



China Special Theme Tourism Motivational Analysis

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Authors' contributions

This paper work was carried out in collaboration among all authors. Author ZL designed the study, wrote the protocol and prepared the first draft of the paper, which include designed the model and analysis of the study. Author AR collected the data and analysis, did the model modification and rectification. The tutors form an expert group to strengthen the academic support system of the research. Finally, all authors read and approved the manuscript.

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ABSTRACT

This manuscript analyzed the motivational behavior of Red tourism in China, as a case study of Yan'an, using the factor analysis to identify the motivation factors. Red tourism involves organising the activities of tourists to include visits, to study the revolutionary spirit, to receive education on revolutionary traditions, to raise tourists spirits, relax and enhance their experience. According to the findings and the results of this empirical study, it is apparent that destination marketers should customize their marketing plans by using a different communication mix with a unique promotional tool through employing a local celebrity, thus giving them an inherent competitive advantage. Finally, the study discusses the contributions of the research and makes recommendations to the CSTT for further research.

Keywords: Motivation; revolutionary history; communist party of China; red tourism.

1. INTRODUCTION

The tourism industry has developed into the world's largest industry, surpassing the oil and the automotive industries of the early 1990 [1], it is also an important strategic pillar and the comprehensive industry which plays an important role in the sustained, rapid and stable growth of the world economy. Today, with the boost, the in-depth development of economic globalization and world economic integration, the world tourism industry has even entered the golden age of rapid development. The Travel and Tourism Economic Impact Report 2012, by the World Travel and Tourism Council (WTTC) holds the idea that although the world economic growth has met with many challenges and uncertainties, the tourism industry remains one of the fastest growing sectors and has become a major force for promoting economic and employment growth [2]. According to the latest UNWTO Annual Report 2015, international tourist arrivals grew by over 4.8% to 982 million in 2015, with growth expected to continue in 2016 at a somewhat slower rate, international tourist arrivals are on track to reach the milestone mark of 1.15 billion later this. Over the next 10 years, it is expected that world tourism's contribution to GDP will reach 5% per year with the total amount of 9.8 trillion dollars and job opportunities of 74 million. Statistics released by the World Tourism Organization (UNWTO) in 2015 showed that the country or region whose tourism revenue from foreign tourist (global tourism revenue) was the highest in the United States with their global tourism revenue up to \$ 140.3 billion. Spain ranked second with an international tourism revenue of \$ 72.9 billion, France third (64.8 billion U.S. dollars), China fourth (59.5 billion U.S. dollars). Those countries or regions ranking from fifth to tenth were Italy (\$ 49 billion), Germany

(\$ 45.8 billion), Britain (\$ 43.9 billion), Australia (\$ 39.4 billion), Macao, Hong Kong and China (\$ 35.2 billion) [3].

China's tourism industry has maintained a stable development all the time. Domestic tourists made approximately 2.63 billion trips in 2013, an increase of 12% and China's domestic tourism revenue was about 1.9 trillion Yuan, an increase of 21% compared to the same period than last year [4]. China's tourism industry still in the transition period, focused on sightseeing tours. With the continuous development of the tourism industry, a growing number of visitors gradually moved towards travel for leisure, conventions, sports and recreation, expeditions and business, etc. The particularity of China's tourism lies in the fact that its tourism industry sprung up at time China's social context opened up [5]. China's tourism maintains its own travel and cultural themes whilst developing to the needs of the international market. However in recent years, a new type of tourism has begun to draw the world's attention, which is the China Special Theme Tourism (CSTT).

CSTT is called Red Tourism in China, whilst researchers call it the Special Theme Tourism in China (CSTT). It is the new theme tourism, formally proposed in 2004. In December 2005, the CPC Central Committee and State Council issued the "2004-2010 National Red Tourism Development Plan" where Red Tourism was officially planned and implemented. Red tourism, as a new kind of thematic tourism, refers to the tourism activities that regard revolution memorials, monuments and the revolutionary spirit established after 1921 and the memorial marker during the period of the revolutionary war by the Communist Party of China as the carrier, the revolutionary history, its deeds and the spirit

