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Research on the Influencing Factors of the Outbound Tourism Decision-making of the Residents of Xi'an City
--- Taking Japanese Tourism Market for Instance

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Summary

In recent years, the demand of Chinese citizen outbound tourism is increasingly strong, outbound tourism has become an emerging consumer growth. Japan is one of the earliest overseas countries which has received the support and approval of Chinese government for Chinese citizen outbound tourism. Besides, Xi'an city is one of the earliest cities in China which has opened the travel for Japan. The number of the residents of Xi'an visiting Japan has increased year by year. The purpose of this research is to conduct an empirical research on which factors influence the tourism decision-making of Xi'an residents to go to Japan. First of all, I will conduct a literature review about tourism motives, tourism decision-making theory and relevant influencing factors of tourism decision-making and build a conceptual model. Secondly, I will formulate a methodology for this research. Thirdly, I will show the results of this research through the analysis of SPSS based on methodology. Last but not least, I will further discuss the findings of this research as well as put forward some practical suggestions for tourism enterprises in Xi'an. Finally, I will present the conclusion of this empirical research. This research contributes to fill the gaps of the special research regarding the tourism demand of Xi'an residents to Japan and effectively help tourism enterprises in Xi'an to design more tourism products which can cater to the present market demand.

Keywords: influencing factors, tourism motives, tourism decision-making, Xi'an residents, Japan

1 Introduction

1.1 The development situation of the Chinese outbound tourism

In recent years, with the rapid development of China's economy, the continuous improvement of people's living standard, the change of consumption concept and the relaxation of outbound tourism policy, the demand of Chinese citizens for outbound tourism is growing day by day. The Chinese government implemented a new holiday system in 2008, which extended the legal holidays of Chinese citizens to 115 days. The travel activities of Chinese citizens become more and more frequent due to the increase of leisure time. The outbound tourism has developed rapidly in China after the implementation of the new holiday system.

According to the data of the United Nations World Tourism Organization (UNWTO), the number of worldwide outbound tourists has exceeded 1 billion passengers in 2012. Besides, the number of Chinese outbound tourists has reached 83 million passengers in the same year (China news, 2012). After 3 years, the Chinese outbound tourism in 2015 has reached totally 117 million passengers, increases 9.8% comparing with last year. Although it is obviously easing comparing with the growth rate of 20% or so in previous years, the thesis expects that the Chinese outbound tourism market will continue to maintain a growth trend. The Chinese outbound tourism consumption in 2015 reached 104.5 billion US dollars, increasing 16.6 percent compared to last year, per capital consumption is 893 US dollars. Overseas consumption of the Chinese tourists is currently ranked first in the world.

The annual report on Chinese outbound tourism development (2016) released by China National Tourism Administration showed that China has now become the world's first outbound tourism source country. In 2016, the number of outbound tourists reached 122 million people, which increases 4.3% comparing with last year (China tourism academy, 2017). Meanwhile, the growth rate of the Chinese outbound tourism was the fastest all over the world, which formed a great contrast with the growth rate of worldwide outbound tourism (Zhang, 2012). UNWTO has repeatedly pointed out that the rapid growth of the Chinese outbound tourism has made great contributions to the recovery of global tourism.

At present, nearly 120 million outbound tourists in China contribute 19.62% to the growth world tourism industry. In other words, nearly 20% of the growth of world tourism industry is caused by Chinese outbound tourists. This shows that the outbound tourism has become an important part of Chinese tourism market. It is changing the pattern of Chinese tourism economy, and even influence the trend of the world tourism market.

1.2 The development situation of the travel of Chinese tourists to Japan

In the destination selection of Chinese outbound tourism, short-distance travel is still the dominant, of which Japan and Thailand are the most representative of the two destination countries (Qiu, 2014). Japan is one of the earliest overseas countries which has received the support and approval of Chinese government for Chinese citizen outbound tourism. Japan is one of the economic powerhouses of the today's world. The Japanese government has always attached great importance to the development of tourism industry. After the Second World War, the Japanese government formulated a number of tourism strategies to promote the development of outbound and inbound tourism (Zhang, 2001).

International Union of Official Travel Organization (IUOTO) and International Union of Official Organizations for Tourist Propaganda (IUOOTP) reorganized in 1975, and then formally established the World Tourism Organization (WTO). Japan was one of the first batch of member states of the WTO (Xiao, 2001). In order to promote the development of tourism in Japan and achieve the goal of "global tourism strategy"[1] (Matsui, 2014), the Japanese government pay more attention to attract Chinese tourists to travel to Japan in the recent 20 years (Cheng, Wong & Prideaux, 2016).

According to the data released by the Japanese National Tourist Office (JNTO, 2016), the number of tourists from mainland China in 2003 were 450 thousand, which was next only to South Korea (1.46 million), Taiwan (790 thousand) and the United States (660 thousand). However, the number of Chinese tourists constantly experienced an increase in the following 13 years. The number of tourists from

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[1] The Japanese government has formulated the "global tourism strategy" in 2003, which aimed at attracting a large number of foreign tourists to Japan in order to enhance economic benefits from the perspective of tourism industry and increase more employment opportunities in Japan.

mainland China in the first half of 2016 (January to June) is the largest, reaching 3.0766 million that is 2.17 times that of the same period in 2015. One of the four foreign visitors to Japan is Chinese. Thus, the number of the Chinese tourists to Japan and the number of tourism growth rate is clearly on the rise.

1.3 The development situation of the travel of Xi'an residents to Japan

In this research, I will select Xi'an city as the research site and the residents of Xi'an as the target group. Xi'an is the largest city in the northwest of China, which has many flights with every big city of Japan (Tokyo, Nagoya, Fukuoka, Osaka, Shizuoka, Sapporo, Okinawa, etc.). Xi'an is one of the earliest cities in China which has opened the travel to Japan. Xi'an and Kyoto both are the world-famous ancient capitals of history and culture. They established the relationship of sister city in 1974 that was the beginning of the establishment of the diplomatic relations between China and Japan.

Over the past 40 years, travel activities between Xi'an and Japan were quite frequent. In addition, with the repaid growth of the income level of the residents of Xi'an, their demands for outbound tourism are increasingly strong. Therefore, the travel demand and the tourism motivation of the residents of Xi'an deserve to be studied.

1.4 An analysis of Japanese tourism market

Japan as a popular tourism destination attracts a large number of Chinese tourists every year. This research takes Japanese tourism market for instance. Therefore, it is necessary to introduce the tourism resources of Japan and the advantages of Japanese tourism market to show the reason that Chinese tourists would like to travel to Japan.

1.4.1 The tourism resources of Japan

Japan is one of the most popular tourism destinations in Asia, which has beautiful island landscape and unique traditional culture. Japan has rich tourism resources (Soshiroda, 2005), including natural tourism resources (such as Mt Fuji, Kegan Falls, Aso Volcano, Miyanoura Dake, Shira kami Mountain) and cultural tourism resources (such as Fortified Castle, Shogun ate, Himeji Jo, Tokyo Tower).

In Japan, the traditional culture is merging with the modern culture. On the one hand, Japan learned the Buddhist culture from the Tang Dynasty of China in AD 645, and then built many cultural heritages with Buddhist characteristics in Japan (such as Golden Pavilion Temple, Toshodai Temple, Sensoji Temple, etc). On the other hand, nowadays, Japan is the largest country for amines production and export all over the world, which has the reputation of anime empire. The anime culture is becoming the national culture of Japan. With the spread of Japanese anime culture, more and more teenagers have been influenced by animation, games, as Ill as the derivatives of Japanese anime culture (MacWilliams, 2014).

It is worth mentioning that the tourism shopping resources in Japan. Japanese tourism products with high quality and good reputation attract many foreign tourists from all over the world (Phadke, 1995). For example, Chinese tourists prefer to buy electronic products and daily commodities in Japan (Qiu, 2016). Moreover, South Korean tourists like to buy cosmetics and clothing in Japan. No matter what your age, nationality or shopping preference, you can seek out the suitable products in Japan.

1.4.2 The advantages of Japanese tourism market

1.4.2.1 Careful and thoughtful services

The attitude of Japanese service staff towards customers has got the consistent high praise by visitors from all over the world. Warm and friendly Japanese service staff have impressed every foreign tourist (Yim, Tse & Chan, 2008). Although the problem of language barrier exists between Japanese service staff and foreign tourists, Japanese service staff always have a bright smile and try them best to offer the better service for customers. In Japan, most information desks can provide service in Chinese. Besides, there are many restaurants, hotels, shops, tourist attractions and ATMs with obvious Chinese signs in the streets of Japan. That brings great convenience to the Chinese tourists. The goal of Japan's tourism service industry is to pursue the most perfect service, so as to improve the quality of service and increase the satisfaction of customers (Nozawa, 1992).

1.4.2.2 High quality products

Many Japanese companies put the "zero unqualified products" as their goal during the whole process of production (Su, 2012). They believe that the production of high quality commodities can show their respects for customers. If they produce

unqualified products, they will analyze the cause of the failure and correct the issue in the next time. Under the rigorous quality supervision, "Made in Japan" has become the label of high-quality manufacturing (Kotler & Gertner, 2002).

1.4.2.3 Government support

The Japanese government has taken many positive tourism measures against the Chinese market. The Japanese government began to accept the application of the team travel visas of Chinese citizens in 2000 (Li, 2014). Since 2009, the Japanese government began to accept the application of the personal travel visas of Chinese citizens. In addition, the Japanese government has continued to relax restrictions on visas of Chinese visitors and has regarded China as the first overseas country to implement the visa policy of multiple entries (e.g. multiple entries Japan within 3 years and 5 years). From July 2011, the processing time of visas of Chinese visitors has been reduced to 3 days, which effectively improve the visa efficiency.

1.5 The significance of this research

The research significance of this thesis can be discussed in a scientific context and a social context respectively.

1.5.1 In a scientific context

Along with the continues fast growth in the Chinese national economy and the successive increase in people's income and their living standard, outbound tourism has become an important way of recreation (Zhang, Pine & Lam, 2005). With the rapid development of Chinese outbound tourism, more and more researchers focus on this topic. Nowadays, however, the research with regard to Chinese outbound tourism field is not deep enough in Chinese academia (Xv, 2016). Especially, the research on Chinese outbound tourism field generally presents two main tendencies: on the one hand, the development trend and characteristic of Chinese outbound tourism market are studied by many Chinese researchers from a macroscopic point of view; on the other hand, the influences of politics, economy, geography and culture on the outbound tourism decision-making of Chinese tourists are widely discussed. I can see that few researchers study the potential travel demand of Chinese tourists and possible tourism decision-making influencing factors from a microscopic perspective.

Actually, existing knowledge on tourism decision-making influencing factors is not sufficient in the tourism research field of today's China. For instance, the influencing factors of tourism decision-making are not comprehensive in some of relevant studies. And other studies select a variety of influencing factors but lack convincing argument and data to ensure the validity and reliability of influencing factors. I will deeply discuss more specific examples in the section of literature reviews.

Therefore, this thesis researches the relevant influencing factors of tourism decision-making to Japan from the potential travel demand of Xi'an residents, which contributes to establish and improve the conceptual model of the influencing factors of outbound tourism decision-making based on the analysis of the firsthand data, so as to fill the gaps of the special research regarding the tourism demand of Xi'an residents to Japan. In our research, I will consider the influencing factors of tourism decision-making as comprehensive as possible. I believe that push motives factors, pull motives factors, limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies could cover almost all possible tourism decision-making influencing factors. The innovation of this research is to include current affairs between China and Japan into the influencing factors of tourism decision-making. This is a sensitive topic because of the political relationship and cultural problem between China and Japan. Current affairs between China and Japan could affect the public opinion of the news media in China as Ill as the tourism decision-making of Chinese (Cheng & Wong, 2014). Therefore, it is worth studying whether the attitude of Xi'an residents on traveling to Japan will be affected by current affairs between China and Japan from a scientific point of view.

In addition, I pay attention to the firsthand data collection and analysis. I can clearly see which factors have the most important influence on the tourism decision-making of Xi'an residents to Japan through this empirical and quantitative research. I hope that this thesis not only can enrich the research of Chinese outbound tourism field, but also can expand the research idea for Chinese outbound tourism field from a microscopic point of view.

1.5.2 In a social context
First of all, the conclusion of the research on the influencing factors of the tourism decision-making of Xi'an residents to Japan can help tourism enterprises in Xi'an

deeply understand the travel demand of Xi'an residents, the travel motivation of Xi'an residents and factors that can affect the tourism decision-making of Xi'an residents. That is helpful for tourism enterprises in Xi'an to design better tourism products which can cater to the present market demand so as to improve the marketing ability of tourism enterprises in Xi'an.

Secondly, I add some relevant questions about current affairs between China and Japan in the questionnaire in order to investigate the attitudes of Xi'an residents on tourism marketing strategies in the context of these current affairs. I hope that this research can partly enlighten tourism enterprises in Xi'an on how to quickly restore the market operation after the crisis.

1.6 Problem statement

The problem statement is: which factors influence the tourism decision-making of Xi'an residents to Japan? In the research of Horner and Swarbrooke (2012), they point out that tourists cannot only be affected by one kind of factor. Actually, they are influenced by multiple factors. I fully agree with this point of view.

From the research of Qv and Wu (2004), they define that tourism decision-making is a process of which people collect tourism information based on their tourism purposes, propose and select tourism proposals or plans, and then take them into effect. They also argue that the tourism decision-making of people is influenced by internal/ subjective factors and external/ objective factors. On the one hand, tourism decision-making is influenced by the internal and subjective factors of people (such like search for knowledge, ego-enhancement, reduce of life pressure, recreation, flaunt, etc.). In other words, there is a close relationship between tourism decision-making and tourism internal demand. Tourism internal demand can directly lead to people making tourism decision-making while other influencing factors keep invariability. On the other hand, however, there are many external and objective factors existing in the transformation process from tourism motivation to tourism decision making, including space distance, leisure time, disposable income, transportation level, security issues, service quality, natural environment, historical culture, personal preferences, etc.

In the research of Zhang, Ma and Li (2006), they put forward that controllable factors and uncontrollable factors both affect the tourism decision-making of people.

Controllable factors can be manipulated and changed by tourists or tourism enterprises, including price, distance, transportation, facilities, hospitality, service level and tourist attractions. The factor of distance seems to be out of control, but it can actually produce changes due to the choice of different modes of transport. Therefore, distance should be included into the range of controllable factors. Besides, uncontrollable factors cannot be manipulated and changed by tourists or tourism enterprises, involving visa process and destination climate. Visa process is determined by the government and destination climate is caused by cyclical trends in nature itself. They individually analyze the influence of controllable factors and uncontrollable factors through regression. Then they show that the sorting result of the influence of the seven controllable factors on tourism decision-making is service level, transportation, tourist attractions, facilities, price, distance and hospitality, while the sorting result of the influence of the two uncontrollable factors on tourism decision-making is destination climate and visa process.

As a result, I would like to identify and discuss more possible factors that can influence the outbound tourism decision-making of people based on some previous researches, as Ill as conclude with a list of influencing factors in the part of theoretical framework. On the basis of previous discussion, there are two following research questions: how important those factors influence the tourism decision-making of Xi'an residents to go to Japan? what are the relationship between those different factors?

1.7 The aim of this research

This research firstly aims at identify the relationship between several influencing factors and the tourism decision-making of Xi'an residents to Japan. I assume that factors can influence the tourism decision-making of Xi'an residents to Japan. Secondly, I aim at clearly explore the real and potential travel demand of Xi'an residents through the analysis of the firsthand information. Based on that, I will propose some relevant suggestions with regard to tourism marketing strategies which can help tourism enterprises in Xi'an to understand the tourism demand of the recent residents in time as so to provide better tourism products and improve the marketing ability of enterprises.

2 Theoretical framework

2.1 Literature reviews

2.1.1 The relevant definitions of tourism decision-making

For the definition of tourism decision-making, different researchers have different interpretations:

Tourism decision-making is a gradual filtration process of which people massively collect travel information when they realize that they have travel needs, then they remove the information that is not helpful for their travel needs and retain the helpful information, finally they will form a tourism decision (Spiggle & Sewall, 1987).

Tourism decision-making is a process of which individuals choose the final tourism destination based on their personal preferences and tourism intentions (Woodside & Lysonski, 1989).

Tourism decision making is a continuous process, involving the collection, evaluation, storage and use of tourism information, the formulation of tourism plan and the formation of tourism decision (Cooper, 1991).

