for enjoyment at home, the primary motivation of travelling. In the fourth group of tourist motivation research approach, motivation was linked with a definition of the tourist. The United Nations Conference on International Travel and Tourism defined tourist as having visited a country other than one's own for a period of at least twenty-four hour for the 'purpose of leisure (recreation, holiday, health, study, religion, sport) or business (family, mission, meeting). Thus, Cohen (1974) distinguished between the general purpose (pleasure) and specific purposes of sightseers (novelty) and vacationers (change). The fifth group presented that general typologies assumed two forms: behavioral in content ('sunlunst' and 'wonderlust', Gray, 1970), and various dimensions of tourist role (Cohen 1974, and Smith, 1977). The sixth group shifted to studies towards tourist experiences. Despite the debate of tourists as 'passive prisoners' or 'pilgrims' in quest for the sacred, Cohen (1979) added three other types of tourist experience: the experiential, experimental, and existential modes. The last group reflected that how tourists defined situations provided a greater understanding of their action than a more examination of their behaviour (Thomans, 1951; and McCall & Simmons, 1973).

Table 9. Approaches to study tourist motivations (Dann, 1981).

1. Travel as a response to what is lacking yet desired.
2. Destinational 'pull' in response to motivational 'push'
3. Motivation as fantasy
4. Motivation as classified purpose
5. Motivation typologies
6. Motivation and tourist experiences
7. Motivation as auto-definition and meaning

Iso-Ahola (1982) proposed a tourist motivational theory "optimal arousal theory", composing two factors and two aspects. "escape" and "exploration" were two factors, while "intrapersonal" and "interpersonal" (making new friends, and seeking new things) were two aspects. The theory suggested that tourist motivation contained components of both seeking (to intrinsic rewards) and escaping (from routine environments). The theory consisted of four motivation categories: personal escape, interpersonal escape, personal seeking and interpersonal seeking. Iso-Ahola (1982, and 1989) had pointed out that "escape" had become a common motivational factor in tourism researches and became fundamental in the area.

Based on Maslow (1954) hierarchy of needs, Pearce & Caltabiano (1983) and Pearce (1983) developed a trip-related motivational model 'Travel Career Ladder' but because of free of assumption, Pearce & Lee (2005) further changed the model into the 'Travel Career Approach', presenting three levels of motivation in relation to life stages and experiences gained from travel. Meanwhile, Pearce & Caltabiano (1983) agreed that 'push' and 'pull' factors had been widely accepted.

There were some other models proposed by researchers but not frequently cited. Krippendorf (1987) proposed eight sets of tourist motivations: recuperation and regeneration, compensation and social integration, escape, communication, freedom and self-determination, self-realization, happiness, as well as travel. Yuan & McDonald (1990) found 29 motivational items and

further clustered them into three motivational-based market segments: sports seekers, novelty seekers, and family/relaxation seekers. Cha et al. (1995) presented ten tourist motivations: nightlife, comfort, partner, family, nature, culture, liberty, body, as well as sports and sun.

It had been claimed that "*motivation*" in tourism settings was the starting point for all the trip-related events and the point why tourists choose to leave their home settings and travel to other places (Caber & Albayrak, 2016; and Nikjoo & Ketabi 2015). However, "*motivation*" was a dynamic concept, which might vary from person to person, from destination to destination, from tourism settings to tourism settings and from events to events (Uysal & Hagan, 1993; Witt & Wright, 1992; and Yuan & McDonald, 1990). Literature review below will show the diversity of this area.

Moscardo et al. (1996), Witt & Wright (1992) and Uysal & Hagen (1993) showed that escape-relaxation group of tourists prefers destinations with abundant nightlife, entertainment, and water sports while social-status group of tourists preferred destinations with activities of golf, tennis, fishing, nightlife and entertainment, shopping and gambling. On the other hand, major elements of destinations attributes had been concluded and classified. Gearing et al. (1974), Var et al. (1977), Kale & Weir (1986), Laws (1995) and Sirakaya et al. (1996) found that such elements could be climate, ecology, culture, architecture, hotels, catering, transport, entertainment, and cost. Nevertheless, escape and knowledge were considered two ultimate tourist motivations in the majority (Nikjoo & Ketabi, 2015).

In order to provide literature basis for this research, tourist motivations concerning nationalities, destinations and motivations were reviewed. Gilbert & Terrata (2001) found that visiting landscapes and experience natural attractions were the most significant push factors for Japanese tourists to visit UK. However, Sangpikul (2008) found that gaining knowledge was the most substantial push factors for the elderly Japanese tourists to visit Thailand. Phau el al. (2014) found that escape and health, respect for cultural and natural

resources, as well as curiosity were the most important motivations for tourists to choose private parks. Van der Merwe (2011) found that escape and relaxation were the most ones for tourists to choose marine resorts of South Africa. In examining and comparing multinational tourists' motivations to visit Turkey, Kozak (2002) found that culture was a common motivation for both British and German to choose Turkey as a destination but German were more motivated by culture while British by entertainment. Nikjoo & Ketabi (2015) found that escape and ego-enhancement were the most important push factors for Iranian to visit Turkey, and testified that escape and ego-enhancement were the most important motivations for tourists to travel. Kozak (2002) stated that enjoying good weather was the most important motivation for German and British to visit Mallorca, Turkey.

Moreover, in order to provide literature base for connecting tourists motivations and selections of destinations, the researches below provided sound basis. Kim et al.(2005), and Phau et al.(2014) both presented that tourists with escape and relaxation tended to choose resorts. Van der Merwe et al. (2011) presented that tourists tended to escape prefer islands while Phau et al. (2014) found that escape led to destinations such as, coastal towns, a mountainous area, or a natural park. Prayag & Hosany (2014) showed that gaining knowledge and ego-enhancement led to various destinations. Tourism types in relations to motivations had also been studied. Types such as adventure tourism, cultural tourism and event tourism (Pearce and Lee, 2005) and sports tourism (Caber & Albayrak, 2016). Corigliano (2011) found that Chinese young tourists' top motivation for outbound tourism was leisure and those tourists tended to visit places of historical and cultural interests, renowned destinations, and tasted local food and beverages.

Other tourist motivations researches could be categorized into several main areas: physiological and psychological drivers of tourist motivations leading towards specific tourist behavior, and the demographic-related motivational differences (Kim et al., 2003, and Plog, 1987); tourist motivation

for market segmentation purposes (Baloglu & Uysal, 1996, Devesa et al., 2010, and Yoon & Uysal, 2005); the relationship between motivations and satisfactions, and other motivational-related behavioural issues (Gnoth, 1997; Goodall, 1988; Huang et al., 2014; Moutinbo, 1987; Snepenger et al., 2006; Witt & Wright, 1992; and Yoon & Uysal, 2005).

Bandura's Social Cognitive Theory (SCT) (1986, 1991, 2000, 2002) was used to test the argument that the motivations behind sustainable tourism, and types of sustainable actions undertaken, depend on one's empathy towards sustainability. Repeated and enhanced mindfulness of a place, and its people's long-term well-being, could create in a person a sense of care, connectedness, belonging, and a bond with that place, which resulted in empathy. Thus, sustainability empathy was defined as one's ability to establish an emotional connection with the surrounding people and environment. The concept of empathy was applied to explain how tourism marketers made sense of what sustainability meant to them as a result of their background and motivations (Font et al., 2016). However, the motivations for outbound tourists to select sustainable tourism destinations were yet to be discovered.

1.5 Push and pull factors

As the previous part might show that push and pull factors were important issues in tourism motivational researches, the literature basis for push and pull factors were added. It had been claimed that '*motivation*' in tourism settings was the starting point for all the trip-related events and the pointed out why tourists chose to leave their home settings and traveled to other places (Caber & Albayrak, 2016; and Nikjoo & Ketabi, 2015). One of the common theories examining tourist motivation was the theory of push and pull factors. Dann (1977) proposed a research to answer a sociological bordered question 'What makes tourists travel?'. Crompton (1979) further identified nine motivations for pleasure vacations, and further classified them into "push" and "pull" factors. The push factors were "escape from a perceived mundane environment", "exploration and evaluation of self", "relaxation", "prestige",

"regression", "enhancement of kinship relationships", and "facilitation of social interaction", while pull factors reflected destination attributes, and they were "novelty" and "education". The push factors for a vacation were socio-psychological (internal/intrinsic) motives while the pull factors were motives aroused by the destinations rather than stemming from the tourist (Crompton, 1979). The push factors might explain the desire for a vacation while the pull factors might explain why to choose a specific destination for the vacation (Dann, 1977). Sangpikul (2008) also stated that the idea behind the push-pull two-dimensional approach was that people travel because of their internal driven forces (push factors) and attracted by the external attributes of a particular destination (pull factors). Push factors were internal forces that motivate or create a desire to satisfy a need to travel. For example, escape, rest and relaxation, adventure, excitement, prestige, health and fitness, and social interaction (Klenosky, 2002; Uysal & Jurowski, 1994; and You et al., 2000). While pull factors were external forces from the attractiveness of a destination as perceived by travelers, such as, beaches, recreation facilities, natural attractions, cultural attractions, travelers' expectations (Uysal & Jurowski, 1994). Understanding motivation could help to understand why tourists traveled and what they wanted to enjoy (Leong et al., 2015). Keating & Kriz (2008) proposed that push and pull factors had influences on destination selections. Escape and knowledge were considered two ultimate tourist motivations (Nikjoo & Ketabi, 2015). Hence, push and pull factors were crucial in understanding destination choice.

Examinations of push and pull factors provided a useful framework to better understand tourists' motivations to visit a particular destination. Moscardo et al. (1996), Witt & Wright (1992) and Uysal & Hagen (1993) showed that escape-relaxation group of tourists preferred destinations with abundant nightlife, entertainment, and water sports while social-status group of tourists prefers destinations with activities of golf, tennis, fishing, nightlife and entertainment, shopping and gambling. Gearing et al. (1974), Var et al. (1977), Kale & Weir (1986), Laws (1995) and Sirakaya et al. (1996) found that important destination attributes could be destination elements, such as, climate, ecology, culture, architecture, hotels, catering, transport, entertainment, and cost. Kim et al. (2006), and Phau et al.(2013) both presented that tourists with escape and relaxation tended to choose resorts.

Van der Merwe et al. (2011) presented that tourists tended to escape prefer islands while Phau et al. (2013) found that escape led to destinations such as, coastal towns, a mountainous area, or a natural park. Prayag & Hosany (2014) showed that gaining knowledge and ego-enhancement led to various destinations. Awaritefe (2004) found that adventure destinations and ecotourism destinations were choices based on both push and pull factors. Moreover, except from explaining tourists' choice on specified destinations, push and pull factors could help understand tourists' behavior in choosing country destinations.

Concerning the specified topic of this study, Chinese tourists' travel motivations for outbound destinations were studied, and the following paragraphs presented various researches about factors influencing Chinese tourists' choices to select different outbound tourism destinations.

First of all, general factors influencing Chinese tourists' choice to outbound travel were introduced. Corigliano (2011) found that Chinese tourists' top motivation for outbound tourism was leisure and those tourists tended to visit places of historical and cultural interests, renowned destinations, and to taste local food and beverages. Zhang & Peng (2014) suggested that in the previous decade between 1999 and 2010 most common motivations for Chinese tourists to travel outbound were knowledge, prestige, enhancing personal relationship, relaxation, experiencing different cultures and lifestyle and shopping. Lu et al. (2016) found that sensation seeking, self-fulfillment, knowledge enhancement, socializing, pleasure seeking and escape were factors influencing Chinese senior tourists' outbound travel motivations. The most common factors for Chinese tourists to travel outbound were knowledge, prestige, enhancing personal relationship, relaxation, experiencing different cultures and lifestyle, as well as shopping (Zhang & Peng, 2014). Lu et al. (2016) found that knowledge enhancement was the most important factor motivating Chinese seniors to travel abroad, and the following factor was a desire for new experiences rather than escape. The importance of shopping was well supported in literature (Hsu & Lam, 2003; and Zhang & Lam, 1999). Experiencing local food and sightseeing were also found to be important motivations for Chinese tourists' outbound travels (Law et al., 2004). Zhou et al. (1998) stated that the most frequented overseas attractions were those offering a marked contrast to China's attractions, which was elaborated as

linked to a desire of Chinese to escape the routine and drudgery (Guo et al., 2007). Johanson (2008) found that clean/air environment, rest and relaxation, and safe and secure travel destinations were the top motivational items for Chinese tourists to outbound tourism destinations. Corigliano (2011) found that the major motivation for Chinese tourists' outbound travels was leisure.

Secondly, there were researches studying Chinese tourists' behavior in choosing country destinations. Visiting a capitalist society was claimed to be a key driver of long-haul outbound tourism for Chinese tourists (Hsu & Lam, 2003). Hua & Yoo (2011) found that experiencing cultural differences at cultural destinations was the reason for Chinese tourists to choose the United States for travel. They also found that personal safety during the trip was one of the top motivations for Mainland Chinese to visit the United States. However, Johanson (2007) verified the motivational difference between Mainland Chinese tourists and Chinese tourists in general, and found that escape was the first motivation for Chinese people travel to the U.S., and Johanson's research focused only on the Hawaii destination. Kau & Lim (2005) found that escape was the first motivation for Chinese to visit Singapore. Shopping behavior of Chinese tourists had also been discussed in the long-haul journey to visit the United States (Xu & McGehee, 2012). Chow & Murphy (2007) examined Chinese tourists' travel activity preferences in outbound travel to Australia and showed that from the tourists' perspective, the ranking of the travel activity preference was 'Eating/Dining', 'Sightseeing', 'Culture and Heritage', 'Participatory activity', 'Entertainment' and "shopping". Ryan & Mo (2002) found that seeing new places was the most important motivation for Chinese tourists to travel outbound to New Zealand in the process of their pre-trip decision-making. Besides, safety had been considered as the most important attribute of an outbound tourism destination (Kim & Guo, 2005; Li et al., 2015; and Sparks & Pan, 2009).

Last but not least, as Hong Kong was a typical destination for Mainland Chinese tourists to choose as an outbound tourism destination, there were rich researches revealing Mainland Chinese tourists' travel motivations to choose Hong Kong as an outbound tourism destination. Zhang & Lam (1999) found that gaining knowledge and the need for respect, and development of relationships were the most important push factors for mainland Chinese tourists to visit Hong Kong. Hsu et al. (2010) found that knowledge was the

first reason for tourists in general to visit Hong Kong. Huang & Hsu (2005) found that shopping was the main motivation for Mainland Chinese tourists to visit Hong Kong. Tsang et al. (2014) also focused on shopping motivation for Mainland Chinese tourists to select Hong Kong. Hsu & Lam (2003) disclosed that sightseeing was the strongest motivation driving Mainland Chinese tourists to visit Hong Kong. Li et al. (2011) presented that rest and relaxation, and adventure and excitement were the push factors while modern image, natural environment and attractions, safety and cleanliness, ease of tour arrangements, and shopping were the pull factors for Mainland Chinese female to visit Hong Kong. Zhang & Lam (1999) in studying Mainland Chinese visiting Hong Kong concluded that tourists with ego-enhancement tended to choose cultural destinations.

As outbound tourism was a key issue of the research, in addition to literature about motivation, push and pull factors, literature about outbound tourism, China's outbound tourism and travel motivations for Chinese outbound tourists were added in the following part, with the purpose of adding rationale to the research.

1.6 Outbound tourism, China's outbound tourism, and travel motivations for Chinese outbound tourists

Outbound tourism referred to the activities of a resident of a given country(region) that left the country(region) to visit another country(region) for entertainment purposes only (Khan et al., 2017). One major reason for traveling outbound was to seek new experiences and learn something new (Kozak, 2002, and Uysal & Hagan, 1993). Kim et al., (2012) adapted outbound travel motivations such as, knowledge enhancement, sensation seeking, self-fulfilment, socializing, pleasure seeking, and escape. Kozak (2002) stated that many tourists prefer visiting destinations with cultures or attractions different from theirs in order to increase knowledge on new places and new ways of life. Sangpikul (2008) claimed that enjoying something different from home country, experiencing new culture, and gaining new knowledge were the major motives for the U.S. senior to travel outbound. You & O'Leary (2000) found cultural experiences and historical attractions were

the major factors attracting most travelers to visit a particular outbound destination.

Outbound tourism was considered as a luxury good rather than a normal good (Lim, 1997), so its demand should be dependent on the discretionary income of consumers (tourists) (Crouch, 1992). There were findings about outbound tourism's higher sensitivity to income than normal goods (Lanza et al., 2003; and Smeral, 2003). A number of articles studied economic determinants of outbound tourism and revealed the determinants, such as influences of income level, consumer prices, travel costs, and especially, the exchange rate as a measure for relative prices (Cortés-Jiménez et al., 2009; Gray, 1996; Kim et al., 2012; Lim, 2004; Seetaram, 2012; Seo et al., 2009; Song et al., 2000; Witt & Martin, 1987; and Yap, 2013). Air transportation was proved significantly influence on the outbound tourism (Khan et al., 2017). Demographic features related to outbound travels were general, such as, importance, travel experience, age, education, house size, and income (Law et al., 2011). Kim et al., (2012) adapted outbound travel motivations such as, knowledge enhancement, sensation seeking, self-fulfilment, socializing, pleasure seeking, and escape. Specifically concerning about China's outbound tourism, there were several crucial factors contributing its development: strong economic growth, continued increased leisure time (national holidays), and growing number of students studying abroad (Ma et al., 2015).

As it had been mentioned that outbound tourism became a key topic of tourism sector, outbound tourism had been widely discussed by researchers. Recent researches showed researchers' interests in outbound tourism. Gholipour et al. (2014) studied the impact of personal freedom in a country on outbound tourism. Saayman et al. (2018) analyzed African outbound travel to all other continents from an Almost Ideal Demand System (AIDS) perspective. Etzo et al. (2014) investigated the impact of migration on Italian outbound tourism trips dis-aggregated by purpose of visit. Dragouni et al. (2016) investigated spillover effects from sentiment and mood shocks on US

outbound tourism demand from 1996 until 2013, and found a moderate to high interrelationship among sentiment, mood and outbound tourism demand. Lovelock et al. (2018) reported on the perceived impacts of dental tourism on the generating region, drawing upon New Zealand dental health. Yap (2013) examined the economic factors that influence the demand for Australian domestic and outbound tourism. The research explored the extend to which the appreciation of Australian dollar has affected the Australian domestic tourism industry. Khan et al. (2017) examined the impact of air transportation, railways transportation, as well as travel and transport services on international inbound and outbound tourism. The study confirmed the bidirectional causality relationship with air transportation, railways transportation, and travel and transport services, while the causality running from outbound index to trade factor, from air transport passenger carried to travel services, and from railway goods transported to trade and transport services.

However, China had already become the biggest source market of international tourism, and the top source market of many outbound destinations, such as Singapore, Malaysia, Thailand, and Australia (Ma et al., 2015). Although outbound tourism research in China has a relatively short history (Ma et al., 2015). There were various researches about China's outbound tourism. Concerning Chinese tourist travel motivations for outbound trips, researches showed that the most common motivational factors for Chinese tourists to travel abroad were knowledge, prestige, enhancing personal relationship, relaxation, experiencing different cultures and lifestyle, as well as shopping (Zhang & Peng, 2014). Lu et al. (2016) found that knowledge enhancement was the most important factor motivating Chinese seniors to travel abroad, and the following factor was a desire for new experiences rather than escape. The importance of shopping was well supported in literature (Hsu & Lam, 2003; and Zhang & Lam, 1999). Experiencing local food and sightseeing were also found to be important motivations for Chinese tourists' outbound travels (Law et al., 2004). Zhou et

al. (1998) stated that the most frequented overseas attractions were those offering a marked contrast to China's attractions, which was elaborated as linked to a desire of Chinese to escape the routine and drudgery (Guo et al., 2007). Johanson (2008) found that clean/air environment, rest and relaxation, and safe and secure travel destinations were the top motivational items for Chinese tourists to outbound tourism destinations. Corigliano (2011) found that the major motivation for Chinese tourists' outbound travels was leisure.

China had aroused and attracted research wide interests of researchers, China outbound tourism and Chinese tourists' travel behaviors as well as their motivations caught the eyes. Lo & Qu (2015) adapted the Theory of Reasoned Action (TRA) to explain the impact of a bundle of determinations on the visiting and shopping behavioral intentions of Mainland Chinese tourists to visit Hong Kong. Dai et al. (2017) provided a detailed analysis of the tourists, spatial flow, market size, and expenditure of China outbound tourism, and claimed that China's outbound tourism was still in a preliminary stage of development and furthermore implied fully with national policies of China. Lai et al. (2013) studied factors constraining Chinese outbound tourists from visiting the U.S., and found that time and distance, security concerns, difficulty in acquiring VISAs, and monetary concerns were key structural constraints. Li et al. (2017) investigated the use of consideration-set formation together with conjoint analysis to estimate the destination preferences of Chinese long-haul outbound tourists. Wen et al. (2018) investigated Chinese tourists' visits to Amsterdam for commercial cannabis, and measured Chinese tourists' motivations for drug tourism. Six factors were identified: spiritual and emotional healing, social prestige, relaxation and escape, cannabis authenticity, commercial cannabis, availability, and cannabis experimentation. Wang et al. (2018) explored the impacts of air quality, utilizing transportation data from an online travel agent in China, on outbound tourism demand whilst considering the moderating effects of disposable income at the city level. The results showed that air quality in the place of origin created a pushing effect as local outbound tourism demand increased as air quality deteriorates. Ying

& Wen (2019) explored tourists' motivations for consuming commercial sex while traveling of Chinese outbound tourists. The research first explored why male Chinese tourists travelled overseas and purchased commercial sex, and 8 motivational dimensions were labeled: socialization, relaxation and escape, travel-related novelty, sexual desire fulfillment/excitement seeking, sex-related learning, sexual mastery, social prestige, and business/pragmatic purpose. Huang & Lu (2017) explored tourist motivations, information sources, destination choices, travel activity preferences and destination evaluation criteria in China's potential outbound market from a generational perspective. The results showed significant differences and some similarities in tourist behaviors among generations. Shen et al. (2017) examined the social and cultural conflicts of the Individual Visitor Scheme (IVS) for Mainland Chinese tourists to visit Hong Kong. Li et al. (2011) studied attempts to examine Chinese tourists' expectations of outbound travels, and identified problems were related to Chinese outbound tourists' expectations of accommodations, food and restaurants, tour guides and itineraries, entertainment and activities, and transportation, and tourists had particular expectations in terms of amenities and service standards.

However, the decision-making process of travel destination choice was complex (Chien et al., 2012). Scholars paid attention to understand why people traveled and what factors influenced tourists' travel intentions and researchers continued efforts to find techniques to predict tourists' behavioral intentions and actual actions choosing particular destinations (Chien et al., 2012). The predictive power of theory of planned behavior was introduced in predicting behavioral intention of choosing destinations. Except from travel motivations, travel intentions were also studied by researchers, and some researchers combined travel motivation and travel intention in models. Thus, the following paragraphs were to reveal models in predicting travel intentions.

Based on Baloglu & McCleary (1999); Uysal & Hagan (1993); Plog (1987); Cohen (1972) and Hofstede (2005), Keating & Kriz (2008) concluded

the push factors and attributes motivating Chinese tourists for outbound travel, while they presented the pull factors and attributes based on Beerli & Martin (2004). The push factors and pull factors with attributes motivating Chinese tourists for outbound travels were presented in tables below.

Table 10 listed both push and pull factors motivating Chinese tourists for outbound travels. Keating & Kriz (2008) listed push factors driving Chinese tourists and pull factors attracting Chinese tourists for outbound travels. In table 10, the dimensions and items for each factor were listed. Table 10 showed that unlike previous researches, Keating & Kriz (2008) found that values, motivation, and personality were push factors, while the pull factors were many different attractiveness of outbound tourism destinations. Unlike previous researches, Keating & Kriz (2008) found that political issue was one of the pull factors, and stability was regarded as one of the important characteristics of tourism destinations. More details were listed below.

Table 10. Push and Pull factors motivating Chinese tourists for outbound travel (Keating & Kriz, 2008).

Push Factors	
Dimensions	**Items**
Values	Venturesome, pleasure-seeker, impassive, self-confident, planners, masculine, intellectual and people-oriented.
Motivation	Organized mass tourist, individual mass tourist, explorer, drifter
Personality	Allocentric and psychocentric
Pull Factors	
Dimensions	**Items**
Natural resources	Weather, beaches, countryside, variety of flora and fauna
General infrastructure	Roads, airports, ports, private/public transport, health services, telecommunications, commercial infrastructure and building development.
Tourist infrastructure	Hotel accommodation, restaurants, bars, nightlife, easy access, excursions, tourist information/services.
Leisure and recreation	Theme parks, sports and entertainment activities, casinos.
Art, history and culture	Museums, festivals, craft, gastronomy, folklore, religion and customs.
Political and economic	Stability, economic development, safety, affordability
Environment	Scenery, cleanliness, low pollution, low congestion
Social	Friendliness of locals, visible poverty, quality of life, language barriers.
Atmosphere	Luxurious, fashionable, exclusive, family oriented, exotic, mystic, relaxing, fun and interesting.

Hong Kong was one of the typical outbound destinations for Mainland

Chinese tourists to visit. Travel motivations of Mainland Chinese tourists to visit Hong Kong had been studied by many researchers. Based on push and pull factors, Zhang & Lam (1999) developed a conceptual framework to understand tourist motivations of Mainland Chinese tourists to visit Hong Kong. The tables below presented the push and pull factors. Table 11 showed the push factors for Mainland Chinese tourists to visit Hong Kong, while Table 12 showed the pull factors for Mainland Chinese tourists to visit Hong Kong. Table 11 and Table 12 together presented the travel motivations for Mainland Chinese tourists to travel to Hong Kong, representing motivations for Chinese tourists' outbound travels.

Table 11. Push factor for Mainland Chinese tourists to visit Hong Kong (Zhang & Lam, 1999).

Push factors
Factor 1: Knowledge
Visiting cultural and historical attractions
Seeing something different
Increasing knowledge about a foreign destination
Experiencing a different lifestyle
Visiting places my friends have not been to
Factor 2: Prestige
Fulfilling my dream of visiting a place
Visiting a destination which most people value and/or appreciate
Going to places my friends want to go
Visiting a destination that would impress my friends or family
Factor 3: Enhancement of human relationship
Facilitating family and kinship ties
Meeting new people
Being able to share my travel experiences after returning home
Visiting friends or relatives
Being with my family
Factor 4: Relaxation

Escaping from daily routine
Getting some exercise
Physically resting/relaxing
Releasing work pressure(s)
Factor 5: Novelty
Finding thrills or excitement
Being daring and adventuresome

Table 12. Pull factor for Mainland Chinese tourists to visit Hong Kong (Zhang & Lam, 1999).

Pull factor groupings
Factor 1: Hi-tech image
Cost of tourist goods and services
International cosmopolitan city
Capital of modern technology
Uniqueness of local people's lifestyle
Factor 2: Expenditure
Interesting night-life
Shopping paradise
Variety of food
Factor 3: Accessibility
Convenience of transport
Ease of travel arrangement
Geographic proximity
Seven-day visa free policy for transit Mainland Chinese tourists
Factor 4: Service attitude and quality
Positive attitude of HK residents and services staff to Mainland tourists
Quality of accommodation of facilities
Quality of local transportation systems
Quality of tourist services
Factor 5: Sightseeing variety
Festival/special events

Historical/cultural attractions
Beautiful scenery
Factor 6: Cultural links
Similar cultural background
My family links in HK
Common language (e.g. Cantonese)

Zhang & Lam (1999) found that gaining knowledge and the need for respect, and development of relationships are the most important push factors for mainland Chinese tourists to visit Hong Kong. Hsu et al. (2010) found that knowledge is the first reason for tourists in general to visit Hong Kong. Huang & Hsu (2005) found that shopping is the main motivation for Mainland Chinese tourists to visit Hong Kong. Hsu & Lam (2003) disclosed that sightseeing was the strongest motivation driving Mainland Chinese tourists to visit Hong Kong. Li et al. (2011) releaved that rest and relaxation, as well as adventure and excitement are the push factors while modern image, natural environment and attractions, safety and cleanliness, ease of tour arrangements, and shopping are the pull factors for Mainland Chinese female to visit Hong Kong.Zhang & Lam (1999) in studying Mainland Chinese visiting Hong Kong concluded that tourists with ego-enhancement tend to choose cultural destinations. Lo & Qu (2015) showed that product quality dimension of shopping behavior was the direct influence on Mainland Chinese tourists' behavioral intention to visit Hong Kong and the staff dimension was found to be a direct influence on overall satisfaction. Lo & Qu (2015) still emphasized that creating Hong Kong a "shopping paradise" and enhancing the shopping experience were important to attract tourists, which was becoming an important market for retails in tourist destinations.

Shopping was an important activity for outbound tours. According to the China Tourism Academy survey (2011), Chinese tourists regarded shopping as the most important activity and 32.2% of the respondents spent money of shopping, and only 10.8% and 10.0% respectively spent money on entertainment and tickets (China Tourism Academy, 2012). In some

destinations, shopping accounted for the biggest share of outbound tours expenditures. In 2011, concerning the outbound tours for Mainland Chinese tourists to Hong Kong, Macau and Taiwan, the percentage of expenditure spent on shopping was 70.4%, 60.5%, and 59.2%, respectively. (Retrieved from http://eng.ctaweb.org/ on 29th of October, 2018).

In order to study travel motivations and intentions, many research models were applied for empirical studies. Thus, the research models applied in travel research were added in the following part, with the purpose to build the research basis and construct for the research. One of the most frequent applied model for intentions was the TPB model, and it had been widely accepted in tourism researches. The TPB model and its application in predicting travel behavior were introduced below.

1.7 Theory of Planned Behavior and its application in predicting travel behavior

The Theory of Planned Behavior (TPB) (Ajzen, 1985, 1991) was considered as a powerful tool in predicting human's intentions and actions. TPB model was developed based on the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975). TRA model addressed the impacts of cognitive component on behavior, and TRA had been extended into TPB by taking issues related control elements in predicting behavioral intention and actual behavior (Ajzen, 1991). TPB model (Ajzen, 1991) claimed that there were three components affecting the *Behavioral Intentions*: *Attitude*, *Subjective Norm*, and *Perceived Control*. These variables of the construct in a TPB model were introduced below.

Attitude was the degree to which a person had a *favorable or unfavorable* evaluation or appraisal of the behavior inquisition (Ajzen, 1991) which showed the tendency to behave in a particular way as a reaction to the influences from past knowledge and experiences (Lam & Hsu, 2004). In tourism contexts, *attitude* had been considered as positive or negative willingness toward a destination (Moutinho, 1987; and Lam & Hsu, 2004). In the context of tourism, researches showed a significant positive relationship

between attitudes towards visiting a particular destination and intentions to visit the destination (Han et al., 2010). Eagly & Chaiken (1993) defined attitude as a psychological tendency that was expressed by evaluating a particular entity with some degree of favor or disfavor. Fishbein & Ajzen (1975) stated three components of attitudes: affective, cognitive, and evaluative. Adapting these two definitions, Choi & Sirakaya (2005) developed the sustainable tourism attitude scale (SUS-TAS), and meanwhile, Yu et al. (2011) reexamined the sustainable tourism attitude scale, and provided a new and shorter measurement scale for sustainable tourism attitude. The scale was adapted for the research, and the development and construct based on the adaptation would be introduced in detail in the methodology part.

Subjective Norm referred to the perceived social pressure *to perform or not to perform* the behavior (Ajzen, 1991). Whether or not to perform a certain behavior was hugely influenced by people who were close to the subject. Subjective Norm was also affected by motivational level of individual's acting consistent with referents wish (Ajzen & Fishbein, 1980; Lam & Hsu, 2004). In the tourism contexts, Subjective Norm could be people's preference affecting choosing destinations (Shen et al., 2009). In the context of tourism, researches showed that vacation choices were influenced by travelers' beliefs about whether referents would approve of their choice to visit or not to visit a particular destination (Bianchi et al., 2017).

Perceived Control was the measurement of one's *capacity how easy or difficult to perform* a certain behavior, which reflected past experience and anticipated impediments and obstacles (Ajzen, 1991). In the tourism context, factors such as abilities, time and resources were significant in predicting intentions to visit destinations (Bianchi et al., 2017).

Behavioral Intention had been defined as whether an individual would like to take action for a certain decision under a particular setting in a near future (Fishbein & Ajzen, 1975). Behavioral Intention was a direct determinant of the future behavior in the TPB model (Ajzen, 1985). Thus once the intention was settled, the behavior would be taken followed (Kuhl & Beckmann, 1985), and it was the best measurement to predict likelihood of the actual future behavior (Fishbein & Ajzen, 1975). In the tourism context, Abubakar & Ilkan (2016) claimed that intentions to visit a particular

destination was the willingness to visit the destination.

The figure below showed the TPB model (Ajzen, 1991).
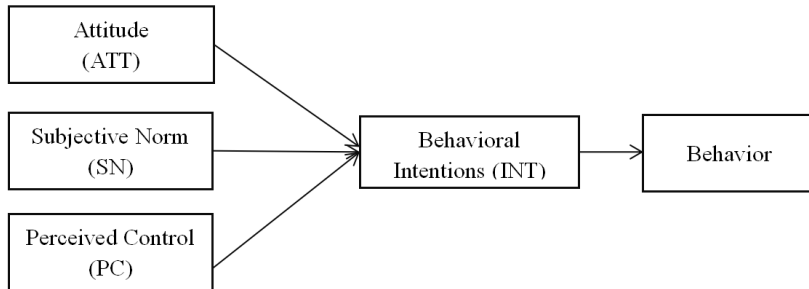
Fig. 4. Theory of Planned Behavior (Ajzen, 1991).

The TPB model had been used widely to predict potential tourists' behavioral intentions to visit destinations (Chen & Tung, 2014; Di Pietro et al. 2012; Kaplan et al., 2015; Lam & Hsu, 2004; Mohaidin et al., 2017; Seow et al., 2017; Shen et al., 2009; and Verma & Chandra, 2017).

Seow et al. (2017) applied the TPB model in examining travel intentions for medical treatment inbound tourism to Malaysia. The research model and hypotheses development of Seow et al. (2017) was based on the TPB model. The figure below showed the application of TPB model in Seow et al. (2017). Attitude, subjective norm, perceived behavioral control, and intention to visit were included in Seow et al (2017)'s research without including actual actions.
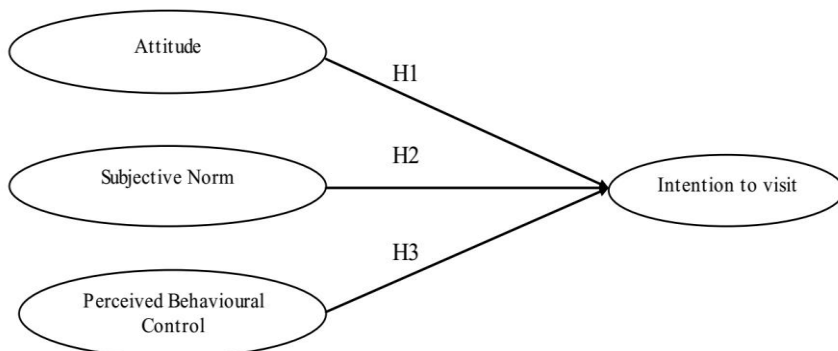
Fig. 5. The TPB model to predict travel intention for Malaysian inbound Medical tourism (Seow et al., 2017).

   Bianchi et al. (2017) adapted the TPB model to examine travelers' intention to visit short and long haul destination of Chile. Attitudes of visiting Chile, subjective norms, and perceived behavioral control were tested in relation the intention to visit Chile. The TPB model had been extended by adding two parallel parts for both short and long-haul journey and attitude, subjective norm and perceived behavioral control were applied to both of them. The figure below presented Bianchi et al. (2017)'s research model applying the TPB to investigate the relation among attitude, subjective norms, and perceived behavioral control, as well as the intention to visit Chile.
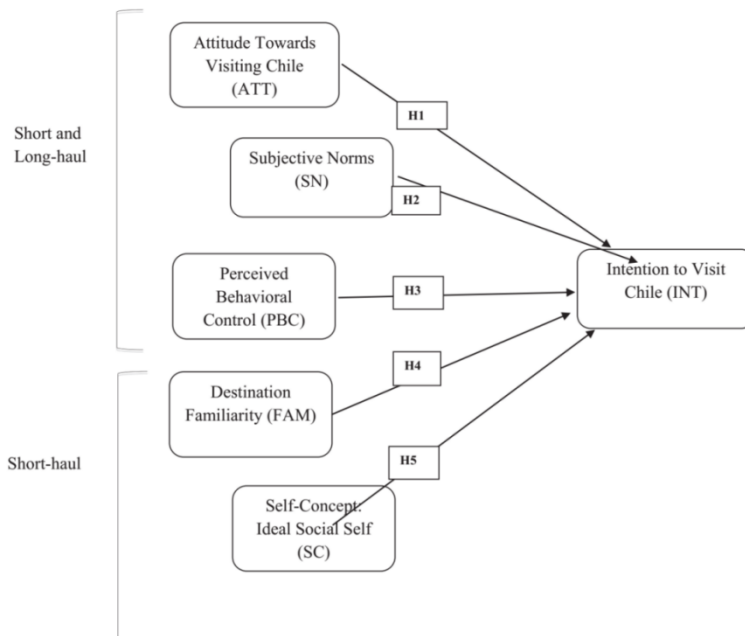
Fig. 6. Extended the TPB model to predict travel intention to visit a destination in Chile (Bianchi et al., 2017).

   Chien et al. (2012) presented a research combining travel motivation and travel intention in the TPB model, which extended the TPB model and

enhanced travel motivations and intentions research. The applicability of the TPB model for travel motivations and intentions was tested and proved. The predictive power of the TPB model with the addition of travel motivation and past behavior in predicting behavioral intention to choose a beach-based resort in Vietnam was presented. The figure below showed Chien et al. (2012)'s research.
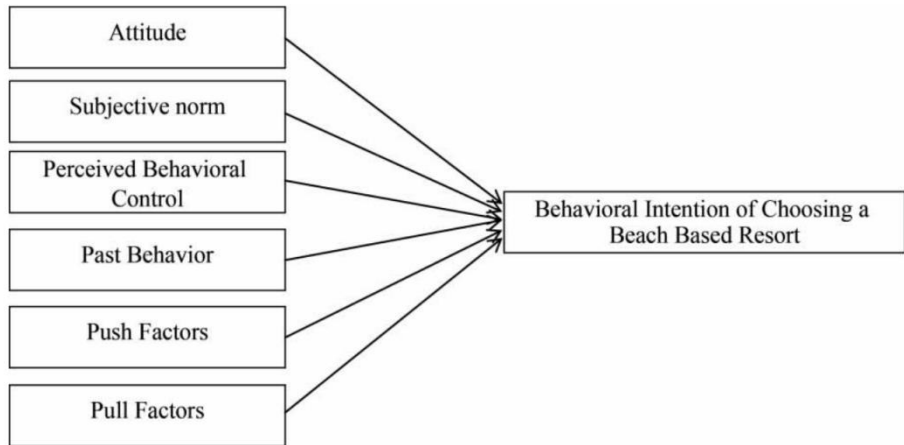
Fig. 7. Extended TPB model to predict travel intention to visit a beach-based resort in Vietnam (Chien et al., 2012).

Hsu & Huang (2010) applied an extended the TPB model of tourists to investigate relations among constructs of the model with the addition of motivation and actual behavior. Travel motivation was the starting point of the research that influenced both attitude and behavioral intention of Hsu & Huang (2010). The applicability of the TPB model with the addition of travel motivation, travel intention and actual behavior in tourism context was tested. Figure below showed the conceptual framework of the research.
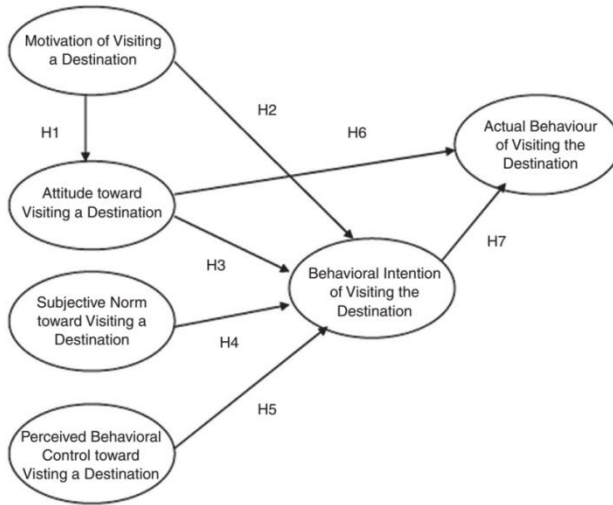
Fig. 8. Extended TPB model with addition of travel motivation to predict travel intention and actual behavior (Hsu & Huang, 2010).

There was a specified research studying Chinese tourists' behavior by applying extended TPB model. Sparks & Pan (2009) applied the TPB model in examining Chinese tourists visit to Australia in terms of destination attributes and attitudes toward outbound travel. The result showed that natural beauty, icons of a destination, quality of infrastructure, autonomy, inspirational motives and social self-enhancement were the most important variables for Chinese tourists visiting Australia while social norms and perceived control were the most important in terms of predicting intentions to travel. The conceptual model of Sparks & Pan (2009) was presented below, which provided rational for this study in examining specified Chinese nationality tourists' behavior by using an extended TPB model.
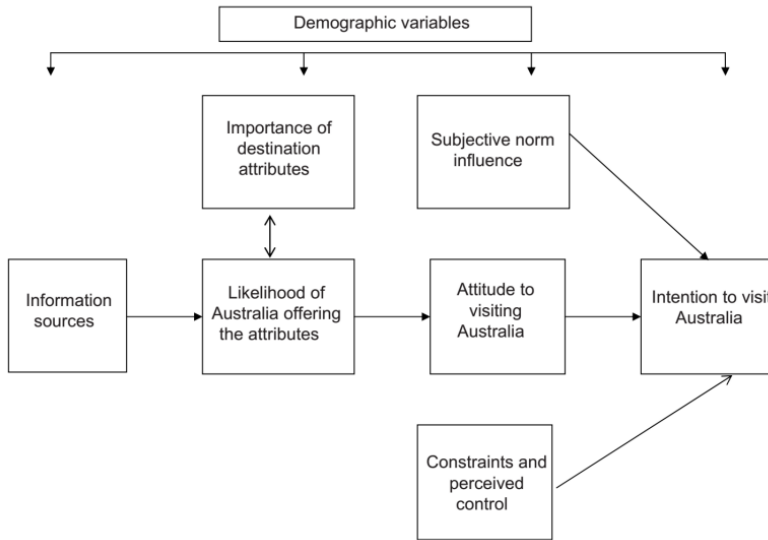
Fig.9. An extended TPB model to test Chinese tourists' travel intention for the outbound travel to visit Australia (Sparks & Pan, 2009).

There were also a few other examples of applying TPB model to predict travel intentions, which will not be presented one by one due to the limit of the layout, and these researches were Chen & Tung (2014), Lam & Hsu (2004, 2006), Shen et al. (2009), and Wang et al. (2018). However, there was no current research combining travel motivation, travel intention into an extended TPB model to predict tourist behavior to choose outbound sustainable tourism destinations.

Sparks & Pan (2009) applied the TPB model in examining Chinese tourists visit to Australia in terms of destination attributes and attitudes toward outbound travel. The result showed that natural beauty, icons of a destination, quality of infrastructure, autonomy, inspirational motives and social self-enhancement were the most important variables for Chinese tourists visiting Australia while social norms and perceived control were the most important in terms of predicting intentions to travel. The conceptual model of Sparks & Pan (2009) is listed below, which provide rational for this study in examining Chinese tourists' attitude, social norm, perceived control, travel intention, as well as destination attributes and influences from the demographic features for outbound travel.

Katz (1960) stated the contributions of motivation to the understanding of the formation and change of attitude. Motivation as a cognition was an interaction of motives and situation. According to the TPB (Ajzen, 1991), an individual's attitude was determined by behavioral belief, which was a component of cognition, and thus motivation might influence affective attitude. There were few researches in tourism investigating relationship between travel motivations and attitudes (Beard & Ragheb, 1983; and Lam & Hsu, 2004, 2006), and the relationship between travel motivations and travel intention to a destination had rarely been documented well. Ajzen (1991) also stated that intentions capture the motivational factors that influence a behavior and indicate how hard people were willing to try to perform the behavior, which implied the relationship between motivation and intention. Thus, adding one additional factor: the motivational factor, to the TPB was rational and would provide a model with in-depth understanding of travel motivations and its influences on the tourists' behavior formation process.

As researches mentioned above (Chien et al., 2012; and Hsu & Huang, 2010) had involved travel motivations into TPB model for predicting travel intentions, and mentioned the relationship between travel motivations and travel attitudes, several previous researches were presented to add extra information connecting travel attitudes, travel motivations and travel intentions. In order to draw a reasonable research model of this study, the following paragraphs presented previous researches and emphasized on the potential relationships among travel attitudes, travel motivations and travel intentions.

More researches concerning the specified connections among travel attitudes, travel motivations and travel intentions were added in the following part, with the purpose to add the research basis and rationale for connecting travel attitudes, travel motivations and travel intentions, and further explore the relationships in Chinese tourists' travel behaviors.

1.8 Travel attitudes, travel motivations, and travel intentions

Attitude was the predisposition of an individual to evaluate some symbols or objects, or aspect of his world in a favorable or unfavorable manner.

According to Katz (1960), the major functions which attitudes performed for the personality could be grouped according to people's motivational basis as four functions: the instrumental, adjustive, or utilitarian function, the ego-defensive function, the value-expressive function and the knowledge function. Katz's (1960) functional approach of attitudes explained the reason why people hold some specific attitudes were at the level of psychological motivations, not the accidents of external events or circumstances. Eagly & Chaiken (1993) claimed that attitude was a psychological tendency, which was expressed by evaluating a particular entity with some degree of favor or disfavor. Fishbein & Ajzen (1975) stated three components of attitudes: affective, cognitive, and evaluative. Adapting these two definitions of attitudes, Choi & Sirakaya (2005) developed the sustainable tourism attitude scale (SUS-TAS), and Yu et al. (2011) reexamined the sustainable tourism attitude scale based on Choi & Sirakaya (2005), and provided a new and shorter measurement scale.

Intentions referred to the planned or anticipated future behavior of an individual (Swan, 1981). Fishbein & Ajzen (1975) stated that intention represented the expectations of an individual about a particular behavior in a specific situation, which could be operationalized as the likelihood to act. In terms of tourism intentions, Abubakar & Ilkan (2016) claimed that intention to visit a destination was the willingness to visit a destination.

Motivation was a critical element in determining the travel behavior of individuals, and many studies showed the affect of travel motivation on travel intention (Fan et al., 2015). Ajzen (1991) stated that intention comprised motivational factors. Intention and motivation were closely correlated and have important roles in the destination selection (Fan et a., 2015). Mohsin et al. (2017) explored the relationship between travel motivations and intention, and the mediation role of travel interest of young university students from Thailand. The conceptual framework of Mohsin et al. (2017) showed the direct positive effects of two motivations (experiencing scenic values and

experiencing adventure) which had positive relation with travel interest, and travel interest had positive relation with intention to travel, while the motivation of experiencing adventure had indirect positive effect on intention to travel. Mohsin et al. (2017) provided rationale for developing the research on the effect of travel motivations to travel intention.

Gnoth (1997) developed a definitive model of travel motivation that helped categorize attitudes towards destinations, attractions, activities, events and situations. Attitudes were included in the model for travel motivation and behavior. In the complex model of Gnoth (1997), one part of the model presented the relationship between travel motivations and travel attitudes towards destinations. The figure below showed the process of motivation and expectation formation. The part in red showed that travel attitudes came from travel motivations. The red box emphasized the connection between travel motivation and travel attitudes with pull factors as subjective situation.
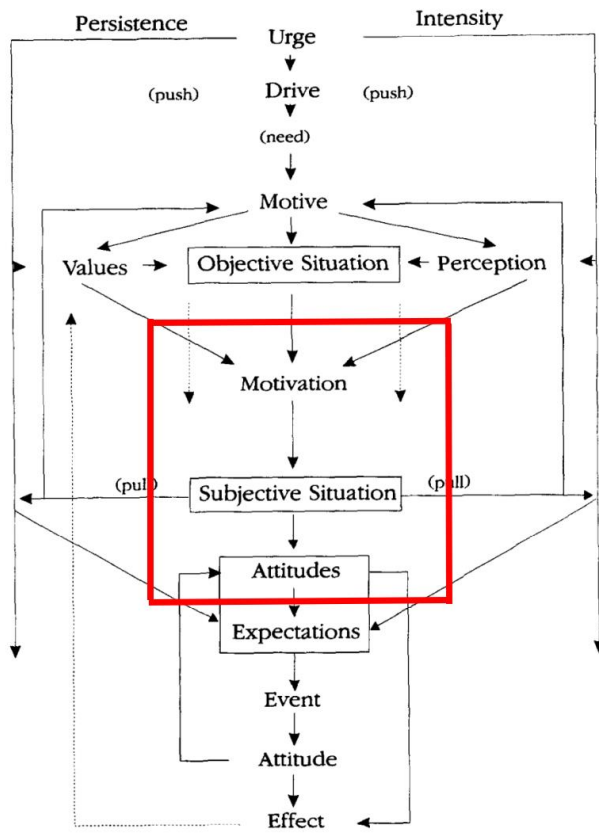
Fig.10. Travel attitudes and travel motivation (Gnoth, 1997).

Motivation was a critical element in determining the travel behavior of individuals, and many studies showed the affect of travel motivations on travel intentions. Intention and motivation were closely correlated and played important roles in destination selection (Fan et al., 2015). Mohsin et al. (2017) explored the relationship between travel motivations and intentions of young university students from Thailand. The conceptual framework of Mohsin et al. (2017) showed direct and positive effects of two motivations (experiencing scenic values and experiencing adventure) having positive relation with travel interest, and travel interest had positive relation with travel intentions. Mohsin et al. (2017) provided rational for developing the research on the effect of travel motivations to travel intentions. Figure 11 showed the research model

of Mohsin et al. (2017) about the relationships between travel motivations and travel intention, and in the research, travel interest was also included.
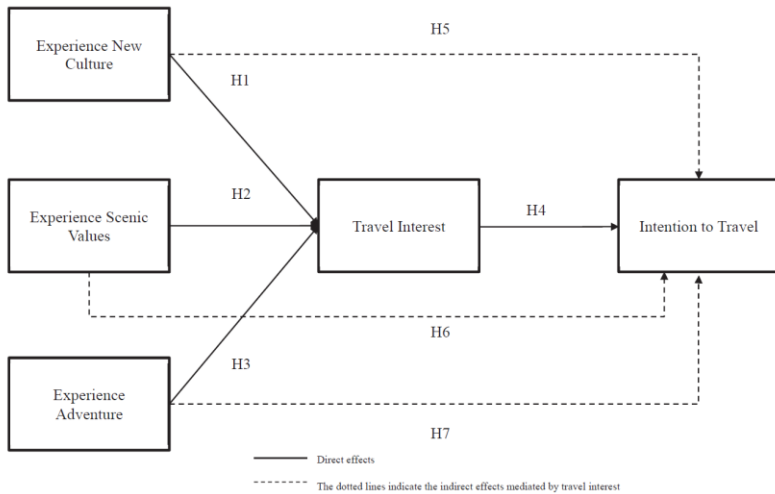
Fig. 11. The relationship between travel motivation and travel intention (Mohsin, 2017).

