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Title   **The motivational factors of visiting to Ocean Park**

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Title   **The motivational factors of visiting to Ocean Park**

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Abstract

In order to satisfy the needs of the visitors, it is a must for the management to understand the motivations of visiting Hong Kong Ocean Park. The objectives of this study were to identify the underlying push and pull motivational factors as well as to understand the relationship between visitors' motivations and different characteristics such as user groups, first/repeated visit, age, gender, and level of formal education.

Six push factors and seven pull factors were identified: "novel experience", "escape", "knowledge seeking", "fun & excitement", "rest & relaxation", "family & friend togetherness" "environment", "adventure experience", "marine experience", "natural experience", "live entertainment", "special events", and "service" (Jang & Cai, 2002), while "rest & relaxation" and "adventure experience" were perceived as the most important push and pull factors respectively. Results of one-way ANOVA and independent sample t-test indicated that there were significant differences between both push and pull factors and all independent variables, except between pull items and gender.

Based on the finding on this study, the researcher made some recommendation for Ocean Park to enhance the motivation of the visitors.

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Chapter 1   Introduction

1.1   Reason for choosing the topic

Ocean Park has established for 30 years. It has established itself as one of the

major tourist attractions in Hong Kong and Asia. This is because Ocean Park

provides people with memorable experience that combine entertainment and

education such as exciting thrill rides and beautiful aquariums. According to

annual report of Ocean Park, it achieved historic record in both attendance and

revenues in 2007-2008. The Park was recently named by Forbes magazine as

one of the world's 10 most popular amusement parks (Ocean Park

Corporation, 2006). Hence, it is worthwhile to study the motivational factors of

the visitors of Ocean Park. Why would visitors like to visit Ocean Park?

1.2   Research value

In order to maintain and enhance the attractiveness of Ocean Park, it is

important to understand the motivational factors of the visitors. However, there

are few studies about these factions. The result of this study will help Ocean

Park to evaluate the motivational factors towards visitors in the park. There are

a lot of reasons for the visitors to come to Ocean Park, such as enjoying the

holiday; forgetting about work pressure and relax; sharing time with family or

friends; getting in tough with the nature. It may include thrill rides, shows,

aquariums, mega events, animal programs ...etc. Besides, as the competition

of the entertainment industry is fierce in China, it is necessary for Ocean Park

to identify its own attractiveness to the visitors, so that the new master plan of

Ocean Park also poses various opportunities and strengths. Through this

study, the motivational factors of visitors and the attractiveness of the Park that

it can become more successful in long-term basis.

1.3   Study framework

First of all, the study aim, objective and the background of Ocean Park will be

introduced in the introduction section. Secondly, the literature review is written

basing on the research aim and objectives. Thirdly, the methodology is

developed based on the primary research information and the literature review.

Fourthly, the findings and analysis are concluded from the result of the

research. Lastly, a conclusion and some recommendations are then made for

Ocean Park.

1.4   Overview of the Ocean Park

The worldwide growth of amusement parks has emerged as a major

component of leisure, recreational and tourist activates around the world since

the opening of Disneyland in California in 1955 (Ryan & Page, 2000).

According to International Association of Amusement Parks and Attraction

(IAAPA), Asia is the strongest region for amusement industry growth. However

the two major parks in Asia, Hong Kong Disneyland and Latte World, had

significant decline in attendance, two other parks achieved sizeable increase:

Ocean Park and Shenzhen Happy Valley. According to Theme Entertainment

Association, "Ocean Park caters heavily to the Chinese tourist market and

displayed strong attendance growth at more than 12 percent, which led to a

record season in 2007" Aaen said.

According to a report of PricewaterhouseCoopers (2006), revenue generated

from theme parks in Hong Kong are expecting an annual growth of 21.8%,

which result is an increase from $135 million in 2005 to $362 million in 2010. It

is worthwhile to notice that the popularity of theme park industry is increasing

and achieving continued success in Hong Kong. Before 2000, Ocean Park was

an aging and poorly maintained attraction that it was on the verge of being

closed down. In 2001, it has begun the process of transformation and in five

years time, the park was back into operating surplus for five.

The Government's Task Force on Redevelopment of Ocean Park and Tourist

Attractions in Aberdeen was set up in July 2002. This Group works closely with

a consultant team to develop a detailed business plan for future development

of the park.

In 2003, the SARS outbreak wrought its havoc across community and literally

decimated Ocean Park. People withdrew from all public places, including

Ocean Park included. Mainland visitors were barred from visiting Hong Kong.

The parks need to close every Monday to control cost. During the SARS, the

meticulous review of costs and resultant saving initiatives, contributed

positively to the financial success.

According to annual report of Ocean Park 2007, it has been a fantastic year to

have as a backdrop for the positioning of the redevelopment of Ocean Park

(Allan 2004). Ocean Park serving visitors well for the past 28 years as a

homegrown attraction, the park was showing a sign of aging as the opening of

Hong Kong Disneyland was quickly approaching.

In 2006, it's redevelopment master plan with the support and approval from government and the syndicated loan partnership of HK$5.5 billion. Ocean Park was surpassing their previous attendance record of 4.38 million in 10 months into their finical year (2006/2007). So, it is vital for Ocean Park to find out how to create memorable and exceptional experience for visitor to attract them.

1.5   The aim of the research

According to the 2006 World Travel & Tourism Council (WTTC) report on China, China Hong Kong SAR and Chain Macau SAR- China will become the second largest Travel & Tourism economy in the world within tens years. Therefore, Ocean Park has announced and started implementing its multi-phases Master Redevelopment Project strategy so as to spark further growth in attendance and revenue. The aim of the study is to investigate the motivational factors of the visitors and to make use of the results to further expand its market share in Asia.

1.6   The objectives of the research

The objectives of this study are as follow:

1. To identify the underlying push and pull motivational factors of visiting

    Ocean Park;

2. To understand the relationship between visitors' motivations and visitors'

    characteristics such as user group, first/repeated visit, age, gender, and

    level of education;

3. To make recommendation to Ocean Park based on the findings of this

    study, so as to increase the number of visitors.

Chapter 2   Literature Review

This study was to analyze the motivational factors of visiting Hong Kong Ocean Park. In order to get an in-deep understanding on travel motivations, this chapter looked into different relevant literature and researches.

Table 2.1   Maslow's Hierarchy of Needs

Level	Type of Need	Examples
1	Physiological	Thirst, sex, hunger
2	Safety	Security, stability, protection
3	Love and Belongingness	To escape loneliness, love and be loved, and gain a sense of belonging
4	Esteem	Self-respect, the respect others
5	Self-actualization	To fulfill one's potentialities

Source: Malsow, A.H. (1943). A theory of human motivation

2.1   Traditional Approach of Travel Motivation

2.1.1   Maslow's Needs Hierarchy Theory of Motivation

Maslow (1943) stated that human motivation relates to the discovery of people's needs and how these needs could be fulfilled. He postulated five basic of needs which are physiological, safety, love (social), esteem and self-actualization. The lower orders of need must be fulfilled first before the next level of need could be activated. The Table 2.1 showed the Maslow's

Hierarchy of Needs and state examples for each need category. Some of the

earlier researchers on travel motivation are Dann (1977), Crompton (1979),

Pearce (1982) bring up the concept of "push" and "pull" factors.

2.1.2   Mill and Morrison's Travel Motivation Theory

Mill and Morrison (1985) looked at travel as a means through which an

individual's need or want is satisfied. According to Mill and Morrison, an

individual may have a need that he or she is not aware of which gets to be

translated into a want. They stated that motivation is defined as a phenomenon

that takes place when an individual seeks to satisfy a need. The authors

perceived an interrelationship between Maslow's hierarchy of needs and travel

motivations. Within such context, the need to travel with the objective to

escape or relieve tension is regarded as a means to satisfy basic physiological

needs. On the other hand, traveling for health reasons is regarded as a way to

satisfy one's needs for safety. Mill and Morrison (1985) draw a clear picture of

motivation by state that "motivation occurs when an individual wants to satisfy

a need".

2.1.3   Specific and Non-specific Motivation

Howard and Sheth (1968) developed motivation into two main categories that

are specific and non-specific motivation. They stated that if motivation is

specific, it is uniquely satisfied by the pleasure vocation experiences. Besides,

if motivation is non-specific, it can also be satisfied by alternative opportunities

available from other sources. Hill (1965) reported that for those people who

can easily give up the opportunity to go on a pleasure vocation, the same

tension reliever or internal refreshment was sought in some other kind of

activities, like redecorating the house or relaying the garden.

2.1.4   The leisure motivation scale

Beard and Ragheb (1983) developed a model called the Leisure Motivation

Scale, which sought to clarify motivators into four types, base on the work of

Maslow. The four types were as follows:

(a) The intellectual component, which assesses the extent to which

individuals are motivated to engage in leisure activities which

involve…mental activities such as learning, exploring, discovery, thought

or imagery.

(b) The social component which assesses the extent to which individuals

engage in leisure activities for social reason.

(c)   The competence-mastery component which assesses the extent to which

      individuals engage in leisure activities in order to achieve, master,

      challenge, and compete. The activities are usually physical in nature.

(d)   This stimulus-avoidance component which assesses the desire to escape

      and get away from over-stimulating life situation. It is the need for some

      individuals to avoid social contact, to seek solitude and clam conditions;

      and for others it is to seek to rest and to unwind themselves.

2.1.5   Iso-Ahola's Model of Social Psychological Theory

Iso-Ahola's (1982; 1983) two-dimensional theory for tourist motivation

proposes that two motivational forces simultaneously influence an individual's

behavior (Figure 2.1). The seeking component involves the motivational force

that drives an individual to seek psychological (intrinsic) rewards through travel

in a contrasting environment. In comparison, the escaping component involves

leaving the everyday environment behind and perhaps introducing change to a

daily routine. In addition to the distinction between seeking and escaping, he

stated that these two dimensions are further separated into personal and

interpersonal components. Tourists seek personal rewards in the form of

personal competence or mastery and interpersonal rewards by engaging in

activities that promote social contact. By escaping personal environments,

tourists hope to avoid personal problems, stress, and/or troubles. If one hopes

to escape interpersonal environments, the tourist is avoiding routine social

contacts/ commitments.