Tourism decision-making is a process that people collect and integrate relevant travel information according to their travel purpose, proposing travel schemes or plans, and then taking them into effect (Qiu & Wu, 2004).

The tourism decision-making is a continuity of series of stages and steps concerning both psychology and behaviors (Qiu & Wang, 2005). Their survey finds that individual tourism decision-making can be divided into seven different stages: generating the need or motive of traveling, collecting related information of traveling, determining travel destination or itinerary, making the travel budget, determining the transport of traveling, deciding whether to travel out and finally going traveling.

Tourism decision-making is the decision of tourists on their tourism behavior (Bai, Ma & Li, 2006). It has a close relationship with tourism motives. When other influencing factors are constant, tourism motives can directly lead people to make tourism decision. Furthermore, there are many other factors which can influence

people's tourism decision-making. Such like spatial distance, leisure time, disposable money, transportation level, culture, environment, security issues, personal preferences and so on.

Therefore, on the basis of many scholars in China and abroad for the definitions of tourism decision-making, this research defines that tourism decision-making is a continuous process of which individuals massively collect travel information with regard to several alternative travel proposals, then to assess this information and eliminate impossible alternatives, finally to make a tourism decision.

2.1.2 The relevant definitions of tourism motives and push/ pull motives

According to the above discussion, I find that tourism decision-making has a closely relationship with tourism motives. Tourism motives can lead to tourism decision-making (Araña, et al., 2013). The definitions of tourism motives have been investigated and defined by many researchers:

Tourism motives are an inner desire of which tourists want to temporarily leave the familiar environment and to go to a relatively unfamiliar environment in order to satisfy their psychological needs (Funk & Bruun, 2007).

Tourism motives are an internal driving force that can trigger, promote and maintain tourism behavior (Shang, 2010). Tourism motives also are a necessary condition for producing tourism behavior.

Tourism motives are a process of mental activities of which someone wants to have a trip, selects where to have a trip and decides what type of trip (Patrick, 2011).

Tourism motives are a set of psychological activities, which also are the starting point and driving force of all tourism activities (Liu, 2013).

Furthermore, a review of the previous studies on tourist motives indicates that the research of tourism motives based on the two dimensions of push and pull motives have been generally accepted (Bashar & Ahmad, 2010).

Push motives are a set of internal travel needs, which is caused by imbalance and tension (Dann, 1977). It can promote the production of travel desire. Pull motives

have a closely relationship with the attractions and characteristics of external travel destinations. It will produce because of the perception of tourists on travel destinations.

The concept of push and pull motives is that individuals make a tourism decision because they are pushed by their own internal forces and pulled by some external forces of destination attributes (Baloglu & Uysal, 1996).

Push motives are defined as the intrinsic personal motives, while pull motives are the perceptions of the characteristics of extrinsic tourism destinations (Correia, 2000). push motives and pull motives interact in a dynamic context.

Tourism motives can be divided into push and pull motives (Liu, Gan & Yang,2006). Push motives will produce because of inner travel needs and desires, while pull motives will come into being due to external stimulation and attractions. Push motives factors come from the inner of tourists, but pull motives factors root in the outer of tourists.

As a result, on the basis of many definitions of tourism motives and push/ pull motives, this study firstly defines that tourism motives are a kind of psychological activities, which can trigger people to choose travel destinations, draw up travel plans, make travel decisions, produce travel behavior so as to satisfy the travel needs and desires. Tourism motives are the reflection of human innate curiosity and seeking knowledge desire. Secondly, this research defined push motives as the intangible and intrinsic desires of the individual tourists. On the contrary, pull motives are the tangible and external attractiveness of tourism destinations, which can be perceived by travelers.

2.1.3 The classification and primary coverage of influencing factors of tourism decision-making

Here, I would like to show and assess the findings of previous researches with regard to the classification and primary coverage of influencing factors of tourism decision-making. They use different lists of variables, methods of classifications and models to analyze possible tourism decision-making influencing factors. In order to identify all possible and potential factors which can influence the tourism decision-making of Xi'an residents to Japan. From my side, on the one hand, I will partly

select some of factors from previous researches on the basis of comparisons and arguments. On the other hand, I will add some new factors and fully integrate them in my own model.

Guo (2009) conducts a theoretical research on tourism decision-making and its influencing factors. He considers that "tourism decision-making is a continuous process including three stages (forming tourism motive, collecting and analyzing tourism information and making final decision" (P. 152). Moreover, there are specific influencing factors in each stage of tourism decision-making.

In the first stage of tourism decision-making (forming tourism motive), Guo (2009) puts forward that tourism motive can be influenced by curiosity, exploration, entertainment, relaxation, seeking knowledge, self-enhancement, visiting a relative or friend, interpersonal interaction, income level, free time, advertising, propaganda and festival celebration.

Next, individuals usually enter into the second stage of tourism decision-making after forming tourism motive, which is collecting and analyzing tourism information. In this stage, information technology and information sources are the main influencing factors. For instance, advanced information technology speed up the dissemination of tourism information. In today's word, more and more people prefer to collect information through the Internet rather than television, radio, magazines and newspapers. Besides, people would like to believe tourism information coming from their relatives or friends because they think that those tourism information is more reliable than advertising.

Finally, individuals decide to make final tourism decision based on the first and second stage. Guo (2009) points out that people often compare perceived benefits and perceived risks when they make final tourism decision in order to ensure that they will have a safe, wonderful and memorable trip. In other words, perceived benefits and perceived risks can both affect final tourism decision-making. Perceived benefits mean that people can perceive that they could broaden horizon, clear mind, reduce life stress, increase insight and expand social circle through a trip. However, perceived risks mean that people can perceive that they probably will meet some terrible situations during the trips, such like natural disasters, accidents, emergencies, personal safety problems, overrunning tourism cost and so on. People always make final tourism decision when perceived benefits are greater than perceived risks.

From my point of view, people's tourism decision-making is a complex process and it can be influenced by a variety of factors. In the research of Guo (2009), he identifies possible influencing factors and builds model according to the three different stages of tourism decision-making. Those three stages are interrelated and the influencing factors of these three stages jointly play a role in tourism decision-making. I have to say that Guo's research (2009) has a clear structure and relatively logical argument. However, I find that there are few limitations existing in his research.

First of all, some of influencing factors repeatedly appear in the first and third stage of tourism decision-making, such as the factor of "relaxation" appearing in the first stage is almost the same with the factor of "clear mind" of the third stage, "exploration" and "broaden horizon", "interpersonal interaction" and "expand social circle", etc. I will not adopt influencing factors with a high degree of similarity in my own research. Actually, I prefer to adopt representative and relatively independent influencing factors.

Secondly, Guo (2009) argues that the factor of tourism information only played a role in the second stage of tourism decision-making. As far as I am concerned, however, tourism information can influence people's decision during the whole processes or stages of tourism decision-making. For instance, people may have a tourism motive because of a variety of tourism information. Besides, even if people have made a final travel decision-making, they will still be affected by travelling information.

Thirdly, the influencing factors of tourism decision-making in Guo's research (2009) are not comprehensive. For example, I do not see the factor of shopping, sports, transportation, culture, environment, etc. I'll try to be as comprehensive as possible to select the influencing factors of tourism decision-making in my own research.

Zhao, Ma & Zhang (2007) conduct an empirical research on the influencing factors of tourism decision-making from the perspective of foreign tourists who travel to Guilin[2]. They survey 893 respondents who come from more than 40 countries. Their research shows that outbound tourism decision-making is influenced mainly by five indispensable factors (cuisine, accommodation, tourism resources, shopping and tourism activities).

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[2] Guilin is famous tourist city in the south of China with beautiful natural landscapes.

According to their research, 90% of respondents is interested in the traditional and local cuisine of Guilin. One of the purposes of these foreign tourists visiting China is to taste real Chinese food. Therefore, Guilin's cuisine has a large effect on the outbound tourism decision-making of these respondents.

All respondents say that they take into account geographic environment, price, room facility, service level, security and brands when they choose an accommodation in Guilin. Besides, more than half of respondents said that security, geographic environment and price are the most important factors for the choice of accommodation.

Zhao, Ma & Zhang (2007) point out that tourism resources also have a large effect on the outbound tourism decision-making of these respondents. The most attractive tourism resource in Guilin from the perspective of foreign respondents respectively are: cultural heritage (accounts for 60.28%), natural landscape (accounts for 45.22%), historical culture (accounts for 25.81%), traditional festivals (accounts for 5.12%), others (accounts for 3.96%). The sum is greater than 100% due to the questionnaire is multiple choice.

From the point of Zhao, Ma & Zhang (2007), shopping is one of the key components of the tourism decision-making of these respondents. 66.23% of respondents says that they prefer to buy quality Chinese crafts and sundries during their trips. But there is no specific data about the number of foreign respondents who make their decisions to Guilin because of shopping.

Based on the survey of Zhao, Ma & Zhang (2007), tourism activities are divided into cultural activities, recreational activities, sports activities and adventure activities. More than half the foreign respondents (accounts for 51.31%) prefer to participate in in cultural activities. In other words, cultural activities have the largest effect on the tourism decision-making of these respondents. Recreational activities (accounts for 25.01%) have the second large effect on the tourism decision-making of respondents.

In my opinion, Zhao, Ma & Zhang (2007) analyze the influencing factors of tourism decision-making from the perspective of foreign tourists who travel to Guilin based on the firsthand data, which makes their research more persuasive than the research of Guo (2009) because the latter study lacks the support of data. However, the main limitations of their research can be showed in the following three points:

Firstly, the classification method of their research is not quite reasonable. There are five categories of influencing factors in their research, including cuisine, accommodation, tourism resources, shopping and tourism activities. But I think that

cuisine should be included in tourism resources. Wine and food in the New Zealand is one of the important tourism resources (Michael, 2004). A large number of tourists will be attracted by cuisine to travel to the New Zealand every year. Therefore, cuisine should be one of tourism resources. Besides, shopping is one of tourism activities, which played an indispensable role (Bashar & Ahmad, 2010 and Ye, 2013). For instance, the phenomenon of Chinese tourists shopping in Japan has become a hotspot in Japanese media (Qiu, 2016). Some of the Chinese tourists can take home four or five rice cookers and three or four intelligent toilet covers only in one travel.

Secondly, Zhao, Ma & Zhang (2007) only divide tourism activities into cultural activities, recreational activities, sports activities and adventure activities, which is not a specific and clear classification for me. I suggest that more specific examples can be used to replace the original classification of tourism activities. For instance, watching a live show or concert, participating in local festivals, enjoying nightlife and attending religious pilgrimage can be used to replace cultural activities.

Thirdly, there is no subjective influencing factors (such like increasing knowledge, improving self-worth and relieving stress) and limitative factors (such as language barrier, visa process and climate) in the research of Zhao, Ma & Zhang (2007). Their research has the same problem with the research of Guo, which is the influencing factors of tourism decision-making that is not comprehensive.

Ye (2013) aims to conduct an exploratory empirical research on the outbound tourism decision-making influencing factors of Shanghai residents. She selects five of the major factors (push motives factors, pull motives factors, limitative factors, the factor of the Diaoyu Islands incident between China and Japan and the factor of tourism marketing strategies) and analyzed the influence of these five factors on the outbound tourism decision-making of Shanghai residents.

Ye (2013) mentions that there is a causal relationship between tourist motives and tourism decision-making. Tourist motives are one of the driving forces of tourism decision-making. In her research, the formation of tourist motives can be influenced by push motives factors and pull motives factors. Ye (2013) divides push motives factors into three principal component factors, involving 'leisure enjoyment', 'social interaction' and 'gaining knowledge'. At the meantime, she divides pull motives factors into three principal component factors, including 'tourism resources', 'public environment' and 'shopping'.

In Ye research (2013), limitative factors are divided into two categories: non-controllable factors (e.g. political relationship between the two countries, natural disaster, emergency) and controllable factors (e.g. high budget/ cost, little free time,

complicated visa process, language barrier and inconvenient traffic). According to the findings of Ye (2013), political relationship between the two countries has the largest effect on respondents' tourism decision-making. But there is a biased cognition existing among respondents, which means that respondents have different opinions about whether political relationship between the two countries can influence their outbound tourism decision-making.

Moreover, the Diaoyu Islands incident trigger the political tension between China and Japan, which is regarded as a major crisis in the tourism industry in Japan (Hagström, 2012). Ye (2013) believes that the attitude of the Chinese tourists on travelling to Japan is worth to study under the background of the Diaoyu Islands incident. As far as the present situation is concerned, Ye (2013) points out that the influence of the Diaoyu Islands incident on respondents' tourism decision is medium. The political attitude of the two governments and media reports can directly swing the attitude of the Chinese tourists on travelling to Japan.

Lastly, Ye (2013) presents that tourism marketing strategies are one of the key means to attract customers from the point of view of tourism enterprises. In her research, tourism marketing strategies involve the tourism products sales promotion of travel agencies, the air tickets sales promotion of airlines and the introduction of new tourism products or tour routes. Respondents have different attitudes with regard to these three kinds of tourism marketing strategies. The tourism products sales promotion of travel agencies has the maximal effect on the tourism decision-making of respondents, while the introduction of new tourism products or tour routes has the minimal effect. Thus it can be seen that tourism marketing strategies can influence the tourism decision-making of people.

As far as I am concerned, the research of Ye (2013) has a well-organized article structure, as Ill as its classification method is reasonable. Most of possible influencing factors are included in push motives factors, pull motives factors, limitative factors and the factors of tourism marketing strategies, which effectively ensure the comprehensiveness of influencing factors. Besides, logical arguments and a large number of firsthand data make her research more scientific and convincing. Last but not least, the research of Ye (2013) has certain social significance which inspires tourism enterprises on how to deeply understand the demand of tourists, to design better tourism products and to offer better services.

However, Ye study (2013) still has few limitations. First of all, she only mentions the influence of the Diaoyu Islands incident. Actually, the Diaoyu Islands incident just one of the current affairs between China and Japan. I believe that more influential

current affairs between China and Japan need to be emphasized. That will be an entering point for studying the influence of current affairs between China and Japan on Chinese tourists' decision-making to Japan. As a result, my own research will involve more current affairs between China and Japan. For example, the East China Sea dispute between China and Japan[3] and the Japanese APA hotel incident[4]. These three current affair between China and Japan are the latest and most influential in today's society.

Secondly, she regards shopping as one of the influencing factors of tourism decision-making. But she does not mention other tourism activities (e.g. watching a live show or concert, participating in local festivals, nightlife, sports, visiting a museum or a theme park, etc.) in her research. Compared with shopping, tourism activities are more representative because it contains more possible influencing factors.

The influencing factors of tourism decision-making have been researched by many scholars from the field of tourism motives. There is a causal relationship between tourism decision-making and tourism motives (Zhang, 1994). People will make a tourism decision because of the motives of relaxation, social interaction and study.

Lou (2002) points out that tourism motives are an inner driving force which can lead people to make a tourism decision. Tourism motives involve the aspect of escapism, relaxation, exploration, entertainment, social communication and broadening horizon in her research.

Goossens (2000) puts forward that tourism motives have the function of stimulating, guiding, maintaining and adjusting tourism decision. In his tourism motives model, tourism motives are divided into push motives and pull motives. On the one hand, push motives include the factor of escaping from familiar surroundings, increasing social status, seeking relaxation, promoting friendship and family bond, etc. On the other hand, pull motives include the factor of tourism resources, service, advertisement, etc. Push motives and pull motives are the two faces of a coin. They jointly act on tourism decision-making.

Crompton (1979) initially proposes seven push motives alias socio-psychological motives (escape, relaxation, regression, social interaction, self-exploratory, prestige

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[3] China and Japan came into conflict because of the Ownership of oil and gas fields in the East China Sea.
[4] The CFO of Japanese APA hotel aroused the indignation of Chinese because he denied the Japanese war of aggression against China in his book.

and kinship-enhancement), as III as two pull motives or cultural motives (education and novelty). He believes that push and pull motives would jointly affect tourism decision-making and the selection of a trip destination.

Kim, Lee and klenosky (2003) study the influence of push and pull motives factors on the tourism decision-making of the South Korean residents to the national park in Seoul. They present that push motives factors involve going far away from the daily life, looking for thrills, enhancing friendship and family bond, studying and relieving stress. Besides, pull motives factors involve tourism resources, transportation, accessibility and infrastructure.

