

VILNIAUS UNIVERSITETAS

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Stumiančių ir traukiančių veiksnių  
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lankyti darnaus turizmo tikslines vietas

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

**SUMMARY OF DOCTORAL DISSERTATION**

Social Sciences

Management 03S

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VILNIUS 2019

The doctoral dissertation has been prepared at the Business Department, Faculty of Economics and Business Administration, Vilnius University during 2015-2019.

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The official defence of the dissertation will be held at 10 p.m. on the 17<sup>th</sup> of January, 2019 at the public session of the Council of Management Science in 403 auditorium at Faculty of Economics and Business Administration, Vilnius University.

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The summary of the Doctoral Dissertation is sent out on 17<sup>th</sup> of December, 2018. This dissertation is available at the library of Vilnius University and on VU web page: <https://www.vu.lt/naujienos/ivykiu-kalendorius>.

## ANOTACIJA

Tyrimo tikslas - nustatyti išvykstančiųjų turistų stumiančiuosius ir traukiančiuosius motyvus lankant darniojo turizmo vietas, atskleisti jų požiūrį į darnųjį turizmą ir darniojo turizmo vietas bei numatyti jų kelionių ketinimus. Siekiant šio tikslo atliekant tyrimus buvo naudotas planuojamo elgesio teorijos (angl. *Theory of planned behavior, TPB*) modelis ir šis modelis išplėstas į jį įtraukiant stumiančius ir traukiančius motyvus, išplečiant tiriamas dimensijas ir pridėdant gautą turistinės vietovės įvaizdį kartu su subjektyviomis normomis, patirta suvokta elgesio kontrolė ir ketinimu lankyti tikslią vietovę. Siekiant rezultatų moksliniame kontekste ir norint kad tyrimas būtų naudingas ir praktikams ir teoretikams disertacijoje buvo tiriami Kinijos išvystantieji turistai lankantys Paryžių, Berlyną ir Kopenhagą kaip darnių turizmo vietovių pavyzdžius. Disertacijos metu buvo identifikuoti stumiantieji ir traukiantieji motyvai įtakojantys išvykstančius turistus rinktis darnias turistines vietas, testuojamos koreliacijos tarp stumiančiųjų ir traukiančiųjų motyvų ir jų požiūrio, vertinamas ryšys tarp stumiančiųjų ir traukiančiųjų motyvų, požiūrio, subjektyvių normų, patirtos elgsenos kontrolės, suvokto turistinės vietovės įvaizdžio ir ketinimo lankyti, o taip pat numatyti išvykstančiųjų turistų ketinimai pasirinkti darniojo turizmo vietas naudojant planuojamo elgesio metodiką. Tyrimo rezultatai parodė, kad 1) "giminystės santykių stiprinimas", "regresija", "socialinė sąveika", "savęs ištyrimas ir vertinimas" ir "pabėgimas" buvo 5 stumiantieji veiksniai, skatinantys turistus išvykti į užsienį. "Naujumas", "žinios", "turistinės vietovės darnumas", "pramogos, veiklos ir renginiai", "apsipirkimas", "prieinamumas ir patogumas", "saugumas ir komfortas" bei "kelionės kaina" buvo 8 traukiantys veiksniai, pritraukiantys išvykstančiuosius



turistus pasirinkti darniojo turizmo vietas; 2) visi traukiantys motyvai buvo teigiamai ir reikšmingai susieti su požiūriu, ir tik keli stumiantieji veiksniai buvo teigiamai reikšmingi sąsajoje su požiūriu; 3) visi traukiantys motyvai buvo reikšmingai teigiamai susiję su ketinimais aplankyti darniojo turizmo vietas, o tik keli stumiantieji motyvai turėjo teigiamos reikšmingos įtakos ketinimui lankytis tvaraus turizmo vietovėse; 4) požiūris buvo teigiamai reikšmingai susijęs su ketinimais aplankyti tvaraus turizmo vietas; 5) tiek subjektyvios normos, tiek suvokta elgesio kontrolė buvo teigiamai susiję su ketinimais lankytis tvaraus turizmo vietovėse; 6) suvokta elgesio kontrolė buvo teigiamai reikšminga ketinimui aplankyti tvaraus turizmo vietas; 7) tyrimas taip pat ištyrė skirtumus tarp išvykstančiųjų iš Kinijos turistų traukiančiųjų ir stumiančiųjų motyvų svarbos, keliavimo požiūrių ir ketinimų keliauti renkantis darniojo turizmo vietovę. Be to, tyrimas parodė analogišką Gnoth (1997) tyrimų rezultatai, kad traukiantys veiksniai yra subjektyvios situacijos, kai kelionių motyvacijos turi įtakos kelionių požiūriui, ir tai buvo pavyzdys, kaip taikyti išplėstinį TPB modelį kelionių motyvacijos tyrimams, o rezultatai patvirtino Kinijos turizmo akademijos teiginius, jog dabartiniai turistai iš Kinijos daugiau dėmesio skiria kelionių kokybei ir linkę mėgautis kokybiška gyvenimo aplinka bei išvykstančiųjų kelionių organizatorių paslaugomis.

**Raktiniai žodžiai:** darnios turizmo vietovės, išvykstantieji turistai, stumiantys motyvai, traukiantys motyvai, požiūriai, suvokiama elgesio kontrolė, suvokiamas turistinės vietovės įvaizdis ir ketinimai aplankyti.

## ABSTRACT

The research aimed at identifying push and pull motivations for outbound tourists to visit sustainable tourism destinations, revealing their travel attitudes towards both sustainable tourism and its destinations also predicting their travel intentions. In order to achieve the aim, the Theory of Planned Behavior (TPB) model was applied to the research, and the model was extended by including push-pull motivations, expanding the dimensions of attitudes, and adding the perceived destination images together with subjective norms, perceived behavioral control, and the intentions to visit sustainable tourism destinations. In order to carry out the research in a scientific contextual background and to produce the research results valuable for both tourism researches and practice, the study had adapted Chinese outbound tourists as the research respondents and employed the cities Paris, Berlin and Copenhagen as the exemplified sustainable tourism destinations. The study identified push and pull motivations which influenced outbound tourists in selecting sustainable tourism destinations, tested correlations between push-pull motivations and attitudes, examined relationships among push-pull motivations, attitudes, subjective norms, perceived behavioral control, destination's image and intentions to visit, as well as predicted the outbound tourists' intentions in selecting sustainable tourism destinations within the extended TPB model. The research results showed that 1) "enhancement of kinship relationships", "regression", "social interaction", "exploration and evaluation of self", and "escape" were 5 push factors driving tourists to travel outbound. "Novelty", "knowledge", "destination sustainability", "attraction, activities & events", "shopping", "availability & convenience", "safety & comfort", and "trip price" were 8 pull factors attracting outbound tourists to select sustainable tourism destinations; 2) all pull motivations were positively significantly correlated with attitudes

while only a few push motivations were correlated as well; 3) all pull motivations were positively significantly correlated with intentions to visit the sustainable tourism destinations while only a few push motivations were positively significantly correlated with intentions to visit the sustainable tourism destinations; 4) attitudes were positively significantly correlated with intentions to visit the sustainable tourism destinations; 5) both subjective norms and perceived behavioral control were positively significantly correlated with intentions to visit the sustainable tourism destinations; 6) the perceived behavioral control was positively significantly correlated with intentions to visit sustainable tourism destinations; 7) and the research further tested the differences of the importance of push-pull motivations, travel attitudes and travel intentions for outbound Chinese tourists in selecting sustainable tourism destinations. What's more, the research showed a consistent result with Gnoth (1997): pull factors were subjective to situations when travel motivations have an impact on travel attitudes, and had provided an example of applying extended TPB model for motivational travel researches, while the results had supported the statements of China Tourism Academy that the current outbound Chinese tourists had been emphasizing more on the quality of the travels, and tended to enjoy qualified life environment and services of the outbound travels.