Figure 2.1   The Seeking and Escaping Dimensions of Motivation
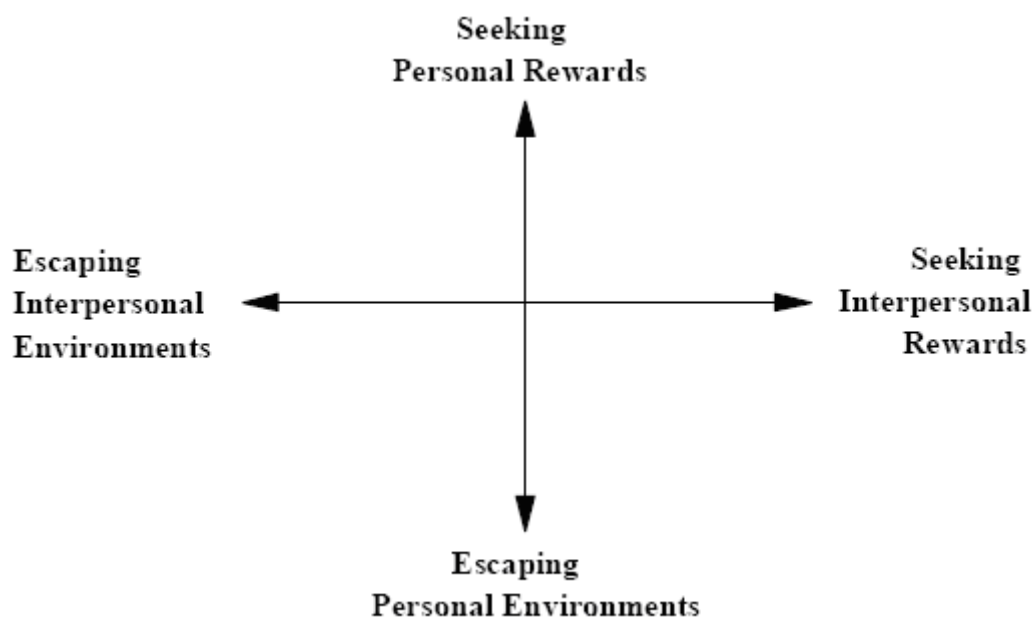
Source: Iso-Ahola, S. E. (1982)

2.1.6   Mcintosh and Goeldner's Study on Travel Motivation

Mcintosh and Goeldner's study (1990) on travelers' motivations generated four

basic motivation categories: (1) physical, (2) cultural, (3) interpersonal, and (4)

status and prestige.

Table 2.2   The Attributes of Wanderlust and Sunlust

Wanderlust	Sunlust
May Visit several countries	Usually visit only one country at a time
More interest in foreign travel	More interest in domestic travel
Travel is an essential component throughout the visit	Travel is a minor component after one's arrival at the destination
Usually have an interest in Educational Programs	More interest either in rest and relaxation or being extremely active
Interested in staged-artificial physical attributes (climate is unimportant)	More interest in nature-made attributes (climate is important)
Searches for different cultures, institution and authentic cuisine	Seeks domestic amenities and lodging facilities

Source: Gray (1970)

The category of physical motivation emphasizes one's quest to travel for physical-related purposes such as: recreation, rest, health and fitness, and sports. The category of cultural motivation directs its emphasis on one's curiosity to discover the features of different cultures, societies, destinations, and environments. The category of interpersonal motivation depicts the desire to establish relationships with new individuals and maintain links and relationships with current friends and relatives as well as to escape. The category of status and prestige motivation deals with an individual's attempts

to strengthen his or her self-esteem and personal development through

educational and informative settings such as business meetings, conventions

and educational seminars.

2.1.7   Wanderlust and Sunlust

Gray (1970) has stated two reasons for pleasure travel: "wanderlust" and

"sunlust". "Sunlust" is linked to the interest of travel with the purpose to seek

different or better amenities than those existing at one's local destination.

"Wanderlust" is connected with the human being's nature to desire to leave the

familiar and discover different cultures and destinations. Gray (1970) has listed

some of the attributes that "wanderlusters" and "Sunlusters" seek when they

travel in Table 2.2.

2.1.8   Push / Pull Factors of Travel Motivation

According to Uysal and Hagan (1993), "Push" factors are defined as

origin-related and refer the intangible, intrinsic desires of the individual traveler,

such as desire to escape, rest and relaxation, adventure, health and prestige.

"Pull" factors are defined mainly related to the attractiveness of a given

destination and tangible characteristics such as beaches, accommodation and

recreation facilities and cultural and historical resources.

Lundberg (1990) looked at push factors as intangible desires portrayed by the individual. Cohen and Taylor (1976) have looked at push factors through the contribution of holidays for "the nurturance and cultivation of human identity". Holidays may be considered as a means to escape daily pressures and to further develop one's self-determination and identity through the individual's involvement in activities that meet his or her particular inner needs. Hill (1965) stresses the concept of "internal goods" being carried with visitors back home after a trip. The internal goods are the intrinsic rewards felt after satisfying certain psychological needs. Some of the theories presented in previous sections also depict the concept of push factors in travel motivation.

Dann (1977) has identified two major needs (push factors): anomie and ego-enhancement. They both transcend from the concept of escape and ego-enhancement. Anomie needs stem from the fact that individuals are 49 living in an anomie society which provokes a need to seek social interaction that is lacking locally; given such a fact, individuals travel away from their local residence to seek the satisfaction of such a need. On the other hand,

ego-enhancement stems from the need to be recognized. An individual may

seek a travel experience as a means to satisfy such a need by being catered to

or to be able to live in a world of fantasy. Uysal and Hagan (1993) provided a

model which portrays examples of push and pull factors with their influence on

the traveler (Figure 2.2).

Figure 2.2   Model of Push and Pull Tourism Motivations


```
┌─────────┐          ┌──────────┐          ┌─────────┐
│  PUSH   │ ───────▶ │ TRAVELER │ ◀─────── │  PULL   │
│ FACTORS │          │          │          │ FACTORS │
└─────────┘          └──────────┘          └─────────┘
```

MOTIVATIONS (AIO)   **Destinations Attributes
                                           and Type of Facilities**

ESCAPE   CLIMATE
REST AND RELAXATION   HISTORY SITES
SELF-ESTEEM   SCENIC BEAUTY
PRESTIGE   SUNSHINE
HEALTH AND FITNESS   BEACHES
ADVENTURE   SNOW
SOCIAL INTERACTION   CULTURAL EVENTS
BENEFITS   RECREATIONAL
INTERESTS   OPPORTUNITIES
BENEFIT EXPECTATIONS

**SOCIOECONOMIC AND
DEMOGRAPHIC FACTORS**

AGE, GENDER, INCOME,   ACCESSIBILITY
EDUCATION, FAMILY LIFE-CYCLE
AND SIZE, RACE/ETHNIC GROUP,   MARKETED IMAGE
OCCUPATION, SECOND HOME
OWNERSHIP   FORMED NEGATIVE/
                                           POSITIVE
                                           DESTINATION IMAGES

MARKET KNOWLEDGE   QUALITY OF
                                           SERVICES

                                           QUALITY OF
                                           FACILITIES

Source: Uysal and Hagan (1993)

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According to the authors, push factors consist of the following variables:

Motivations, Socio-economic and demographic, and Market knowledge. Pull

factors consist of the following variables: Destination attributes and type of

facilities, Accessibility, and Marketed image. Therefore, tourist motivation

studies are useful in developing product, promotion, and segmentation

strategies.

2.2   Motivation for visiting theme park

Most of studies investigated the motivation of tourists traveling form one

country to other destination. However, there were few motivation studies in

respect of tourist for visiting theme park. One of the studies examined the

major motivators of theme park include excitement; risk and adventure;

escapism and status if it has the best 'white knuckle ride' (Swarbrooke and

Horner, 1999).

2.2.1   Leisure Ladder Model

Pearce's (1992) leisure ladder model (LLM) is one of the most accepted

conceptual theories in the latter stream of motivation literature (Cook, Yale, &

Marqua, 2002). The leisure ladder is a specific form of the travel career ladder

(TCL) that was developed by Pearce (1988). Pearce developed the TCL model

based on Maslow's (1970) suggestions and Mill's (1985) findings. Later,

Pearce (1991) developed the leisure ladder as a specific form of TCL in their

theme park research. Pearce (1992) further diagrammatized the LLM

especially to reflect motivations of domestic visitors to theme park settings.

(Figure 2.3)

Theme park visitors' motivations to visit theme parks change over time in

Pearce's LLM for theme park settings. There are five ascending levels of

motivations to visit theme parks – relaxation/bodily needs, stimulation,

relationship, self-esteem/ development, and fulfillment are used to illustrate the

varying motivations of a particular theme park visitor. People tend to come up

of the ladder as they become older or more experienced visitors in theme park

settings. Chuo and Heywood (2006) stated that variations in visitors'

motivations to visit theme parks that are caused by ageing and by increasing

experience with theme park visitation are respectively called ageing variation

and experiential variation.

Figure 2.3   The Leisure Ladder for Theme Park Setting

People tend to ascend the ladder as they become older and more experienced in theme park settings.

Fulfilment

People in this group are concerned with feeling peaceful, profoundly happy, magical, transported to another world, spiritual, totally involved in the setting.

Higher-level motives include lower-level motives. One motive at a time tends to be dominant. Lower-level motives have to be satisfied or experienced before higher-level steps on the ladder come into play.

Self-esteem and development

People in this group are concerned to develop their skills, knowledge, abilities. They are concerned with how others see them and want to be competent, in control, respect and productive.

Relationship

People in this category are seeking to build and extend their personal relationship. They may emphasise tenderness and affection, joint fun, joint activity, altruism — enjoying events through others as well as being directly involved. People here emphasise the creation of a shared history of good times.

Stimulation

People in this group are concerned with the management of their arousal levels. They want to be safe but not bored, excited but not truly terrified. They emphasise the fun and thrill of rides, the experience of unusual, out of the ordinary settings, different foods and people. The positive side of this level is to heighten or increase one's stimulation and arousal. The negative side is to avoid dangerous or threatening situations.

Relaxation/bodily needs

People in this group are involved in restoration, personal maintenance and repair. They emphasise basic services (food, space, toilets) and enjoy a sense of escape and the lack of demands on them.

Source: Pearce, P. L. (1992) Fundamentals of Tourist Motivation

Chuo and Heywood (2006) examined the temporal dynamic nature of theme park visitor's motivations is one of the most critical hypotheses of the LLM. Even though, three studies by Pearce (1991), Loker-Murphy (1996) and Wong and Cheung (1999) have been devoted to the examination of the ageing and experiential variations of visitors' motivations to visit theme parks, the temporal

dynamic nature has not been properly examined and successfully verified.

Wong and Cheung's (1999) findings did not sufficiently support the dynamic nature of the LLM since the conclusions reached from their findings seem unconvincing. They adopted the five levels of motivation proposed in the LLM as a framework to evaluate respondents' motivations to visit theme parks. Seven theme types were examined to determine which was most preferred by respondents. By looking at the percentage of the respondents who ranked a theme as one of their top three preferences, they found that "nature" (66.7%) was the most preferred theme. It was followed by themes of "fantasy" (46.7%) and "adventure" (44.8%). The researchers then arbitrarily assumed that all the respondents in their study were "relatively inexperienced" theme park visitors. Based on the two findings i.e., that "adventure'" was one of the respondents' top three preferred themes and that all the respondents in the study were assumed to be "relatively inexperienced," they concluded that the dynamic nature proposed in the LLM for theme park settings had been reinforced because all the respondents in their study were seeking to satisfy a lower-level motivation (i.e., stimulation).

Wong and Cheung's (1999) conclusion seems somewhat overstated and is not

well supported. A substantial proportion (22%) of their respondents visited

theme parks ranging from three times or more a year to once every six months.

Even if the respondents really were relatively inexperienced, there was still

insufficient evidence to conclude that the finding reinforces the dynamic nature

proposed in the LLM for theme park settings, since "nature" and "fantasy"

were ranked even higher than "adventure" as the respondents' most preferred

theme.