Bashar and Ahmad (2010) conduct an exploratory empirical research on push and pull travel motives of foreign tourists to Jordan. They aim at explore the travel behavior of foreign tourists to Jordan on the relationship among push and pull motives factors. The empirical result of this research shows that the travel behavior of foreign tourists to Jordan are closely associated with push and pull motives factors. The findings of this research offer theoretical support and empirical evidence to Jordanian tourism management department and the country's core attractions to improve satisfaction, extend length of stay and increase destination loyalty of foreign tourists.

Their study uses a conceptual model based on push and pull motives theory. There are eight principal component factors of push motives items in their model, including 'fulfilling prestige', 'enhancing social relation', 'seeking relaxation', 'enhancing social circle', 'fulfilling spiritual needs', 'escaping from daily routine', 'gaining knowledge' and 'sightseeing variety'. According to their results, these push motives principal component factors account for 47.78 per cent of total variance (Bashar & Ahmad, 2010, P. 49). 'Fulfilling prestige' is the most significant principal component factors of push motives items, which explains 10.77 per cent of total variance. 'Enhancing social relation' is the second most significant principal component factors of push motives items, which explains 6.36 per cent of total variance. 'Seeking relaxation' is the third most significant principal component factors of push motives items, which explains 6.09 per cent of total variance.

There are also eight principal component factors of pull motives items in their model, involving 'events and activities', 'easy access and affordable', 'history and culture', 'variety seeking', 'adventure', 'natural resources', 'heritage sites' and 'sightseeing variety'. From the results of their research, these pull motives principal component factors contribute to 47.78 per cent of total variance (Bashar & Ahmad, 2010, P. 50). 'Events and activities' is the most significant principal component

factors of push motives items, which explains 10.03 per cent of total variance. 'Easy access and affordable' is the second most significant principal component factors of push motives items, which explains 6.36 per cent of total variance. 'History and culture' is the third most significant principal component factors of push motives items, which explains 6.24 per cent of total variance.

In addition, Bashar and Ahmad (2010) rank the mean values of 25 push motives items and 26 pull motives items from the highest to the lowest. For push motives items, the item 'to visit a place that I have not visited before' scores the highest mean value of 4.14, but the item 'to visit friends and relatives' records the lowest mean value with only 2.71 (Bashar & Ahmad, 2010, P. 48). Besides, for pull motives items, the item 'Petra, the site of new seven wonders' has the highest mean value (4.39), while item on 'visit amusement/ theme parks' obtains the lowest mean value (2.21).

From my point of view, above researches (Goossens, 2000, Crompton, 1979, Kim, Lee & klenosky 2003, Bashar & Ahmad, 2010) focus on the influence of push and pull motives factors on tourism decision-making. They have more deep and specific discussions with regard to push and pull motives factors compared with the research of Ye (2013). I believe that those researches will have a relatively great reference value for the design of my own research, especially for the parts of push and pull motives factors.

These researches, however, have their own limitation as the researches do not consider the influencing factors beyond the push and pull factors. Push and pull motives are only one of the many factors that explain people's travel behavior and decision-making.

Moreover, I think that some of the classifications of principal component factors are repeated in the research of Bashar and Ahmad (2010). Taking the principal component factors of push motives items for instance, I do not see the obviously difference between 'enhancing social relation' and 'enhancing social circle'. As a result, I suggest that integrate 'enhancing social relation' and 'enhancing social circle' into 'enhancing social interaction' together. The same principle can also be used for integrating 'natural resources' and 'heritage sites' into 'tourism resources'.

2.2 Conceptual model

According to literature reviews, I prefer to build the conceptual model based on these previous researches. In other word, I will partly adopt the principal component factors

and items previous researchers used in those researches before and create some fresh principal component factors and items in my own conceptual model.

There is the conceptual model for this research. This model includes two main variables: factors and the tourism decision-making of Xi'an residents to Japan. I assume that factors can influence the tourism decision-making of Xi'an residents to Japan.

Firstly, factors are divided into push motives factors, pull motives factors, limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies.

Secondly, push motives factors include four principal component factors, involving 'seeking leisure enjoyment', 'seeking adventure, 'enhancing social interaction' and 'gaining knowledge'.

Based on the literature review, many previous researchers (Goossens, 2000, Crompton, 1979, Kim, Lee & klenosky 2003, Bashar & Ahmad, 2010, Ye, 2013) think 'seeking leisure enjoyment' or 'relaxation', 'enhancing social interaction' or 'promoting friendship and family bond' or 'increasing social status' and 'gaining knowledge' or 'studying' as the principal component factors of push motives factors.

For example, in Ye research (2013), the productions of these principal component factors are based on Cronbach's alpha which is the most commonly used tool for reliability analysis in today's social science research field. When $\alpha \geq 0.9$, then the reliability is excellent; when $0.9 > \alpha \geq 0.8$, then reliability is good; when $0.8 > \alpha \geq 0.7$, then reliability is acceptable; when $0.7 > \alpha \geq 0.6$, then reliability is questionable; when $0.6 > \alpha \geq 0.5$, then reliability is poor; when $0.5 > \alpha$, then reliability is unacceptable (Reynaldo, 1999). According to the data of Ye' research (2013), α ('leisure enjoyment') is 0.832, α ('social interaction') is 0.861 and α ('gaining knowledge') is 0.802. Thus, it can be shown that the reliabilities of principal component factors ('leisure enjoyment', 'social interaction' and 'gaining knowledge') are good.

Based on the results of Ye research (2013), she puts forward that 541 respondents have the highest perceived degree on 'leisure enjoyment' with the mean value of 3.82. After this, 'social interaction' (mean value= 3.702) and 'gaining knowledge' (mean value= 2.891) take the second and third place respectively. Hence one of the most important aim of respondents travelling to Japan is to relax physically

and mentally, release pressure and improve mood. On the contrary, the most unimportant aim of respondents travelling to Japan is to gain knowledge.

Besides, I add 'seeking adventure' as a new principal component factor of push motives factors in my research. Hokkaido (Japan's northernmost island) is a famous ski resort and Okinawa (Japan's southernmost island) is a popular surf resort in Asia. There are considerable numbers of tourists coming here every year to seek adventure, find thrills and enjoy the happiness of maximal exercise (Masaaki, 2008). Hence, I decide to survey the influence of the factor 'seeking adventure' on the tourism decision-making of Xi'an residents.

At the meantime, pull motives factors include three principal component factors, involving 'tourism resources', 'tourism activities' and 'public environment'. From the literature review, many scholars put forward 'tourism resources', 'tourism activities' or 'tourism events and activities' and 'public environment' or 'transportation' or 'infrastructure' as the principal component factors of pull motives factors.

For instance, from Ye research (2013), α ('tourism resources') is 0.877 and α ('public environment') is 0.959. Thus, it can be shown that the reliabilities of these two principal component factors are good and excellent.

The results of Ye research (2013) show that 'tourism resources' scores the highest mean value of 3.764, which means that 541 respondents have the highest perceived degree on it. Then 'public environment' records the second highest mean value with 3.328. Therefore, the other most key purpose of these respondents travelling to Japan is to visit and experience unique tourism resources in Japan. 'Public environment' is also one of the main influencing factors that these respondents consider for their tourism decision-making to Japan.

Moreover, in the research of Bashar and Ahmad (2010), 'tourism activities' is the most significant principal component factor of pull motives factors. 'Tourism activities' is obtained via a Kaiser's criterion because its eigenvalue (3.63) is greater than 1 (Andy, 2013). This factor can explain the largest amounts of total variance with 10.30%, whereas other factors only explain small amounts of total variance.

In general, the opinions on principal component factors of push/ pull motives factors are not unified in previous researches. For instance, Ye (2013) and Bashar and Ahmad (2010) have different views with regard to the factor 'leisure enjoyment'. Ye (2013) thinks that 'leisure enjoyment' is the most significant principal component factor of push motives factors, while Bashar and Ahmad (2010) argue that 'leisure enjoyment' is the second most significant factor. Ye (2013) suggests that 'tourism

resources' is the most important principal component factor of pull motives factors, while Bashar and Ahmad (2010) put forward that 'tourism resources' is the third most important factor.

Besides, 'seeking leisure enjoyment', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities' and 'public environment' are all reliable, valid and important principal component factors of push/ pull motives factors I found in previous researches. They are both closely related to my research. However, my research has a different scene with previous researches. For example, I only focus on the possible influencing factors of the tourism decision-making of Xi'an residents to Japan, but Bashar and Ahmad (2010) pay attention to the push/ pull motives factors of foreign tourists to Jordan. Therefore, these principal component factors I selected need to be tested again in my research.

Last, I create a new principal component factor ('seeking adventure') which should be analyzed and tested in this new research.

In addition, each principal component factor also includes several related variables/ items which will be shown in the part of methodology.
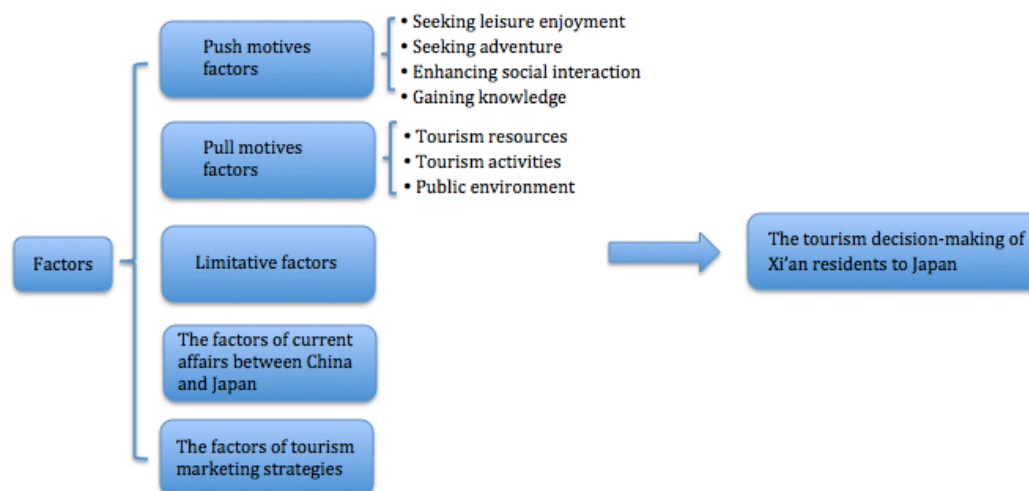
Graph 1. Conceptual model of tourism decision-making influencing factors

Two following research questions are put forward:

1. How important those factors influence the tourism decision-making of Xi'an residents to go to Japan?
2. What are the relationship between those different factors?

In addition, there are five hypotheses in this conceptual model. Crompton (1979) firstly puts forward that seven push motives factors can influence the selection of a destination. After the initial effort of Crompton, many researchers begin to attempt to identify push motives factors in the fields of tourism decision-making, destination selection and so on. Examples included Jang and Wu (2006) argue that push motives for high-end tourists are mainly recreation and escapism from the reality. Sangpikul (2008) explores push motives of the Japanese tourists who travelled to Thailand, and proposes that push motives factors mainly include search for knowledge, recreation and ego-enhancement. The above arguments lead me reached the first hypotheses, H1: push motives factors have an influence on the tourism decision-making of Xi'an residents to Japan.

Crompton (1979) also mentions the influence of pull motives factors (education and novelty) on the selection of a destination in his conceptual framework. Bashar and Ahmad (2010) analyze the pull motives factors of foreign tourists to Jordan. They point out that heritage sites, natural attractions, food and local culture are considered important pull motives factors because they obtain high mean values. Jang and Wu (2006) propose that tourist attractions and accommodation are the main pull motives factors for high-end tourists. The above arguments lead me reached the second hypotheses, H2: pull motives factors have an influence on the tourism decision-making of Xi'an residents to Japan.

Tourism decision-making is affected by several limitative factors such like time limitation, money limitation, lacking information, etc. (Qv & Wu, 2004). People lacking free time and enough money rarely have tourism motive and behavior. Disposable income, exchange rate, free time are the main limitative factors that have an effect on the tourism decision-making of the South Korean's tourists to Australia (Lim, 2004). In addition, Peeters and Duijinisveld (2007) studies the relationship between limitative factors and the movement of tourists in Europe, then he puts forward that a variety of environmental limitative factors (climate change, air quality, natural environment and noise) can affect the movement of tourists in Europe. The above arguments lead me reached the third hypotheses, H3: limitative factors have an influence on the tourism decision-making of Xi'an residents to Japan.

The influence of current affairs on tourism decision-making is worth to further study (Guo et al., 2015). For example, Cheng and Wong (2014) studies the influence of the Diaoyu Island dispute incident between China and Japan on tourism. They find

that the Diaoyu Island incident arouses the nationalism of Chinese tourists, which further has a negative impact on the motive of Chinese tourists traveling to Japan. This argument leads me reached the fourth hypotheses, H4: the factors of current affairs between China and Japan have an influence on the tourism decision-making of Xi'an residents to Japan.

Under the background of a series of current affairs between China and Japan, most Chinese tourists still have a relatively high perceived degree about tourism marketing strategies (Guo et al., 2015). Although these current affairs hinder the travel plan of Chinese tourists to Japan, their attitudes may be changed because of the influence of tourism marketing strategies (e.g. cheap flight tickets, fresh tourism products or routes). This argument leads me reached the fifth hypotheses, H5: the factors of tourism marketing strategies have an influence on the tourism decision-making of Xi'an residents to Japan.

3 Methodology

3.1 Methodological design

This research will use a quantitative method, which is based on theory and combines with an empirical research. This research aims at find out the relationship between a variety of influencing factors and the outbound tourism decision-making of Xi'an residents. The study aims to conduct an empirical research on tourism decision-making influencing factors of Xi'an residents to Japan. The measurement instrument is the questionnaire.

3.2 Questionnaire and Measures

The questionnaire contains six sections, including personal background information section, push motives factors section, pull motives factors section, limitative factors section, the section of the factors of current affairs between China and Japan and the section of the factors of tourism marketing strategies. For personal background information section, questions are closed-end question. For push factors section, pull factors section, limitative factors section, the section of the factors of current affairs between China and Japan and the section of the factors of tourism marketing strategies, statements are measured on a five point Likert scale (from 5 = "Extremely important" to 1 = "not at all"). I designed the variables of this questionnaire based on literature reviews, self-statistic and the suggestions of my thesis supervisor and respondents.

In personal information section, there are eight relevant questions, involving gender, age, marital status, family size, income level, profession, educational background and whether went to Japan before.

For push motives factors section, there are three principal component factors, involving 'seeking leisure enjoyment' with seven variables, 'seeking adventure' with two variables, 'enhancing social interaction' with six variables, and 'gaining knowledge' with two variables. The measurement is based on a five-point scale (1= "not at all", 5= "Extremely important").

Table 1 List of push motives factors measurement

Seeking leisure enjoyment
1. To relax physically and spiritually
2. To relieve stress
3. To be away from familiar living environment
4. To fulfill your dream of visiting a place
5. To have an enjoyable time with families/ friends/ yourself
6. To explore fresh things
7. To enjoy the happiness of shopping
Seeking adventure
1. To find thrills and excitement
2. To enjoy the happiness of maximal exercise in Japan
Enhancing social interaction
1. To increase your social status
2. To visit a place where your friends never been
3. To show the experience to others
4. To promote friendship and family bond
5. To meet new people
6. To follow others' tourism decision
Gaining knowledge
1. To increase knowledge about foreign destination
2. To know different lifestyle, culture and traditions

For pull motives factors section, there are three principal component factors, involving 'tourism resources' with nine variables, 'tourism activities' with six variables and 'public environment' with four variables. The measurement is based on a five-point scale (1= "not at all", 5= "Extremely important").

Table 2 List of pull motives factors measurement

Tourism resources
1. Beautiful natural landscape (e.g. Fujiyama)
2. Hot spas (e.g. Kusatsu hot spa)
3. Seascape (e.g. Okinawa Island)
4. Snow landscape (e.g. Hokkaido)
5. Modern city landscape (e.g. Tokyo)
6. Unique historical heritages (e.g. the temple of the golden pavilion)
7. Culture, arts and traditions
8. Animation culture
9. Delicious local food
Tourism activities
1. Local festivals
2. Live shows and concerts
3. Shopping
4. Sports
5. Nightlife
6. Museums and theme parks
Public environment
1. Perfect tourism facilities
2. Convenient transportation

3. Good public security
4. Friendly local residents

For limitative factors section, there are eight variables to measure how these factors influence the tourism decision-making of respondents on a five-point scale (1= "not at all", 5= "Extremely important").