**Keywords:** sustainable tourism destinations, outbound tourists, push motivations, pull motivations, attitudes, subjective norms, perceived behavioral control, perceived destination image, and intentions to visit.

## IVADAS

**Tyrimo svarba.** Turizmo pramonė labai prisidėjo prie pasaulio ekonomikos vystymosi. Turizmo pramonė ir su ja susijęs verslas sukūrė ekonominį augimą visame pasaulyje, remiant investicijas į infrastruktūrą ir jų prižiūrą, glaudų jų ryšį ir novatoriškus verslo modelius. Turizmo pramonė ir su ja susijęs verslas sukūrė darbo vietas, sumažino skurdą ir rėmė vietos gyventojų bei bendruomenių interesus. Jie taip pat sukūrė lankytojams galimybes susipažinti su kultūros vertybių paveldu ir suteikė lankytojams ir vietos bendruomenei socialinę, švietimo ir ekonominę naudą per kultūrinę patirtį ir mainus. Pasak Jungtinių Tautų Pasaulio turizmo organizacijos (UNWTO, 2017 m.), tarptautinė turizmo pramonė ir su ja susijęs verslas sukūrė 9,8 proc. viso pasaulio bendrojo vidaus produkto ir sudarė apie 7 proc. nuo pasaulio prekybos 2016 m. Taip pat 2016 m. duomenimis apie 11 proc. pasaulyje sukurtų darbo vietų yra sukurta turizmo pramonės ir su ja susijusių verslų. Be to, pagal UNWTO (2017 m.) kiekvieną dieną daugiau nei 3 mln. turistų skraido kertant sienas ir kasmet beveik 1,2 mlrd. žmonių keliauja į užsienį. Išvykstamasis turizmas tapo svarbiu turizmo sektoriaus aspektu, o turizmas tapo svarbiu ekonomikos ramsčiu. Tačiau turizmo sektorius vystėsi dvejopai, sukurdamas ir teigiamą ir neigiamą poveikį. Didelis indėlis į ekonomikos plėtrą turi milžinišką poveikį aplinkai, kultūrai ir visuomenei.

Turizmo sektorius būna labai populiarus, kai socialinė ir ekonominė aplinka pasikeičia į pozityviąją pusę. Kartu su didesnėmis pajamomis ir geresniu pajamų paskirstymu darbuotojams būna suteikiamos ilgesnės atostogos, pagerėja transporto galimybės ir sumažėja kelionių išlaidos, o tai labai skatina žmones keliauti (Berno ir Bricker, 2001). Žmonės ima ieškoti „laisvų išteklių“, tokių kaip saulė, paplūdimiai ir draugiški žmonės (Berno ir Bricker, 2001). Tuo metu turizmo įvaizdis būna teigiamas, ir jį perima populiarinimo

platforma, o Pasaulio bankas ir kitos institucijos pradeda finansuoti turizmo projektus, tiriančius turizmo pramonės indėlį (Pleumarom, 1994), nes ši pramonė priklauso nuo gamtinės, istorinės ar kultūrinės aplinkos ir jų išteklių, lyginant su gamyba ar technologijomis, todėl turi mažesnes sąnaudas ir ir reikalauja mažiau investicijų. Tačiau gali būti svarstomas ir neigiamas turizmo poveikis (Young, 1973), kur turizmo kritikai teigia, kad tai vystymo priemonė, kurioje daugiausia dėmesio skiriama neigiamam socialiniam ir kultūriniam poveikiui (deKadt, 1979). Pradinis atsakymas į šį neigiamą poveikį paprastai yra susijęs su keliomis viešojo sektoriaus iniciatyvomis (Swarbrooke, 1999 m.). WCED (1987 m.) teigiama, kad "tvaraus/darniojo vystymosi" sąvoka galėtų būti taikoma turizmo sektoriui ir galėtų būti plėtojama kaip "darniojo turizmo plėtra". WCED (1987) taip pat teigia, kad tvaraus turizmo plėtra gali būti taikoma tiek nedidelio masto, tiek masiniam turizmui, remiantis prielaida, kad jos rezultatai gali būti naudingi teigiamam ekonominiam, sociokultūriniam žinomumui ir gamtinei apsaugai.

Taigi šios tematikos idėja prasidėjo pabrėžiant ir pripažįstant darniojo turizmo svarbą. 1950 m. pabaigoje buvo identifikuota koncepcija, siekiant apriboti žmonių galimybes besaikiai naudoti žemės resursus, o laisvalaikio pramogos lauke buvo pripažintos kaip vystymo galimybės. "Darnumo" koncepcijos įgyvendinimas buvo puikiai plėtojamas miškų išsaugojimo srityje siekiant vystyti rekreaciją (Našas, 1968). 1996 m. Jungtinių Tautų Pasaulio Turizmo Organizacija paskelbė "darniojo turizmo" koncepciją, kadangi 1996 m. sąvokos "tvarus/darnus" apibrėžimas buvo išplėstas ir toliau vystomas. Per pastaruosius dešimtmečius tvarus turizmas sukėlė didelį susidomėjimą mokslininkų tarpe (Hunter, 2002; Hind ir Mitchell, 2004; Long ir kt., 2014; Stoddard ir kt. 2012; Torres ir Palomeque, 2014). Tyrimais buvo įvertintas teigiamas darniojo turizmo poveikis (Hunter, 2002; Schianetz & Kavanagh,

2008; Vaughan ir Ardoin, 2014). Tyrėjai ir specialistai pradėjo „tvaraus/darniojo vystymosi“ taikymą turizmo srityje (Berno & Bricker, 2001). Stead ir Stead (1994) nustatė kad tvaraus turizmo plėtojimas buvo pagrįstas solidarumo, teisingumo, etikos ir atsargumo priemonių integravimu, o tai reikalavo organizacijos organizacinių vertybių ir privilegijų perspektyvos. Vėliau tvari/darni plėtra tapo turizmo pramonės strategija siekiant sumažinti su turizmu susijusios veiklos neigiamą poveikį gamtinei, kultūrinei ir socialinei aplinkai (Mohammad ir Som, 2010). Darniojo turizmo sąvoka pradėta taikyti visoms turizmo praktikoms visose srityse ir ne tik pramogoms. Vėliau darnus turizmas tapo viena iš svarbiausių turizmo koncepcijų (Hall, 2009). Pasaulio turizmo organizacija (PPO) pristatė procesą, kurio metu darnus požiūris buvo suskirstytas į tris aspektus: ekologinis tvarumas, kai ypatingas dėmesys skiriamas vertingos gamtos ir biologinės įvairovės išsaugojimui; socialinį ir kultūrinį tvarumą, saugant unikalią kultūrą ir tradicines vertybes, išlaikant ir stiprinant bendruomenės identitetą; ir ekonominis tvarumas užtikrinant, kad vystymasis būtų pakankamai veiksmingas, kad būtų sumažintas vietos gyventojų ir bendruomenių skurdas.