Table 2.3   Each of the Five Motivation Levels in the LLM for Theme Park Settings

Motivation Level	Components/Theme Park Attributes
V. Fulfillment	Theme
IV. Self-esteem and development	Educational function
III. Relationship	Family, friendship maintenance, and making new friends
II. Stimulation	Thrill rides and unique facilities
I. Relaxation/Bodily needs	Escape, pressure relief, thematic restaurant, health, and Mood improvement

Source: Chuo and Heywood (2006)

Chuo and Heywood (2006) conducted to identify the theme park motivations in

their study. They interviewed 80 theme park visitors who were leaving two of

the four leading theme parks in Taiwan, Leofoo and window on China. By

asking respondents about their reasons for visiting the theme parks, a list of

theme park attributes was generated. Six experienced professionals from the

top five Taiwan theme parks then reviewed these attributes for meaning and

validity. Fourteen theme park attributes, underlying visitors' motivations to visit

theme parks, were elicited from the results of the study including: animated

characters, educational function, escape, family, friendship, health, making

new friends, mood improvement, pressure relief, shows, themes, thematic

restaurants, thrill rides, and unique facilities. Based on the motivation

framework and content description proposed in the LLM, each of the five

motivation levels may be represented in terms of respondents' desires for

related theme park attributes (Table 2.3). Two attributes, animated characters

and shows, were not positioned in any of the LLM's motivation levels.

Chuo and Heywood's (2006) study emphasized that only selected rather than

integral theme park attributes underlying visitors' motivations to visit theme

parks are considered in Pearce's (1993) LLM for theme park settings. They

stated that both the theoretical and empirical efforts of future research can

attempt to further refine or extend the LLM's content exhaustiveness by

embracing all the significant theme park attributes that constitute visitors'

motivations to visit theme parks, especially on the basis of ageing variation.

Wong and Cheung's (1999) try to match the motivation for theme park visitation with themes is difficult as tourist motivation is itself a complex phenomenon. According to Pearce (1993) tourist motivation is considered as multi-motive rather than a single trait or uni-dimensional. For example, a visit who goes to Florida's Future World at Epcot Centre might be seeking to entertain her six year old child, relax in a pleasant and safe setting, and develop her professional understanding of science and technology. While the LLM which his study has adopted does not preclude people from having more than one motive at a time, the results revealed no significant relationship between motivation to visit and theme preference. It suggest that visitors who go to theme parks with the needs mentioned in the model might be seeking an overall experience regardless of the theme, or possibly the examined theme types simply do not provide attributes catering to their needs. He conducted the positive moderately strong relationship (coefficient = .5799) found between visitors' need to enjoy the adventure and excitement of the rides and the level of important assigned to the adventure theme may be explained by the inherent characteristic of the theme park business. Theme parks are known to

contain a large number of rides, elements of which are often an integral part or significant component of an adventure may be partly or wholly fulfilled by taking invigorating rides. Furthermore, since most respondent in his study were relatively inexperienced theme park visitors, the preference for an adventure theme may suggest that they were seeking to satisfy a lower level need such as stimulation, which reinforces Pearce's postulation in his leisure ladder framework.

Astrid has identified that derived varied behavior relates to extrinsically motivated variation in behavior, whereas intentional varied behavior relates to intrinsically motivated variation in behavior. The difference between these two classes of motivation is whether the value derived from behavior is internal or external of the actual choice process. Variation in behavior is intrinsically motivated if the theme park visitor engages in this behavior for the value inherent in the process of switching between alternatives per se. The switching behavior is thus a goal in itself. Variation in behavior is extrinsically motivated when the goal of behavior is extrinsic to the choice process.

2.3 Motivation of demographic characteristic

According to Lee, Scott and Moore (2000), a number of studies have reported

that recreational motivations vary little by demographic variables (Getz, 1991;

Ralston & Crompton, 1988; Uysal, Gahan, & Martin, 1993), a handful of

studies indicate that demographic factors are correlated with recreationists'

motivations. One study found that females were more likely than males to be

motivated by mental and physical relaxation, and a desire to develop close

personal relationships when traveling (Ryan, 1995). Another study, in contrast,

reported that males were more likely than females to place greater need for

positive experiences of love and belongingness (Pearce & Catabiano, 1983).

Race and ethnicity may be related to recreational motives. At least one study,

for example, found that family togetherness was a stronger recreational

motivation among Mexican Americans than Anglo Americans (Gramann,

Floyd, & Saenz, 1993). There is also evidence that age is related to

recreational motives. In a study of deer hunters, Decker and Connelly (1989)

found that age was positively related to affiliation motives but negatively

related to achievement motivations.

Figure 2.4   The Changing Patterns of Sub-Groups' Ageing Variations Across Motivation Levels
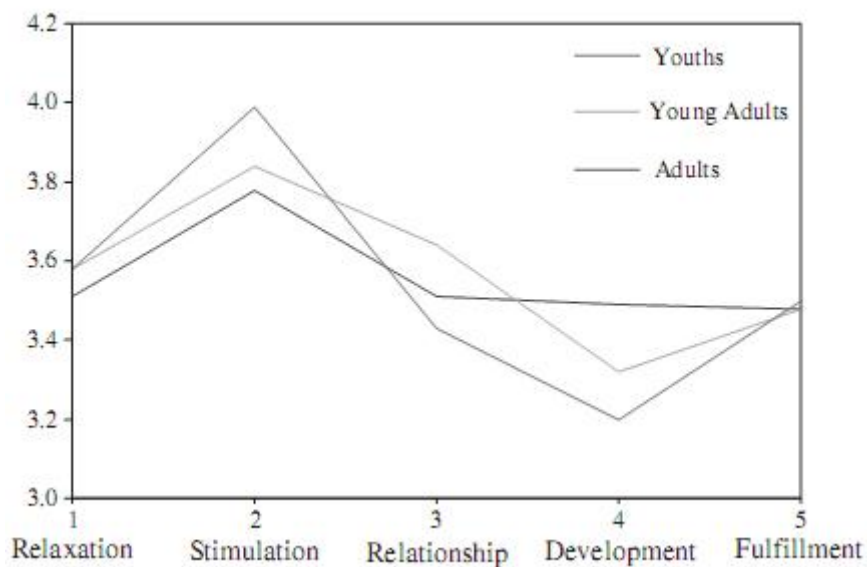
Source: Chuo and Heywood (2006)

Chuo and Heywood (2006) successfully identified three equal-size age segments in their study. These consisted of youths (17 and under), young adults (18-21), and adults (22 and older). Using Tuckey's honestly significant difference (HSD) test for post hoc comparisons, significant differences were found between youths (3.99) and adults (3.78) in their level of "stimulation"; between young adults (3.64) and youths (3.43) in their level of "relationship"; and between adults (3.49) and youths (3.20) in their level of "development." The changing pattern of respondents' ageing variation across the middle three levels of the leisure ladder demonstrates that the older the members were, the stronger they were motivated by higher levels of motivation; conversely, the

younger the members were, the stronger they were motivated by lower levels

of motivation. Figure 2.4 illustrates the changing pattern of respondents'

ageing variation across the five motivation levels on the leisure ladder based

on the results

Pearce's (1991) study revealed motivation patterns of three demographic

segments, i.e., 13- to 16-year-old children, single adults, and families. The

three segments were predominantly motivated by different motivations. Based

on the study, Pearce claimed that the temporal dynamic nature of the travel

career system was evident in the data, with the shift in dominant motivation

level moving in the direction from "relaxing" to "part of place."

Wong and Cheung's (1999) stated demographic variables such as gender,

country of origin, age, life cycle, occupation and post, household income and

education level were selected to test whether any of them had a relationship

with visitors' theme preference in their study. They showed that the adventure

theme was affected by their marital status, with those being single showing a

higher preference for this theme. Young groups of respondents did not

consider the history and culture theme important compared to those in the age

group of 40-45 years. That result was consistent with the findings in an study

by Pearce (1991) pertaining to the matching of demographic groups with the

motivations for theme park visitor. The 13-16 years olds and the solos

representing the single group viewed the rides or thrills as more important than

did the family group.

Chapter 3   Methodology

This chapter aims to explained how the researcher to collect both primary data and secondary data for this study. This chapter is a detailed presentation and discussion of the research design.

3.1   Secondary Research

Clegg and Hardy (1996) stated that the data were originally collected for another purpose that was the secondary data. In order to gather the information of travel motivation and related theories, secondary research was used. Various sources including academic journals, electronic books, magazines, statistical reports of Hong Kong Tourism Board and annual reports of Hong Kong Ocean Park were referred to. These resources provided an excellent source of the latest views. The articles found within these journals had been stringently reviewed for accuracy, reliability, novelty and relevance and as such were a good source. The magazines provided a good resource for identifying current trends in theme park industry. The researcher also got the most up-to-date source of information from the Internet. The results of the research formed a fundamental part of this study. Besides, it provided better understanding of the theories of motivation and other related theories.

3.2　　Primary research

Primary research was carried out in the form of questionnaire, so as to collect data that was useful to this study. The format of the questionnaire was based on previous studies and its sample questionnaire has been use in a similar study. As oversea and Mainland tourists will be interviewed, both English and Chinese questionnaires prepared. The questionnaire composed of two pages of questions (Appendix I) that examined demographic data and opinion of visitors**.**

Due to the limited human and financial resources, convenient sampling was used in the research and the sample size was small. Thus, respondents may not be representative of all visitors of Hong Kong Ocean Park and the data might only reflect a part of the motivation factors. However, the researcher believed that the findings were useful for further research for the larger or bigger sample size.

3.2.1　　Research Design

The purpose of this study was to research the visitors' motivational factors of visiting Hong Kong Ocean Park. It is a quantitative study to measure the

factors to determine travel motivations in Hong Kong Ocean Park. The

quantitative data was obtained from structured questions and the data result

were statistically analyzed and represented by numbers.

3.2.2 Questionnaire Development

A questionnaire was designed based on the review of travel motivation

literature as stated in chapter two. The questionnaire consisted of two

sections. The first section was composed of questions the seventeen push

measuring the level of important of factors and twenty pull. In the second

section, six questions were asked to collect visitors' personal information.

Details of the questionnaire are as follows:

3.2.2.1 Questionnaire Section One: Motivation Items

There were divided two parts in section one, where were designated to

measure visitors' motivations for traveling to Ocean Park.

In part one, the push items used in this study were based on Jang & Cai's

(2002) study. A total of seventeen push items were used, an extra item

"Others" was provided for respondents to fill in items not in list.

In addition, the seventeen push items were derived from six factors. They were "novel experience", "escape", "knowledge seeking", "fun & excitement", "rest & relaxation", and "family & friend togetherness". Respondents were asked to classify the importance of each item on a five-point-Likert scale, with 1 = least importance, 2 = somewhat important, 3 = important, and 5 = extremely important.

Part two consisted of twenty pull items and an extra item "Others". Once again, the item "Others" was provided for respondents to fill in items not in list. The twenty pull items were derived from seven factors, which were "environment", "adventure experience", "marine experience", "natural experience", "live entertainment", "special events", and "service". Similar to the part one, respondents were asked to rank those items on a five-point-Likert scale.