Table 3 List of limitative factors measurement

1. The fluctuating political relationship between China and Japan
2. Frequent natural disasters in Japan (e.g. earthquake, tsunami, typhoon, etc.)
3. High travel cost
4. Language barrier
5. Growing exchange rate
6. Lacking holiday
7. Cumbersome visa procedures
8. No direct flights

For the section of the factors of current affairs between China and Japan, there are three variables to measure how these variables influence the tourism decision-making of respondents on a five-point scale (1= "not at all", 5= "Extremely important").

Table 4 List of the measurement of the factors of current affairs between China and Japan

1. The Diaoyu Island incident
2. The East China Sea dispute between China and Japan
3. The Japanese APA hotel incident

For the section of the factors of tourism marketing strategies, I develop three variables to measure the attitudes of respondents on tourism marketing strategies under the background of current affairs between China and Japan. The

measurement is based on a five-point scale (1= "not at all", 5= "Extremely important").

Table 5 List of the measurement of the factors of tourism marketing strategies

1. The tourism products sales promotion of travel agencies
2. The air tickets sales promotion of airlines
3. The introduction of new tourism products or tour routes

3.3 Sample and procedure

I randomly collected 300 questionnaires in Xi'an City from 15st April to 15th May in 2017 intensively. On the one hand, I made online questionnaires and issued it through a variety of social platforms (e.g. WeChat, Microblog, Facebook, etc). Internet communication can effectively improve the randomness of samples and increase the amount, speed and range of information transmission. On the other hand, I randomly issued questionnaires on the central street of Xi'an where has the maximum population flow. Target group includes Xi'an residents who did go to Japan and did not go to Japan before. Then I can see that whether there are differences between these two groups of respondents. To ensure the representativeness of this research, respondent in different gender, age, income level, family size, profession and educational background will have the equal chance to be included in the research. By doing so, the sample of this research can better represent the population. I asked respondent whether he/she is the resident of Xi'an City and whether he/she is willing to be surveyed, then I issued and recycled questionnaires on the spot. With 300 questionnaires being issued, 300 questionnaires were recycled. There were 299 valid questionnaires, and the effectiveness was 99.67%.

The questionnaire constructed in English first and will be translated into Chinese later on for better data collection. In order to ensure the validity, a back-translation procedure will be done by a professional translation service company. I select Baidu Translation which is a professional translation company that can offer high quality Chinese to English and English to Chinese translation service. By doing so, I can ensure that I am measuring what I want to measure.

3.4 Data analysis

Descriptive analysis will be used to describe the basic statistical characteristics of sample. For example, mode, frequency, median, mean value, variance, standard deviation and so on.

Reliability analysis is used to measure the consistency and stability of results when measurement scale repeatedly measures the same concept. With the increase of reliability, the measurement error will be smaller. In this research, reliability analysis is used for the variables that reflect the concepts of push motives factors, pull motives factors, limitative factors, the factors of currents affairs between China and Japan and the factors of tourism marketing strategies. The Cronbach's alpha is a index parameter. With the increase of alphas, the reliability of measurement scale will be higher. In order to ensure the reliability of data, I prefer to use alpha above 0.65 as a standard (Jacobs et al., 2014). What's more, the corrected-item-to-total correlation (CITC) is used to measure the correlation between a single item and the sum of all the other items (Churchill, 1979). In general, higher CITC means that the correlation between different items that use to measure the same variable are more strong. On the contrary, if the CITC of a single item is lower than 0.4, then this single item has a poor correlation with the whole construct (Morisky et al., 1986). And this item should be deleted unless there is a special reason to keep it.

Exploratory factor analysis (EFA) is widely used to reveal the potential structure of a large set of variables. In EFA, sometimes I use factor loading to determine whether a single variable coordinate to a classification axis (Field, 2013). The factor loading less than 0.6 has not been displayed because I asked for the loading to be suppressed using the option in 'absolute value below: 0.6' when I ran the analysis of SPSS. I eliminate the item when its cross factor loading (the second largest value) is bigger than 0.4 and factor loading (the largest value) is less than 0.6 in order to make interpretation simpler.

"A crude measure of the relationship between variables is the correlation" (Field, 2013, P. 270). Correlation refers to the degree of relationship (or dependency) between two variables. Correlation data analysis is used for one continuous independent variable and one continuous dependent variable. In this study, Pearson's correlation coefficient will be used to test the correlation coefficients between 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social

interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies.

A t-test is usually applied when the test statistic would follow a Student's t-distribution under the null hypothesis (Field, 2013). It can be used to determine if two sets of data are significantly different from each other. In this study, t-test will be used to determine whether two independent groups of respondents (who did go to Japan and who did not go to Japan before) are significantly different from each other.

4 Results

4.1 Sample characteristic

Table 6 Statistical features of basic personal background information on the respondents

Variables	Types	Frequency	Proportion
Gender	Male	152	50.84%
	Female	147	49.16%
Age group	≤ 18	5	1.67%
	19 to 29	150	50.17%
	30 to 39	50	16.72%
	40 to 49	46	15.38%
	50 to 59	42	14.05%
	≥ 60	6	2.01%
Marital status	Unmarried	91	30.43%
	With boyfriend/ girlfriend	43	14.38%
	Married	165	55.18%
Family size	1 person	10	3.34%
	2 persons	25	8.36%
	3 persons	177	59.2%
	4 persons	47	15.72%
	5 persons and above	40	13.38%
Monthly income	≤ 1500 ¥	43	14.38%
	1500 to 3500 ¥	41	13.71%
	3501 to 5500 ¥	86	28.76%
	5501 to 7500 ¥	58	19.4%
	≥ 7501 ¥	71	23.75%
Profession	Government servant	10	3.34%
	Enterprise manager	49	16.39%
	Company employee	63	21.07%
	Technician	30	10.03%
	Agricultural/ fishery workers	3	1%
	Free-lance	14	4.68%
	Teacher	16	5.35%
	Doctor / Nurse	34	11.37%
	Retiree	7	2.34%
	Student	45	15.05%
	Soldier	3	1%

	Others	25	8.36%
Educational background	Junior Middle School or below	6	2.01%
	High School	13	4.35%
	Associate Degree	44	14.72%
	Bachelor Degree	166	55.52%
	Master Degree or above	70	23.41%
Whether went to Japan before	Yes	83	27.76%
	No	216	72.24%

As can be seen in Table 1, the basic personal background information of Xi'an residents has the following characteristics:

1) Among the 299 respondents, there are 152 males and 147 females, which accounts for 50.84% and 49.16% respectively. The proportion of male is almost the same as that of female in this research.

2) On the distribution of respondents' age, 150 individuals belong to the age group from 19 to 29, which is the largest part of age group with 50.17%. The smallest part is the 18 and below age group having 1.67%. In this survey, more than half of respondents are young people between 19 to 29 years old, while the proportion of minors is the smallest.

3) The percentage of the respondents who are married is 55.18%, which occupies the largest proportion in this survey. As the age distribution characteristics of 299 respondents, young people between 19 to 29 years old makes up more than half of total respondents. I can presume that the group of married people accounts for the largest proportion partly because most of young people between 19 to 29 years old are married. In today's China, the average age for marriage is 26 years old (CNR network, 2015).

4) Taking into account the characteristics of family size, family size with 3 persons occupies the most predominant proportion with 59.2%. In today's China, most of families only have one child because of the influence of family planning policy. As a result, a family with 3 persons (mother, father and child) has become the mainstream of Chinese society.

5) The monthly income level of respondents mainly centralizes on the range of 3501 to 5500 yuan, taking up 28.76% of all. According to the overall monthly income level of residents in Xi'an, 1500 yuan and below belongs to a low monthly income level; the range of 3501 to 5500 yuan belongs to a middle monthly income level, 7501 and above belongs to a high monthly income level. Therefore, Xi'an residents with a middle monthly income represent the largest proportion in this survey.

6) On the professional distribution, there are 63 company employees participating in this research, which contributes to the most important proportion with 21.07%. Enterprise manager also occupies a certain proportion with 49 respondents (16.39%).

7) On the educational background distribution, more than half of respondents (166 persons) have bachelor degrees, making up 55.52% of all. Next, 70 respondents have master degrees, reaching 23.41%. Therefore, sample mainly distributed in bachelor's and master's degree.

8) There are 83 respondents who did go to Japan before, accounting for 27.76%. Besides, there are 216 respondents who did not go to Japan before, contributing to 72.24%. The number of respondents who did go to Japan only occupies 1/3 of the total, and the number of respondents who did not go to Japan occupies 2/3 of the total. I can see that the number of respondents who did not go to Japan is almost three times bigger than the number of respondents who did go to Japan before.

4.2 Data reduction

In this section, I will use reliability analysis and exploratory factor analysis to reduce a large set of data items into several constructs as theoretical expectations.

4.2.1 Reliability analysis

4.2.1.1 Reliability analysis for push motives factors

Below, a reliability analysis will be used for push motives factors. On the one hand, reliability analysis can reduce a large set of items into several constructs for the further analyses. On the other hand, doing a reliability analysis can help me see

whether items can indeed be combined as theoretically anticipated. In the table 1, I had the theoretical assumption for the construct of push motives factors.

Table 7 Reliability analysis for push motives factors

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Seeking leisure enjoyment			0.82
To relax physically and spiritually	0.67	0.78	
To relieve stress	0.66	0.78	
To be away from familiar living environment	0.59	0.80	
To fulfill your dream of visiting Japan	0.45	0.82	
To have an enjoyable time with families/ friends/ yourself	0.53	0.81	
To explore fresh things	0.59	0.80	
To enjoy the happiness of shopping	0.49	0.81	
Seeking adventure			
To find thrills and excitement	0.61		
To enjoy the happiness of maximal exercise in Japan	0.61		
Enhancing social interaction			0.87
To increase your social status	0.74	0.84	
To visit a place where your friends never been	0.58	0.87	
To show the experience to others	0.76	0.84	
To promote friendship and family bond	0.66	0.86	
To meet new people	0.67	0.85	
To follow others' tourism decision	0.70	0.85	
Gaining knowledge			
To increase knowledge about foreign destination	0.50		
To experience different lifestyle, culture and traditions	0.50		

According to the above table, the Cronbach's alphas for concept variable 'seeking leisure enjoyment' and 'enhancing social interaction' are 0.82 and 0.87 respectively. In general, alphas above 0.65 are considered as an acceptable standard to measure reliability (Jacobs et al., 2014). Two of the alphas meet this standard which means that these two concept variables both have a relatively good reliability and the items can be combined into an additive index (Vaske, 2008). The reliabilities of those two concept variables do not increase if deleting any items in these two indices. Therefore, for those two concept variables, I can conclude that the Cronbach's alpha is high enough to combine all items into one concept variable.

For concept variable 'seeking adventure' and 'gaining knowledge', however, the Cronbach's alphas and the value of 'α if item deleted' do not work because they only have two items individually. Only for a single variable with three and above items,

can the Cronbach's alphas and the value of 'α if item deleted' be calculated. In this case, I only can see the CITC of those items. The 'corrected-item-to-total correlation' (CITC) above 0.4 are generally considered as an acceptable criterion. The CITC for item 'to find thrills and excitement', 'to enjoy the happiness of maximal exercise in Japan', 'to increase knowledge about foreign destination' and 'to experience different lifestyle, culture and traditions' are 0.61, 0.61, 0.50 and 0.50 respectively. Four of the CITCs meet this criterion and suggest that each single item has a relatively strong correlation with the whole construct. Besides, the items belong to concept variable 'seeking leisure enjoyment' and 'enhancing social interaction' also meet this criterion and suggest that each single item of those two concept variables has a relatively strong correlation with the whole construct (Morisky et al., 1986).

In conclusion, based on those figures, the items can be combined together into four different indices ('seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction' and 'gaining knowledge'), which represents the theoretical constructs. Therefore, I get four new variables after running a reliability analysis for push motives factors. I will use those new variables for the further analyses.

4.2.1.2 Reliability analysis for pull motives factors

Below, a reliability analysis will be used for pull motives factors. I want to do a reliability analysis because it can decrease a large set of data items into several constructs. Moreover, I aim to see if items can be combined as theoretical assumption. In the table 2, I had the theoretical assumption about the construct of pull motives factors.

Table 8 Reliability analysis for pull motives factors

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Tourism resources			0.92
Beautiful natural landscape in Japan	0.82	0.91	
Japanese hot spas	0.78	0.91	
Japanese seascape	0.79	0.91	
Japanese snow landscape	0.81	0.91	
Modern city landscape in Japan	0.75	0.91	
Unique historical heritages in Japan	0.66	0.92	
Japanese culture, arts and traditions	0.70	0.92	
Japanese animation culture	0.55	0.92	
Delicious local food in Japan	0.70	0.92	
Tourism activities			0.88
Participating in Japanese festivals	0.71	0.86	
Watching live shows and concerts in Japan	0.72	0.86	
Shopping in Japan	0.65	0.87	
Sports in Japan	0.76	0.85	
To experiencing Japanese nightlife	0.70	0.86	
To visiting museums and theme parks in Japan	0.61	0.87	
Public environment			0.93
Perfect tourism facilities in Japan	0.82	0.91	
Convenient transportation in Japan	0.86	0.90	
Good public security in Japan	0.86	0.90	
Friendly local residents in Japan	0.80	0.92	

From the above table, the Cronbach's alphas for concept variable 'tourism resources', 'tourism activities' and 'public environment' are 0.92, 0.88 and 0.93 respectively. Three of the alphas meet the standard of alphas above 0.65, which means that these three concept variables have a relatively great reliability and the items can be combined into an additive index. Reliability do not increase if deleting any items in these three indices. Besides, the CITC of all items are greater than 0.4, which means that items all have a relatively strong correlation with the whole construct.

All in all, I can conclude that the items of pull motives factors can be combined together into three different indices, including 'tourism resources', 'tourism activities' and 'public environment'. That represents the theoretical constructs. As a result, I get three new variables and will use those new variables for the further analyses.

4.2.1.3 Reliability analysis for limitative factors

Below, I run a reliability analysis for limitative factors in order to decrease a large set of items into several constructs and see whether those items can be combined as theoretically anticipated. In the table 3, I had the theoretical assumption about the construct of limitative factors.

Table 9 Reliability analysis for limitative factors

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Limitative factors			0.85
The fluctuating political relationship between China and Japan	0.40	0.86	
Frequent natural disasters in Japan	0.56	0.84	
High travel cost	0.71	0.82	
Language barrier	0.65	0.83	
Growing exchange rate	0.74	0.82	
Lacking holiday	0.45	0.86	
Cumbersome visa procedures	0.71	0.82	
No direct flights	0.58	0.84	

Based the above table, the Cronbach's alphas for concept variable 'limitative factors' is 0.85. That meets the standard of alphas above 0.65, which means that variable 'limitative factors' has a good reliability and its items can be combined into an additive index. Reliability do not increase if deleting any items in this index. Besides, the CITC of all items are greater than 0.4, which means that items have a relatively strong correlation with the other items in this index.

In summary, based on those figures, the items can be combined together into one index (limitative factors) that indeed represent the theoretical construct. Now I get one new variable and will use it for the further analyses.

4.2.1.4 Reliability analysis for the factors of current affairs between China and Japan

Below, I conduct a reliability analysis for the factors of current affairs between China and Japan. Reliability analysis can decrease a large set of data items into several constructs. It also contributes to see whether items can be combined as theoretical assumption. In the table 4, I had the theoretical assumption about the construct of the factors of current affairs between China and Japan.

Table 10 Reliability analysis for factors of current affairs between China and Japan

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
The factors of current affairs between China and Japan			0.96
The Diaoyu Island incident	0.94	0.91	
The East China Sea dispute between China and Japan	0.95	0.91	
The Japanese APA hotel incident	0.84	0.96	

Based the above table, the Cronbach's alphas for concept variable 'the factors of current affairs between China and Japan' is 0.96. That meets the standard of alphas above 0.65, which means that variable 'the factors of current affairs between China and Japan' has a great reliability and its items can be combined into an additive index. Reliability do not increase if deleting any items in this index. Besides, the CITC of all items are greater than 0.4, which means that items have a strong correlation with the whole construct.

In conclusion, based on these figures, the above three items can be combined together into one index (the factors of current affairs between China and Japan) that actually represent the theoretical construct. Now I get one new variable and will use it for the further analyses.

4.2.1.5 Reliability analysis for the factors of tourism marketing strategies

Below, a reliability analysis will be used for the factors of tourism marketing strategies. First of all, reliability analysis can reduce a large set of items into several constructs. Secondly, doing a reliability analysis can help me see if items can indeed be combined as theoretically anticipated. In the table 5, I had the theoretical assumption about the construct of the factors of tourism marketing strategies.