**Dabartinė tyrimo būklė.** Kinijos dalyvavimas stipriai paveikė turizmo sektorių. Kinijos išvykstamojo turizmo rinkos svarbos pripažinimas dramatiškai pakeitė turizmo sektorių, ir, kaip teigia Jungtinių Tautų Pasaulio turizmo organizacija (UNWTO), iki 2020 m. ši rinka bus didesnė nei 100 mln. lankytojų. Nors iš tiesų, Kinijos turizmo akademijos duomenimis, 2017 m. rinka jau viršijo 130 mln. lankytojų skaičių ([http:// www.ctaweb.org/html/2018-2/2018-2-26-11-57-78366.html](http://www.ctaweb.org/html/2018-2/2018-2-26-11-57-78366.html), 2018 m. spalio mėn. 9d. duomenimis). Kinijos išvykstantieji turistai turi lemiamą svarbą pasaulio turizmo industrijoje. Pagal UNWTO (2016 m.), 2015 m. Kinijos turizmas išaugo iki 128 mln. kelionių, o kelionių išlaidos sudarė 292 mlrd. JAV dolerių, kas sudarė 23,2% pasaulio turizmo augimo. Atsižvelgiant į

didžiulį potencialą, turizmo sektoriui, tiek iš praktinių, tiek iš teorinių perspektyvų turėtų būti įdomu tirti ir vertinti galimą Kinijos išvykstančiųjų turistų kelionių elgseną (Huang ir Lu, 2017). Įvertinus didžiulį išvykstančiųjų turistų skaičių Kinijoje, galima pasakyti, kad išvykstančiųjų turistų kelionių elgsena ir vertybės jau pasikeitė. Pasak Kinijos turizmo akademijos, dabar išvykstantieji iš Kinijos turistai daugiau dėmesio skiria kelionių kokybei, ir apsipirkimas jau nėra svarbiausias jų kelionės veiksnys, taigi vis daugiau ir daugiau turistų pradeda mėgautis kokybiška lankomos vietos gyvenimo aplinka ir paslaugomis. Taigi, būtų vertinga atrinkti tokius Kinijos išvykstančiuosius turistus kaip galimo tyrimo respondentus ir būtų įžvalgu iširti dabartinius išvykstančius Kinijos turistus bei palyginti juos su ankstesnių tyrimų rezultatais.

Mokslininkai tiria tvaraus turizmo svarbą. Kai kurie tyrėjai fokusuoja savo tyrimus į darniojo turizmo planavimą (Bramwell & Lane, 1993; Bahaire ir Elliot-White, 1999), kai kurie - tiria turizmo perspektyvas, turizmo elgseną ir požiūrį (Budeanu, 2007; Choi ir Sirakaya, 2005). Lankytojų požiūris vertinant darnios ar atsakingos elgsenos turistą taip pat yra tiriamas (Cottrell ir kt., 2013; Deng ir Li, 2015; Ghaderi ir Henderson, 2012; Ho ir kt., 2014; Mustika ir kt., 2013) kaip ir nagrinėjamos asmeninės psichologinės vertybės ir jų kelionių motyvų būdai (Ho ir kt., 2014), ar jų pasitenkinimas ir noras įtakoti darniojo turizmo vystymo rekomendacijas (Mustika ir kt., 2013). Turistų požiūris į darnųjį turizmą, subalansuoto turizmo tvarumo empatija ir ryšys tarp darniojo turizmo patirtis taip pat buvo pastebėti mokslininkų. Schultz ir kt. (2004) teigia, kad egzistuoja žmonių požiūrio į gamtą ir jų požiūrio į aplinkosaugos klausimus. Kiek asmuo, su kuriuo jis susijęs su gamta, buvo tiesiogiai susijęs su jo sukurtais požiūriais. Taip pat buvo tvirtinama, kad individo įsitikinimai apie gamtą ir žmogaus vaidmenį jame yra esminis žmogaus tikėjimo sistemos aspektas, susijęs su aplinka (Dunlap ir kt., 2000). "Xu ir Fox"

(2014 m.) Teigė, kad žmonių požiūris į išsaugojimą turėjo tarpininkavimo poveikį požiūriui į gamtą ir tvaraus turizmo rėmimui. Ištirtas tvarus turizmo vartojimo procesas (Ryan, 2002; Williams ir Buswell, 2003). Tyrejai parodė, kad turizmo elgesys buvo apibendrintas terminas, apimantis išankstinio apsilankymo sprendimus, vietinę patirtį, patirties vertinimus, požiūrį į elgesio ketinimus ir elgesį.

Taip pat buvo atkreiptas dėmesys į darniojo turizmo vietovių klausimus. Lee (2001) pažymėjo, kad darniojo turizmo vietovės skatintų darnios plėtros įgyvendinimą taikant tarpdisciplininį, holistinį ir integruotą požiūrį, kuris sujungia skirtingus esamų priemonių aspektus. Tam būtina kurti darniojo turizmo vietoves, todėl reikia pripažinti daromas pastangas. Trys pagrindiniai darniojo turizmo komponentai yra darni plėtra, turizmas ir vietovės. Terminas „darniojo turizmo tikslinė vietovė“ būtų vartojamas tik tuo atveju, jei ši vietovė pasiekė „ilgalaikius darnios plėtros tikslus“ (Lee, 2001), todėl svarbu nustatyti rodiklius ar priemones, kuriomis būtų įvertinama darniojo turizmo plėtra. Veiklos rodikliai ir tikslai, skirti darniai plėtrai vietovėse, būtų susiję su konkrečiomis paskirties vietos problemomis. „Luekveerawattana“ (2012) teigė, kad darniojo turizmo siekis buvo turizmo poreikio ir vietinės bendruomenės kaip priimančiosios visuomenės poreikių tenkinimas, ir jis remiasi turizmo išteklių apsauga ir išsaugojimu. Tai turėtų apimti išteklių valdymo priemones, kad būtų galima reaguoti į ekonominį, socialinį ir estetinį poreikį išsaugoti kultūrinį identitetą ir ekologinę sistemą. Taigi darniojo turizmo principai turėtų būti tokie: 1) tvarių išteklių naudojimas, 2) perteklinio vartojimo ir atliekų mažinimas, 3) turizmo integravimas į planavimą, 4) vietos ekonomikos augimo palaikymas, 5) vietos bendruomenių įtraukimas, 6) konsultavimasis su suinteresuotosiomis šalimis ir 7) darbuotojų apmokymas, suteikiant



žinių apie darniąją plėtrą, 8) atsakingo turizmo rinkodara; 9) atliekami moksliniai tyrimai.

Nepaisant to, kad buvo pripažinta darniojo turizmo ir išvykstančiųjų turistų iš Kinijos svarba, vis dar yra atliekama turizmo elgesio ir darniojo turizmo vietovių atrankos tyrimų. Yra analizuojama daug darniojo turizmo mokslinių tyrimų temų, tačiau labai sunku rasti tyrimų kur analizuojama turistų motyvacija pasirinkti darniojo turizmo vietas. Turizmo motyvacija buvo laikoma poreikių ir norų deriniu, galinčiu turėti įtakos kelionei (O'Leary ir Deegan, 2005). Meng ir kt. (2008) mano, kad turizmo motyvacija yra vidinių paskatų rezultatas, siekiant ištrūkti iš kasdieninės aplinkos, ir tai yra vidinių ir išorinių veiksnių sąveika, pritraukianti turistus į tam tikrą tikslinę vietovę. Be to, turistų motyvacijos tyrimai buvo plačiai pripažinti kaip stūmimo ir traukimo motyvai. Vis dėlto turistų, norinčių aplankyti darniojo turizmo vietas, stūmimo ir traukimo motyvai nebuvo tinkamai aprašyti.