The reason for using a Likert-type scale and employing a number of multiple motivations was because motivation is multi-dimensional and tourists may want to have more than one experience during a holiday or at a destination (Pyo, Mihalik, & Uysal, 1989). The seventeen push and twenty pull motivational items were listed in Table 3.1 and 3.2 respectively.

Table 3.1   Seventeen Push Motivation Items

Factors	Items
4. Novel experience	Meeting new & different people Trying new foods
5. Escape	Getting away from the demands of home Getting a change form a busy job Escaping from the ordinary
6. Knowledge seeking	Going places I have not visited before Opportunities to increase one's knowledge Visiting a places I can talk about when I get home Doing and seeing destinations' unique things
7. Fun & excitement	Finding thrills and excitement Having fun, being entertained Going places my friends have not been
8. Rest & relaxation	Just relaxing Doing nothing at all Indulging in luxury
9. Family & friend togetherness	Being together as a family Meeting people with similar interest

Table 3.2   Seventeen Push Motivation Items

Factors	Items
1. Environment	Standards of hygiene and cleanliness Safe and security Nice surrounding/ setting
2. Adventure experience	Mechanical rides
3. Marine experience	Sea Jelly Spectacular Atoll Reef Pacific Pier
4. Natural experience	Flamingo Pond Mini Aviary The Aviary Giant Panda Habitat
5. Live entertainment	Ocean Theatre Whisker Theatre
6. Special events	Summer Splash Halloween Bash Christmas Sensation Lucky Lunar Fiesta Animal Month
7. Service	Standards of staff quality Quality of Food & Beverage

3.2.2.2   Questionnaire Section Two: Personal Profile

In the second sector, it consisted of six questions. The question one was to

find out where respondents come from. Question two was to understand

whether it is the first- time visit for respondent or not. From question three to

six regarding the demographic information were asked including gender, age,

marital status, and education level. Level of formal education reflected the

Hong Kong educational system.

3.2.3   Data Collection

Creswell (2003) suggested that pilot testing is important to establish the face

validity of the questionnaire and to improve question, format, and the scales of

the instrument. The survey questionnaire was pre-tested in the exit of Hong

Kong Ocean Park with ten visitors being asked to fill in the questionnaire.

Based on the comments received, some of the sentences were rephrased and

the layouts of the questionnaire were restructured.

The on-site survey was conducted between 16 to 18th February 2009 in the

evening. The researcher randomly selected subjects at the exit of Hong Kong

Ocean Park including main exit and Tai Shue Wan exit. Personal interview was

suggested to use in this study. Using personal interview can generate high

response rate because of direct interaction. Besides, it can more in-depth

information can be collected. It can also reduce non-sampling errors like

misinterpretion.

Chapter 4   Findings and Analysis

After collecting a total of 110 completed questionnaires from the sample

population, data quality analysis were performed by using SPSS 16.0 and the

results are summarized in this chapter.

4.1   Demographic Characteristics

The result in personal data of the questionnaires showed the demographic

information of the interviewees (Table 4.1). The proportion of male and female

were 49.1 percents and 50.9 percents respectively. More than 68.2 percents of

the respondents aged from 18-29. 14.5 percents of the respondents aged

30-39 and 10 percents were aged 40-49. 74.5% of respondents had visited

Ocean Park and 25.5% hadn't. This may imply that Ocean Park is so attractive

that many people had visited.

From the data, it is discovered that most of the respondents (73.6%) were

come from local. Respondents come from Mainland China and overseas were

about 14.5% and 11.8% respectively. In Table 4.1, it is also found that local

people would like to travel Ocean Park as there are 93% of respondents had

traveled before. This implied that local group is the main target customer of

Ocean Park and they should keep an eye on this group of customers. Over

91.5% of Hong Kong people were repeated visitors, and Ocean Park should

develop different programs and creations for them every time to keep it

attractive. Besides, due to the time constraint and cost limitation, the results

only reflect a part of the travelers' push and pull factors.

According to the Table 4.1, the education level of the visitors has been listed

out, 7.3% of visitors completed primary school, 15.5% of visitors completed

secondary school, 48.2% of visitors completed diploma/ higher diploma, 19.1%

of visitors completed university and 10% of visitors completed postgraduate or

above.

At the last question described the marital status of the interviewees. Most of

the interviewees are single without children which was 65.5% of the visitors,

10.9% of them were married without children and 20% were married with

children and there were no respondents stated divorced/ widowed/ separated

with and without children.

4.2   Analysis of the Push and Pull Motivation Items

In part one, there are the questions relating to 37 motivation items which are

based on Likert-type scale. According to the statistics, each question has been

shown and divided into different push and pull factors to evaluate the

motivations of Ocean Park.

4.3   Ranking of Motivation Items

The important levels of Ocean Park visitors' motivations were measured on a

five-point Likert-type scale (1=not at all important; 2=limited importance;

3=somewhat important; 4=important; and 5=very important). Table 4.2 shows

the means of 37 motivation expressions into the push and pull categories.

Mean score of push motivation presents what forces within the visitors' mind

push them to visit Ocean Park, while the mean of pull motivation suggests how

strongly Ocean Park attributes appeal.

Table 4.1   Demographic characteristics (N=110)

Variable		Frequency	Percentage (%)
Gender	Male	54	49.1
	Female	56	50.9
Age	18-29	75	68.2
	30-39	16	14.5
	40-49	11	10
	50-59	6	5.5
	Over 60	2	1.8
Visitor type	Local	81	73.6
	Mainland	16	14.5
	Overseas	13	11.8
Marital status	Single without children	72	65.5
	Single with children	4	3.6
	Married without children	12	10.9
	Married with children	22	20
	Divorced/ Widowed/ Separated without children	0	0
	Divorced/ Widowed/ Separated with children	0	0
Education level	Primary school	8	7.3
	Secondary school	17	15.5
	Diploma/ Higher diploma	53	48.2
	University	21	19.1
	Postgraduate or above	11	10
First visit	Yes	28	25.5
	No	82	74.5
First-time visit	Local	6	7
	Mainland	11	69
	Overseas	11	85
Repeated visit	Local	75	93
	Mainland	5	31
	Overseas	2	15

Table 4.2 Means of Motivations (N=110)

Items	Mean	Std. Deviation
Meeting new & different people	1.81	1.02
Getting away from the demands of home	2.29	1.29
Going places I have not visited before	3.24	1.39
Finding thrills and excitement	3.83	1.04
Just relaxing	4.17	0.81
Being together as a family	3.43	1.11
Trying new foods	2.23	1.07
Getting a change form a busy job	3.58	1.14
Opportunities to increase one's knowledge	2.81	1.19
Having fun, being entertained	4.39	0.65
Doing nothing at all	4.02	1.08
Meeting people with similar interest	2.44	1.27
Escaping from the ordinary	3.73	1.12
Doing and seeing destinations' unique things	3.97	0.96
Going places my friends have not been	3.27	1.14
Indulging in luxury	3.85	1.22
Visiting a places I can talk about when I get	3.45	1.32
Nice surrounding/ setting	3.36	1.04
Mechanical rides	3.82	1.16
Standards of hygiene and cleanliness	3.35	0.94
Sea Jelly Spectacular	3.62	0.94
Safe and security	3.65	0.97
Pacific Pier	3.57	0.95
Flamingo Pond	2.68	1.07
Atoll Reef	3.79	1.17
Mini Aviary	2.96	1.11
Whisker Theatre	3.04	1.07
Summer Splash	3.73	1.20
Ocean Theatre	3.89	1.10
The Aviary	2.75	1.11
Halloween Bash	3.83	1.43
Christmas Sensation	3.66	1.13
Quality of Food & Beverage	2.65	1.00
Animal Month	2.95	1.16

Standards of staff quality	3.06	1.01
Lucky Lunar Fiesta	3.15	1.25
Giant Panda Habitat	3.88	1.18

*Mean based on a five-point like type scale: 1=not at all important; 2=limited importance;
3=somewhat important; 4=important; and 5=very important

Table 4.3   Rankings of Most Important Push Motivations

Rank	Items	Mean
1	Having fun, being entertained	4.39
2	Just relaxing	4.17
3	Doing nothing at all	4.02
4	Doing and seeing destinations' unique things	3.97
5	Indulging in luxury	3.85

*Mean based on a five-point like type scale: 1=not at all important; 2=limited importance;
3=somewhat important; 4=important; and 5=very important

Table 4.4   Rankings of Least Important Push Motivations

Rank	Items	Mean
1	Meeting new & different people	1.81
2	Trying new foods	2.23
3	Getting away from the demands of home	2.29
4	Meeting people with similar interest	2.44
5	Opportunities to increase one's knowledge	2.81

*Mean based on a five-point like type scale: 1=not at all important; 2=limited importance;
3=somewhat important; 4=important; and 5=very important

With mean scores of above 3.8 in Table 4.3, the most important push items

include "having fun, being entertained", "just relaxing", "doing nothing at all"

and "doing and seeing destinations' unique things". The result is similar to

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earlier research (Cheuk, 2007) that "having fun, being entertained" and "just relaxing" appeared to be the important motivational items to visitors. On the other hand in Table 4.4, "meeting new & different people", "trying new foods", "getting away from the demands of home" and "meeting people with similar interest" were considered the least important. The top five items of pull motivations include "Ocean Theatre", "Giant Panda Habitat", "Halloween Bash" and "mechanical rides" in Table 4.5. From the top pull items, it is possible to understand how visitors seriously consider the "Ocean Theatre". The least important pull items were related to "quality of food & beverage", "Flamingo Pond", "The Aviary" and "Animal Month" in Table 4.6.

Table 4.5   Rankings of Most Important Pull Motivations

Rank	Items	Mean
1	Ocean Theatre	3.89
2	Giant Panda Habitat	3.88
3	Halloween Bash	3.83
4	Mechanical rides	3.82
5	Atoll Reef	3.79

*Mean based on a five-point like type scale: 1=not at all important; 2=limited importance; 3=somewhat important; 4=important; and 5=very important

Table 4.6   Rankings of Least Important Pull Motivations

Rank	Items	Mean
1	Quality of Food & Beverage	2.65
2	Flamingo Pond	2.68
3	The Aviary	2.75
4	Animal Month	2.96
5	Mini Aviary	2.96

*Mean based on a five-point like type scale: 1=not at all important; 2=limited importance; 3=somewhat important; 4=important; and 5=very important

4.4   Push and Pull Motivational Factors and Independent Variables

A one-way ANOVA was conducted to test the relationship between the push or pull factors and the independent variables (e.g. user group, first/repeated visit, gender, age, level of formal education, and marital status). Significance was found at the level of 0.05 ($p < 0.05$).

4.4.1   Comparison of Push Items by User Groups

The results of one-way ANOVA on push items by different user groups were reported in Table 4.7. A significant difference between the push motivations means by different user groups was revealed for seven push items. They are "going places I have not visited before", "trying new foods", "meeting people with similar interest", "escaping from the ordinary", "doing and seeing destinations' unique things", "going places my friends have not been", and

"visiting a places I can talk about when I get home".