Table 1. Inbound tourism world 2011

Years	Total number	Conference business	Leisure tourism	Visiting relative	Overseas work	Others
2006	2221.02	544.82	1133.19	17.01	209.24	306.72
2007	2610.96	696.05	1314.84	7.95	233.34	359.52
2008	2432.53	567.76	1203.95	6.70	243.19	410.82
2009	2193.75	532.72	1013.27	8.01	227.37	421.38
2010	2612.69	619.67	1238.2	9.10	246.27	499.44
2011	2711.2	632.64	1221.82	10.99	269.39	576.35
2012	2719.16	628.02	1162.9	10.70	286.47	630.99
2013	2629.03	619.4	1012.3	12.31	310.53	657.89

Source:- National Bureau of Statistics of the People's Republic of China (NBSPRC)

it contains are the theme that involves the activities of organizing tourists to visit, to learn the revolutionary spirit, to receive education on revolutionary traditions and to raise tourists spirits, relax and increase their experience [6].

Red tourism originated from the 1960s and 1970s boom to visit the sacred places of the revolution but it was not a tourist activity in the strict sense [7]. In the late 1980s, with the rapid economic development, people's material needs, e.g. their need for basic survival, continued to be satisfied and therefore people began to pursue their higher-level needs. In this context, domestic tourism rapidly emerged. Revolutionary sites and memorials had been carrying out education on revolutionary traditions and now began to develop the tourism industry [8]. Almost equipped with the original six elements of tourism, coupled with an already high reputation, those regions received numerous development opportunities [9], compared to other regions which enabled people to visit and tour these areas. This period can be considered as the true initial stage of red tourism [10]. Important commemorations such as the 50th anniversary of the victory of the war, the 50th anniversary of the founding of the country, the 80th anniversary of the founding of the Communist Party in the mid-1990s gave a powerful impetus to the development of red tourism. Through improving infrastructure, enhancing media coverage and organizing content-rich commemorations, red tourism reached its pinnacle [6]. In February 2004; seven provinces including Shanghai, Beijing and Jiangxi Province signed the Zhengzhou Declaration with the slogan of "to create the brand of red tourism". The China National Tourism Administration dedicated the year of 2005 as Red Tourism Year [11].

CSTT is mainly concentrated in 17 tourist areas, which include the Tourist Area of Shanghai and Zhejiang, Hunan, Jiangxi, Fujian Tourism Zone, Northern and Western Guizhou Tourist Area, Ningxia Tourist Area, Northeast Tourist Area, Shandong, Jiangsu, Anhui Tourist Area, Dabie Mountains Tourist Area, the Taihang Mountains Tourist Area, Sichuan, Shaanxi, Chongqing Tourist Area and Beijing, Tianjin Tourist Area [7]. In this paper Yan'an city in Shaanxi-Gansu-Ningxia tourist area is selected as the case study for investigation and analysis.

The Shaanxi-Gansu-Ningxia area includes northern Shaanxi, eastern Gansu and some parts of Ningxia. The Shaanxi-Gansu-Ningxia

area is the central base of the revolution and Yan'an is known as the revolutionary sacred place, occupying a very important special position in modern Chinese history. The total area of Yan'an is about 37,000 square km, with a total population of 2.27 million. Yan'an, located in the midstream of the world's seventh largest river, Yellow river has a long history and culture and is therefore the birthplace of the Chinese nation. Not only the city is the birthplace of China's revolution in the modern history, but it also has a historical significance in ancient Chinese history. As one of the birthplaces of five thousand years of Chinese civilization, Yan'an was the home of the mausoleum of Huangdi. In the long river of history, Yan'an constantly occupied an important strategic position in the homeland defense. The Yan'an vast area of 27 acres per capita, 5808 historical sites, 445 revolutionary commemorations and a collection of 70,000 cultural relics enabled the city to be announced as the first historical and cultural city by China's State Council [6]. In modern Chinese history, Yan'an still holds a special position. As the revolutionary base, Yan'an has more than 140 existing revolution living places such as the CPC, Central Military Commission and the Eighth Route Army headquarters, the former site of the CPC Central Committee, Baotashan, Yang Jialing, etc. As the main tourist area of CSTT, Yan'an held 20.115 million tours in 2011 and received tourism revenue of 10.48 billion Yuan, an increase of 43.4% and 45.8% respectively over the same period [4].