Idrus et al. (2017) presented a research with a model directly examining the relationship between travel motivations and the travel intentions. Idrus et al. (2017) illustrated the travel motivations exactly as push factors and pull factors, including two motivational items for each factor. The model simply indicated and proved a connection between travel motivations and travel intentions. Idrus et al. (2017) gave clues about the relationship between travel motivations and travel intentions.
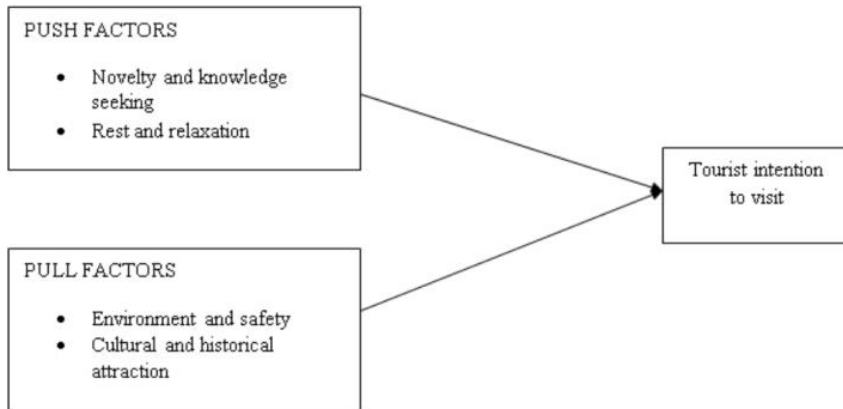
Fig.12. Conceptual framework to examine the relation between travel motivations and travel intentions (Idrus et al. 2017).

The literature in this part proved a connection between travel attitude and travel motivation, and a connection between travel motivation and travel intention. Thus it would be reasonable to add travel attitudes, travel motivations and travel intentions into an integrated model to study their relationships and thus to predict tourists' behaviors. However, image for a destination was an attitudinal variable, which had great impact on the initial stages of a destination selection decision (Crompton & Ankomah, 1993; Woodside & Lysonski, 1989; and Um & Crompton, 1992). Thus, destination image would also be involved into the research as it had crucial relationship with attitudes. The following paragraphs would add literature for destination image.

1.9 Destination image

Images were defined to drive perceptions of consumers, which were important than tangible resources and assets, and motivated consumers to take actions (Guthrie & Gale, 1991). Image for a destination was operationalized by measuring perceptions of key attributes at a destination because travelers' perceived benefits basically came from the destination's attributes which satisfied the specific motives of the potential travelers (Um & Crompton, 1992). Image was a valuable variable to understand tourist' selection of a destination (Baloglu & McCleary, 1999). Image was considered as the sum of

beliefs, ideas, and impressions that a tourist held towards a destination (Crompton, 1979). Image (Baloglu & McCleary, 1999) had important influence in the selection of vacation destinations and it was valuable in understanding the destination selection process of tourists. The image formation stage before the trip was claimed to be the most important phase of the process (Gunn, 1972; and Mercer, 1971).

Destination image was the expression of all knowledge, impressions, prejudices, and emotional thoughts that an individual or group had of a particular object or place (Baud-Bovy & Lawson, 1977). It was developed and created through various means, which had a significant influence on tourists' selection of a destination (Baloglu & McCleary, 1999; Chon, 1990; Gallarza et al., 2002; Pike, 2002; and Prayag & Ryan, 2012). It was a mixture of various attributes, cultural, natural and social, as well as the tourism infrastructures of a particular destination (Beerli & Martin, 2004; Milman & Pizam, 1995). It combined information from a wide range of sources, including impression about the historical, political, economic and social aspects of a certain destination (Gartner, 1989, 1994). Crompton (1979) and Fakeye & Crompton (1991) defined it as an individual's mental representation of knowledge of, and feelings towards, a particular destination. It served a crucial role in influencing tourists' decision-making (Bigné et al., 2001; Chen & Tsaí, 2007; Chi & Qu, 2008; and Chon 1990) and it was pivotal in travel decision-making process (Bigné et al., 2001; and Lee et al., 2005). In particular, the positive relation between the destination image and the intention to visit the destination had been uncovered and verified in many researches (Alcañiz et al., 2009; Baloglu, 2000; Chen & Tsaí, 2007; and Fu et al., 2016). It was also a combination of various attractions and attributes added into the total impression of a particular destination (Aiello et al., 2015; and MacKay & Fesenmaier, 1997). Whang et al. (2016) examined the relationship among pop culture, destination images, travel motivations and travel intentions of Chinese and Russian tourists. It played top important roles in tourist behaviors (Baloglu & McCleary, 1999; Bigne et al., 2001; Lee et al., 2005; Oh, 1999; Stylos et al., 2016; Yoon & Uysal, 2005; and Zhang et al., 2016), influencing the destination choice decision-making process (pre-trip) for selecting and intention to visit a destination (Chen & Tsai, 2007; Hunter, 2008; Lin et al., 2007; Pike, 2006; Prayag & Ryan, 2012; Sirakaya et al., 2001; Sonmez &

Sirakaya, 2002; and Tapachai & Waryzak, 2000); and conditioning the after-decision-making behaviors (participation, evaluation, intention to revisit and recommendation).

Destination image had been defined as the core related to tourist attractions and tourism facilities, which directly met tourists' core needs (Zhang et al., 2016). Destination image could be beliefs and impressions towards destinations that could be real, imagined or false, but it played an important role in destination selection and individual travel behavior (Cakmak & Isaac, 2012; Huang et al., 2013; and Kotler & Gerner, 2010). Destination image was associated with a subjective interpretation of tourists' feelings and beliefs towards a specific destination (Veasna et al., 2013). Destination image was described as mental pictures a person held about a place from tourism infrastructure to cultural, natural, and social attributes (Beerli & Martín, 2004). Destination image measured physical attributes of a travel destination that attracted people to visit and provided a positive travel experience (Prayag & Ryan, 2011; and Ryan & Gu, 2007).

Perceived destination image of a destination was claimed consisted of three components, affective, cognitive, and behavioral (Gartner, 1994), which had been widely studied (Agapito et al., 2013; Baloglu & McCleary, 1999; Beerli & Martín, 2004; Stepchenkova & Mills, 2010; Tasci et al., 2007; and Tasci & Gartner, 2007). Perceived destination image was determined simultaneously by push factors that corresponded to forces leading people to decide to travel and relating to their needs and desires (Klenosky, 2002). This corresponded to the psychological motivations and socio-demographic characteristics of tourists. Pull factors acted once the decision had been made, which represented the facilities, features, or attributes of the particular destinations aroused as perceived destination image (Klenosky, 2002). Travel motivations were found related to the perceived destination image, and tourists' selection behavior regarding the destination (Baloglu & McCleary, 1999; Baloglu, 1999; Beerli & Martín, 2004; and San Martín & Rodriguez del Bosque, 2008). The more positive the destination image was perceived, the higher probability of choosing the destination would be (Kim & Perdue, 2011).

The literature review part added rationale in theories that were closely related to the key issues of the research, and provided the research with

insights, background, and basis to the construct of the research. The next part would be about the development of the methodology for the key issues in the research.

2. RESEARCH METHODOLOGY OF TRAVEL MOTIVATIONS, TRAVEL ATTITUDES, AND TRAVEL INTENTIONS FOR SUSTAINABLE TOURISM DESTINATIONS

2.1 Research aim, model and hypothesis

Tourist motivational researches had been widely studied, which provided rational for this study to achieve its aim and identify push and pull motivators for Chinese tourists to outbound sustainable tourism destinations. Sangpikul (2008) claimed the two dimensions of push-pull motivational researches that push factors were driving people to travel while pull factors were attracting people to a particular destination. Thus, examining push and pull motivations would provide a framework to better understand tourists' motivations to visit a particular destination (Moscardo et al., 1996; Witt & Wright, 1992; and Uysal & Hagan, 1993). Early research of Crompton (1979) revealed that push factors were "escape", "exploration and evaluation of self", "relaxation", "prestige", "regression", "enhancement of kinship", and "facilitation of social interaction", and pull factors were "novelty" and "education", while recent researches presented push and pull motivators individually.

Recent researchers identified the following push factors: "escape" (Awaritefe, 2004; Maeng et al., 2016; McLean & Hurd, 2011; Mohammad & Som, 2010; Seebaluck et al., 2013; Wu & Pearce, 2014; Xu & Chan, 2016 and Yolal et al., 2012), "socialization" (Maeng et al., 2016; McLean & Hurd, 2011; Mohammad & Som, 2010; Li et al., 2011; and Yolal et al., 2012), "relaxation" (Jones, 2011; Kumar, 2010; Li et al., 2011; Mohammad & Som, 2010; Wu & Pearce, 2014; and Xu & Chan, 2016), "self-enhancement" (Xu & Chan, 2016), "excitement" (Maeng et al., 2016; Li et la., 2011; and Yolal et al., 2012), "knowledge" (Maeng et al., 2016; Mohammad & Som, 2010; Li et al., 2011; and Xu & Chan, 2016), "developing relationships" (Mohammad & Som, 2010; and Wu & Pearce, 2014), "prestige" (Baker, 2011; Mohammad & Som, 2010; Woodside & Martin, 2008; Li et al., 2011; and Swarbrooke, 2012), "exploration and evaluation of self" (McLean & Hurd, 2011), "family togetherness" (Yolal et al., 2012), "fulfilling spiritual needs" (Mohammad & Som, 2010), and "novelty" (Yolal et al., 2012).

Yet factors could be "scenery", and "information and convenience" (Xu & Chan, 2016), "activities" (Mohammad & Som, 2010; Seebaluck et al., 2013;

and Xu & Chan, 2016), "modern image" (Li et al., 2011), "history and culture" (Mohammad & Som, 2010; and Seebaluck et al., 2015), "facilities" (Cave, 2009; and Wu & Pearce, 2014), "natural resources" (Mohammad & Som, 2010; and Li et al., 2011), "beaches" (Prayag & Ryan, 2011; and Seebaluck et al., 2015), "sea, sun, and sand" (Seebaluck et al., 2015), 'heritage sites' (Mohammad & Som, 2010), "accommodation" (Backer, 2010; Seebaluck et al., 2013; and Suntikul et al., 2010), "ease of tour" (Li et al., 2011; Mohammad & Som, 2010; and Seebaluck et al., 2015), "location" (Seebaluck et al., 2015), "reasonable cost" (Seebaluck et al., 2013 and Seebaluck et al., 2015), "shopping" (Li et al., 2011; and Maeng et al., 2016), "quality of goods and services" (Seebaluck et al., 2013; and Seebaluck et al., 2015), 'safety and cleanliness' (Li et al., 2011), and "variety seeking" (Mohammad & Som, 2010).

Above all things, in addition to identifying push and pull motivations, researchers added nationality studies to tourism motivational researches (Gilber & Terrata, 2001; Kozak, 2002; Nikjoo & Ketabi, 2015; Sangpikul, 2008; and Van der Merwe, 2011). Sangpikul (2008) studied motivations for Japanese tourist to visit Thailand. Van der Merwe (2011) studied factors influencing European tourists to visit marine resorts in South Africa. Kozak (2002) studied motivators for different nations' tourists to visit Turkey. Hua & Yoo (2011) and Johanson (2007) studied motivations for Chinese tourists to visit USA. Although there were plenty researches studying motivations for Chinese tourists to select various outbound destinations (Lam & Hsu, 2004; Li et al., 2013; Wu & Pearce, 2014; and Zhang & Peng, 2014), there was still a research gap between travel motivations and sustainable tourism destinations. Thus, this study targeted at filling the research gap, examining push and pull motivations for Chinese tourists to outbound sustainable tourism destinations, and predicting Chinese tourists' behavioral intentions to outbound sustainable tourism destinations.

The research aimed at revealing three main issues:

● revealing travel motivations for Chinese outbound tourists to select sustainable tourism destinations. As the travel motivations contained both push and pull motivations (Crompton, 1979), the study aimed at revealing both push and pull motivations which motivated Chinese outbound tourists' travel behavior of choosing sustainable tourism destinations. Besides, push and pull motivations could be considered as push and pull items categorized

into push and pull factors. Thus, the study would also identify push and pull factors.

● identifying impacts of push-pull motivations on Chinese outbound tourists to analyze the influence of push-pull motivations on travel attitudes, and travel intentions. The attitude towards sustainable tourism in Europe, attitude towards sustainable tourism destinations in Europe, and intentions to visit sustainable tourism destinations would be tested. In this case, correlations between push-pull motivations and attitudes, as well as travel intentions would be tested.

● indicating Chinese outbound tourists' travel behavior in an extended Theory of Planned Behavior (TPB) model to present their potential travel behaviors. The indication would be based on an extended TPB model with an additional variable "travel motivations" (push and pull motivations), two variables of attitudes, social norms, perceived behavioral control, perceived destination image and intention to visit.

In order to achieve the research targets and fulfill the research gap, models and methods were applied based on previous researches. On the one hand, The TPB model (Ajzen, 1991) had been widely used by tourism motivational researches, and attitude (ATT), subjective norms (SN), as well as perceived behavioral control (PBC) were factors influencing tourist behavioral intention (Bianchi et al., 2017; Chen & Tung, 2014; Di Pietro et al., 2011; Kaplan et al., 2015; Lam & Hsu, 2004; Mohaidin et al., 2017; Seow et al., 2017; Shen et al., 2009; and Verma & Chandra, 2018). In this study, TPB model together with factors ATT, SN, and PC were applied to study Chinese tourists' behavioral intention to visit outbound sustainable tourism destinations. On the other hand, the TPB model has been extended by adding the essences of the research in terms of two additional variables, namely 'attitude towards sustainable tourism destinations' and 'perceived destination image towards sustainability'. Secondly, the relationship between travel motivations and variables in the TPB model would be examined. The relationships between travel motivations and travel attitude were identified by researchers (Gnoth, 1997; Idrus et al, 2017; and Mohsin et al., 2017). Moreover, Fan et al. (2015) found correlation between motivation and tourist behavioral intention. Thus, this study would examine the relationship between travel motivations and variables of the TPB model, in the context of Chinese tourists selection to outbound sustainable tourism destinations.

Therefore, the research aim of this study was to identify push and pull factors motivating Chinese tourists to outbound sustainable tourism destinations and reveal potential variables' influences on Chinese tourists' behavioral intentions. This study was supposed to fulfill the research gap between tourist motivation studies and their choice to sustainable tourism destinations. In order to fulfill the research aim, the research model and corresponding hypothesis had been developed.

Based on the literature, the research model for this study was developed according to the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the extension of the TPB model. The model included attitude towards sustainable tourism in Europe, subjective norms, perceived behavioral control, and behavioral intentions. The model was extended by adding travel motivations (shown as separate push and pull factors), attitude towards specific sustainable tourism destinations in Europe and perceived destination images of the specified sustainable tourism destinations. The figure below presented the research model of this study, the explanations of each variable in the research model were stated, and the hypothesis were developed later.

The figure below illustrated the research model for this research. The figure presented the relationships among variables, and the variables were push factors, pull factors, attitude towards sustainable tourism in Europe, attitude towards sustainable tourism destinations in Europe, subjective norms, perceived behavioral control, perceived destination image towards sustainability, and intentions to visit the sustainable tourism destinations. However, as the beginning, it was impossible to assume the number of push and pull factors, the first two boxes in Figure 13 just simply presented push-pull motivations without showing the detailed number and items of the factors. The research model would be further refined at the end of the research when the number and items of push-pull factors were identified. Thus, in Figure 13, the boxes for push and pull motivations were filled with a number of motivations. However, at the beginning the number of the motivations, the name of the motivations and the items of the motivations could not be predicted, thus the motivations were expressed as motivation 1, motivation 2, ..., motivation X, where 'X' represented the last number of the motivation. Moreover, in the box of intentions to visit, the exemplified destination of high, medium and low sustainability was stately, respectively, in another three sub-

boxes of INT. Thereafter, the hypothesis were also listed in the figure near each arrow representing relationship between every two variables in the model, and variables would be explained right after the model.
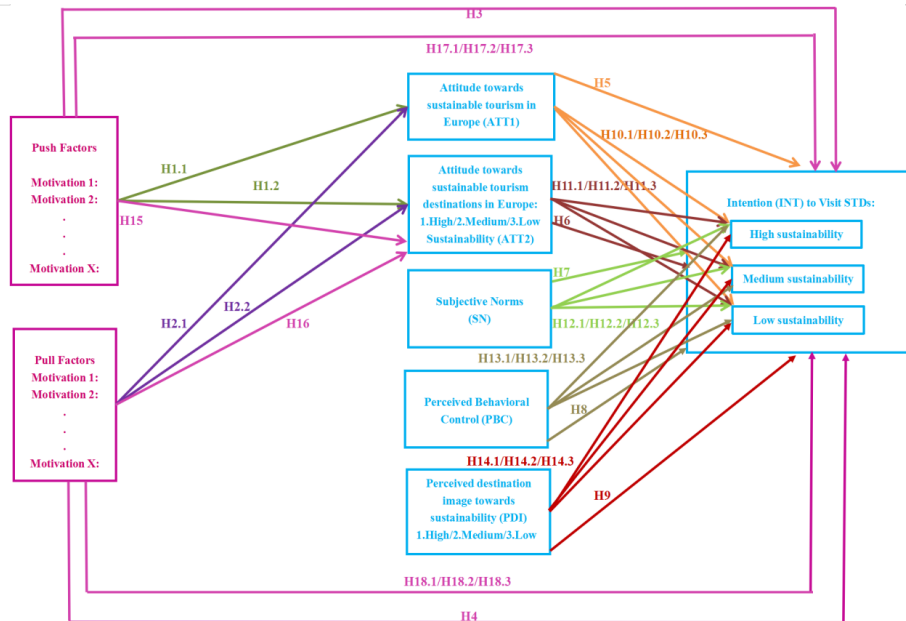
Fig.13. Research model of impact of push and pull motivations on outbound tourists' intentions to visit sustainable tourism destinations

Figure 13 depicted the research model. In the research model, there were 8 variables in total: push factors, pull factors; attitude towards sustainable tourism in Europe (ATT1); attitude towards sustainable tourism destination in Europe (ATT2), including high, medium and low sustainability destinations; subjective norms (SN); perceived behavioral control (PBC); perceived destination image towards sustainability (PDI), including perceptions for high, medium, and low sustainability; and intentions to visit a sustainable tourism destination (INT), including intentions to visit high, medium and low sustainability destinations. These variables composed the expanded TPB research model of this study, and these variables had been accepted in different previous researches. The application of these variables were listed below,

which provided rational for this study to include these variables in the study's research model.

Push Factors were motives for Chinese tourists to travel outbound. This variable of the research model included various potential items stating different motives for Chinese tourists to travel outbound. The items came from literature review based on push factors for Chinese tourists to travel outbound (Li et al., 2013, Zhang & Lam ,1999, and Zhang & Peng, 2014).

Pull Factors were attributes of outbound sustainable tourism destinations that attracted Chinese tourists. The items were adapted from literature review based on pull factors for Chinese tourists to travel outbound (Leong et al., 2015; Mohammad & Som, 2010; Zhang & Lam, 1999; Wehrli et al., 2012; and Zhang & Peng, 2014).

ATT1 represented Chinese tourists' attitudes towards sustainable tourism in Europe. Passafaro et al. (2015) evaluated tourists' travel attitudes toward sustainable tourism destinations, and those tourists were identified as 'sustainable tourists'. Thus this variable was developed based on Passafaro et al. (2015)'s research testing tourists' attitudes toward sustainable tourism and the it was adapted to test Chinese tourists' attitude toward outbound sustainable tourism in Europe. Tourist attitude was an effective predictor of tourist decision for traveling to a certain destination (Ragheb & Tate, 1993; and Jalilvand & Samiei, 2012). Ajzen (2001) stated that more favorable the attitude toward the behavior, the stronger would be an individual's intention to perform the behavior. Jalivand et al. (2012) stated 'good', 'valuable', and 'pleasant' to describe tourists' attitude towards a destination.

ATT2 represented Chinese tourists' attitudes towards specific levels of sustainability for sustainable tourism destinations in Europe. Blancas et al. (2016) stated examples for sustainability levels of sustainable tourism destinations in Europe. Thus, three cities were selected as exemplified sustainable tourism destinations representing High/Medium/Low level of sustainability. Attitudes towards these exemplified destinations were included in the research. Yu et al. (2011)'s research measuring Sustainable Tourism

Attitude Scale (SUS-TAS) was adapted to the study of examining Chinese tourists' attitudes towards the exemplified destinations.

SN was social norms of China towards sustainable tourism in Europe. This variable was adapted from Choi & Sirakaya (2005). Choi & Sirakaya (2005) presented items reflecting residents' attitudes towards sustainable tourism development and its influences on locals. Choi & Sirakaya (2005) reflected perceived sustainability issues from the public.

PBC was a perceived behavioral control of Chinese tourists to visit Europe. The items were adapted from Bianchi et al. (2017) because one's capacity how easy or difficult to perform an outbound travel rely on factors such as abilities, time and resources. Thus, those factors were adjusted to this study in predicting Chinese tourists' intentions to visit outbound sustainable tourism destinations.

PDI was Chinese tourists' perceived destination images towards different levels of exemplified sustaianble tourism destinations. Destination images were developed and created through various means, which had a significant influence on tourists' selection of a destination (Baloglu & McCleary, 1999; Chon, 1990; Gallarza et al., 2002; Pike, 2002; and Prayag & Ryan, 2012). It was a mixture of various attributes, cultural, natural and social, as well as the tourism infrastructures of a particular destination (Beerli & Martin, 2004; Milman & Pizam, 1995).

INT represented travel intention for Chinese tourists to select sustainable tourism destinations in Europe according to the levels of sustainability for each exemplified sustainable tourism destination.

Therefore, the relationships between variables in this model could be predicted, and hypotheses could be developed, and literature basis was expressed below. On the one hand, Ajzen (1991) provided with the basic framework of TPB model examining the relationship between attitude (ATT), social norms (SN), perceived behavioral control (PBC), and intentions (INT). Further more, contemporary researches applied the Ajzen (1991)'s TPB model into the tourism motivational researches examining the relationship among travel variables of ATT, SN, PBC and INT (Seow et al., 2016). Moreover, the

Ajzen (1991)'s TPB model was extended according to specified tourist topic and was adopted to tourism research (Bianchi et al., 2017). What's more, tourist motivational push-pull issues were specified and added to extend the Ajzen (1991)'s TPB model (Chien et al., 2012). In addition, the more positive the destination image was perceived, the higher probability of choosing the destination would be (Kim & Perdue, 2011), so it was reasonable to add the perceived destination image to examine if it was influencing intentions to visit. Applying the TPB model into tourist motivational researches was widely accepted (e.g., Hsu & Huang, 2010; and Sparks & Pan, 2009). These researches provided rationale of adopting the TPB (Ajzen, 1991) model into the tourism area and extending the TPB (Ajzen, 1991) model by adding push-pull motivational variables. Models of these sources were presented in the literature part.

On the other hand, Katz (1960) provided with the basic rationale of studying the relationship between travel attitudes and travel motivation. Katz (1960) presented the relationship between travel attitudes and travel motivations, and further stated that pull factors were subjective situations when travel motivations had impacts on travel attitudes. Thus, this research also intended to examine the relationship between travel attitudes and travel motivations. Furthermore, current researches, such as, Mohsin (2017) and Idrus et al. (2017) proved the relationship between travel motivations and travel intentions. Thus, the source provided the research with rationale of examining the relationship between travel motivations and travel intentions. Research models of the mentioned researches were included in the literature part.

Up on these, push-pull motivations' correlations with attitudes and intentions to visit would be tested. These correlations had been widely discussed in tourism researches (Crompton, 1979; Dann, 1977; Gray, 1970; Hill, 1965; Hsu & Lam, 2003; Iso-Ahola, 1982; Plog, 1976; Uysal & Hagan, 1993; and Zhang & Peng, 2014). Gnoth (1997) proved the correlation between travel motivations and attitudes. Besides, researchers had studied relationship between travel motivations and intention to visit (Beard & Ragheb, 1983; Idrus et al., 2017; Lam & Hsu, 2004, 2006; and Mohsin et al., 2017).

Thus based on the mass literature and the mentioned research models, there were some reasons to develop research model for this research. First of all, it was reasonable for this research to adopt the TPB model (Ajzen, 1991) into the tourism research. Secondly, it made sense to add push-pull motivations to the TPB model and extend the model by examining tourists' travel motivations. It became rational to reveal the relationship between travel motivation and travel intention and uncover the relationships among tourism related variables of ATT, SN, PBC, and INT. Finally, it was rational for this study to test the relationships among travel attitudes, travel motivation and travel intention. Thus applying the TPB model and extending the model by adding push-pull motivations to examine the relationships among travel attitudes, travel motivations and travel intentions for Chinese outbound tourists to visit sustainable tourism destinations became the basic conceptual framework of this research. Thereafter, the research hypotheses could be developed as below:

H1.1: The more important the push motivations for the respondents, the more positive ATT1 of the respondents would be;

H1.2: The more important the pull motivations for the respondents, the more positive ATT1 of the respondents would be;

H2.1: The more important the push motivations for the respondents, the more positive ATT2 of the respondents would be;

H2.2: The more important the push motivations for the respondents, the more positive ATT2 of the respondents would be;

H3: The more important the push motivations for the respondents, the higher INT of the respondents would be;

H4: The more important the pull motivations for the respondents, the higher INT of the respondents would be;

H5: The more positive ATT1 of the respondents, the higher INT of the respondents would be;

H6: The more positive ATT2 of the respondents, the higher INT of the respondents would be;

H7: The more positive SN perceived by the respondents, the higher INT of the respondents would be;

H8: The more positive PBC held by the respondents, the higher INT of the respondents would be;

H9: The more positive PDI held by the respondents, the higher INT of the respondents would be;

H10.1: ATT1 impacts INTParis;

H10.2: ATT1 impacts INTBerlin;

H10.3: ATT1 impacts INTCopenhagen;

H11.1: ATT2 impacts INTParis;

H11.2: ATT2 impacts INTBerlin;

H11.3: ATT2 impacts INTCopenhagen;

H12.1: SN impacts INTParis;

H12.2: SN impacts INTBerlin;

H12.3: SN impacts INTCopenhagen;

H13.1: PBC impacts INTParis;

H13.2: PBC impacts INTBerlin;

H13.3: PBC impacts INTCopenhagen;

H14.1: PDI impacts INTParis;

H14.2: PDI impacts INTBerlin;

H14.3: PDI impacts INTCopenhagen;

H15: Push motivations impact ATT2;

H16: Pull motivations impact ATT2;

H17.1: Push motivations impact INTParis;

H17.2: Push motivations impact INTBerlin;

H17.3: Push motivations impact INTCopenhagen;

H18.1: Pull motivations impact INTParis;

H18.2: Pull motivations impact INTBerlin; and

H18.3: Pull motivations impact INTCopenhagen.

As the research aim, research model and research hypothesis had been presented in this part, a research philosophy would be presented in the

following part to give a support for the selection and evaluation between quantitative and qualitative research methods for this study. With the research philosophy as a guiding line, could this study be able to choose qualitative or(and) quantitative research for specific research needs, and then the study could be carried out afterwards.

2.2 Research philosophy

Research philosophy referred to a system of beliefs and assumptions about knowledge development (Saunders et al., 2015). The way in which people perceived reality and the world, was philosophy and the way in which researchers perceived reality and gained knowledge, was research philosophy. When a researcher regarded the world as largely objective and measurable in terms of the use of numbers, it could be referred to as quantitative paradigms, while the world regarded as largely subjective and numeric measurement not always possible but words were able to indicate, it could be referred to as qualitative paradigms (Kuhn, 1970). When comparing paradigms there were three important issues: ontology, epistemology and axiology.

Ontology were assumptions about the nature of reality, epistemology were assumptions about knowledge and how we can communicate knowledge to others, while axiology referred to the role of values and ethics within the research process, and how researchers deal with their own values with those of research participants (Saunders et al., 2015). Ontology affect researchers' believes about the nature of knowledge in the world, which in turn influence researchers' believes (epistemology) and how that knowledge could be revealed (axiology). Teddlie & Tashakkori (2009) stated paradigms of epistemology that in quantitative approach, researchers and what was researched were reviewed as independent of each other, while in terms of ontology, quantitative researchers view quantitative researchers deductive approaches and qualitative researches applied inductive approaches. The perceptions of researchers could affect researchers viewing their research problems and aims, and could affect researchers conducting researches, as

well as developing research methods. The perceptions of this study was stated in the following paragraph.

In this study, both qualitative and quantitative researches were adopted. Exploratory qualitative researches of literature review were applied to provide insights and understanding of the covered phenomenon. The literature could define problems in a more precise manner, and furthermore the literature helped develop hypotheses. In order to further examine the relationships among variables, the literature review also helped gain insights for developing approaches and construct a research model with constructs. Literature review was one way of exploratory research searching for secondary data to identify problems of the current situation, and it helped formulate an appropriate research design by identifying the key variables, provide rational to construct the research model, and tested the hypotheses. The unstructured results from qualitative research gave insights into the study. Moreover, the expert survey of this study was also a qualitative research, which provided deeper insights focusing on Chinese tourists, and sustainable tourism. Quantitative research aimed at quantifying the data and applying statistical analysis. In order to generalize results from the sample to the population of outbound traveling Chinese tourists, structured statistical analysis was supposed to be drawn from the quantitative research. Questionnaires were designed and handed out to the population, and the collected questionnaires were analyzed. The methods applied to the quantitative research were to identify and reveal the reality among variables' relationships, answering why Chinese tourists travel and how outbound sustainable tourism destinations attracted them, as well as their intentions to visit.

The selection and consideration of qualitative and quantitative research had been presented in this part. Based on the research philosophy, the following parts would be about how exactly the study was carried out step by step, and how both qualitative and quantitative researches were applied to this study. Research steps were presented showing the application of both qualitative and quantitative researches.

2.3 Research steps

After the presentation of research aim, model, and hypothesis, as well as research philosophy, this part would focus on explaining the study step by step, and explain the applied qualitative and quantitative research methods in details. The research steps were summarized in the table below, and details of how the research was composed were introduced in the following paragraphs.

Table 13.
Steps of this research

Step No.	Steps
Step 1	Exploratory research (qualitative research): identifying initial push-pull factors.
Step 2	Selection of exemplified destinations.
Step 3	Research instrument development: questionnaire design and questionnaire translation.
Step 4	Pilot study, sample translation, and sample double translation.
Step 5	Quantitative research: main survey and sampling.

As Table 13 presented the research steps, each step would be explained.

Step 1 was an exploratory research stage for developing push-pull factors. It was a qualitative research stage collecting secondary data (Janssens et al., 2008) from published articles. Researches about motivations and their use in tourism were reviewed. In this stage, reviewing literature as a way to collect secondary data helped identify problems (Janssens et al., 2008).

A mass literature was reviewed in order to define push and pull travel motivations, and further identify what motivations were influencing Chinese tourists to outbound sustainable tourism destinations. 245 travel motivational items were summarized from the literature review. The literature review gave

insights to this study, and these 245 items were prepared as an initial step for questionnaires of this study. Drawing survey questionnaires from literature review was widely accepted in tourism motivational researches (Chen & Wu, 2009; Fan et al., 2015; Fodness, 1994; Leong, et al., 2015; Lu et al., 2016; Li et al., 2011; Mohammad & Som, 2010; Ramires et al., 2017; Sangpikul 2008; Sato et al., 2016; Wang et al., 2016; Wen et al., 2018; and Xu & Chan, 2016). However, there was very rare literature directly reflecting insights of Chinese tourists' motivations to outbound sustainable tourism destinations.

Step 1 also included an exploratory research stage for shrinking the push-pull items from the mass literature review and leading the study into the relevance of Chinese tourists' motivations for outbound travels. Thus, an expert interview was carried out in this stage. 15 experts in tourism practice were invited to evaluate these 245 items based on their experiences working with Chinese tourists' outbound travels. The aim of the expert survey was to reveal the items that are more related to and fit Chinese tourists because the 245 items were from a broad travel motivational literature. The result of expert survey was attached in Appendix 1, and the Chinese language translation was in Appendix 2.

Experts were from tourism academia and practice. 5 were from China International Tourism Services (http://www.cits.cn/), 5 were from College of Tourism and Culture Industry of Guizhou University (http://tci.gzu.edu.cn/), and another 5 were from Overseas International Travel (http://gzotc.com). The list of items was translated into English (Appendix). During the expert survey, the list of these translated 245 items was sent to the 15 experts and the experts were asked to vote in items which might influence Chinese tourist' travel motivations to outbound sustainable tourism destinations. After the votes, 15 push items and 71 pull items were selected and were kept for composing the questionnaire of this study. Appendix 3 showed the interview questionnaire in Chinese language, and Appendix 4 showed the selected motivational items from experts' interview. Literature resources of the selected items were also attached in Appendix 4, which provided rational.

Step 1 provided the study with potential insights explaining Chinese outbound tourists' travel behaviors selecting sustainable tourism destinations. As there was a research gap between travel motivations and selections of sustainable tourism destinations, this step aimed at including travel motivations as board as possible so that the exact motivations influencing

Chinese outbound tourists' selection of sustainable tourism destinations would be revealed. However, there should be concrete sustainable tourism destination examples, so step 2 would focus on selection of exemplified sustainable tourism destinations for this study.

Step 2 was mainly about selection of sustainable tourism destination examples. In order to test tourists' travel intention to sustainable tourism destinations, this study provided with specific destinations as exemplified cites to measure their intentions to visit. Thus reasonably selecting the exemplified destinations became crucial to this study. As there was no unique indicator indicator system evaluating sustainable tourism as a whole (Manning, 1999), not mentioning all sustainable tourism destinations, most studies have focused on developing indicators evaluating destinations (Farsari & Prastacos, 2002). Thus, the starting point of appropriately choosing sustainable tourism destinations as examples for this study came from the idea that there should be some sustainable tourism destinations that had been synthetically evaluated by some set of indicators.

Blancas et al. (2010) mentioned that sustainable tourism indicators could be classified as three groups. The first group should be key indicators of sustainable tourism, which could be used to evaluated key issues for management of sustainable tourism in any destination. The second group should be complementary indicators of specific ecosystems, which could be used to evaluated core factors shape by the specific characteristics of a given destination (e.g. mountain destinations or coastal areas). The third group should be specific site indicators that could be used for one destination under a study.

Following the insights from Blancas et al. (2010), this study adapted the research of Blancas et al. (2016) as a clue for selecting sustainable tourism destinations. Blancas et al. (2016) provided a synthetic indicators evaluating sustainability of a number of European country destinations. The figure below (adapted from Blancas et al., 2016) showed different levels of sustainability of some European countries, based on a set of equation and indicators. The study exemplified that France was a high-level sustainable tourism country destination, Germany a medium level sustainable tourism country destination, and Denmark as a relatively low sustainable tourism country destination. Besides, suppose that Blancas et al. (2016) could imply city sustainability levels, it can be drawn that Paris (the capital city of France) is a high-level

sustainable tourism destination, Berlin (the capital city of Germany) a medium level sustainable tourism destination, and Copenhagen (the capital city of Denmark) a low-level sustainable tourism destination. However, Blancas et al. (2016) just presented levels of sustainability for a number of European country destinations, but not all countries in the world were included. Blancas et al. (2016) illustrated evaluations' results and levels of destinations sustainability, shown in figure 14.
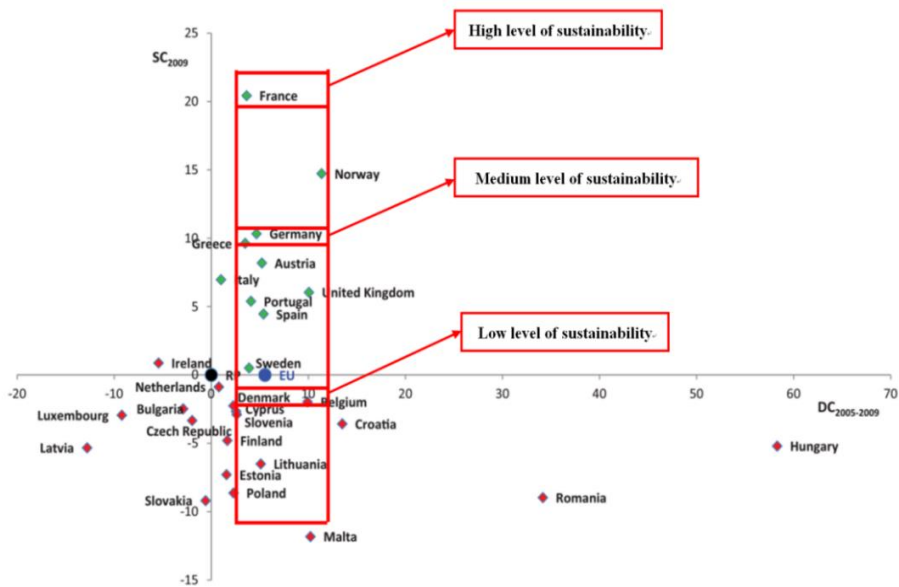
Fig. 14. Level and evaluation of sustainable country destinations in Europe. (Blancas et al., 2016)

Except for Blancas et al. (2016), there were several other researches studying sustainable tourism destinations. Maxim (2016) presented London as a capital city standing for a sustainable tourism destination, and examined the implementation of sustainable tourism in a large city. However, Maxim (2016) presented only a single sustainable city destination, which could not show different levels of sustainability for different cities, and the situation could not be helpful to reflect more details of tourists' travel intentions. Meanwhile, Kuščer et al. (2017) elaborated a comparative research for Austria, Slovenia and Switzerland in studying sustainability of mountain destinations. However, this research only provided insights for a specific mountain type destination

in three countries. Moreover, Zhang et al. (2017) created a scale to assess sustainable tourism from a social perspective. What's more, from a tourism practice perspective, Europe provided the world with the biggest amount of the most welcome destinations to the world (UNWTO, 2017), and thus it could be important to insights to the tourism practice by choosing sustainable tourism destinations from Europe. However, there was a lack of literature reflecting how sustaianble tourism destinations were synthetically evaluated. Blancas et al. (2016) provided a relative comprehensive system evaluating different sustainability levels of European country destinations. It was the reason why exemplified sustainable tourism destinations for this study was selected.

One more reason for focusing on Blancas et al. (2016) to provide exemplified sustainable tourism destinations for the research was that there was very limited researches providing a holistic research results. Table below presented several current researches about applying indicators to measure and evaluate sustainable tourism destinations. Some of the researches were about a single type of destination in a single country, for example, Blancas et al. (2010 and 2011). Some of the researches focused on some specified type of tourism cross-regions in different countries, for example, Martin & Tomas (2012). There was rare researches about evaluation of sustainable tourism destinations, and even though there were some researches focusing on the evaluation, it was carried out in a limited tourism aspect within one or two countries. Among the previous researches, Blancas et al. (2016) provided with a relatively board view on indicators and evaluations on sustainable tourism destinations from European perspective, covering a certain amount of countries in Europe, and these sustainable tourism countries destinations in Europe were evaluated by an integrated holistic indicator system. The limited previous researches resulted in the application of Blancas et al. (2016) without other references. Table 14 presented current researches on evaluation or measurement for sustainable tourism (destinations).

Table 14 showed 10 current researches on evaluations of sustainable tourism destinations or sustainable tourism. Some of the researches focused on applying some integrated indicators to evaluate one type of sustainable

tourism destination, such as, Blancas et al. (2010, 2011). Some of the researches focused on applying some evaluation system for sustainable tourism in regional destinations, such as, Choi & Sirakaya (2006), and Martin & Tomas (2012). However, none of them was focusing on applying one integrated evaluation system to measure sustainable tourism destinations in different countries (regions) or none of them was studying sustainable tourism destinations in general. Besides, from the contemporary literature, Blancas did most of the researches in measuring types of sustainable tourism destinations by adopting holistic evaluation system. Thereafter, Table 14 provided additional aspects why other researches could not provide a broader view for more sustainable tourism destinations and thus Blancas et al. (2016) was a current rational source for selecting exemplified sustainable tourism destinations. Details of the current researches in evaluating sustainable tourism (destinations) were listed below.

Table 14. Evaluations and measurements of sustainable tourism (destinations).

No.	Researches	Main theme	Aspect of tourism
1	Blancas et al. (2010)	Assessing the sustainable tourism of Spain	Coastal destinations of Spain
2	Blancas et al. (2011)	Sustainable tourism indicators for Andalusia (Spain)	Rural tourism of Spain
3	Choi & Sirakaya (2006)	Sustainability indicators for managing community tourism	Regional tourism
4	Hak et al. (2012)	Application to the indicator set of the Czech Republic's Sustainable Development Strategy	Sustainable tourism in Czech
5	Hickey & John (2008)	Indicators demonstrating sustainable tourism in British Columbia, Canada	Forestry tourism

6	Lozano-Oyola et al. (2012)	Sustainable tourism indicators as planning tools in cultural destinations	Cultural tourism destinations
7	Mahdavi et al. (2013)	Model for measuring progress towards sustainable tourism in rural area of Iran	Rural tourism of Iran
8	Martin & Tomas (2012)	Evaluation and selection of benchmarking for tourism of regions in Czech and Slovak	Regional tourism policies
9	Moldan et al. (2012)	Understanding and measuring environmental sustainability	Environmental sustainability
10	Uzun & Somuncu (2015)	Evaluation of tourism sustainability in Ihlara Valley	Tourism sustainability in a valley

Except for the scientific rationale of selecting exemplified destinations from an integrated criteria and standard, there was one more reason from tourism practice about the importance of destinations in Europe for the international tourism. According to UNWTO (2017), international arrivals reached 1.323 million in 2017. International tourist arrivals to Europe was 671 million which was the biggest share of the international tourist arrivals. Those to Asia Pacific was 324 million, Americas was 207 million, Africa was 63 million, and Middle East was 58 million. Thus selecting destinations in Europe, other than selecting destinations in other continents, would present some insights for the world's most welcome tourism destinations.

As step 2 provided 3 exemplified sustainable tourism destinations for the study. These 3 exemplified sustainable tourism destinations were Paris, Berlin and Copenhagen representing 3 capital cities for high, medium and low level of sustainability. The study already had concrete sustainable tourism destination examples, so sampling would be the next step, and the following part would be about questionnaire design and questionnaire translation.

Step 3 was a process of developing research instrument. The study adopted questionnaire as the research instrument. Measurement, items and questions were adapted and modified based on previous researches and the theme of this study. The research instrument development was explained in detail in part 4. The research instrument development process and rational

would not be included in the paragraph, but the research questionnaire of this step was based on the research instrument development.

As it had been mentioned in the research model, there were 8 variables in the research model. Each variable could be considered as one item to be measured, and each item was measured by several questions. Thus in the questionnaire, there were 3 parts. Part 1 was about respondents' travel experience, including 5 questions about past travel experiences, with the first question as a selective question asking if the respondent had travel abroad. Part 2 was about these 8 variables in the research model. Part 2 included one item with 30 questions, measuring push motivations, one item with 90 questions measuring pull motivations, one item with 5 questions measuring ATT1, one item with 9 questions measuring ATT2 (3 questions for each exemplified sustainable tourism destination), one item with 4 questions measuring SN, one item with 5 questions measuring PBC, one item with 21 questions measuring PDI (7 questions for each exemplified sustainable tourism destination), and one item with 12 questions measuring INT (4 questions for each exemplified sustainable tourism destination). Part 3 included 6 questions about respondents' personal profile, including sex, age, marital status, number of kids, education and income. The questionnaire was attached in the Appendix. Besides, as the questionnaire was designed in English language, it had been translated into Chinese language.

Step 3 provided the study with a research instrument, and a pilot study was carried out before reaching the respondents and collection questionnaire. The next step was about the pilot study.

Step 4 was a pilot study stage before the main survey. A pilot study to test the research instrument questionnaire was carried out in this stage in order to perform an appropriate and effective test before the final questionnaire (Phillips & Stawarski, 2008). Questionnaire was used as the instrument of the pilot study. The questionnaire for pilot study was designed based on the research aim and the questionnaire was attached in the Appendix. A 7-point Likert scale was applied to measure the items of the statements, which registered the degree of agreement on the basis of a limited number of response categories. Respondents were asked to give a score to each of the statements ranging from 1 to 7, where 1 represents totally disagree and 7

represents totally agree. Those 7 degrees of agreement are: totally disagree, disagree, somewhat disagree, neither agree nor disagree, rather agree, agree and totally agree.

An online questionnaire (https://www.wjx.cn/) was established and was distributed to 30 professionals in tourism by sending a link of the online questionnaire. Respondents were invited to give suggestion on the questionnaire improvement. The respondents were coming from China Tourism Academy and College of Tourism and Culture Industry of Guizhou University. The pilot study was carried out from 2nd of Apr to 13th of Apr, 2018.

Respondents had several main blocks of comments about the questionnaire, and suggestions for improving the questionnaire mainly came from 4 types: wording and expression, increasing or deleting information in statements, emphasis on sustainability, and adjusting the sequence of the statements in the questionnaire.

Firstly, the following statements showed suggestion on wording to revise the expression of the statement. The statements with blue color were the original ones while the statements with red color were the suggested revised ones:

Item 6 *"I want to enhance my knowledge about the other country (region)."*

"I want to enhance my knowledge about the tourism destination."

Item 22 *"I want to fall in love with a stranger."*

"I expect a romantic encounter."

Secondly, the following statements showed suggestion on increasing or deleting information in statements. The statements with blue color were the original ones while the statements with red color were the suggested revised ones:

Item 92 *"Bags"* and ***Item 93*** *"Accessories."*

"Bags and Accessories."

Item 94 *"Shoes."*

"Clothes and Shoes."

Besides, the following statements showed suggestion on emphasizing sustainability. The statements with blue color were the original ones while the statements with red color were the suggested revised ones:

Item 37 *" The application of sustainable tourism planning at the destination."*

"Sustainable tourism at the destination."

Item 50 *"Appropriate area for kid(s) study on natural resources."*

"Knowledge of sustainability for my kid(s) to know about."

The questionnaire for the main survey was translated after the pilot study, and the translation process included translation and double translation. As the respondents were Chinese tourists, the questionnaire was translated from English language to Chinese language. In order to ensure the accurate and precise expressions of the statements, the questionnaire was translated back from Chinese language to English language. Two bilingual speakers were employed for this procedure. The final version of the questionnaire was prepared for main survey, and it was attached in the Appendix 5 and its translation in Chinese language was in Appendix 6.

The pilot study in Step 4 insured the accuracy and rigidity of a scientific study. Thus, this study could begin with a quantitative research process to hand out questionnaires and collect questionnaires. Step 5 was the quantitative research stage.

Step 5 was a quantitative research process for the main survey, and it was the empirical research stage. The aim of the main survey was to identify push and pull motivations, factors influencing Chinese tourists' travel motivations to outbound sustainable tourism destinations, predict their travel behavior and reveal relationships in the research model. The main survey was carried out during May of 2018 by professional research agency Wen Juan Xing (https://www.wjx.cn/). The research agency had an internet platform linking 2.746 billion Chinese respondents, representing different genders, income, education, place of residence, etc. In total, 973 questionnaires were collected with unique ID to prove each collected questionnaire, and 497 of them had answered "Yes" to the question asking if the respondent had been travelled abroad and 441 of them were valid due to some low variance in respondents. Thus, 441 questionnaires were adopted for data analysis. The reasons and rational for such a sample size would be explained in the "sample size" part. The following paragraphs would present details about sampling for this study.

The Population of this study was Chinese people from five levels of Chinese cities. Previous studies (Arlt, 2006, and WTO 2003) suggested that the demand for outbound leisure travel in China mainly came from the adult non-agricultural population in China's major cities. Besides, there were five city levels in China and the city levels were decided by five dimensions:

commercial attraction of commercial resources, urban hub, urban human activity, life style diversity and future plasticity. The city level of China was supposed to evaluate the commercial charm of 338 Chinese cities, which was usually used for researches studying China.

Sampling technique of this study was convenience-sampling method. The questionnaire was sent to a convenience sample of 997 travelers, asking them firstly if they had traveled abroad in the past 2 years. If they answered "Yes", they continued answering the rest of the questionnaire while the survey stopped if they answered "No" to the first question. And the survey was distributed to travelers via internet.

Sample size had been decided quite differently (Costello & Osborne, 2005; Francis et al., 2010; Sim & Wright, 2005; and Walter et al., 1998). Costello & Osborne (2005) proved that the best method for standardizing sample size was subject to item ration. The smallest ration was 2:1 while the biggest was 20:1. 5:1 and 10:1 rations were also tested and proved to be working. The strict rules regarding sample size for exploratory factor analysis have mostly disappeared (Costello & Osborne, 2005). Malhotra (2010) stated taht sample sizes for marketing research varied from 150 to 2500, depending on the type of the research. Malhotra (2010) stated five types of researches, 200, 300, 500, 1000, or even 5000 were reasonable and working.

Malhotra (2010) stated that a confidence interval approach to sample size determination was based on the construction of confidence intervals around the sample mean (CL=95%), or proportion using the standard error formula, and the sample size should be 355. There was a formula with its determinants resulting a sample size as 355.

1. Level of precision D=± 0.05;
2. Confidence level CL=95%;
3. Z value associate with the CL, Z=1.96;
4. Estimate Л̦ =0.64;

Thus the sample size formula for the standard error would be

$$N = \frac{Л̦(1- Л̦)Z^2}{D^2}$$

$$= 0.64\ (1-0.64)*1.96^2$$

$$0.05^2$$

$$= 355$$

However, except for the theories indicating appropriate sample size, there were previous researches indicating scientific sample size in empirical studies concerning travel motivations. These researches were included in the table below, which might provide some insights for the flexibility of sample size for travel motivation researches. The table indicated that the ration between sample size and items of push-pull motivations varied from 29/1 to 4/1. The biggest ration was from Correia eta al. (2007), while the smallest ratio was from Jaapar et al. (2017).

Table 15. Researches indicating ratio between sample size and items of push-pull motivations

No.	Push items	Pull items	Sample size	Ratio (sample size/items)	Research
1	15	15	335	12/1	Xu & Chan (2016)
2	10	18	597	21/1	Sato et al.(2018)
3	22	0	282	12/1	Jang et al. (2013)
4	25	26	950	18/1	Mohammad & Son (2010)
5	9	8	250	15/1	Seebaluck et al. (2014)
6	2	3	166	30/1	Seebaluck et al. (2015)
7	13	17	204	7/1	Li et al. (2011)
8	0	26	196	4/1	Jaapar et al. (2017)
9	11	8	385	20/1	Naidoo et al. (2015)
10	16	22	1097	29/1	Correia et al. (2007)

An increased sample size would produce greater power for statistical tests (Creswell, 2012), and the selected statistical test for this study was the TPB model. 242 was a suggested sample size for the TPB model (Rashidian et al., 2006). Besides, for any survey study, 350 or more respondents were suggested especially when a larger number of variables were measured (Creswell, 2012). For example, Chien et al. (2015) provided an appropriate example for sample size because the study included TPB model and push-pull motivations with a

sample size 327.