Table 4.7   Push Motivation Factors by User Groups (ANOVA)

Attributes	Mean			F-Value	Sig.
	Local (N=81)	**Mainland (N=16)**	**Overseas (N=13)**		
Meeting new & different people	1.85	1.50	1.92	.888	.414
Getting away from the demands of home	2.15	2.88	2.46	2.313	.104
Going places I have not visited before	2.86	4.06	4.54	14.097	.000*
Finding thrills and excitement	3.85	3.56	4.00	.718	.490
Just relaxing	4.14	4.19	4.38	.525	.593
Being together as a family	3.47	3.31	3.31	.214	.807
Trying new foods	2.01	2.56	3.15	8.226	.000*
Getting a change form a busy job	3.46	4.06	3.77	2.142	.122
Opportunities to increase one's knowledge	2.70	2.88	3.38	1.885	.157
Having fun, being entertained	4.37	4.44	4.46	.155	.856
Doing nothing at all	3.99	4.13	4.08	.127	.881
Meeting people with similar interest	2.62	1.75	2.15	3.622	.030*
Escaping from the ordinary	3.96	3.06	3.08	7.563	.001*
Doing and seeing destinations' unique things	3.72	4.56	4.85	13.906	.000*
Going places my friends have not been	3.06	3.75	4.00	5.919	.004*
Indulging in luxury	3.73	4.19	4.15	1.427	.245
Visiting a places I can talk about when I get home	3.07	4.50	4.54	16.214	.000*

*Indicates significance level <0.05

The mean scores on "going places I have not visited before", "doing and

seeing destinations' unique things", and "visiting a places I can talk about when

I get home" of Mainland visitors were significantly higher than local visitors.

The result is similar to Huang and Hsu (2005) that "knowledge enhancement"

appeared to be an important motivational factor to Mainland visitors. Mainland

China is lacking of marine-based theme parks, they are interested in

understanding more about the marine ecology and animals, like their habitat

and features.

Besides, local visitors were more interest in "escaping from the ordinary" than

Mainland visitors. It implied that local people would like to make a different for

their busy dialy life in Ocean Park. According to the study of Ap and Mok

(1996), Hong Kong was identified as the most stressful city in the world, so that

is the reason that "escaping from the ordinary" were considered a critical

motivator to the blocal residents.

On the other hand, Mainland and overseas visitors were more interested in

"trying new foods" than local visitors. They may think that visiting Ocean Park

as an opportunity to try Hong Kong local foods. The newly renovated Hong

Kong local style cafe introduces a wide selection of local gourmet menus such as egg tarts and milk tea, it takes visitors to the city an appetizing journey that highlights Hong Kong's unique culture and heritage.

Local visitors were more interested in "meeting people with similar interest" than Mainland visitors. It may be explained that most of local visitors visit Ocean Park in order to being together with friend. Ocean Park has drawn much of energy and excitement from the people of Hong Kong. They offer SmartFun Annual Pass and let card holders to unlimited admission for an entire year. On January 2009, Ocean Park provided an Extra Value Guide to holders including four admission tickets for free during the month of birthday and free car parking. It may attract the local people to visit the park with friend and enjoy those offers.

Local visitors would not consider the factor of "going places my friends have not been" as an important motivations than Mainland and Overseas visitors. More than 91.5% of local visitors were repeated visitors, this can be explained that "going Ocean Park with friends have not been" is not the main reason for local visitors to visit.

Table 4.8   Pull Motivation Items by User Groups (ANOVA)

Attributes	Users Group			F-Value	Sig.
	Local (N=81)	Mainland (N=16)	Overseas (N=13)		
Nice surrounding/ setting	3.28	3.56	3.62	.913	.404
Mechanical rides	3.89	3.50	3.77	.762	.469
Standards of hygiene and cleanliness	3.38	3.00	3.62	1.681	.191
Sea Jelly Spectacular	3.51	3.75	4.15	2.956	.056
Safe and security	3.68	3.69	3.46	.288	.751
Pacific Pier	3.43	4.00	3.92	3.527	.033*
Flamingo Pond	2.69	2.56	2.77	.145	.865
Atoll Reef	3.60	4.69	3.85	6.341	.002*
Mini Aviary	2.93	3.25	2.85	.650	.524
Whisker Theatre	3.09	3.00	2.77	.494	.611
Summer Splash	3.96	2.88	3.31	7.168	.001*
Ocean Theatre	3.83	4.13	4.00	.554	.576
The Aviary	2.67	2.69	3.31	1.917	.152
Halloween Bash	4.07	2.69	3.69	7.094	.001*
Christmas Sensation	3.72	3.25	3.85	1.343	.265
Quality of Food & Beverage	2.58	3.06	2.62	1.584	.210
Animal Month	3.05	2.75	2.62	1.076	.345
Standards of staff quality	3.04	3.38	2.85	1.098	.337
Lucky Lunar Fiesta	2.89	4.00	3.69	7.517	.001*
Giant Panda Habitat	3.63	4.31	4.92	9.195	.000*

*Indicates significance level <0.05

4.4.2   Comparison of Pull Items by User Groups

The findings in Table 4.8 "Pull Motivation Items by User Groups" reported that there were a significant differences in motivation by different user group. The results showed that Mainland visitors placed "Atoll Reef" and "Pacific Pier" greater importance than local visitors. Since there are lots of theme parks in Mainland China like Overseas Chinese Town, Happy Valley, Chime Long Paradise. However, it is lack of marine attraction for visitors to experience the marine life, so "marine experience" becomes an attractive element to Mainland visitors and regards it as significant motivational factor for them.

Comparing the attributes means on "Giant Panda Habitat", it appeared that the overseas visitors were more likely to enjoy natural than Mainland visitors. This might have resulted from the fact that the majority of overseas visitors would like to visit the Giant Panda Habitat. The Giant Panda is the China's national treasure and a conservation endangered species. Therefore, overseas visitors would like to visit Pandas which are inhabiting in Ocean Park.

Table 4.9   Push Motivation Items by First-time/ Repeated Visitors (ANOVA)

Attributes	First time (N=28)	Repeated (N=82)	F-Value	Sig.
Meeting new & different people	1.64	1.87	1.001	.319
Getting away from the demands of home	2.43	2.24	.427	.515
Going places I have not visited before	4.14	2.93	18.418	.000*
Finding thrills and excitement	3.64	3.89	1.185	.279
Just relaxing	4.25	4.15	.339	.562
Being together as a family	3.21	3.50	1.381	.242
Trying new foods	2.54	2.12	3.170	.078
Getting a change form a busy job	3.54	3.60	.061	.805
Opportunities to increase one's knowledge	2.86	2.79	.060	.806
Having fun, being entertained	4.25	4.44	1.772	.186
Doing nothing at all	4.00	4.02	.010	.919
Meeting people with similar interest	2.11	2.55	2.542	.114
Escaping from the ordinary	3.39	3.84	3.395	.068
Doing and seeing destinations' unique things	4.50	3.79	12.465	.001*
Going places my friends have not been	3.54	3.18	2.015	.159
Indulging in luxury	4.14	3.74	2.256	.136
Visiting a places I can talk about when I get home	4.32	3.16	18.697	.000*

*Indicates significance level <0.05

The mean scores on "Halloween celebration", "Summer Splash", and "Lucky Lunar Fiesta" were significant difference between user groups. Local visitors are more interest in "Halloween celebration" than Mainland and overseas

visitors. This is due to Mainland and overseas visitors did not have long holiday

during September, so they could not travel Hong Kong and enjoy the

"Halloween celebration" in Ocean Park. On the other hand, Mainland visitors

had a long-term holiday in Lunar New Year, so they might have more

opportunities to visit than overseas visitors. Besides, Mainland visitors were

less likely to enjoy "Summer Splash". This might result from the fact that Hong

Kong and China are quite hot in summer. There are a lot of water parks in

China such as Chime Long Water Park and Xiamen Happy Valley Water Park,

so they would like to enjoy Water Park in the hot weather and less the interest

to visit Ocean Park.

4.4.3   Comparison of Push Items by First-time/ Repeated Visitors

Most As most of the first-time visitors (68.8%) came from Mainland China, the

findings in Table 4.9 indicated that their push motivational items were highly

consistent with the findings of "comparison of push items and different user

groups", in which the first-time visitors (Mainland visitors) were more appealed

in "knowledge seeking" than the repeated visitors (local visitors). It reflected

that first-time visitors would like to visit places that they have not visited before,

doing and seeing Ocean Park's unique things and visiting a place they could

talk about when they got home.

Table 4.10   Pull Motivation Items by First-time/ Repeated Visitors

(ANOVA)

Attributes	First time (N=28)	Repeated (N=82)	F-Value	Sig.
Nice surrounding/ setting	3.46	3.33	.351	.555
Mechanical rides	3.71	3.85	.300	.585
Standards of hygiene and cleanliness	3.36	3.35	.000	.987
Sea Jelly Spectacular	3.93	3.51	4.232	.042*
Safe and security	3.68	3.65	.023	.880
Pacific Pier	4.07	3.40	11.263	.001*
Flamingo Pond	2.89	2.61	1.479	.227
Atoll Reef	4.21	3.65	5.140	.025*
Mini Aviary	3.14	2.90	.982	.324
Whisker Theatre	2.89	3.09	.668	.416
Summer Splash	3.32	3.87	4.465	.037*
Ocean Theatre	3.89	3.89	.000	.991
The Aviary	3.07	2.63	3.293	.072
Halloween Bash	3.36	3.99	4.201	.043*
Christmas Sensation	3.50	3.72	.790	.376
Quality of Food & Beverage	2.68	2.65	.022	.884
Animal Month	2.71	3.04	1.619	.206
Standards of staff quality	3.04	3.07	.029	.866
Lucky Lunar Fiesta	3.64	2.98	6.258	.014*
Giant Panda Habitat	4.57	3.65	14.440	.000*

*Indicates significance level <0.05

4.4.4   Comparison of Pull Items by First-time/ Repeated Visitors

As mentioned before, most of first-time visitors (39.3%) came from Mainland China. They can't experience the marine and natural life without marine and natural based theme park located in Mainland China. Therefore, "Sea Jelly Spectacular", "Pacific Pier", "Atoll Reef", and "Giant Panda Habitat" become an attractive element to first-times visitors than repeated visitors in Table 4.10.

Besides, the findings reported that repeated visitors were more interest in "Halloween Bash" and "Summer Splash" than first-time visitors. As mentioned before, most of repeated visitors (91.5%) were the local visitors. "Marine experience" is no longer the selling point for repeated visitors (local visitors). They tend to be drawn attended by "special events" to get different experience as there are few destinations can provide large-scale special events to residents in Hong Kong. Chinese people are quite attaching to Lunar New Year, so they are interest in "Lucky Lunar Fiesta" in Ocean Park. This is the main reason that first-time visitors were significantly higher than repeated visitors.