1.1 Research Objectives

The following are the main objectives of this research paper:

1. To analysis tourism motivation from previous researches.
2. To reveal development of CSTT.
3. To identify the main factors of motivation in CSTT.
4. To measure each motivation factor's influence value in CSTT.
5. To provide recommendations for CSTT owners, if possible.

2. DATA SOURCES AND METHODOLOGY

2.1 Questionnaire Design

To collect the primary data the questionnaire is designed. The following hypothesis and the

conceptual model in the questionnaire can be used to collect the data and to test the hypothesis. In order to measure the relationship among tourists' motivation, satisfaction and loyalty in CSTT, the questionnaire has been split into 4 parts. The first part tries to obtain the respondent's demographic information and travel pattern. The second part is designed to investigate the travelers' motivation of CSTT. It reflects on some rational motivation factors which motivate travelers' participation in CSTT. The third part explores the travelers' satisfaction factors which require more attention to satisfy. Finally, the fourth part is aimed at testing the future of travelers' loyalty to CSTT. These four parts helped in data analysis and hypothesis in order to achieve the objectives.

2.2 Primary Data

In this research, the primary and secondary data are used. Primary data are freshly collected data which are collected by the researchers. The main purpose of primary data is to focus on current research [12,13]. Primary research includes the use of two main methods, quantitative and qualitative [14]. According to Bernard, H., and Russell, H., 2000, the questionnaires and interviews are the two main methods of data collection [15]. And the questionnaire is designed on the basis of previous research. However, there are also many other ways to collect the data, such as surveys, interviews and participant observations. This survey was carried out on the basis of issuing "face to face" random questions with the tourists. Although the author assisted visitors to fill out the questionnaire there was no impact on visitors' answers, which ensured the objective validity of the information. At the same time, the author took advantage of the interview and conducted in-depth exchanges and communication with visitors, collected visitors' comments and recommendations as fully as possible in order to complete the conclusions and recommendations combined with quantitative analysis.

2.3 Secondary Data

The secondary studies involve previously reported research, their published data collection and analysis. Although the current study relates to a new topic of research, it is still important to use existing information and ancillary data, such as official government statistics or financial records [12]. Finn et al. [16] point out that, before starting to collect raw data, researchers should

check whether the information required can be found in auxiliary data which may already exist. According to Jennings the advantages of using secondary data sources include fast and convenient, low-cost data collection, high-quality data which has been published in peer-reviewed sources, the opportunity to respect the no invasion and no inconvenience [13]. Therefore, the secondary data collection and analysis provides researchers with the ability to collect information in a very short time. This study has used secondary data and has been collected from academic books, journals, public documents and electronic-database.

2.4 Sampling and Sample Size

The author distributed 550 questionnaires at 14 CSTT sites in Yan'an, a total of 493 usable questionnaires were collected, yielding 89.64 % response rate, achieving a validity rate of 89.64%. Missing values, outliers and distribution of all measured variables were examined to purify the data and reduce systematic errors. A serious lack of value was not found, resulting from good observation management process.

2.5 Methodology

To identify the factors of motivation and satisfaction, the structure of variables and the data reduction set are used; an exploratory factor analysis was performed on tourist's motivations, satisfaction and loyalty. At the initial stage, the Kaiser-Meyer-Olkin (KMO) test and Barlett's test of sphericity were used to assess the appropriateness of the correlation matrices to factor analysis. In addition, Kaiser's criterion was used to determine how many components to extract. Finally, in order to get better results from the factor analysis, factor rotation is necessary to a named factor [17].

3. RESULTS AND DISCUSSION

3.1 Demographic Profiles of Samples

The demographic profile of the samples is presented below in Table 2. The respondents were almost evenly distributed with 14.4% city residents, 30.6% province residents and 55% resident in other provinces. The gender of respondents was distributed with 50.9% male and 48.7% female. Most respondents were aged between 18-30 years old (42%) and were highly educated with most respondents focused on undergraduate (40.4%), college and Masters or

above accounted for 20.9% and 16.2% respectively.