Norint atlikti konceptualų darniojo turizmo turistinių vietovių tyrimą, buvo identifikuota išvykstančių turistų rinka ir jos santykis su darniojo turizmo vietovėmis. Šio tyrimo respondentai yra iš Kinijos išvykstantieji turistai, o iš trijų pavyzdinių darniojo turizmo vietų pasirinktas Paryžius (Prancūzija), Berlynas (Vokietija) ir Kopenhaga (Danija). Darniojo turizmo vietovių parinkimas buvo grindžiamas idėja, kad darniojo turizmo paskirties vietas reikėtų vertinti pagal vieną sistemą ir nustatyti skirtingus paskirties vietos darnumo lygius, siekiant pateikti darniojo turizmo vietovių pavyzdžių. Blancas ir kt. (2016) pateikė sintetinius rodiklius, pagal kuriuos vertinamas daugelio Europos šalių vietovių darnumas. Tyrimas parodė, kad Prancūzija buvo aukšto lygio darniojo turizmo šalies tikslinė vietovė, Vokietija – vidutinio lygio darniojo turizmo šalies tikslinė vietovė, o Danija – palyginti mažai darniojo turizmo šalies tikslinė vietovė. Be to, galima manyti, kad Paryžius (Prancūzijos

sostinė) gali būti aukšto lygio darniojo turizmo paskirties vieta, Berlynas (Vokietijos sostinė) –vidutinio lygio darniojo turizmo paskirties vieta ir Kopenhaga (Danijos sostinė) – žemo lygio darniojo turizmo paskirties vieta, šių šalių sostinės atrinktos kaip pavyzdinės darniojo turizmo tikslinės paskirties vietos. Be to, UNWTO (2017) pažymėjo, kad Europa pritraukė 671 mln. turistų, tai buvo didžiausia tarptautinių turistų dalis visame pasaulyje. Taigi racionalu buvo pasirinkti Kinijos išvykstančiuosius turistus ir darniojo turizmo vietas Europoje kaip tyrimo kontekstą.

**Tyrimo tikslas buvo dvejopas:** 1) identifikuoti Kinijos išvykstamojo turizmo srautą ir 2) įvertinti, kokią stūmimo ir traukimo motyvų gali turėti įtaką išvykstančiųjų turistų iš Kinijos poelgiams ir ketinimams lankyti darniojo turizmo vietose, atsižvelgiant į paskirties vietos darnumo lygį.

**Tyrimo klausimai:** 1) kokie motyvai skatina išvykstamąjį turizmą ir kokie motyvai, pritraukia išvykstančiuosius turistus, kad aplankytų darniojo turizmo vietas; 2) stumiančiųjų veiksnių įtaka atvykstančių turistų motyvacijai ir požiūriui ir 3) kelionių motyvacijos ir požiūrių įtaka atvykstančių turistų ketinimui aplankyti skirtingo darnumo lygio turistines vietas.

**Tyrimo užduotys.** Jų buvo kelios. **Pirma**, pateikti išsamų vaizdą, kodėl kinų išvykstantieji turistai keliauja ir ko turistai iš Kinijos tikisi iš darniojo turizmo vietų? Siekta nustatyti veiksnius (išvykstamojo turizmo motyvus), kad būtų galima atsakyti į pirmą klausimą, ir nustatyti traukos veiksnius (darniojo turizmo vietovių požymius), kad būtų galima pateikti atsakymą į antrą klausimą. **Antra** užduotis – pristatyti ir išnagrinėti darniojo turizmo vietovių savybes ir patrauklumą, iširti traukos veiksnius. Buvo daug tyrimų apie darniojo turizmo vietovių rodiklius (literatūros sąrašas) ir šie rodikliai galiausiai ir sudarė darniojo turizmo vietovių požymius. Tačiau taip pat reikėtų atsižvelgti į turistų lūkesčius dėl darniojo turizmo vietovių,

siekiant sukurti daugiau patrauklių turistinių vietovių. Taigi šiame tyrime buvo tiriami traukiantys veiksniai, turintys įtakos Kinijos turistų motyvacijai, kad būtų galima suprasti turistų požiūrį. Be to, tyrimas leistų specialistams parengti principus, kaip būtų galima stūmimo ir traukimo faktoriai galėtų būti naudojami **Kinijos išvykstančiųjų turistų rinkai**. Dar viena tyrimo užduotis leidžia suprasti, kaip ištirti keliautojų motyvus lankyti darniojo turizmo vietoves. Konkrečių kelionių motyvų derinys su turistų segmentais padėtų suprasti santykius tarp motyvų ir ketinimų bei padėtų kurti patrauklius objektus.

**Mokslinė naujovė ir indėlis į mokslą.** Visų pirma siekta užpildyti atotrūkį tarp stumiančiųjų ir traukiančiųjų motyvų ir darniojo turizmo vietovių tyrimų. Rinkoje kelionių motyvacijos tyrimų yra atlikta tikrai nemažai. Labai domėtasi darniojo turizmo plėtra atsižvelgiant į darniojo turizmo vietovių rodiklius, tačiau labai mažai moksliniuose tyrimuose tirta tematika – darniojo turizmo vietų patrauklumas. Šio tyrimo tikslas – nustatyti išvykstamojo turizmo vidaus motyvus ir išorinį darniojo turizmo vietų patrauklumą. Moksliniai tyrimai turėtų prisidėti prie darniojo turizmo vietovių paklausos populiarinimo. Tyrimė parodyta, kaip turistai suvokia turizmo vietovių požymius. Iš tiekimo perspektyvos buvo daug tyrimų apie darniojo turizmo planavimą, tačiau labai retai tirtos turistų nuostatos. Atlikta labai nedaug tyrimų, kaip ir kokios turizmo vietovės turėtų būti orientuotos į vartotoją. Taigi šis tyrimas atskleidė turistų lūkesčius. Jame pateiktas išsamus Kinijos išvykstančiųjų turistų vaizdas apie jų motyvaciją rinktis darniojo turizmo vietas Europoje. Daugelyje tyrimų buvo tiriami Kinijos turistų motyvai išvykstamiems kelionėms į daugybę skirtingų šalių (regioninių) vietų, tačiau nebuvo atlikta tyrimo apie Kinijos išvykstančiuosius turistus, kurie skatina darniojo turizmo vietas Europoje. Tyrimas, kurio tikslas – pateikti

įžvalgas apie tiriamąją temą, skirtą darniojo turizmo vietovių paskirties rinkodarai.

**Praktinė tyrimo reikšmė.** Kinijos išvykstančiųjų turistų kelionių motyvų tyrimas darniojo turizmo vietovėse paskatintų tikslinių vietovių valdymą ir rinkodarą remiantis kliento įžvalgomis. Viena vertus, šis tyrimas parodė, kodėl kinų turistai nori išvykti keliauti svetur. Kita vertus, šis tyrimas atskleidė, kaip pritraukti turistų iš Kinijos į darniojo turizmo vietas. Tokie veiksniai yra svarbūs darniojo turizmo vietovių atributai ir todėl gali būti kad vienas iš Kinijos išvykstančiųjų turistų lūkesčių lankant darniojo turizmo vietas, taip pat jie galėtų formuoti Kinijos išvykstančiųjų turistų lūkesčius iš darniojo turizmo vietovių. Tyrimas atskleidė Kinijos išvykstančiųjų turistų lūkesčius ir poreikius, o tuo besiremiančios turistinių vietovių valdymo ir rinkodaros organizacijos galėtų kurti turizmo produktus darniojo turizmo vietose. Šiame tyrime buvo tiriamos darnaus turizmo vietovės sąsajoje su išvykstančiųjų turistų kelionių motyvacija. Kadangi darnusis turizmas yra sparčiai plėtojamas Europoje, motyvacijos tyrimas galėtų būti naudingas darnaus turizmo vietai suprasti Kinijos turistų poreikius giliau, kita vertus tyrimų metodai taip pat būtų naudingi suprasti įvairių šalių turistų motyvus lankyti turistines vietas ne tik turistams iš Kinijos bet ir iš kitų šalių.