Table 11 Reliability analysis for factors of tourism marketing strategies

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
The factors of tourism marketing strategies			0.92
The tourism products sales promotion of travel agencies	0.86	0.88	
The air tickets sales promotion of airlines	0.81	0.92	
The introduction of new tourism products or tour routes	0.87	0.87	

Based the above table, the Cronbach's alphas for concept variable 'the factors of tourism marketing strategies' are 0.92. That meets the standard of alphas above 0.65, which means that variable 'the factors of tourism marketing strategies' has a great reliability and its items can be combined into an additive index. Reliability do not increase if deleting any items in this index. Besides, the CITC of all items are greater than 0.4, which means that items have a strong correlation with the whole construct.

All in all, on the basis of those figures, the items can be combined together into one index (the factors of tourism marketing strategies) that represent the theoretical construct. Now I get one new variable and will use it for further analyses.

4.2.2 Exploratory factor analysis

Below, five exploratory factor analyses will be used for push motives factors, pull motives factors, limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies. Exploratory factor analysis can reveal the potential structure of a large set of items. In exploratory factor analysis, factor loading is used to determine whether the items can be coordinated into several classification axes. Factor loading more than 0.6 is considered as an acceptable standard to represent that the items can be coordinated into several axes. I would like to see if there is another way to combine items into indices other than reliability analysis, but this time not on the basis of theoretically anticipated categorizations but on the basis of data.

What's more, I will conduct five reliability analyses over the various factors I have identified in the exploratory factor analyses. As the categorization resulting from exploratory factor analysis sometimes is different from the categorization informed by

reliability analysis. Therefore, if these categories are different, previous reliability analyses cannot reveal how reliable the measurement of these different categories is, so I need to perform new reliability analyses for these categorizations. Only in this way, can I see whether the categorization of theoretically informed is same as the categorization of data driven. If there is a difference between them, then I can evaluate which categorization (theoretically informed or data driven) is better.

4.2.2.1 Exploratory factor analysis for push motives factors

Table 12 Exploratory factor analysis for push motives factors

Concept variable	Factor loading
Seeking leisure enjoyment	
To relax physically and spiritually	0.89
To relieve stress	0.83
To have an enjoyable time with families/ friends/ yourself	0.72
Seeking adventure	
To find thrills and excitement	0.82
To enjoy the happiness of maximal exercise in Japan	0.81
Enhancing social interaction	
To increase your social status	0.78
To show the experience to others	0.79
To promote friendship and family bond	0.81
To meet new people	0.67
To follow others' tourism decision	0.85
Gaining knowledge	
To increase knowledge about foreign destination	0.74
To know different lifestyle, culture and traditions	0.80

The above table is based on the output of rotated factor matrix that is a matrix of the factor loadings for each variable on each factor (Andy, 2013). Factor loadings less than 0.6 have not been displayed because I asked for these loadings to be suppressed using the option in 'absolute value below: 0.6' when I ran the analysis of SPSS. I eliminate the items when their cross-factor loadings (the second largest value) are bigger than 0.4 and factor loadings (the largest value) are less than 0.6. The factor loadings of these items that are preserved are all bigger than 0.6, which makes interpretation simpler (Wu, 2015).

In addition, I look at the content of questions/ items that load highly on the same factor to try to identify common themes. "If the mathematical factors represent some real-world construct then common themes among highly loading questions can help us identify what the construct might be" (Andy, 2013, P.701). Those items ('to relax physically and spiritually', 'to relieve stress' and 'to have an enjoyable time with

families/ friends/ yourself') that load highly on one factor seem to relate to leisure and relaxation; therefore, I might label this factor '*seeking leisure enjoyment'*.

Those items ('to find thrills and excitement' and 'to enjoy the happiness of maximal exercise in Japan') that load highly on one factor all seem to relate to adventure; therefore, I might name this factor '*seeking adventure'*.

Those items ('to increase your social status', 'to show the experience to others', 'to promote friendship and family bond', 'to meet new people' and 'to follow others' tourism decision') that load highly on one factor seem to relate to expanding social circle and increasing social relation; therefore, I might define this factor '*enhancing social interaction'*.

Those items ('to increase knowledge about foreign destination' and 'to know different lifestyle, culture and traditions') that load highly on one factor seem to relate to knowledge; therefore, I might label this factor '*gaining knowledge'*.

Last but not least, for factor 'seeking leisure enjoyment' and 'enhancing social interaction', the categorization resulting of exploratory factor analysis is a bit different from the categorization resulting of previous reliability analysis. In previous reliability analyses, there were seven and six items that were combined into indices 'seeking leisure enjoyment' and 'enhancing social interaction' respectively. In exploratory factor analyses, however, there are only three and five items that are retained in axis 'seeking leisure enjoyment' and 'enhancing social interaction' respectively. For 'seeking adventure' and 'gaining knowledge', the categorization resulting of exploratory factor analysis is same as the categorization resulting of previous reliability analysis.

Next, I will conduct a new reliability analysis for those items that I have identified in the exploratory factor analysis for push motives factors. As the categorization resulting from exploratory factor analysis is different from that of reliability analysis. So, I need run a new reliability analysis to reveal how reliable the measurement of these different categories is.

Table 13 Reliability analysis for push motives factors that have been identified in the previous exploratory factor analysis

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Seeking leisure enjoyment			0.80
To relax physically and spiritually	0.74	0.63	
To relieve stress	0.68	0.69	
To have an enjoyable time with families/ friends/ yourself	0.53	0.80	
Seeking adventure			
To find thrills and excitement	0.61		
To enjoy the happiness of maximal exercise in Japan	0.61		
Enhancing social interaction			0.87
To increase your social status	0.73	0.84	
To show the experience to others	0.73	0.84	
To promote friendship and family bond	0.69	0.85	
To meet new people	0.65	0.86	
To follow others' tourism decision	0.72	0.84	
Gaining knowledge			
To increase knowledge about foreign destination	0.48		
To experience different lifestyle, culture and traditions	0.48		

On the basis of the above table, the Cronbach's alphas for concept variable 'seeking leisure enjoyment' and 'enhancing social interaction' are 0.80 and 0.87 respectively. Alphas above 0.65 are considered as an acceptable standard to measure reliability. Two of the alphas meet this standard which means that concept variables 'seeking leisure enjoyment' and 'enhancing social interaction' both have a good reliability and the items can be combined together into an additive index. The reliabilities of those two concept variables do not increase if deleting any items in these two indices. I can conclude that the Cronbach's alphas for concept variable 'seeking leisure enjoyment' and 'enhancing social interaction' are high enough to combine all items into one concept variable.

For concept variable 'seeking adventure' and 'gaining knowledge', however, the Cronbach's alphas and the value of 'α if item deleted' do not work because they only have two items individually. But I can see the 'corrected-item-to-total correlation' (CITC) of item 'to find thrills and excitement', 'to enjoy the happiness of maximal exercise in Japan', 'to increase knowledge about foreign destination' and 'to experience different lifestyle, culture and traditions'. The CITC above 0.4 are generally considered as an acceptable criterion. Four of the CITCs meet this criterion

and suggest that each single item has a relatively strong correlation with the whole construct.

In conclusion, although the categorization resulting of exploratory factor analysis for push motives factors were a bit different from that of previous reliability analyses, the measurement of exploratory factor analysis was reliable after I ran a new reliability analysis. The items of push motives factors can be combined together into four different categories ('seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction' and 'gaining knowledge') that represent the theoretical constructs. I can ensure that the construct of push motives factors on the basis of theoretical assumption is same as that based on data. I will use variable 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction' and 'gaining knowledge' for the further analyses.

4.2.2.2 Exploratory factor analysis for pull motives factors

Table 14 Exploratory factor analysis for pull motives factors

Concept variable	Factor loading
Tourism resources	
Beautiful natural landscape (e.g. Fujiyama)	0.84
Hot spas (e.g. Kusatsu hot spa)	0.79
Seascape (e.g. Okinawa Island)	0.85
Snow landscape (e.g. Hokkaido)	0.84
Modern city landscape (e.g. Tokyo)	0.63
Tourism activities	
Local festivals	0.64
Live shows and concerts	0.81
Shopping	0.63
Sports	0.80
Nightlife	0.77
Museums and theme parks	0.63
Public environment	
Perfect tourism facilities	0.80
Convenient transportation	0.82
Good public security	0.82
Friendly local residents	0.80

The above table is based on the output of rotated factor matrix, which shows the factor loading for each item. Items are eliminated when their cross-factor loadings (the second largest value) are bigger than 0.4 and factor loadings (the largest value) are less than 0.6.

Those items ('beautiful natural landscape', 'hot spas', 'seascape', 'snow landscape' and 'modern city landscape') that load highly on one factor contain some component of tourism resources; therefore, I might name this factor '*tourism resources'*.

Those items ('local festivals', 'live shows and concerts', 'shopping', 'sports', 'nightlife' and 'museums and theme parks') that load highly on one factor contain some component of tourism activities; therefore, I might define this factor '*tourism activities'*.

Those items ('perfect tourism facilities', 'convenient transportation', 'good public security' and 'friendly local residents') that load highly on one factor seem to relate to public security, transportation and facilities; therefore, I might label this factor '*public environment'*.

Moreover, for factor 'tourism resources', the categorization resulting of exploratory factor analysis is a bit different from the categorization resulting of previous reliability analysis. In previous reliability analyses, there were nine items that were combined into index 'tourism resources'. In exploratory factor analyses, however, there are only five items that are retained in axis 'tourism resources'. For 'tourism activities' and 'public environment', the categorization resulting of exploratory factor analyses are same as the categorization resulting of previous reliability analyses.

Below, I will do a new reliability analysis for items that I have identified in the exploratory factor analysis for pull motives factors. As the categorization resulting from exploratory factor analysis is different from that of reliability analysis. So, I need a new reliability analysis reveal how reliable the measurement of these different categories is.

Table 15 Reliability analysis for pull motives factors that have been identified in the previous exploratory factor analysis

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Tourism resources			0.93
Beautiful natural landscape (e.g. Fujiyama)	0.84	0.91	
Hot spas (e.g. Kusatsu hot spa)	0.84	0.91	
Seascape (e.g. Okinawa Island)	0.86	0.91	
Snow landscape (e.g. Hokkaido)	0.83	0.91	
Modern city landscape (e.g. Tokyo)	0.71	0.93	
Tourism activities			0.88
Local festivals	0.71	0.86	
Live shows and concerts	0.72	0.86	
Shopping	0.65	0.87	
Sports	0.76	0.85	
Nightlife	0.70	0.86	
Museums and theme parks	0.61	0.87	
Public environment			0.93
Perfect tourism facilities	0.82	0.91	
Convenient transportation	0.86	0.90	
Good public security	0.86	0.90	
Friendly local residents	0.80	0.92	

According to the above table, the Cronbach's alphas for concept variable 'tourism resources', 'tourism activities' and 'public environment' are 0.93, 0.88 and 0.93 respectively. Three of the alphas meet the standard of alphas above 0.65, which means that concept variables 'tourism resources', 'tourism activities' and 'public environment' all have a great reliability and the items can be combined into those three additive indices. Reliability do not increase if deleting any items in these three indices. Besides, the CITC of all items are greater than 0.4, which means that items all have a relatively strong correlation with their constructs.

All in all, the result of this new reliability analysis shows that the measurement of exploratory factor analysis is reliable. The items of pull motives factors can be combined together into three different indices ('tourism resources', 'tourism activities' and 'public environment'), which represents the theoretical constructs. I can ensure that the construct of pull motives factors on the basis of theoretical assumption is same as that based on data. I will use variable 'tourism resources', 'tourism activities' and 'public environment' for the further analyses.

4.2.2.3 Exploratory factor analysis for limitative factors

Table 16 Exploratory factor analysis for limitative factors

Item	Factor loading
High travel cost	0.80
Language barrier	0.80
Growing exchange rate	0.87
Cumbersome visa procedures	0.76
No direct flights	0.70

The above table shows the factor loading of each item of limitative factors. The items load in only one factor, which suggests that limitative factors only have one dimension. Items are deleted when their cross-factor loadings (the second largest value) are bigger than 0.4 and factor loadings (the largest value) are less than 0.6. Those items ('high travel cost', 'language barrier', 'growing exchange rate', 'cumbersome visa procedures' and 'no direct flights') that load highly on one factor seem to relate to some factors that have a negative impact on travel decisions; therefore, I might label this factor 'limitative factors'.

Besides, the categorization resulting of exploratory factor analysis on limitative factors is a bit different from that of previous reliability analysis. In previous reliability analyses, there were eight items that were combined to the dimension of limitative factors. But in exploratory factor analyses, there are only five items that are retained.

Next, a new reliability analysis will be used for items that I have identified in the exploratory factor analysis for limitative factors. As the categorization resulting from exploratory factor analysis is different from that of reliability analysis. Therefore, I need run a new reliability analysis to reveal how reliable the measurement of these different categories is.

Table 17 Reliability analysis for limitative factors that have been identified in the previous exploratory factor analysis

Concept Variable	Corrected-item-to-total correlation	α if item deleted	Cronbach's α
Limitative factors			0.87
High travel cost	0.71	0.84	
Language barrier	0.69	0.85	
Growing exchange rate	0.79	0.82	
Cumbersome visa procedures	0.71	0.84	
No direct flights	0.60	0.87	

From the above table, the Cronbach's alphas for concept variable 'limitative factors' is 0.87. That meets the standard of alphas above 0.65, which means that variable 'limitative factors' has a great reliability and items can be combined into an additive index. Reliability do not increase if deleting any items in this index. Besides, the CITC of all items are greater than 0.4, which means that items have a relatively strong correlation with the whole construct.

In conclusion, the figures of this new reliability analysis tell me that the measurement of exploratory factor analysis on limitative factors is reliable. The items of limitative factors can be combined together into one index, which represents the theoretical constructs. I can ensure that the construct of limitative factors on the basis of theoretical assumption is same as that based on data. I will use variable 'limitative factors' for the further analyses.

4.2.2.4 Exploratory factor analysis for the factors of current affairs between China and Japan

Table 18 Exploratory factor analysis for the factors of current affairs between China and Japan

Item	Factor loading
The Diaoyu Island incident	0.96
The East China Sea dispute between China and Japan	0.96
The Japanese APA hotel incident	0.91

The above table displays the factor loading of each item of the factors of current affairs between China and Japan. The items load in only one factor, which suggests that limitative the factors of current affairs between China and Japan only have one dimension. The factor loadings of all items of factors of current affairs are bigger than 0.6. Those items that load highly on one factor all relate to the Diaoyu Island incident,

the East China Sea dispute incident and the Japanese APA hotel incident; therefore, I might name this factor '*current affairs between China and Japan'.*

In addition, the categorization resulting of exploratory factor analysis on the factors of current affairs between China and Japan is totally same as that of previous reliability analysis. Therefore, the previous reliability analysis can reveal the measurement of the categorization of exploratory factor analysis that is reliable. I do not need to conduct a new reliability analysis anymore. The items of the factors of current affairs between China and Japan can be combined together into one index, which represents the theoretical constructs. I can ensure that the construct of the factors of current affairs between China and Japan on the basis of theoretical assumption is same as that based on data. I will use variable 'the factors of current affairs between China and Japan' for the further analyses.

4.2.2.5 Exploratory factor analysis for the factors of tourism marketing strategies

Table 19 Exploratory factor analysis for the factors of tourism marketing strategies

Item	Factor loading
The tourism products sales promotion of travel agencies	0.91
The air tickets sales promotion of airlines	0.88
The introduction of new tourism products or tour routes	0.92

The above table shows up the factor loading of each item of factors of tourism marketing strategies. The items load in only one factor, which suggests that limitative the factors of tourism marketing strategies only have one dimension. The factor loadings of all items of factors of tourism marketing strategies are bigger than 0.6. Those items that load highly on one factor all relate to the tourism products sales promotion, the air tickets sales promotion and the introduction of new tourism products or tour routes; therefore, I might define this factor 'tourism marketing strategies'.

What's more, the categorization resulting of exploratory factor analysis on the factors of tourism marketing strategies is totally same as that of previous reliability analysis. Therefore, the previous reliability analysis can reveal the measurement of the categorization of exploratory factor analysis that is reliable. The items of the factors of tourism marketing strategies can be combined together into one index, which represents the theoretical constructs. I can ensure that the construct of the factors of tourism marketing strategies on the basis of theoretical assumption is

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same as that based on data. I will use variable 'the factors of tourism marketing strategies' for further analyses.