Table 4.11   Push Motivation Items by Gender

(Independent sample t-test)

Attributes	Male (N=54)	Female (N=56)	t-value	Sig.
Meeting new & different people	1.91	1.71	.994	.322
Getting away from the demands of home	2.22	2.36	-.548	.585
Going places I have not visited before	3.20	3.27	-.240	.811
Finding thrills and excitement	3.91	3.75	.793	.430
Just relaxing	4.31	4.04	1.823	.071
Being together as a family	3.31	3.54	-1.041	.300
Trying new foods	2.43	2.04	1.932	.056
Getting a change form a busy job	3.74	3.43	1.448	.151
Opportunities to increase one's knowledge	3.00	2.63	1.662	.099
Having fun, being entertained	4.41	4.38	.260	.795
Doing nothing at all	4.09	3.95	.706	.482
Meeting people with similar interest	2.56	2.32	.963	.338
Escaping from the ordinary	3.83	3.63	.971	.334
Doing and seeing destinations' unique things	4.06	3.89	.886	.378
Going places my friends have not been	3.13	3.41	-1.296	.198
Indulging in luxury	3.48	4.20	-3.199	.002*
Visiting a places I can talk about when I get home	3.57	3.34	.929	.355

*Indicates significance level <0.05

Table 4.12   Pull Motivation Items by Gender (Independent sample t-test)

Attributes	Male (N=54)	Female (N=56)	t-value	Sig.
Nice surrounding/ setting	3.30	3.43	-.666	.507
Mechanical rides	3.98	3.66	1.459	.148
Standards of hygiene and cleanliness	3.37	3.34	.172	.864
Sea Jelly Spectacular	3.63	3.61	.125	.901
Safe and security	3.76	3.55	1.111	.269
Pacific Pier	3.50	3.64	-.785	.434
Flamingo Pond	2.59	2.77	-.861	.391
Atoll Reef	3.76	3.82	-.278	.781
Mini Aviary	2.85	3.07	-1.039	.301
Whisker Theatre	2.94	3.13	-.880	.381
Summer Splash	3.83	3.63	.913	.363
Ocean Theatre	4.06	3.73	1.858	.125
The Aviary	2.72	2.77	.656	.831
Halloween Bash	3.89	3.77	1.099	.658
Christmas Sensation	3.59	3.73	1.065	.519
Quality of Food & Beverage	2.69	2.63	-.706	.754
Animal Month	2.96	2.95	.663	.941
Standards of staff quality	2.96	3.16	-.420	.305
Lucky Lunar Fiesta	3.13	3.16	1.459	.897
Giant Panda Habitat	3.78	3.98	-.419	.366

*Indicates significance level <0.05

4.4.5   Comparison of Push Items by Gender

The result of independent sample t-test is conducted 17 push items means by

male and female that is reported in Table 4.11. Only the mean scores on

"indulging in luxury" was significantly difference by different gender groups.

Female visitors placed higher importance on "indulging in luxury" than male

visitors. It is consistent with the study by Pennington-Gary and Kerstetter

(2001) who indicated that female travelers sought "rest & relaxation" as unique

benefits from their travel experience.

4.4.6 Comparison of Pull Items by Gender

Table 4.12 reported the results of independent sample t-test conducted pull

items means by gender and there is no significant difference. This may reflect

that different gender of visitors has similar pull motivations and different gender

would not influence the visitors' pull motivation.

4.4.7 Comparison of Push Items by Age Group

According to the results of ANOVA reported in table 4.13, significant

differences between the attribute means by the different age groups were

revealed for three motivation attributes. That are "finding thrills and

excitement", "being together as a family", "getting a change form a busy job",

and "meeting people with similar interest".

Table 4.13   Push Motivation Items by Age Group (ANOVA)

Attributes	Age group					F-Value	Sig.
	18-29 (N=75)	30-39 (N=16)	40-49 (N=11)	50-59 (N=6)	Over 60 (N=2)		
Meeting new & different people	1.96	1.75	1.36	1.17	1.00	1.928	.111
Getting away from the demands of home	2.08	2.44	3.18	2.83	2.50	2.250	.069
Going places I have not visited before	3.15	3.19	3.64	3.50	4.00	.503	.733
Finding thrills and excitement	4.11	3.63	2.91	3.17	2.00	7.106	.000*
Just relaxing	4.12	4.25	3.91	4.83	5.00	1.991	.101
Being together as a family	3.39	2.69	4.00	4.33	5.00	5.215	.001*
Trying new foods	2.16	2.25	2.55	2.50	2.00	.428	.788
Getting a change form a busy job	3.39	4.06	4.09	4.17	2.50	2.853	.027*
Opportunities to increase one's knowledge	2.95	2.38	2.64	3.00	1.50	1.506	.206
Having fun, being entertained	4.43	4.38	4.27	4.33	4.00	.333	.855
Doing nothing at all	4.01	3.69	4.09	4.67	4.50	1.022	.399
Meeting people with similar interest	2.72	2.19	1.55	1.50	1.50	3.874	.006*
Escaping from the ordinary	3.87	3.56	3.27	3.50	3.00	1.098	.362
Doing and seeing destinations' unique things	3.89	4.25	4.18	3.83	4.00	.613	.654
Going places my friends have not been	3.20	3.56	3.36	3.33	3.00	.376	.825
Indulging in luxury	3.88	4.00	3.64	3.50	3.50	.312	.869
Visiting a places I can talk about when I get home	3.33	3.56	4.00	3.33	4.50	.973	.426

*Indicates significance level <0.05

The mean scores on "finding thrills and excitement", and "meeting people with similar interest" of 18-29 years were significantly higher than those of the older ones. However, the age group of 50-59 years placed greater importance on "being together as a family", and "getting a change form a busy job" than other groups. These differences may be derived from various stages of life. This indicated that the younger visitors are energetic, curious and challenging, so they would like to enjoy the thrills and excitement experience with others. During the stage of late adulthood, most of people have already established their family and get a busy job their life, so they would like to spend time on maintaining the relationship with family and make a different from busy job.

By applying the LLM for theme park settings, the age group of 18-29 years tends to seek stimulation, which is the second level of need. Chuo and John (2006) stated that this group are concern with the management of their arousal levels with emphasis on fun and thrill rides. Besides, the age group of 50-59 years is more likely to pursue relationship, which is the need of the middle level.

On the other hand, all age groups were less interested in "novel experience"

with the mean nearly below two. This may be explained that the items of

"meeting new & different people", and "trying new foods" were not perceived as

the important motivation by all age groups. Therefore, "meeting new and

different people" was not the main reason for visitors to visit. The visitors would

not eager to try new food because it is not an unique products provide by

Ocean Park.

4.4.8　　Comparison of Pull Items by Age Group

With respect to "mechanical rides", "Atoll Reef", "Ocean Theatre", "Giant

Panda Habitat", "Summer Splash", "Animal Month", and "Lucky Lunar Fiesta",

there were significant differences among these groups in Table 4.14.

The findings indicated that the age group of 18-29 years was more interested

in "mechanical rides" and "Summer Splash" than other age groups. As

mentioned before, most of teenage are energetic and they tend to pursue

different activities that are full of fun and excitement. There are two theme

parks in Hong Kong and Ocean Park is a unique place that offers lots of large

scale thrill rides and let the young people to enjoy. Apart from the thrill rides,

Summer Splash offers the wet and cool theme during summer and consists of

different activities that provide fun and excitement to visitors. Therefore, the needs of young people can be achieved. On the other hand, one of the special events, "Lucky Lunar Fiesta" was not the most important motivational items perceived by them. The group of 18-29 were the lowest interest in this, it appeared that the target market of Lucky Lunar Fiesta were Mainland and family visitors. It was lack of special theme for young people that they can enjoy.

There were significant differences among different age groups with regard to the mean scores of "Atoll Reef", "Ocean Theatre", "Giant Panda Habitat", and "Animal Month". This showed that the older visitors tended to pursue passive activities as there are limitation in physical ability and more likely to take part in less vigorous and relaxing rather than exciting activities. That is the reason that the late adulthood tends to experience the marine and natural environment and enjoy the live entertainment.

Table 4.14   Pull Motivation Items by Age Group (ANOVA)

Attributes	Age group					F-Value	Sig.
	18-29 (N=75)	30-39 (N=16)	40-49 (N=11)	50-59 (N=6)	Over 60 (N=2)		
Nice surrounding/ setting	3.39	3.13	3.18	3.50	5.00	1.608	.178
Mechanical rides	4.19	3.88	2.45	2.50	1.00	16.743	.000*
Standards of hygiene and cleanliness	3.45	3.19	3.00	3.33	3.00	.783	.539
Sea Jelly Spectacular	3.51	3.75	4.09	3.33	5.00	2.379	.056
Safe and security	3.59	3.63	3.64	4.33	4.50	1.217	.308
Pacific Pier	3.49	3.63	3.64	4.33	4.50	2.379	.056
Flamingo Pond	2.63	2.69	2.91	2.83	3.00	.243	.913
Atoll Reef	3.60	3.63	4.55	4.83	5.00	3.833	.006*
Mini Aviary	2.85	2.88	3.45	3.33	4.00	1.374	.248
Whisker Theatre	3.08	2.75	2.91	3.67	2.50	.994	.414
Summer Splash	3.92	3.88	3.27	2.50	1.50	4.866	.001*
Ocean Theatre	3.67	3.88	4.64	5.00	5.00	4.585	.002*
The Aviary	2.65	2.94	2.73	3.00	4.00	.962	.432
Halloween Bash	4.07	3.94	3.09	2.67	1.50	4.008	.005*
Christmas Sensation	3.68	3.50	4.00	3.17	4.00	.661	.621
Quality of Food & Beverage	2.53	2.94	2.91	2.83	3.00	.879	.479
Animal Month	2.75	3.31	3.64	2.83	4.50	3.048	.020
Standards of staff quality	2.95	3.31	3.18	3.67	3.00	1.078	.371
Lucky Lunar Fiesta	2.77	3.63	4.36	3.83	4.50	7.295	.000*
Giant Panda Habitat	3.61	4.13	5.00	4.17	5.00	4.722	.002*

*Indicates significance level <0.05

Table 4.15   Push Motivation Items by Family Status (ANOVA)

Attributes	Group						F-Value	Sig.
	1 (N=72)	2 (N=4)	3 (N=12)	4 (N=22)	5 (N=0)	6 (N=0)		
Meeting new & different people	2.01	1.50	1.50	1.36	0	0	3.026	.033*
Getting away from the demands of home	2.18	2.25	2.25	2.68	0	0	.854	.467
Going places I have not visited before	3.13	2.00	3.08	3.91	0	0	3.131	.029*
Finding thrills and excitement	4.14	3.00	3.58	3.09	0	0	8.291	.000*
Just relaxing	4.13	2.50	4.25	4.59	0	0	9.562	.000*
Being together as a family	3.27	2.00	3.08	4.40	0	0	11.302	.000*
Trying new foods	2.07	2.75	2.41	2.54	0	0	1.636	.186
Getting a change form a busy job	3.56	3.25	3.92	3.55	0	0	.474	.701
Opportunities to increase one's knowledge	2.81	2.50	3.17	2.68	0	0	.526	.665
Having fun, being entertained	4.36	4.25	4.42	4.50	0	0	.319	.812
Doing nothing at all	4.08	3.25	3.67	4.14	0	0	1.275	.287
Meeting people with similar interest	2.75	2.00	2.33	1.55	0	0	5.927	.001*
Escaping from the ordinary	3.97	2.75	3.17	3.40	0	0	4.039	.009*
Doing and seeing destinations' unique things	3.90	4.25	4.00	4.14	0	0	.446	.721
Going places my friends have not been	3.14	3.50	3.33	3.64	0	0	1.144	.335
Indulging in luxury	3.89	4.00	3.50	3.86	0	0	.367	.777
Visiting a places I can talk about when I get home	3.39	3.00	3.50	3.73	0	0	.525	.666

*Indicates significance level <0.05

Keys: 1= Single without children; 2= Single with children; 3= Married without children; 4= Married with children; 5= Divorced/ Widowed/ Separated without children; 6= Divorced/ Widowed/ Separated with children

4.4.9   Comparison of Push Items by Family Status

Table 4.15 reported the results of one-way ANOVA attribute means by six family status groups: single without children; single with children; married without children; married with children; and there are no respondents stated that they were divorced/ widowed/ separated without children; divorced/ widowed/ separated with children. With respect to "meeting new & different people", "going places I have not visited before", "finding thrills and excitement", "just relaxing", "being together as a family", "meeting people with similar interest", and "escaping from the ordinary", there were significant differences among these groups.