As sample size selection criteria stated above, this study aimed at 500. For one thing, ratio for factor analysis was taking into consideration. In this study, there were 30 push and 90 pull items, and this study adapted a working ration 4:1, similar to Jaapar et a. (2017). For the other thing, the TPB model recommended 242 while 350 was normally suggested. However, after selection of valid respondents, the sample size of this study was 441, which would be working according to all of the criteria.

All these 5 steps illustrated how the study was carried out, and details for each step were included in this part. Next part was a supplement part on how the research instrument was developed, how each measurement to the 8 variables were adapted and adjusted to the specific research theme of this study.

2.4 Development of research instrument

Measurement scales in this study were adapted from previous studies, and the measurement items were modified according the research aim of this study to reflect sustainable tourism, travel motivations, and prediction to travel behavior. The adapted and modified items were depicted in tables below.

The survey questionnaire included 8 sections: (1) push motivations; (2) pull motivations; (3) attitude towards sustainable tourism in Europe; (4) attitude towards sustainable tourism destinations in Europe (high/medium/low sustainability, respectively); (5) subjective norms; (6) perceived behavioral control towards traveling in Europe; (7) perceived destination image towards sustainability (high/medium/low sustainability, respectively); and (8) intention to visit sustainable tourism destinations (high/medium/low sustainability, respectively). These 8 measurements were adapted and adjusted according to previous researches and the research theme of this study. The first two measurements were about push-pull motivations, but the measurements were attached in the Appendix due to layout limitation. The rest measurements were 6 variables in the TPB model, and the developments of these measurements were stated one by one in the following paragraphs. All scales were measured by a 7-point Likert scale, ranging from "strongly disagree" to "strongly agree".

Measurement of push and pull motivations came from two levels. One level was factor level while the other level was statement level. There were 7 factors (Crompton, 1979) for push motivation, and these 7 factors had been applied by researches in different times (Crompton, 1979; Uysal et al., 1994; Kim & Prideaux, 2005; and Maeng et al., 2016). These 7 factors had been developed into statements by researches, and this study adapted these developed statements. Literature resources for push scale were in Table 7 in the Appendix 4. On the other hand, 8 initial pull factors were summarized from mass literature. 2 of them were "novelty" and "education" (Crompton, 1979) while the other 6 were summarized from a mass literature review, which covered a relatively complete pull factors from the motivational researches. Besides, in order to fit the theme of sustainable tourism destinations, researches (Blancas et al., 2016; Garrod & Fyall, 1998; Schianetz & Kavanagh, 2008; and Wehrli et al., 2012) emphasizing sustainable tourism and its related pull items were adapted into this study. Literature resources for pull scale were in Table 8 in the Appendix 4. The table below showed results of reliability test for push and pull motivations.

Measurement of tourist attitude towards sustainable tourism in Europe was mainly derived from Pulido-Fernández & López-Sánchez (2014). Pulido-Fernández & López-Sánchez (2014) emphasized tourists' involvement in making a destination sustainable. In order to develop policies to ensure awareness and responsibilities of tourists in the destination they visit, statements were created to interpret sustainable tourism. Statements were used to describe tourists' interpretation and attitude towards sustainable tourism, such as 'respecting and caring for the environment', 'tourism improving the living conditions of the local population', 'most traditional tourism destinations are seriously threatened', 'the citizens who were born and/ or live in those destinations have the right to enjoy a good quality of life', and 'tourists' commitment'. These statements were adjusted into this study because it reflected how tourists should identify and interpret tourism sustainability. The original statements from Pulido-Fernández & López-Sánchez (2014) and the adjustment were presented in the table below.

Table 16. Development of measurement for ATT1-attitude towards sustainable tourism in Europe (Adapted from Pulido-Fernández & López-Sánchez, 2014).

No.	Original Scale Items	Modified Scale Items
1.	Respecting and caring for the environment	Rather than visit a place where tourism damages the environment, I prefer not to go on holiday.
2.	Tourism improving the living conditions of the local population	Rather than visit a place where tour operators sweat local workers, I prefer not to go on holiday.
3.	Most traditional tourism destinations are seriously threatened	Tourists should not behave unscrupulously because they pay to get leisure and amusement when they are traveling in Europe.
4.	The citizens who were born and/or live in those destinations have the right to enjoy a good quality of life	The task of caring for the well-being of local populations in Europe should not only be accomplished by the local authorities, but also by tourists.
5.	Tourists' commitment to sustainable tourism	Tourists should make commitment to and be involved in the social, cultural and environmental protection of the host society in Europe where they travel to.

Measurement of attitude towards visiting a specific sustainable tourism destination was adapted from Jalilvand et al. (2012). Jalilvand et al. (2012) examined tourist attitude and travel intention in the tourism industry, and developed statements examining tourists' attitude towards visiting a Iran. As Ajzen (1991) stated that tourist attitude was the psychological tendencies expressed by the positive or negative evaluations of tourists when engaged in certain behaviors. Jalilvand et al. (2012) provided items measuring if tourists had attitude towards a destination as 'very bad/very good', 'very worthless/ very valuable', 'very unpleasant/very pleasant'. Thus, this study adapted the statements and modified these statements to evaluate Chinese tourists' attitude towards a specific destination. Three sustainable tourism destinations in

Europe were selected as examples. These selected sustainable tourism destinations were Paris (France), Berlin (Germany) and Copenhagen (Denmark). The selection of these destinations were presented in next part. The original measurement from Jalilvand et al. (2012) and the adjustment were included in the table below.

Table 17. Development of measurement for ATT2-attitude towards sustainable tourism destinations in Europe (Adapted from Jalilvand et al., 2012).

No.	Original Scale Items	Modified Scale Items
1	As a destination, I think that Iran is very bad/very good	As a tourism destination, I think that Paris (France) is very good. As a tourism destination, I think that Berlin (Germany) is very good. As a tourism destination, I think that Copenhagen (Denmark) is very good.
2	Very worthless/very valuable	As a tourism destination, I think that Paris (France) is very pleasant. As a tourism destination, I think that Berlin (Germany) is very pleasant. As a tourism destination, I think that Copenhagen (Denmark) is very pleasant.
3	Very unpleasant/very pleasant	As a tourism destination, I think that Paris (France) is very valuable. As a tourism destination, I think that Berlin (Germany) is very valuable. As a tourism destination, I think that Copenhagen (Denmark) is very valuable.

Measurement of subjective norms towards traveling in Europe was mainly derived from Yu et al. (2011). Yu et al. (2011) examined the sustainable tourism attitude scale that measured residents' attitude towards sustainable tourism at the destination where they were living in. The scale was developed

from residents' perceived costs from tourism, which requested appropriate subjective norms towards sustainable tourism and its effect on local society. Thus, scale of Yu et al. (2011) were adapted and adjusted to measure subjective norms towards traveling in Europe. The original scale and the adjustment were presented in the table below.

Table 18. Development of measurement for SN-subjective norms (Adapted from Yu et al, 2011).

No.	Original Scale Items	Modified Scale Items
1.	Tourists in my community disrupt my quality of life	Most people I know will agree that we should not bring side effects to the host society when we are traveling to Europe.
2.	Tourism development in our community promotes positive environmental ethics	Most people I know will agree that we should not destruct the environment of the host society when we are traveling to Eu rope.
3.	When planning for tourism, we can't be shortsighted	Most people I know will agree that we should not damage the social civilization of the host society when we are traveling to Europe.
4.	Tourism is growing too fast in our community	Most people I know will agree that we should not hurt local well-being of the host society when we are traveling to Europe.

Measurement for perceived behavioral control was adapted from Lam & Hsu (2004). Lam & Hsu (2004) predicted tourists' behavior intention of choosing a travel destination. Lam & Hsu (2004) developed four items to answer 'if I want, I could easily visit Hong Kong from now on'. These items were modified and adjusted to fit the area of travel abroad. The original items and the modified items were included in the table below.

Table 19. Development of measurement for PBC - perceived behavioral control (Adapted from Lam & Hsu, 2004).

No.	Original Scale Items	Modified Scale Items
1.	If I want, I could easily visit Hong Kong from now on	I can easily get money required to visit Europe.
2.	could easily visit	I can easily find time required to visit Europe.
3.	Be able to visit	I know sources of information required to plan my visit to Europe.
4.	Have control to visit	I have health condition required to support me visiting Europe.
		I can easily get VISA to visit Europe.

Measurement of perceived destination image towards sustainability were adapted from Yu et al. (2011). As Jalilvand et al. (2012) revealed that destination image had an impact on attitude towards the destination, thus in order to examine destination image, the measurement could be adapted from attitude scale. Thus Yu et al. (2011)'s study about attitude towards sustainability was adapted for measuring destination image towards sustainability. In this section, Paris (France), Berlin (Germany) and Copenhagen (Denmark) were three exemplified sustainable tourism destinations. The modified scale items were designed for these three destinations. The original items and modified items were presented in the table below.

Table 20. Development of measurement for PDI - perceived destination image, (Adapted from Yu et al, 2011).

No.	Original Scale Items	Modified Scale Items
1.	Tourists in my community disrupt my quality of life	I believe that tourism in Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) does not disrupt the quality of life of the locals.
2.	Our community's recreational resources are overused by tourists	I believe that recreational resources in Paris (France)/Berlin (Germany)/Copenhagen (Denmark) have not been overused by
3.	Tourism in our community is developed in harmony with the natural environment	I believe that tourism in Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) is developed in harmony with the natural environment.
4.	Our community's natural environment is being protected now and for the future	I believe that the environment of Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) have been protected now and for the future.
5.	Our community's diversity of nature is valued and protected	I believe that the diversity of nature in Paris (France)/Berlin (Germany/ Copenhagen (Denmark) has been valued and protected.
6.	Tourism is a strong economic contributor to our community	I believe that tourism of Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) is a strong economic contributor to Paris.
7.	Tourism development needs well-coordinated planning	I believe that tourism in Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) has been developed by well-coordinated planning.

Measurement of intention to visit was adapted from Jalilvand et al. (2012).

In order to examine tourists' travel intention, Jalilvand et al. (2012) developed items measuring tourists' intention to visit Iran, which was adapted and modified to measure tourists' intention to visit exemplified sustainable tourism destinations in this study. As this study aimed at studying Chinese tourists' behavior of traveling abroad, issues could include resources needed, such as, VISA, time and financial resources, thus the third item of original scale was further developed. The original and modified items were included in table below.

Table 21. Development of measurement for INT - intention to visit sustainable tourism destinations (Adapted from Jalilvand et al., 2012).

No.	Original Scale Items	Modified Scale Items
1.	I predict I will visit Iran in the future	I predict that I will visit Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) in the future.
2.	I would visit Iran rather than any other tourism destination	I would visit Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) rather than any other tourism destination.
3.	If everything goes as I think, I will plan to visit Iran in the future	If everything goes as I think, I will plan to visit Paris (France)/Berlin (Germany)/ Copenhagen (Denmark).
		I will visit Paris (France)/Berlin (Germany)/ Copenhagen (Denmark) in the next 2 years if I have resources needed.

After illustrating how each of the measurement had been developed, the results of reliability tests were presented. The reliability tests showed how reliable each of the items in the measurements was, and thus indicated suitability of involving these items into the study. Cronbach's Alpha was presented to show the reliability. On the one hand, Table showed Cronbach's Alpha of push-pull motivations. On the other hand, Table 22 showed Cronbach's Alpha of each of the 6 measurements for the TPB model.

From table below, it could be concluded that all variables in the TPB model had very good values of Cronbach's Alpha. The scale, the items and the Cronbach's Alpha were presented in Table 22. Scales included the variables in the research model, ATT1, ATT2 (including the 3 exemplified sustainable tourism destinations, respectively), SN, PBC, PDI (including the 3 exemplified sustainable tourism destinations, respectively), and INT (including the 3 exemplified sustainable tourism destinations, respectively). The full term of ATT1, ATT2, SN, PBC, PDI and INT were explained in the table. Each of the scale contained several items, and the number of items were presented in the table as well.

Table 22. Results of reliability tests for measurements in the TPB model

Scale	No. of Items	Cronbach's Alpha
1. Attitude towards sustainable tourism in Europe (ATT1)	5	.834
2. Attitude towards Paris as a sustainable tourism destination (ATT2-Paris)	3	.929
3. Attitude towards Berlin as a sustainable tourism destination (ATT2-Berlin)	3	.958
4. Attitude towards Copenhagen as a sustaianble tourism destination (ATT2-Copenhagen)	3	.958
5. Subjective norms towards traveling in Europe (SN)	4	.934
6. Perceived behavioral control of traveling in Europe (PBC)	5	.828
7. Perceived destination image towards sustainability of Paris (PDI-Paris)	7	.950

8. Perceived destination image towards sustainability of Berlin (PDI-Berlin)	7	.959
9. Perceived destination image towards sustainability of Copenhagen (PDI-Copenhagen)	7	.962
10. Intention to visit Paris (INTParis)	4	.835
11. Intention to visit Berlin (INTBerlin)	4	.863
12. Intention to visit Copenhagen (INTCopenhagen)	4	.866

Then the following table showed the results of the frequency distribution of demographic features of the respondents. Demographic features in the study included gender, age, material status, education level and income.

Table 23 showed some demographic information of the study. Firstly, much more female participated in the survey examining outbound travel behaviors. Secondly, the youngest respondent was 16 years old, and the biggest group was from age 25-34, while age group 55-64 and age group 35-44 had similar percentage that were a little bit smaller than that of age group 25-34. Thirdly, a large number of respondents were married, and some of them were single, while only a few were other marital status. Fourthly, about 40% of the respondents held Bachelor degrees while about 25%of the respondents held master degrees. Last but not least, the biggest percent of monthly income focused on the group of 5001-10,000 Chinese Yuan, and the second largest group was more than 10,000 Chinese Yuan.

Table 23. Demographic features of the survey respondents (N=441)

Demographic Features	Items	Frequency	Percent
Gender	Male	146	33.1
	Female	292	66.2
	Other	3	.7
Age	16-24	38	8.6
	25-34	112	25.4
	35-44	80	18.1
	45-54	90	20.4
	55-64	78	17.7
	65 and above	6	1.4
Marital status	Single	96	21.8
	Married	301	68.3
	Living with someone	11	2.5
	Divorced	9	2.0
	Separated	1	.2
	Widowed	4	.9
	Would rather not say	19	4.3
Education level	High school or lower	87	19.7
	Technical or vocational school	37	8.4
	Bachelor	176	39.9
	Master	109	24.7
	Doctor and above	32	7.3
Monthly income (per person per household)	Less than 3000	75	17.0
	3000-5000	85	19.3
	5001-10,000	152	34.5
	More than 10,000	129	29.3

In this part, the development and measurement of scales were described. The previous researches provided the development and measurement with rationale in items and the adjustment was also explained. The original

researches were adjusted according to the research theme and the research model. Each of the variable in the research model was considered. The scales, the items of the scales, and their development were constructed for each of the variable. Thus, the research had a solid construct for the empirical study. Each of the construct for the variable was considered as a block for the research framework. With research construct, research methods could be described. Thus, the following part was about the research methods.

2.5 Research methods

Factor analysis, Pearson's Correlation test, Regression analysis, and Repeated-measures (RM) ANOVA were applied in the study. Factor analysis was applied to answer which exact motivations are influencing Chinese outbound tourists' travel motivations and destination choice. Pearson's correlation test was applied to investigate the correlation between push-pull motivations, and attitudes as well as travel intentions. Regression analysis was performed to present relationships among variables while RM ANOVA was used to compare and evaluate importance of variables. IBM SPSS 23 program was used (N=441).

Previous researches applied IBM SPSS program for data analysis, with the methods factors analysis, MANOVA, ANOVA, CCA (Canonical Correlation Analysis), Cluster analysis, correlation test and regression analysis for tourism motivation and intentions. Table 24 summarized researches with data analysis methods serving specific research aim, which could provide rational of methods for this research.

Table 24. Research methods of previous travel motivation studies

Research	Methods	Research Aim
Baloglu & Uysal (1996)	CCA, and MANOVA	Segmenting German tourist push and pull motivations
Fodness (1994)	Factor Analysis	Measuring tourist motivation
Kim et al. (2003)	Factor Analysis, MANOVA, and ANOVA	Measuring push and pull motivations for tourists to visit Korean national parks
Li et al. (2013)	CCA	Bundling push and pull items for Chinese outbound travel market
Sangpikul (2003)	Factor-Cluster Analysis, and Chi-square test	Identifying push and pull motivations for senior Americans to visit Thailand
Zhang & Lam (1998)	Factor Analysis, T-test, and ANOVA	Identifying Mainland Chinese tourist motivations to visit Hong Kong
Zhang & Peng (2014)	Factor Analysis, and MANOVA	Revealing Chinese tourist motivations to visit Carins (Australia)

Most of previous researches applied factor analysis to identify push-pull motivations. MANOVA and ANOVA were also popular for segmentation. CCA represented canonical correlation analysis for segmenting tourists, while cluster analysis was also applied to provide more insights of tourists selection of destinations and their travel motivations. The following part would be about research results.

3. RESEARCH RESULTS OF TRAVEL MOTIVATIONS, TRAVEL ATTITUDES, AND TRAVEL INTENTIONS FOR CHINESE OUTBOUND TOURISTS TO SELECT SUSTAINABLE TOURISM DESTINATIONS

3.1 Push and pull factors for Chinese outbound tourists to visit sustainable tourism destinations

Janssens et al. (2008) provided rationale for factors analysis, and skills to decide items to each factor. The KMO and Bartlett's test attempted to determine whether there would be a high enough degree of correlation (Janssens et al., 2008). The KMO and Bartlett's Test result between .60 to .80 was good, and greater than .80 was very good. The anti-image correlation matrix showed the MSA, which attempted to show the negative value of the partial correlations between the variables. Janssens et al.(2008) stated that MSA lies between 0 and 1, and will be "unacceptable" when the value is less than .50. Variables that have an "unacceptable" MSA will be eliminated. Moreover, the criteria to eliminate variables came from the rotated component matrix. Variables that crossed the component matrix and appeared in more than one component could be eliminated (Janssens et al., 2008). With elimination methods for push and pull items based on the insights from the literature, the research results were presented in following paragraphs. Before applying the factor analysis, some of the items in the questionnaire were eliminated due to low variances. The items for the research are listed in the Appendix 7.

In order to identify push factors for Chinese tourists to select outbound sustainable tourism destinations, an exploratory factor analysis was conducted. The factor analysis was performed using Equamax rotation method with loading coefficients of .40, and eigenvalue greater than 1. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.781, which was above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. Five factors had eigenvalues over Kaiser's criterion of 1 and in total explained 66.237% of the variance. Table 25 shows the factor loadings after rotation, eigenvalues, percentage of explained variance, and Cronbach's Alpha of the push factors.

As table 25 suggests, identified push factors could be labelled according to the research themes of this study. Factor 1 could be labelled as "Enhancement of Kinship Relationships", factor 2 as "Regression", factor 3 as "Social Interaction", factor 4 as "Exploration and Evaluation of Self", and factor 5 as "Escape".

Table 25 showed 5 factors for push motivations. The table also presented items for each factor, eigenvalues of each factor, explained variance of each factor, and Cronbach's Alpha of each factor. After applying factor analysis for identifying push factors, factor analysis was applied again to identify pull factors.

Table 25. Results of factor analysis for push factors

Rotated Component Matrix [a]					
	Component				
Number of Items	1	2	3	4	5
11	.800				
13	.810				
14	.833				
8		.766			
9		.825			
10		.714			
6			.716		
7			.766		
12			.601		
15			.525		
1				.729	
4				.773	
5				.697	
2					.826
3					.887
Eigenvalues	4.068	2.062	1.466	1.252	1.088
% of Variance	27.118	13.748	9.773	8.349	7.250
α	.807	.731	.684	.676	.716
Extraction Method: Principal component analysis					
Rotation Method: Equamax with Kaiser normalization.					
a. Rotation converged in 6 iterations					

In the survey design, there were 8 potential pull groups: 1) novelty; 2) knowledge; 3) destination sustainability; 4) attractions, activities and events; 5) shopping; 6) availability and convenience; 7) safety and comfort; 8) trip price. The exploratory factor analysis was performed for these 8 pull groups. The KMO values for each of them were KMO (novelty) = .833, KMO (knowledge) = .717, KMO (destination sustainability) = .888, KMO (attractions, activities and events) = .835, KMO (shopping) = .903, KMO (availability and convenience) = .898, KMO (safety and comfort) = .919, and KMO (trip price) = .769. The KMO values were well above the acceptable limit of .5 (Field, 2013). They had eigenvalues over Kaiser's criterion of 1 and in combination explained 54.218%, 74.109%, 59.045%, 60.324%, 71.204%, 65.423%, 67.716% and 61.061% of the variance, respectively. Tables below show these 8 pull groups, factor loadings after rotation, eigenvalues, percentage of explained variance, and Cronbach's Alpha. Table that shows integrated information for all pull factors plotted by factor analysis is attached in Appendix 8. It should be noted that the factor analysis for pull factors revealed that some of the pull factors had multiple dimensions. Thereafter, in this part, each of the pull factor's details was presented in separate tables. Each of pull factors result is presented in Table 26 to Table 33 accordingly.

Table 26. Results of factor analysis for 1) "novelty".

Rotated Component Matrix [a]	
	Component
Number of Items	Novelty
16	.518
17	.802
18	.785
19	.789
20	.772
21	.711
Eigenvalues	3.253
% of Variance	54.218
α	.817
Extraction Method: Principal component analysis	
Rotation Method: Equamax with Kaiser normalization.	
a. Rotation converged in 1 iteration	

Table 26 showed that there were 6 items for the "novelty" factor. Eigenvalues of the factor was 3.253, and the factor explained 54.218% of the variance. Cronbach's Alpha was .817.

Table 27. Results of factor analysis for 2) "knowledge".

Rotated Component Matrix [a]	
Number of Items	**Component** **Knowledge**
22	.861
23	.877
24	.844
Eigenvalues	2.223
% of Variance	74.109
α	.825
Extraction Method: Principal component analysis	
Rotation Method: Equamax with Kaiser normalization.	
a. Rotation converged in 1 iteration	

Table 27 showed that there were 3 items for the "knowledge" factor. Eigenvalues of the factor was 2.223, and the factor explained 74.109% of the variance. Cronbach's Alpha was .825.

Table 28. Results of factor analysis for 3) "destination sustainability".

Rotated Component Matrix [a]	
	Component
Number of Items	**Destination Sustainability**
25	.726
26	.758
27	.810
28	.841
29	.768
30	.807
31	.785
32	.790
33	.607

Eigenvalues	5.314
% of Variance	59.045
α	.913
Extraction Method: Principal component analysis	
Rotation Method: Equamax with Kaiser normalization.	
a. Rotation converged in 1 iteration	

Table 28 showed that there were 9 items for the "destination sustainability" factor. Eigenvalues of the factor was 5.314, and the factor explained 59.045% of the variance. Cronbach's Alpha was .913.

Table 29 showed that the factor "attractions, activities and events" was further conducted as 3 sub-groups. Items 34, 35, 36, 37, 45, 46 and 47 belonged to the first sub-group; items 41, 42, and 43 belonged to the second sub-group; items 38, 39, 40 and 44 belonged to the third sub-group. The eigenvalues for each of them were 4.934, 2.399, and 1.112. Each of them explained 35.239%, 17.139% and 7.946% of the variance accordingly. Cronbach's Alpha is .844, .832, and .737. However, these 3 sub-groups would be presented as one individual factor in the following parts of this research, because in the area of tourism research, these 3 groups were usually concluded in one single area.

Table 29 showed that the factor "attractions, activities and events" consisted of 3 dimensions. These 3 dimensions consisted 7 items, 3 items and 4 items, respectively. Even though this factor was composed of 3 dimensions. Details of this factor and its items were listed below.

Table 29. Results of factor analysis for 4) "attractions, activities, and events"

Rotated Component Matrix ᵃ			
	Component		
Number of Items	**Attractions, Activities, and Events**		
34	.708		
35	.787		
36	.659		
37	.582		
45	.577		
46	.705		
47	.796		
41		.727	
42		.852	
43		.778	
38			.610
39			.816
40			.635
44			.727
Eigenvalues	4.934	2.399	1.112
% of Variance	35.239	17.139	7.946
α	.844	.832	.737
Extraction Method: Principal component analysis			
Rotation Method: Equamax with Kaiser normalization.			
a. Rotation converged in 3 iterations			

Table 30 showed that the factor "shopping" was conducted as 4 sub-groups. Items from 54 to 61 belonged to the first sub-group; items 48, 49 and 50 belonged to the second sub-group; items 51, 52 and 53 belonged to the third sub-group; items 62 and 63 belonged to the fourth sub-group. The eigenvalues for each sub-group were 7.271, 1.754, 1.289, and 1.078. Each of them explained 45.441%, 10.965%, 8.057%, and 6.740% of the variance. Cronbach's Alpha was .914, .843, .798, and .735. However, these 4 sub-groups would be presented as one individual factor in the following parts of this

research, because in the area of tourism research, these 4 groups were usually concluded in one single area.

Table 30 reflects details of the factor "shopping". This factor consisted of 4 dimensions. Dimension 1 includes the greatest number of items: 8 items. The remaining 3 dimensions include 3 items, 3 items and 2 items accordingly. Details of the factor together with its dimensions and items were listed in the table below.

Table 30. Results of factor analysis for 5) "shopping".

Rotated Component Matrix [a]				
	Component			
Number of Items	Shopping			
54	.594			
55	.731			
56	.681			
57	.766			
58	.775			
59	.592			
60	.614			
61	.571			
48		.822		
49		.806		
50		.819		
51			.817	
52			.842	
53			.750	
62				.868
63				.910
Eigenvalues	7.271	1.754	1.289	1.078
% of VVarianceVarianceVariance	45.441	10.965	8.057	6.740
α	.914	.843	.798	.735
Extraction Method: Principal component analysis				
Rotation Method: Equamax with Kaiser normalization.				
a. Rotation converged in 7 iterations				

Table 31 showed that the factor "availability and convenience"was

conducted as 2 sub-groups. Items 64, 65, 68, 70 and 71 belonged to the first sub-group, while items 66, 67, 69, 72, 73 and 74 belonged to the second sub-group. The eigenvalues for each sub-group were 5.783 and 1.414. Each of them explained 52.570% and 12.852% of the variance. Cronbach's Alpha was .845 and .880 accordingly. However, these 2 sub-groups would be presented as one individual factor in the following parts of this research, because in the area of tourism research, these 2 groups were usually concluded in single area.

Table 32 showed that there were 8 items for the "safety and comfort" factor. Eigenvalues of the factor was 5.417, and the factor explained 67.716% of the variance. Cronbach's Alpha is .929.

Table 31 and Table 32 presented details of factors "availability and convenience" and "safety and comfort". Dimensions and items are included in the tables below.

Table 31. Results of factor analysis for '6-availability and convenience'.

Rotated Component Matrix ᵃ		
	Component	
Number of Items	**Availability and Convenience**	
64	.616	
65	.807	
68	.594	
70	.810	
71	.863	
66		.679
67		.635
69		.552
72		.844
73		.837
74		.853
Eigenvalues	5.783	1.414
% of Variance	52.570	12.852
α	.845	.880

| Extraction Method: Principal component analysis |
| Rotation Method: Equamax with Kaiser normalization. |
| a. Rotation converged in 3 iterations |

Table 32. Results of factor analysis for '7-safety and comfort'.

Rotated Component Matrix ^a	
	Component
Number of Items	**Safety and Comfort**
75	.834
76	.794
77	.863
78	.858
79	.831
80	.759
81	.805
82	.834
Eigenvalues	5.417
% of Variance	67.716
α	.929
Extraction Method: Principal component analysis	
Rotation Method: Equamax with Kaiser normalization.	
a. Rotation converged in 1 iteration	

Table 33 shows that there were 8 items for the "trip price" factor. Eigenvalues of the factor was 2.442, and the factor explained 61.061% of the variance. Cronbach's Alpha is .780.

Table 33. Results of factor analysis for '8-trip price'.

Rotated Component Matrix ᵃ	
	Component
Number of Items	**Trip Price**
83	.697
84	.792
85	.802
86	.828
Eigenvalues	2.442
% of Variance	61.061
α	.780
Extraction Method: Principal component analysis	
Rotation Method: Equamax with Kaiser normalization.	
a. Rotation converged in 1 iteration	

Table 34 summarizes the results of reliability of both push and pull factors. Cronbach's Alpha value greater than .80 should be considered as "very good", and the values between .60 and .80 would be evaluated as "good" (Janssens et al., 2008). Thus, as shown in Table 34, push factor 1, as well as pull factors 1, 2, 3, 4, 5, 6, and 7 had very good values of Cronbach's Alpha, while push factors 2, 3, 4, 5 and pull factor 8 had good values of Cronbach's Alpha.

Table 34 presents scales of each of the push and pull factors, and number of items for each scale. 5 push motivations and 8 pull motivations are listed in the table. Each motivation had several items, although each scale had different numbers of items. The values of Cronbach's Alpha were also presented.

The research applied factor analysis to identify push and pull motivations for Chinese outbound tourists to select sustainable tourism destinations, and in this part, research results were presented. The results revealed 5 push factors together and 8 pull factors motivating Chinese outbound tourists to visit sustainable tourism destinations. Tables in this part showed which push and pull factors were identified and which items were included in each factor. Statistics from the factor analysis proved the rationale of the results. Table 34 presents a general picture of the identified push and pull factors of this research.

Table 34. Results of reliability tests for push-pull motivations.

Scale			No. of Items	Cronbach's Alpha
Push Motivations	1.Enhancement of Kinship Relationships		3	.807
	2.Regression		3	.731
	3.Social Interaction		4	.684
	4.Exploration and Evaluation of Self		3	.676
	5.Escape		2	.716
Pull Motivations	1.Novelty		6	.817
	2.Knowledge		3	.825
	3.Destination Sustainability		9	.913
	4.Attractions, Activities, and Events	4.1 Attractions	7	.844
		4.2 Parks	3	.832
		4.3 Activities	4	.737
	5.Shopping	5.1 Products	8	.914
		5.2 Shopping Places	3	.831
		5.3 Souvenir	3	.798
		5.4 Products for Kids	2	.840
	6.Availability and Convenience	6.1 Convenience	6	.880
		6.2 Availability	5	.845
	7. Safety and Comfort		8	.929
	8. Trip Price		4	.780

To conclude this part, the research revealed 5 push factors and 8 pull factors motivating Chinese outbound tourists to visit sustainable tourism destinations. The following factors: "enhancement of kinship relationships", "regression", "social interaction", "exploration and evaluation of self" and "escape" are considered intrinsic forces. While "novelty", "knowledge", "destination sustainability", "attractions, activities, and events", "shopping",

"availability and convenience", and "safety and comfort" are considered factors of external attractiveness perceived and expected from Chinese outbound tourists. Among pull factors, "novelty", "knowledge" and "destination sustainability" emphasized aspects towards sustainability in tourism sector. While in destinations, such as item No. 20 "The destination which has been implemented with sustainable tourism" in the "novelty" factor; items No. 22 "Sustainable tourism at the destination" and No.23 "knowledge of sustainability for my kid(s) to know about" in the "knowledge" factor, items from 25 to 33 in "destination sustainability" factor all emphasized the impact of tourism in a sustainable way to economy, environment, social-cultural aspects to the local society. The "shopping" factor also indicated preferred products for kids to know about the concepts of sustainability. Results showed that sustainability was considered as a part of destination attractiveness.

3.2 Importance of push and pull factors in influencing tourists' travel behaviors

In order to evaluate the importance of push and pull factors, Repeated Measures' ANOVA test was performed. RM ANOVA was used when both push and pull factors participated in all conditions of the research and provided data at multiple time points. Tables below show statistics of the RM ANOVA test for push factors.

Table 35. Descriptive statistics of RM ANOVA for push factors.

Descriptive Statistics			
	Mean	Std. Deviation	N
Push 1	5.7937	1.24072	441
Push 2	4.5748	1.31569	441
Push 3	3.9463	1.58270	441
Push 4	5.6047	1.22606	441
Push 5	3.9694	1.75638	441

Table 35 showed differences in means of 5 push factors. Push factor 1 and push factor 4 had rather similar means. Push factor 2 was an individual factor, while push factor 3 and push factor 5 had rather similar means. Thus, push factor 1 and push factor 4 could be grouped as one level, push factor 2

can be considered as the second level, while push factors 3 and 5 can be included into the last level. Tables below continue showing differences in importance of these 5 push factors influencing Chinese tourists' travel behaviors.

Mauchly's test showed the sphericity, which could be considered as the assumption of homogeneity of variance in between-groups ANOVA test. Sphericity could be assessed to test the hypothesis that the variance of differences between conditions is equal. The table showed that results of the test are statistically significant ($p<.001$). Thus, it could be concluded that there were significant differences between the variances of differences, and therefore, the condition of sphericity was not met. The effect of sphericity was adjusted, and the results of the adjusted treatment were shown in the table below. The table for Mauchly's test was attached in Appendix 7.

Moreover, the results of the ANOVA for the within-subject variable were also showed. As the significance of Greenhouse-Geisser was smaller than .001 ($p<.001$), it could be concluded that there were significant differences between the 5 push factors in their capacity to influence Chinese tourists' travel behavior. However, this main test did not reveal which factors differed from each other. The table for the Within-subjects Effects was attached in Appendix 9.

In this part, the pairwise comparisons for the 5 push factors was presented. Table 36 shows the pairwise comparison of 5 push factors. The conclusion of different levels of importance for push factors were discussed along with Table 36. This part showed how differently these 5 push factors are influencing Chinese outbound tourists selecting sustainable tourism destinations. Even though it was found that there were 5 push factors, all of these factors have different levels of influence power.

Table 36. Pairwise comparisons for 5 push factors.

Pairwise Comparisons						
Measure: MEASURE_1						
					95% Confidence Interval for Difference[b]	
		Mean			Lower	Upper
(I)	(J)	Difference	Std.		Bound	Bound
Factor1	Factor1	(I-J)	Error	Sig.[b]		
1	2	1.219*	.066	.000	1.034	1.404
	3	1.847*	.089	.000	1.596	2.099
	4	.189	.069	.068	-.007	.385
	5	1.824*	.100	.000	1.542	2.106
2	1	-1.219*	.066	.000	-1.404	-1.034
	3	.628*	.079	.000	.406	.851
	4	-1.030*	.067	.000	-1.219	-.841
	5	.605*	.096	.000	.335	.876
3	1	-1.847*	.089	.000	-2.099	-1.596
	2	-.628*	.079	.000	-.851	-.406
	4	-1.658*	.084	.000	-1.894	-1.423
	5	-.023	.094	1.000	-.287	.241
4	1	-.189	.069	.068	-.385	.007
	2	1.030*	.067	.000	.841	1.219
	3	1.658*	.084	.000	1.423	1.894
	5	1.635*	.091	.000	1.379	1.891
5	1	-1.824*	.100	.000	-2.106	-1.542
	2	-.605*	.096	.000	-.876	-.335
	3	.023	.094	1.000	-.241	.287
	4	-1.635*	.091	.000	-1.891	-1.379
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Table 36 includes 5 sectors representing the pairwise comparison for each push factor. Sector 1 represented the comparison between push factor 1 and the 4 remaining push factors, and in this sector, only push factor 4 had no

statistically significant difference (.068 > .05), thus push factor 1 and push factor 4 were in a pair. Sector 2 represented the comparison between push factor 2 and 4 remaining push factors, and in this sector, all push factors had a significance level of .000, which is smaller than .001, so there is a difference between push factor 1 and 4 remaining push factors, thus, push factor 2 is considered as an individual factor in a pair. Sector 3 represented the comparison between push factor 3 and 4 remaining push factors, and in this sector, only push factor 5 had no statistically significant difference (1.000 > .05), thus push factor 3 and push factor 5 were in a pair. The rest 2 sectors reflected similar pairs.

Therefore, 3 levels of importance for push factors influencing Chinese tourists' travel behaviors were identified. The first level has the strongest influence of push factor 1 and push factor 4. The second level has the medium influence of push factor 2. The level has the weakest influence of push factor 3 and push factor 5.

The RM ANOVA was performed again to explore the importance of pull factors in influencing Chinese tourists' travel behavior.

Table 37. Descriptive statistics of RM ANOVA for pull factors.

Descriptive Statistics			
	Mean	Std. Deviation	N
Pull 1	5.7154	.94419	441
Pull 2	5.6599	1.12802	441
Pull 3	5.6859	.95781	441
Pull 4	5.3226	.85172	441
Pull 5	4.4107	1.18904	441
Pull 6	5.7872	1.06287	441
Pull 7	6.4257	.84056	441
Pull 8	5.7341	1.09299	441

Table 37 shows differences in means of 8 pull factors. As table suggests, pull factor 7 had the highest value of mean, which could be labelled as the strongest pull factor. Pull factors 1, 2, 3, 6, and 8 had rather similar means, which could be labelled as the second group of pull factors. Pull factor 4 had

a relatively low mean value, while pull factor 5 had the lowest mean value. However, tables below continue showing differences in the importance of 8 pull factors influencing Chinese tourists' travel behaviors.

Mauchly's test showed the sphericity, which could be considered as the assumption of homogeneity of variance in between-groups ANOVA. Sphericity could be assessed to test the hypothesis that the variance of differences between conditions is equal. Table showed that the test is significant (p<.001), so it could be concluded that there were significant differences between the variances of differences, and therefore, the condition of sphericity was not met. Thus, the effect of sphericity was adjusted, and the adjusted treatments are presented in Appendix 10.

Moreover, the ANOVA for the within-subject variables was applied. As the significance of Greenhouse-Geisser was smaller than .001 (p<.001), it could be concluded that there was a significant difference between the 8 pull factors in their influence on Chinese tourists' travel behavior. However, this main test did not reveal which factor differed from each other. Thus, the table in the Appendix 9 shows pairwise differences within 8 pull factors.

Pairwise comparisons for the 8 pull factors are presented in Appendix 9. The table reveals differences within 8 pull factors in pairs. The conclusion for different levels of importance for push factors were discussed along with the table. This part showed how differently 8 pull factors were influencing Chinese outbound tourists selecting sustainable tourism destinations. Even though it was found that there were 8 pull factors, these 8 pull factors have different levels of attracting power.

In the table, there were 8 sectors representing pairwise comparison of each pull factor. Sector 1 represented the comparison between pull factor 1 and the remaining 7 push factors. In this sector, pull factors 2, 3, 6 and 8 had no statistically significant differences (1.000 > .05), thus pull factor 1 and pull factors 2, 3, 6, and 8 were in a pair. Sector 4 represented the comparison between pull factor 4 and the remaining 7 pull factors, and in this sector, all pull factors had a significance level of .000, which is smaller than .05, so there

was a difference between pull factor 4 and the remaining 7 pull factors. Thus, pull factor 4 was an individual factor in a pair. Sector 5 represented the comparison between pull factor 5 and the remaining 7 pull factors, and in this sector, all pull factors had a significance level of .000, which is smaller than .05, so there was a difference between pull factor 5 and the remaining 7 pull factors, and thus pull factor 5 was an individual factor in a pair. Sector 7 represented the comparison between pull factor 7 and the remaining 7 pull factors, and in this sector, all pull factors had a significance level of .000, which is smaller than .05, so there was difference between pull factor 7 and the remaining 7 pull factors, and thus pull factor 7 was an individual factor in a pair.

Therefore, 4 levels of importance for pull factors influencing Chinese tourists' travel behaviors were identified. The first level has the strongest influence of pull factor 7. The second level has the medium influence of pull factors 1, 2, 3, 6 and 8. The third level has the relatively lower influence of pull factor 4, and the last level has the weakest influence of pull factor 5.

To conclude this part, 4 levels of push factors motivating Chinese outbound tourists to travel were identified, while 4 levels of pull factors attracting Chinese outbound tourists to sustainable tourism destinations were found. It could be summarized as that:

1. Push factor 1 "Enhancement of Kinship Relationship" and push factor 4 "Exploration and Evaluation of Self" were the strongest motivations driving Chinese outbound tourists to travel.
2. Push factor 2 "Regression" was the second strongest motivation.
3. Push factor 3 "Social Interaction" and push factor 5 "Escape" were the weakest among 5 push factors analyzed.
4. Pull factor 7 "Safety and Comfort" was the strongest factor of attractiveness for Chinese outbound tourists to select sustainable tourism destinations.
5. Pull factor 1 "Novelty", pull factor 2 "Knowledge", pull factor 3 "Destination Sustainability", pull factor 6 "Availability & Convenience", and

pull factor 8 "Trip Price" were the second strongest factors of attractiveness for Chinese outbound tourists to select sustainable tourism destinations.

6. Pull factor 5 "Shopping" was the weakest factor of attractiveness for Chinese outbound tourists to select sustainable tourism destinations.

7. The research model (Figure 14) was refined by showing the numbers of push-pull factors and their rankings. The refined research model is presented in Figure 15. At the beginning, it was not possible to predict the numbers and rankings of the push-pull motivations, so Figure 14 did not depict the exact push-pull factors. However, the research results presented in this part revealed the detailed push-pull factors and their rankings (Figure 15). It could be concluded that 5 push factors and 8 pull factors influencing Chinese outbound tourists to visit sustainable tourism destinations were identified, and each of the push-pull factors were ranked.
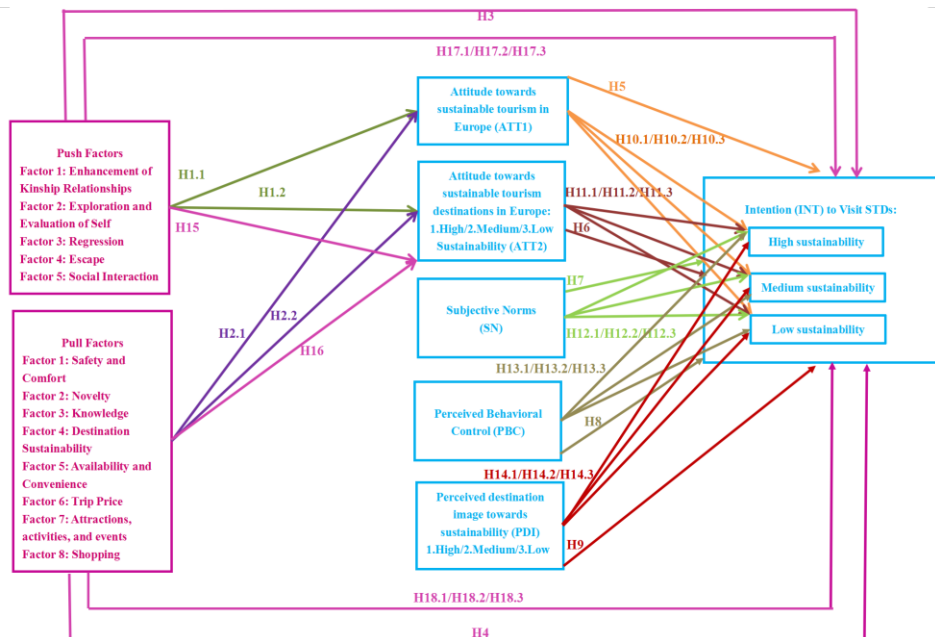
Fig. 15. Detailed research model with numbers and rankings of the push and pull factors.

Although 5 push factors influencing Chinese outbound tourists' motivation to visit sustainable tourism destinations were identified, yet these

5 push factors had different importance and functioned differently in powers influencing Chinese outbound tourists' motivation. The differences between the importances were also identified. Meanwhile, although 8 pull factors were identified, yet the perceived attractiveness of sustainable tourism destinations differed in attracting power for Chinese outbound tourists. The application of RM-ANOVA revealed the strength of each of the push and pull motivations impacting Chinese outbound tourists' selections of sustainable tourism destinations. Further steps of this research will include testing the importance of attitude towards the exemplified sustainable tourism destinations.

3.3 The importance of attitude towards sustainable tourism destinations

(ATT2-Paris/Berlin/Copenhagen)

In order to evaluate the importance of attitude towards 3 exemplified sustainable tourism destinations (Paris, Berlin and Copenhagen) and intentions to visit them, Repeated Measures' ANOVA was performed. RM ANOVA was used when attitude towards sustainable tourism destinations participated in all conditions of the research and provided data at multiple time points. Tables below showed statistics of the RM ANOVA tests.

Table 38. Descriptive statistics of RM ANOVA for attitude towards sustainable tourism destinations (Paris/Berlin/Copenhagen).

Descriptive Statistics			
	Mean	Std. Deviation	N
ATT2-Paris	5.8080	1.19148	441
ATT2-Berlin	5.6697	1.22412	441
ATT2-Copenhagen	5.6667	1.23603	441

Differences in means of the 3 variables of attitude towards sustainable tourism destinations are presented in Table 38. As the table suggests, ATT2-Paris (attitude towards the sustainable tourism destination: Paris), ATT2-Berlin (attitude towards the sustainable tourism destination: Berlin), and

ATT2-Copenhagen (attitude towards the sustainable tourism destination: Copenhagen) had rather similar means. Tables below continue showing differences in importance influencing Chinese outbound tourists' travel behavior.

Mauchly's test showed the sphericity, which could be considered as the assumption of homogeneity of variance in between-groups ANOVA. Sphericity could be assessed to test the hypothesis that the variance of differences between conditions is equal. The table of the Mauchly's test showed the significance ($p<.001$), and it could be concluded that there were significant differences in variances of differences, and therefore, the condition of sphericity was not met. Thus, the effect of sphericity was adjusted, and the results of adjust treatment are shown in the table for Mauchly's test in Appendix 11.

Moreover, the results of the ANOVA for the within-subject variables were applied. As the significance of Greenhouse-Geisser was smaller than .001 ($p<.001$), it could be concluded that there was a significant difference between the 8 pull factors in their influence on Chinese tourists' travel behavior. However, this main test did not reveal which factor differed from each other. Thus, table for within-subject effects in Appendix 10 shows differences within 3 variables of attitudes towards the sustainable tourism destinations.

The pairwise comparisons for the attitude towards sustainable tourism destinations are shown in Table 39. The table below shows the differences within the attitude towards 3 sustainable tourism destinations: Paris, Berlin and Copenhagen. Table 39 shows that Chinese outbound tourists held different level of attitude towards the destinations.

Table 39. Pairwise comparisons for attitude towards sustainable tourism destinations.

Pairwise Comparisons						
Measure: MEASURE_1						
					95% Confidence Interval for	
(I) Factor1	(J) Factor1	Mean Difference (I-J)	Std. Error	Sig.^{b}	Lower Bound	Upper Bound
1	2	.138*	.044	.006	.032	.245
	3	.141*	.054	.027	.012	.271
2	1	-.138*	.044	.006	-.245	-.032
	3	.003	.048	1.000	-.113	.119
3	1	-.141*	.054	.027	-.271	-.012
	2	-.003	.048	1.000	-.119	.113
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Table 39 shows 3 sectors representing pairwise comparison of each variable of attitude towards sustainable tourism destinations. Sector 1 represented the comparison between attitude towards the sustainable tourism destination Paris and attitudes towards the remaining 2 exemplified sustainable tourism destinations. In this sector, all significance levels were below .05, therefore, the attitude towards the sustainable tourism destination Paris was different from attitude towards the sustainable tourism destination Berlin and attitude towards the sustainable tourism destination Copenhagen.

Sector 2 represented the comparison between attitude towards the sustainable tourism destination Berlin and attitudes towards the remaining 2 exemplified sustainable tourism destinations, and sector 3 represented the comparison between attitude towards the sustainable tourism destination Copenhagen and attitudes towards the remaining 2 exemplified sustainable tourism destinations. Statistics in both sector 2 and sector 3 indicated that attitude towards the sustainable tourism destination Berlin and attitude towards the sustainable tourism destination Copenhagen were not different from each other, as the significance levels were 1.000, which is greater than 0.5. ATT2-Berlin (attitude towards the sustainable tourism destination Berlin) and ATT2-Copenhagen (attitude towards the sustainable tourism destination Copenhagen) were similar.

Therefore, 2 levels of importance of attitudes towards sustainable tourism destinations were identified. The first level has strong influence of attitude towards the sustainable tourism destination Paris, while the second level has weak influence of attitudes towards the sustainable tourism destination Berlin and sustainable tourism destination Copenhagen. The following would evaluate the importance of intentions to visit the exemplified sustainable tourism destinations Paris, Berlin and Copenhagen.

To conclude this part, 2 levels of strength of Chinese outbound tourists' attitudes towards sustainable tourism destinations were found, and it could be summarized as:

1. Chinese outbound tourists' most favorable attitude was towards the sustainable tourism destination Paris.

2. Chinese outbound tourists held less favorable attitudes towards both the sustainable tourism destination Berlin and the sustainable tourism destination Copenhagen, compared with the sustainable tourism destination Paris.

Even though Chinese outbound tourists held favorable attitudes towards all these 3 exemplified sustainable tourism destinations, the levels of the favor

were different. Put differently, even though Chinese outbound tourists liked Paris, Berlin and Copenhagen, there was still a preference among the three. Further tests of the importance of intentions to visit the exemplified sustainable tourism destinations will be carried out in the following part.

3.4 The importance of intentions to visit sustainable tourism destinations (INTParis/Berlin/Copenhagen)

In order to evaluate the importance of intentions to visit the 3 exemplified sustainable tourism destinations (Paris, Berlin and Copenhagen), Repeated Measures' ANOVA was performed. RM ANOVA was used when intentions to visit participated in all conditions of the research and provided data at multiple time points. Tables below show statistics of the RM ANOVA tests.

Table 40. Descriptive statistics of RM ANOVA for intentions to visit sustainable tourism destinations (Paris/Berlin/Copenhagen).

Descriptive Statistics			
	Mean	Std. Deviation	N
INTParis	5.2137	1.33871	441
INTBerlin	5.0884	1.35370	441
INTCopenhagen	5.0624	1.38850	441

Differences in means of the 3 variables of intentions to visit sustainable tourism destinations are presented in Table 40. As the table suggests, INTParis (intention to visit Paris), and INTBerlin (intention to visit Berlin), had rather similar means while INTCopenhagen (intention to visit Copenhagen) had a different mean. Tables below continue showing differences in importance of these 3 variables influencing Chinese tourists' travel behaviors.

Mauchly's test showed the sphericity, which could be considered as the assumption of homogeneity of variance in between-groups ANOVA. Sphericity could be assessed to test the hypothesis that the variance of differences between conditions is equal. The table showed that the test is significant ($p < .001$), thus, it could be concluded that there were significant

differences between the variances of differences, and the condition of sphericity was not met. Therefore, the effect of sphericity was adjusted, and the results of adjust treatment are shown in the table for Mauchly's test in Appendix 12.