Table 2. Demographic profile of samples (N=493)

	Frequency	Percent %
Apartment		
City residents	71	14.4
Province residents	151	30.6
Residents of other provinces	271	55
Total	493	100
Gender		
Male	251	50.9
Female	240	48.7
Other	2	0.4
Total	493	100
Age		
Under 18	62	12.6
18-30	207	42
31-40	90	18.3
41-50	72	14.6
51-60	31	6.3
Over 60	31	6.3
Total	493	100
Education		
Secondary education and below	51	10.3
High schools	60	12.2
College	103	20.9
Undergraduate	199	40.4
Master and above	80	16.2
Total	493	100
Occupation		
Education or researchers	130	26.4
Students	86	17.4
Organs, institutions' worker	100	20.3
Employees	76	15.4
Freelance	30	6.1
Soldiers	13	2.6
Commercial	14	2.8
Retired	22	4.5
Other	22	4.5
Total	493	100
Political landscape		
Party members	215	43.6
Members	112	22.7
Masses	154	31.2
Other parties	12	2.4
Total	493	100

Source:- Author's research 2012

In the occupation category, 26.4% respondents are working in education or researchers, 20.3% for organizations, institutions' workers and

employees and students have nearly the same percentages, which are 15.4% and 17.4% respectively. Since the CSTT is related to policy and the revolution of China history, most of the respondents are party members (43.6%).

3.2 Traveler's Behavior

The number of previous visits, frequency of visits, duration of stay, travel types, traffic, accommodation and interest in CSTT are represented in Table 2. It has been found that most respondents (56%) participate in CSTT for once a year and 30.2% of respondents visit two to four times a year. Most respondents were with visitor groups from companies, schools or other organizations (38.7%). Interestingly, this last factor of motivation in this research is 'compelled' which means some groups of respondents who travelled with their companies or organizations were obliged to make the visit. The second category was travelling with tour groups which accounted for 31.2% of the visitors. For the accommodation location category, 50.5% of travelers chose accommodation near the attractions whilst the other large number of travelers preferred to stay near the city centre (33.5%).

The results showed that 33.7% of the respondents visit the CSTT for two days, interestingly; the table showed that travelers visiting for four days only accounted for 6.1%, while those visiting for over five days increased to 11%. Before the four days option the figure showed a reducing line. During their visits, visitor numbers were distributed between three main groups, those visiting two attractions (20.1%), three attractions (27.2%) and four attractions (18.9%). Out of those who had previously visited, 39.8% of respondents had a general understanding of the CSTT, however, only 9.7% had a good understanding and 4.5% had a total lack of understanding. However, most visitors were interested in CSTT (84.6%).

3.3 Feasibility Testing of Factor Analysis

In fact, the value of KMO is generally acceptable at higher than 0.5 levels, whilst 0.80 or above is meritorious, 0.70 or above is middling. In addition, the correlation matrix, assessed using Bartlett's test, is found to be significant at the 0.01 level [13]. Furthermore, the criteria for the significance of factor loadings were set at 0.40. This cut-off point is based on the guidelines as suggested by [18] for a sample size of 494 respondents. As

Table 4 shows the KMO of sampling adequacy of motivation is 0.853 and the KMO value of satisfaction is 0.872, for Bartlett's tests, results are significant ($p=.000$). According to the rule above, the results illustrate factor analysis is appropriate.

Table 3. Travelers behaviors (N=493)

	Frequency	Per cent %
Participate frequency		
Missing value	13	2.6
Once a year	276	56.0
Two to four times a year	149	30.2
Five to seven times a year	40	8.1
More than seven times a year	15	3.0
Total	493	100.0
Travel types		
Missing value	6	1.2
With tour group	154	31.2
With companies, schools or other organizations	191	38.7
Local day trips	43	8.7
Individual (family, friends and own)	99	20.1
Total	493	100.0
Traffic types		
Plane	69	14.0
Trains	267	54.2
Bus	85	17.2
Private car	66	13.4
Bicycle	6	1.2
Total	493	100.0
Accommodation location		
Missing value	25	5.1
In the city centre	165	33.5
Near the attractions	249	50.5
Away from the city centre	26	5.3
Suburbs	10	2.0
Rural	6	1.2
No accommodation	12	2.4
Total	493	100.0
Length of visit		
Missing value	24	5.3
Pass a way	32	6.5
One day	130	26.4
Two days	166	33.7
Three days	55	11.2
Four days	30	6.1
Over five days	54	11.0
Total	493	100.0
The number of attractions you have visited		
Missing value	3	.6
One	48	9.7
Two	99	20.1
Three	134	27.2
Four	93	18.9
Five	35	7.1
Six	37	7.5
Seven	18	3.7
Eight	5	1.0
Nine	21	4.3
Total	493	100.0