Married with children rated "going places I have not visited before", "just relaxing", "being together as a family" as the important push motivation items than those who were married without children. More than 50% married with children were first time to visit Ocean Park, so this is the reason that they would like to visit Ocean Park. 68% of married with children were over 40, they were quite busy in their job, it can be explained that they leave from their busy job and get relax in Ocean Park. Moreover, they might think that visiting Ocean Park was an opportunity to improve the family relationships.

Table 4.16   Pull Motivation Items by Family Status (ANOVA)

Attributes	Group						F-Value	Sig.
	1 (N=72)	2 (N=4)	3 (N=12)	4 (N=22)	5 (N=0)	6 (N=0)		
Nice surrounding/ setting	3.25	3.00	3.17	3.91	0	0	2.746	.047*
Mechanical rides	4.19	4.25	3.50	2.68	0	0	13.547	.000*
Standards of hygiene and cleanliness	3.36	2.75	3.67	3.27	0	0	1.041	.378
Sea Jelly Spectacular	3.47	3.25	4.17	3.86	0	0	2.785	.044*
Safe and security	3.49	3.25	3.75	4.23	0	0	3.814	.012*
Pacific Pier	3.42	3.50	3.58	4.09	0	0	2.976	.035*
Flamingo Pond	2.51	2.00	2.67	3.36	0	0	4.546	.005*
Atoll Reef	3.68	3.25	4.17	4.05	0	0	1.276	.286
Mini Aviary	2.90	2.50	2.58	3.45	0	0	2.295	.082
Whisker Theatre	3.14	3.00	2.17	3.18	0	0	3.151	.028*
Summer Splash	4.03	4.00	3.75	2.68	0	0	8.723	.000*
Ocean Theatre	3.75	3.50	3.91	4.40	0	0	2.254	.086
The Aviary	2.61	2.25	2.50	3.41	0	0	3.671	.015*
Halloween Bash	4.27	3.50	3.75	2.45	0	0	12.103	.000*
Christmas Sensation	3.85	3.50	3.25	3.32	0	0	1.940	.128
Quality of Food & Beverage	2.51	2.50	3.17	2.86	0	0	1.926	.130
Animal Month	2.83	3.25	3.67	2.90	0	0	1.913	.132
Standards of staff quality	2.96	2.50	3.50	3.27	0	0	1.785	.155
Lucky Lunar Fiesta	2.97	3.00	3.67	3.45	0	0	1.658	.180
Giant Panda Habitat	3.65	3.25	4.08	4.64	0	0	4.882	.003*

*Indicates significance level <0.05

Keys: 1= Single without children; 2= Single with children; 3= Married without children; 4= Married with children; 5= Divorced/ Widowed/ Separated without children; 6= Divorced/ Widowed/ Separated with children

Single without children considered "meeting new & different people", "finding

thrills and excitement", "meeting people with similar interest", and "escaping

from the ordinary" as the important push motivation items than those who were

married with children. It was found that about 92% single without children of

the age from 18-29 who would like to build up themselves and enhance social

interaction by being with friends and meeting new friends. That result was

consistent with the findings in a study by Pearce (1991) pertaining to the

matching of demographic groups with the motivations for theme park visitor.

The solos representing the single group viewed the rides or thrills as more

important than did the family group. Since most of single are still energetic and

houtgoing, they tend to make a different from life and pursue different.

4.4.10   Comparison of Pull Items by Family Status

The results of one-way ANOVA of the 20 pull motivation items means are

reported in Table 4.16. Significant differences between the pull items means by

the different family status were revealed for eleven motivation items. That is

"nice surrounding/ setting", "mechanical rides", "Sea Jelly Spectacular", "safe

and security", "Pacific Pier", "Flamingo Pond", "Whisker Theatre", "Summer

Splash", "The Aviary", "Halloween Bash", and "Giant Panda Habitat".

The mean scores on "nice surrounding/ setting", "safe and security", "Pacific Pier", "Flamingo Pond", "Whisker Theatre", "The Aviary", and "Giant Panda Habitat" of the married with children were significantly higher than those of the other groups. They are more likely to take part in less vigorous and relaxing activities rather than exciting activities with their children. That's why they tends to experience the marine, natural experience and enjoy the live shows with safety, security and nice surrounding, which is regarded as passive activities in Ocean Park.

4.4.11   Comparison of Push Items by Education Level

To investigate the difference of push items by education level, ANOVA is conducted and the result is shown in Table 4.17 and two items indicated significant differences which are "going places I have not visited before" and "just relaxing". The visitors who completed primary school education were significantly higher than other level of education according to these two items. The result indicated that most of less educated people are working class and low income group in society, so they did not have enough time or money to visit Ocean Park. It was consistent that over 50% of visitors receiving education at primary school was first time to visit Ocean Park. Furthermore, they would like to take a rest and relaxation from their busy life in Ocean Park.

Table 4.17   Push Motivation Items by Education Level (ANOVA)

Attributes	Education Level					F-Value	Sig.
	1 (N=8)	2 (N=17)	3 (N=53)	4(N=21)	5 (N=11)		
Meeting new & different people	1.50	1.76	1.79	2.14	1.55	.943	.442
Getting away from the demands of home	1.88	2.71	2.23	2.19	2.45	.753	.558
Going places I have not visited before	4.38	3.35	3.02	3.67	2.45	3.310	.013*
Finding thrills and excitement	3.75	3.82	3.92	4.00	3.09	1.695	.157
Just relaxing	4.88	4.18	4.17	3.71	4.55	4.198	.003*
Being together as a family	4.25	3.06	3.40	3.43	3.55	1.639	.170
Trying new foods	3.25	2.12	2.17	2.14	2.09	2.056	.092
Getting a change form a busy job	4.00	3.82	3.60	3.14	3.64	1.270	.286
Opportunities to increase one's knowledge	3.38	2.59	2.72	3.29	2.27	2.158	.079
Having fun, being entertained	4.50	4.47	4.38	4.33	4.36	.166	.955
Doing nothing at all	4.63	4.24	4.11	3.27	3.64	2.230	.071
Meeting people with similar interest	2.00	2.06	2.72	2.48	1.91	1.775	.139
Escaping from the ordinary	3.25	3.88	3.81	3.52	3.82	.697	.596
Doing and seeing destinations' unique things	4.25	4.53	3.85	3.86	3.72	2.149	.080
Going places my friends have not been	4.13	3.35	3.28	2.95	3.09	1.662	.164
Indulging in luxury	4.00	4.35	3.79	3.95	3.00	2.250	.069
Visiting a places I can talk about when I get home	3.75	4.00	3.43	3.19	3.00	1.374	.248

*Indicates significance level <0.05

Keys: 1= Primary School; 2= Secondary School; 3= Diploma/ Higher Diploma; 4= University; 5= Postgraduate or above

Table 4.18 Pull Motivation Items by Education Level (ANOVA)

Attributes	Group					F-Value	Sig.
	1 (N=8)	2 (N=17)	3 (N=53)	4(N=21)	5 (N=11)		
Nice surrounding/ setting	3.63	3.18	3.30	3.57	3.36	.513	.726
Mechanical rides	3.13	3.71	4.08	3.76	3.36	1.906	.115
Standards of hygiene and cleanliness	3.38	3.18	3.34	3.43	3.55	.292	.882
Sea Jelly Spectacular	3.38	3.88	3.43	3.67	4.18	2.066	.090
Safe and security	4.00	3.47	3.53	3.81	4.00	1.115	.353
Pacific Pier	3.50	4.12	3.43	3.57	3.45	1.775	.139
Flamingo Pond	2.88	2.65	2.60	2.57	3.18	.797	.530
Atoll Reef	4.13	4.29	3.53	3.86	3.91	1.717	.152
Mini Aviary	3.13	3.24	2.94	2.86	2.73	.467	.760
Whisker Theatre	2.88	2.94	3.19	2.95	2.73	.595	.667
Summer Splash	2.88	3.71	3.94	3.57	3.64	1.589	.183
Ocean Theatre	4.25	4.35	3.74	3.48	4.00	2.861	.120
The Aviary	3.20	2.53	2.64	2.57	3.09	2.925	.080
Halloween Bash	3.13	3.65	4.04	3.86	3.55	.949	.439
Christmas Sensation	3.38	3.76	3.68	3.76	3.45	.294	.881.
Quality of Food & Beverage	3.25	2.76	2.43	2.67	3.09	2.003	.099
Animal Month	2.34	3.41	2.77	2.71	4.00	4.434	.002*
Standards of staff quality	2.88	3.00	2.91	3.33	3.55	1.442	.225
Lucky Lunar Fiesta	3.13	3.88	3.50	3.19	3.55	2.914	.125
Giant Panda Habitat	4.25	4.29	3.64	4.00	3.91	1.336	.261

*Indicates significance level <0.05

Keys: 1= Primary School; 2= Secondary School; 3= Diploma/ Higher Diploma; 4= University; 5= Postgraduate or above

4.4.12   Comparison of Pull Items by Education Level

When comparison of push items by education level are examined by one-way analysis of variance (ANOVA), "Animal Month" was only one pull items that was the significant difference by education level in Table 4.18.

Visitors with postgraduate or above of education level scored "Animal Month" higher than other groups. This indicated that higher education level visitors would like to truly immersive experiences as they interacted with different animals.

Chapter 5   Conclusion and Recommendations

5.1   Conclusion

The findings of this study are not able to attempt to make generalization in

which the sampling size is relatively small. However, it is hoped that it can

provide some insight for Ocean Park in planning and executing marketing

strategies to attract more visitors.

For a theme park to be more successful, it is necessary to meet and achieve

the needs of their customers. Nevertheless, to motivate the people to visit

Ocean Park is very complicate, as the motivation of visiting Ocean Park are

different as the time is changing, this makes it very difficult to obtain a

complete understanding of its true nature. Furthermore, there is usually more

than one motive for the visitors.

In this study, the result indicated that "having fun, being entertained", "just

relaxing", "doing nothing at all" were the three most important push items to

motivate people to visit Ocean Park. Besides, "Ocean Theatre", "Giant Panda

Habitat", and "Halloween Bash" were considered as the three most important

pull items that attracted visitors to visit Ocean Park.