Moreover, the ANOVA for the within-subject variable was also applied. As the significance of Greenhouse-Geisser was smaller than .001 (p<.001), it could be concluded that there was a significant difference between the 3 variables of intentions to visit sustainable tourism destinations in influence on Chinese tourists' travel behavior. However, this main test did not reveal which factor differed from each other. The table presented in Appendix 12 shows within-subject effects of intentions to visit the sustainable tourism destinations showed the differences within these 3 variables.

Table 41 shows pairwise comparisons for intentions to visit the sustainable tourism destinations. Table 41 reveals that Chinese outbound tourists' intentions to visit the sustainable tourism destinations were different, even though research results include all the intentions to visit each of the exemplified sustainable tourism destinations. The importance of intentions was different, based on the different destinations.

Table 41 reveals 3 sectors representing pairwise comparison of each variable of intentions to visit sustainable tourism destinations. Sector 1 represented the comparison between intention to visit the sustainable tourism destination Paris and intentions to visit the remaining 2 exemplified sustainable tourism destinations. In this sector, the significance level lower that .05, so intentions to visit the sustainable tourism destination Paris were different from intentions to visit the sustainable tourism destination Berlin and sustainable tourism destination Copenhagen.

Table 41. Pairwise comparisons of intentions to visit sustainable tourism destinations.

Pairwise Comparisons						
Measure: MEASURE_1						
(I) Factor1	(J) Factor1	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
1	2	.125[*]	.048	.027	.010	.240
	3	.151[*]	.057	.024	.015	.288
2	1	-.125[*]	.048	.027	-.240	-.010
	3	.026	.047	1.000	-.087	.139
3	1	-.151[*]	.057	.024	-.288	-.015
	2	-.026	.047	1.000	-.139	.087
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

Sector 2 represented the comparison between intention to visit the sustainable tourism destination Berlin and intentions to visit the remaining 2 exemplified sustainable tourism destinations, and sector 3 represented the comparison between intention to visit the sustainable tourism destination Copenhagen and intentions to visit the remaining 2 exemplified sustainable tourism destinations. Statistics in both sector 2 and sector 3 indicated that intentions to visit the sustainable tourism destination Berlin and intentions to visit the sustainable tourism destination Copenhagen were not different from each other as they had significance levels of 1.000, which is greater than 0.5. Thus, INTBerlin and INTCopenhagen were similar.

Therefore, 2 levels of importance of intentions to visit sustainable tourism destinations were identified. The first level has strong influence of intention to visit the sustainable tourism destination Paris, while the second level has weak influence of intention to visit the sustainable tourism destination Berlin

and the sustainable tourism destination Copenhagen. The following part will reveal correlations between push-pull factors and intentions to visit the exemplified sustainable tourism destinations: Paris, Berlin and Copenhagen.

To conclude this part, it could be summarized that:

1. Chinese outbound tourists held a stronger intention to visit the sustainable tourism destination Paris.

2. Chinese outbound tourists held less strong intentions to visit the sustainable tourism destinations Berlin and Copenhagen.

3. Travel attitudes were consistent with travel intentions.

Although Chinese outbound tourists held intentions to visit all 3 exemplified sustainable tourism destinations, the strength of intentions differed. Chinese outbound tourists held a stronger intention to visit the sustainable tourism destination Paris than that to visit the sustainable tourism destinations Berlin and Copenhagen. Above, it was proved that Chinese outbound tourists held a stronger favorable attitude towards the sustainable tourism destination Paris than towards the sustainable tourism destinations Berlin and Copenhagen. This suggests that the more favorable the attitude was, the stronger intention to visit would be. Thus, it could be concluded that the level of favor towards a destination was consistent with intention to visit it.

Further actions to uncover the relationships between push-pull factors and attitudes will be carried out in the following part.

3.5 The relationships between push factors, pull factors, and attitudes

The Pearson's Correlation (two-tailored) test was performed in order to test correlations between push factors and attitude towards sustainable tourism in Europe (ATT1). In the table below, push 1 to push 5 represent 5 push factors, while ATT1 represents attitude towards sustainable tourism in Europe. However, before conducting Pearson's Correlation test, factor analysis was applied to ATT1. The factor analysis was performed by using Equamax

rotation method with loading coefficients of .40, and eigenvalue greater than 1. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.759, which is well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The results had eigenvalues over Kaiser's criterion of 1 and in combination explained 60.681% of the variance.

Table 42. Pearson's Correlation test of push motivations and attitude towards sustainable tourism in Europe (ATT1).

Correlations						
		Push 1	Push 2	Push 3	Push 4	Push 5
ATT1	Pearson Correlation	.368**	.024	.113*	.153**	.089
	Sig. (2-tailed)	.000	.617	.017	.001	.063
	N	441	441	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

In Table 42, correlation coefficients for each pair of push motivation and attitude towards sustainable tourism in Europe were presented. The table presented statistics from push 1 to push 5. The coefficients for push factor 1 to push factor 5, and ATT1 (attitude towards sustainable tourism in Europe) were r= .368; r = .024; r = .113; r = .153, and r = .089 accordingly. Both push factor 1 and push factor 4 were significantly positively correlated with ATT1 (both Ps< .01). Push factor 3 was significantly positively correlated with ATT1 (P<.05).

H1.1: The more important the push motivations are for the respondents, the more positive respondents' ATT1 would be, was confirmed. Thus, in general push motivations correlated with attitude towards sustainable tourism in Europe ATT1. Thereafter, hypothesis H1.1 was confirmed, and it can be stated that the more important the push motivations are for the respondents, the more positive respondents' attitude towards sustainable tourism in Europe (ATT1) would be. However, even although in

general push motivations were positively significantly correlated with ATT1 (attitude towards sustainable tourism in Europe), not every push motivation was positively significantly correlated with ATT1.

It can be concluded that push factor 1 and push factor 4 were positively significantly correlated with ATT1 (attitude towards sustainable tourism in Europe) at the significance level of 0.01, and push factor 3 was positively significantly correlated with ATT1 at the significance level of 0.05, while push factor 2 and push factor 5 did not correlate with ATT1. Thus, the research model could be depicted as below. The figure showed 5 push factors and their correlations with ATT1. In order to focus on the correlations between push factors and ATT1, lines connecting push factors and ATT2 (attitudes towards sustainable tourism destination Paris/Berlin/ Copenhagen), and lines connecting pull factors with ATT 1 and ATT2 were omitted in the figure, but they will be shown in the following parts.

The Pearson's Correlation (two-tailored) test was performed again to test correlations between pull factors and attitude towards sustainable tourism in Europe (ATT1). In the table below, pull 1 to pull 14 represent 14 pull factors, while ATT1 represents attitude towards sustainable tourism in Europe.

Table 43. Pearson's Correlation test of pull motivations and attitude towards sustainable tourism in Europe (ATT1).

Correlations									
		Pull	Pull	Pull	Pull	Pull	Pull	Pull	Pull 8
ATT 1	Pearson	.411	.476	.49	.38	.151	.50	.52	.488[**]
	Sig. (2-tailed)	.000	.000	.00	.00	.001	.00	.00	.000
	N	441	441	441	441	441	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

In Table 43, correlation coefficients for each pair of pull motivations and attitude towards sustainable tourism in Europe were presented. Table 43 showed 14 sectors indicating statistics for each pull factor. The table presented

statistic from pull 1 sector to pull sector 8. The coefficients for pull 1 to pull 8, and ATT1 were r= .411, r= .476, r= .496, r= .387, r= .151, r= .500, r= .522, and r= .488. All pull factors were significantly positively correlated with ATT1(attitude towards sustainable tourism in Europe) (all *P*s< .01).

H1.2: The more important the pull motivations are for the respondents, the more positive respondents' ATT1 would be, was confirmed. Thus, in general pull motivations were significantly positively correlated with attitude towards sustainable tourism in Europe (ATT1). In case of correlations between push factors and ATT1 (attitude towards sustainable tourism in Europe), just a few of the push motivations were positively significantly correlated with ATT1, while, in case of pull motivations, all of them were positively significantly correlated with ATT1. However, even although in general pull motivations were positively significantly correlated with ATT1, the correlation of pull factor 6 was significant at level 0.05, while correlations of the remaining 7 pull motivations were significant at 0.01 level.

Table 43 shows 8 pull factors and their correlations with ATT1(attitude towards sustainable tourism in Europe). In order to focus on correlations between pull factors and ATT1, only lines connecting pull factors and ATT1 would be shown in the figure, and other lines would be depicted later in the following parts.

The Pearson's Correlation (two-tailored) test was performed to test correlations between push factors and attitude towards sustainable tourism destinations in Europe (ATT2). Attitude towards sustainable tourism destinations were described as: ATT2-Paris, ATT2-Berlin, and ATT2-Copenhagen. In the table below, push 1 to push 5 represent 5 push factors, while ATT2 represents attitude towards sustainable tourism destinations in Europe. However, before conducting Pearson's Correlation test, factor analysis was applied to each destination of ATT2: ATT2-Paris, ATT2-Berlin, and ATT2-Copenhagen. The factor analysis was performed using Equamax rotation method with loading coefficients of .40, and eigenvalue greater than

1. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.764, .780 and .752 accordingly, which were well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The analysis showed eigenvalues over Kaiser's criterion of 1 and in combination explained 87.565%, 92.209%, and 92.233% of the variance.

Table 44. Pearson's Correlation test of push motivations and attitude towards sustainable tourism destinations (ATT2-Paris/Berlin/Copenhagen).

Correlations						
		Push 1	Push 2	Push 3	Push 4	Push 5
ATT2-Paris	Pearson Correlation	.343**	-.073	.044	.253**	.018
	Sig. (2-tailed)	.000	.124	.361	.000	.707
	N	441	441	441	441	441
ATT2-Berlin	Pearson Correlation	.325**	-.039	.075	.276**	.015
	Sig. (2-tailed)	.000	.419	.116	.000	.752
	N	441	441	441	441	441
ATT2-Copenhagen	Pearson Correlation	.290**	.011	.080	.274**	-.054
	Sig. (2-tailed)	.000	.820	.092	.000	.261
	N	441	441	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

In Table 44, correlation coefficients for each pair of push motivations and attitude towards sustainable tourism destinations (Paris, Berlin, and Copenhagen) in Europe were presented. Table 44 showed 5 sectors indicating statistic for each push factor. The table presented statistics from push sector 1 to push sector 5. The coefficients for push 1 to push 5, and ATT2-Paris were r = .343; r = -.073; r = .044; r = .253 and r = .018. The coefficients for push 1 to push 5, and ATT2-Berlin were r = .325; r = -.039; r = .075; r = .276; and r

= .015 accordingly. The statistics proved that push 1 and push 4 were significantly positively correlated with ATT2-Paris, ATT2-Berlin and ATT2-Copenhagen (all Ps < .01).

H2.1: The more important the push motivations are for the respondents, the more positive respondents' ATT2 would be, was confirmed. Thus, in general push motivations were significantly positively correlated with attitude towards sustainable tourism destinations Paris, Berlin and Copenhagen (ATT2). However, even although in general push motivations were positively significantly correlated with ATT2 (attitudes towards sustainable tourism destination Paris/Berlin/Copenhagen), not every push motivation was positively significantly correlated with each destination of ATT2.

To conclude, push 1 and push 4 were positively significantly correlated with attitude towards the sustainable tourism destination Paris (ATT2-Paris) at the significance level of 0.01, and push 2, 3 and 5 did not significantly correlate with ATT2-Paris. The same applies to both, sustainable tourism destination Berlin and Copenhagen. Push 1 and push 4 were positively significantly correlated with attitudes towards sustainable tourism destination Berlin and Copenhagen (ATT2-Berlin and ATT2-Copenhagen) at significance level of 0.01, while push 2, 3, and 5 did not significantly correlate with both, ATT2-Berlin and ATT2-Copenhagen. In order to focus on the correlations between push factors and ATT2, only lines connecting push factors and ATT2 would be shown in the figure below, and other lines depicting other correlations would be presented in other figures later in the following parts.

The Pearson's Correlation (two-tailored) test was performed again to test correlations between pull factors and attitudes towards sustainable tourism destinations in Europe (ATT2). Three exemplified sustainable tourism destinations were Paris, Berlin, and Copenhagen. Thus, attitudes towards these sustainable tourism destinations were described as ATT2-Paris, ATT2-Berlin, and ATT2-Copenhagen. In the table below, pull 1 to push 14 represent

14 pull factors, while ATT2 represents attitude towards sustainable tourism destinations in Europe. In Table 45, correlation coefficients for each pair of pull motivations and attitude towards sustainable tourism in Europe are presented.

Table 45. The Pearson's Correlation test of pull motivations and attitude towards sustainable tourism destinations (ATT2-Paris/Berlin/Copenhagen).

Correlations									
		Pull 1	Pull 2	Pull 3	Pull 4	Pull 5	Pull 6	Pull 7	Pull 8
ATT2-Paris	Pearson Correlation	.465**	.418**	.395**	.470**	.215**	.538**	.501**	.435**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441
ATT2-Berlin	Pearson Correlation	.465**	.443**	.386**	.458**	.253**	.513**	.470**	.408**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441
ATT2-Copenhagen	Pearson Correlation	.442**	.381**	.408**	.447**	.271**	.479**	.450**	.356**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Table 45 shows 14 sectors indicating statistics for each pull factor. The table presents statistics from pull 1 sector to pull sector 8. The coefficients for pull 1 to pull 8, and ATT2-Paris were r = .465; r = .418; r = .395; r = .470; r = .215; r = .538; r = .501, and r = .435 accordingly. All the pull factors were significantly positively correlated with ATT2-Paris (all $Ps< .01$). The

coefficients for all pull factors, from pull 1 to pull 8, and ATT2-Berlin were
r= .465; r = .443; r = .386; r = .458; r = .253; r = .513; r = .470, and r = .408
accordingly. All pull factors were significantly positively correlated with
ATT2-Berlin (all Ps< .01). The coefficients for pull 1 to pull 8, and ATT2-
Copenhagen were r = .442; r = .381; r = .408; r = .447; r = .271; r = .479; r
= .450 and r = .356 accordingly. All pull factors were significantly positively
correlated with ATT2-Copenhagen (all Ps< .01).

**H2.2: The more important the push motivations are for the
respondents, the more positive respondents' ATT2 would be, is confirmed.**
Thus, pull motivations were significantly positively correlated with attitudes
towards sustainable tourism destinations in Europe. However, even though in
general pull motivations were positively significantly correlated with attitude
towards sustainable tourism destinations Paris/Berlin/Copenhagen (ATT2),
significance levels were different. Pull 6 was positively significantly
correlated with ATT2 at significance level of 0.05, while the remaining 7 pull
factors were positively significantly correlated with ATT2 at significance level
of 0.01.

In conclusion, all pull factors were positively significantly correlated
with attitude towards the sustainable tourism destination Paris (ATT2-Paris).
Pull factors were positively significantly correlated with attitude towards the
sustainable tourism destination Berlin (ATT2-Berlin). Pull factors were
positively significantly correlated with attitude towards the sustainable
tourism destination Copenhagen (ATT2-Cohenhagen). In order to focus on
correlations between pull factors and ATT2 (attitudes towards sustainable
tourism destinations Paris/Berlin/Copenhagen), only lines connecting pull
factors and ATT2 would be shown in the figure below, and other lines
depicting other correlations would be presented in other figures later in the
following parts.

It could be concluded in this part that both push and pull factors were
significantly positively correlated with attitudes towards sustainable tourism

destinations in Europe, namely, Paris, Berlin and Copenhagen. Both push and pull factors influence attitudes, but the power of their influence is different. It could be summarized that:

1. Push factor 1 "Enhancement of Kinship Relationships" had the strongest positive impact on attitude towards sustainable tourism destination in Europe.

2. Push factor 4 "Exploration and Evaluation of Self" had the second strongest positive impact on attitude towards sustainable tourism destination in Europe.

3. Push factor 3 "Social Interaction" had the third strongest impact on attitude towards sustainable tourism destination in Europe.

4. Chinese outbound tourists who would like to enhance their kinship relationships, explore and evaluate themselves, and interact with others would held a favorable attitude towards sustainable tourism in Europe. The stronger the motivations were, the more favorable the attitude would be.

5. Push factor 2 and push factor 5 did not have any influence on attitude towards sustainable tourism in Europe, although push factors in general were affecting ATTI.

6. The differences in the strength of relationships between push motivations and attitude towards sustainable tourism in Europe are illustrated in Figure 16.
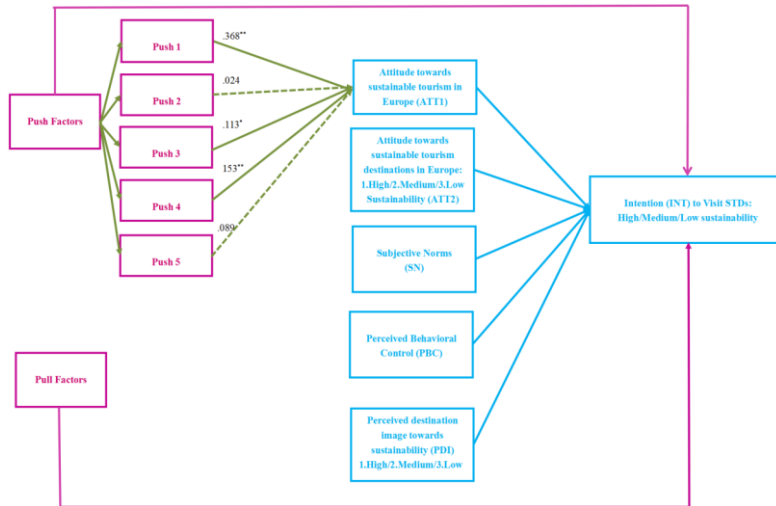
Fig. 16. Differences in influences of push motivations on attitude towards sustainable tourism in Europe (ATT1).

7. Pull factors all positively influence the attitude towards sustainable tourism in Europe, but the strength of influence is different. The rankings of strength are as follows: pull factor 7 "Safety and Comfort", pull factor 6 "Availability and Convenience", pull factor 3 "Destination Sustainability", pull factor 8 "Trip Price", pull factor 2 "Knowledge", pull factor 1 "Novelty", pull factor 4 "Attractions, Activities and Events" and pull factor 5 "Shopping".

8. Rankings of the strength of influence on attitude towards sustainable tourism in Europe were consistent with rankings of the importance of pull factors, and gave a more detailed picture about the pull factors.

9. It could be concluded that the more Chinese outbound tourists expected from the travel to Europe, the more favorable attitude towards sustainable tourism in Europe they would hold.

10. The strongest expectation Chinese outbound tourists held from sustainable tourism in Europe was pull factor 7 "Safety and Comfort", and the weakest expectation was pull factor 5 "Shopping". The rankings of the expectations were consistent with the rankings of the pull factors' influences on attitude.

11. The differences in strength of pull factors' influences on attitude towards sustainable tourism in Europe were illustrated in the figure below.

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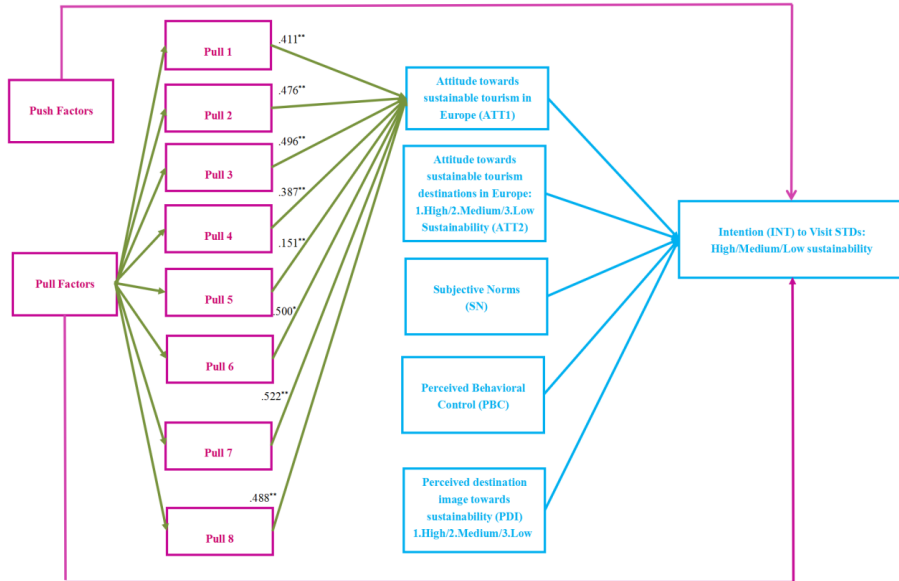
Fig. 17. Differences in influences of pull motivations on attitude towards sustainable tourism in Europe (ATT1).

12. Push factors had different strength in influencing attitudes towards sustainable tourism destinations. Even though only push factor 1 "Enhancement of Kinship Relationships" and push factor 4 "Exploration and Evaluation of Self" were influencing attitude towards sustainable tourism destinations, still their influences on the sustainable tourism destination Paris, the sustainable tourism destination Berlin and the sustainable tourism destination Copenhagen were slightly different.

13. Differences in strength of push factor 1 and push factor 4 on attitude towards sustainable tourism destination Paris, Berlin and Copenhagen are illustrated in Figure 18.
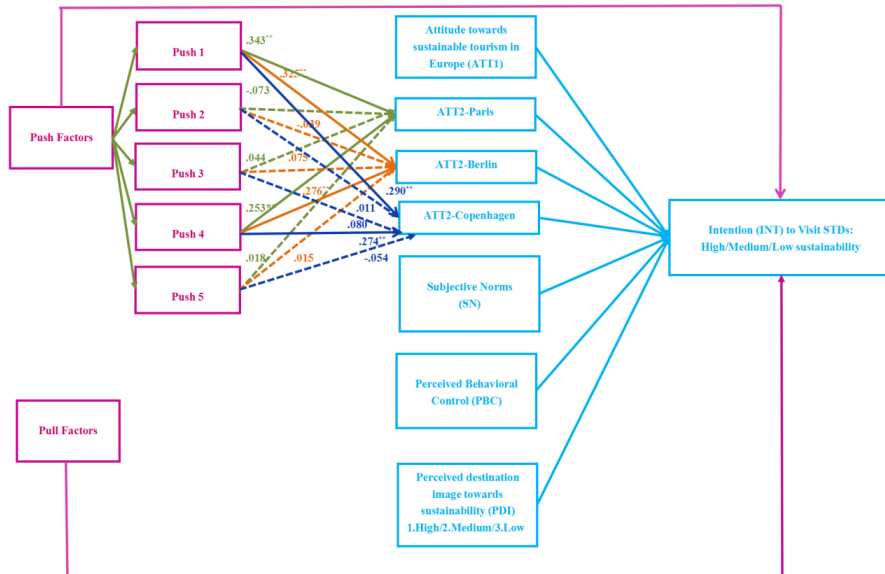
Fig. 18. Differences in influences of pull motivations on attitude towards sustainable tourism in Europe (ATT1).

14. Pull factors also had different strength in influencing attitudes towards sustainable tourism destinations. Even though each of the pull factors was influencing attitudes towards sustainable tourism destinations, they were functioning slightly differently. Figure below depicted the differences of their impacts on each of the sustainable tourism destination: Paris, Berlin and Copenhagen. As every pull factor had an impact on attitudes towards sustainable tourism destinations, their differences, presented in the figure below, are color-coded: orange colored number for Paris, blue colored number for Berlin and red colored number for Copenhagen.
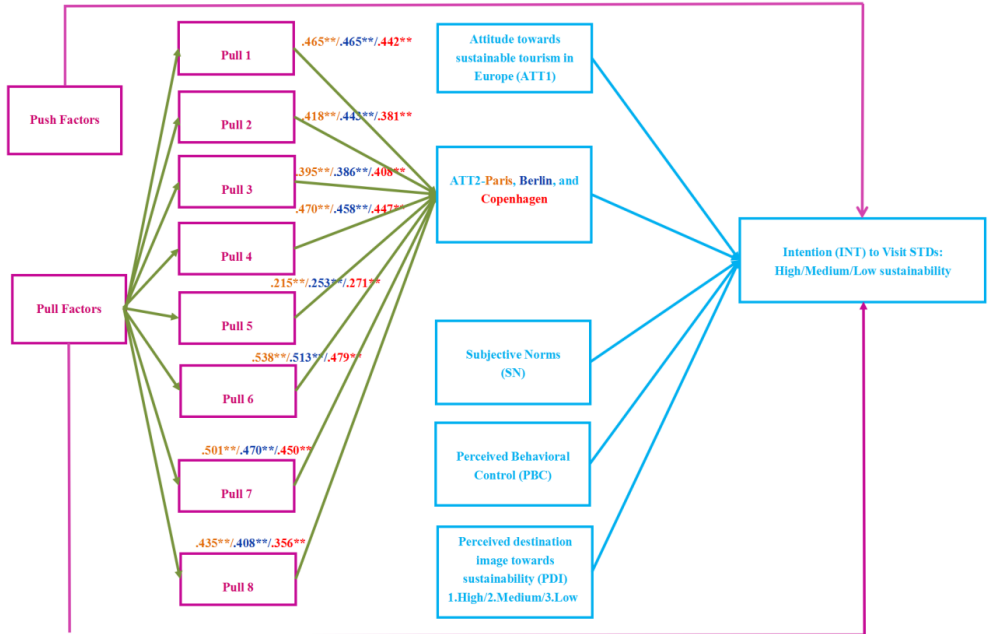
Fig. 19. Differences in influences of pull motivations on attitude towards sustainable tourism destinations (ATT2).

The following part tests the impact of push-pull motivations on intentions to visit the sustainable tourism destinations.

3.6 Relationship between push factors, pull factors, and intention to visit sustainable tourism destinations

The Pearson's Correlation (two-tailored) test was performed to test correlations between push factors and intentions to visit sustainable tourism destinations. In Table 46, push 1 to push 5 represent 5 push factors, while INTParis, INTBerlin, and INTCopenhagen represent intentions to visit the sustainable tourism destination Paris, the sustainable tourism destination Berlin and the sustainable tourism destination Copenhagen.

Table 46 showed the results of correlation test revealing the relationships between push factors and intentions to visit sustainable tourism destinations Paris, Berlin and Copenhagen, respectively.

Table 46. Pearson's Correlation test between push motivations and intentions to visit the sustainable tourism destinations (INTParis/Berlin/Copenhagen).

Correlations				
		INTParis	INTBerlin	INTCopenhagen
Push 1	Pearson Correlation	.314**	.286**	.256**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Push 2	Pearson Correlation	.020	.036	.107*
	Sig. (2-tailed)	.671	.451	.025
	N	441	441	441
Push 3	Pearson Correlation	.144**	.184**	.172**
	Sig. (2-tailed)	.002	.000	.000
	N	441	441	441
Push 4	Pearson Correlation	.202**	.181**	.222**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Push 5	Pearson Correlation	.065	.003	-.025
	Sig. (2-tailed)	.170	.943	.600
	N	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

In Table 46, coefficients of push 1 sector were r = .314; r = .286; and r = .256. The coefficients indicated that push 1 significantly positively correlated with INTParis (intention to visit the sustainable tourism destination Paris), INTBerlin (intention to visit the sustainable tourism destination Berlin), and INTCopenhagen (intention to visit the sustainable tourism destination Copenhagen) (all Ps < .01).

Coefficients of push 2 sector were r = .020; r = .036; and r = .107. The coefficients indicated that push 2 did not correlate with INTParis (intention to visit the sustainable tourism destination Paris), or with INTBerlin (intention

to visit the sustainable tourism destination Berlin), but significantly positively correlated with INTCopenhagen (intention to visit the sustainable tourism destination Copenhagen) (p < .05).

Coefficients of 3 sector were r = .144; r = .184; and r = .172. The coefficients indicated that push 3 significantly positively correlated with INTParis (intention to visit the sustainable tourism destination Paris), INTBerlin (intention to visit the sustainable tourism destination Berlin), and INTCopenhagen (intention to visit the sustainable tourism destination Copenhagen), (all ps < .01).

Coefficients of push 4 sector were r = .202; r = .181; and r = .222. The coefficients indicated that push 4 significantly positively correlated with INTParis (intention to visit the sustainable tourism destination Paris), INTBerlin (intention to visit the sustainable tourism destination Berlin), and INTCopenhagen (intention to visit the sustainable tourism destination Copenhagen) (all Ps < .01).

Coefficients of push 5 sector were r = .065; r = .003; and r = -.025. The coefficients indicated that push 5 did not correlate with INTParis (intention to visit the sustainable tourism destination Paris), or with INTBerlin (intention to visit the sustainable tourism destination Berlin), or with INTCopenhagen (intention to visit the sustainable tourism destination Copenhagen).

In Table 46, correlation coefficients for each pair of push motivations and travel intentions were presented. Table 46 showed 5 sectors indicating statistics for each push factor. Thus, hypothesis H3.1.a and H3.2.a were confirmed, and push motivations were significantly positively correlated with intentions to visit sustainable tourism destinations in Europe.

However, even although in general push motivations were positively significantly correlated with INT (intention to visit sustainable tourism destinations), different situation happened between different push factors and different destinations.

H3: The more important the push motivations for the respondents, the higher INT of the respondents would be, was confirmed. It can be concluded that push 1, 3, and 4 were positively significantly correlated with

intention to visit sustainable tourism destinations (INT) at the significance level 0.01. Push 2 was positively significantly correlated with INT-Copenhagen at the significance level 0.05. However, push 1 had the strongest impact on intention to visit Paris while it had the weakest impact on intention to visit Copenhagen. Push 3 had the strongest impact on intention to visit Berlin while it had the weakest impact on intention to visit Paris. Push 4 had the strongest impact on intention to visit Copenhagen while it had the weakest impact on intention to visit Berlin. Push 2 had the impact only on intention to visit Copenhagen. In order to focus on the correlations between push factors and INT (intentions to visit), only lines connecting push factors and INT would be shown in the figure below, and lines depicting correlations of other variables would be shown later. The Pearson's Correlation (two-tailored) test was performed again to test correlations between pull factors and intentions to visit sustainable tourism destinations. Table 47 showed the results of the correlation test.

Table 47. Pearson's Correlation test between pull motivations and intentions to visit the sustainable tourism destinations (INTParis/Berlin/Copenhagen).

Correlations		INTParis	INTBerlin	INTCopenhagen
Pull 1	Pearson Correlation	.477**	.427**	.396**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 2	Pearson Correlation	.435**	.386**	.329**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 3	Pearson Correlation	.434**	.348**	.336**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 4	Pearson Correlation	.479**	.421**	.429**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441

Pull 5	Pearson Correlation	.309**	.304**	.349**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 6	Pearson Correlation	.481**	.399**	.353**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 7	Pearson Correlation	.418**	.352**	.301**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
Pull 8	Pearson Correlation	.435**	.423**	.340**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

In Table 47, pull 1 to pull 14 represented 14 pull factors, while INTParis, INTBerlin, and INTCopenhagen represented intentions to visit the sustainable tourism destination Paris, the sustainable tourism destination Berlin and the sustainable tourism destination Copenhagen.

Table 47 presents correlation coefficients for each pair of pull motivation and travel intentions. Table 47 showed 8 sectors indicating statistics for each pull factor. The table presented statistics from pull sector 1 to pull sector 8. In general, 8 pull factors were significantly positively correlated with travel intentions to visit each of the exemplified sustainable tourism destinations. The coefficients for pull 1 and intentions to visit Paris, Berlin and Copenhagen were $r = .477$; $r = .427$; and $r = .396$ accordingly. The coefficients for pull 2 and intentions to visit Paris, Berlin and Copenhagen were $r = .435$; $r = .386$; and $r = .329$ accordingly. The coefficients for pull 3 and intentions to visit were $r = .434$; $r = .348$; and $r = .336$ accordingly. The coefficients for pull 4 and intentions to visit Paris, Berlin and Copenhagen were $r = .477$; $r = .401$; and $r = .391$ accordingly. The coefficients for pull 5 and intentions to visit

Paris, Berlin and Copenhagen were r = .309; r = .304; and r = .349 accordingly. The coefficients for pull 6 and intentions to visit Paris, Berlin and Copenhagen were r = .481; r = .399, and r = .353 accordingly. The coefficients for pull 7 and intentions to visit Paris, Berlin and Copenhagen were r = .418; r = .352, and r = .301 accordingly. The coefficients for pull 8 and intentions to visit Paris, Berlin and Copenhagen were r = .435; r = .423, and r = .340 accordingly (all Ps < .01).

H4: The more important the pull motivations for the respondents, the higher INT of the respondents would be, was confirmed. Pull motivations were significantly positively correlated with intentions to visit sustainable tourism destinations in Europe. However, even although in general pull motivations were positively significantly correlated with intentions to visit sustainable tourism destinations (INT), differences between different pull factors and different destinations were observed.

To conclude, all pull factors were positively significantly correlated with intentions to visit sustainable tourism destinations at significance level 0.01. However, pull 1 had the strongest impact on intention to visit Paris while it had the weakest impact on intention to visit Copenhagen. Pull 2 and pull 3 had the strongest impact on intention to visit Paris while it had the weakest impact on intention to visit Copenhagen. Pull 4 had the strongest impact on intention to visit Paris while it had the weakest impact on intention to visit Berlin. Pull 5 strongest impact on intention to visit Copenhagen while it had the weakest impact on intention to visit Berlin. Pull 6, 7, and 8 had the strongest impact on intention to visit Paris while they had the weakest impact on intention to visit Copenhagen.

In this part, it could be concluded that even though every push and pull factor had an impact on intentions to visit all the sustainable tourism destinations: Paris, Berlin and Copenhagen, the power of each factor was different. The conclusion could be expressed as:

1. The differences in power of push factors in influencing intentions to visit the 3 exemplified sustainable tourism destinations were depicted in Figure 19. Orange colored number represented the power of push factors on intention to visit sustainable tourism destination Paris; blue colored number represented the power of push factors on intention to visit sustainable tourism destination Berlin; and red colored number represented the power of push factors on intention to visit sustainable tourism destination Copenhagen.
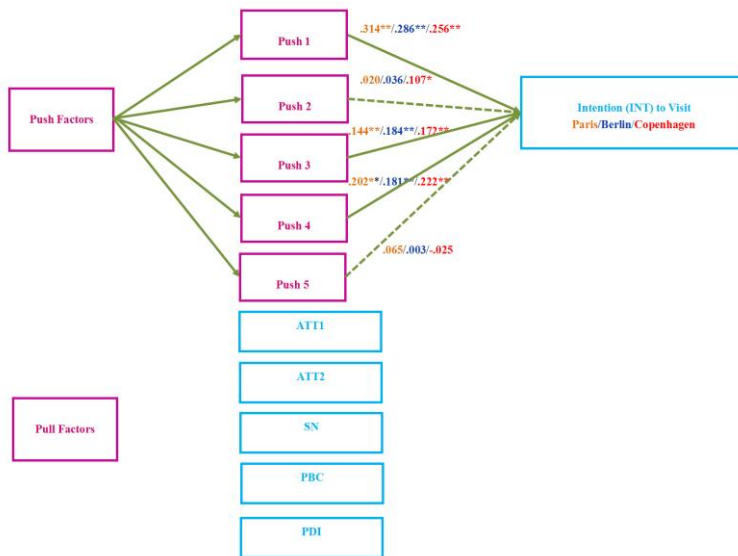
Fig. 20. Differences in influences of push motivations' impacts on intentions to visit sustainable tourism destinations (INTParis, Berlin and Copenhagen).

2. Even push factor 2 in general did not influence the intention to visit sustainable tourism destinations Paris and Berlin, but it influenced the intention to visit the sustainable tourism destination Copenhagen (r = .107*).

3. Pull factors in general had an impact on intentions to visit the sustainable tourism destinations, but the powers of impacts were different.

4. Figure 20 depicted the differences in power for pull factors influencing intentions to visit the sustainable tourism destinations. In the figure, orange colored number represented the power of impact of pull factors on intention to visit the sustainable tourism destination Paris; blue colored number represented the power of impact of pull factors on intention to visit the sustainable tourism destination Berlin; and red colored number represented the power of impact of pull factors on intention to visit the sustainable tourism destination Copenhagen. It could be stated that the pull factors had an impact on the intentions to visit different sustainable tourism destinations differently, and Figure 20 represents the differences in power of each pull factor.
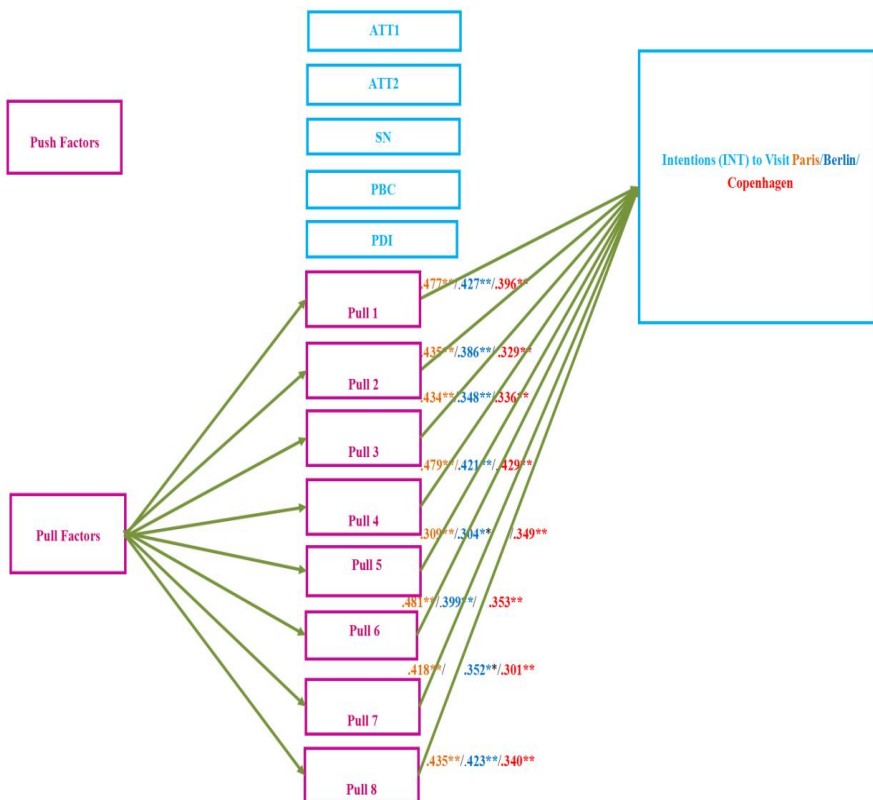
Fig. 21. Differences in influences of pull motivations' impacts on intentions to visit sustainable tourism destinations (INTParis, Berlin and Copenhagen).

The following part will identify the relationships among all the variables

in the research model. The research model was constructed based on extended TPB model with variables ATT1 (attitude towards sustainable tourism in Europe), ATT2 (attitude towards sustainable tourism destinations Paris, Berlin and Copenhagen), SN (subjective norms), PBC (perceived behavioral control), PDI (perceived destination image towards Paris, Berlin and Copenhagen), and INT (intentions to visit Paris, Berlin and Copenhagen).

3.7 Relationships among variables in the research model (the extended TPB model)

Before testing the correlations and relationships among variables in the TPB model, factor analysis was performed. Similarly to the previous part, factor analysis had been applied to ATT1 and ATT2(Paris, Berlin and Copenhagen). It was also applied to subjective norms towards traveling in Europe (SN), perceived behavioral control of traveling in Europe (PBC), and perceived destination image (Paris, Berlin, and Copenhagen) towards sustainability (PDI).

The factor analysis was performed using Equamax rotation method with loading coefficients of .40, and eigenvalue greater than 1. Applying factor analysis for subjective norms, the Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.845, which was well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The eigenvalues were over Kaiser's criterion of 1 and in combination explained 83.669% of the variance.

Applying factor analysis for perceived behavioral control, the Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.798, which was well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The eigenvalues were over Kaiser's criterion of 1 and in combination explained 59.711% of the variance.

Applying factor analysis for perceived destination image (Paris), the

Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.911, which was well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The eigenvalues were over Kaiser's criterion of 1 and in combination explained 77.087% of the variance.

Applying factor analysis for perceived destination image (Berlin), the Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.921, which was well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The eigenvalues were over Kaiser's criterion of 1 and in combination explained 80.412% of the variance.

Applying factor analysis for perceived destination image (Copenhagen), the Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis. KMO=.937, which was well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain eigenvalues for each push factor. The eigenvalues were over Kaiser's criterion of 1 and in combination explained 81.753% of the variance.

The Pearson's Correlation (two-tailored) test was performed to test correlations between ATT1(attitude towards sustainable tourism in Europe), ATT2(attitudes towards sustainable tourism destination Paris, Berlin, and Copenhagen), SN (subjective norms), PBC (perceived behavioral control), PDI(perceived destination image of Paris, Berlin and Copenhagen), and INT (intention to visit the exemplified sustainable tourism destination: Paris, Berlin and Copenhagen).

Table 48. Pearson's Correlation test between ATT1, ATT2, SN, PBC and INT.

Correlations		INTParis	INTBerlin	INTCopenhagen
ATT1	Pearson Correlation	.424**	.280**	.274**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
ATT2-Paris	Pearson Correlation	.751**	.538**	.443**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
ATT2-Berlin	Pearson Correlation	.652**	.746**	.584**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
ATT2-Copenhagen	Pearson Correlation	.539**	.569**	.712**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
SN	Pearson Correlation	.427**	.339**	.272**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
PBC	Pearson Correlation	.545**	.540**	.496**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
PDI-Paris	Pearson Correlation	.643**	.578**	.532**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
PDI-Berlin	Pearson Correlation	.656**	.612**	.557**

	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
PDI-Copenhagen	Pearson Correlation	.578**	.576**	.601**
	Sig. (2-tailed)	.000	.000	.000
	N	441	441	441
**. Correlation is significant at the 0.01 level (2-tailed).				

In Table 48, correlation coefficients for each pair of ATT1 (attitude towards sustaianble tourism in Europe), ATT2 (attitude towards sustainable tourism destinations Paris, Berlin and Copenhagen), SN (subjective norms), PBC (perceived behavioral control), PDI (perceived destination image towards Paris, Berlin and Copenhagen), and INT (intentions to visit Paris, Berlin and Copenhagen), are presented.

Coefficients for ATT 1(attitude towards sustainable tourism in Europe) and intentions to visit (INTParis, INTBerlin and INTCopenhagen), are r = .424; r = .280; and r = .274 accordingly.

The second sector presented coefficients for ATT2-Paris (attitude towards sustainable tourism destination Paris) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .751; r = .538, and r = .443.

The third sector presented coefficients for ATT2-Berlin (attitude towards sustainable tourism destination Berlin) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .652; r = .746, and r = .584.

The fourth sector presented coefficients for ATT2-Copenhagen (attitude towards sustainable tourism destination Copenhagen) and intentions to visit (INTParis, INTBerlin and INTCopenhagen: r = .539; r = .569, and r = .712.

The fifth sector presented coefficients for SN (subjective norms) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .427; r = .339, and r = .272.

The sixth sector presented coefficients for PBC (perceived behavioral control) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .545; r = .540; and r = .496.

The seventh sector presented coefficients for PDI-Paris (perceived destination image toward Paris) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .643; r = .578, and r = .532.

The eighth sector presented coefficients for PDI-Berlin (perceived destination image toward Berlin) and intentions to visit (INTParis, INTBerlin and INTCopenhagen), r = .656; r = .612, and r = .557.

The ninth sector presented coefficients for PDI-Berlin (perceived destination image toward Copenhagen) and intentions to visit (INTParis, INTBerlin and INTCopenhagen): r = .578; r = .576, and r = .601, (all Ps<.01).

The statistics showed that all variables ATT1, ATT2, SN, PBC, PDI were significantly positively correlated with INTParis, INTBerlin and INTCopenhagen.

Thus, hypothesis H4 and H5 were confirmed, and attitude towards sustainable tourism in Europe was significantly positively correlated with intentions to visit sustainable tourism destinations. However, even although in general ATT1 was positively significantly correlated with INT, different situation is observed among different destinations. In this case, ATT1 had the strongest influence on intention to visit Paris while it had the weakest influence on intention to visit Copenhagen.

H5: The more positive ATT1 of the respondents, the higher INT of the respondents would be, was confirmed. To conclude, the attitude towards sustainable tourism in Europe (ATT1) was positively significantly correlated with intentions to visit sustainable tourism destinations (INT) at significance level 0.01. The more positive the attitude towards sustainable tourism destination in Europe held by the respondents, the higher visit intentions the respondents would have.

H6: The more positive ATT2 of the respondents, the higher INT of the respondents would be, was confirmed. Thus, attitudes towards sustainable tourism destinations (ATT2) were significantly positively

correlated with intentions to visit sustainable tourism destinations (INT). However, even although in general attitudes towards sustainable tourism destinations Paris/Berlin/Copenhagen (ATT2) were positively significantly correlated with intentions to visit Paris/Berlin/Copenhagen (INT), situations differed between different attitude and different destination. The attitude towards sustainable tourism destination Paris was positively significantly correlated with intention to visit Paris at significance level 0.01, attitude towards sustainable tourism Berlin was positively significantly correlated with intention to visit Berlin at significance level 0.01, and attitude towards sustainable tourism Copenhagen was positively significantly correlated with intention to visit Copenhagen at significance level 0.01.

H7: The more positive SN perceived by the respondents, the higher INT of the respondents would be, was confirmed. Thus, social norms (SN) were significantly positively correlated with intentions to visit sustainable tourism destinations (INT). However, even although in general SN was positively significantly correlated with INT, different situations were observed among different destinations. In conclusion, social norms were positively significantly correlated with intentions to visit sustainable tourism destinations at significance level 0.01. Social norms had the strongest impact on intention to visit Paris while they had the weakest impact on intention to visit Copenhagen.

H8: The more positive PBC held by the respondents, the higher INT of the respondents would be, was confirmed. Thus perceived behavioral control (PBC) was significantly positively correlated with intentions to visit sustainable tourism destinations (INT). However, even although in general PBC was positively significantly correlated with INT, different situations happened among different destinations. The perceived behavioral control was positively significantly correlated with intentions to visit sustainable tourism destinations at significance level 0.01. Perceived behavioral control had the strongest impact on intention to visit Paris while it had the weakest impact on intention to visit Copenhagen.

H9 : The more positive PDI held by the respondents, the higher INT of the respondents would be, was confirmed. Thus, the perceived destination images (PDI) were significantly positively correlated with intentions to visit sustainable tourism destinations (INT). However, even although in general PDI was positively significantly correlated with INT, different situations were observed among different destinations. It was found that perceived destination image was positively significantly correlated with intentions to visit sustainable tourism destinations at significance level 0.01. Perceived destination image of Paris had the strongest impact on intention to visit Paris while perceived destination image of Copenhagen had the weakest impact on intention to visit Copenhagen.

As the correlations had been proved, the relationships between the variables in a TPB model could be tested. Regression analysis was performed after the Pearson's Correlation test. Regression analysis was performed 3 times according to the three exemplified sustainable tourism destinations (Paris, Berlin and Copenhagen). Tables below showed the regression analysis of relationships between ATT1 (attitude towards sustainable tourism in Europe), ATT2 (attitudes towards sustainable tourism destination Paris, SN(subjective norms), PBC (perceived behavioral control), PDI (perceived destination image towards Paris) and INTParis (intention to visit Paris).

The regression analysis was applied, and the results showed that the regression was statistically significant, $R^2 = .611$, Durbin-Watson = 1.947, **ANOVA** F(3) = 229.009, and $p<.0001$. Table 49 showed the results of the regression analysis for revealing the relationship between ATT1 (attitude towards sustainable tourism), ATT2-Paris (attitude towards sustainable tourism destination Paris), SN (subjective norms), PBC (perceived behavioral control), PDI-Paris (perceived destination image towards Paris) and INTParis (intention to visit Paris). After applying the "stepwise" method, p values of ATT2-Paris, PBC, and PDI-Paris were smaller than .005, and the b values of them were .564, .189 and .132. The constant was very small: 2.533^{-16}, which could be ignored. Thus, the equation predicting intention to visit Paris could

be formulated as:

$$INTParis = ATT2\text{-}Paris * .564 + PBC * .189 + PDI\text{-}Paris * .132 + 2.533^{-16}$$

As shown in Table 49, the adjusted R square was .609, which indicated that 60.9% of the variation were explained by 3 independent variables, included in the model. As the p values were all less than .005, the model was meaningful, and each of the 3 variables made a significant contribution to the model. VIF of these 3 variables were 2.073, 1.540 and 2.358, which were less than 10, showing a good result of the model. DW was 1.947, which was close to 2, showing a good result of the adjusted R square. The coefficients are presented in the table below.

Table 49. Coefficients of the regression analysis for intention to visit Paris (INTParis).

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
3	(Constant）	2.533E-16	.030		.000	1.000		
	ATT2-Paris	.564	.043	.564	13.124	.000	.482	2.073
	PBC	.189	.037	.189	5.112	.000	.649	1.540
	PDI-Paris	.132	.046	.132	2.875	.004	.424	2.358
a. Dependent Variable: INTParis								

The regression analysis in this part intended to prove impacts of ATT1 (attitude towards sustainable tourism in Europe), ATT2-Paris (attitude towards sustainable tourism destination Paris), SN (social norms), PBC (perceived behavioral control), PDI (perceived destination image towards Paris) on INTParis (intention to visit the sustainable tourism destination Paris). Thereafter, the results from the regression analysis were giving evidence to the following hypotheses:

H10.1: ATT1 does not impact INTParis, was not confirmed;

H11.1: ATT2 impacts INTParis, was confirmed;

H12.1: was rejected and: SN does not impact INTParis;

H13.1: PBC impacts INTParis, was confirmed;

H14.1: PDI impacts INTParis, was confirmed.

Regression analysis was performed again to reveal the relationship between ATT1 (attitude towards sustainable tourism), ATT2-Berlin (attitude towards sustainable tourism destination Berlin), SN (subjective norms), PBC (perceived behavioral control), PDI-Berlin (perceived destination image of Berlin) and INTBerlin (intention to visit Berlin). Tables below showed the results of the regression analysis for revealing relationships between ATT1, ATT2-Berlin, SN, PBC, PDI-Paris and intention to visit Berlin (INTBerlin). The regression analysis was applied, and the results showed that the regression was statistically significant, $R^2 = .595$, Durbin-Watson = 1.985, **ANOVA** F(3) = 213.597, and $p<.0001$. The coefficients are presented in Table 50.

Table 50. Coefficients of the regression analysis for intention to visit Berlin (INTBerlin)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
3	(Constant)	4.925 E-17	.030		.000	1.000		
	ATT2-Berlin	.663	.037	.663	17.731	.000	.664	1.506
	PBC	.234	.037	.234	6.342	.000	.680	1.471
	SN	-.078	.036	-.078	-2.182	.030	.719	1.391
a. Dependent Variable: INTBerlin								

Table 50 showed the results of the regression analysis for revealing the relationship between ATT1, ATT2-Berlin, SN, PBC, PDI-Berlin and intention to visit Berlin (INTBerlin). With the "stepwise" method, p values of ATT2-Berlin, PBC and SN were smaller than .005, and the b values of them were .663, .234 and -.078. The constant was very small 4.925^{-17}, which could be ignored. Thus, the equation predicting the intention to visit Berlin could be formulated as:

$$INTBerlin = ATT2\text{-}Berlin * .663 + PBC * .234 + SN * (-.078) + 4.925^{-17}$$

The regression analysis results showed that the adjusted R square was .592, which indicated that 59.2% of the variation were explained by 3 independent variables of the model. As the p values were all less than .005, the model was meaningful, and each of the 3 variables made a significant contribution to the model. VIF of these 3 variables were 1.506, 1.471 and 1.391, which were less than 10, showing a good result of the model. DW was 1.985, which was close to 2, showing a good result of the adjusted R square. Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis results were that:

H10.2 was rejected and: ATT1 does not impact INTBerlin;

H11.2: ATT2 impacts INTBerlin, was confirmed;

H12.2: SN impacts INTBerlin, was confirmed;

H13.2: PBC impacts INTBerlin, was confirmed;

H14.2 was rejected and: PDI does not impact INTBerlin.