4.3 Study findings

Below, I will show the findings of this research, including the mean value and standard deviation of factors, the relationship between factors and the difference of two groups respondents (who did not go to Japan and did go to Japan before). The below findings can directly respond the research questions. I will discuss it detailed in following texts.

4.3.1 The mean value and standard deviation of factors

Before, I conducted reliability analyses and exploratory factor analyses to reduce a large set of data into a limited set of composite indices. Hence, I had ten indices, involving 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors', 'the factors of current affairs between China and Japan' and 'the factors of tourism marketing strategies'. Below, I will see the importance of these indices/ factors through comparing their mean values and standard deviations.

Table 20 An analysis result of mean value and standard deviation based on the conceptual model of tourism decision-making influencing factors

Variable	Mean	Standard deviation
Seeking leisure enjoyment	3.39	1.17
Seeking adventure	2.60	1.21
Enhancing social interaction	1.73	0.88
Gaining knowledge	2.89	1.10
Tourism resources	3.29	1.18
Tourism activities	2.55	1.07
Public environment	3.08	1.24
Limitative factors	2.97	1.10
The factors of current affairs between China and Japan	3.93	1.30
The factors of tourism marketing strategies	2.79	1.26

According to the above table, looking at the mean value of all variables from the highest to the lowest, I can clearly see that 'the factors of current affairs between China and Japan' records the highest mean value of 3.93 and suggested that it has the greatest influence on the tourism decision-making of Xi'an residents among all variables. Besides, all variables were coded on five-point scales (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely

important"). Therefore, I can see that 'the factors of current affairs between China and Japan' has a very important influence on the tourism decision-making of Xi'an residents. In other words, Xi'an residents have the highest approval degree on 'the factors of current affairs between China and Japan' when they consider the influencing factors of tourism decision-making to visit Japan. Thus, it can be seen, Xi'an residents have a high degree of attention to current affairs between China and Japan (such like the Diaoyu Island incident, the East China Sea dispute incident and the Japanese APA hotel incident). To a certain extent, those incidents that caused by the history and politics have a restrictive or negative effect on the tourism decision-making of Xi'an residents to visit to Japan.

On the contrary, however, variable 'enhancing social interaction' obtains the lowest mean value of 1.73. It has the lowest influence on the tourism decision-making of Xi'an residents among all variables. Based on five-point scales (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely important"), variable 'enhancing social interaction' has a slightly important influence on the tourism decision-making of Xi'an residents. In other words, Xi'an residents have the lowest approval degree with regard to 'enhancing social interaction' when they consider the influencing factors of tourism decision-making to visit Japan. Consequently, I can infer that Xi'an residents do not think that enhancing social interaction, increasing social status, meeting new people and showing tourism experiences can influence their decision-making to go to Japan.

The following variables have a very important influence (mean values between 3 to 4 point) on the tourism decision-making of Xi'an residents to go to Japan: 'public environment', 'tourism resources', 'seeking leisure enjoyment' and 'the factors of current affairs between China and Japan'. Thus it can be seen that the main considerations of respondents include public facilities, transportation, tourism security, a variety of natural and cultural landscapes, local cultures and traditions and some sensitive event happening between China and Japan when they decide to make a tourism decision to go to Japan. In addition to these objective influencing factors, the subjective idea of seeking leisure and relaxation also is a primary consideration from the perspective of respondents. The voices from their hearts (suck as 'I need a holiday', 'I desire to de-stress from the rigors of daily life' and 'I really want to relax') have a very important influence on making tourism decisions.

According to the above table, the following variables have a moderately important influence (mean values between 2 to 3 point) on the tourism decision-making of Xi'an residents to go to Japan: 'tourism activities', 'seeking adventure', 'factors of tourism marketing strategies', 'gaining knowledge' and 'limitative factors'. Among those variables, the influences of 'gaining knowledge' and 'limitative factors' are relatively higher than others because their mean values are greater than others and very close to 3 point (very important level). However, there is no variable with the mean value below 1 point or above 4 point, which means that no variable has a unimportant or extremely important influence on the tourism decision-making of Xi'an residents to go to Japan.

Based on the above table, all variables' standard deviations except variable 'enhancing social interaction' are higher than 1, which means that there are some differences in the cognition among different respondents. In other words, some respondents think that those variables play a moderately important or very important role in their tourism decision-making to go to Japan. The other respondents, however, suggest that those variables have a unimportant or slightly important influence on their decisions to visit Japan. In addition, for variable 'enhancing social interaction', its standard deviation is 0.88 which is lower than 1 and suggest that different respondents have a consistent cognition on it. Different respondents all believe that it has the lowest influence on their tourism decision-making to go to Japan among all variables.

4.3.2 The correlation of factors

Correlation is used for one continuous independent variable and one continuous dependent variable. Below, I will conduct a correlation in order to see the relationship between various variables and how they related to each other.

Table 21 A result of correlation based on the conceptual model of tourism decision-making influencing factors

	SLE	SA	ESI	GK	TR	TA	PE	LF	CA	TMS
Seeking leisure enjoyment	1	0.43**	0.25**	0.37**	0.60**	0.46**	0.49**	0.20**	0.02	0.36**
Seeking adventure	0.43**	1	0.47**	0.45**	0.49**	0.56**	0.37**	0.24**	0.05	0.27**
Enhancing social interaction	0.25**	0.47**	1	0.48**	0.26**	0.52**	0.33**	0.23**	-0.18*	0.26**
Gaining knowledge	0.37**	0.45**	0.48**	1	0.55**	0.52**	0.55**	0.19**	-0.14*	0.26**
Tourism resources	0.60**	0.49**	0.26**	0.55**	1	0.67**	0.66**	0.34**	-0.03	0.43**
Tourism activities	0.46**	0.56**	0.52**	0.52**	0.67**	1	0.71**	0.30**	-0.10	0.47**
Public environment	0.49**	0.37**	0.33**	0.55**	0.66**	0.79**	1	0.34**	-0.06	0.45**
Limitative factors	0.20**	0.24**	0.23**	0.19**	0.34**	0.30**	0.34**	1	0.30**	0.44**
Current affairs	0.02	-0.05	-0.13*	-0.14*	-0.03	-0.10	-0.06	0.30**	1	0.15*
Tourism marketing strategies	0.36**	0.27**	0.26**	0.26**	0.43**	0.47**	0.45**	0.44**	0.15*	1

[a] SLE: seeking leisure enjoyment; SA: seeking adventure; ESI: enhancing social interaction; GK: gaining knowledge; TR: tourism resources; TA: tourism activities; PE: public environment; LF: limitative factors; CA: the factors of current affairs between China and Japan; TMS: the factors of tourism marketing strategies

[b] **: the significance level at 0.01; *: the significance level at 0.05

The above table shows the correlations among 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors', 'the factors of current affairs between China and Japan' and 'the factors of tourism marketing strategies'.

'Seeking leisure enjoyment' has a significant correlation with 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Seeking leisure enjoyment' has the highest correlation with 'tourism resources' (0.60) among all variables. I can infer that respondents are easily attracted by tourism resources when they desire to seek relaxation and leisure partly because they would like to have a nice time in a destination with wonderful tourism resources. Moreover, 'seeking leisure enjoyment' has a non-significant correlation with 'the factors of current affairs between China and Japan'. I can speculate that respondents tend to ignore the current affairs between China and Japan when they want to seek an enjoyable time in Japan.

'Seeking adventure' has a significant correlation with 'seeking leisure enjoyment', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Seeking adventure' has a relatively high correlation with 'tourism activities' (0.56) among all variables. Therefore, I suggest that those respondents who want to seek adventure pay more attention to stimulating tourism activities in order to find thrills and excitement. What's more, 'seeking adventure' has a non-significant correlation with 'the factors of current affairs between China and Japan'. respondents do not consider the current affairs between China and Japan when they want to seek adventure in Japan.

'Enhancing social interaction' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Enhancing social interaction' has a relatively high correlation with 'tourism activities' (0.52) among all variables. As a result, I can surmise that respondents think that participating in tourism activities contributes to enhance their social relations. Besides, 'enhancing social interaction' has a significant negative correlation with 'the factors of current affairs between China and Japan' above the significance level at 0.05. I may conjecture that if the influence of current affairs between China and Japan on respondents is greater, they more will not consider to promote social interaction by travelling to Japan.

'Gaining knowledge' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Gaining knowledge' has a relatively great correlation with pull motives factors (including variable 'tourism resources', 'tourism activities', 'public environment') among all variables. Pull motives are the perceptions of the characteristics of extrinsic tourism destinations. Japan as one of the most developed countries in the world is worthy of learning and understanding. Hence, I can conclude that if respondents want to gain knowledge through a trip, then they prefer to get to know the attractions and advantages of Japan, including history, culture, tradition, technology, social development and so on. In addition, 'gaining knowledge' has a negative significant correlation with 'the factors of current affairs between China and Japan' above the significance level at 0.05. I may confer that if the influence of current affairs between China and Japan on respondents is greater, they more will not consider to gain knowledge by travelling to Japan.

'Tourism resources' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Tourism resources' has a relatively high correlation with 'tourism activities' and 'public environment' with 0.67 and 0.66 respectively. I may infer that respondents want to experience the Japanese tourist resources, at the same time, also want to participate in interesting tourism activities and experience perfect public environment in Japan. And 'tourism resources' has a non-significant correlation with 'the factors of current affairs between China and Japan'. Hence respondents do not consider the current affairs between China and Japan when they want to experience the Japanese tourist resources.

'Tourism activities' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Tourism activities' has the greatest correlation with 'public environment' (0.79), which means that respondents want to participate in tourism activities in Japan, at the same time, also think about public environment in Japan. For example, respondents consider public security

when they want to experience nightlife in Japan. Moreover, 'tourism activities' has a non-significant correlation with 'the factors of current affairs between China and Japan'. I can speculate that respondents tend to ignore the current affairs between China and Japan when they want to participate in tourism activities in Japan.

'Public environment' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. 'Public environment' has a relatively high correlation with 'gaining knowledge', 'tourism resources' and 'tourism activities'. The inference was shown above already. But it has a non-significant correlation with 'the factors of current affairs between China and Japan'. As a result, I may conclude that respondents do not consider the current affairs between China and Japan if they want to experience public environment in Japan.

'Limitative factors' has a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'the factors of current affairs between China and Japan' and 'the factors of tourism marketing strategies' above the significance level at 0.01. But the correlation between 'limitative factors' and the other variables are not high. Therefore, I may surmise that when respondents think about other variables, at the same time, they also consider limitative factors but the degree of consideration is not high.

'The factors of current affairs between China and Japan' has a significant positive correlation with 'limitative factors' and 'the factors of tourism marketing strategies' above the significance level at 0.01. I may confer that respondents are likely affected by the influences of 'the factors of current affairs between China and Japan' and 'limitative factors' at the same time, and then decide not to travel to Japan. Besides, I also can infer that although respondents are affected by 'the factors of current affairs between China and Japan', they still will consider to travel to Japan if tourism marketing strategies are very attractive and tempting. It has a significant negative correlation with 'enhancing social interaction' and 'gaining knowledge' above the significance level at 0.05. The inference was shown above already. In addition, it has a non-significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'tourism resources', 'tourism activities' and 'public environment'. The explanation was already shown above.

'The factors of tourism marketing strategies' have a significant correlation with 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment' and 'limitative factors' above the significance level at 0.01. Compared with push motives factors ('seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction' and 'gaining knowledge'), 'the factors of tourism marketing strategies' is more related to pull motives factors ('tourism resources', 'tourism activities' and 'public environment'). pull motives have a closely relationship with the attractions and characteristics of external travel destinations. Tourism marketing strategies usually are designed based on the attractions and characteristics of travel destinations. Therefore, I may conjecture that 'the factors of tourism marketing strategies' is more related to pull motives factors than push motives factors. What's more, it has a positive significant correlation with 'the factors of current affairs between China and Japan' above the significance level at 0.05. The interpretation was shown above already.

In conclusion, Xi'an residents usually consider seeking leisure, seeking adventure, enhancing their social relations, gaining knowledge, experiencing tourism resources and public environment, taking part in tourism activities, several limitative factors and the information of tourism companies at the same time when they plan to travel to Japan. However, if they attach great importance to incidents between China and Japan then they would not consider most of possible influencing factors (such as 'seeking leisure enjoyment', 'seeking adventure', 'tourism resources', 'tourism activities' and 'public environment') so as to take a negative attitude towards travelling to Japan.

4.3.3 A t-test for two independent groups of respondents

Below, a t-test will be used to determine whether two independent groups of respondents (who did go to Japan and who did not go to Japan before) are significantly different from each other on how important do factors influence their tourism decisions to go to Japan.

Table 22 A t-test result on the two independent groups of respondents

Variables		Levene's test for equal of variances		t-test for equality of means		
		F	Sig.	t	df	Sig. (2-tailed)
Seeking leisure enjoyment	Equal variance assumed	3.17	0.08	0.31	297	0.76
	Equal variance not assumed			0.32	162.18	0.75
Seeking adventure	Equal variance assumed	0.06	0.81	0.63	297	0.53
	Equal variance not assumed			0.63	146.39	0.53
Enhancing social interaction	Equal variance assumed	0.09	0.77	-0.67	297	0.51
	Equal variance not assumed			-0.66	146.63	0.51
Gaining knowledge	Equal variance assumed	1.81	0.18	-0.61	297	0.55
	Equal variance not assumed			-0.63	162.66	0.53
Tourism resources	Equal variance assumed	0.93	0.34	-1.74	297	0.08
	Equal variance not assumed			-1.76	153.31	0.08
Tourism activities	Equal variance assumed	0.01	0.91	-0.34	297	0.74
	Equal variance not assumed			-0.34	148.40	0.74
Public environment	Equal variance assumed	0.51	0.48	-0.67	297	0.50
	Equal variance not assumed			-0.68	152.25	0.50
Limitative factors	Equal variance assumed	0.10	0.75	-2.43	297	0.02
	Equal variance not assumed			-2.47	153.20	0.02
Current affairs	Equal variance assumed	0.62	0.43	-1.52	297	0.13
	Equal variance not assumed			-1.54	152.08	0.13
Tourism marketing strategies	Equal variance assumed	0.00	0.97	-0.59	297	0.56
	Equal variance not assumed			-0.58	144.60	0.56

Levene's test is used to see whether variances are different in different groups (Andy, 2013). Actually, Levene's test is similar to the t-test in that it tests the hypothesis that the difference between the variances in the two groups is zero. "If Levene's test is significant ($P \leq 0.05$), it means that the assumption of homogeneity of variances has been violated. However, if Levene's test is not significant at $P > 0.05$, then I can say that the variances are roughly equal and the assumption is tenable" (Andy, 2013, P. 374). For these data, the Levene's tests of all variables are non-significant because P(seeking leisure enjoyment)= 0.08, P(seeking adventure)= 0.81, P(enhancing social interaction)= 0.77, P(gaining knowledge)= 0.18, P(tourism resources)= 0.34, P(tourism activities)= 0.91, P(public environment)= 0.48, P(limitative factors)= 0.75, P(current affairs)= 0.43 and P(tourism marketing strategies)= 0.97, which is greater than 0.05. Therefore, I should look at the test statistics in the row of Equal variances assumed.

On the basis of the above figures, there is no difference between the two groups except for limitative factors because the two-tailed value of P (limitative factors) is 0.02 which is lower than 0.05. As a result, it can be concluded that there is a

significant difference between the means of these two groups. In terms of survey, the respondents who did not go to Japan before and who did go to Japan before have a significant difference on 'limitative factors'. Compared with the respondents who did not go to Japan before, the respondents who did go to Japan before has a higher approval degree on 'limitative factors' because the mean value of group who did go to Japan before is 3.21, which is higher than the mean value of group who did not go to Japan before with 2.87. Those respondents who did go to Japan before think that 'limitative factors' has a greater influence on their decision-making for visiting to Japan than the respondents who did not go to Japan before partly because they experienced the influence of limitative factors and had a deeper understanding about these limitative factors in their last trips. For example, those respondents who did go to Japan before know how Japanese visa procedures are cumbersome and language barriers are troublesome. Therefore, they have a higher approval degree on 'limitative factors' than these respondents who did not go to Japan before. In other words, respondents who did go to Japan before are more easily affected by 'limitative factors' than respondents who did not go to Japan before.