Tačiau buvo keletas **mokslinių tyrimo apribojimų**. Visų pirma, tyrimo ribotumas tas, kad trūko gausių ankstesnių tyrimų apie darniojo turizmo turistines vietas ir tai, kaip darniojo turizmo vietovės galėtų patenkinti turistų poreikius ir kokie buvo tie poreikiai. Taigi tyrimo traukiantys veiksniai gali neįvertinti kai kurių aspektų. Antra, pasirinktos Europos tikslinės vietovės, o ne pasaulio žinomumo vietovės, o reikėtų, kad tyrimo rezultatai galėtų būti taikomi pasauliniame mastelyje. Galiausiai, kaip respondentai tyrėjų buvo pasirinkti Kinijos išvykstantieji turistai, o taikant šio tyrimo rezultatus

kitų tautybių turistams, gali būti esminių skirtumų. Disertacijos pabaigoje yra paaiškinti tyrimo apribojimai.

**Disertacijos struktūra.** Šią disertaciją sudaro tokios dalys: literatūros apžvalga; tyrimo tikslas, modelis ir hipotezė; tyrimo rezultatai; diskusija ir aptarimas; tyrimo apribojimai. Literatūros apžvalgoje pateikiami ankstesnių tyrimų racionalūs tyrimo modeliai, kurie buvo šio tyrimo pagrindas. Aptariant tyrimo tikslą, siūlomą modelį ir keliamas hipotezes, paaiškinti nustatyti tyrimo tikslai ir užduotys. Šioje dalyje tyrimo modelis buvo sukurtas remiantis literatūra ir tyrimų tikslais, taip pat buvo pateiktos tyrimų hipotezės. Tyrimo rezultatų dalyje pateikiami duomenų analizės rezultatai, kurie gauti įgyvendinant tyrimo tikslus ir uždavinius pagal tyrimo modelį. Aptarimų ir rezultatų dalyje parodyta, kaip tyrimo rezultatai atitinka mokslinių tyrimų tikslus, siekiant atskleisti ir nustatyti Kinijos išvykstančiųjų turistų kelionių motyvus, požiūrį į keliones ir kelionės tikslus. Šioje dalyje taip pat paaiškinti reiškinių ir duomenų analizės rezultatai, kurie suteikė vertingų įžvalgų tiek turizmo tyrimams, tiek turizmo praktikai.

**Tyrimo rezultatų aprobavimas ir sklaida.** Tyrimo rezultatai buvo platinami mokslo bendruomenei ir platesnei auditorijai, naudojant mokslinius straipsnius ir pristatymus mokslinėse konferencijose.

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**Konferencijos pristatymai:**

(1) 7<sup>th</sup> International Conference on Sustainable Tourism, 2016, Valencia, Spain.

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

## I. INTRODUCTION

**Relevance of the research.** The tourism industry contributed a tremendous amount to the world's economic development. The tourism industry and business related to it, 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 business related to it, created jobs, reduced poverty, and supported the interests of locals and communities. They also created opportunities for visitors to pursue cultural heritage values and brought social, educational, and economic benefits to visitors and the host communities through cultural experiences and exchanges. According to the United Nations World Tourism Organization (UNWTO, 2017), international tourism industry and 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 was 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 sector of tourism when it had become an important pillar of economics. However, the tourism sector developed in a twofold way, both positive and negative effects were brought by it. Great contribution to economic development contributed by making a significant impact on the environment, culture and society.

The tourism sector was greatly promoted when the socio-economic environment changed for the better. Together with higher incomes and better income distribution, there were longer paid holidays for workers, transportation technology improvements and a

decline in travel costs, which highly supported people's means to travel (Berno ir Bricker, 2001). People began to seek 'free resources', such as sunshine, beaches, and friendly people (Berno ir 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 and studying the willingness this industry brings (Pleumarom, 1994) because this industry which possesses free natural, historical or cultural resources, was less costly and less investment intensive, compared with manufacturing or technology. However, the potential negative impacts of tourism had been considered (Young, 1973) and these early critiques about tourism claimed it as a development tool which focused 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 the tourism sector and could be developed as a '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, socio-cultural awareness, and nature conservation.

The study began with the emphasis on 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 were known as carrying capacity. The implementation of the 'sustainable' concept was well established in forestry conservation in terms of 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 tourism practice in all pillars, not only attractions or activities. Later on, sustainability became one of the most significant concepts 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’s identity; and economic sustainability that ensures the effective enough development 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>, at 9<sup>th</sup>, October, 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 outbound China 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.

The importance of sustainable tourism researches had been figured out by researchers. 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' views 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) It was 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 themselves with nature was directly related to the type of attitudes that they 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 behavioral intentions and behaviors.

Sustainable tourism destinations issues 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 the local economic growth, 5) involving local communities, 6) consult the 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 had been regarded as a combination of needs and desires that would affect the propensity to travel (O’Leary & Deegan, 2005).

Meng et al. (2008) claimed 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 a 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 a synthetic indicator that would evaluate sustainability of a number of European countries' 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, supposed 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) a medium level sustainable tourism destination, and Copenhagen (the capital city of Denmark) a low level sustainable tourism destination, 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 millions 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, **firstly**, 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; 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 so as 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, filling 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 the 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 and about their motivations to sustainable tourism destinations in Europe. Many researchers 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 to provide insight 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's perspective. For one thing, this research showed why Chinese tourists travel outbound. For the other, this study showed what attracts 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 those attractions 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 deeper, 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 which are targeted on the 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 abundance of previous research about sustainable tourism destination attractions and how sustainable tourism destinations could meet tourists' expectations, and what were the 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 whole world, 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 detail. 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., ir 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) 7<sup>th</sup> International Conference on Sustainable Tourism, 2016, Valencia, Spain.

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

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## REVIEW OF DISSERTATION'S CONTENTS

### 1. PERCEPTIONS OF THE CONTEMPORARY ISSUES RELATED TO THE RESEARCH

Chapter 2 presented 'Literature review of contemporary issues on the related topics of the research'. Chapter 2.1 was about 'sustainable tourism'. It presented the evolution of the notion of 'sustainable tourism', from its first application of 'sustainable' concept for forestry conservation to the application of 'sustainable development' and 'sustainability' into tourism practice, and thus became 'sustainable tourism development'. In this part, the evolution of sustainable tourism, different definitions to sustainable tourism, disputes of sustainable tourism, and current issues in sustainable tourism were introduced. These topics gave a clear picture to the audience about what was sustainable tourism, how researchers and practitioners evaluated it in different ways, and the importance of sustainable tourism in the tourism domain. In this part, some researchers' (e.g. Jafari, 2001, and Spindler, 2013) main findings were presented to show how 'sustainable tourism' had developed and what were the main pillars of 'sustainable tourism'.

Chapter 2.2 was about 'destinations and sustainable tourism destinations'. Definition of both 'destinations' and 'sustainable tourism destinations' were included in this part to provide the research with sound theoretical foundations in key issues related areas. Traditionally, *destinations* were defined as geographical areas (Buhalis, 2000; Hsu et al., 2009; and Blasco et al., 2016). 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 ir Moore, 2010; and Blasco et al., 2016) stated that destinations are unique and complex because services and goods are comprising in an area's climate, infrastructure as well as natural and

cultural attributes. As an emerging term, “*sustainable tourism destinations*” (STDs) were used in recognition schemes to promote sustainable development at destinations (Lee, 2001). Lee (2001) also stated that “sustainable tourism destinations” will stimulate the implementation of sustainable development through an interdisciplinary, holistic and integrative approach which combines different aspects of existing tools.

Chapter 2.3 was about indicators and attributes of sustainable tourism destinations. Various researches were developed to present indicators for sustainable tourism destinations. As push-pull motivations were a crucial topic for this research, pull factors of the sustainable tourism destinations should be defined. There were very rare literature defining the pull factors of sustainable tourism destinations. Indicators and attributes were taken into consideration as attractiveness of sustainable tourism destinations. Thus, the pull factors of sustainable tourism destinations could be inferred. In this part, literature gave a profound base for identifying attractiveness of sustainable tourism destinations. Current researches (Luekveerawattana , 2012; Blancas et al. , 2016; and Nilnoppakun & Ampavat, 2016) provided the research with indicators of sustainable tourism destinations. 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; Dredge et al., 2009; Gursoy & Rutherford, 2004; Latkova & Vogt, 2012; Perdue et al., 1990; Sirakaya-turk et al., 2008; Teye et al., 2002; Tosun, 2002; Weaver & Lawton, 2001; Wiliams & Lawson, 2001; and Yu et al., 2011).