	Frequency	Per cent %
Understand CSTT		
Total lack of understanding	22	4.5
Understand	131	26.6
General	196	39.8
Much understand	96	19.5
Very understand	48	9.7
Total	493	100.0
Interested in CSTT		
Missing value	1	.2
Not interested very	35	7.1
Not interested in	40	8.1
General	203	41.2
Interest	151	30.6
Very interested	63	12.8
Total	493	100.0

Source:- Author's research 2012

Table 4. KMO and Bartlett's test

Factor	Kaiser-Meyer-Olkin measure of sampling adequacy	Bartlett's test of sphericity		
		Approx. chi-square	df	Sig.
Motivation	0.853	4106.268	136	.000
Satisfaction	0.872	6615.018	276	.000

Source:- Author's research 2012

For the purpose of identifying the structure of a set of variables and the data reduction, an exploratory factor analysis was performed on tourist's motivations, satisfaction and loyalty. At the initial stage, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were used to assess the appropriateness of the correlation matrices to factor analysis. In addition, Kaiser's criterion was used to determine how many components to extract. Finally, in order to get better results from the factor analysis, factor rotation is necessary to a named factor [17].

3.3.1 Motivation

In Table 5, the 17 questions of motivation were factor analyzed to determine the underlying dimension of CSTT tourists' motivation factors. The Rotated Factor Matrix showed that the factor analysis of the motivational items produced four factors. Each of the items identified had only one Eigen value greater than 0.40. The original questionnaire has 22 motivation items, in accordance with the rule of only one Eigen value greater than 0.40, 4 motivation items have been removed. All the 4 motivation items with greater Eigen values were not only one more than 0.40 or had no number

over 0.40. As a result, the 17 items of motivation have remained for use in factor analysis. Table 5 provides the list of the 17 items of motivation in 4 dimensions with the associated statistics. The total variance of motivation is 63.611%. Through the rotation, the total variance of motivation is reduced to 52.587%. The 17-motivation items from the factor analysis resulted in four groupings. These 4 factors are named as: (1) Education (2) Culture experience (3) Story (4) Compelled. Following the cases of previous studies such as [19,20,21], these 4 factors were based on the push-pull theoretical framework, which was created by [22,23] have also researched the escape-seeking dichotomy. For these reasons, these 4 factors also belonged to the push-pull factors within the push-pull theoretical framework.

According to previous research by [24], the following different factors were identified and included in push and pull factor. From the 4 factors of motivation, knowledge, culture experience and compelled belong to the pull factor and only story was included in the push factor. In this part, the results of the analysis identified that the different motive items belonged to 4 different factors.

Table 5. Motivation rotated factor matrix

Factor	Factor loadings	Eigen value	% of variance
Factor 1: Knowledge		6.496	38.213
Get the education of the STTC	.728		
It's a significant duty to visit here	.835		
Increase knowledge of STTC	.644		
Commemorate revolutionary martyrs	.415		
Factor 2: Culture experience		1.981	11.655
Experience the living environment of STTC	.450		
Experience the culture and customs of the local residents	.559		
Participate in the STTC Cultural Festival	.590		
Visit museum exhibits of STTC	.662		
Memories of war scenes	.628		
Factor 3: Story		1.271	7.476
Interested in the history of STTC	.584		
Interested in the anecdote of STTC	.807		
Interested in the history of songs	.752		
Factor 4: Compelled		1.065	6.267
Experience the new eco-tourism of STTC	.554		
Enjoy the natural scenery	.502		
Accompanying family and friends	.404		
Visits for business	.592		
The requirements of the group, school or organization	.510		

Source:- Author's research 2012

Table 6. Total variance explained

Factor	Initial Eigen values			Extraction sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	% cumulative
1	6.496	38.213	38.213	6.085	35.797	35.797
2	1.981	11.655	49.868	1.484	8.727	44.524
3	1.271	7.476	57.344	.721	4.244	48.768
4	1.065	6.267	63.611	.649	3.819	52.587
5	.918	5.400	69.011			
6	.767	4.513	73.524			
7	.722	4.247	77.771			
8	.629	3.700	81.471			
9	.612	3.597	85.068			
10	.489	2.875	87.943			
11	.446	2.623	90.566			
12	.400	2.352	92.918			
13	.321	1.889	94.808			
14	.264	1.555	96.363			
15	.248	1.461	97.823			
16	.204	1.198	99.021			
17	.166	.979	100.000			