Regression analysis was performed again to reveal the relationship between ATT1 (attitude towards sustainable tourism in Europe), ATT2-Copenhagen (attitude towards sustainable tourism destination Copenhagen), SN (subjective norms), PBC (perceived behavioral control), PDI-Copenhagen (perceived destination image towards Copenhagen) and intention to visit Copenhagen (INTCopenhagen). Tables below showed the regression analysis revealing relationships between ATT1, ATT2-Copenhagen, SN, PBC, PDI-Copenhagen and intention to visit Copenhagen (INTCopenhagen). The regression analysis was applied, and the results showed that the regression was

statistically significant, where $R^2 = .545$, Durbin-Watson $= 2.060$, **ANOVA** F(3) $= 174.163$, and $p < .0001$. The coefficients are presented in Table 51.

Table 51. Coefficients of the regression analysis for intention to visit Copenhagen (INTCopenhagen).

Coefficients[a]								
Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std.Error	Beta	T	Sig.	Tolerance	VIF
3 (Constant)	1.097E-16	.032		.000	1.000		
ATT2-Copenhagen	.654	.039	.654	16.837	.000	.692	1.446
PBC	.226	.039	.226	5.806	.000	.688	1.454
SN	-.121	.038	-.121	-3.204	.001	.731	1.367
a. Dependent Variable: INTCopenhagen							

Table 51 showed the results of the regression analysis revealing the relationship between ATT1, ATT2-Copenhagen, SN, PBC, PDI-Copenhagen and intention to visit Copenhagen (INTCopenhagen). With the "stepwise" method, the p values of ATT2-Copenhagen, PBC, and SN were smaller than .005, and the b values of them were .654, .226 and -.121. The constant was very small 1.097^{-16}, which could be ignored. Thus, the equation to predict intention to visit Berlin could be formulated as:

INTCopenhagen = ATT2-Copenhagen $* .654 +$ PBC$*.226 +$ SN $*(- .121)$ $+ 1.097^{-16}$

The regression results showed that the adjusted R square was .541, which indicated that 54.1% of the variation were explained by 3 independent variables o the model. As the p values were all less than .005, the model was meaningful, and each of the 3 variables made a significant contribution to the model. VIF of these 3 variables were 1.446, 1.454 and 1.367, which were less than 10, showing a good result of the model. DW was 2.060, which was close to 2, showing a good result of the adjusted R square. Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis results were:

H10.3 was rejected and: ATT1 does not impact INTCopenhagen;

H11.3: ATT2 impacts INTCopenhagen, was confirmed;

H12.3: SN impacts INTCopenhagen, was confirmed;

H13.3: PBC impacts INTCopenhagen, was confirmed;

H14.3 rejected and: PDI impacts INTCopenhagen.

The relationships among all the variables in the research model could be depicted as Figure 22.
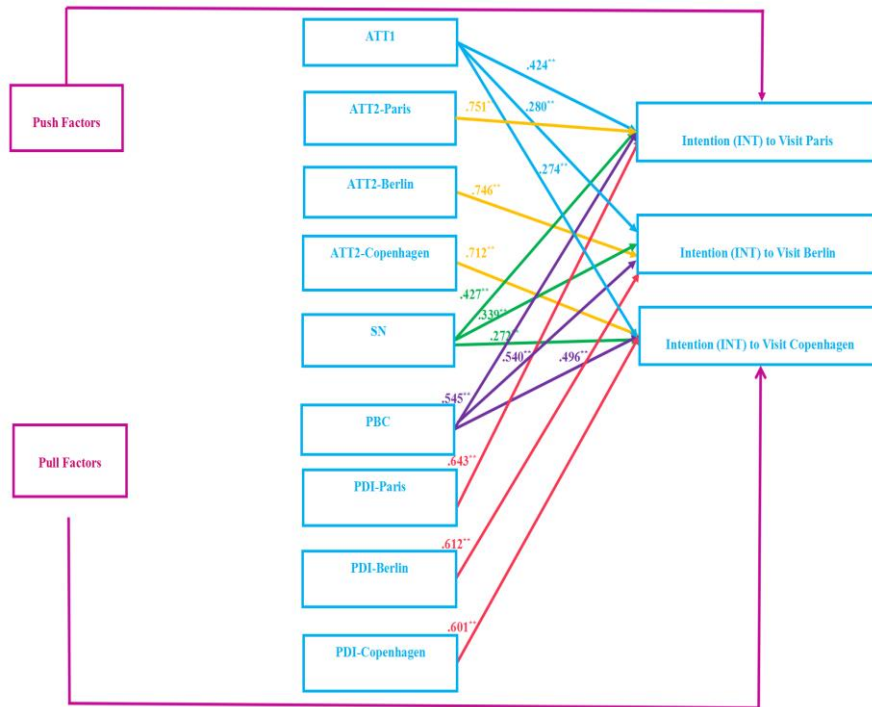
Fig. 22. Relationships in the research model

The regression analysis in this part identified predictors for intentions to visit the sustainable tourism destinations, and formulas of predicting intentions to visit sustainable tourism destinations gave some insights. Thus, it could be summarized as:

1. ATT2 (attitude towards sustainable tourism destinations) was influencing INT (intentions to visit) because it could be easily found that ATT2 was included in each of the predicting formulas.

2. PBC (perceived behavioral control) was influencing INT (intentions to visit) because it could be easily found that PBC was included in each of the predicting formulas.

3. PDI-Paris (perceived destination image towards Paris) was influencing intention to visit Paris (INTParis), however, PDI-Berlin/Copenhagen did not influence intentions to visit Berlin or Copenhagen.

4. SN (subjective norms) were negatively influencing INTBerlin and INTCopenhagen.

5. It could be inferred that the stronger the SN (subjective norms) towards sustainable tourism in Europe, the less interesting it could be for Chinese outbound tourists to select the sustainable tourism destinations Berlin or Copenhagen.

The next part will uncover relationships between push-pull factors and attitudes towards sustainable tourism destinations.

3.8 Relationships between push factors, pull factors, and attitude towards a sustainable tourism destination (ATT2-Paris, Berlin and Copenhagen)

The Pearson's Correlation (two-tailored) test was performed to test correlations between push-pull factors and attitude towards a sustainable tourism destination (ATT2-Paris, Berlin, and Copenhagen). As seen from the table below, push 1 to push 5 represented 5 push factors, while pull 1 to pull 8 represented 8 pull factors, and ATT2-Paris (attitude towards sustainable tourism destination Paris), ATT2-Berlin (attitude towards sustainable tourism destination Berlin), and ATT2-Copenhagen (attitude towards sustainable tourism destination Copenhagen) represented attitude towards a sustainable tourism destination Paris, Berlin and Copenhagen. Table 52 showed the correlations, the other tables in this part showed the results and statistics of regression analysis.

In Table 52, correlation coefficients for each pair of push-pull factors and attitude towards a sustainable tourism destination (ATT2-Paris/Berlin/Copenhagen) were presented. The first sector presented coefficients for push-pull factors and ATT2-Paris, r = .343; r = -.073; r = .044; r = .253; r = .018; r = .465; r = .418; r = .395; r = .470; r = .215; r = .538; r

= .501; and r = .435. The second sector presented coefficients for push-pull factors and ATT2-Berlin, r = .325; r = -.039; r = .075; r = .276; r = .015; r = .465; r = .443; r = .386; r = .458; r = .253; r = .513; r = .470 and r = .408. The third sector presented coefficients for push-pull factors and ATT2-Copenhagen, r= .290; r = .011; r = .080; r = .274; r = -.054; r = .442; r = .381; r = .408; r = .447; r = .271; r = .479; r = .450; and r = .356. The statistic showed that Push 1, push 4, and from pull 1 to pull 8 were positively significantly correlated with attitude towards a sustainable tourism destination (all of ATT2-Paris/Berlin/Copenhagen), (all Ps<.01).

Table 52. Correlations between push-pull factors, and attitude towards sustainable tourism destinations (ATT2-Paris, ATT2-Berlin, and ATT2-Copenhagen)

Correlations

		Push 1	Push 2	Push 3	Push 4	Push 5	Pull 1	Pull 2	Pull 3	Pull 4	Pull 5	Pull 6	Pull 7	Pull 8
ATT2-Paris	Pearson Correlation	.343**	-.073	.044	.253**	.018	.465**	.418**	.395**	.470**	.215**	.538**	.501**	.435**
	Sig. (2-tailed)	.000	.124	.361	.000	.707	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441	441	441	441	441	441
ATT2-Berlin	Pearson Correlation	.325**	-.039	.075	.276**	.015	.465**	.443**	.386**	.458**	.253**	.513**	.470**	.408**
	Sig. (2-tailed)	.000	.419	.116	.000	.752	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441	441	441	441	441	441
ATT2-Copenhagen	Pearson Correlation	.290**	.011	.080	.274**	-.054	.442**	.381**	.408**	.447**	.271**	.479**	.450**	.356**
	Sig. (2-tailed)	.000	.820	.092	.000	.261	.000	.000	.000	.000	.000	.000	.000	.000
	N	441	441	441	441	441	441	441	441	441	441	441	441	441

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

As the correlations had been proved, the relationships between push-pull factors and attitude towards a sustainable tourism destination could be tested by regression analysis. Regression analysis was performed and tables below showed the results for applying regression analysis revealing the relationship between push-pull factors and attitude towards the sustainable tourism destination Paris(ATT2-Paris). The regression analysis was applied, and the results showed that the regression was statistically significant, where $R^2 = .352$, Durbin-Watson = 1.914, **ANOVA** F(6) = 40.875, and $p<.0001$. The coefficients are presented in Table 53.

Table 53 showed the results of the regression analysis revealing the relationship betweem pull factors, and ATT2-Paris. With the "stepwise" method, p values of pull 6, pull 8, pull 1, push 2, pull 4 and push 3 were smaller than .005, and the b values of them were .227, .179, .154, -.127, .175, and -.088. The constant was $-1.249E^{-16}$. Thus, the equation predicting attitude towards the sustainable tourism destination Paris (ATT2-Paris) could be formulated as:

ATT2-Paris = Pull 6 * .227 + Pull 8 * .179 + Pull 1 * .154 + Push 2 * (-.127) + Pull 4 * .175 + Push 3 * (-.088) + (-1.249^{-16})

Table 53. Coefficients of the regression analysis for attitude towards the sustainable tourism destination Paris(ATT2-Paris)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
6	(Constant)	$-1.249E^{-16}$	.038		.000	1.000		
	Pull6	.227	.061	.227	3.712	.000	.394	2.537
	Pull8	.179	.048	.179	3.709	.000	.631	1.586
	Pull1	.154	.056	.154	2.749	.006	.472	2.118
	Push2	-.127	.039	-.127	-3.242	.001	.962	1.040
	Pull4	.175	.058	.175	3.021	.003	.439	2.279
	Push3	-.088	.040	-.088	-2.187	.029	.900	1.112
a. Dependent Variable: ATT2-Paris								

The regression results showed that the adjusted R square was .361, which indicated that 36.1% of the variation were explained by 6 independent variables. As p values were all less than .05, the model was meaningful, and each of the 6 variables made a significant contribution to the model. VIF of these 6 variables were 2.537, 1.586, 2.118, 1.040, 2.279 and 1.112, which were less than 10, showing a good result of the model. DW was 1.914, which was close to 2, showing a good result of the adjusted R square.

Regression analysis was performed again to reveal the relationship between push-pull factors, and ATT2-Berlin. Table 53 showed results of the regression analysis revealing relationships between push-pull factors, and ATT2-Berlin. The regression analysis was applied, and the results showed that the regression was statistically significant, where R^2 = .338, Durbin-Watson = 1.938, **ANOVA** $F(6)$ = 36.856, and $p<.0001$. The coefficients are presented in Table 54.

Table 54 showed the results of the regression analysis revealing the relationship between push-pull factors, and ATT2-Berlin. With the "stepwise" method, p values of pull 6, pull 8, push 4, pull 2, pull 4 and push 2 were smaller than .005, and the b values of them were .202, .156, .113, .162, .137, and -.081. The constant was $4.787E^{-18}$, which could be ignored. Thus the equation to predict attitude towards the sustainable tourism destination Berlin could be formulated as:

ATT2-Berlin = Pull 6 * .221 + Pull 8 *.156 + Push 4 * .113 + Pull 2 * .162 + Pull4 * .137 + Push 2 * (-.081) + 4.787^{-18}

Table 54. Coefficients of the regression analysis for attitude towards the sustainable tourism destination Berlin(ATT2-Berlin)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
6	(Constant)	$4.787E^{-18}$	.039		.000	1.000		
	Pull6	.202	.062	.202	3.277	.001	.402	2.488
	Pull8	.156	.049	.156	3.185	.002	.634	1.578
	Push4	.113	.041	.113	2.737	.006	.889	1.124
	Pull2	.162	.051	.162	3.187	.002	.588	1.701
	Pull4	.137	.055	.137	2.464	.014	.497	2.010
	Push2	-.081	.040	-.081	-2.040	.042	.966	1.035
a. Dependent Variable: ATT2-Berlin								

The regression results showed that the adjusted R square was .338, which indicated that 33.8% of the variation were explained by these 6 independent variables. As the p values were all less than .05, the model was meaningful, and each of the 6 variables made a significant contribution to the model. VIF of these 8 variables were 2.488, 1.578, 1.124, 1.701, 2.010 and 1.035, which were less than 10, showing a good result of the model. DW was 1.938, close to 2, showing a good result of the adjusted R square.

Regression analysis was performed again to reveal the relationship among push-pull factors, and ATT2-Copenhagen. The regression analysis was applied, and the results showed that the regression was statistically significant, where $R^2 = .310$, Durbin-Watson = 1.918, **ANOVA** $F(6) = 32.569$, and $p<.0001$. Table 55 showed the coefficients.

Table 55 showed the results of the regression analysis revealing the relationship between push-pull factors, and ATT2-Copenhagen. With the 'stepwise' method, p values of pull 4, push 4, pull 7, pull 3, pull 5, and push 5 were smaller than .05, and the b values of them

were .119, .121, .249, .184, .121, and -.089. The constant was $2.250E^{-17}$, which could be ignored. Thus, the equation predicting attitude towards the sustainable tourism destination Copenhagen could be formulated as:

ATT2-Copenhagen = Pull 4 * .119 + Push 4 * .121 + Pull 7 * .249 + Pull 3 * .184 + Pull 5 * .121 + Push 5 * (-.089) + 2.250^{-17}

Table 55. Coefficients of the regression analysis for attitude towards the sustainable tourism destination Copenhagen(ATT2-Copenhagen)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
8	(Constant)	$2.250E^{-17}$	.040		.000	1.000		
	Pull 4	.119	.058	.119	2.053	.041	.474	2.111
	Push 4	.121	.042	.121	2.868	.004	.893	1.119
	Pull 7	.249	.050	.249	5.017	.000	.645	1.551
	Pull 3	.184	.049	.184	3.774	.000	.666	1.501
	Pull 5	.121	.046	.121	2.653	.008	.767	1.304
	Push 5	-.089	.040	-.089	-2.221	.027	.983	1.017
a. Dependent Variable: ATT2-Copenhagen								

The regression results showed that the adjusted R square was .301, which indicated that 30.1% of the variation were explained by 6 independent variables. As the p values were all less than .005, the model was meaningful, and each of the 6 variables made a significant contribution to the model. VIF of these 6 variables were 2.111, 1.119, 1.551, 1.501, 1.304 and 1.017, which were less than 10, showing a good result of the model. DW was 1.918, which was close to 2, showing a good result of the adjusted R square.

From the above three regression analysis testing the impact of push-pull motivations on ATT2-Paris/Berlin/Copenhagen (attitude towards sustainable tourism destinations), it could be concluded that even though not each of the

push or pull factors was impacting ATT2, yet some of the push or pull motivations were impacting attitudes towards the sustainable tourism destination Paris, Berlin, or Copenhagen. Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis testing result was:

H15: Push motivations impact ATT2, was confirmed;

H16: Pull motivations impact ATT2, was confirmed.

Regression analysis was performed again to reveal the relationship between push-pull factors, and INT (intentions to visit), and the regression analysis was applied for each of the sustainable tourism destination Paris, Berlin and Copenhagen. Thus, the impact of push-pull motivations on INT-Paris/Berlin/Copenhagen was tested, respectively.

The regression analysis to test the impact of push-pull motivations on INT-Paris (intention to visit Paris) was applied, and the results showed that the regression was statistically significant, where $R^2 = .337$, Durbin-Watson = 1.945, **ANOVA** $F(6) = 36.819$, and $p<.0001$. Table 56 showed the coefficients.

Table 56 showed the results of the regression analysis revealing the relationship between push-pull factors, and INT-Paris. With the 'stepwise' method, the Ų values of pull 4, pull 8, pull 2, pull 5, pull 1, and push 2 were smaller than .05, and the b values of them were .139, .203, .133, .142, .174, and -.087. The constant was $1.398E^{-16}$, which could be ignored. Thus, the equation to predict attitude towards the sustainable tourism destination Copenhagen could be formulated as:

INT-Paris = Pull 4 * .139 + Pull 8 * .203 + Pull 2 * .133 + Pull 5 * .142 + Pull 1 * .174 + Push 2 * -.087 + 1.398^{-16}

Table 56. Coefficients of the regression analysis for intention to visit sustainable tourism destination Paris (INT-Paris)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
8	(Constant)	1.398E-16	.039		.000	1.000		
	Pull4	.139	.059	.139	2.331	.020	.432	2.315
	Pull8	.203	.046	.203	4.379	.000	.710	1.409
	Pull2	.133	.057	.133	2.335	.020	.472	2.118
	Pull5	.142	.048	.142	2.957	.003	.660	1.515
	Pull1	.174	.064	.174	2.695	.007	.368	2.717
	Push2	-.087	.042	-.087	-2.091	.037	.876	1.141
a. Dependent Variable: INT-Paris								

The regression results showed that the adjusted R square was .337, which indicated that 33.7% of the variation were explained by 6 independent variables. As the p values were all less than .005, the model was meaningful, and each of the 6 variables made a significant contribution to the model. VIF of these 6 variables were 2.315, 1.409, 2.118, 1.515, 2.717 and 1.141, which were less than 10, showing a good result of the model. DW was 1.945, which was close to 2, showing a good result of the adjusted R square. Although only push factor 2 had an impact on intention to visit Paris (INT-Paris), still it was a push factor, and the impact from push factor could not be ignored. Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis results were:

H17.1: push motivations impact INTParis, was confirmed;

H18.1: pull motivations impact INTParis, was confirmed.

The regression analysis to test the impact of push-pull motivations on INT-Berlin (intention to visit Berlin) was applied, and the results showed that the regression was statistically significant, where $R^2 = .278$, Durbin-Watson = 2.014, **ANOVA** F(4) = 41.966, and $p<.0001$. Table 57 showed the coefficients.

Table 57 showed the results of the regression analysis revealing the relationship between push-pull factors, and INT-Berlin. With the 'stepwise' method, the p values of pull 8, pull 1, pull 5, and pull 2, which were smaller than .05, and the b values were .242, .185, .158, and .127. The constant was $5.076E^{-17}$, which could be ignored. Thus, the equation to predict attitude towards the sustainable tourism destination Copenhagen could be formulated as:

INT-Berlin = Pull 8 * .242 + Pull 1 * .185 + Pull 5 * .158 + Pull 2 * .127 + 5.076^{-17}

Table 57. Coefficients of the regression analysis for intention to visit sustainable tourism destination Berlin (INT-Berlin)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
4	(Constant)	$5.076E^{-17}$	.041		.000	1.000		
	Pull8	.242	.047	.242	5.112	.000	.736	1.359
	Pull1	.185	.061	.185	3.062	.002	.452	2.214
	Pull5	.158	.043	.158	3.653	.000	.881	1.135
	Pull2	.127	.059	.127	2.156	.032	.478	2.094
a. Dependent Variable: INT-Berlin								

The regression results showed that the adjusted R square was .278, which indicated that 27.8% of the variation were explained by 6 independent variables. As the p values were all less than .005, the model was meaningful, and each of the 4 variables made a significant contribution to the model. VIF of these 4 variables were 1.359, 2.214, 1.135, and 2.094, which were less than

10, showing a good result of the model. DW was 2.014, which was close to 2, showing a good result of the adjusted R square. Only pull factors were identified when the regression analysis tested the impacts of push-pull motivations on intentions to visit Berlin (INT-Berlin). Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis results were:

H17.2 was rejected and: push motivations do not impact INTBerlin;

H18.2: pull motivations impact INTBerlin, was confirmed.

The regression analysis to test the impact of push-pull motivations on INT-Copenhagen (intention to visit Copenhagen) was applied, and the results showed that the regression was statistically significant, where $R^2 = .249$, Durbin-Watson = 2.056, **ANOVA** $F(4) = 36.104$, and $p<.0001$. Table 58 showed the coefficients.

Table 58 showed the results of the regression analysis for revealing the relationship among push-pull factors, and INT-Copenhagen. With the 'stepwise' method, the p values of pull 4, pull 5, pull 1, and pull 8, which were smaller than .05, and the b values were .154, .198, .191, and .118. The constant was $5.868E^{-17}$, which could be ignored. Thus, the equation to predict attitude towards the sustainable tourism destination Copenhagen could be formulated as:

INT-Berlin = Pull 4 * .154 + Pull 5 * .198 + Pull 1 * .191 + Pull 8 * .118 + 5.868^{-17}

Table 58. Coefficients of the regression analysis for intention to visit sustainable tourism destination Copenhagen (INT-Copenhagen)

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerance	VIF
4	(Constant)	$5.868E^{-17}$	.041		.000	1.000		
	Pull4	.154	.063	.154	2.458	.014	.438	2.284
	Pull5	.198	.048	.198	4.108	.000	.740	1.351
	Pull1	.191	.057	.191	3.345	.001	.531	1.883
	Pull8	.118	.049	.118	2.393	.017	.714	1.400
a. Dependent Variable: INT-Copenhagen								

The regression results showed that the adjusted R square was .249, which indicated that 24.9% of the variation were explained by 6 independent variables. As the p values were all less than .005, the model was meaningful, and each of the 4 variables made a significant contribution to the model. VIF of these 4 variables were 2.284, 1.351, 1.883 and 1.400, which were less than 10, showing a good result of the model. DW was 2.056, which was close to 2, showing a good result of the adjusted R square. Only pull factors were identified when the regression analysis tested the impacts of push-pull motivations on intentions to visit Copenhagen (INT-Copenhagen). Thereafter, the results from the regression analysis were giving evidence to the hypothesis, and the hypothesis results were:

H17.3 was rejected and: push motivations do not impact INTCopenhagen; but

H18.3: pull motivations impact INT Copenhagen, was confirmed.

The regression analysis for this part identified impacts of motivational variables on attitudes towards sustainable tourism destinations Paris, Berlin and Copenhagen, as well as their impacts on intentions to visit sustainable tourism destinations Paris, Berlin and Copenhagen. From these 3 formulas

above, it could be summarized as:

1. More pull factors were functioning than push factors did, because from three regression formulas, it could be easily found that there were more pull factors than push factors in each formula.

2. It could be inferred that attractiveness at the sustainable tourism destinations were pulling more than the intrinsic motives were pushing.

3. Pull factor 6 "Availability and Convenience", pull factor 8 "Trip Price" and pull factor 4 "Attractions, Activities, and Events" appeared more frequently in predicting intentions to visit sustainable tourism destinations Paris and Berlin, while push factor 2 "Regression" appeared more frequently.

4. Push factor 4 "Exploration and Evaluation of Self" appeared more frequently in predicting intentions to visit sustainable tourism destinations Berlin and Copenhagen.

5. No push factors were found impacting on intentions to visit the sustainable tourism destinations Berlin or Copenhagen, expect from the push factor 2 while a few pull factors were also found.

6. The most frequent pull factors impacting on intentions to visit the sustainable tourism destinations were pull factor 1 "Novelty", pull factor 5 "Shopping" and pull factor 8 "Trip Price".

The next chapter presents scientific discussion and implications identified by the research.

4. SCIENTIFIC DISCUSSION AND IMPLICATIONS OF THE RESEARCH

4.1 Push-pull motivations for Chinese outbound tourists to select sustainable tourism destinations

The exploratory factor analysis identified 5 push factors and 8 pull factors motivating Chinese outbound tourists to sustainable tourism destinations. These 5 push factors were "enhancement of kinship relationship", "regression", "social interaction", "exploration and evaluation of self", and "escape". 8 pull factors were "novelty", "knowledge", "destination sustainability", "attractions, activities & events", "shopping", "availability & convenience", "safety & comfort", and "trip price". In the questionnaire, respondents were asked questions about what their internal motives to travel and about what were the attractions at the destinations motivating them to select a specific destination.

As there was a limited amount of previous literature analyzing push-pull motivations for Chinese outbound tourists to visit sustainable tourism destinations, the questionnaire included a wide range of push-pull motivations based on extensive previous studies. Chinese tourists, outbound travel for Chinese tourists, attributes of sustainable tourism, destination sustainability, and sustainable tourism were essences covered by the questionnaire. Thus, the above-listed 5 push factors reflected internal motives for Chinese tourists' travel behaviors. Meanwhile, the above-listed 8 pull factors indicated not only outbound destination attributes and attractions, but also focused on sustainability and presented general attributes and attractions of outbound destinations. Pull factors, such as, "knowledge", "destination sustainability", "shopping", "availability and convenience", and "safety and comfort", reflected many essences of sustainable tourism destinations attracting Chinese tourists for outbound travel. In order to compare the research results of this study to previous studies, motivational findings of previous studies would be presented below.

Previous studies showed travel motivations for Chinese tourists to travel outbound. Gaining knowledge, the need for respect, and development of relationships (Zhang & Lam, 1999), shopping (Huang & Hsu, 2005; Tsang et al., 2014; and Xu & McGehee, 2012), sightseeing (Hsu & Lam, 2003), rest and relaxation, and adventure and excitement (Li et al., 2011), escape (Kau & Lim, 2005; and Johanson, 2007), were found to be important push factors motivating Chinese tourists traveling outbound. Modern image, natural environment and attractions, ease of tour arrangements, and shopping (Li et al., 2011), cultural differences (Hua & Yoo, 2011), and safety (Chow & Murphy, 2007; Hua & Yoo, 2011; Kim et al., 2005; Li et al., 2011; and Sparks & Pan, 2009), and seeing new places (Ryan & Mo, 2002) were claimed to be important pull motivations.

However, this research found "enhancement of kinship relationship", "regression", "social interaction", "exploration and evaluation of self", and "escape" as the push factors of Chinese tourists to outbound sustainable tourism destinations, while "novelty", "knowledge", "destination sustainability", "attractions, activities, and events", "shopping", "availability and convenience", "safety and comfort" and "trip safety" as pull factors motivating Chinese tourists to outbound sustainable tourism destinations.

Researches found that Chinese tourists' travel activity preferences in outbound travel were "eating/dining", "sightseeing", "culture and heritage", "participatory activity", "entertainment" and "shopping" (Chow & Murphy, 2007). Among the previous researches, "shopping" was a constant topic for Chinese tourists, and "safety" was also an important concern. This study found some similarities as previous studies.

In this study, "shopping" was also one of the motivations. Previous researches showed "shopping" as both push and pull motivation, but this study showed "shopping" as only a pull motivation. Moreover, this studied further developed "shopping" into 4 factors: "products", "shopping places", "local products" and "products for kids", and these factors were related to

sustainability, for example, "products for kid(s) to get knowledge about the idea of sustainability", as well as shopping in general. Thus, "shopping" was an important factor motivating Chinese tourists traveling outbound, either to sustainable tourism destination, or to other types of destinations. Similar to previous studies (Chow & Murphy, 2007; Hua & Yoo, 2011; Kim et al., 2005; Li et al., 2011; and Sparks & Pan, 2009), "safety" was also proved to be a factor motivating Chinese tourists' to outbound sustainable tourism destinations. In the changing global environment, "safety" already became an important issue and a concern for tourists, and "safety" was found in many motivational researches. Except for "shopping" and "safety", some other similarities were also found by this study. Knowledge, development of relationships (Zhang & Lam, 1999) and escape (Kau & Lim, 2005; and Johanson, 2007) were also found in this study.

However, concerning the uniqueness of sustainable tourism destinations, Chinese tourists' travel motivations for selecting sustainable tourism destinations were: "the destination has been implemented with sustainable tourism", "knowledge about sustainable tourism", "knowledge for kids to know about sustainability", "information about the local community of the tourism destination", "the impact of tourism on local prosperity", "increase the awareness of well-being for its future generations at the tourism destination", "tourism sector is promoting the regional economic well-being of the host society", "tourism sector is promoting the regional poverty alleviation of the host society", "local products and services are used at the tourism destination", "CO_2 emissions reduction are promoted and implemented at the tourism destination", "biodiversity preservation are promoted and implemented at the tourism destination", "minimizing the resources use, as well as promoting and implementing resources efficiency at the tourism destination", "availability of accommodations with the idea of sustainability", and "products for kid(s) to get knowledge about sustainability".

On the other hand, concerning Chinese tourists, some more uniqueness

about travel were also presented by the study. "Shopping places for luxury goods' and 'shopping paradise at the airport" was identified as one of the motivations for attracting Chinese tourists to even select a sustainable tourism destination. "Handicrafts" was a typical category of products at sustainable tourism destination promoting local well-being, and it was also identified by this study. Moreover, motivations, such as "availability of Chinese restaurant", "information in Chinese language as an assistance', 'tourism information in Chinese language", and "Chinese language tourist guide or assistance", represented Chinese tourists' desire to find familiar essences at the destinations.

Furthermore, activity preferences at sustainable tourism destination were: "SPA or massage", "nightlife and entertainment", "sports events", "adventure activities", and "taste of local food" while the preferred attractions were "cultural and historical attractions", "beautiful natural scenery and landscape", "seaside or beaches", and "arts and museums". Besides, Chinese tourists' interest was "parks" at the sustainable tourism destinations, and Chinese tourists were expecting "theme parks", "zoos and animals" and "wildlife or wildlife parks".

Crompton (1979) identified 7 push factors and 2 pull factors of tourists' travel motivations, and they were "escape", "exploration and evaluation of self", "relaxation", "prestige", "regression", "enhancement of kinship relationships", and "facilitation of social interaction", as well as "novelty" and "education". However, this study did not find either "relaxation" or "prestige" when Chinese tourists' motivations to outbound sustainable tourism destinations were examined. Meanwhile, this study extended pull factors by identifying destination essences, such as, attributes, attractions, activities, events, convenience, destination sustainability, availability, safety and comfort, shopping, and trip price, while traditionally, there were only 2 pull factors "novelty" and "education" (Crompton, 1979). For one thing, as tourism practice and research have been developed, the essences of destination had also been enhanced, but there were rare researches comprehensively

studying the extended essences of destinations. For the other, there was very rare researches studying attributes and essences of sustainable tourism destinations attracting tourists. Thus, the study had developed researches of sustainable tourism destinations by extending pull statements, variables and factors of them.

The identified pull factors were different from previous researches. Previous researches presented pull factors, such as, "novelty" and "education" (Crompton, 1979), shopping (Li et al., 2011), and safety (Chow & Murphy, 2007; Hua & Yoo, 2011; Kim & Guo, 2005; Li et al., 2011; and Sparks & Pan, 2009), but the study identified 8 pull factors, which enhanced studies of pull motivations.

In a word, push motivations emphasized the internal motives driving people to travel, while pull motivations emphasized the appeal of specific characteristics of destinations (Crompton, 1979; Dann, 1977, and 1981). Compared with push factors, pull factors tended to be more diversified and contextual.

4.2 The importance of push and pull factors influencing tourists' travel behaviors

Repeated-measures of ANOVA examined the differences in powers of push and pull factors influencing Chinese tourists' travel behaviors. The research results showed that push factor 1 "enhancement of kinship relationships" and push factor 4 "exploration and evaluation of self" were the strongest push powers when they were influencing Chinese tourists' travel behavior. Push factor 2 "regression" was the second strongest, while push factor 3 "social interaction" and push factor 5 "escape" were the least strong powers in influencing Chinese tourists' travel behaviors. Thus, in a word, "enhancement of kinship relationships" and "exploration and evaluation of self" were the most important reason driving Chinese outbound tourists to travel. Meanwhile, "social interaction" and "escape" were the least important motivations for Chinese outbound tourists to travel. Thus, except for identifying push motivations, this study also revealed the differences in power of push motivations influencing Chinese outbound tourists. There were some

similarities with previous studies.

Hsu & Huang (2008) claimed that relationships, escape, self-development, and ego enhancement were fairly consistent with leading tourist motivation studies. In this study, 'relationships' and "escape" were identified as impacts on Chinese outbound tourists' travel behaviors. In this study, "enhancement of kinship relationships" was the strongest impact while "escape" was one of the second strongest impacts. The results of the study were consistent with previous studies in examining push motivations. On the other hand, in examining Chinese tourists' outbound travelers' push motivations, Zhang & Peng (2014) stated that personal relationships, fun and self-satisfaction, relaxation and knowledge were push motivations influencing Chinese outbound tourists. Hsu et al. (2007) revealed that ego-enhancement, self-esteem, knowledge/novelty seeking, relaxation and socialization were push motivations for Chinese tourists' outbound travels. Hsu et al. (2010) claimed that shopping was the push motivation for Chinese tourists to visit Hong Kong. Although "social interaction" was consistent with the previous research in "socialization" (Hsu et al., 2007), there were still differences in examining Chinese outbound tourists' push motivations. First, push motivation factors' classifications in the study and in previous studies were different. For example, the study classified "shopping" as a pull motivation, but Hsu et al. (2010) identified it as a push motivation. Second, previous studies set background and context for the motivational researches. For example, Hsu et al. (2010) set the context as Chinese outbound travels to Hong Kong, while this study did not set any specified outbound destination when travel motivations were examined at the beginning of the questionnaire.

The research results also showed that pull factor 7 "safety and comfort" was the strongest motivation influencing Chinese outbound tourists' to sustainable tourism destinations. Pull factor 1 "novelty", 2 "knowledge", 3 "destination sustainability", 6 "availability" and 8 "trip price" were the second strongest motivations influencing Chinese outbound tourists' to sustainable tourism destinations. Pull factor 4 "attractions, activities and events" were the third strongest, and pull factor 5 "shopping" was the least strong motivation. Thus, except for identifying pull motivations, this study also revealed the differences in power of pull motivations influencing Chinese outbound tourists. There were some similarities with previous studies.

Zhang & Peng (2014) stated that various activities for fun, relaxing

environment, and easy accessibility were pull motivations for Chinese tourists to visit Cairn, Australia. Hsu et al. (2007) claimed that cleanliness and safety, facilities, event and cost, natural and historical sight were pull motivations to attract Chinese outbound tourists. The study revealed similar motivations, such as, "attractions, activities, and events", "safety and comfort", "availability and convenience". On the other hand, because of the context of outbound sustainable tourism destinations, the study also revealed 'destination attainability', "novelty" and "knowledge" as important pull motivations for Chinese outbound tourists to select sustainable tourism destinations. Thus, the study results proved that pull factors tend to be more diversified and contextual, while the study also showed consistent pull motivations with previous researches. Meanwhile the study proved that "safety and comfort" was the most important theme in the current tourism situation, even when it is applied in the context of sustainable tourism. Furthermore, tourists expected more in "novelty", "knowledge", "destination sustainability", "availability" and "trip price" when they were motivated to outbound sustainable tourism destinations, than that in "attractions, activities and events" and "shopping". In this research, "shopping" was still one of the motivations, but it is the least important among 8 pull factors.

To conclude this part, the study presented not only push-pull motivations for Chinese outbound tourists' travel preferences for sustainable tourism destinations, but also showed how each push-pull factor was influencing the selection differently. The study filled the research gap between current studies in travel motivations and sustainable tourism destinations, as well as made a contribution in identifying differences in powers of push and pull factors influencing travel behaviors.

Next part would be revealing the differences in powers of attitude towards selecting sustainable tourism destinations.

4.3 The importance of attitude towards sustainable tourism destinations and the intentions to visit them

Repeated-measures ANOVA was applied to examine the differences in powers of attitudes towards each of the exemplified destination, and the intention to visit each of them. In order to further predict Chinese tourists' travel intention to visit sustainable tourism destinations, 3 sustainable tourism

destinations (Paris, Berlin and Copenhagen) in Europe were set as examples, and Chinese tourists' intentions to visit them were tested and predicted by the TPB model. The attitudes towards and intentions to visit these 3 destinations were tested. Thus, RM-ANOVA were applied to test the differences in powers of attitudes and intentions.

On the one hand, RM-ANOVA test found that Chinese tourists had strong attitude towards the sustainable tourism destination Paris, while their attitudes towards the sustainable tourism destination Berlin and the destination Copenhagen were relatively weaker than that of Paris. The measurements of the attitudes towards these 3 exemplified sustainable tourism destinations were 'as a tourism destination, I think that Paris/Berlin/Copenhagen is very good', 'as a tourism destination, I think that Paris/Berlin/Copenhagen is very pleasant', and 'as a tourism destination, I think that Paris/Berlin/Copenhagen is very valuable'. It could be concluded that Chinese tourists believed that as a tourism destination, Paris is better than both Berlin and Copenhagen, Paris is more pleasant than both Berlin and Copenhagen, and Paris is more worth visiting than both Berlin and Copenhagen. In a word, talking about sustainable tourism destination in Europe, Chinese tourists held a stronger attitude towards positively evaluating Paris than that they held towards both Berlin and Copenhagen, and thus concerning choosing a sustainable tourism destination, Chinese tourists preferred Paris to both Berlin and Copenhagen.

In order to explain the phenomenon that Chinese tourists held a stronger positive attitude towards the sustainable tourism destination Paris than that of both Berlin and Copenhagen, some statistical data was introduced. According to China Tourism Academy (2017), the outbound tourism big data showed that France was the 15th most popular outbound country destination for Chinese outbound tourists. However, the ranking also showed that the first 13 country destinations were Asian countries and also America. France was the 2nd most popular European country destination for Chinese outbound tourists, and the first one was Italy. Germany was the 18th most popular country destination, and the fourth most popular European country destination. Denmark was not available on the list of Top 20 most popular country destinations. According the report, Louvre Museum was the 3rd most popular destinations for all Chinese outbound tourists. (retrieved from: http://www.ctaweb.org/html/2018-2/2018-2-26-11-57-78366.html, at 9th,

October, 2018). Sina website, one of the most popular websites for Chinese tourists, showed that in 2017, 13.6 million tourists visited Europe, and the most popular country destination was France while the most popular city destination was Paris, and the following 3 most popular destinations were all of Spain, Barcelona, Madrid, and Seville. Berlin or Copenhagen was not available on the pop destination list for Chinese outbound tourists. (retrieved from: hhttp://k.sina.com.cn/article_1798669432_6b358478034002nm9.html, at 9th, October, 2018).

However, the reason that Chinese outbound tourists had a stronger positive attitude towards the sustainable tourism destination Paris might not be related to the fact of sustainable tourism destination. Blancas et al. (2016) evaluated some countries in Europe according to the level of tourism sustainability, and Paris was listed as a high level, Berlin was listed as a medium level, and Copenhagen was listed as a low level, but the information was not presented to the respondents. In the design of questionnaire, there was no information about the destination sustainability rankings. Thus, respondents probably did not have any idea about the levels of the destination sustainability, and the respondents answered questions according to their past experiences or knowledge. According to the research result, the mean of attitudes towards the 3 sustainable tourism destinations showed the highest mean came from Paris, the second highest mean came from Berlin and last one was Copenhagen. In a word, it might be a coincidence that the ranking of attitudes just happened to coincide with the rankings of destination sustainability. Besides, according to the statistic of Chinese outbound tourists, the rankings of attitudes towards the 3 sustainable tourism destinations might simply came from the popularity of Paris, Berlin and Copenhagen among Chinese outbound tourists.

The study showed some differences between attitudes toward sustainable tourism and attitude towards sustainable tourism destinations. Clues from previous research showed that tourists' attitude towards sustainable tourism might came from tourists' attitude towards nature. Xu & Fox, (2014) stated that people's attitude to conservation has a mediating effect between attitudes towards nature and support for sustainable tourism, and people's attitude towards nature is important in influencing people's attitude towards sustainable tourism. However, concerning tourists' attitude towards

sustainable tourism destination, it might not be able to simply deduce that tourists' attitude towards sustainable tourism destinations was influenced by attitude towards conservation or nature. In this study, the working variables in the research model were push-pull motivations, attitude towards sustainable tourism in Europe, attitude towards sustainable tourism destinations, social norms, perceived behavioral control, perceived destination image and intentions to visit. In a word, the study showed that the difference between attitude towards sustainable tourism and that of sustainable tourism destinations still existed and reasons needed to be further verified.

The study proved the statement of Gnoth (1997) that the impact of motivation on attitudes was influenced by subjective situation (pull factors), in the context of sustainable tourism. Gnoth (1997) developed a model of travel motivation which helped categorize attitudes towards destinations, attractions, activities, events and situations. In the complex model, Gnoth (1997) stated that attitudes were influenced by motivations while pull factors were the subjective situation. On the other hand, Font et al. (2016) claimed that tourists' motivations for sustainable tourism depended on their empathy towards sustainability. Empathy towards sustainability was resulted by repeated and enhanced mindfulness of a place, and its people's long-term well-being, which created people's sense of care, connectedness, belonging, and a bond with that place. However, the study did not include any statements of empathy. Instead, the study included push and pull motivations, and the results showed all pull factors were influencing attitude towards sustainable tourism and attitudes towards sustainable tourism destinations, while only a few push factors had such impacts. In a word, the study might not be able to directly prove the connection between empathy and the attitudes towards tourism sustainability, but the study proved that pull factors were influential subjective situation when motivations had an impact on attitudes.

On the other hand, repeated-measures ANOVA was applied to examine the differences in powers of intentions to visit each of the exemplified destination. The result showed that the attitudes towards the sustainable tourism destinations coincided with intentions to visit them. RM-ANOVA showed that the intentions to visit Paris was stronger than the intentions to visit both Berlin and Copenhagen, and compared with the intention to visit Copenhagen, the intention to visit Berlin was stronger.

In a word, it could be deduced that travel motivations had impacts on travel attitudes on the condition that pull factors are the contextual influences, and travel attitudes were influencing travel intentions. Thus, Gnoth (1997) research model could be extended to travel intentions.

4.4 Relationships between push-pull motivations and attitudes, and intentions to visit the sustainable tourism destinations

The study proved that push motivations were partly positively significantly correlated with attitudes and pull motivations were positively significantly correlated with attitudes, on the context of Chinese outbound tourists' intention to select sustainable tourism destinations. The study identified 5 push factors and 8 pull factors influencing Chinese outbound travels. However, not every push factor was influencing Chinese tourists' attitudes but all pull factors were influencing Chinese tourists' attitudes. As push factors focused on internal motives for traveling while pull factors were external attractiveness from the destinations, it could be concluded that pull factors were positively significantly correlated with attitudes. In this study, travel attitudes included attitude towards sustainable tourism and attitude towards sustainable tourism destinations as well. On the other hand, the study also showed that push factors were only partly positively significantly correlated with travel intentions while pull factors were all positively significantly correlated with travel intentions.

In addition, this research found that very few push factors and a few pull factors had impacts on intentions to visit the sustainable tourism destinations. It was found that push factor 2 "regression", pull factor 4 "attractions, activities and events", pull factor 8 "trip price", pull factor 2 "knowledge", pull factor 5 "shopping" and pull factor 1 "novelty" had impacts on Chinese outbound tourists' intentions to visit the sustainable tourism destination Paris, but none of the push factors had an impact on the intentions to visit sustainable tourism destinations Berlin or Copenhagen. The pull factors impacting intention to visit the sustainable tourism destination Berlin were pull factor 8 "trip price", pull factor "novelty", pull factor "shopping" and pull factor "knowledge". The pull factors impacting intention to visit the sustainable tourism destination Copenhagen were pull factor 'attractions, activities, and

events', pull factor "shopping", pull factor "novelty" and pull factor "trip price". The most frequent pull factors impacting on the intentions to visit all these three exemplified sustainable tourism destinations were pull factor 1, 5 and 8. Even though it was found that pull factor 5 "shopping" was not the most important pull factor, still it was found impacting intentions to visit all these three exemplified sustainable tourism destinations.

In the specified research of Chinese outbound tourists' intentions to visit sustainable tourism destination Paris, Berlin and Copenhagen, the study showed several facts, which might be helpful for destination marketing. "enhancement of kinship relationships", "social interaction", and "exploration and evaluation of self" were the push factors that had positive significant correlation with the intention to visit the sustainable tourism destination Paris. Among these push factors, the strongest factor was "enhancement of kinship relationships". Similar push factors were identified in examining the impact of push factors on travel intention to visit the sustainable tourism destination Berlin, and "enhancement of kinship relationships" was still the strongest motive. However, except for these 3 push factors, one more factor "regression" was influencing the intention to visit the sustainable tourism destination Copenhagen, and the strongest motive was still "enhancement of kinship relationships". Among all these push factors, "enhancement of kinship relationships" was the strongest motive which influenced travel intentions to the 3 exemplified sustainable tourism destinations, while "exploration and evaluation of self" was the second strongest in influencing intentions to visit Paris and Copenhagen, but "social interaction" was the second strongest in influencing the intention to visit Berlin. Unlike many of the previous researches, "escape" did not influence Chinese outbound tourists' intentions to visit sustainable tourism destinations.

Moreover, pull factors were all positively significantly correlated with travel intentions to sustainable tourism destinations but they were influencing the intentions differently. "Availability and convenience" was the strongest pull factor influencing the intention to visit the sustainable tourism destination Paris, while "attractions, activities & events" was the second strongest, and "novelty" was the third. "Novelty" was the strongest pull factor influencing the intention to visit the sustainable tourism destination Berlin, "attractions, activities & events" the second, and "trip price" the third. "Attractions,

activities & events" was the strongest pull factor influencing the intention to visit the sustainable tourism destination Copenhagen, "novelty" the second, and "availability & convenience" the third. Although many previous researches found that "shopping" was an important factor influencing Chinese outbound tourists, this study proved the statement from China Tourism Academy's report (2017) that recent outbound tourists emphasized more on the quality of the travel, and shopping was not the most important factor anymore. Yet, more and more tourists tended to enjoy overseas qualified life environment and services (retrieved from: http://www.ctaweb.org/html/2018-2/2018-2-26-11-57-78366.html, at 9th, October, 2018).

4.5 The extended TPB model and its application in predicting Chinese tourists' intentions to visit sustainable tourism destinations

The correlations and relationships among attitudes, social norms, perceived behavioral control, perceived destination image, and intentions to visit had been proved and tested by the extended TPB model. The research results showed that Chinese outbound tourists' intentions to visit the sustainable tourism destination Paris were heavily influenced by attitude towards sustainable tourism destination in Europe, the attitude of sustainable tourism development in Paris, social norms, perceived behavioral control in visiting Paris, and the perceived destination image of Paris. Chinese outbound tourists' intentions to visit the sustainable tourism destination Berlin were influenced by attitude towards sustainable tourism destination in Europe, the attitude of sustainable tourism development in Berlin, social norms, perceived behavioral control in visiting Berlin, and the perceived destination image of Berlin. Chinese outbound tourists' intentions to visit the sustainable tourism destination Copenhagen were influenced by attitude towards sustainable tourism destination in Europe, the attitude of sustainable tourism development in Copenhagen, subjective norms, perceived behavioral control in visiting Copenhagen, and the perceived destination image of Copenhagen. Among these 3 destinations, the intention to visit the sustainable tourism destination Paris had been influences by the strongest powers from the variables in the TPB model, Berlin the second, and Copenhagen the third.

The prediction to Chinese tourists' intentions to visit the sustainable

tourism destinations had been formulated by the variables of push-pull factors, attitude towards sustaianble tourism, attitude towards sustainable tourism destinations, social norms, perceived behavioral control, and perceived destination images. The original TPB model (Ajzen, 1991) illustrated the relationships among attitude (ATT), subjective norms (SN), perceived behavioral control (PBC) and behavioral intentions (INT) and behavior. As many of the previous researches, the study partly applied the TPB model with only ATT, SN, PBC and INT, and did not go further into the real behavior stage. Besides, the study extended the TPB model in travel motivational research by adding push-pull motivations, extended attitude into attitudes, examining both attitude towards sustainable tourism and sustainable tourism destinations, and also added perceived destination image into the original TPB model. Thus in the context of predicting Chinese tourists' travel intentions to sustainable tourism destinations, the study provided an extended TPB model.

The figure below showed an extended TPB model in the context of examining and predicting Chinese outbound tourists' travel intentions to sustainable tourism destinations. As it had been proved that push factors only partly correlated with travel intentions, while pull factors were correlated with travel intentions, push factors were included in a dotted lined box and pull factors were in a full lined box as other variables. The figure showed a conclusion of an extended TPB model for predicting Chinese outbound tourists' travel intentions to sustainable tourism destinations.
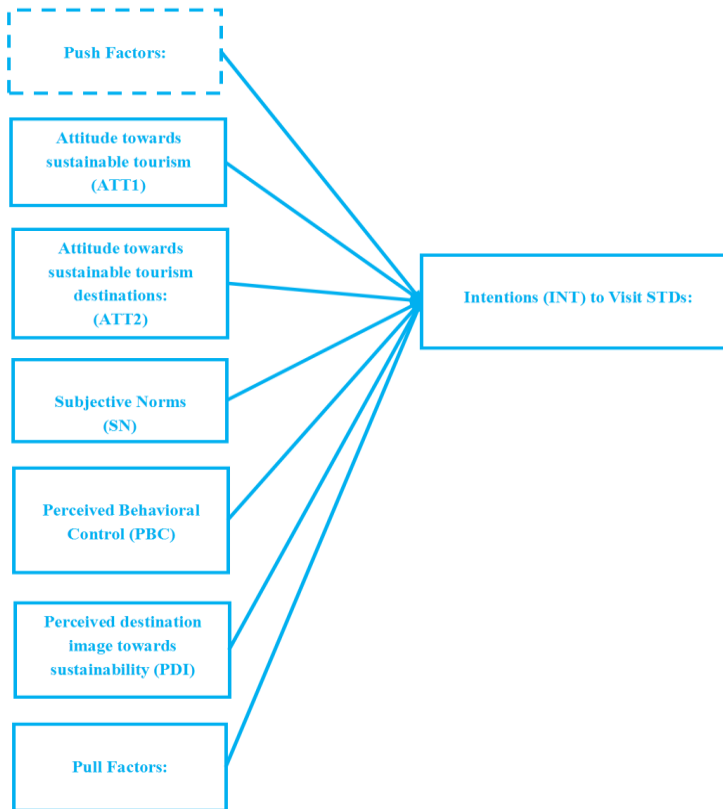
Fig. 22. The extended TPB model for outbound tourists' travel intentions to visit sustainable tourism destinations.