Chapter 2.4 was about travel motivations. As travel motivation was one of the key issues of the research, literature foundation in travel motivations was added in this part. In this part, there were definitions



to “motives” and “motivation”, and what had been found in tourism motivational researches. Researches and findings were discussed to provide insights into tourism motivations (Caber & Albayrak, 2016; Cohen, 1974; Crompton, 1979; Dann, 1977; Gray, 1970; Iso-Ahola, 1982; Maslow, 1954; Nikjoo & Ketabi, 2015; Rivers, 1972; Smith & Turner, 1973; Uysal et al., 2008; Williams & Zelinsky, 1970; and etc.). 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 “escape from a perceived mundane environment”, “exploration and evaluation of self”, “relaxation”, “prestige”, “regression”, “enhancement of kinship”, and “facilitation of social interaction”. The remaining two motives were alternated cultural category and classified into the “pull” factor, which reflected destination’s attributes. They were “novelty” and “education”.

Chapter 2.5 was about push and pull factors. One of the common theories examining tourist motivation is the theory of push and pull factors. This part provides the research with specified insights of push-pull motivations. Dann (1977) proposed a research to answer a sociological bordered question “What makes tourists travel?”, while “pull” factors reflected destination attributes. Researches in the topic of push-pull motivations were introduced in this part, and the rationale of identifying push-pull motivations for Chinese outbound tourists to visit sustainable tourism destinations were developed based on the literature (Crompton, 1979; Dann, 1977; Klenosky, 2002; Keating & Kriz, 2008; Leong et al., 2015; Nikjoo & Ketabi, 2015; Sangpikul, 2008; Uysal & Jurowski, 1994; You et al., 2000; and Zhang & Lam, 1999).

Chapter 2.6 was about outbound tourism, China’s outbound tourism, and travel motivations for Chinese outbound tourists. As

outbound tourism was one key issue of this study, and travel motivations for outbound tourism was also a key to this study, its definition and factors influencing outbound tourism were also presented in this part. Outbound tourism referred to the activities of a resident of a given country (region) that leaves 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. Jang & Wu (2006) and You & O’Leary (2000) found cultural experiences and historical attractions were the major factors attracting most travellers to visit a particular outbound destination.

Chapter 2.7 was about ‘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. The TPB model originally included variables “attitude (ATT)”, “subjective norm (SN)”, “perceived behavioral control (PBC)”, “behavioral intentions (INT)” and “behavior”. The TPB model had been applied in tourism researches and it had also been extended for tourism researches. In this part, the TPB model (Ajzen, 1991), the application of the TPB model and the extended TPB model in tourism research (Bianchi et al., 2017;

Chen & Tung, 2014; Chien et al., 2012; Di Pietro et al. 2011; Kaplan et al., 2015; Hsu & Huang, 2010; Lam & Hsu, 2004; Mohaidin et al., 2017; Seow et al., 2017; Shen et al., 2009; Sparks & Pan, 2009 and Verma & Chandra, 2017) were introduced. These examples showed the rationale for applying the TPB model into this research and they provided this research with rationale of model construction.

Chapter 2.8 was about travel attitudes, travel motivations, and travel intentions. Attitude was the predisposition of an individual to evaluate some symbol or object or aspect of his world in a favorable or unfavorable manner. According to Katz (1960), the major functions which attitudes perform for the personality can 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. And from Katz (1960)'s functional approach of attitudes, the reason why people hold some specific attitudes are 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. Gnoth (1997) developed a definitive model of travel motivation which helped categorize attitudes towards destinations, attractions, activities, events and situations. Attitudes were included in the model for travel motivation and behavior.

Chapter 2.9 was about destination image. *Images* were defined to

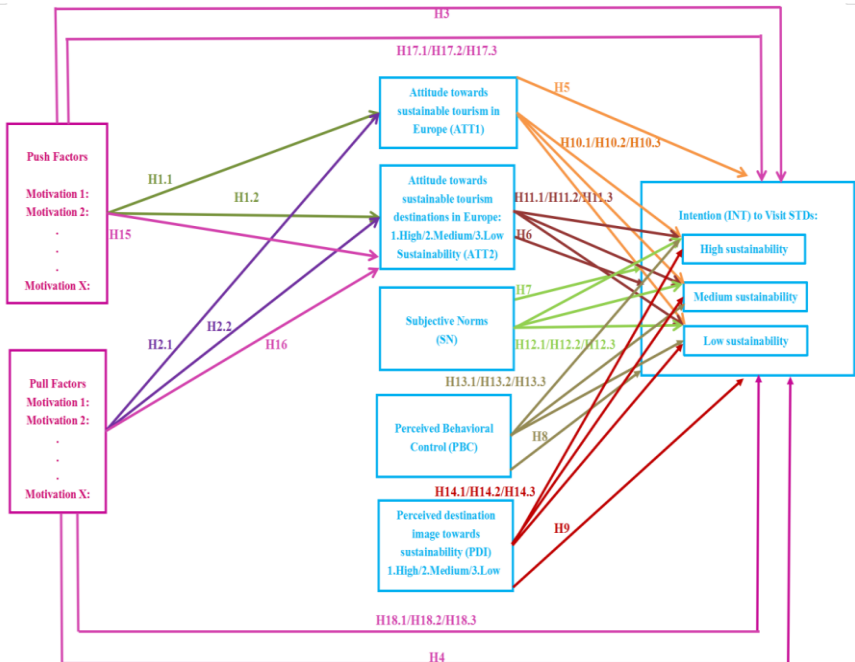
drive perceptions of consumers, which are important than tangible resources and assets, and motivate consumers to take actions (Guthrie & Gale, 1991). Image for a destination was operationalized by measuring perceptions of key attributes at a destination because travellers' perceived benefits basically come from the destination's attributes which satisfy the specific motives of the potential travellers (Um & Crompton, 1992). In the context of tourism, image was a valuable variable to understand tourist' selection of a destination (Baloglu & McCleary, 1999). Image is considered as the sum of beliefs, ideas, and impressions that a tourist holds towards a destination (Crompton, 1979). Image (Baloglu & McCleary, 1999) had important influence in the selection of vacation destinations and it is valuable in understanding the destination selection process of tourists. The image formation stage before the trip was 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 has of a particular object or place (Baud-Bovy & Lawson, 1977). It was developed and created through various means, which has a significant influence on tourists' selection of a destination (Baloglu & McCleary, 1999; Chon, 1990; Gallarza et al., 2002; Pike, 2002; and Prayag & Ryan, 2012).

## 2. RESEARCH METHODOLOGY OF TRAVEL MOTIVATIONS, TRAVEL ATTITUDES, AND TRAVEL INTENTIONS

Chapter 3 was about the research methodology. The research aimed at revealing three main issues:

- revealing travel motivations for Chinese outbound tourists to select sustainable tourism destinations.
- identifying impacts of push-pull motivations on Chinese outbound tourists to analyze the influence of push-pull motivations on travel attitudes, and travel intentions.
- and indicating Chinese outbound tourists’ travel behavior in an extended Theory of Planned Behavior (TPB) model to present their potential travel behaviors.

The figure below presented the research model of this research.