However, the results for different group of visitors varied. For example, the

local visitors visited Ocean Park with the purposes of "just relaxing", "having

fun, being entertained", and "Halloween Bash", while the Mainland visitors

visited Ocean Park because of "Atoll Reef", "doing and seeing destinations'

unique things", and "visiting a places I can talk about when I get home"

The results of one-way ANOVA identified significant differences of the push or

pull factors and the independent variables (e.g. user group, first/repeated visit,

gender, age, level of formal education, and marital status) that is supported by

the previous studies (Cheuk, 2007). For the result of one-way ANOVA, it also

identified the differences among visitors of different user groups which is

supported by the previous research (Huang and Hsu, 2005).

5.2 Recommendations for the further study

Based on the findings and limitations of this study, There are several

recommendations for further research, the first one is that this study involved

only there user groups, it is recommended that researcher may be interested in

testing the differences groups of Chinese province and overseas visitors.

Secondly, this study sampling size is relatively small. It is suggested that the

sampling size of the further research can be increased in order to generalize

the results.

5.3   Recommendations for Ocean Park

Based on the results in this study, it can provide some ideas to satisfy the

needs of visitors and to position Ocean Park as a premium tourist attraction

and a regional leader in theme recreational and educational park experience.

In order to future measure the number of visitors to Ocean Park, some

recommendations are made. Firstly, it is recommended that Ocean Park can

build up some more fixed venues including event halls, outdoor live show area,

cinemas and bandstands as the site of special events. Historically, the local

market has accounted for the largest proportion of visits to Ocean Park.

Recently, however, the Mainland Chinese tourist market has become an

increasingly important segment of visitors. This large tourist market from

Mainland China tends to concentrate in the "Golden Weeks". Besides Golden

Weeks, the special events are attracted a lot of both local residents and

mainland tourists. It is needed to increase in the park capacity and event halls

in order to cope with the visitor flow challenges during the peak season. Ocean

Park should build some venue for special event so as to provide more area for

the tourist to enjoy.

According to the popularity of "trying new food" among Mainland and overseas

visitors and the least important ranking of "quality of food and beverage", it is

necessary to provide quality food and beverage facilities in Ocean Park. They

should carry out refurbishment of the point-of-sale food locations and to install

all-weather canopy cover and side panels; so as to cater more international

appetites and a wider array of foods, furthermore, monthly international food

specials can be organized. All of these initiatives can result in an increase in

the per capita spending on food products. Moreover, they should be creating

more product line of souvenirs. Likewise, Ocean Park should make use of

creative visual merchandising to make the stores and products more

appealing, so as to enhance the shopping incentive of the visitors. This can

help to increase the revenue.

On the other hand, "Flamingo Pond", "The Aviary", and "Mini Aviary" were classified as three of the lowest average mean scores. Ocean Park should restructure to make more appeal or close these attractions. For example, bird feeding, shows, and narrations; add more species and endangered birds.

Besides, the local repeated visitors are interested in special events because it can offer fun and refreshing experiences every season. This is proved by the increased in attendance for different events except Animal Month. The Animal Month was first launched in March 2008 and it failed. It might be caused of a lack of promotion of the event. Compared with Halloween Celebration, Animal Month did not have any television broadcast promotion and many visitors didn't know about it. Ocean Park should promote the Animal Month through the organization of events for primary and secondary students. For the success of "Halloween Bash" and "Summer Splash", Ocean Park should extend the event time, but not only be restricted to few days. In addition, it is suggested to increase the venue for these two events. Therefore, more visitors can enjoy these two welcoming events.

The result of this research stated that the "mechanical rides" obtained the fourth highest average mean scores especially age 18-29. For local visitors,

because of repeated visit, they could not get novelty excitement from the rides.

If Ocean Park aimed to provide memorable experiences to visitors, they should

install new rides including thrill rides, round rides to keep a longer selling point

for local visitors. Also, water rides should be provided to attract Mainland

visitors in the summer holiday. More kids' rides should be built; it can let the

whole of family to enjoy the time in Ocean Park.

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Appendix I

Questionnaire About Visitors' Motivation Hong Kong Ocean Park

Thank you for your helpfulness in answering the questionnaire. I am a university student who is conducting a survey about the motivational factors of visiting Hong Kong Ocean Park. Please be assured that all of the information will be kept confidential and used for academic purpose **ONLY**. Yore data will be used in this study **ONLY** and destroyed after used

Part A: Motivation items
Please indicate the level of importance of each following factors in your decision. Please circle One (from 1 = Not at all important to 5 = Very important)

Main reasons for you to visit Ocean Park	Least important				Extremely important
1. Meeting new & different people	1	2	3	4	5
2. Getting away from the demands of home	1	2	3	4	5
3. Going places I have not visited before	1	2	3	4	5
4. Finding thrills and excitement	1	2	3	4	5
5. Just relaxing	1	2	3	4	5
6. Being together as a family	1	2	3	4	5
7. Trying new foods	1	2	3	4	5
8. Getting a change form a busy job	1	2	3	4	5
9. Opportunities to increase one's knowledge	1	2	3	4	5
10. Having fun, being entertained	1	2	3	4	5
11. Doing nothing at all	1	2	3	4	5
12. Meeting people with similar interest	1	2	3	4	5
13. Escaping from the ordinary	1	2	3	4	5
14. Doing and seeing destinations' unique things	1	2	3	4	5
15. Going places my friends have not been	1	2	3	4	5
16. Indulging in luxury	1	2	3	4	5
17. Visiting a places I can talk about when I get home	1	2	3	4	5
Other, please specific:_____					

Please indicate the level of importance of each following factors in your decision.

Please circle One (from 1 = Not at all important to 5 = Very important)

Attraction factors of Ocean Park	Least important				Extremely important
1. Nice surrounding/ setting	1	2	3	4	5
2. Mechanical rides	1	2	3	4	5
3. Standards of hygiene and cleanliness	1	2	3	4	5
4. Sea Jelly Spectacular	1	2	3	4	5
5. Safe and security	1	2	3	4	5
6. Pacific Pier	1	2	3	4	5
7. Flamingo Pond	1	2	3	4	5
8. Atoll Reef	1	2	3	4	5
9. Mini Aviary	1	2	3	4	5
10. Whisker Theatre	1	2	3	4	5
11. Summer Splash	1	2	3	4	5
12. Ocean Theatre	1	2	3	4	5
13. The Aviary	1	2	3	4	5
14. Halloween Bash	1	2	3	4	5
15. Christmas Sensation	1	2	3	4	5
16. Quality of Food & Beverage	1	2	3	4	5
17. Animal Month	1	2	3	4	5
18. Standards of staff quality	1	2	3	4	5
19. Lucky Lunar Fiesta	1	2	3	4	5
20. Giant Panda Habitat	1	2	3	4	5
Other, please specify:					

+++ Please turn to next page +++

Part B: Personal profile

Please circle your response to the following questions:

1. Where do you come from?
    a.) Local   b.) Mainland   c.) Overseas

2. Is it your first time visit to Hong Kong Ocean Park?
    a.) Yes   b.) No

3. What is your gender?
    a.) Male   b.) Female

4. What is your age range?
    a.) 18-29
    b.) 30-39
    c.) 40-49
    d.) 50-59
    e.) Over 60

5. What is your marital status?
    a.) Single without children
    b.) Single with children
    c.) Married without children
    d.) Married with children
    e.) Divorced/ Widowed/ Separated without children
    f.) Divorced/ Widowed/ Separated with children

6. What was your highest level of formal education you have completed?
    a.) Primary School   b.) Secondary School   c.) Diploma/ Higher Diploma
    d.) University   e.) Postgraduate or above

THANK YOU FOR YOUR COOPERATION

問卷:

<div style="border:1px solid">到訪香港海洋公園動機問卷調查</div>

感謝協助此問卷調查。本人為一位大學學生，現正進行一項關於到訪香港海洋公園的動機問卷調查。你所提供的資料只會被此學術研究使用，所有資料絕對保密，用完後會被銷毀。

第一部分：動機

假若閣下曾經或有意到訪香港海洋公園，請圈出最適合的分數。（一分代表完全不重要，五分代表非常重要）

閣下到訪香港海洋公園的主要原因					
	完全不重要			非常重要	
1. 認識新朋友	1	2	3	4	5
2. 逃離家庭負擔	1	2	3	4	5
3. 到訪沒有去過的地方	1	2	3	4	5
4. 尋找刺激及興奮	1	2	3	4	5
5. 舒展身心	1	2	3	4	5
6. 促進家庭關係	1	2	3	4	5
7. 嘗試新食物	1	2	3	4	5
8. 遠離繁忙工作	1	2	3	4	5
9. 增加知識	1	2	3	4	5
10. 尋找快樂	1	2	3	4	5
11. 有閒暇時間	1	2	3	4	5
12. 認識共同興趣的朋友	1	2	3	4	5
13. 進行與日常生活不同的活動	1	2	3	4	5
14. 體驗海洋公園獨特之處	1	2	3	4	5
15. 陪伴未曾到訪的朋友	1	2	3	4	5
16. 盡快享樂	1	2	3	4	5
17. 到訪後以旅程作為話題	1	2	3	4	5
其他，請註明： _____					

閣下到訪香港海洋公園的吸引因素					
	完全不重要				非常重要
1. 優美環境	1	2	3	4	5
2. 機動遊戲	1	2	3	4	5
3. 衛生清潔	1	2	3	4	5
4. 水母萬花筒	1	2	3	4	5
5. 安全	1	2	3	4	5
6. 太平洋海岸	1	2	3	4	5
7. 紅鸛池	1	2	3	4	5
8. 海洋館	1	2	3	4	5
9. 小鳥天堂	1	2	3	4	5
10. 威威劇場	1	2	3	4	5
11. 夏水禮	1	2	3	4	5
12. 海洋劇場	1	2	3	4	5
13. 百鳥居	1	2	3	4	5
14. 十月全城哈囉喂	1	2	3	4	5
15. 聖誕全城 ho ho ho	1	2	3	4	5
16. 美食及飲料	1	2	3	4	5
17. 高清動物月	1	2	3	4	5
18. 優質職員	1	2	3	4	5
19. 開運大團拜	1	2	3	4	5
20. 大熊貓園	1	2	3	4	5
其他，請註明：_____					

第三部分：個人資料
請圈出合適的答案。

1. 請問你來自那個地方？
    a.) 本地 b.) 中國內地 c.) 海外

2. 請問你是否首次到訪香港海洋公園？
    a.) 是 b.) 否

3. 請問你的性別為？
    a.) 男 b.) 女

4. 請問你的年齡為？
    a.) 18-29
    b.) 30-39
    c.) 40-49
    d.) 50-59
    e.) 60 或以上

5. 請問你的婚姻狀況為？
    a.) 未婚，未有子女
    b.) 未婚，已有子女
    c.) 已婚，未有子女
    d.) 已婚，已有子女
    e.) 分居／離婚／喪偶，未有子女
    f.) 分居／離婚／喪偶，已有子女

6. 請問你的教育程度為？
    a.) 小學 b.) 中學 c.) 文憑/高級文憑
    d.) 大學 e.) 研究生或以上

多謝