The figure could be regarded as one of the contributions of the study, presenting future researches with an extended TPB model for Chinese outbound tourists' travel intentions to sustainable tourism destinations. For one thing, the study provided future researches with application of the TPB model into sustainable tourism researches, and also presented an extended TPB model for predicting Chinese outbound tourists' travel intentions to sustainable tourism destinations, what is more, the extended TPB model might be used in other travel motivations and intentions researches, irrespective to types of destinations. For the other, the study filled the research gap between travel motivational researches and sustainable tourism. There were a lot of studies about travel motivations and also many researches about sustainable tourism, however, very rare of the previous researches was about travel

motivations to sustainable tourism destinations. Thus, the study provided future researches not only a conceptual model but also practical insights for push-pull motivations for Chinese outbound tourists to select sustainable tourism destinations. Moreover, the study provided with sights to learn about Chinese tourists' behaviors and tourists' behaviors for sustainable tourism destinations. Although there were many researches about Chinese outbound tourists, the study provided facts in the times of recent Chinese outbound tourists whose travel behaviors and preferences had been heavily changed. The study might also be able to give some clues for destination marketing. Last but not least, the study presented some clues for future researches emphasizing the roles of push and pull motivations in influencing attitudes, or even their functions in an extended TPB model. The study proved pull factors' functions as subjective situational factors in examining motivations' impact on attitudes, which was consistent with the study of Gnoth (1997). The figure below was actually a change of Figure 23, which might be helpful in future studies emphasizing travel motivations and travel attitudes.
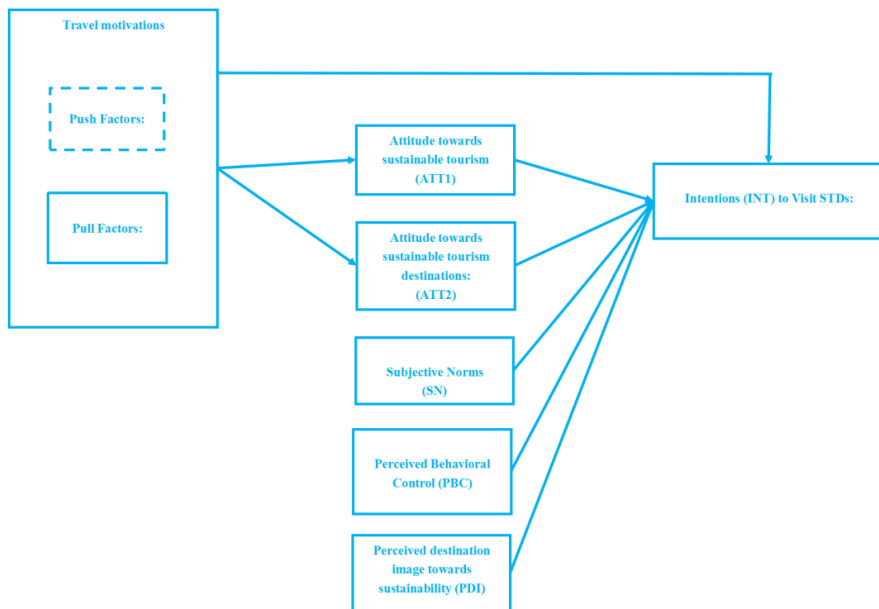
Fig. 23. Research model for travel motivations, travel attitudes and travel intentions.

In a word, the application of the extended TPB model in the study

provided insights to the research, and the research results provided one model of extended TPB to travel researches, and the other one model as an additional extended TPB model to focus on the functions of motivations and its impact on attitudes and intentions to travel. The following part would be a sum up to the study.

5. CONCLUSION OF THE RESEARCH

Except for discussion and implications mentioned above, there were some conclusions for the research. The conclusion included the theoretical contributions made by the research, the methodological breaking through presented by the research, practical applications and trends for future researches.

First of all, **the theoretical contributions** made by the research were focused on travel motivations. The identified pull motivations perceived and expected by Chinese outbound tourists towards sustainable tourism destinations enriched the current researches about attractiveness of sustainable tourism destinations. The research developed attributes and essences of sustainable tourism destinations. There were many specified research topics about sustainable tourism, such as definitions to sustainable tourism, and evaluation of sustainable tourism, but very rare of the previous researches were about what tourism essences should be included at the sustainable tourism destinations. The research presented pull factors and attractiveness at the sustainable tourism destinations perceived and expected by outbound tourists. Previous studies presented definitions about "destination" and "sustainable tourism destination", but this study answered the question "what essences sustainable tourism destinations should have?". Identified pull factors of this study showed that "novelty", "knowledge", "destination sustainability", "attractions, activities and events", "shopping", "availability and convenience", "safety and comfort", and 'trip prices' were what Chinese tourists expected from sustainable tourism destinations. These essences had specified emphasis on sustainability, such as, "products for kid(s) to know about sustainability", "local products and services are used at the tourism destination", "biodiversity preservation are promoted and implemented at the destination", and etc. The emphasis on sustainability could be found from the descriptions of the items in the questionnaire, which could be found in Appendix 7.

Uncovered pull factors for Chinese outbound tourists to select sustainable tourism destinations included two main types of attractiveness. On the one hand, the research showed perceived attractiveness for Chinese tourists for outbound travels. Like traditional researches in studying pull factors for Chinese outbound travels, the research revealed pull items such as "modernized cities", "different cultural background", "relaxing atmosphere" "cultural heritage", "cultural and historical attractions" and "beautiful natural scenery and landscape". On the other hand, the research revealed the following sustainable tourism destination-related pull motivations attracting Chinese outbound tourists: "the destination which has been implemented with sustainable tourism", "sustainable tourism at the destination", "knowledge of sustainability for my kid(s) to know about", "increase the awareness of well-being for its future generations at the tourism destination", "tourism sector is promoting the regional economic well-being of the host society", "tourism sector is promoting the regional poverty alleviation of the host society", "local products and services are used at the tourism destination", "CO_2 emissions reduction are promoted and implemented at the tourism destination", "biodiversity preservation are promoted and implemented at the tourism destination", "minimizing the resources use, as well as promoting and implementing resources efficiency at the tourism destination", "availability of accommodations with the idea of sustainability", and "products for kid(s) to get knowledge about the idea of sustainability". Moreover, the research identified some specific expectations from Chinese outbound tourists, such as, "availability of Chinese restaurant", "information in Chinese language as an assistance", "tourism information in Chinese language", "Chinese language tourist guide or assistance", "convenience of procedures to apply and receive a VISA required for the trip" and "good value of money when Chinese currency gets an appreciation". Besides, the research provided a considerable number of detailed pull items about sustainable tourism destinations. The research was based on a large number of literature, presenting motivational items of outbound tourists, of Chinese tourists, and of tourists in general. Thus,

the research findings on the pull motivations included a relatively comprehensive understanding towards attractiveness of sustainable tourism destinations, and specifically focused on Chinese outbound tourists.

Furthermore, the research made a contribution in examining Chinese tourists' travel motivations to sustainable tourism destinations in Europe. Traditionally, outbound travel for Mainland Chinese tourists contained short-haul destinations such as Hong Kong, Macau and Taiwan. The most popular outbound destinations for Mainland Chinese tourists had been listed from China's neighboring countries in Asia, such as, Thailand, Japan, Korea, etc. Popular long-haul country destinations were Australia, U.K., U.S.A, and New Zeeland. However, travel motivations to country destinations in Europe had not been thoroughly examined. Thus, the research specifically examined two aspects. One was about *why* Chinese outbound tourists would like to travel and the other was *what* were expected by Chinese outbound tourists from sustainable tourism destinations in Europe. The research filled the gap between motivational researches and sustainable tourism destinations while it filled the gap between Chines outbound tourists and destinations in Europe.

In addition, there were some motivational findings related to the comparison between the research and previous researches. Concerning tourism motivations, there were many research findings from previous researches. 'Gaining knowledge', 'the need for respect', and 'development of relationships' (Zhang & Lam, 1999), "shopping" (Huang & Hsu, 2005; Tsang et al., 2014; and Xu & McGehee, 2012), 'sightseeing' (Hsu & Lam, 2003), 'rest and relaxation', and 'adventure and excitement' (Li et al., 2011), "escape" (Kau & Lim, 2005; and Johanson, 2007), were found to be important push factors motivating Chinese tourists traveling outbound. 'Modern image', 'natural environment and attractions', 'ease of tour arrangements', and "shopping" (Li et al., 2011), 'cultural differences' (Hua & Yoo, 2011), and 'safety' (Chow & Murphy, 2007; Hua & Yoo, 2011; Kim & Guo, 2005; Li et al., 2011; and Sparks & Pan, 2009), and 'seeing new places' (Ryan & Mo,

2002) were claimed to be important pull motivations. However, according the RM-ANOVA test, the research found the most important push factors for Chinese outbound tourists were "enhancement of kinship relationships" and "exploration and evaluation of self", and the second important factor was "regression", while the least important factors were "social interaction", and "escape". Unlike many of the previous researches, "escape" was not the most important for Chinese outbound tourists for traveling. As many Chinese people began to have more and ties and relatives in other regions (countries), and family or relationship ties had been important in Chinese culture, "enhancement of kinship relationships" became the most important factor motivating Chinese outbound tourists. "Exploration and evaluation of self" also became the most important when more and more Chinese people began to pay more attention to the inner selves. "Social interaction" seemed to be less important than family ties and inner selves.

There were also similarities between the research and previous researches regarding travel motivation of sustainable tourism. Font et al. (2016) claimed that tourists' motivations for sustainable tourism depended on their empathy towards sustainability. Empathy towards sustainability was resulted by repeated and enhanced mindfulness of a place, and its people's long-term well-being, which created people's sense of care, connectedness, belonging, and a bond with that place. Xu & Fox, (2014) stated that people's attitude to conservation had a mediating effect between attitudes towards nature and support for sustainable tourism. People's attitude towards nature was important in influencing people's attitude towards sustainable tourism. The research proved Font et al. (2016) and Xu & Fox, (2014)'s findings that there was a significant and positive correlation between push and pull factors, and attitude. In this research, there were two variables about 'attitude', which were 'ATT1-attitude towards sustainable tourism in Europe' and 'ATT2-attitude towards sustainable tourism destinations Paris/Berlin/Copenhagen'. Both of them were proved to be positively significantly correlated with push-pull motivations. Besides, the research also found that 'attitude' was positively

significantly correlated with intentions to visit sustainable tourism destinations.

Secondly, the **methodological breaking** through lied in extending the TPB model in travel motivation researches. The TPB model had been widely accepted in travel motivation researches, and some of them extended the TPB model in the motivational researches. However, this research not only included push-pull motivations into the TPB model but also extended 'attitude' into two dimensions of attitudes, with adding 'perceived destination image'. The relationship between push-pull motivations and attitudes, the relationship between push-pull motivations and intentions to visit, and the relationships among 'attitudes', 'subjective norms', 'perceived behavioral control', 'perceived destination image' and 'intentions to visit' were included in the extended TPB model and were tested.

Two extended TPB models were concluded by the research, which could be useful in examining relationships among travel motivations, travel attitudes, and travel intentions, and might be helpful for research focus on the relationship between travel motivation and travel intention. The concluded research models might be applied in not only sustainable tourism destinations but also in other types of tourism destinations. The concluded research models might be regarded as an extension to Ajzen (1985, 1991) in predicting travel intentions and an extension to Gnoth (1997) in examining the relationship between travel motivation and travel attitudes.

Moreover, the research applied results of measurement to sustainable tourism destinations. Based on Blancas et al. (2016), the research set Europe as the research background and exemplified Paris, Berlin and Copenhagen as 3 sustainable tourism destinations for Chinese tourists to select assuming that tourist would have enough resources to visit these 3 sustainable tourism destinations. These 3 sustainable tourism destinations were capitals selected from sustainable country destinations France, Germany, and Denmark. The selection of these 3 sustainable tourism destinations was a presentation of

high-level destination sustainability, medium level destination sustainability and low level of destination sustainability. Respondents were asked questions without being informed the levels of destination sustainability. Results showed that most people would like to select Paris as a sustainable tourism destination to visit, less people would like to select Berlin as a sustainable tourism destination to visit and least people would like to select Copenhagen as a sustainable tourism destination to visit. The research results of level of intentions to visit were consistent with the levels of sustainability to each of the exemplified sustainable tourism destination. Besides, the research showed strong attitudes and subjective norms of Chinese outbound tourists towards sustainable tourism and the sustainability at destinations.

Thirdly, the **practical applications** of the research lied in its application to learn about Chinese outbound tourists, and their selections to sustainable tourism destinations. The research presented a detailed picture of how sustainable tourism destinations were perceived by Chinese tourists, which provided insights for a sustainable tourism destination perspective. Although China's outbound tourists had aroused the world wide attention, yet Chinese outbound tourists intentions and selections to sustainable tourism destinations had not been well documented. China outbound tourism has recently drawn dramatic research attention among tourism researchers (Andreu et al., 2014; Dai et al., 2017; Huang & Lu, 2017; Lai et al., 2013; Law et al., 2011; Jin & Sparks, 2017; Keating & Kriz, 2008; Li et al., 2010; Li et al. 2011; Li et al., 2013; Lim & Wang, 2008; Ma et al., 2015; Tse, 2015; Tse & Qiu, 2016; Wong & Kwong, 2004; Xu & Huang, 2018; Vinnicombe & Sou, 2014; and Yang et al., 2016). Ryan (2003) claimed the reasons for the expansion of Chinese tourists traveling abroad were because of the strong economic growth of China and people's increased leisure time. According the United Nation World Tourism Organization (UNWTO, 2014) with more than 22 billion outbound travellers, China has become the largest tourism source market in the world, and China has become the top source market for many tourism destinations, and Chinese tourists were regarded as the 'world's biggest travellers' (Asia

Raising, 2014). Additionally, the supportive role of the Chinese government in outbound tourism development and China's inclusion in the World Trade Organization have ensured and enhanced the opportunities for Chinese to travel overseas Lim & Wang (2008). However, the percentage of Chinese people traveling outbound was relatively small to the population of China although the absolute number of outbound Chinese tourists was impressive Lim & Wang (2008), which indicated the trend of a tremendous growth in number of Chinese tourists for outbound travel, especially when the number of middle-class families were expanding. Especially, Chinese tourists' intentions to visit the sustainable tourism destinations were to be uncovered. By exemplifying Hong Kong as one of the attractive destinations for Chinese outbound tourists, Law et al. (2017) showed changes of outbound tourism in China in three aspects: future trip intentions by identifying potential tourists' intention to engage in future outbound trips because of macro-economic changes; travel destinations for future popular destinations; and travel motivation. Outbound tourism was considered as a luxury good rather than a normal good (Lim, 1997). However, the conclusion from the study was that Chinese outbound tourism trends were changing and Chinese outbound tourists expected more from the destinations, tended to enjoy more of the overseas qualified life environment, and outbound tourism for Chinese tourists might not be a luxury good any more. What's more, the identified push-pull motivations could provide destination marketing with insights to attract the specified Chinese outbound tourists. The results of examining travel motivations of Chinese outbound tourists to select sustainable tourism destinations would provide destination management and marketing with insights from a customer (demand) perspective. For one thing, the research showed *why* Chinese tourists were traveling abroad. For the other, this study showed *what* were attracting Chinese tourists at the sustainable tourism destinations. Those attractions were attributes of sustainable tourism destinations, and those attractions could be expectations of Chinese tourists upon the sustainable tourism destinations, and those attractions could also be

perceptions of Chinese tourists about the sustainable tourism destinations. Thus, this study gave understandings to Chinese outbound tourists so that the destination management and marketing organizations would be able to develop tourism attractions at sustainable tourism destinations.

Last but not least, the research provided **future researches** with some insights. The research contributed in a demand perspective for sustainable tourism destinations and showed how attributes of sustainable tourism destinations were perceived by tourists. Future research could be about satisfaction and recommendation to the sustainable tourism destinations. As travel behavior contained pre-visit aspects on motivational researches, visit and after-visit researches about sustainable tourism destinations could also be studied. Furthermore, the relationship between motivation and satisfaction about sustainable tourism destinations could be revealed. There were researches about sustainable tourism and sustainable tourism destinations, but those researches focused more on indicators of sustainability at the tourism destinations, strategic planning of sustainable tourism destinations, or evaluation of sustainable tourism. However, those were aspects from a supply perspective. There were very rare researches about how and what sustainable tourism destinations should provide to tourists from a consumer-oriented perspective. This research presented expectations from tourists by asking what elements were being expected from the sustainable tourism destinations. Future research could focus on if the expectations would be met. On site researches could be carried out to check tourists' expectation and satisfactions.

The TPB model had been applied in the research but it had not been fully applied by the research because the actual visiting behaviors had been studied. Future research could be carried out at these 3 exemplified sustainable tourism destinations Paris, Berlin and Copenhagen to test the actual arrivals from China. Thus, the application of the TPB model and the research relating travel motivations, travel attitudes, and travel intentions could be connected with actual travel behaviors. More relationships among the variables and potential

researches according to travel motivation, travel attitude, travel intention and travel behavior could be studied.

China outbound tourists' travel behavior could be further studied. This research uniquely presented a detailed picture of Chinese outbound tourists' motivations to sustainable tourism destinations, but the specified demographic and travel related features had been fully studied. Segmentation researches could be further applied to know more details about the Chinese outbound tourists and their selections to sustainable tourism destinations in Europe.

Some more detailed researches according to specific issue could be further addressed. For example, there were many researches about Chinese tourists' motivations to travel abroad to many different country(region) destinations, and many unique Chinese tourists' issues had been addressed. Shopping behaviors had been discussed by many researches. However, as the situation was changing, and nowadays many middle-class families had emerged in China, and the research result seemed to claim that shopping was still a motivator but not the most important one for Chinese outbound tourists. Besides, some Chinese tours for investigation of potential emigration, investment opportunities or education were becoming motivations for Chinese tourists to travel abroad. Thus these contemporary issues and traditional themes for studying motivations of Chinese outbound tourists could be studied.

Meanwhile, the research methods could be applied to learn more. The similar research methods could be applied to learn about tourists of other nationalities, or could be applied to learn about other sustainable tourism destinations worldwide. The research exemplified sustainable country (capital city) destinations in Europe, and provided with insights of Chinese outbound tourists, in studying their travel motivations, travel attitudes, and travel intentions, while the research method could also be helpful for sustainable tourism destinations in Europe to understand all tourists from the world, not only from China, but also from other source markets. Paris, Berlin and Copenhagen had been involved into the research, but more sustainable tourism

destinations from the world wide could be examined. Besides, more measurements and evaluations to sustainable tourism destination could be involved into future researches. Blancas et al. (2016) was applied by the research, but more literature could be adopted for future research in examining the performance of sustainable tourism destinations when there would be more researches about the measurement and evaluation on sustainable tourism destinations.

However, despite contributions and lights on future researches provided by the research, there were also research limitations of the research. The research limitations might lead to some slight inaccuracy, and the research limitations were introduced in the following part.

6. RESEARCH LIMITATIONS

First of all, the variables of push and pull factors for this study was initially coming from the literature review. As there was very limited literature about motivations for sustainable tourism destinations, this study applied criteria, indicators and attributes of sustainable tourism destinations as the pull variables for this study. This might result in some inaccuracy due to lack of previous researches as a foundation.

Secondly, the factor analysis was applied to identify factors influencing Mainland Chinese tourists' travel motivations to outbound sustainable tourism destinations. However, as there was a considerable amount of pull statements, new variables were grouped before conducting the factor analysis to these new variables, while push factors were more directly identified by applying the factor analysis to the push variables. However, researchers' subjective elimination of variables during factor analysis might bring some inaccuracy.

Besides, exemplified sustainable destinations (Paris, Berlin and Copenhagen) for this study was mainly from one article (Blancas et al., 2016). Blancas et al. (2016) provided a set of criteria to evaluate the level of sustainability for many country destinations in Europe. However, this criterion had not been applied to all sustainable country destinations from a global perspective. From a global perspective, researchers presented cases of sustainable tourism country destinations (Hinch, 1996, 1998; Joss, 2015; Maxim, 2016; Miller et al., 2005; Newman & Jennings, 2008; Savage et al., 2004; and Timur & Getz, 2008). However, due to a lack of evaluation by applying a same set of criteria to all sustainable destinations, this study could not start the research from a global perspective. Instead, this study applied Blancas et al. (2016) as an integrated criterion for some countries in Europe to select the exemplified sustainable tourism destinations.

Moreover, Blancas et al. (2016) only provided insights for sustainable country destinations, this study assumed that capital cities of these countries could be representative for their sustainability levels, because country destination was a wider perspective than city destination. As a result, the selection of exemplified sustainable tourism destinations might somehow narrow the choice of sustainable tourism destinations from a global point of view. Furthermore, the results might be not very representative for all sustainable tourism destinations over the world because destination image

towards sustainability and attitude towards destinations might vary a lot based on different destination from different countries.

Despite the research limitations, the study tried to be scientific as possible in its research process, and in selection of standard and criteria. Thus, the accuracy of the study had been guaranteed as much as possible.

APPENDIX

Appendix 1: Initial 245 motivations items adapted from literature to this study

Table 1. Initial push factors with their items from literature (95 push motivational items)

Factor 1: Escape	
1	·I want to visit a new place.
2	·I want to gain a new perspective on life.
3	·I want to avoid interpersonal stress and pressure.
4	·I want to travel, to go somewhere and do something in different environment.
5	·I can escape from the ordinary or routine environment at home.
6	·I want to meet new people.
7	·I want to avoid my working place and people.
8	·I want to avoid air pollution.
9	·I want to get away from demands at home.
10	·I want to get away from demands at work.
11	·I want to get away from kid(s).
12	·I want to ease my feelings of loneliness.
13	·I want to get away from the ordinary.
14	·I want to have time alone.
Factor 2: Exploration and Evaluation of Self	
15	·I want to fulfill my dream of travelling to other country (region).
16	·I want to experience challenges travelling in a unfamiliar country (region).
17	·I want adventure travelling to an unfamiliar place.
18	·I want to experience something different and exciting.
19	·I want to travel to a country (region) that I have not visited before.

20	·I want to enhance my knowledge about the other country (region).
21	·I want to practice my spoken foreign language.
22	·I want to experience the exotic.
23	·I want to see and meet different groups of people.
24	·I want to experience cultures that are different from mine.
25	·I want to experience and learn new people.
26	·I want to see how other people live their lifestyle.
27	·I want to learn a foreign language.
28	·I want to gain a sense of accomplishment.
29	·I want to develop skills and abilities.
30	·I want to experience a different lifestyle.
Factor 3: Relaxation	
31	·I can get physically rest and relaxed.
32	·I can get some exercises.
33	·I can escape from stress in my daily life.
34	·I can enjoy and make myself happy while travelling.
35	·I want to experience nice accommodations and food.
36	·I want to view the scenery.
37	·I want to enhance health.
38	·I want sports participation.
39	·I want to be sports participation.
40	·I want to indulge in variety of food.
41	·I want to indulge in spa or hot spring.
42	·I want to get a change from a busy job.
43	·Do nothing at all.
44	·I want to feel at home away from home.
45	·I want to be physically active.

46	·I want to get fresh air.
47	·I want my weight controlled.
48	·I want to have fun.

Factor 4: Prestige

49	·I can talk about my travel experience with other people after returning home.
50	·I can talk about places, things, and people that I meet during my travel.
51	·I can post my travel photos and videos on my social media platform.
52	·I want to go to places my friends want to go.
53	·I want to go to places few people want to go.
54	·I want to visit a country (region) most people value and appreciate.
55	·I want to feel being recognized by locals.
56	·I want to feel being exotic.
57	·I want to feel being decent.
58	·I want to feel being respected.
59	·I want to feel my prestige and status.
60	·I want to experience luxury things (e.g. nice food, comfortable place to stay).
61	·I want to go shopping luxury goods.
62	·I want to experience foreign destinations.
63	·I want to experience secure safe travel.
64	·I want to see as much as possible.
65	·I want to travel to historically important places.

Factor 5: Regression

66	·I want to do things my own way.
67	·I expect romantic experiences.
68	·I want to be free to act the way I feel.

69	·I want to live a rough life during travel.
70	·I want to indulge in luxury.
71	·I want to indulge myself.
72	·I want to rediscover myself.
73	·I want to enjoy adventure.
74	·I want to enjoy thrills and excitement.
75	·I want to fall in love with a stranger.
76	·I want to be daring and adventuresome.
77	·I want to enjoy loneliness.
78	·I want to feel inner harmony or peace.
79	·I want to observe people.

Factor 6: Enhancement of Kinship Relationships

80	·I want to visit relatives or friends.
81	·I can facilitate family and kinship ties.
82	·I can get reunion with my family.
83	·I want to visit places family came from.

Factor 7: Social Interaction

84	·I want to spend more time with my couple, family members, friends or colleagues while travelling.
85	·I want to use this opportunity to communicate with my spouse, family members, friends or colleagues while travelling.
86	·I want to do something with my spouse, family members, friends or colleagues.
87	·I want to have enjoyable time with my spouse, family members, friends or colleagues.
88	·I want to meet new people.
89	·I want to relive past good times.
90	·I want to meet people with similar interests.
91	·I want to use the tour as a time for natural/cultural study for kid(s).

92	·I want to build friendship.
93	·I want to build relationship.
94	·I want to build connections/network.
95	·I want to interact with people.

(Chow & Murphy, 2007; Corigliano, 2011; Crompton, 1979; Mohammad & Som, 2010; Guo et al.,2007; Hsu et al., 2010; Hsu & Lam, 2003; Hua & Yoo, 2011; Huang & Hsu, 2005; Johanson, 2008; Kau & Lim, 2005; Kim & Guo, 2005; Lu et al., 2016; Law et al., 2004; Leong et al., 2015; Li et al., 2011; Sparks & Pan, 2009; Ryan & Mo, 2002; Tsang et al., 2014; Zhang & Lam, 1999; and Zhang & Peng, 2010).

Table 2. Initial pull factors with their items and focus on destination sustainability from literature (150 pull motivational items)

Factor 1: Novelty	
1	·Modern cities.
2	·Exotic atmosphere.
3	·Casino and gambling.
4	·Live city street theaters/concerts.
5	·Interesting town/village.
6	·Similar cultural background.
7	·Different cultural background.
8	·Relaxing atmosphere.
9	·Cultural heritage.
10	·The application of sustainable tourism planning at the destination.
11	·The application of sustainable development philosophy.
Factor 2: Education	
12	·Educational program of sustainable development.
13	·Educational program of environmental protection.
14	·Educational program of biodiversity protection.
15	·Educational program of minimizing resource use.
16	·Educational program of local economic development.

17	·Educational program of the earth.
18	·Program of showing local social, well-being or local lifestyle.
19	·Educational program for kid(s).
20	·Innovative program for understanding sustainable development/planning.
21	·Interesting program for understanding sustainable development/planning.
22	·Opportunities to increase knowledge about sustainable tourism.
23	·Appropriate area for kid(s) study on natural resources.
24	·Educational program of dealing with the waste.
25	·Educational program of gender equality for kid(s).
Factor 3: Availability, Accessibility & Facilities	
26	·Convenience of travel and ease of tour management.
27	·Convenience of transport.
28	·Convenience of VISA application or free visa.
29	·Availability of accommodations with the idea of sustainability.
30	·Availability of bicycle infrastructural.
31	·Availability of energy saving public transportation.
32	·Availability of recyclable use of materials.
33	·Quality of tourist places and facilities.
34	·Quality of services provided by service people.
35	·Closer than other destinations.
36	·Closer to other destinations.
37	·Attractions those are close together.
38	·Convenience of parking place.
39	·Ease of travel arrangement.
40	·Geographic proximity.
41	·Availability of Chinese restaurant.

42	·Well marked roads and attractions.
43	·Availability of waste and pollution management system.
44	·Availability of smart city.
45	·Availability of maintained natural beauty.
46	·Preservation of biodiversity.
47	·Use of renewable energy.
48	·Reduction of CO_2.
49	·Consideration of impacts on locals.
50	·No discrimination.
51	·Use of local products and services.
52	·Awareness of regional economic well-being.
53	·Awareness of regional future generation well-being.
Factor 4: Attractions, Activities & Events	
54	·A variety of attractions.
55	·Cultural and historical attractions.
56	·Beautiful natural scenery and landscape.
57	·Seaside/beaches.
58	·Arts and museums.
59	·Temples.
60	·Churches.
61	·Food festival.
62	·SPA/massage.
63	·Hot spring.
64	·Night life & entertainment.
65	·Festival/special events.
66	·Organized tour program.
67	·Sports events.
68	·City fares.
69	·Water sports.
70	·Amusement or theme parks.
71	·Zoos/Animals.

72	·Wildlife/wildlife park.
73	·Wildness and undisturbed nature.
74	·Outstanding scenery.
75	·Historical/archeology/military sites.
76	·Museum and art galleries.
77	·Manageable size to see everything.
78	·Fauna, flora, plants and animals species parks.
79	·Fishing.
80	·Self-driving.
81	·Marine animal parks.
82	·Adventure activities.
83	·Taste of local food and fruits.
84	·Visit the rainforest/tropical climate.
85	·Reef activities (snorkeling. diving, sea walker etc.)
86	·Islands.
87	·Information in Chinese language to assist the activities/events/attractions.
Factor 5: Shopping	
88	·Shopping paradise.
89	·A variety of shopping places.
90	·Shopping places for luxury goods.
91	·Outlets.
92	·Fashion brands.
93	·Souvenir.
94	·Handicrafts.
95	·Characteristic food.
96	·Artistic.
97	·Jewelry.
98	·Watches.
99	·Accessories.
100	·Bags.

101	·Shoes.
102	·Clothes.
103	·Technical products.
104	·Cosmetic and beauty.
105	·Equipment.
106	·Medical appliances.
107	·Pharmacology.
108	·Educational products for kid(s).
109	·Educational products for kid(s) to understand sustainable development.
Factor 6: Information	
110	·Availability of information for activities promotion.
111	·Availability of information for attractions promotion.
112	·Availability of information for events promotion.
113	·Availability of information for educational program promotion.
114	·Availability of friendly and well-trained service staff.
115	·Availability of learning center at the destination.
116	·Availability of tourism office.
117	·Well-organized tourist information system.
118	·Availability of tourist apps.
119	·Availability of tourist social media (platform).
120	·My family links.
121	·My network.
122	·Tour assistance device.
123	·Tour information in Chinese language.
Factor 7: Safety, cleanliness and comfort	
124	·Personal safety and security.
125	·No terrorist attack.
126	·Hygiene and cleanliness.

127	·Blue sky and less polluted air (PM2.5).
128	·Nice weather/climate.
129	·Food safety.
130	·Water safety.
131	·Clean and comfortable accommodations.
132	·Clean and comfortable toilets.
133	·Friendly locals.
134	· Less crowded attractions (controlled tourism arrivals).
135	·Warm welcome for tourists.
136	·Tranquil rest areas.
137	·Well-conserved environment.
138	·Luxury accommodations.
139	·Budget accommodations.
140	·Business class of flights.
141	·Economy class of flights.
142	·Positive attitudes towards Mainland Chinese tourists.
143	·Suitable to travel with family or friends.
144	·Chinese language assistance.
Factor 8: Expenditure of the trip	
145	·Good value of money (valuable money exchange rate between RMB and the other currency).
146	·Reasonable price of goods and services.
147	·Cost of tourists goods and services.
148	·Total expenditure of the trip.
149	·Inexpensive package to the destination.
150	·Affordable travel expenditure.

   (Blancas et al., 2015; Blancas et al., 2016; Choi & Sirakaya (2006), Chow & Murphy, 2007; Corigliano, 2011; Crompton, 1979; García-Melón et al., 2012; Hatipoglu et al., 2016; Nilnoppakun & Ampavat, 2016; Mohammad & Som, 2010; Guo et al.,2007; Hsu et al., 2010; Hsu & Lam, 2003; Hua & Yoo, 2011; Huang & Hsu, 2005; Johanson, 2008; Kau & Lim , 2005; Kim & Guo, 2005;

Lu et al., 2016;　Law et al., 2004; Leong et al., 2015; Li et al., 2011; Sparks & Pan, 2009; Ryan & Mo, 2002; Wehrli et al., 2012; WTO, 1995; Tsang et al., 2014; Zhang & Lam, 1999; and Zhang & Peng, 2010).

Appendix 2: Translated initial push and pull motivations with items for the expert survey

Table 3. Translated initial push motivations with items

	因子 1：逃逸
1	·我想去参观一个新地方。
2	·我想获得一种新的人生观。
3	·我想避免人际压力和压力。
4	·我想旅行，去某处，在不同的环境中做些事情。
5	·我可以逃避家里的普通或日常环境。
6	·我想结识新朋友。
7	·我想避开我的工作场所和人们。
8	·我想避免空气污染。
9	·我想逃避家里的要求。
10	·我想逃避工作中的要求。
11	·我想远离孩子们。
12	·我想减轻我的孤独感。
13	·我想远离寻常百姓。
14	·我想独处。
	因子 2：自我的探索与评价
15	·我想实现我去国外旅行的梦想。
16	·我想体验在陌生国家（地区）旅行的挑战。
17	·我想冒险旅行到一个陌生的地方。
18	·我想体验一些不同的和激动人心的事情。
19	·我想去一个我以前没有去过的国家（地区）。
20	·我想提高我对另一个国家（地区）的了解。
21	·我想练习我的口语。
22	·我想体验异国情调。

23	·我希望看到并认识不同的人群。
24	·我想体验不同于我的文化。
25	·我想体验和学习新的人。
26	·我想看看别人是如何过着自己的生活方式的。
27	·我想学一门外语。
28	·我想获得成就感。
29	·我想培养技能和能力。
30	·我想体验一种不同的生活方式。
	因子 3：放松
31	·我可以得到身体上的休息和放松。
32	·我可以做一些运动。
33	·我可以逃避日常生活中的压力。
34	·我可以享受和让自己快乐的旅行。
35	·我想体验良好的住宿和食物。
36	·我想看风景。
37	·我想增进健康。
38	·我希望体育参与。
39	·我想参加体育运动。
40	·我想吃各种各样的食物。
41	·我想沉迷于温泉或温泉。
42	·我想从繁忙的工作中得到改变。
43	·什么都不做。
44	·我想远离家乡。
45	·我想锻炼身体。
46	·我想呼吸新鲜空气。
47	·我想控制体重。
48	·我想玩得开心。
	因子 4：威望
49	·我可以谈谈我回家后与其他人的旅行经历。
50	·我可以谈论我旅行时遇到的地方、事物和人。

51	·我可以在我的社交媒体平台上发布我的旅行照片和视频。
52	·我想去我朋友想去的地方。
53	·我想去很少人想去的地方。
54	·我想参观一个大多数人都珍视和欣赏的国家（地区）。
55	·我想感受当地人的认可。
56	·我想感受异国情调。
57	·我希望自己体面。
58	·我想感到被尊重。
59	·我想感受到自己的威望和地位。
60	·我想体验奢华的东西（比如好吃的食物，舒适的居住地）。
61	·我想去买奢侈品。
62	·我想体验外国的目的地。
63	·我想体验安全的安全旅行。
64	·我想尽可能多地看。
65	·我想去历史上重要的地方旅行。
	因子 5：回归
66	·我想用自己的方式做事。
67	·我期待浪漫的经历。
68	·我想自由地按照我的感觉行事。
69	·我想在旅行中过着艰苦的生活。
70	·我想沉溺于奢侈。
71	·我想纵容自己。
72	·我想重新发现自己。
73	·我想享受冒险。
74	·我想享受刺激和兴奋。
75	·我想爱上一个陌生人。
76	·我要敢于冒险。
77	·我想享受孤独。
78	·我想要感受内在的和谐或和平。
79	·我想观察人。

	因子 6：亲属关系的加强
80	·我想去拜访亲戚朋友。
81	·我可以促进家庭和亲属关系。
82	·我可以和家人团聚。
83	·我想去拜访一个来自家庭的地方。
	因子 7：社会互动
84	·我想花更多的时间与我的家人，家人，朋友或同事在旅行。
85	·我想利用这个机会与我的配偶、家人、朋友或同事在旅行时交流。
86	·我想和我的配偶、家人、朋友或同事做些事情。
87	·我想和我的配偶、家人、朋友或同事一起度过愉快的时光。
88	·我想结识新朋友。
89	·我想重温过去的美好时光。
90	·我想结交志趣相投的人。
91	·我想把这个旅游作为孩子的自然/文化研究的时间。
92	·我想建立友谊。
93	·我想建立关系。
94	·我想建立连接/网络。
95	·我想和人交往。

Table 4. Translated initial pull motivations with items

	因子 1：新颖性
1	·现代城市。
2	·异国情调。
3	·赌场和赌博。
4	·活市区街头剧院/音乐会。
5	·有趣的城镇/村庄。
6	·相似的文化背景。
7	·不同的文化背景。
8	·放松气氛。
9	·文化遗产。

10	·旅游目的地可持续旅游规划的应用。
11	·可持续发展哲学的应用。

因子 2：教育	
12	·可持续发展教育计划。
13	·环境保护教育计划。
14	·生物多样性保护教育计划。
15	·教育资源最小化利用计划。
16	地方经济发展教育计划。
17	·地球教育计划。
18	·展示当地社会、福利或当地生活方式的计划。
19	·儿童教育计划。
20	·创新计划，了解可持续发展/规划。
21	·了解可持续发展/规划的有趣程序。
22	·增加可持续旅游知识的机会。
23	·儿童自然资源研究的适宜区域。
24	·处理废物的教育方案。
25	·儿童性别平等教育计划。

因子 3：可用性、可及性和设施	
26	·旅游方便，旅游管理方便。
27	·运输方便。
28	·签证申请方便，免签证。
29	·可持续发展理念的可容纳性。
30	·自行车基础设施的可用性。
31	·节能公共交通的可用性。
32	·可回收利用的材料。
33	·旅游场所和设施的质量。
34	·服务人员提供的服务质量。
35	·比其他目的地更近。

36	·更接近其他目的地。
37	·吸引力是紧密相连的。
38	·停车位方便。
39	·旅行安排容易。
40	·地理邻近性。
41	·中餐供应量。
42	·良好的道路和景点。
43	·废物和污染管理系统的可用性。
44	·智能城市的可用性。
45	·保持自然美的可用性。
46	·生物多样性保护。
47	·可再生能源的使用。
48	·CO_2 的减少。
49	·考虑对当地人的影响。
50	·不歧视。
51	·使用本地产品和服务。
52	·区域经济福祉意识。
53	·区域未来幸福意识。
因子 4：吸引、活动和事件	
54	·各种各样的旅游景点。
55	·历史文化名胜。
56	·美丽的自然风光和风景。
57	·海滨/海滩。
58	·艺术和博物馆。
59	·寺庙。
60	·教堂。
61	·美食节。
62	·SPA/按摩。
63	·温泉。
64	·夜生活娱乐。

65	·节日/特别活动。
66	·组织旅游项目。
67	·体育赛事。
68	·城市票价。
69	·水上运动。
70	·娱乐或主题公园。
71	·动物园/动物。
72	·野生动物/野生动物公园。
73	·野性和不受干扰的自然。
74	·风景秀丽。
75	·历史/考古学/军事遗址。
76	·博物馆和美术馆。
77	·可管理的大小可以看到一切。
78	·动物、植物、动物和物种公园。
79	·钓鱼。
80	·自我驾驶。
81	·海洋动物公园。
82	·冒险活动。
83	·品尝当地的食物和水果。
84	·参观热带雨林/热带气候。
85	·礁石活动（浮潜）。潜水、海沃克等）
86	·岛屿。
87	·用中文信息协助活动/活动/景点。
因子 5：购物	
88	·购物天堂。
89	·各种购物场所。
90	·奢侈品购物场所。
91	·插座。
92	·时尚品牌。
93	·纪念品。

94	·手工艺品。
95	·特色食品。
96	·艺术性。
97	·珠宝。
98	·手表。
99	·配件。
100	·包。
101	·鞋子。
102	·衣服。
103	·技术产品。
104	·化妆品与美容。
105	·设备。
106	·医疗器械。
107	·药理学。
108	·儿童教育产品。
109	·儿童教育产品，了解可持续发展。
因子 6：信息	
110	·提供活动推广信息。
111	·景点宣传信息的可用性。
112	·提供事件宣传信息。
113	·提供教育计划信息的有效性。
114	·友好、训练有素的服务人员。
115	·目的地学习中心的可用性。
116	·旅游办公室的可用性。
117	·组织良好的旅游信息系统。
118	·旅游应用程序的可用性。
119	·旅游社交媒体（平台）的可用性。
120	·我的家庭有联系。
121	·我的网络。
122	·旅游辅助设备。

123	·旅游信息中文。

因子 7：安全、清洁和舒适	
124	·人身安全。
125	·没有恐怖袭击。
126	·卫生清洁。
127	·蓝天和污染较少的空气（PM2.5）。
128	·天气好/气候好。
129	·食品安全。
130	·水安全。
131	·干净舒适的住宿。
132	·清洁舒适的卫生间。
133	·友好的当地人。
134	·较少拥挤的景点（受控制的旅游者）。
135	·热烈欢迎游客。
136	·安静休息区。
137	·保存良好的环境。
138	·豪华住宿。
139	·预算住宿。
140	·商务舱航班。
141	·航班经济舱。
142	·对内地的积极态度
143	·适合与家人或朋友一起旅行。
144	·汉语辅助。

因子 8：旅行费用	
145	·良好的货币价值（人民币与其他货币的有价值货币兑换率）。
146	·合理的商品和服务价格。
147	·旅游商品和服务的成本。
148	·行程总费用。

149	·到目的地的廉价包裹。
150	·负担得起的旅行费用。

Appendix 3: Experts interview questionnaire in Chinese language

Table 5. Motivational items in experts interview questionnaire in Chinese language

尊敬的旅游行业专家您好：本人系立陶宛维尔纽斯大学经济管理学院在读博士，目前正开展关于中国大陆旅游者前往境外可持续旅游景区游览的动机和行为意向的研究。请您根据您的经验对以下可能会影响中国大陆旅游者的旅游动机进行判断，如会影响请选择"是"。

Dear experts in the tourism sector: I am a Ph.D. student of Faculty of Economics and Business Administration of Vilnius University, Lithuania. I am currently carrying out a research about Mainland Chinese tourists' travel motivation and intention for outbound sustainable tourism destinations. According to your previous experiences, please evaluate the potential items which might influence Mainland Chinese tourists' travel motivations. Please select "Yes" if you think the item might have some impact.

	因子 1：逃逸	是
1	我想去参观一个新地方。	
2	我想获得一种新的人生观。	
3	我想避免人际压力和压力。	
4	我想旅行，去某处，在不同的环境中做些事情。	
5	我可以逃避家里的普通或日常环境。	
6	我想结识新朋友。	
7	我想避开我的工作场所和人们。	
8	我想避免空气污染。	
9	我想逃避家里的要求。	
10	我想逃避工作中的要求。	
11	我想远离孩子们。	
12	我想减轻我的孤独感。	
13	我想远离寻常百姓。	
14	我想独处。	

	因子 2：自我的探索与评价	
15	我想实现我去国外旅行的梦想。	
16	我想体验在陌生国家（地区）旅行的挑战。	
17	我想冒险旅行到一个陌生的地方。	
18	我想体验一些不同的和激动人心的事情。	
19	我想去一个我以前没有去过的国家（地区）。	
20	我想提高我对另一个国家（地区）的了解。	
21	我想练习我的口语。	
22	我想体验异国情调。	
23	我希望看到并认识不同的人群。	
24	我想体验不同于我的文化。	
25	我想体验和学习新的人。	
26	我想看看别人是如何过着自己的生活方式的。	
27	我想学一门外语。	
28	我想获得成就感。	
29	我想培养技能和能力。	
30	我想体验一种不同的生活方式。	
	因子 3：放松	
31	我可以得到身体上的休息和放松。	
32	我可以做一些运动。	
33	我可以逃避日常生活中的压力。	
34	我可以享受和让自己快乐的旅行。	
35	我想体验良好的住宿和食物。	
36	我想看风景。	
37	我想增进健康。	
38	我希望体育参与。	
39	我想参加体育运动。	
40	我想吃各种各样的食物。	

41	我想沉迷于温泉或温泉。	
42	我想从繁忙的工作中得到改变。	
43	什么都不做。	
44	我想远离家乡。	
45	我想锻炼身体。	
46	我想呼吸新鲜空气。	
47	我想控制体重。	
48	我想玩得开心。	
	因子 4：威望	
49	我可以谈谈我回家后与其他人的旅行经历。	
50	我可以谈论我旅行时遇到的地方、事物和人。	
51	我可以在我的社交媒体平台上发布我的旅行照片和视频。	
52	我想去我朋友想去的地方。	
53	我想去很少人想去的地方。	
54	我想参观一个大多数人都珍视和欣赏的国家（地区）。	
55	我想感受当地人的认可。	
56	我想感受异国情调。	
57	我希望自己体面。	
58	我想感到被尊重。	
59	我想感受到自己的威望和地位。	
60	我想体验奢华的东西（比如好吃的食物，舒适的居住地）。	
61	我想去买奢侈品。	
62	我想体验外国的目的地。	
63	我想体验安全的安全旅行。	
64	我想尽可能多地看。	
65	我想去历史上重要的地方旅行。	

	因子 5：回归	
66	我想用自己的方式做事。	
67	我期待浪漫的经历。	
68	我想自由地按照我的感觉行事。	
69	我想在旅行中过着艰苦的生活。	
70	我想沉溺于奢侈。	
71	我想纵容自己。	
72	我想重新发现自己。	
73	我想享受冒险。	
74	我想享受刺激和兴奋。	
75	我想爱上一个陌生人。	
76	我要敢于冒险。	
77	我想享受孤独。	
78	我想要感受内在的和谐或和平。	
79	我想观察人。	
	因子 6：亲属关系的加强	
80	我想去拜访亲戚朋友。	
81	我可以促进家庭和亲属关系。	
82	我可以和家人团聚。	
83	我想去拜访一个来自家庭的地方。	
	因素 7：社会互动	
84	我想花更多的时间与我的家人，家人，朋友或同事在旅行。	
85	我想利用这个机会与我的配偶、家人、朋友或同事在旅行时交流。	
86	我想和我的配偶、家人、朋友或同事做些事情。	
87	我想和我的配偶、家人、朋友或同事一起度过愉快的时光。	
88	我想结识新朋友。	
89	我想重温过去的美好时光。	
90	我想结交志趣相投的人。	

91	我想把这个旅游作为孩子的自然/文化研究的时间。	
92	我想建立友谊。	
93	我想建立关系。	
94	我想建立连接/网络。	
95	我想和人交往。	

尊敬的旅游行业专家您好：本人系立陶宛维尔纽斯大学经济管理学院在读博士，目前正开展关于中国大陆旅游者前往境外可持续旅游景区游览的动机和行为意向的研究。请您根据您的经验对以下可能会影响中国大陆旅游者的旅游动机进行判断，如会影响请选择"是"。

Dear experts in the tourism sector: I am a Ph.D. student of Faculty of Economics and Business Administration of Vilnius University, Lithuania. I am currently carrying out a research about Mainland Chinese tourists' travel motivation and intention for outbound sustainable tourism destinations. According to your previous experiences, please evaluate the potential items which might influence Mainland Chinese tourists' travel motivations. Please select "Yes" if you think the item might have some impact.

因子 1：新颖性		是
1	·现代城市。	
2	·异国情调。	
3	·赌场和赌博。	
4	·活市区街头剧院/音乐会。	
5	·有趣的城镇/村庄。	
6	·相似的文化背景。	
7	·不同的文化背景。	
8	·放松气氛。	
9	·文化遗产。	
10	·旅游目的地可持续旅游规划的应用。	
11	·可持续发展哲学的应用。	
因子 2：教育		

12	·可持续发展教育计划。	
13	·环境保护教育计划。	
14	·生物多样性保护教育计划。	
15	·教育资源最小化利用计划。	
16	地方经济发展教育计划。	
17	·地球教育计划。	
18	·展示当地社会、福利或当地生活方式的计划。	
19	·儿童教育计划。	
20	·创新计划，了解可持续发展/规划。	
21	·了解可持续发展/规划的有趣程序。	
22	·增加可持续旅游知识的机会。	
23	·儿童自然资源研究的适宜区域。	
24	·处理废物的教育方案。	
25	·儿童性别平等教育计划。	
因子 3：可用性、可及性和设施		
26	·旅游方便，旅游管理方便。	
27	·运输方便。	
28	·签证申请方便，免签证。	
29	·可持续发展理念的可容纳性。	
30	·自行车基础设施的可用性。	
31	·节能公共交通的可用性。	
32	·可回收利用的材料。	
33	·旅游场所和设施的质量。	
34	·服务人员提供的服务质量。	
35	·比其他目的地更近。	
36	·更接近其他目的地。	
37	·吸引力是紧密相连的。	
38	·停车位方便。	
39	·旅行安排容易。	
40	·地理邻近性。	
41	·中餐供应量。	

42	·良好的道路和景点。	
43	·废物和污染管理系统的可用性。	
44	·智能城市的可用性。	
45	·保持自然美的可用性。	
46	·生物多样性保护。	
47	·可再生能源的使用。	
48	·CO_2 的减少。	
49	·考虑对当地人的影响。	
50	·不歧视。	
51	·使用本地产品和服务。	
52	·区域经济福祉意识。	
53	·区域未来幸福意识。	
因子 4：吸引、活动和事件		
54	·各种各样的旅游景点。	
55	·历史文化名胜。	
56	·美丽的自然风光和风景。	
57	·海滨/海滩。	
58	·艺术和博物馆。	
59	·寺庙。	
60	·教堂。	
61	·美食节。	
62	·SPA/按摩。	
63	·温泉。	
64	·夜生活娱乐。	
65	·节日/特别活动。	
66	·组织旅游项目。	
67	·体育赛事。	
68	·城市票价。	
69	·水上运动。	
70	·娱乐或主题公园。	
71	·动物园/动物。	

72	·野生动物/野生动物公园。	
73	·野性和不受干扰的自然。	
74	·风景秀丽。	
75	·历史/考古学/军事遗址。	
76	·博物馆和美术馆。	
77	·可管理的大小可以看到一切。	
78	·动物、植物、动物和物种公园。	
79	·钓鱼。	
80	·自我驾驶。	
81	·海洋动物公园。	
82	·冒险活动。	
83	·品尝当地的食物和水果。	
84	·参观热带雨林/热带气候。	
85	·礁石活动（浮潜）。潜水、海沃克等）	
86	·岛屿。	
87	·用中文信息协助活动/活动/景点。	
因子 5：购物		
88	·购物天堂。	
89	·各种购物场所。	
90	·奢侈品购物场所。	
91	·插座。	
92	·时尚品牌。	
93	·纪念品。	
94	·手工艺品。	
95	·特色食品。	
96	·艺术性。	
97	·珠宝。	
98	·手表。	
99	·配件。	
100	·包。	
101	·鞋子。	

102	·衣服。	
103	·技术产品。	
104	·化妆品与美容。	
105	·设备。	
106	·医疗器械。	
107	·药理学。	
108	·儿童教育产品。	
109	·儿童教育产品，了解可持续发展。	
因子 6：信息		
110	·提供活动推广信息。	
111	·景点宣传信息的可用性。	
112	·提供事件宣传信息。	
113	·提供教育计划信息的有效性。	
114	·友好、训练有素的服务人员。	
115	·目的地学习中心的可用性。	
116	·旅游办公室的可用性。	
117	·组织良好的旅游信息系统。	
118	·旅游应用程序的可用性。	
119	·旅游社交媒体（平台）的可用性。	
120	·我的家庭有联系。	
121	·我的网络。	
122	·旅游辅助设备。	
123	·旅游信息中文。	
因子 7：安全、清洁和舒适		
124	·人身安全。	
125	·没有恐怖袭击。	
126	·卫生清洁。	
127	·蓝天和污染较少的空气（PM2.5）。	
128	·天气好/气候好。	
129	·食品安全。	

130	·水安全。	
131	·干净舒适的住宿。	
132	·清洁舒适的卫生间。	
133	·友好的当地人。	
134	·较少拥挤的景点（受控制的旅游者）。	
135	·热烈欢迎游客。	
136	·安静休息区。	
137	·保存良好的环境。	
138	·豪华住宿。	
139	·预算住宿。	
140	·商务舱航班。	
141	·航班经济舱。	
142	·对内地的积极态度	
143	·适合与家人或朋友一起旅行。	
144	·汉语辅助。	
因子 8：旅行费用		
145	·良好的货币价值（人民币与其他货币的有价值货币兑换率）。	
146	·合理的商品和服务价格。	
147	·旅游商品和服务的成本。	
148	·行程总费用。	
149	·到目的地的廉价包裹。	
150	·负担得起的旅行费用。	

Appendix 4: Results from experts interview questionnaire in English language

Table 6. Selected motivational items in experts interview questionnaire in English language

Factor 1: Escape		YES
1	·I want to visit a new place.	√
2	·I want to gain a new perspective on life.	
3	·I want to avoid interpersonal stress and pressure.	√
4	·I want to travel, to go somewhere and do something in different environment.	
5	·I can escape from the ordinary or routine environment at home.	√
6	·I want to meet new people.	
7	·I want to avoid my working place and people.	
8	·I want to avoid air pollution.	
9	·I want to get away from demands at home.	
10	·I want to get away from demands at work.	
11	·I want to get away from kid(s).	
12	·I want to ease my feelings of loneliness.	
13	·I want to get away from the ordinary.	
14	·I want to have time alone.	
Factor 2: Exploration and Evaluation of Self		
15	·I want to fulfill my dream of travelling to other country (region).	√
16	·I want to experience challenges travelling in a unfamiliar country (region).	√
17	·I want adventure travelling to an unfamiliar place.	
18	·I want to experience something different and exciting.	
19	·I want to travel to a country (region) that I have not visited before.	