**Fig.1. Research model of impact of push and pull motivations on outbound tourists’ intentions to visit sustainable tourism destinations**

Thereafter, the hypotheses were developed as:

**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 pull 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.**

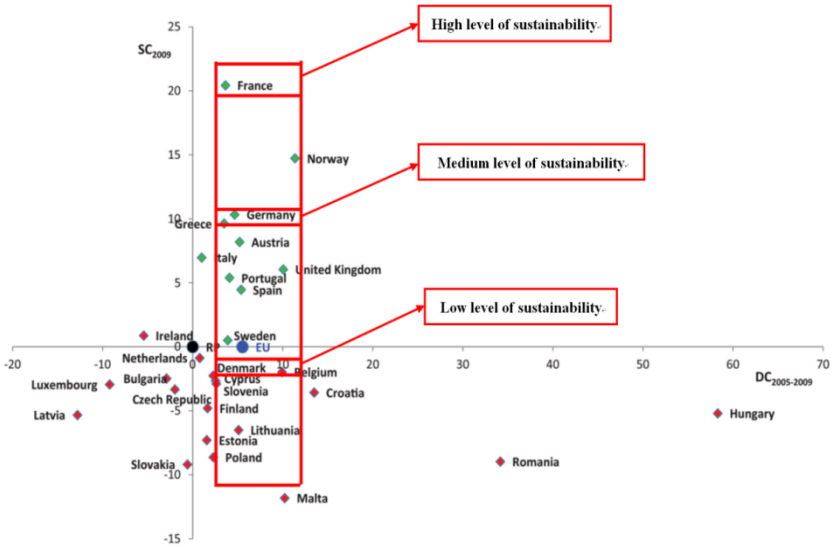
After the presentation of research aim, model, and hypothesis, as well as research philosophy, the research steps were described. The table below showed the research steps.

**Table 1. Research steps of this study**

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

Among the research steps, the selection of the exemplified sustainable tourism destinations was a crucial step. This study adapted the research of Blancas et al. (2016) as a clue for selecting sustainable tourism destinations. Blancas et al. (2016) provided synthetic indicators evaluating sustainability of a number of European country destinations. The figure below 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.





**Fig. 2. Level and evaluation of sustainable country destinations in Europe. (Blancas et al., 2016)**

Demographic features in the study included gender, age, material status, education level and income. Table 2 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 which 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.

**Table 2. Demographic features of the survey respondents (N=441)**

<b>Demographic Features</b>	<b>Items</b>	<b>Frequency</b>	<b>Percent</b>
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	6	1.4
Marital status	Single	96	21.8
	Married	301	68.3
	Living with	11	2.5
	Divorced	9	2.0
	Separated	1	.2
	Widowed	4	.9
	Would	19	4.3
Education level	High	87	19.7
	Technical	37	8.4
	Bachelor	176	39.9
	Master	109	24.7
	Doctor and	32	7.3
Monthly income (per person per household)	Less than	75	17.0
	3000-5000	85	19.3
	5001-	152	34.5
	More than	129	29.3

### 3. RESEARCH RESULTS OF TRAVEL MOTIVATIONS, TRAVEL ATTITUDES, AND TRAVEL INTIONS FOR SUSTAINABLE TOURISM DESTINATIONS

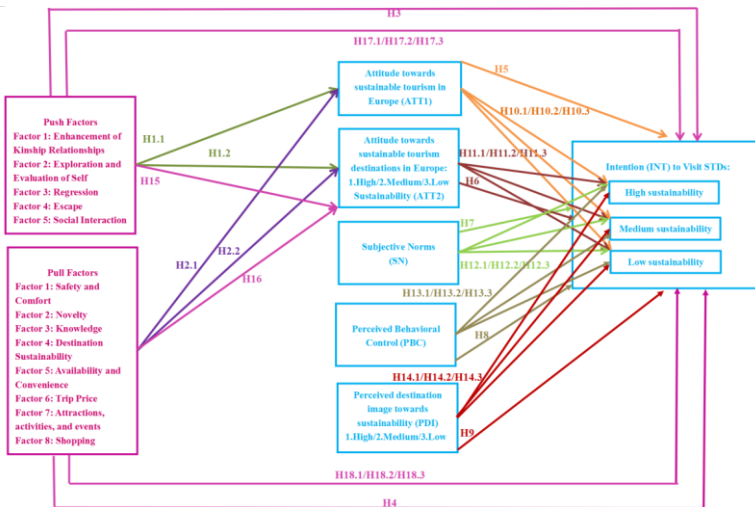
Chapter 4 presented the research results. As the table below showed, these identified push factors could be labelled according to the research themes of this study. Factor 1 could be labelled as ‘Enhancement of Kinship Relationships’, factor 2 ‘Regression’, factor 3 ‘Social Interaction’, factor 4 ‘Exploration and Evaluation of Self’, and factor 5 ‘Escape’. There were 8 potential pull groups, namely, 1) novelty, 2) knowledge, 3) destination sustainability, 4) attractions, activities and events, 5) shopping, 6) availability and convenience, 7) safety and comfort, and 8) trip price. The exploratory factor analysis was performed for these 8 pull groups. Tables below showed the results of factor analysis for the pull factors. Furthermore, the results of reliability of the push-pull motivations were also tested. The results of reliability tests was presented in the table below.

**Table 3. Results of reliability tests for push-pull motivations**

		Scale	No. of	Cronbach's
<b>Push Motivations</b>		1.Enhancement of Kinship	3	.807
		2.Regression	3	.731
		3.Social Interaction	4	.684
		4.Exploration and Evaluation	3	.676
		5.Escape	2	.716
<b>Pull Motivations</b>		1.Novelty	6	.817
		2.Knowledge	3	.825
		3.Destination Sustainability	9	.913
		4.Attractions, 4.1	7	.844
		Activities, and 4.2 Parks	3	.832
		Events 4.3 Activities	4	.737
		5.1 Products	8	.914

5.Shopping	5.2 Shopping	3	.831
	5.3 Souvenir	3	.798
	5.4 Products	2	.840
6.Availability and	6.1	6	.880
	6.2	5	.845
7. Safety and Comfort		8	.929
8. Trip Price		4	.780

The identified push-pull motivations specified the research model, and thus the research model could show the push-pull motivations. At the model construction stage, the push-pull motivations could not be predicted. It was why in Fig. 1. the push-pull motivations were not depicted in details but Fig.2. could give a full understanding to the motivations.



**Fig. 2. Detailed research model with numbers and rankings of the push and pull factors**

The results of the research hypotheses were presented below:

- H1: Push motivations correlate with ATT1 (accepted)
- H2: Pull motivations correlate with ATT1 (accepted)
- H3: Push motivations correlate with ATT2 (accepted)
- H4: Pull motivations correlate with ATT2 (accepted)
- H5: ATT1 correlates with INT (accepted)
- H6: ATT2 correlates with INT (accepted)
- H7: SN correlates with INT (accepted)
- H8: PBC correlates with INT (accepted)
- H9: PDI correlates with INT (accepted)
- H10: ATT1 impacts INTParis/Berlin/Copenhagen (rejected, rejected, rejected)
- H11: ATT2 impacts INTParis/Berlin/Copenhagen (accepted, accepted, accepted)
- H12: SN impacts INTParis/Berlin/Copenhagen (rejected, accepted, accepted)
- H13: PBC impacts INTParis/Berlin/Copenhagen (accepted, accepted, accepted)
- H14: PDI impacts INTParis/Berlin/Copenhagen (accepted, rejected, rejected)
- H15: Push motivations impact ATT2 (accepted)
- H16: Pull motivations impact ATT2 (accepted)
- H17: Push motivations impact INTParis/Berlin/Copenhagen (accepted, rejected, rejected)
- H18: Pull motivations impact INTParis/Berlin/Copenhagen (accepted, accepted, accepted)