4.3.4 Summary findings

The summary findings of this research are used to answer two research questions: 1. how important those factors influence the tourism decision-making of Xi'an residents to go to Japan? 2. what are the relationship between those different factors? The table 23 can be used to answer the first research question, and the table 24 is used to answer the second research question.

Table 23 A result on the important degrees of influences of factors

Factor	The important degree of influence
The factors of current affairs between China and Japan	Very important
Seeking leisure enjoyment	Very important
Tourism resources	Very important
Public environment	Very important
Limitative factors	Moderately important
Gaining knowledge	Moderately important
The factors of tourism marketing strategies	Moderately important
Seeking adventure	Moderately important
Tourism activities	Moderately important
Enhancing social interaction	Slightly important

From the above table, I can clearly see the important degree of influence of each factor. Looking at the important degrees of all factors from the highest to the lowest, 'the factors of current affairs between China and Japan' has a very important influence on the tourism decision-making of Xi'an residents to travel to Japan. Thus it can be seen that Xi'an residents are very sensitive for those incidents caused by the history and politics between China and Japan, especially when they are going to make travel decisions to go to Japan.

Then factor 'seeking leisure enjoyment', 'tourism resources' and 'public environment' both have a very important influence on Xi'an residents' tourism decisions to Japan. Desiring to seek for leisure, Japanese unique tourism resources and perfect public environment are the primary considerations for Xi'an residents.

Next, 'limitative factors', 'gaining knowledge', 'the factors of tourism marketing strategies', 'seeking adventure' and 'tourism activities' just have a moderately influence on the tourism decision-making of Xi'an residents to visit to Japan, which means that Xi'an residents will consider these factors but these factors do not directly result in their decisions to go to Japan or not.

Finally, factor 'enhancing social interaction' only has a slightly influence for Xi'an residents, which suggests that Xi'an residents basically will not consider to promote social relations or expand social circles when they plan to make a tourism decision to Japan.

Table 24 A result on the relationship between factors

	SLE	SA	ESI	GK	TR	TA	PE	LF	CA	TMS
Seeking leisure enjoyment		+✔	+✔	+✔	+✔	+✔	+✔	+✔	X	+✔
Seeking adventure	+✔		+✔	+✔	+✔	+✔	+✔	+✔	X	+✔
Enhancing social interaction	+✔	+✔		+✔	+✔	+✔	+✔	+✔	−✔	+✔
Gaining knowledge	+✔	+✔	+✔		+✔	+✔	+✔	+✔	−✔	+✔
Tourism resources	+✔	+✔	+✔	+✔		+✔	+✔	+✔	X	+✔
Tourism activities	+✔	+✔	+✔	+✔	+✔		+✔	+✔	X	+✔
Public environment	+✔	+✔	+✔	+✔	+✔	+✔		+✔	X	+✔
Limitative factors	+✔	+✔	+✔	+✔	+✔	+✔	+✔		+✔	+✔
Current affairs	X	X	−✔	−✔	X	X	X	+✔		+✔
Tourism marketing strategies	+✔	+✔	+✔	+✔	+✔	+✔	+✔	+✔	+✔	

[a] SLE: seeking leisure enjoyment; SA: seeking adventure; ESI: enhancing social interaction; GK: gaining knowledge; TR: tourism resources; TA: tourism activities; PE: public environment; LF: limitative factors; CA: the factors of current affairs between China and Japan; TMS: the factors of tourism marketing strategies

[b] +✔: having a positive significant correlation; −✔: having a negative significant correlation;

✖: having a non-significant correlation

According to the above table, I find that all factors except 'current affairs between China and Japan' have positive correlation with each other. This suggests that Xi'an residents consider many factors (e.g. 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction', 'gaining knowledge', 'tourism resources', 'tourism activities', 'public environment', 'limitative factors' and 'the factors of tourism marketing strategies') at the same time when they plan to make a tourism decision to Japan.

However, 'the factors of current affairs between China and Japan' has non-significant correlation with most of the factors (e.g. 'seeking leisure enjoyment', 'seeking adventure', 'tourism resources', 'tourism activities' and 'public environment'). This means that Xi'an residents tend to ignore the current affairs between China and Japan when they want to have an enjoyable holiday, seek exciting adventure, take part in interesting tourism activities, experience unique tourism resources and perfect public environment in Japan.

'The factors of current affairs between China and Japan' has negative significant correlation with factor 'enhancing social interaction' and 'gaining knowledge'.

Therefore, I may infer that if the influence of current affairs between China and Japan on Xi'an residents is greater, they more will not consider to promote social interaction and acquire knowledge by travelling to Japan.

Besides, 'the factors of current affairs between China and Japan' only has positive significant correlation with 'limitative factors' and 'the factors of tourism marketing strategies'. As a result, I confer that the more Xi'an residents are influenced by current affairs between China and Japan, the more likely they consider those limitative factors for their tourism decisions to go to Japan. Although Xi'an residents are affected by 'the factors of current affairs between China and Japan' and hold negative attitudes for travelling to Japan, their attitudes still can be changed if tourism marketing strategies are very attractive for them.

5. Discussion

In this section, I will firstly compare the findings of my research with that of previous researches in order to see whether there are differences and further to discuss why there are differences. Secondly, I will attempt to tease out what my study has contributed to the theoretical literature and practical implication. Last but not least, I will discuss study limitations and propose directions for future research. Finally, at the end of this section, there is a short conclusion that will give a clear answer to the research questions of my study.

5.1 Comparison the findings of this study with previous researches

The empirical results of this study offer tenable evidence that the tourism decision-making of Xi'an residents to go to Japan is closely related to push motives factors, pull motives factors, limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies. The followings will show the overall findings of this research around those five factors and I will compare them with previous researches.

5.1.1 The findings based on push motives factors

On the basis of theoretical framework, reliability analysis and exploratory factor analysis, there are four main factors included in push motives factors, involving 'seeking leisure enjoyment', 'seeking adventure', 'enhancing social interaction' and 'gaining knowledge'. This study points out that 'seeking leisure enjoyment' has the most important influence on the tourism decision-making of Xi'an residents to visit Japan among these four main factors. In other words, 'seeking leisure enjoyment' is the most significant push motive factor.

Mannell and Iso-Ahola (1987) identified the major ingredients of subjective definitions of leisure as a sense of freedom, enjoyment and relaxation. From the previous research of Bashar and Ahmad (2010), they put forward that 'seeking relaxation' was the third significant push factor for foreign tourists to Jordan. Factor 'seeking relaxation or enjoyment' has different importance in their and my research can be due to different samples, different contexts and different destinations. Their research is about the push and pull motives factors of foreign tourists to Jordan, while my research is about the possible influential factors of the tourism decision-

making of Xi'an residents to go to Japan. Therefore, the importance of the same motive factor can be different because of the different research conditions.

In the other previous reviews, I have identified in literature reviews (such as Crompton, 1979, Goossens, 2000, Lou, 2002 and Kim et al., 2003), they also mentioned that 'seeking relaxation or enjoyment' was an important push factor that can lead tourists to make tourism decisions. But they failed to assess the importance of this factor and did not clearly show the ranking of push motives factors in their researches.

People always chose different types of travelling based on their individual leisure preference (Hinch et al., 2005). With the continuous development of city's economy and residents' living standards in Xi'an, the physical and spiritual demand of Xi'an residents on tourism is increasing. I believe that one possible reason why Xi'an residents think that 'seeking leisure enjoyment' has the most important influence on their tourism decisions could be they desire to pursue relaxation, leisure and enjoyment both in spirit and physics through travelling especially when they are under a huge life pressure. All in all, both in my study and previous researches, 'seeking relaxation, leisure or enjoyment' is a key factor of push motives, which has a significant influence on people's tourism decisions.

5.1.2 The findings based on pull motives factors

In my study, there are three main factors in pull motives factors, including 'tourism resources', 'tourism activities' and 'public environment'. Among all of the pull motives factors, 'tourism resources' has the highest influence on the tourism decision-making of Xi'an residents to travel to Japan. In other words, 'tourism resources' is the most significant pull motive factor. Tourism resources played a key role in attracting visitors (Jansen-Verbeke, 1986). Zhao, Ma and Zhang (2007) suggested that the tourism resources in Guilin (China) had the greatest effect on the tourism decision-making of the foreign visitors. Most of those foreign visitors presented that they chose Guilin as tourism destination because of the unique natural landscape and traditional heritage in Guilin. Ye (2013) proposed that Shanghai residents had a highly approval degree on Japanese tourism resources. Besides, in New Zealand, food and wine were vital components of the tourism experience, increasingly being seen as primary travel motivation (Hall et al., 2004). The development of spa tourism in the US had experienced a rapid increase during the past two decades because

more and more consumers in the US were interested in the tourism products that can contribute to their health (Spivack, 1998).

According to my analysis, Xi'an residents have the highest approval degree on Japanese tourism resources among all of the pull motives factors because they cannot see or experience such tourism resources in Xi'an. For instance, Xi'an is located in the center of China as an inland city. And its climate is typical continental monsoon climate characterized by hot and rainy summers, cold and dry winters. Therefore, it is impossible to see seascape and nice snow landscape in Xi'an. Besides, it will be attractive for Xi'an residents to go to different countries to experience different national cultures. As a result, I can conclude that Xi'an residents prefer to go a place with the landscape and culture that they cannot see and experience in their permanent residence. And Japan is a good choice for Xi'an residents to spend their holidays because it has wonderful and unique seascape, snow landscape and national culture.

In summary, whether in my own research or others researches, respondents both show that they prefer tourist resources with local characteristics. These tourist resources can be seen and experienced only in tourist destination. People will travel around the world to experience various and unique tourist resources. As a result, 'tourism resources' is a critical pull motive factor, which can affect people's tourism decisions.

5.1.3 The findings based on limitative factors

Based on my research, limitative factors have a moderately important influence on the tourism decision-making of Xi'an residents. Limitative factors can be divided into three categories: economic limitative factors (e.g. 'high travel cost' and 'growing exchange rate'), time limitative factors (e.g. 'cumbersome visa procedures', 'no direct flights' and 'lacking holiday') and other limitative factors (e.g. 'the fluctuating political relationship between China and Japan', 'frequent natural disasters in Japan' and 'language barrier'). Those economic limitative factors can be partly solved through the efforts of travel agency and airline. For instance, most of Xi'an residents may cancel their travel plans to go to Japan when they consider a high travel cost. However, if travel agency and airline can introduce more attractive promotions, then it can directly decrease the travel cost for tourists.

The time limitative factors could be partly improved by the efforts of government and airline. For example, the Japanese government has gradually relaxed the tourism visa policy for Chinese tourists since 2011, as followings: the duration of stay in Japan extends from 15 days to 30 days; Chinese tourists can visit Japan with multiple-entry visas; the visa application process shortens from 10 working days to 5 working days (Huanqiu World, 2010). Besides, if airlines can launch more direct flights from Xi'an to major cities in Japan, then it will greatly facilitate Xi'an residents to travel to Japan.

Moreover, for other limitative factors (such like 'language barrier'), there are many labels and signs in Chinese appearing in public areas in Japan (e.g. shopping malls, tourist attractions, restaurants, supermarkets, etc.). Those Chinese labels and signs are constantly increasing in today's Japan (Du & Dai, 2012). Many hotels, shops, shopping malls and restaurants already have arranged the Chinese interpreters in order to offer more convenient services to the Chinese tourists. The tourism service industry in Japan has a very detailed investigation regarding the market demands of foreign tourists (Akao, 2004). Hence it will be very useful to improve and solve these limitative factors.

Tong (2012) argued that limitative factors included time limitation, money limitation and information limitation, which had a non-negligible effect on people's tourism decisions. Ye (2013) also pointed out that Shanghai residents were greatly affected by limitative factors. Compared with Xi'an residents, Shanghai residents are more influenced by limitative factors. It's not difficult to understand that the residents living in different cities in China will have differently approval degrees on limitative factors. Shanghai is an international city with rapidly developing economic business and the high speed of city life, which has attracted a large number of global capitals and talents from all over the world (Yusuf & Wu, 2002). But the high speed of city life also brings the press to the local residents (Chen & Wang, 2013). The development pace of Shanghai is higher than that of Xi'an. Therefore, Shanghai residents suffer more life stress than Xi'an residents. Shanghai residents are likely to be influenced by economic and time limitative factors because their daily expenses are already high and daily lives are busy. Hence Shanghai residents pay more attention to limitative factors than Xi'an residents when they consider to travel abroad.

In conclusion, whether in previous researches or my study, I put forward that there was a biased cognition existing among respondents, which means that

respondents have different opinions on the same limitative factor. Each tourist will consider limitative factors before making the final travel decision but they will pay attention to different limitative factors depended on individual situation. For example, busy people often focus on factor 'no holiday'; people with limited budget usually consider factor 'high travel cost'; people who travel abroad for the first time always worry about factor 'cumbersome visa procedures'.

5.1.4 The findings based on the factors of current affairs between China and Japan

On the basis of my research, I find that Xi'an residents generally have a very high approval degree on three current affairs between China and Japan (e.g. the Diaoyu Island incident, the East China Sea dispute incident and the Japanese APA hotel incident), which means that those incidents are the key factors that can hinder Xi'an residents to visit to Japan. Before, Cheng and Wong (2016) found that the Diaoyu Island incident was triggered by history and culture. It can arouse the nationalism of the Chinese tourists, which further had a negative influence on the decision-making of the Chinese tourists to go to Japan. In Ye research (2013), she also mentioned the influence of the Diaoyu Islands incident on the tourism decisions of Shanghai residents. Shanghai residents just had a medium approval degree on it.

The Chinese residents who live in different cities have differently approval degrees on the same incident between China and Japan. Compared with the findings of Ye research, I can clearly see that Xi'an residents have a higher approval degree than Shanghai residents with regard to the current affairs between China and Japan. The reason behind this is worth exploring. During the Japanese war of aggression against China, Shanghai was occupied by the Japanese army, while Xi'an was not occupied. Logically, Shanghai residents should be more sensitive than Xi'an residents with regard to the incidents triggered by the history between China and Japan. In fact, however, Shanghai residents are less influenced by the incidents between China and Japan than Xi'an residents. There are two possible explanations. Firstly, Japan can serve as a replacement travel destination in east Asian for Shanghai residents because the conflicts between China and other east Asian countries (e.g. the incident of Terminal High Altitude Area Defense between China and South Korea[5]). Secondly, the influence of the incidents between China and

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[5] South Korea and the United States had deployed Terminal High Altitude Area Defense (THAAD) in Seoul, which had been warned by China. THAAD would seriously endanger China's national security.

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Japan on the level of approval degrees has changed over time. As time goes on, Shanghai residents are becoming less aware of the incidents between China and Japan. I are curious about the real reason, but I cannot find any existing study to explain this reason.

5.1.5 The findings based on the factors of tourism marketing strategies

Based on my research, three kinds of tourism marketing strategies (the tourism products sales promotion of travel agencies, the air tickets sales promotion of airlines and the introduction of new tourism products or tour routes) both have a middling influence on Xi'an residents. Besides, although the current affairs between China and Japan hinder the travel plans of the Chinese tourists to go to Japan to a certain degree, their attitudes still may be changed because of the influence of tourism marketing strategies. Ye (2013) and Guo (2015) had the similar findings with me. They presented that tourism marketing strategies were one of the key means to attract customers. The attitudes of customers were shaken by various attractive tourism marketing strategies.

Actually, Xi'an residents are significantly affected by the currents affairs between China and Japan. However, if tourism enterprises can introduce more attractive sales promotions, new tourism products and cheap air tickets, then Xi'an residents might consider travelling to Japan. But their attitudes on whether must go to Japan or not are not very clear in my research. I only can conclude that many Xi'an residents are still in the stage of hesitation. All in all, whether in the previous researches or my own research, tourism marketing strategies are relatively key factors to influence people's tourism decisions.

5.2 Study theoretical significance

I study the potential tourism demand of Xi'an residents from a microscopic perspective, which hastens and deepens the development of the academic research on the Chinese outbound tourism field to a certain extent. To be specific, I conduct an empirical study on which factors influence the outbound tourism decision-making of Xi'an residents to Japan. On the basis of the firsthand data and empirical results, I can clearly conclude that push motives factors, pull motives factors, limitative factors, the factors of current affairs between China and Japan and the factors of tourism marketing strategies can influence the tourism decision-making of Xi'an residents to

go to Japan but in different degrees. Those five main factors cover all potential influential items as comprehensive as possible. This research contributes to filling the gaps of the special research regarding the tourism demand of Xi'an residents to go to Japan.