20	·I want to enhance my knowledge about the other country (region).	√
21	·I want to practice my spoken foreign language.	√
22	·I want to experience the exotic.	
23	·I want to see and meet different groups of people.	
24	·I want to experience cultures that are different from mine.	
25	·I want to experience and learn new people.	
26	·I want to see how other people live their lifestyle.	
27	·I want to learn a foreign language.	
28	·I want to gain a sense of accomplishment.	
29	·I want to develop skills and abilities.	
30	·I want to experience a different lifestyle.	
Factor 3: Relaxation		
31	·I can get physically rest and relaxed.	√
32	·I can get some exercises.	
33	·I can escape from stress in my daily life.	
34	·I can enjoy and make myself happy while travelling.	
35	·I want to experience nice accommodations and food.	√
36	·I want to view the scenery.	√
37	·I want to enhance health.	
38	·I want sports participation.	√
39	·I want to be sports participation.	
40	·I want to indulge in variety of food.	
41	·I want to indulge in spa or hot spring.	
42	·I want to get a change from a busy job.	
43	·Do nothing at all.	
44	·I want to feel at home away from home.	
45	·I want to be physically active.	
46	·I want to get fresh air.	√

47	·I want my weight controlled.	
48	·I want to have fun.	
Factor 4: Prestige		
49	·I can talk about my travel experience with other people after returning home.	√
50	·I can talk about places, things, and people that I meet during my travel.	
51	·I can post my travel photos and videos on my social media platform.	√
52	·I want to go to places my friends want to go.	√
53	·I want to go to places few people want to go.	√
54	·I want to visit a country (region) most people value and appreciate.	
55	·I want to feel being recognized by locals.	
56	·I want to feel being exotic.	
57	·I want to feel being decent.	
58	·I want to feel being respected.	√
59	·I want to feel my prestige and status.	
60	·I want to experience luxury things (e.g. nice food, comfortable place to stay).	
61	·I want to go shopping luxury goods.	
62	·I want to experience foreign destinations.	
63	·I want to experience secure safe travel.	
64	·I want to see as much as possible.	
65	·I want to travel to historically important places.	√
Factor 5: Regression		
66	·I want to do things my own way.	
67	·I expect romantic experiences.	
68	·I want to be free to act the way I feel.	
69	·I want to live a rough life during travel.	

70	·I want to indulge in luxury.	√
71	·I want to indulge myself.	√
72	·I want to rediscover myself.	
73	·I want to enjoy adventure.	
74	·I want to enjoy thrills and excitement.	√
75	·I want to fall in love with a stranger.	√
76	·I want to be daring and adventuresome.	√
77	·I want to enjoy loneliness.	
78	·I want to feel inner harmony or peace.	√
79	·I want to observe people.	
Factor 6: Enhancement of Kinship Relationships		
80	·I want to visit relatives or friends.	√
81	·I can facilitate family and kinship ties.	
82	·I can get reunion with my family.	
83	·I want to visit places family came from.	
Factor 7: Social Interaction		
84	·I want to spend more time with my couple, family members, friends or colleagues while travelling.	√
85	·I want to use this opportunity to communicate with my spouse, family members, friends or colleagues while travelling.	
86	·I want to do something with my spouse, family members, friends or colleagues.	
87	·I want to have enjoyable time with my spouse, family members, friends or colleagues.	
88	·I want to meet new people.	
89	·I want to relive past good times.	
90	·I want to meet people with similar interests.	
91	·I want to use the tour as a time for natural/cultural study for kid(s).	√

92	·I want to build friendship.	
93	·I want to build relationship.	√
94	·I want to build connections/network.	√
95	·I want to interact with people.	√

Factor 1: Novelty		YES
1	·Modern cities.	√
2	·Exotic atmosphere.	√
3	·Casino and gambling.	
4	·Live city street theaters/concerts.	
5	·Interesting town/village.	√
6	·Similar cultural background.	
7	·Different cultural background.	√
8	·Relaxing atmosphere.	√
9	·Cultural heritage.	√
10	·The application of sustainable tourism planning at the destination.	√
11	·The application of sustainable development philosophy.	√
Factor 2: Education		
12	·Educational program of sustainable development.	√
13	·Educational program of environmental protection.	√
14	·Educational program of biodiversity protection.	√
15	·Educational program of minimizing resource use.	√
16	·Educational program of local economic development.	√
17	·Educational program of the earth.	√

18	·Program of showing local social, well-being or local lifestyle.	√
19	·Educational program for kid(s).	√
20	·Innovative program for understanding sustainable development/planning.	√
21	·Interesting program for understanding sustainable development/planning.	√
22	·Opportunities to increase knowledge about sustainable tourism.	√
23	·Appropriate area for kid(s) study on natural resources.	√
24	·Educational program of dealing with the waste.	
25	·Educational program of gender equality for kid(s).	
Factor 3: Availability, Accessibility & Facilities		
26	·Convenience of travel and ease of tour management.	√
27	·Convenience of transport.	√
28	·Convenience of VISA application or free visa.	√
29	·Availability of accommodations with the idea of sustainability.	√
30	·Availability of bicycle infrastructural.	
31	·Availability of energy saving public transportation.	
32	·Availability of recyclable use of materials.	
33	·Quality of tourist places and facilities.	
34	·Quality of services provided by service people.	√
35	·Closer than other destinations.	
36	·Closer to other destinations.	
37	·Attractions those are close together.	
38	·Convenience of parking place.	

39	·Ease of travel arrangement.	
40	·Geographic proximity.	
41	·Availability of Chinese restaurant.	√
42	·Well marked roads and attractions.	
43	·Availability of waste and pollution management system.	√
44	·Availability of smart city.	
45	·Availability of maintained natural beauty.	
46	·Preservation of biodiversity.	
47	·Use of renewable energy.	
48	·Reduction of CO_2.	
49	·Consideration of impacts on locals.	
50	·No discrimination.	√
51	·Use of local products and services.	
52	·Awareness of regional economic well-being.	
53	·Awareness of regional future generation well-being.	
Factor 4: Attractions, Activities & Events		
54	·A variety of attractions.	
55	·Cultural and historical attractions.	√
56	·Beautiful natural scenery and landscape.	√
57	·Seaside/beaches.	√
58	·Arts and museums.	√
59	·Temples.	√
60	·Churches.	
61	·Food festival.	
62	·SPA/massage.	√
63	·Hot spring.	
64	·Night life & entertainment.	√
65	·Festival/special events.	

66	·Organized tour program.	√
67	·Sports events.	√
68	·City fares.	√
69	·Water sports.	√
70	·Amusement or theme parks.	√
71	·Zoos/Animals.	√
72	·Wildlife/wildlife park.	√
73	·Wildness and undisturbed nature.	
74	·Outstanding scenery.	
75	·Historical/archeology/military sites.	
76	·Museum and art galleries.	
77	·Manageable size to see everything.	√
78	·Fauna, flora, plants and animals species parks.	√
79	·Fishing.	√
80	·Self-driving.	
81	·Marine animal parks.	√
82	·Adventure activities.	√
83	·Taste of local food and fruits.	√
84	·Visit the rainforest/tropical climate.	
85	·Reef activities (snorkeling. diving, sea walker etc.)	
86	·Islands.	√
87	·Information in Chinese language to assist the activities/events/attractions.	√
Factor 5: Shopping		
88	·Shopping paradise.	√
89	·A variety of shopping places.	√
90	·Shopping places for luxury goods.	√
91	·Outlets.	√

92	·Fashion brands.	√
93	·Souvenir.	√
94	·Handicrafts.	√
95	·Characteristic food.	√
96	·Artistic.	
97	·Jewelry.	√
98	·Watches.	√
99	·Accessories.	√
100	·Bags.	√
101	·Shoes.	√
102	·Clothes.	
103	·Technical products.	√
104	·Cosmetic and beauty.	√
105	·Equipment.	
106	·Medical appliances.	√
107	·Pharmacology.	
108	·Educational products for kid(s).	√
109	·Educational products for kid(s) to understand sustainable development.	√
Factor 6: Information		
110	·Availability of information for activities promotion.	
111	·Availability of information for attractions promotion.	
112	·Availability of information for events promotion.	
113	·Availability of information for educational program promotion.	
114	·Availability of friendly and well-trained service staff.	√

115	·Availability of learning center at the destination.	√
116	·Availability of tourism office.	
117	·Well-organized tourist information system.	√
118	·Availability of tourist apps.	
119	·Availability of tourist social media (platform).	√
120	·My family links.	
121	·My network.	
122	·Tour assistance device.	
123	·Tour information in Chinese language.	√

Factor 7: Safety, cleanliness and comfort

124	·Personal safety and security.	√
125	·No terrorist attack.	
126	·Hygiene and cleanliness.	√
127	·Blue sky and less polluted air (PM2.5).	√
128	·Nice weather/climate.	√
129	·Food safety.	√
130	·Water safety.	
131	·Clean and comfortable accommodations.	√
132	·Clean and comfortable toilets.	√
133	·Friendly locals.	√
134	· Less crowded attractions (controlled tourism arrivals).	√
135	·Warm welcome for tourists.	√
136	·Tranquil rest areas.	
137	·Well-conserved environment.	
138	·Luxury accommodations.	
139	·Budget accommodations.	
140	·Business class of flights.	
141	·Economy class of flights.	

142	·Positive attitudes towards Mainland Chinese tourists.	
143	·Suitable to travel with family or friends.	√
144	·Chinese language assistance.	√
Factor 8: Expenditure of the trip		
145	·Good value of money (valuable money exchange rate between RMB and the other currency).	√
146	·Reasonable price of goods and services.	√
147	·Cost of tourists goods and services.	
148	·Total expenditure of the trip.	√
149	·Inexpensive package to the destination.	
150	·Affordable travel expenditure.	√

Table 7. Literature resources of the selected push motivational items

PUSH SCALE		LITERATURE RESOURCES
Item	**Factor 1: Escape**	Crompton (1979), Kim & Prideaux (2005), Klenosky (2002), Lu et al. (1999), Maeng et al. (2016), Mohammed & Som (2010), Oh et al. (1995), Uysal et al. (1994), Uysal & Jurowski (1994), and Yoon & Uysal (2005).
1	·I want to visit a new place.	Xu & Chen (2016).
2	·I want to avoid interpersonal stress and pressure.	Xu & Chen (2016), and Zhang & Peng (2014).
3	·I can escape from the ordinary or routine environment at home.	Sirakaya & McLellan (1997).
Item	**Factor 2: Exploration and Evaluation of Self**	Crompton (1979), and Xu & Chen (2016).
4	·I want to fulfill my dream of travelling to other country (region).	Xu & Chen (2016).
5	·I want to experience challenges travelling in a unfamiliar country (region).	Klenosky (2002).
6	·I want to enhance my knowledge about the other country (region).	Xu & Chen (2016).
7	·I want to practice my spoken foreign language.	Johanson (2008).
Item	**Factor 3: Relaxation**	Cha et al. (1995), Crompton (1979), Klenosky (2002), Kozak (2002), Li et al.

		(2011), Meng et al. (2006), Mohammed & Som (2010), Prayag et al. (2015), Sangpikul (2008), Uysal et al. (1994), Xu & Chen (2016), Yoon & Uysal (2005), Zhang & Lam (1999), and Zhang & Peng (2014).
8	·I can get physically rest and relaxed.	Xu & Chen (2016).
9	·I want to experience nice accommodations and food.	Kozak (2002), Li et al. (2011), Meng et al. (2006), Prayag et al. (2015), Pratt & Chan (2016), and Zhang & Peng (2014).
10	·I want to view the scenery.	Klenosky (2002), Kozak (2002), and Zhang & Peng (2014).
11	·I want sports participation.	Baloglu & Uysal (1996), Cha et al. (1995), Kozak (2002), Oh et al. (1995), Sirakaya & McLellan (1997), Uysal & Jurowski (1994)
12	·I want to get fresh air.	Johanson (2008).
Item	**Factor 4: Prestige**	Crompton (1979), Kim & Prideaux (2005), Klenosky (2002), Lu et al. (1999), Mohammed & Som (2010), Prayag et al. (2015), Uysal et al. (1994), Xu & Chen (2016), Yoon & Uysal (2005), Zhang & Lam (1999), and Zhang & Peng (2014).

13	·I can talk about my travel experience with other people after returning home.	Zhang & Peng (2014).
14	·I can post my travel photos and videos on my social media platform.	Zhang & Peng (2014).
15	·I want to go to places my friends want to go.	Li et al. (2011).
16	·I want to go to places few people want to go.	Li et al. (2011).
17	·I want to feel being respected.	Xu & Chen (2016), and Zhang & Peng (2014).
18	·I want to travel to historically important places.	Kim & Prideaux (2005), Pratt & Chan (2016), Sirakaya & McLellan (1997),
Item	**Factor 5: Regression**	Crompton (1979).
19	·I want to indulge in luxury.	Frederic & Lidia (2015).
20	·I want to indulge myself.	Frederic & Lidia (2015).
21	·I want to enjoy thrills and excitement.	Klenosky (2002), Maeng et al. (2016), and Yoon & Uysal (2005).
22	·I want to fall in love with a stranger.	Klenosky (2002), and Zhang & Peng (2014).
23	·I want to be daring and adventuresome.	Klenosky (2002).
24	·I want to feel inner harmony or peace.	Frederic & Lidia (2015).
Item	**Factor 6: Enhancement of Kinship Relationships**	Crompton (1979), Oh et al. (1995), and Uysal et al. (1994).
25	·I want to visit relatives or friends.	Zhang & Peng (2014).
Item	**Factor 7: Social Interaction**	Crompton (1979), Maeng et al. (2016), Klenosky (2002),

		Kim & Prideaux (2005), Lu et al. (1999), Mohammed & Som (2010), Oh et al. (1995), Prayag et al. (2015), Zhang & Lam (1999).
26	·I want to spend more time with my couple, family members, friends or colleagues while travelling.	Maeng et al. (2016), Kozak (2002), Li et al. (2011), Uysal & Jurowski (1994), Xu & Chen (2016), Yolal et al. (2012), Yoon & Uysal (2005), and Zhang & Peng (2014).
27	·I want to use the tour as a time for natural/cultural study for kid(s).	Klenosky (2002), Uysal & Jurowski (1994), Xu & Chen (2016).
28	·I want to build relationship.	Xu & Chen (2016).
29	·I want to build connections/network.	Xu & Chen (2016).
30	·I want to interact with people.	Xu & Chen (2016).

Table 8.

Literature resources of the selected pull motivational items

PULL SCALE		LITERATURE RESOURCES
Item	**Factor 1: Novelty**	Baloglu & Uysal (1996), Crompton (1979), Klenosky (2002), Maeng et al. (2016), Meng et al. (2006), Oh et al. (1995), Sangpikul (2008), Uysal et al. (1994), and Zhang & Lam (1999).
1	·Modern cities.	Yoon & Uysal (2005).
2	·Exotic atmosphere.	Meng et al. (2006).

3	·Interesting town/village.	Yoon & Uysal (2005).
4	·Different cultural background.	Blancas et al. (2016), Maeng et al. (2016), and Zhang & Peng (2014).
5	·Relaxing atmosphere.	Meng et al. (2006),
6	·Cultural heritage.	Blancas et al. (2016), Leong et al. (2015), Mohammed & Som (2010), Turnball & Uysal (1995), Uysal & Jurowski (1994), and Wehrli et al. (2012).
7	·The application of sustainable tourism planning at the destination.	Schianetz & Kavanagh (2008).
8	·The application of sustainable development philosophy.	Schianetz & Kavanagh (2008).
Item	**Factor 2: Education**	Cha et al. (1995), Crompton (1979), Klenosky (2002), Lu et al. (1999), Maeng et al. (2016), Mohammed & Som (2010), Oh et al. (1995), Prayag et al. (2015), Sangpikul (2008), Yoon & Uysal (2005), Zhang & Lam (1999), and Zhang & Peng (2014).
9	·Educational program of sustainable development.	Schianetz & Kavanagh (2008) and Wehrli et al. (2012).
10	·Educational program of environmental protection.	Schianetz & Kavanagh (2008) and Wehrli et al. (2012).
11	·Educational program of biodiversity protection.	Garrod & Fyall (1998), Schianetz & Kavanagh (2008), and Wehrli et al. (2012).
12	·Educational program of minimizing resource use.	Blancas et al. (2016), Garrod & Fyall (1998), Schianetz & Kavanagh (2008), and Wehrli et al. (2012).

13	·Educational program of local economic development.	Blancas et al. (2016), Schianetz & Kavanagh (2008), and Wehrli et al. (2012).
14	·Educational program of the earth.	Schianetz & Kavanagh (2008), and Wehrli et al. (2012)..
15	·Program of showing local social, well-being or local lifestyle.	Blancas et al. (2016), Li et al. (2011), and Wehrli et al. (2012).
16	·Educational program for kid(s).	Xu & Chen (2016).
17	·Innovative program for understanding sustainable development/planning.	Garrod & Fyall (1998), and Schianetz & Kavanagh (2008).
18	·Interesting program for understanding sustainable development/planning.	Schianetz & Kavanagh (2008).
19	·Opportunities to increase knowledge about sustainable tourism.	Schianetz & Kavanagh (2008).
20	·Appropriate area for kid(s) study on natural resources.	Uysal & Jurowski (1994), and Xu & Chen (2016).
Item	**Factor 3: Availability, Accessibility & Facilities**	Kozak (2002), and Zhang & Lam (1999).
21	·Convenience of travel and ease of tour management.	Li et al. (2011), Mohammed & Som (2010), and Xu & Chen (2016).
22	·Convenience of transport.	Li et al. (2011), and Xu & Chen (2016).
23	·Convenience of VISA application or free visa.	Mohammed & Som (2010).
24	·Availability of accommodations with the idea of sustainability.	Garrod & Fyall (1998), and Schianetz & Kavanagh (2008).
25	·Quality of services provided by service people.	Sirakaya & McLellan (1997), and Zhang & Lam (1999).
26	·Availability of Chinese restaurant.	Prayag et al. (2015).

27	·Availability of waste and pollution management system.	Blancas et al. (2016), Schianetz & Kavanagh (2008), and Wehrli et al. (2012).
28	·No discrimination.	Wehrli et al. (2012).
Item	**Factor 4: Attractions, Activities & Events**	Li et al. (2011), Meng et al. (2006), Mohammed & Som (2010), Pratt & Chan (2016), Yoon & Uysal (2005), and Zhang & Peng (2014).
29	·A variety of attractions.	Kim & Prideaux (2005), Kozak (2002), Meng et al. (2006), Mohammed & Som (2010), Xu & Chen (2016), and Zhang & Peng (2014).
30	·Cultural and historical attractions.	Blancas et al. (2016), Klenosky (2002), Leong et al. (2015), Mohammed & Som (2010), Pratt & Chan (2016), Sangpikul (2008), Sirakaya & McLellan (1997), and Song (2017).
31	·Beautiful natural scenery and landscape.	Klenosky (2002), Kozak (2002), Meng et al. (2006), Yoon & Uysal (2005), and Zhang & Peng (2014).
32	·Seaside/beaches.	Baloglu & Uysal (1996), Klenosky (2002), Kozak (2002), and Zhang & Peng (2014).
33	·Arts and museums.	Song (2017).
34	·Temples.	Song (2017).
35	·SPA/massage.	Song (2017).
36	·Night life & entertainment.	Klenosky (2002), Kozak (2002), Maeng et al. (2016), Pratt & Chan (2016), Sirakaya & McLellan (1997), and Yoon & Uysal (2005).
37	·Organized tour program.	Yoon & Uysal (2005).

38	·Sports events.	Baloglu & Uysal (1996), Cha et al. (1995), Kozak (2002), Oh et al. (1995), Sirakaya & McLellan (1997), and Uysal & Jurowski (1994).
39	·City fares.	Maeng et al. (2016), and Song (2017).
40	·Water sports.	Baloglu & Uysal (1996), Cha et al. (1995), Kozak (2002), Oh et al. (1995), Sirakaya & McLellan (1997), Uysal & Jurowski (1994), and Yoon & Uysal (2005).
41	·Amusement or theme parks.	Kim et al. (2003), and Song (2017).
42	·Zoos/Animals.	Xu & Chen (2016).
43	·Wildlife/wildlife park.	Xu & Chen (2016).
44	·Manageable size to see everything.	Sangpikul (2008).
45	·Fauna, flora, plants and animals species parks.	Kim et al. (2003), and Song (2017).
46	·Fishing.	Kim et al. (2003), and Song (2017).
47	·Marine animal parks.	Kim et al. (2003), and Song (2017).
48	·Adventure activities.	Cha et al. (1995), Klenosky (2002), Mohammed & Som (2010), and Oh et al. (1995).
49	·Taste of local food and fruits.	Kozak (2002), Li et al. (2011), Maeng et al. (2016), Meng et al. (2006), Prayag et al. (2015), Pratt & Chan (2016), Yoon & Uysal (2005), and Zhang & Peng (2014).
50	·Islands.	Zhang & Peng (2014).
51	·Information in Chinese language to assist the activities/events/attractions.	Prayag et al. (2015).
Item	**Factor 5: Shopping**	

52	·Shopping paradise.	
53	·A variety of shopping places.	
54	·Shopping places for luxury goods.	
55	·Outlets.	
56	·Fashion brands.	
57	·Souvenir.	
58	·Handicrafts.	Li et al. (2011), Maeng et al. (2016), Meng et al. (2006), Prayag et al. (2015), Sangpikul (2008), Sirakaya & McLellan (1997), Song (2017), Xu & Chen (2016), Yoon & Uysal (2005), and Zhang & Peng (2014).
59	·Characteristic food.	
60	·Jewelry.	
61	·Watches.	
62	·Bags.	
63	·Accessories.	
64	·Shoes.	
65	·Technical products.	
66	·Cosmetic and beauty.	
67	·Medical appliances.	
68	·Educational products for kid(s).	
69	·Educational products for kid(s) to understand sustainable development.	
Item	**Factor 6: Information**	Prayag et al. (2015).
70	·Availability of friendly and well-trained service staff.	Zhang & Lam (1999).
71	·Availability of learning center at the destination.	Xu & Chan (2016).
72	·Well-organized tourist information system.	Prayag et al. (2015), Sangpikul (2008), and Xu & Chan (2016).
73	·Availability of tourist social media (platform).	Frederic & Lidia (2015), and Xu & Chan (2016).
74	·Tour information in Chinese language.	Li et al. (2011), and Prayag et al. (2015).

Item	Factor 7: Safety, cleanliness and comfort	Blancas et al. (2016), Kozak (2002), Li et al. (2011), Li et al. (2011), Prayag et al. (2015), Pratt & Chan (2016), Sangpikul (2008), Uysal & Jurowski (1994), Yoon & Uysal (2005), Wehrli et al. (2012), and Zhang & Peng (2014).
75	·Personal safety and security.	Prayag et al. (2015), and Zhang & Peng (2014).
76	·Hygiene and cleanliness.	Li et al. (2011), Pratt & Chan (2016), Sangpikul (2008), Yoon & Uysal (2005), and Zhang & Peng (2014).
77	·Blue sky and less polluted air (PM2.5).	Johanson (2008).
78	·Nice weather/climate.	Klenosky (2002), Kozak (2002), Xu & Chen (2016), Yoon & Uysal (2005), and Zhang & Peng (2014).
79	·Food safety.	Prayag et al. (2015), and Zhang & Peng (2014).
80	·Clean and comfortable accommodations.	Kozak (2002), Li et al. (2011), Prayag et al. (2015), Pratt & Chan (2016), and Yoon & Uysal (2005).
81	·Clean and comfortable toilets.	Pratt & Chan (2016), and Yoon & Uysal (2005).
82	·Friendly locals.	Kozak (2002), Meng et al. (2006), Prayag et al. (2015), Sirakaya & McLellan (1997),
83	· Less crowded attractions (controlled tourism arrivals).	Schianetz & Kavanagh (2008).
84	·Warm welcome for tourists.	Kozak (2002), and Meng et al. (2006).
85	·Suitable to travel with family or friends.	Cha et al. (1995), Kozak (2002), Meng et al. (2006), Uysal &

		Jurowski (1994), and Yolal et al. (2012).
86	·Chinese language assistance.	Prayag et al. (2015).
Item	**Factor 8: Expenditure of the trip**	Kozak (2002), Oh et al. (1995), Li et al. (2011), Sirakaya & McLellan (1997), Sirakaya & McLellan (1997), Uysal & Jurowski (1994), Zhang & Lam (1999),
87	·Good value of money (valuable money exchange rate between RMB and the other currency).	Cortés-Jiménez et al. (2009), Gray (1996), Kim et al. (2012), Li et al. (2011), Lim (2004), Seetaram (2012), Seo et al. (2009), Song et al.(2000), and Yap (2013).
88	·Reasonable price of goods and services.	Zhang & Lam (1999)
89	·Total expenditure of the trip.	Kozak (2002).
90	·Affordable travel expenditure.	Kozak (2002), and Yoon & Uysal (2005).

Appendix 5: Initial Questionnaire for the pilot study and revised questionnaire after the pilot study

Appendix 5.1: Initial Questionnaire for the pilot study

Dear Respondents: I am a Ph.D. student of Faculty of Economics and Business Administration of Vilnius University, Lithuania. I am currently carrying out a research about Mainland Chinese tourists' travel motivation and intention for outbound sustainable tourism destinations. Your devotion will be very important to current researches in sustainable tourism. Your help to fulfill the questionnaire will be highly appreciated. Answering the questionnaire might take 30 minutes. Your answers will be strictly confidential and are for non-commercial use.

Part 1: About your past travel experiences.

This part aims at understanding your past travel experiences, and please select one choice which may best describe your situation.

Q0. Have You traveled outbound during last three years?
A. Yes   B. No (if "No", please finish the survey)

Part 2: About your situation and consideration when you are planning to travel outbound.

This part aims at understanding your situation and consideration when you are planning to travel outbound, and please select one choice which may best describe your situation.

Q1. People have many personal reasons why travel outbound. Please, rate the following statements about motivations to travel outbound and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

Item No.	Statements	Scores						
1	·I want to visit a new place.	1	2	3	4	5	6	7
2	·I want to avoid interpersonal stress and pressure.							
3	·I can escape from the ordinary or routine environment at home.							
4	·I want to fulfill my dream of travelling to other country (region).							
5	·I want to experience challenges travelling in a unfamiliar country (region).							
6	·I want to enhance my knowledge about the other country (region).							
7	·I want to practice my spoken foreign language.							

8	·I can get physically rest and relaxed.						
9	·I want to experience nice accommodations and food.						
10	·I want to view the scenery.						
11	·I want sports participation.						
12	·I want to get fresh air.						
13	·I can talk about my travel experience with other people after returning home.						
14	·I can post my travel photos and videos on my social media platform.						
15	·I want to go to places my friends want to go.						
16	·I want to go to places few people want to go.						
17	·I want to feel being respected.						
18	·I want to travel to historically important places.						
19	·I want to indulge in luxury.						
20	·I want to indulge myself.						
21	·I want to enjoy thrills and excitement.						
22	·I want to fall in love with a stranger.						
23	·I want to be daring and adventuresome.						
24	·I want to feel inner harmony or peace.						
25	·I want to visit relatives or friends.						
26	·I want to spend more time with my couple, family members,						

	friends or colleagues while travelling.						
27	·I want to use the tour as a time for natural/cultural study for kid(s).						
28	·I want to build relationship.						
29	·I want to build connections/network.						
30	·I want to interact with people.						
31	·Modern cities.						
32	·Exotic atmosphere.						
33	·Interesting town/village.						
34	·Different cultural background.						
35	·Relaxing atmosphere.						
36	·Cultural heritage.						
37	·The application of sustainable tourism planning at the destination.						
38	·The application of sustainable development philosophy.						
39	·Educational program of sustainable development.						
40	·Educational program of environmental protection.						
41	·Educational program of biodiversity protection.						
42	·Educational program of minimizing resource use.						
43	·Educational program of local economic development.						
44	·Educational program of the earth.						
45	·Program of showing local social, well-being or local lifestyle.						

46	·Educational program for kid(s).						
47	·Innovative program for understanding sustainable development/planning.						
48	·Interesting program for understanding sustainable development/planning.						
49	·Opportunities to increase knowledge about sustainable tourism.						
50	·Appropriate area for kid(s) study on natural resources.						
51	·Convenience of travel and ease of tour management.						
52	·Convenience of transport.						
53	·Convenience of VISA application or free visa.						
54	·Availability of accommodations with the idea of sustainability.						
55	·Quality of services provided by service people.						
56	·Availability of Chinese restaurant.						
57	·Availability of waste and pollution management system.						
58	·No discrimination.						
59	·A variety of attractions.						
60	·Cultural and historical attractions.						
61	·Beautiful natural scenery and landscape.						
62	·Seaside/beaches.						
63	·Arts and museums.						
64	·Temples.						

65	·SPA/massage.							
66	·Night life & entertainment.							
67	·Organized tour program.							
68	·Sports events.							
69	·City fares.							
70	·Water sports.							
71	·Amusement or theme parks.							
72	·Zoos/Animals.							
73	·Wildlife/wildlife park.							
74	·Manageable size to see everything.							
75	·Fauna, flora, plants and animals species parks.							
76	·Fishing.							
77	·Marine animal parks.							
78	·Adventure activities.							
79	·Taste of local food and fruits.							
80	·Islands.							
81	·Information in Chinese language to assist the activities/events/attractions.							
82	·Shopping paradise.							
83	·A variety of shopping places.							
84	·Shopping places for luxury goods.							
85	·Outlets.							
86	·Fashion brands.							
87	·Souvenir.							
88	·Handicrafts.							
89	·Characteristic food.							
90	·Jewelry.							
91	·Watches.							

92	·Bags.							
93	·Accessories.							
94	·Shoes.							
95	·Technical products.							
96	·Cosmetic and beauty.							
97	·Medical appliances.							
98	·Educational products for kid(s).							
99	·Educational products for kid(s) to understand sustainable development.							
100	·Availability of friendly and well-trained service staff.							
101	·Availability of learning center at the destination.							
102	·Well-organized tourist information system.							
103	·Availability of tourist social media (platform).							
104	·Tour information in Chinese language.							
105	·Personal safety and security.							
106	·Hygiene and cleanliness.							
107	·Blue sky and less polluted air (PM2.5).							
108	·Nice weather/climate.							
109	·Food safety.							
110	·Clean and comfortable accommodations.							
111	·Clean and comfortable toilets.							
112	·Friendly locals.							
113	· Less crowded attractions (controlled tourism arrivals).							
114	·Warm welcome for tourists.							

115	·Suitable to travel with family or friends.							
116	·Chinese language assistance.							
117	·Good value of money (valuable money exchange rate between RMB and the other currency).							
118	·Reasonable price of goods and services.							
119	·Total expenditure of the trip.							
120	·Affordable travel expenditure.							

Part 3. Let's think about Paris (France) as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Paris (France) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Paris (France) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Paris (France) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Paris (France) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Paris (France) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Paris (France) is a strong economic contributor to Paris.	1	2	3	4	5	6	7
I believe that tourism in Paris (France) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris (France) is very good.	1	2	3	4	5	6	7

As a tourism destination, I think that Paris (France) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris (France) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Paris (France) in the future.	1	2	3	4	5	6	7
I would visit Paris (France) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Paris (France) .	1	2	3	4	5	6	7
I will visit Paris (France) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Part 4. Let's think about Berlin (Germany), as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Berlin (Germany) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Berlin (Germany) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Berlin (Germany) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Berlin (Germany) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Berlin (Germany) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Berlin (Germany) is a strong economic contributor to Paris.	1	2	3	4	5	6	7
I believe that tourism in Berlin (Germany) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Berlin (Germany) is very good.	1	2	3	4	5	6	7

As a tourism destination, I think that Berlin (Germany) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Berlin (Germany) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Berlin (Germany) in the future.	1	2	3	4	5	6	7
I would visit Berlin (Germany) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Berlin (Germany).	1	2	3	4	5	6	7
I will visit Berlin (Germany) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Part 5. Let's think about Copenhagen (Denmark) as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Copenhagen (Denmark) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Copenhagen (Denmark) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Copenhagen (Denmark) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Copenhagen (Denmark) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Copenhagen (Denmark) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Copenhagen (Denmark) is a strong economic contributor to Copenhagen.	1	2	3	4	5	6	7

I believe that tourism in Copenhagen (Denmark) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Copenhagen (Denmark) in the future.	1	2	3	4	5	6	7
I would visit Copenhagen (Denmark) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Copenhagen (Denmark).	1	2	3	4	5	6	7
I will visit Copenhagen (Denmark) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q4. Which of the following city do you prefer to visit in the next 2 years if you have resources needed?
A: Paris   B: Berlin   C: Copenhagen

Part 6: Several questions about you personally.

Q5. What is your gender   A. Male   B. Female   C. Other

Q6. What is your age   _____

Q7. What is your current marital status?
A. Single   B. Married   C. Living with another   D. Divorced E. Separated   F.Widowed
G. Would rather not say

Q8. How many kid(s) do you have _____ ?

Q9. What is your education?

A. High school or lower   B. Technical or vocational school C. Bachelor

D. Master

E. Doctor and post doc

Q10. What is your average monthly income per person of household (RMB)?

A. Less than 3000   B. 3000-5000   C. 5001-10,000   D.   More
than 10,000

Appendix 5.2: Revised questionnaire after pilot study

Questionnaire

Dear Respondents: I am a Ph.D. student of Faculty of Economics and
Business Administration of Vilnius University, Lithuania. I am currently
carrying out a research about Mainland Chinese tourists' travel motivation and
intention for outbound sustainable tourism destinations. Your devotion will be
very important to current researches in sustainable tourism. Your help to fulfill
the questionnaire will be highly appreciated. Answering the questionnaire
might take 30 minutes. Your answers will be strictly confidential and are for
non-commercial use.

Part 1: About your past travel experiences.
**This part aims at understanding your past travel experiences, and please
select one choice which may best describe your situation.**

Q0. Have You traveled outbound during last three years?
A. Yes   B. No (if "No", please finish the survey)

Q1. How many time(s) on average do You travel outbound per year?
A. Once   B. 2 - 3 times   C. 4 times and more

Q2. How many days usually take one stay when You travel outbound?
A. 2-5 days   B. 6-10 days   C. 11 days and more

Q3. Which of the following way do you prefer to travel outbound?

A. Independent tour   B. Package tour   C.   Half package tour

Part 2: About your situation and consideration when you are planning to travel outbound.
This part aims at understanding your situation and consideration when you are planning to travel outbound, and please select one choice which may best describe your situation.

Q4. People have many personal reasons why travel outbound. Please, rate the following statements about motivations to travel outbound and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I want to visit a new place.	1	2	3	4	5	6	7
I want to escape from my daily routine.	1	2	3	4	5	6	7
I want to avoid interpersonal stress and pressure.	1	2	3	4	5	6	7
I want to fulfill my dream of visiting other country (region）.	1	2	3	4	5	6	7
I want to experience challenges traveling in a unfamiliar place.	1	2	3	4	5	6	7
I want to enhance my knowledge about the tourism destination.	1	2	3	4	5	6	7
I want to practice a foreign language.	1	2	3	4	5	6	7
I want to experience nice accommodations and food.	1	2	3	4	5	6	7
I want to appreciate the scenery.	1	2	3	4	5	6	7
I want sports participation.	1	2	3	4	5	6	7
I want to get fresh air.	1	2	3	4	5	6	7
I want to visit a destination that my friends or family want to go.	1	2	3	4	5	6	7
I want to visit a destination that would impress my friends or family.	1	2	3	4	5	6	7
I want to feel being decent and respected.	1	2	3	4	5	6	7
I want to indulge in luxury.	1	2	3	4	5	6	7

I want to indulge myself.	1	2	3	4	5	6	7
I want to enjoy adventure and excitement.	1	2	3	4	5	6	7
I want to feel inner harmony and calm.	1	2	3	4	5	6	7
I want to visit relatives or friends.	1	2	3	4	5	6	7
I want to use the opportunity of traveling to enhance my kid(s) knowledge.	1	2	3	4	5	6	7
I want to interact with people.	1	2	3	4	5	6	7
I want to build interpersonal social networking.	1	2	3	4	5	6	7
I can facilitate family and kinship ties.	1	2	3	4	5	6	7
I can get reunion with my family.	1	2	3	4	5	6	7
I can enjoy time with my family or friends while travel.	1	2	3	4	5	6	7
I can talk about my travel experiences with other people after returning home.	1	2	3	4	5	6	7
I can post my travel photos or videos on my social media platform.	1	2	3	4	5	6	7
I can get physical rest and relaxed.	1	2	3	4	5	6	7
I can experience cultural and historical differences.	1	2	3	4	5	6	7
I expect a romantic encounter.	1	2	3	4	5	6	7

Q5. When people are going to travel outbound they expect to get some experience. Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them. "When I planning to travel outbound it is very important for me to experience…"

Modernized cities.	1	2	3	4	5	6	7
Full of exotic atmosphere.	1	2	3	4	5	6	7
Different cultural background.	1	2	3	4	5	6	7
Relaxing atmosphere.	1	2	3	4	5	6	7
Cultural heritage.	1	2	3	4	5	6	7
The destination which has been implemented with sustainable tourism.	1	2	3	4	5	6	7

Towns or villages.	1	2	3	4	5	6	7

Q6. "When people are going to travel outbound they expect to increase knowledge or get insights about something". **Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them. "When I am planning to travel outbound it is very important for me to get insights or increase knowledge about…"**

Sustainable tourism at the destination.	1	2	3	4	5	6	7
Knowledge of sustainability for my kid(s) to know about.	1	2	3	4	5	6	7
Information about the local community of the tourism destination.	1	2	3	4	5	6	7
The impact of tourism on local prosperity.	1	2	3	4	5	6	7
Increase the awareness of well-being for its future generations at the tourism destination.	1	2	3	4	5	6	7

Q7. "When I am planning to travel outbound it is very important for me to know that…" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Tourism sector is promoting the regional economic well-being of the host society.	1	2	3	4	5	6	7
Tourism sector is promoting the regional poverty alleviation of the host society.	1	2	3	4	5	6	7
Local products and services are used at the tourism destination.	1	2	3	4	5	6	7
CO_2 emissions reduction are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7
Biodiversity preservation are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7
Renewable energies are promoted and used at the tourism destination.	1	2	3	4	5	6	7

Minimizing the resources use, as well as promoting and implementing resources efficiency at the tourism destination.	1	2	3	4	5	6	7
Waste management are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7

Q8. "When I am planning to travel outbound it is very important I care about …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Convenience and ease to manage the tour.	1	2	3	4	5	6	7
Convenience of transport.	1	2	3	4	5	6	7
Convenience of procedures to apply and receive a VISA required for the trip.	1	2	3	4	5	6	7
Availability of accommodations with the idea of sustainability.	1	2	3	4	5	6	7
Availability of luxury accommodations.	1	2	3	4	5	6	7
Availability of Chinese restaurant.	1	2	3	4	5	6	7
Quality of services provided by service people.	1	2	3	4	5	6	7
No discrimination towards tourists based on age, sex, income or nationality.	1	2	3	4	5	6	7

Q9. "When I am planning to travel outbound it is very important to have such attractions as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Cultural and historical attractions.	1	2	3	4	5	6	7
Beautiful natural scenery and landscape.	1	2	3	4	5	6	7
Seaside or beaches.	1	2	3	4	5	6	7
Arts and museums.	1	2	3	4	5	6	7
Religious spots.	1	2	3	4	5	6	7
Islands.	1	2	3	4	5	6	7

Q10. "When I am planning to travel outbound it is very important to have such activities at the destination as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

SPA or massage.	1	2	3	4	5	6	7
Nightlife and entertainment.	1	2	3	4	5	6	7
Sports events.	1	2	3	4	5	6	7
City fairs.	1	2	3	4	5	6	7
Water sports.	1	2	3	4	5	6	7
Theme parks.	1	2	3	4	5	6	7
Zoos and animals.	1	2	3	4	5	6	7
Wildlife or wildlife parks.	1	2	3	4	5	6	7
Fauna or flora species parks.	1	2	3	4	5	6	7
Marine animal parks.	1	2	3	4	5	6	7
Adventure activities.	1	2	3	4	5	6	7
Taste of local food.	1	2	3	4	5	6	7
Swimming and required facilities.	1	2	3	4	5	6	7

Q11. "When I am planning to travel outbound it is very important to have such tour arrangements as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Organized tour to see everything.	1	2	3	4	5	6	7
Manageable and reasonable tour size.	1	2	3	4	5	6	7
Information in Chinese language as an assistance.	1	2	3	4	5	6	7

Q12. "When I am planning to travel outbound it is very important to have such shopping places as … " Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Diversified shopping places.	1	2	3	4	5	6	7
Shopping places for luxury goods.	1	2	3	4	5	6	7

Outlets.	1	2	3	4	5	6	7
Shopping paradise at the airport.	1	2	3	4	5	6	7

Q13. "When I am planning to travel outbound it is very important to have a possibility to buy such products as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Souvenir.	1	2	3	4	5	6	7
Handicrafts.	1	2	3	4	5	6	7
Characteristic food.	1	2	3	4	5	6	7
Fashion brands.	1	2	3	4	5	6	7
Bags and accessories.	1	2	3	4	5	6	7
Clothes and shoes.	1	2	3	4	5	6	7
Jewelry.	1	2	3	4	5	6	7
Watches.	1	2	3	4	5	6	7
Hi-tech products.	1	2	3	4	5	6	7
Health care products.	1	2	3	4	5	6	7
Cosmetic and beauty.	1	2	3	4	5	6	7
Products for kid(s).	1	2	3	4	5	6	7
Products for kid(s) to get knowledge about the idea of sustainability.	1	2	3	4	5	6	7

Q14. "When I am planning to travel outbound it is very important such tourism services as … "Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Availability of friendly and well-trained service staff.	1	2	3	4	5	6	7
Availability of learning center at the destination.	1	2	3	4	5	6	7
Availability of tourist Applications (APPs).	1	2	3	4	5	6	7
Well-organized tourist information system.	1	2	3	4	5	6	7
Tourism information in Chinese language.	1	2	3	4	5	6	7

Q15. "When I am planning to travel outbound it is very important such issues of tourism environment as … "Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Personal safety and security.	1	2	3	4	5	6	7
No terrorist attack.	1	2	3	4	5	6	7
Food and water safety.	1	2	3	4	5	6	7
Hygiene and air cleanliness.	1	2	3	4	5	6	7
Nice weather or climate.	1	2	3	4	5	6	7
Well-conserved environment.	1	2	3	4	5	6	7
Clean and comfortable accommodations.	1	2	3	4	5	6	7
Clean and comfortable toilets.	1	2	3	4	5	6	7
Less crowded attractions.	1	2	3	4	5	6	7
Suitable to travel with family or friends.	1	2	3	4	5	6	7
Warm welcome for tourists.	1	2	3	4	5	6	7
Friendly locals.	1	2	3	4	5	6	7
Chinese language tourist guide or assistance.	1	2	3	4	5	6	7

Q16. When I am planning to travel outbound it is very important such issues of travel expense as … Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Good value of money when Chinese currency gets an appreciation.	1	2	3	4	5	6	7
Reasonable prices of goods and services.	1	2	3	4	5	6	7
Low total cost of the trip.	1	2	3	4	5	6	7
Expense of the flights.	1	2	3	4	5	6	7

Q17.The statements below are to know about your attitudes towards visiting Europe related to impacts of sustainability to the host society. Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to

each of them.

Rather than visit a place where tourism damages the environment, I prefer not to go on holiday.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Rather than visit a place where tour operators sweat local workers, I prefer not to go on holiday.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tourists should not behave unscrupulously because they pay to get leisure and amusement when they are traveling in Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The task of caring for the well-being of the local populations of Europe should not only be accomplished by the local authorities, but also tourists.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tourists should make commitment to and be involved in the social, cultural and environmental protection of the host society in Europe where they travel to.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Most people I know will agree that we should not bring side effects to the host society when we are traveling to Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Most people I know will agree that we should not destruct the environment of the host society when we are traveling to Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Most people I know will agree that we should not damage the social civilization of the host society when we are traveling to Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Most people I know will agree that we should not hurt local well-being of the host society when we are traveling to Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can easily get money required to visit Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can easily find time required to visit Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I know sources of information required to plan my visit to Europe.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

I have health condition required to support me visiting Europe.	1		2	3	4	5	6	7
I can easily get VISA to visit Europe.	1		2	3	4	5	6	7

Q18. Let's think about Paris as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Paris does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Paris have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Paris is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Paris have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Paris has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Paris is a strong economic contributor to Paris.	1	2	3	4	5	6	7
I believe that tourism in Paris has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Paris in the future.	1	2	3	4	5	6	7
I would visit Paris rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Paris.	1	2	3	4	5	6	7
I will visit Paris in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q19. Let's think about Berlin, as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Berlin does not disrupt the quality of life of the locals.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that recreational resources in Berlin have not been overused by tourists.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that tourism in Berlin is developed in harmony with the natural environment.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that the environment of Berlin have been protected now and for the future.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that the diversity of nature in Berlin has been valued and protected.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that tourism of Berlin is a strong economic contributor to Paris.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I believe that tourism in Berlin has been developed by well-coordinated planning.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
As a tourism destination, I think that Berlin is very good.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
As a tourism destination, I think that Berlin is very pleasant.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
As a tourism destination, I think that Berlin is very valuable.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I predict that I will visit Berlin in the future.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would visit Berlin rather than any other tourism destination.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If everything goes as I think, I will plan to visit Berlin.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will visit Berlin in the next 2 years if I have resources needed.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Q20. Let's think about Copenhagen as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7

(where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Copenhagen does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Copenhagen have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Copenhagen is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Copenhagen have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Copenhagen has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Copenhagen is a strong economic contributor to Copenhagen.	1	2	3	4	5	6	7
I believe that tourism in Copenhagen has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Copenhagen in the future.	1	2	3	4	5	6	7
I would visit Copenhagen rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Copenhagen.	1	2	3	4	5	6	7
I will visit Copenhagen in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q21. Which of the following city do you prefer to visit in the next 2 years if you have resources needed?

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A: Paris   B: Berlin   C: Copenhagen

Part 3: Several questions about you personally.

Q22. What is your gender   A. Male   B. Female   C. Other

Q23. What is your age _____

Q24. What is your current marital status?
B. Single   B. Married   C. Living with another   D. Divorced E. Separated   F.Widowed
H. Would rather not say

Q25. How many kid(s) do you have _____ ?

Q26. What is your education?
B. High school or lower   B. Technical or vocational school C. Bachelor
D. Master
E. Doctor and post doc

Q27. What is your average monthly income per person of household (RMB)?

A. Less than 3000   B. 3000-5000   C. 5001-10,000   D.   More than 10,000

Appendix 5.3: Revised questionnaire after double translation

Questionnaire

Dear Respondents: I am a Ph.D. student of Faculty of Economics and Business Administration of Vilnius University, Lithuania. I am currently carrying out a research about Mainland Chinese tourists' travel motivation and intention for outbound sustainable tourism destinations. Your devotion will be very important to current researches in sustainable tourism. Your help to fulfill the questionnaire will be highly appreciated. Answering the questionnaire might take 30 minutes. Your answers will be strictly confidential and are for non-commercial use.

Part 1: About your past travel experiences.
This part aims at understanding your past travel experiences, and please select one choice which may best describe your situation.