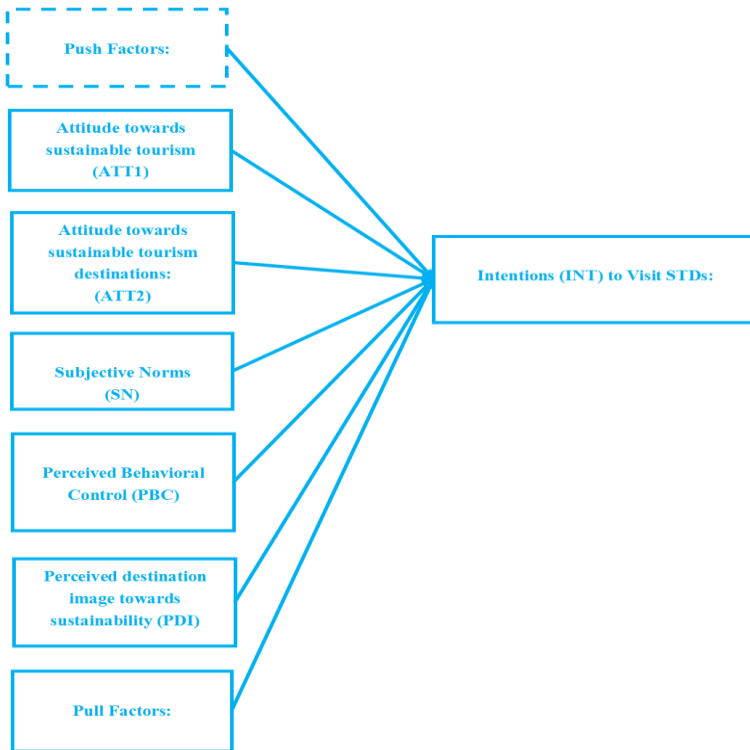
#### 4. SCIENTIFIC DISCUSSION AND IMPLICATIONS OF THE RESEARCH

Chapter 5 was about scientific discussion and implications of the research. 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”. These 8 pull factors were “novelty”, “knowledge”, “destination sustainability”, “attractions, activities & events”, “shopping”, “availability & convenience”, “safety & comfort”, and “trip price”.

In this research, RM-ANOVA was applied to check the importance of push-pull motivations, attitude towards sustainable tourism destinations and intentions to visit the sustainable tourism destinations. The results showed that push-pull motivations, attitude, and intentions worked differently with different levels of importance. There were 3 levels of push motivations, 4 levels of pull motivations, 2 levels of attitude and 2 levels of intentions. The tables below would show the different levels of the importance of push-pull motivations, attitude towards sustainable tourism destinations, and intentions to visit the sustainable tourism destinations. The most important push factors were 1 and 4, the second level was push factor 2, and the least important push factors were 3 and 5. The most important pull factor was 7, the second level was pull factors were 1, 2, 3, 6 and 8, the third important pull factor was 4 and the least important pull factors was 5. The more important level was the attitude towards the sustainable tourism destination Paris while the less important level was the

attitude towards the sustainable tourism destinations Berlin and Copenhagen. The more important level was the intention to visit the sustainable tourism destination Paris while the less important level was the intention to visit the sustainable tourism destinations Berlin and Copenhagen. Moreover, the importance of attitudes was consistent to the importance of intentions. Although the research design stage that there were 3 obvious different levels of destination sustainability, the research results showed that Chinese outbound tourists' perceived importance of the destinations was not consistent to the destination sustainability.

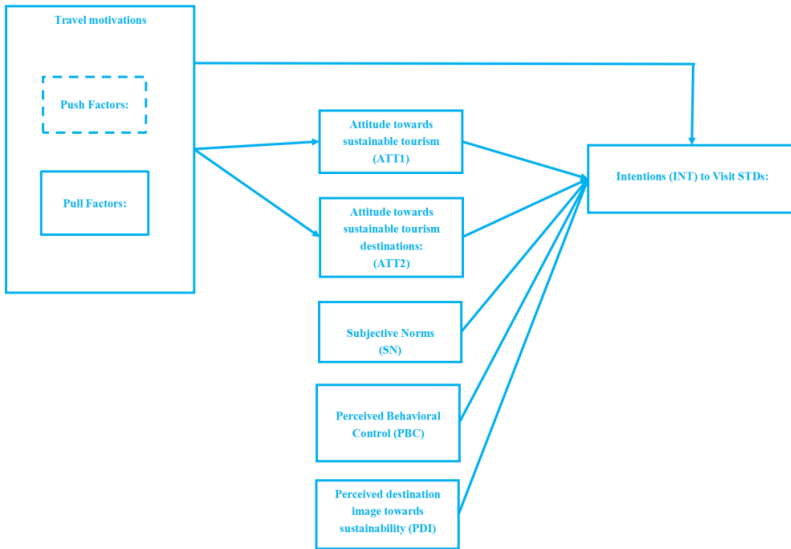
The correlations and relationships among attitudes, social norms, perceived behavioral control, perceived destination image, and intentions to visit had been proved and tested by the extended TPB model. The research results showed that Chinese outbound tourists' intentions to visit the sustainable tourism 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. The figure showed a conclusion of an extended TPB model for predicting Chinese outbound tourists' travel intentions to sustainable tourism destinations.



**Fig. 3. The extended TPB model for Chinese outbound tourists' travel intentions to sustainable tourism destinations.**

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 4, which might be helpful in future studies emphasizing travel motivations and travel attitudes.





**Fig. 4. Research model for travel motivations and travel attitudes**

## 5. CONCLUSION OF THE RESEARCH

Chapter 6 was about “conclusion of the research”. First of all, this study developed attributes and essences of sustainable tourism destinations. Secondly, China outbound tourism has recently drawn dramatic research attention in the tourism academy (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). Last but not least, sustainable tourism destinations were examined by the study, which filled the gap between sustainable tourism and sustainable tourism destinations. Concerning tourism motivations, there were many research findings from previous researches. The research found that

“enhancement of kinship relationship”, “social interaction”, “regression”, “exploration and evaluation of self”, and “escape” the push factors of Chinese tourists to outbound sustainable tourism destinations, while all pull factors in this research were proved to be important. Thus it could be concluded that abundant tourism resources were important in motivating Chinese tourists to outbound sustainable tourism destinations. In this study, “shopping” was also one of the motivations but it was not a crucial motivation any more. Besides, Knowledge, development of relationships (Zhang & Lam, 1999) and escape (Kau & Lim, 2005; and Johanson, 2007) were also found in this study.

This study developed pull statements from mass literature review and group them into integrated variables, and identified abundant pull factors for sustainable tourism destinations in Europe attracting Chinese tourists. In addition, this study developed attributes and essences of sustainable tourism destinations. Last but not least, the research added the theme of sustainable tourism to China outbound tourism research. This study filled the gap between motivational researches and sustainable tourism destinations. This study contributed in a demand perspective for sustainable tourism destinations and showed how attributes of sustainable tourism destinations are perceived by tourists. This study uniquely presented a detailed picture of Mainland Chinese tourists’ motivations to outbound sustainable tourism destinations. This study contributed in examining Chinese tourists’ travel motivations to sustainable tourism destinations in Europe.

The results of examining travel motivations of Chinese tourists to outbound sustainable tourism destinations would provide destination management and marketing with insights from a customer (demand) perspective. For one thing, this study showed why Chinese tourists

were traveling abroad. Meanwhile, this study exemplified sustainable country destinations in Europe with insights of Chinese tourists' travel motivations, attitude and intentions to visit sustainable tourism destinations in Europe. However, despite contributions made by the study, there were also research limitations of the study.

## 6. RESEARCH LIMITATIONS

Chapter 7 was about “research limitations”. First of all, the variables of push and pull factors for this study was initially coming from the literature review. Secondly, the factor analysis was applied to identify factors influencing Mainland Chinese tourists' travel motivations to outbound sustainable tourism destinations. 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. 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.

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