The innovation of this study is to explore the influence of the factors of current affairs between China and Japan on the tourism decisions of Xi'an residents to go to Japan. The topic with regard to the current affairs between China and Japan in the field of the Chinese outbound tourism research is a sensitive spot. I find that the factors of current affairs between China and Japan have the most important influence on the tourism decision-making of Xi'an residents to go to Japan among all factors. Xi'an residents have a very high approval degree on it. With the increase of approval degree on it, Xi'an residents are not more likely to spend their holidays in Japan. The reasoning behind this is not explored in this study. But Cheng and Wong (2014) put forward that the incidents between China and Japan can arouse the nationalism of the Chinese tourists, which further has a negative impact on the motives of the Chinese tourists to go to Japan.

5.3 Study social implications

On the basis of the research findings, I have some social implications to tourism enterprises in Xi'an and the policy maker. On the one hand, in order to help the tourism enterprises in Xi'an (e.g. travel agencies and airlines) to design better tourism products which can cater to the present market demand so as to improve the marketing ability in Xi'an, I put forward five suggestions as followings:

1) Factor 'seeking leisure enjoyment' has a very important influence on the tourism decision-making of Xi'an residents to visit Japan. Hence, I can infer that one of the most important purpose of Xi'an residents to travel to Japan is to relax, release pressure and enjoy the pleasure of tourism. Therefore, I suggest that travel agencies in Xi'an should design various leisure tourism routes for Xi'an residents. Those leisure tourism routes should cover different leisure modes as much as possible. For example, leisure cruise, a new tourism cruise line which sails around Japan, makes a cruise trip leisure and easy. Besides, those leisure tourism routes should have relaxed and easy schedules. Only in this way, can tourists have more time and space to enjoy their trips rather than to visit more tourist attractions in the shortest possible

time. Tight tourism schedules often make tourists tired, so that Xi'an residents are unable to reach the purpose of relaxation.

2) Most respondents indicate that they have little free time to accompany with their families or friends in their daily life because of the heavy work and study. Vacations are extremely important for them because it provide a rare opportunity to have a nice time with families or friends. Therefore, I suggest that travel agencies in Xi'an can introduce some special sales promotions to attract and encourage more people to go on a package tour with their families or friends. For instance, there is a discount when two people sign up together for a package tour. With the increase in the number of participants, the discount will be bigger. Moreover, if the whole family will sign up together for a package tour, then the child under tllve years old will be free (only for one child per family). I hope that those special sales promotions can encourage more Xi'an residents to travel with their families or friends together during their vacations.

3) Travel agencies in Xi'an should highlight the unique tourism resources in Japan when they design new tourism products because Xi'an residents have a high approval degree on Japanese tourism resources. As a result, I suggest that travel agencies in Xi'an should pay attention to different Japanese tourism resources according to seasonal changes. For example, they can give priority to the tourism products about Okinawa Island in summer, while mainly advertise the tourism products with regard to Hokkaido in winter.

4) Limitative factors have a moderately influence on the tourism decision-making of Xi'an residents to go to Japan. For instance, most of residents think that applying for the Japanese visa is a cumbersome procedure. If travel agencies in Xi'an could provide service on acting visa on tourists' behalf, then it will effectively facilitate residents travel. This service is not only for those package tourists but also for those do-it-yourself (DIY) tourists. DIY tourists give all the necessary documents to travel agencies, then travel agencies will help those tourists apply visa. Tourists only need to pay a service fee, so that they do not have to worry about cumbersome visa procedures.

5) For airlines, I suggest that they should usually introduce air tickets sales promotions and increase the propaganda of cheap air tickets in order to attract more Xi'an residents to go to Japan. Airlines can put the advertising of cheap air tickets on their own official websites and Ill-known travel booking sites. Then more Xi'an residents will notice it.

On the other hand, in other to facilitate Xi'an residents to travel to Japan, I suggest the policy maker (the Japanese government authority) to continually relax the tourist visa policy for the Chinese tourists, gradually simplify tourist visa procedures and effectively improve the tourist visa success rate.

5.4 Study limitations

Based on my specific assessment, respondents had indicated how influential they thought a specific item would be for their tourism decisions to go to Japan. However, does this specific assessment have potential problems? For example, some possible factors were not included in this assessment. For future research that measures the possible influencing factors of tourism decisions, I recommend to expand the scale of factors by adding more possible items.

My study did not compare the importance of motives for visiting Japan in tourists who visited Japan to the importance of the same motives for visiting other nations in tourists who visited other nations, as this was not my primary research purpose. Therefore, I cannot be sure how specific the importance of motives is for visiting Japan. In other words, I found that certain concepts are important for understanding holidays to Japan, but I cannot be sure how specific these are for visiting Japan. And hence, for future research, I suggest that there should be a comparative research with regard to the importance of the same motives for visiting other nations in order to reflect how specific the importance of motives is for visiting Japan.

My research only divided respondents into two different groups, depending on whether respondents have ever been to Japan. This grouping was quite simple. For future research, I suggest to divide respondents into more different groups according to the differences in demographics between respondents (e.g. gender, age, monthly income level, educational background, marital status, etc.). Then I can pay more attention to the importance of motives for those different groups and to see whether there are some differences between those different groups.

Due to there is a correlation relationship between 'current affairs between China and Japan' and 'tourism marketing strategies', I cannot assume that there is a cause–effect relationship between those two factors. However, it is likely that although respondents were affected by 'current affairs between China and Japan' and had negative attitudes to travel to Japan, their attitudes still can be changed because of very attractive and tempting tourism marketing strategies and then respondents will reconsider to travel to Japan. For future research, I suggest that 'tourism marketing strategies' can be a moderating variable. Then I can continue to study its moderating influence between factor 'current affairs between China and Japan' and the final tourism decision to Japan. I will see whether the influence of current affairs between China and Japan on the final tourism decision to Japan can be adjusted by 'tourism marketing strategies'.

In conclusion, I give a clear answer to the research questions. For the first research question: *how important those factors influence the tourism decision-making of Xi'an residents to go to Japan?* 'Push motives factors' (including factor 'seeking leisure enjoyment', factor 'seeking adventure', factor 'enhancing social interaction' and factor 'gaining knowledge'), 'pull motives factors' (factor 'tourism resources', factor 'tourism activities' and factor 'public environment'), 'limitative factors', 'the factors of current affairs between China and Japan' and 'the factors of tourism marketing strategies' all can influence the outbound tourism decision-making of Xi'an residents to go to Japan. But the influence degrees of those factors are different. Looking at the important degrees of all factors from the highest to the lowest, 'the factors of current affairs between China and Japan', factor 'seeking leisure enjoyment', factor 'tourism resources' and factor 'public environment' both have a very important influence on Xi'an residents' tourism decisions to Japan; 'limitative factors', 'gaining knowledge', 'the factors of tourism marketing strategies', 'seeking adventure' and 'tourism activities' all have a moderately important influence; factor 'enhancing social interaction' only has a slightly important influence.

For the second research question: *what are the relationship between those different factors?* I answer that all factors except 'current affairs between China and Japan' have a positive correlation with each other. However, 'the factors of current affairs between China and Japan' has a non-significant correlation or negative significant correlation with most of factors. This may be because if the Chinese tourists attach great importance to current affairs between China and Japan then they are likely to be influenced by nationalism so as to take a negative attitude

towards travelling to Japan. Naturally they would not consider seeking leisure, seeking adventure, enhancing social relations, gaining knowledge, experiencing tourism resources, taking part in tourism activities and spending their holidays in Japan.

6. Conclusion

Among 10 factors, factor 'current affairs between China and Japan' has the most important influence on the tourism decision-making of Xi'an residents to go to Japan. I can conclude that Xi'an residents must be highly concerned about current affairs between China and Japan in their daily life and then they had the highest approval degree on this factor. With the increase of the approval degree on factor 'current affairs between China and Japan', few Xi'an residents will consider to make a tourism decision to Japan because factor 'current affairs between China and Japan' has a non-significant correlation with most other factors (e.g. tourism resources in Japan, tourism activities in Japan, public environment in Japan, etc.).

For tourism enterprises in Xi'an, it will be a challenge because most of local residents have a high approval degree on factor 'current affairs between China and Japan'. However, there was a positive significant correlation between factor 'current affairs between China and Japan' and 'tourism marketing strategies', which meant that although Xi'an residents were greatly affected by 'current affairs between China and Japan' and had negative attitudes to travel to Japan, their attitudes still can be changed because of very attractive and tempting tourism marketing strategies and then they probably reconsider to travel to Japan. As far as I are concerned, it might be the only practical solution for tourism enterprises in Xi'an to response to the crisis. Tourism enterprises in Xi'an should focus on their tourism marketing strategies to introduce more sales promotions and attract more customers. In addition, factor 'seeking leisure enjoyment' and 'tourism resources' both have a very important influence on the tourism decision-making of Xi'an residents to go to Japan. Therefore, first of all, travel agencies in Xi'an should design the tourism products with a leisure and easy tour itinerary. Secondly, they should pay more attention to the selection of Japanese tourism resources for their tourism products. For instance, they can highlight different Japanese tourism resources according to seasonal change or they can keep on developing new Japanese tourism resources.

As I know, however, there is no specific research that would justify the reason behind why Xi'an residents have a very high approval degree on factor 'current affairs between China and Japan'. In my study, the underlying reason has not been explored. But I believe that it will be a great breakthrough point to study the potential cognition of Xi'an residents with regard to travelling to Japan and even the relationship between China and Japan on tourism in the future.

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Appendix: questionnaire

Research on the Influencing Factors of the Outbound Tourism Decision-making of the Residents of Xi'an City
--- Taking Japanese Tourism Market for Instance

Dear Sir or Madam,

I am a student of the study programme of leisure, tourism and environment in Wageningen University (the Netherlands). In order to complete the thesis, I need your help fill in the questionnaire about the influencing factors of the Japanese tourism decision-making. All the survey data will be used to the aim of academic research. Filling in this questionnaire will take almost 5 minutes. I am highly appreciating for your response, it will be great important for this research.

This questionnaire is divided into five sections. You need answer the questions in

order, and using "✓" to select the best choice for each question. The following questions are all single-choice.

All the data will be kept strictly confidential!

Below, there is a list of reasons people might have to go on a holiday. For each of these reasons, could you please indicate how important it is for your decision to visit Japan? (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely important".)

1. To relax physically and spiritually	□ 1	□ 2	□ 3	□ 4	□ 5
2. To relieve stress	□ 1	□ 2	□ 3	□ 4	□ 5
3. To be away from familiar living environment	□ 1	□ 2	□ 3	□ 4	□ 5
4. To fulfill your dream of visiting Japan	□ 1	□ 2	□ 3	□ 4	□ 5
5. To have an enjoyable time with families/ friends/ yourself	□ 1	□ 2	□ 3	□ 4	□ 5
6. To explore fresh things	□ 1	□ 2	□ 3	□ 4	□ 5
7. To enjoy the happiness of shopping	□ 1	□ 2	□ 3	□ 4	□ 5
8. To find thrills and excitement	□ 1	□ 2	□ 3	□ 4	□ 5
9. To enjoy the happiness of maximal exercise in Japan	□ 1	□ 2	□ 3	□ 4	□ 5

10. To increase your social status	□ 1	□ 2	□ 3	□ 4	□ 5
11. To visit a place where your friends never been	□ 1	□ 2	□ 3	□ 4	□ 5
12. To show the experience to others	□ 1	□ 2	□ 3	□ 4	□ 5
13. To promote friendship and family bond	□ 1	□ 2	□ 3	□ 4	□ 5
14. To meet new people	□ 1	□ 2	□ 3	□ 4	□ 5
15. To follow others' tourism decision	□ 1	□ 2	□ 3	□ 4	□ 5
16. To increase knowledge about foreign destination	□ 1	□ 2	□ 3	□ 4	□ 5
17. To experience different lifestyle, culture and traditions	□ 1	□ 2	□ 3	□ 4	□ 5
18. Beautiful natural landscape in Japan (e.g. Fujiyama)	□ 1	□ 2	□ 3	□ 4	□ 5
19. Japanese hot spas (e.g. Kusatsu hot spa)	□ 1	□ 2	□ 3	□ 4	□ 5
20. Japanese seascape (e.g. Okinawa Island)	□ 1	□ 2	□ 3	□ 4	□ 5
21. Japanese snow landscape (e.g. Hokkaido)	□ 1	□ 2	□ 3	□ 4	□ 5
22. Modern city landscape in Japan (e.g. Tokyo)	□ 1	□ 2	□ 3	□ 4	□ 5
23. Unique historical heritages in Japan (e.g. the temple of the golden pavilion)	□ 1	□ 2	□ 3	□ 4	□ 5
24. Japanese culture, arts and traditions	□ 1	□ 2	□ 3	□ 4	□ 5
25. Japanese animation culture	□ 1	□ 2	□ 3	□ 4	□ 5
26. Delicious local food in Japan	□ 1	□ 2	□ 3	□ 4	□ 5

27. To participating in Japanese festivals	□ 1	□ 2	□ 3	□ 4	□ 5
28. To watching live shows and concerts in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
29. Shopping in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
30. Sports in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
31. To experiencing Japanese nightlife	□ 1	□ 2	□ 3	□ 4	□ 5
32. To visiting museums and theme parks in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
33. Perfect tourism facilities in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
34. Convenient transportation in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
35. Good public security in Japan	□ 1	□ 2	□ 3	□ 4	□ 5
36. Friendly local residents in Japan	□ 1	□ 2	□ 3	□ 4	□ 5

Below, there is a list of reasons that might limit people to go on a holiday. For each of these reasons, could you please indicate how important it is for your decision to visit Japan? (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely important".)

1. The fluctuating political relationship between China and Japan	□ 1	□ 2	□ 3	□ 4	□ 5
2. Frequent natural disasters in Japan (e.g. earthquake, tsunami, typhoon, etc.)	□ 1	□ 2	□ 3	□ 4	□ 5
3. High travel cost	□ 1	□ 2	□ 3	□ 4	□ 5
4. Language barrier	□ 1	□ 2	□ 3	□ 4	□ 5
5. Growing exchange rate	□ 1	□ 2	□ 3	□ 4	□ 5

6. Lacking holiday	□ 1 □ 2 □ 3 □ 4 □ 5
7. Cumbersome visa procedures	□ 1 □ 2 □ 3 □ 4 □ 5
8. No direct flights	□ 1 □ 2 □ 3 □ 4 □ 5

Below are three incidents. For each incident, could you please indicate how important you consider it? (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely important".)

1. The Diaoyu Island incident	□ 1 □ 2 □ 3 □ 4 □ 5
2. The East China Sea dispute between China and Japan	□ 1 □ 2 □ 3 □ 4 □ 5
3. The Japanese APA hotel incident	□ 1 □ 2 □ 3 □ 4 □ 5

Below are three tourism marketing strategies. For each marketing strategy, could you please indicate how important you consider it? (1= "not at all", 2= "slightly important", 3= "moderately important", 4= "very important" and 5= "extremely important".)

1. The tourism products sales promotion of travel agencies	□ 1 □ 2 □ 3 □ 4 □ 5
2. The air tickets sales promotion of airlines	□ 1 □ 2 □ 3 □ 4 □ 5
3. The introduction of new tourism products or tour routes	□ 1 □ 2 □ 3 □ 4 □ 5

Personal background information
1. Gender：
□ Male □ Female
2. Age：
□ ≤ 18 □ 19-29 □ 30-39 □ 40-49 □ 50－59 □ ≥ 60
3. Marital status:
□ Unmarried □ Married □ Have boyfriend/ girlfriend
4. Family size:
□ 1 person □ 2 persons □ 3 persons □ 4 persons □ 5 persons and above
5. Income (per month)：
□ ≤ 1500￥ □ 1500-3500￥ □ 3501-5500￥ □ 5501-7500￥ □ ≥ 7501￥
6. profession：
□ Government Servant □ Enterprise Manager □ Company Employee □ Technician □ Agricultural/ fishery workers □ Free-lancer □ Teacher □ Doctor/ Nurse □ Retiree □ Student □ Soldier □ Others
7. Highest level of educational background：
□ Junior Middle School or below   □ High School   □ Associate Degree   □ Bechalor Degree □ Master Degree or above
8. Did you go to Japan before:
□ Yes   □ No

Thank you again for your support and participation!

If you have any questions or suggestions about this research, please feel free to contact me (ziyu.chen@wur.nl).