Q0. Have You traveled outbound during last three years?
A. Yes   B. No (if "No", please finish the survey)

Q1. How many time(s) on average do You travel outbound per year?
A. Once   B. 2 - 3 times   C. 4 times and more

Q2. How many days usually take one stay when You travel outbound?
A. 2-5 days   B. 6-10 days   C. 11 days and more

Q3. Which of the following way do you prefer to travel outbound?
A. Independent tour   B. Package tour   C.   Half package tour

Part 2: About your situation and consideration when you are planning to travel outbound.
This part aims at understanding your situation and consideration when you are planning to travel outbound, and please select one choice which may best describe your situation.
Q4. People have many personal reasons why travel outbound. Please, rate the following statements about motivations to travel outbound and please

give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I want to visit a new place.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to escape from my daily routine.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to avoid interpersonal stress and pressure.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to fulfill my dream of visiting other country (region）.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to experience challenges traveling in **an** unfamiliar place.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to enhance my knowledge about the tourism destination.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to practice a foreign language.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to experience nice accommodations and food.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to appreciate the scenery.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want sports participation.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to get fresh air.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to visit a destination that my friends or family want to go.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to visit a destination that would impress my friends or family.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to feel being decent and respected.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to indulge in luxury.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to indulge myself.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to enjoy adventure and excitement.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to feel inner harmony and calm.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to visit relatives or friends.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to use the opportunity of traveling to enhance my kid(s) knowledge.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to interact with people.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I want to build interpersonal social networking.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can facilitate family and kinship ties.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can get reunion with my family.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

I can enjoy time with my family or friends while travel.	1	2	3	4	5	6	7
I can talk about my travel experiences with other people after returning home.	1	2	3	4	5	6	7
I can post my travel photos or videos on my social media platform.	1	2	3	4	5	6	7
I can get physical rest and relaxed.	1	2	3	4	5	6	7
I can experience cultural and historical differences.	1	2	3	4	5	6	7
I expect a romantic encounter.	1	2	3	4	5	6	7

Q5. When people are going to travel outbound they expect to get some experience. Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them. "When I planning to travel outbound it is very important for me to experience…"

Modernized cities.	1	2	3	4	5	6	7
Full of exotic atmosphere.	1	2	3	4	5	6	7
Different cultural background.	1	2	3	4	5	6	7
Relaxing atmosphere.	1	2	3	4	5	6	7
Cultural heritage.	1	2	3	4	5	6	7
The destination which has been implemented with sustainable tourism.	1	2	3	4	5	6	7
Towns or villages.	1	2	3	4	5	6	7

Q6. "When people are going to travel outbound they expect to increase knowledge or get insights about something". Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them. "When I am planning to travel outbound it is very important for me to get insights or increase knowledge about…"

Sustainable tourism at the destination.	1	2	3	4	5	6	7
Knowledge of sustainability for my kid(s) to know about.	1	2	3	4	5	6	7
Information about the local community of the tourism destination.	1	2	3	4	5	6	7
The impact of tourism on local prosperity.	1	2	3	4	5	6	7
Increase the awareness of well-being for its future generations at the tourism destination.	1	2	3	4	5	6	7

Q7. "When I am planning to travel outbound it is very important for me to know that…" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Tourism sector is promoting the regional economic well-being of the host society.	1	2	3	4	5	6	7
Tourism sector is promoting the regional poverty alleviation of the host society.	1	2	3	4	5	6	7
Local products and services are used at the tourism destination.	1	2	3	4	5	6	7
CO_2 emissions reduction are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7
Biodiversity preservation are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7
Renewable energies are promoted and used at the tourism destination.	1	2	3	4	5	6	7
Minimizing the resources use, as well as promoting and implementing resources efficiency at the tourism destination.	1	2	3	4	5	6	7

Waste management are promoted and implemented at the tourism destination.	1	2	3	4	5	6	7

Q8. "When I am planning to travel outbound it is very important I care about …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Convenience and ease to manage the tour.	1	2	3	4	5	6	7
Convenience of transport.	1	2	3	4	5	6	7
Convenience of procedures to apply and receive a VISA required for the trip.	1	2	3	4	5	6	7
Availability of accommodations with the idea of sustainability.	1	2	3	4	5	6	7
Availability of luxury accommodations.	1	2	3	4	5	6	7
Availability of Chinese restaurant.	1	2	3	4	5	6	7
Quality of services provided by service people.	1	2	3	4	5	6	7
No discrimination towards tourists based on age, sex, income or nationality.	1	2	3	4	5	6	7

Q9. "When I am planning to travel outbound it is very important to have such attractions as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Cultural and historical attractions.	1	2	3	4	5	6	7
Beautiful natural scenery and landscape.	1	2	3	4	5	6	7
Seaside or beaches.	1	2	3	4	5	6	7
Arts and museums.	1	2	3	4	5	6	7
Religious spots.	1	2	3	4	5	6	7
Islands.	1	2	3	4	5	6	7

Q10. "When I am planning to travel outbound it is very important to have such activities at the destination as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

SPA or massage.	1	2	3	4	5	6	7
Nightlife and entertainment.	1	2	3	4	5	6	7
Sports events.	1	2	3	4	5	6	7
City fairs.	1	2	3	4	5	6	7
Water sports.	1	2	3	4	5	6	7
Theme parks.	1	2	3	4	5	6	7
Zoos and animals.	1	2	3	4	5	6	7
Wildlife or wildlife parks.	1	2	3	4	5	6	7
Fauna or flora species parks.	1	2	3	4	5	6	7
Marine animal parks.	1	2	3	4	5	6	7
Adventure activities.	1	2	3	4	5	6	7
Taste of local food.	1	2	3	4	5	6	7
Swimming and required facilities.	1	2	3	4	5	6	7

Q11. "When I am planning to travel outbound it is very important to have such tour arrangements as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Organized tour to see everything.	1	2	3	4	5	6	7
Manageable and reasonable tour size.	1	2	3	4	5	6	7
Information in Chinese language as an assistance.	1	2	3	4	5	6	7

Q12. "When I am planning to travel outbound it is very important to have such shopping places as … "Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Diversified shopping places.	1	2	3	4	5	6	7
Shopping places for luxury goods.	1	2	3	4	5	6	7

Outlets.	1	2	3	4	5	6	7
Shopping paradise at the airport.	1	2	3	4	5	6	7

Q13. "When I am planning to travel outbound it is very important to have a possibility to buy such products as …" Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Souvenir.	1	2	3	4	5	6	7
Handicrafts.	1	2	3	4	5	6	7
Characteristic food.	1	2	3	4	5	6	7
Fashion brands.	1	2	3	4	5	6	7
Bags and accessories.	1	2	3	4	5	6	7
Clothes and shoes.	1	2	3	4	5	6	7
Jewelry.	1	2	3	4	5	6	7
Watches.	1	2	3	4	5	6	7
Hi-tech products.	1	2	3	4	5	6	7
Health care products.	1	2	3	4	5	6	7
Cosmetic and beauty.	1	2	3	4	5	6	7
Products for kid(s).	1	2	3	4	5	6	7
Products for kid(s) to get knowledge about the idea of sustainability.	1	2	3	4	5	6	7

Q14. "When I am planning to travel outbound it is very important such tourism services as … "Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Availability of friendly and well-trained service staff.	1	2	3	4	5	6	7
Availability of learning center at the destination.	1	2	3	4	5	6	7
Availability of tourist Applications (APPs).	1	2	3	4	5	6	7
Well-organized tourist information system.	1	2	3	4	5	6	7
Tourism information in Chinese language.	1	2	3	4	5	6	7

Q15. "When I am planning to travel outbound it is very important such issues of tourism environment as … "Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Personal safety and security.	1	2	3	4	5	6	7
No terrorist attack.	1	2	3	4	5	6	7
Food and water safety.	1	2	3	4	5	6	7
Hygiene and air cleanliness.	1	2	3	4	5	6	7
Nice weather or climate.	1	2	3	4	5	6	7
Well-conserved environment.	1	2	3	4	5	6	7
Clean and comfortable accommodations.	1	2	3	4	5	6	7
Clean and comfortable toilets.	1	2	3	4	5	6	7
Less crowded attractions.	1	2	3	4	5	6	7
Suitable to travel with family or friends.	1	2	3	4	5	6	7
Warm welcome for tourists.	1	2	3	4	5	6	7
Friendly locals.	1	2	3	4	5	6	7
Chinese language tourist guide or assistance.	1	2	3	4	5	6	7

Q16. When I am planning to travel outbound it is very important such issues of travel expense as … Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Good value of money when Chinese currency gets an appreciation.	1	2	3	4	5	6	7
Reasonable prices of goods and services.	1	2	3	4	5	6	7
Low total cost of the trip.	1	2	3	4	5	6	7
Expense of the flights.	1	2	3	4	5	6	7

Q17.The statements below are to know about your attitudes towards visiting Europe related to impacts of sustainability to the host society. Please, rate the following statements and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of them.

Rather than visit a place where tourism damages the environment, I prefer not to go on holiday.	1	2	3	4	5	6	7
Rather than visit a place where tour operators sweat local workers, I prefer not to go on holiday.	1	2	3	4	5	6	7
Tourists should not behave unscrupulously because they pay to get leisure and amusement when they are traveling in Europe.	1	2	3	4	5	6	7
The task of caring for the well-being of the local populations of Europe should not only be accomplished by the local authorities, but also tourists.	1	2	3	4	5	6	7
Tourists should make commitment to and be involved in the social, cultural and environmental protection of the host society in Europe where they travel to.	1	2	3	4	5	6	7
Most people I know will agree that we should not bring side effects to the host society when we are traveling to Europe.	1	2	3	4	5	6	7
Most people I know will agree that we should not destruct the environment of the host society when we are traveling to Europe.	1	2	3	4	5	6	7
Most people I know will agree that we should not damage the social civilization of the host society when we are traveling to Europe.	1	2	3	4	5	6	7
Most people I know will agree that we should not hurt local well-being of the host society when we are traveling to Europe.	1	2	3	4	5	6	7
I can easily get money required to visit Europe.	1	2	3	4	5	6	7
I can easily find time required to visit Europe.	1	2	3	4	5	6	7
I know sources of information required to plan my visit to Europe.	1	2	3	4	5	6	7
I have health condition required to support me visiting Europe.	1	2	3	4	5	6	7
I can easily get VISA to visit Europe.	1	2	3	4	5	6	7

Q18. Let's think about Paris (France) as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

Statement							
I believe that tourism in Paris (France) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Paris (France) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Paris (France) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Paris (France) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Paris (France) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Paris (France) is a strong economic contributor to Paris.	1	2	3	4	5	6	7
I believe that tourism in Paris (France) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris (France) is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris (France) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Paris (France) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Paris (France) in the future.	1	2	3	4	5	6	7
I would visit Paris (France) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Paris (France) .	1	2	3	4	5	6	7
I will visit Paris (France) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q19. Let's think about Berlin (Germany), as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Berlin (Germany) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Berlin (Germany) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Berlin (Germany) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Berlin (Germany) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Berlin (Germany) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Berlin (Germany) is a strong economic contributor to Paris.	1	2	3	4	5	6	7
I believe that tourism in Berlin (Germany) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Berlin (Germany) is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Berlin (Germany) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Berlin (Germany) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Berlin (Germany) in the future.	1	2	3	4	5	6	7
I would visit Berlin (Germany) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Berlin (Germany).	1	2	3	4	5	6	7
I will visit Berlin (Germany) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q20. Let's think about Copenhagen (Denmark) as a destination for tourism. Please, rate the following statements about the and please give a score from 1-7 (where 1 means "I strongly disagree" and 7 means "I strongly agree") to each of the following statements.

I believe that tourism in Copenhagen (Denmark) does not disrupt the quality of life of the locals.	1	2	3	4	5	6	7
I believe that recreational resources in Copenhagen (Denmark) have not been overused by tourists.	1	2	3	4	5	6	7
I believe that tourism in Copenhagen (Denmark) is developed in harmony with the natural environment.	1	2	3	4	5	6	7
I believe that the environment of Copenhagen (Denmark) have been protected now and for the future.	1	2	3	4	5	6	7
I believe that the diversity of nature in Copenhagen (Denmark) has been valued and protected.	1	2	3	4	5	6	7
I believe that tourism of Copenhagen (Denmark) is a strong economic contributor to Copenhagen.	1	2	3	4	5	6	7
I believe that tourism in Copenhagen (Denmark) has been developed by well-coordinated planning.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very good.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very pleasant.	1	2	3	4	5	6	7
As a tourism destination, I think that Copenhagen (Denmark) is very valuable.	1	2	3	4	5	6	7
I predict that I will visit Copenhagen (Denmark) in the future.	1	2	3	4	5	6	7
I would visit Copenhagen (Denmark) rather than any other tourism destination.	1	2	3	4	5	6	7
If everything goes as I think, I will plan to visit Copenhagen (Denmark).	1	2	3	4	5	6	7
I will visit Copenhagen (Denmark) in the next 2 years if I have resources needed.	1	2	3	4	5	6	7

Q21. Which of the following city do you prefer to visit in the next 2 years if you have resources needed?
A: Paris**(France)**   B: Berlin**(Germany)**   C: Copenhagen**(Denmark)**

Part 3: Several questions about you personally.

Q22. What is your gender   A. Male   B. Female   C. Other

Q23. What is your age _____

Q24. What is your current marital status?
C. Single   B. Married   C. Living with another   D. Divorced E. Separated   F.Widowed
I. Would rather not say

Q25. How many kid(s) do you have _____ ?

Q26. What is your education?
C. High school or lower   B. Technical or vocational school C. Bachelor
D. Master
E. Doctor and post doc

Q27. What is your average monthly income per person of household (RMB)?

A. Less than 3000   B. 3000-5000   C. 5001-10,000   D. More than 10,000

Appendix 6: Translated Questionnaire in Chinese language

Translation of the questionnaire (from English language to Chinese language)

尊敬的受访者您好：本人系立陶宛维尔纽斯大学经济管理学院在读博士生，目前正开展关于中国大陆旅游者前往境外可持续旅游景区游览的动机和行为意向的研究。您填写的问卷将对目前可持续旅游的研究起到非常重要的作用。感谢您填写此问卷。回答此问卷可能需要 30 分钟时间。您的回答将会得到严格的保密，并不做商业用途使用。

第一部分：关于您过去的旅游经验。
此部分问题旨在了解您过去的旅游经验，请选择以下能够最好地描述您的情况的选项。

0 题. 您在过去的 3 年里出境旅游过吗？
A. 是   B. 否 (如选择"否"，请结束此问卷)

1 题. 您每年平均出境旅游几次？
A. 1 次   B. 2 - 3 次   C. 4 次及以上

2 题. 您每次出境旅游平均花多少天？
A. 2-5 天   B. 6-10 天   C. 11 天及以上

3 题. 您更希望用以下哪种方式进行出境旅游？
A. 自由行   B. 全包旅行团   C. 半包旅行团

第二部分：关于您在打算出境旅游时的处境和考虑。
此部分问题旨在了解您在打算出境旅游时的处境和考虑，请选择以下能够最好地描述您的情况的选项。

4 题. 大家有很多出境旅游的原因。以下是关于出境旅游动机的陈述，请对下面每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。

我想去游览一个新的地方。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
我想逃离日常生活。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

我想避免人际交往的负担和压力。	1	2	3	4	5	6	7
我想实现我的梦想去其它国家或者地区游览。	1	2	3	4	5	6	7
我想体验在陌生地方旅游的挑战。	1	2	3	4	5	6	7
我想提高我对旅游目的地的了解。	1	2	3	4	5	6	7
我想练习一门外语。	1	2	3	4	5	6	7
我想体验美好的住宿和食物。	1	2	3	4	5	6	7
我想欣赏风景。	1	2	3	4	5	6	7
我想参加体育活动。	1	2	3	4	5	6	7
我想呼吸新鲜空气。	1	2	3	4	5	6	7
我想去参观我的朋友或家人想去的目的地。	1	2	3	4	5	6	7
我想去参观一个能给我的朋友或家人留下深刻印象的目的地。	1	2	3	4	5	6	7
我想感受到体面和尊重。	1	2	3	4	5	6	7
我想享受奢侈。	1	2	3	4	5	6	7
我想放纵自己。	1	2	3	4	5	6	7
我想享受冒险和刺激。	1	2	3	4	5	6	7
我想感受内心的和谐与平静。	1	2	3	4	5	6	7
我想去拜访亲戚朋友。	1	2	3	4	5	6	7
我想利用旅行的机会来提高我的孩子（们）的知识。	1	2	3	4	5	6	7
我想和人交往。	1	2	3	4	5	6	7
我想建立人际关系网络。	1	2	3	4	5	6	7
我可以促进家庭和亲属关系。	1	2	3	4	5	6	7
我可以和家人团聚。	1	2	3	4	5	6	7
旅行时，我可以和家人或朋友一起享受时光。	1	2	3	4	5	6	7
回家后，我可以和其他人谈论我的旅行经历。	1	2	3	4	5	6	7
我可以在我的社交媒体平台上发布我的旅行照片或视频。	1	2	3	4	5	6	7

我可以得到身体休息和放松。	1	2	3	4	5	6	7
我可以体验文化和历史的差异。	1	2	3	4	5	6	7
我期待一场浪漫的邂逅。	1	2	3	4	5	6	7

5 题. 当人们出境旅游时希望获得一些经验。请对下面每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。
"当我打算出境旅行时，体验一下……对我来说很重要"

现代化的城市。	1	2	3	4	5	6	7
充满异国情调的气氛。	1	2	3	4	5	6	7
不同的文化背景。	1	2	3	4	5	6	7
放松的气氛。	1	2	3	4	5	6	7
文化遗产。	1	2	3	4	5	6	7
具有可持续旅游概念的目的地。	1	2	3	4	5	6	7
城镇或村庄。	1	2	3	4	5	6	7

6 题. 当人们出境旅游时期望增加知识或了解事物。请对下面每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。
"当我打算出境旅行时，对我来说，获得对于…的洞察力或增加知识是非常重要的。"

旅游目的地的可持续发展。	1	2	3	4	5	6	7
让孩子（们）了解可持续发展的知识。	1	2	3	4	5	6	7
旅游目的地的当地资讯。	1	2	3	4	5	6	7
旅游业对当地繁荣的影响。	1	2	3	4	5	6	7
增强重视旅游目的地子孙后代地福祉的意识。	1	2	3	4	5	6	7

7 题. "当我打算出境旅行时，对我来说非常重要的是……"请对下面每项陈述打分，请给出 1-7 的分数（1 表示"我强烈反对"，7 表示"我强烈同意"）。

旅游业促进了东道国社会的区域经济福祉。	1	2	3	4	5	6	7
旅游业促进了东道国社会的区域扶贫。	1	2	3	4	5	6	7

在旅游目的地使用本地产品和服务。	1	2	3	4	5	6	7
二氧化碳排放量的减少在旅游目的地得到推广和实施。	1	2	3	4	5	6	7
生物多样性的保护在旅游目的地得到推广和实施。	1	2	3	4	5	6	7
可再生能源在旅游目的地被推广和使用。	1	2	3	4	5	6	7
在旅游目的地促进和实施提高资源利用率以及最小化使用资源。	1	2	3	4	5	6	7
废物管理在旅游目的地得到推广和实施。	1	2	3	4	5	6	7

8 题. **"当我打算出境旅行时，我非常关心……"请对下面每项陈述打分，请给出 1-7 的分数（1 表示"我强烈反对"，7 表示"我强烈同意"）。**

可方便和轻松管理的行程。	1	2	3	4	5	6	7
交通便利。	1	2	3	4	5	6	7
便捷的申请手续办理旅行签证。	1	2	3	4	5	6	7
住宿的环境具备可持续概念发展的理念。	1	2	3	4	5	6	7
奢华的住宿环境。	1	2	3	4	5	6	7
旅途中有中餐馆。	1	2	3	4	5	6	7
服务人员能够提供有质量的服务。	1	2	3	4	5	6	7
不因年龄、性别、收入或国籍歧视旅游者。	1	2	3	4	5	6	7

9 题. **"当我打算出境旅行时，以下这样的旅游景点……是非常重要"请对下面每项陈述打分，请给出 1-7 的分数（1 表示"我强烈反对"，7 表示"我强烈同意"）。**

文化和历史景点。	1	2	3	4	5	6	7
美丽的自然风光和地形地貌风光。	1	2	3	4	5	6	7
海边或海滩。	1	2	3	4	5	6	7
艺术和博物馆。	1	2	3	4	5	6	7
宗教景点。	1	2	3	4	5	6	7
岛屿。	1	2	3	4	5	6	7

10 题. "当我打算出境旅行时，在目的地进行这样的活动 …是非常重要的，请对下面每项陈述打分，请给出 **1-7** 的分数（**1** 表示"我强烈反对"，**7** 表示"我强烈同意"）。

温泉或按摩。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
夜生活和娱乐。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
体育赛事。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
逛集市。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
水上运动。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
主题公园。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
动物园和动物。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
野生动物或野生动物园。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
动物或植物的物种公园。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
海洋动物公园。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
冒险活动。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
品尝当地食物。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
游泳及所需设施。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

11 题. "当我打算出境旅行时，重要的是有这样的旅游安排……"请对下面每项陈述打分，请给出 **1-7** 的分数（**1** 表示"我强烈反对"，**7** 表示"我强烈同意"）。

有组织的行程可以让我参观到所有景点。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
易于管理并且合理的行程。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
有辅助的中文信息。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

12 题. "当我打算出境旅行时，有…这样的购物场所是非常重要的"，请对下面每项陈述打分，请给出 **1-7** 的分数（**1** 表示"我强烈反对"，**7** 表示"我强烈同意"）。

多样化的购物场所。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
奢侈品购物中心。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
奥特莱斯。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
机场的购物天堂。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

13 题. "当我打算出境旅行时，可能购买到……的产品是很重要的"，请对下面每项陈述打分，请给出 1-7 的分数（1 表示"我强烈反对"，7 表示"我强烈同意"）。

	1	2	3	4	5	6	7
纪念品。	1	2	3	4	5	6	7
手工艺品。	1	2	3	4	5	6	7
特色食品。	1	2	3	4	5	6	7
时尚品牌。	1	2	3	4	5	6	7
包和配件。	1	2	3	4	5	6	7
衣服和鞋子。	1	2	3	4	5	6	7
珠宝。	1	2	3	4	5	6	7
手表。	1	2	3	4	5	6	7
高科技产品。	1	2	3	4	5	6	7
保健品。	1	2	3	4	5	6	7
美妆。	1	2	3	4	5	6	7
给孩子（们）的产品。	1	2	3	4	5	6	7
能让孩子（们）了解可持续发展理念的产品。	1	2	3	4	5	6	7

14 题. "当我打算出境旅行时，……这样的旅游服务是非常重要的"，请对以下每项陈述打分，请给出 1-7 的分数（1 表示"我强烈反对"，7 表示"我强烈同意"）。

	1	2	3	4	5	6	7
友好的、训练有素的服务人员。	1	2	3	4	5	6	7
旅游目的地有游客中心。	1	2	3	4	5	6	7
游客 APP。	1	2	3	4	5	6	7
良好的旅游信息系统。	1	2	3	4	5	6	7
中文旅游信息。	1	2	3	4	5	6	7

15 题. "当我打算出境旅游时，……是非常重要的旅游环境问题"，请对以下每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。

	1	2	3	4	5	6	7
人身安全。	1	2	3	4	5	6	7
无恐怖袭击。	1	2	3	4	5	6	7
食物和水资源安全。	1	2	3	4	5	6	7

卫生和空气清洁度。	1	2	3	4	5	6	7
天气和气候宜人。	1	2	3	4	5	6	7
保护良好的环境。	1	2	3	4	5	6	7
干净和舒适的住宿。	1	2	3	4	5	6	7
干净和整洁的厕所。	1	2	3	4	5	6	7
不拥挤的景点。	1	2	3	4	5	6	7
适合家人和朋友一起旅行。	1	2	3	4	5	6	7
热情欢迎游客。	1	2	3	4	5	6	7
友好的当地民众。	1	2	3	4	5	6	7
中文导游和服务。	1	2	3	4	5	6	7

16 题. "当我打算出境旅行时，关于旅游费用......是非常重要的"，请对以下每项陈述打分，请给出 **1-7** 的分数（**1** 表示"我强烈反对"，**7** 表示"我强烈同意"）。

当人民币升值时，货币价值很高。	1	2	3	4	5	6	7
商品和服务的合理价格。	1	2	3	4	5	6	7
旅行费用低。	1	2	3	4	5	6	7
航班费用。	1	2	3	4	5	6	7

17 题. 下面的陈述旨在了解您基于可持续发展对旅游东道国的影响，以及对前往欧洲旅游的态度。请对下面每项陈述打分，请给出 **1-7** 的分数（其中 **1** 表示"我强烈反对"，**7** 表示"我强烈同意"）。

我宁可不去度假,也不在破坏了环境的地方旅游。	1	2	3	4	5	6	7
我宁可不去度假,也不在压榨当地工人血汗的地方旅游。	1	2	3	4	5	6	7
旅游者不应该因为休闲和娱乐是付了钱的,而表现得无所顾忌。	1	2	3	4	5	6	7
关心欧洲旅游东道国当地居民福祉不光是地方当局的任务，也是游者的任务。	1	2	3	4	5	6	7
旅游者应致力于参与欧洲旅游东道国社会的文化、文化和环境保护。	1	2	3	4	5	6	7

我认识的大多数人都会赞成如下观点：当我们去欧洲旅行时，我们不应该给旅游东道国带来不好的影响。	1	2	3	4	5	6	7
我认识的大多数人都会赞成如下观点：当我们去欧洲旅行时，我们不应该破坏旅游东道国的环境。	1	2	3	4	5	6	7
我认识的大多数人都会赞同如下观点：当我们去欧洲旅行时，我们不应该破坏旅游东道国的社会文明。	1	2	3	4	5	6	7
我认识的大多数人都会赞同如下观点：当我们到欧洲旅行时，我们不应该伤害旅游东道国的社会福祉。	1	2	3	4	5	6	7
我可以很容易地得到去欧洲旅游所需的资金。	1	2	3	4	5	6	7
我可以很容易地抽出去欧洲旅游所需的时间。	1	2	3	4	5	6	7
我有渠道了解去欧洲旅游所需的信息。	1	2	3	4	5	6	7
我的健康情况允许我去欧洲旅游。	1	2	3	4	5	6	7
我能够轻松获得去欧洲旅游的签证。	1	2	3	4	5	6	7

18 题. 让我们试把法国巴黎作为为旅游目的地。请对下面每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。

我相信法国巴黎的旅游业没有破坏当地人的生活质量。	1	2	3	4	5	6	7
我相信法国巴黎的旅游资源并没有被游客过度使用。	1	2	3	4	5	6	7
我相信法国巴黎的旅游业是与自然环境相协调发展的。	1	2	3	4	5	6	7
我相信法国巴黎现在和将来的环境都受到了保护。	1	2	3	4	5	6	7
我相信法国巴黎的自然多样性得到了重视和保护。	1	2	3	4	5	6	7
我相信对法国巴黎而言，旅游业是一项强大的经济贡献。	1	2	3	4	5	6	7
我相信旅游业在法国巴黎是通过很好的协调发展而发展起来的。	1	2	3	4	5	6	7

我认为法国巴黎是一个非常好的旅游目的地。	1	2	3	4	5	6	7
我认为法国巴黎是一个非常令人愉快的旅游目的地。	1	2	3	4	5	6	7
我认为法国巴黎是一个非常值得的旅游目的地。	1	2	3	4	5	6	7
我预测将来我会去法国巴黎旅游。	1	2	3	4	5	6	7
我会去法国巴黎而不是去其他任何一个地方旅游。	1	2	3	4	5	6	7
如果一切顺利，我会计划去法国巴黎旅游。	1	2	3	4	5	6	7
如果我有去法国巴黎旅游所需要的资源,我会在未来 2 年去法国巴黎旅游。	1	2	3	4	5	6	7

19 题. 让我们试把德国柏林作为为旅游目的地。请对下面每项陈述打分，请给出 1-7 的分数（其中 1 表示"我强烈反对"，7 表示"我强烈同意"）。

我相信德国柏林的旅游业没有破坏当地人的生活质量。	1	2	3	4	5	6	7
我相信德国柏林的旅游资源并没有被游客过度使用。	1	2	3	4	5	6	7
我相信德国柏林的旅游业是与自然环境相协调发展的。	1	2	3	4	5	6	7
我相信德国柏林现在和将来的环境都受到了保护。	1	2	3	4	5	6	7
我相信德国柏林的自然多样性得到了重视和保护。	1	2	3	4	5	6	7
我相信对德国柏林而言,旅游业是一项强大的经济贡献。	1	2	3	4	5	6	7
我相信旅游业在德国柏林是通过很好的协调发展而发展起来的。	1	2	3	4	5	6	7
我认为德国柏林是一个非常好的旅游目的地。	1	2	3	4	5	6	7
我认为德国柏林是一个非常令人愉快的旅游目的地。	1	2	3	4	5	6	7
我认为德国柏林是一个非常值得的旅游目的地。	1	2	3	4	5	6	7

我预测将来我会去德国柏林旅游。	1	2	3	4	5	6	7
我会去德国柏林而不是去其他任何一个地方旅游。	1	2	3	4	5	6	7
如果一切顺利，我会计划去德国柏林旅游。	1	2	3	4	5	6	7
如果我有去德国柏林旅游所需要的资源，我会在未来2年去德国柏林旅游。	1	2	3	4	5	6	7

20 题. 让我们试把丹麦哥本哈根作为为旅游目的地。请对下面每项陈述打分，请给出1-7的分数（其中1表示"我强烈反对"，7表示"我强烈同意"）。

我相信丹麦哥本哈根的旅游业没有破坏当地人的生活质量。	1	2	3	4	5	6	7
我相信丹麦哥本哈根的旅游资源并没有被游客过度使用。	1	2	3	4	5	6	7
我相信丹麦哥本哈根的旅游业是与自然环境相协调发展的。	1	2	3	4	5	6	7
我相信丹麦哥本哈根现在和将来的环境都受到了保护。	1	2	3	4	5	6	7
我相信丹麦哥本哈根的自然多样性得到了重视和保护。	1	2	3	4	5	6	7
我相信对丹麦哥本哈根而言,旅游业是一项强大的经济贡献。	1	2	3	4	5	6	7
我相信旅游业在丹麦哥本哈根是通过很好的协调发展而发展起来的。	1	2	3	4	5	6	7
我认为丹麦哥本哈根是一个非常好的旅游目的地。	1	2	3	4	5	6	7
我认为丹麦哥本哈根是一个非常令人愉快的旅游目的地。	1	2	3	4	5	6	7
我认为丹麦哥本哈根是一个非常值得的旅游目的地。	1	2	3	4	5	6	7
我预测将来我会去丹麦哥本哈根旅游。	1	2	3	4	5	6	7
我会去丹麦哥本哈根而不是去其他任何一个地方旅游。	1	2	3	4	5	6	7

如果一切顺利，我会计划去丹麦哥本哈根旅游。	1	2	3	4	5	6	7
如果我有去丹麦哥本哈根旅游所需要的资源，我会在未来 2 年去丹麦哥本哈根旅游。	1	2	3	4	5	6	7

21 题. 如果你拥有旅游所需要的资源，在接下来的 **2** 年中你更喜欢去哪个城市旅游？

A: 巴黎（法国）   B: 柏林（德国）   C: 哥本哈根（丹麦）

第三部分：关于您的个人情况。

22 题. 您的性别 _____ ？
A. 男性   B. 女性   C. 其他

23 题. 请填写您的年龄 _____ （周岁）

24 题. 您的婚姻状况_____ ？
D. 单身   B. 已婚   C. 同居   D. 离异   E. 分居
     F. 丧偶
G. 保密

25 题. 您有多少个孩子 _____ ？

26 题. 您的学历情况 _____ ？
D. 高中及以下   B. 职业技术学院   C. 本科   D. 研究生
E. 博士及博士后

27 题. 您的人均家庭月收入是多少（元）_____ ？
A. 低于 3000   B. 3000-5000   C. 5001-10,000   D. 高于 10,000

Appendix 7: All items for the research results

Appendix 7.1 Push motivations

	Items
Push Motivations	1、 I want to visit a new place.
	2、 I want to escape from my daily routine.
	3、 I want to avoid interpersonal stress and pressure.
	4、 I want to fulfill my dream of visiting other country (region）.
	5、 I want to experience challenges traveling in an unfamiliar place.
	6、 I want to practice a foreign language.
	7、 I want sports participation.
	8、 I want to indulge in luxury.
	9、 I want to indulge myself.
	10、 I want to enjoy adventure and excitement.
	11、 I want to use the opportunity of traveling to enhance my kid(s) knowledge.
	12、 I want to build interpersonal social networking.
	13、 I can facilitate family and kinship ties.
	14、 I can enjoy time with my family or friends while travel.
	15、 I can post my travel photos or videos on my social media platform.

Appendix 7.1 Push motivations

	Items
Pull Motivations	16、 Modernized cities.
	17、 Different cultural background.
	18、 Relaxing atmosphere.
	19、 Cultural heritage.
	20、 The destination which has been implemented with sustainable tourism.
	21、 Towns or villages.
	22、 Sustainable tourism at the destination.
	23、 Knowledge of sustainability for my kid(s) to know about.
	24、 Information about the local community of the tourism destination.
	25、 The impact of tourism on local prosperity.
	26、 Increase the awareness of well-being for its future generations at the tourism destination.
	27、 Tourism sector is promoting the regional economic well-being of the host society.
	28、 Tourism sector is promoting the regional poverty alleviation of the host society.
	29、 Local products and services are used at the tourism destination.

	30、CO2 emissions reduction are promoted and implemented at the tourism destination.
	31、Biodiversity preservation are promoted and implemented at the tourism destination.
	32、Minimizing the resources use, as well as promoting and implementing resources efficiency at the tourism destination.
	33、Availability of accommodations with the idea of sustainability.
	34、Cultural and historical attractions.
	35、Beautiful natural scenery and landscape.
	36、Seaside or beaches.
	37、Arts and museums.
	38、SPA or massage.
	39、Nightlife and entertainment.
	40、Sports events.
	41、Theme parks.
	42、Zoos and animals.
	43、Wildlife or wildlife parks.
	44、Adventure activities.
	45、Taste of local food.
	46、Organized tour to see everything.
	47、Manageable and reasonable tour size.

	48、Shopping places for luxury goods.
	49、Outlets.
	50、Shopping paradise at the airport.
	51、Souvenir.
	52、Handicrafts.
	53、Characteristic food.
	54、Fashion brands.
	55、Bags and accessories.
	56、Clothes and shoes.
	57、Jewelry.
	58、Watches.
	59、Hi-tech products.
	60、Health care products.
	61、Cosmetic and beauty.
	62、Products for kid(s).
	63、Products for kid(s) to get knowledge about the idea of sustainability.
	64、Availability of Chinese restaurant.
	65、Information in Chinese language as an assistance.
	66、Quality of services provided by service people.
	67、Availability of friendly and well-trained service staff.

	68、Availability of learning center at the destination.
	69、Well-organized tourist information system.
	70、Tourism information in Chinese language.
	71、Chinese language tourist guide or assistance.
	72、Convenience and ease to manage the tour.
	73、Convenience of transport.
	74、Convenience of procedures to apply and receive a VISA required for the trip.
	75、Personal safety and security.
	76、No terrorist attack.
	77、Food and water safety.
	78、Nice weather or climate.
	79、Less crowded attractions.
	80、Suitable to travel with family or friends.
	81、Warm welcome for tourists.
	82、Friendly locals.
	83、Good value of money when Chinese currency gets an appreciation.
	84、Reasonable prices of goods and services.
	85、Low total cost of the trip.
	86、Expense of the flights.

Appendix 7.3 Other items in the research

	Items
ATT1-attitude towards sustainable tourism in Europe	87、 Rather than visit a place where tourism damages the environment, I prefer not to go on holiday.
	88、 Rather than visit a place where tour operators sweat local workers, I prefer not to go on holiday.
	89、 Tourists should not behave unscrupulously because they pay to get leisure and amusement when they are traveling in Europe.
	90、 The task of caring for the well-being of the local populations of Europe should not only be accomplished by the local authorities, but also tourists.
	91、 Tourists should make commitment to and be involved in the social, cultural and environmental protection of the host society in Europe where they travel to.

	Items
ATT2-Attitude towards sustainable tourism destinations	108、 As a tourism destination, I think that Paris (France) is very good.
	109、 As a tourism destination, I think that Paris (France) is very pleasant.
	110、 As a tourism destination, I think that Paris (France) is very valuable.

(Paris/Berlin/ Copenhagen)	122、As a tourism destination, I think that Berlin (Germany) is very good.
	123、As a tourism destination, I think that Berlin (Germany) is very pleasant.
	124、As a tourism destination, I think that Berlin (Germany) is very valuable.
	136、As a tourism destination, I think that Copenhagen (Denmark) is very good.
	137、As a tourism destination, I think that Copenhagen (Denmark) is very pleasant.
	138、As a tourism destination, I think that Copenhagen (Denmark) is very valuable.

	Items
SN (subjective norms towards traveling in Europe)	92、Most people I know will agree that we should not bring side effects to the host society when we are traveling to Europe.
	93、Most people I know will agree that we should not destruct the environment of the host society when we are traveling to Europe.
	94、Most people I know will agree that we should not damage the social civilization of the host society when we are traveling to Europe.
	95、Most people I know will agree that we should not hurt local well-being of the host society when we are traveling to Europe.

	Items
PBC (perceived behavioral control of traveling in Europe)	96、 I can easily get money required to visit Europe.
	97、 I can easily find time required to visit Europe.
	98、 I know sources of information required to plan my visit to Europe.
	99、 I have health condition required to support me visiting Europe.
	100、 I can easily get VISA to visit Europe.

	Items
PDI (perceived destination image towards sustainability of thedestinations - Paris/Berlin/ Copenhagen)	101、 I believe that tourism in Paris (France) does not disrupt the quality of life of the locals.
	102、 I believe that recreational resources in Paris (France) have not been overused by tourists.
	103、 I believe that tourism in Paris (France) is developed in harmony with the natural environment.
	104、 I believe that the environment of Paris (France) have been protected now and for the future.
	105、 I believe that the diversity of nature in Paris (France) has been valued and protected.
	106、 I believe that tourism of Paris (France) is a strong economic contributor to Paris.
	107、 I believe that tourism in Paris (France) has been developed by well-coordinated planning.

	115、I believe that tourism in Berlin (Germany) does not disrupt the quality of life of the locals.
	116、I believe that recreational resources in Berlin (Germany) have not been overused by tourists.
	117、I believe that tourism in Berlin (Germany) is developed in harmony with the natural environment.
	118、I believe that the environment of Berlin (Germany) have been protected now and for the
	119、I believe that the diversity of nature in Berlin (Germany) has been valued and protected.
	120、I believe that tourism of Berlin (Germany) is a strong economic contributor to Paris.
	121、I believe that tourism in Berlin (Germany) has been developed by well-coordinated planning.
	129、I believe that tourism in Copenhagen (Denmark) does not disrupt the quality of life of the
	130、I believe that recreational resources in Copenhagen (Denmark) have not been overused by
	131、I believe that tourism in Copenhagen (Denmark) is developed in harmony with the natural
	132、I believe that the environment of Copenhagen (Denmark) have been protected now and for the
	133、I believe that the diversity of nature in Copenhagen (Denmark) has been valued and
	134、I believe that tourism of Copenhagen (Denmark) is a strong economic contributor to
	135、I believe that tourism in Copenhagen (Denmark) has been developed by well-coordinated

	Items
INT (intentions to visit sustainable tourism destinations-Paris/Berlin/ Copenhagen)	111、I predict that I will visit Paris (France) in the future.
	112、I would visit Paris (France) rather than any other tourism destination.
	113、If everything goes as I think, I will plan to visit Paris (France) .
	114、I will visit Paris (France) in the next 2 years if I have resources needed.
	125、I predict that I will visit Berlin (Germany) in the future.
	126、I would visit Berlin (Germany) rather than any other tourism destination.
	127、If everything goes as I think, I will plan to visit Berlin (Germany).
	128、I will visit Berlin (Germany) in the next 2 years if I have resources needed.
	139、I predict that I will visit Copenhagen (Denmark) in the future.
	140、I would visit Copenhagen (Denmark) rather than any other tourism destination.
	141、If everything goes as I think, I will plan to visit Copenhagen (Denmark).

	142、 I will visit Copenhagen (Denmark) in the next 2 years if I have resources needed.

Appendix 8: An integrated view of 8 pull factors from factor analysis

Component Matrix ª , Rotated Component Matrix ª and Other Statistic of the Potential Factors				
	Component			
	1	2	3	4
I. Novelty (Component Matrix ª)				
16	.518	-	-	-
17	.802	-	-	-
18	.785	-	-	-
19	.789	-	-	-
20	.772	-	-	-
21	.711	-	-	-
KMO	.876	-	-	-
Eigenvalue	3.253	-	-	-
% of Variance	54.218	-	-	-
α	.817	-	-	-
II. Knowledge (Component Matrix ª)				
22	.861	-	-	-
23	.877	-	-	-
24	.844	-	-	-
KMO	.739	-	-	-
Eigenvalue	2.223	-	-	-
% of Variance	74.109	-	-	-
α	.825	-	-	-
III. Destination Sustainability (Rotated Component Matrix ª)				
25	.726	-	-	-
26	.758	-	-	-
27	.810	-	-	-
28	.841	-	-	-

29	.768	-	-	-
30	.807	-	-	-
31	.785	-	-	-
32	.790	-	-	-
33	.607	-	-	-
KMO	.932	-	-	-
Eigenvalues	5.314	-	-	-
% of Variance	59.045	-	-	-
α	.913	-	-	-
IV. Attractions, Activities and Events (Rotated Component Matrix [a])				
34	.708	-	-	-
35	.787	-	-	-
36	.659	-	-	-
37	.582	-	-	-
45	.577	-	-	-
46	.705	-	-	-
47	.796	-	-	-
41	-	.727	-	-
42	-	.852	-	-
43	-	.778	-	-
38	-	-	.610	-
39	-	-	.816	-
40	-	-	.635	-
44	-	-	.727	-
KMO	.892			-
Eigenvalues	4.934	2.399	1.112	-
% of Variance	35.239	17.139	7.946	-
α	.844	.832	.737	-
V. Shopping (Rotated Component Matrix [a])				
54	.594	-	-	-
55	.731	-	-	-
56	.681	-	-	-
57	.766	-	-	-

58	.775	-	-	-
59	.592	-	-	-
60	.614	-	-	-
61	.571	-	-	-
48	-	.822	-	-
49	-	.806	-	-
50	-	.819	-	-
51	-	-	.817	
52	-	-	.842	
53	-	-	.750	
62	-	-	-	.868
63	-	-	-	.910
KMO	.924			
Eigenvalues	7.271	1.754	1.289	1.078
% of Variance	45.441	10.965	8.057	6.740
α	.914	.843	.798	.735
VI. Availability and Convenience (Component Matrix [a])				
64	.616	-	-	-
65	.807	-	-	-
68	.594	-	-	-
70	.810	-	-	-
71	.863	-	-	-
66	-	.679	-	-
67	-	.635	-	-
69	-	.552	-	-
72	-	.844	-	-
73	-	.837	-	-
74	-	.853	-	-
KMO	.897	-	-	-
Eigenvalue	5.783	1.414	-	-
% of Variance	52.570	12.852	-	-
α	.845	.880	-	-
VII. Safety and Comfort (Component Matrix [a])				
75	.834	-	-	-

76	.794	-	-	-
77	.863	-	-	-
78	.858	-	-	-
79	.831	-	-	-
80	.759	-	-	-
81	.805	-	-	-
82	.834	-	-	-
KMO	.938	-	-	-
Eigenvalue	6.232	-	-	-
% of Variance	67.716	-	-	-
α	.929	-	-	-
VIII. Trip Price (Component Matrix [a])				
83	.697	-	-	-
84	.792	-	-	-
85	.802	-	-	-
86	.828	-	-	-
KMO	.806	-	-	-
Eigenvalue	2.442	-	-	-
% of Variance	61.061	-	-	-
α	.780	-	-	-

Appendix 9: RM-ANOVA for push factors

Table 9.

Mauchly's test of sphericity for push factors

Mauchly's Test of Sphericity[a]							
Measure: MEASURE_1							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon[b]		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Factor1	.692	161.449	9	.000	.843	.851	.250

Table 10.

Tests of Within-Subjects Effects for push factors

Tests of Within-Subjects Effects								
Measure: MEASURE_1								
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Factor1	Sphericity Assumed	1367.875	4	341.969	218.647	.000	874.589	1.000
	Greenhouse-Geisser	1367.875	3.374	405.453	218.647	.000	737.649	1.000
	Huynh-Feldt	1367.875	3.403	401.972	218.647	.000	744.036	1.000
	Lower-bound	1367.875	1.000	1367.875	218.647	.000	218.647	1.000
Error (Factor1)	Sphericity Assumed	2752.675	1760	1.564				
	Greenhouse-Geisser	2752.675	1484.425	1.854				
	Huynh-Feldt	2752.675	1497.279	1.838				
	Lower-bound	2752.675	440.000	6.256				
a. Computed using alpha = .05								

Appendix 10: RM-ANOVA for pull factors

Table 11.

Mauchly's test of sphericity for pull factors

Mauchly's Test of Sphericity[a]							
Measure: MEASURE_1							
					Epsilon[b]		
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Huynh-Feldt	Lower-bound
factor1	.195	716.159	27	.00	.649	.656	.143

Table 12.

Tests of Within-Subjects Effects for pull factors

Tests of Within-Subjects Effects								
Measure: MEASURE_1								
Source		Type III	df	Mean Squar	F	Sig.	Noncent.	Observed
factor 1	Sphericit	992.26	7	141.7	266.8	.00	1867.6	1.000
	Greenhou	992.26	4.541	218.5	266.8	.00	1211.53	1.000
	Huynh-	992.26	4.594	215.9	266.8	.00	1225.7	1.000
	Lower-	992.26	1.000	992.2	266.8	.00	266.80	1.000
Error (factor 1)	Sphericit	1636.3	3080	.531				
	Greenhou	1636.3	1998.0	.819				
	Huynh-	1636.3	2021.4	.810				
	Lower-	1636.3	440.00	3.719				
a. Computed using alpha = .05								

Table 13.

Pairwise comparisons for these 8 pull factors

Pairwise Comparisons						
Measure: MEASURE_1						
		Mean			95% Confidence	
(I) Factor1	(J) Factor1	Difference (I-J)	Std. Error	Sig.[b]	Lower Bound	Upper Bound
1	2	.056	.038	1.000	-.063	.174
	3	.260*	.040	.000	.134	.386
	4	.393*	.038	.000	.272	.513
	5	1.305*	.063	.000	1.105	1.504
	6	-.223*	.037	.000	-.339	-.108
	7	-.710*	.041	.000	-.840	-.581
	8	-.019	.052	1.000	-.182	.144
2	1	-.056	.038	1.000	-.174	.063
	3	.204*	.035	.000	.093	.315
	4	.337*	.048	.000	.185	.489
	5	1.249*	.068	.000	1.034	1.464
	6	-.279*	.044	.000	-.417	-.141
	7	-.766*	.050	.000	-.922	-.609
	8	-.074	.059	1.000	-.260	.111
3	1	-.260*	.040	.000	-.386	-.134
	2	-.204*	.035	.000	-.315	-.093
	4	.133	.048	.157	-.017	.283
	5	1.045*	.067	.000	.833	1.256
	6	-.483*	.042	.000	-.614	-.352
	7	-.970*	.048	.000	-1.122	-.818
	8	-.279*	.056	.000	-.454	-.104

4	1	-.393*	.038	.000	-.513	-.272
	2	-.337*	.048	.000	-.489	-.185
	3	-.133	.048	.157	-.283	.017
	5	.912*	.048	.000	.760	1.063
	6	-.616*	.039	.000	-.739	-.493
	7	-1.103*	.042	.000	-1.234	-.972
	8	-.411*	.049	.000	-.567	-.256
5	1	-1.305*	.063	.000	-1.504	-1.105
	2	-1.249*	.068	.000	-1.464	-1.034
	3	-1.045*	.067	.000	-1.256	-.833
	4	-.912*	.048	.000	-1.063	-.760
	6	-1.528*	.059	.000	-1.715	-1.341
	7	-2.015*	.062	.000	-2.211	-1.820
	8	-1.323*	.062	.000	-1.518	-1.129
6	1	.223*	.037	.000	.108	.339
	2	.279*	.044	.000	.141	.417
	3	.483*	.042	.000	.352	.614
	4	.616*	.039	.000	.493	.739
	5	1.528*	.059	.000	1.341	1.715
	7	-.487*	.030	.000	-.581	-.393
	8	.205*	.045	.000	.064	.346
7	1	.710*	.041	.000	.581	.840
	2	.766*	.050	.000	.609	.922
	3	.970*	.048	.000	.818	1.122
	4	1.103*	.042	.000	.972	1.234
	5	2.015*	.062	.000	1.820	2.211
	6	.487*	.030	.000	.393	.581
	8	.692*	.042	.000	.559	.825

8	1	.019	.052	1.000	-.144	.182
	2	.074	.059	1.000	-.111	.260
	3	.279*	.056	.000	.104	.454
	4	.411*	.049	.000	.256	.567
	5	1.323*	.062	.000	1.129	1.518
	6	-.205*	.045	.000	-.346	-.064
	7	-.692*	.042	.000	-.825	-.559

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Appendix 11: RM-ANOVA for attitude towards sustainable tourism destinations

Table 14.

Mauchly's test of sphericity for attitude towards sustainable tourism destinations

Mauchly's Test of Sphericity[a]							
Measure: MEASURE_1							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon[b]		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Factor1	.948	23.548	2	.000	.950	.954	.500

Table 15.

Tests of Within-Subjects Effects for attitude towards sustainable tourism destinations

Tests of Within-Subjects Effects								
Measure: MEASURE 1								
Source		Type III	df	Mean	F	Sig.	Noncent.	Observed
Factor1	Sphericit	5.751	2	2.87	5.44	.00	10.897	.848
	Greenhou	5.751	1.901	3.02	5.44	.00	10.356	.834
	Huynh-	5.751	1.909	3.01	5.44	.00	10.400	.835
	Lower-	5.751	1.000	5.75	5.44	.02	5.449	.644
Error(Factor1)	Sphericit	464.3	880	.528				
	Greenhou	464.3	836.3	.555				
	Huynh-Feldt	464.397	839.850	.553				
	Lower-	464.3	440.0	1.05				
a. Computed using alpha = .05								

Appendix 12: RM-ANOVA for intentions to visit sustainable tourism destinations

Table 16.

Mauchly's test of sphericity for intentions to visit

Mauchly's Test of Sphericity[a]							
Measure: MEASURE 1							
Within Subjects Factor1	Mauchly's W	Approx. Chi-	df	Sig.	Epsilon[b]		
					Greenhouse-	Huynh-	Lower-
Factor1	.935	29.596	2	.000	.939	.943	.500

Table 17.

Tests of Within-Subjects Effects for intentions to visit sustainable tourism destinations

Tests of Within-Subjects Effects								
Measure: MEASURE 1								
Source		Type III	df	Mean	F	Sig.	Noncent.	Observed
Factor1	Sphericit	5.775	2	2.88	5.07	.00	10.152	.820
	Greenhou	5.775	1.878	3.07	5.07	.00	9.531	.802
	Huynh-	5.775	1.885	3.06	5.07	.00	9.570	.803
	Lower-	5.775	1.000	5.77	5.07	.02	5.076	.613
Error(Factor1)	Sphericit	500.6	880	.569				
	Greenhou	500.6	826.1	.606				
	Huynh-	500.6	829.5	.603				
	Lower-	500.6	440.0	1.13				
a. Computed using alpha = .05								

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