Source:- Author's research 2012

3.3.2 Satisfaction

As shown in Table 7, the 24 questions of satisfaction were factor analyzed to determine the underlying dimension of CSTT tourists' satisfaction factors. Rotated Factor Matrix

showed that the factor analysis of the satisfaction items produced 5 factors. Each of the items identified had only one Eigen value must be greater than 1.00. The original questionnaire has 41 satisfaction items, according to the rule of only one Eigen value must be greater than 1.00,

Table 7. Satisfaction rotated factor matrix

Factor	Factor loadings	Eigen value	% of variance
Factor 1: Price and safety		8.458	35.24
Emergency	.588		
Degree of scenic crowded	.741		
Catering costs within the scenic	.788		
Guides and service charges	.673		
Attractions tickets prices	.793		
Prices of tourism products	.721		
Factor 2: Cultural and services		2.536	10.567
Tourist information service	.713		
Tour guides level	.481		
Theme culture festival	.638		
Culture and customs	.681		
Local specialties food	.788		
Factor 3: Convenience and comfortable		1.987	8.281
The convenience of transport between attractions	.615		
The convenience of catering services within the scenic	.647		
Communications, banking, postal and other infrastructure	.542		
The comfortable of public greening	.769		
The convenience of security systems	.514		
The suitable for visit natural landscape	.749		
Factor 4: Tourism attraction and environment		1.567	6.53
The environment of scenic	.748		
The development of revolutionary relics	.640		
Revolutionary relics, sites maintenance	.658		
CSTT's Heritage protection	.620		
Air quality	.619		
Factor 5: Facilities		1.122	4.674
The public rest facilities in scenic	.851		
Toilet set in the scenic	.770		

Total variance explained: 56.797% of satisfaction. Extraction method: Principal component analysis.

Rotation method: Varimax with Kaiser Normalization

a. Rotation converged in 8 iterations

Source:- Author's research 2012

4 motivation items have been removed. All the satisfaction items with an Eigen value greater than 5 were not only one more than 0.40 or no number over 0.40. As a result, the 24 items of satisfaction have been remained to use into factor analysis. Table 7 provides the list of the 24 items of satisfaction in 5 dimensions with the associated statistics. The total variance of satisfaction is 65.292%. Through the roasted, the total variance of satisfaction is reduced to 56.797%. The 24 satisfaction items from the

factor analysis resulted in five groupings. Since there is no obvious gap among the loading values, the factor named is weakly to convincing. In order to get better results from the factor analysis, factor rotation is necessary. Using the rotation factor matrix in Table 7, is according to the theory which is named as motivation factor. The factor rotation finds 5 factors and they were named as (1) price and safety (2) cultural and services (3) convenience and comfortable (4) tourism attraction and environment (5) facilities.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

The above discussion shows the results of the data analysis. According to the demographic profile, the respondents residing in the city, the province and other provinces are 14.4 %, 30.6% and 55% respectively. The gender of the respondents was distributed between 50.9% male and 48.7% female. Most of the respondents were in the age group of 18-30 years old (42%) and were highly educated with most of the respondents having an undergraduate degree (40.4%), college and Masters or above were 20.9% and 16.2% respectively. It was found that most respondents (56%) visit CSTT once a year, 30.2% respondents visit two to four times a year. Most of the respondents visit in groups with their company, school or other organization (38.7%) and 31.2% respectively. For the location of accommodation, 50.5% of travellers chose accommodation near the attractions, whilst 33.5% of travellers preferred to stay near the city Centre. However, although 33.7% of respondents visit the CSTT for two days, the table highlighted a very interested point that only 6.1% of travellers visited for four days whereas the number visiting for over five days increased to 11%. Prior to the four days option the figure showed a reducing line. The numbers of visits were split into three main groups with 20.1% of travellers visiting two attractions, 27.2% visiting three attractions and 18.9% visiting four attractions. Out of those who had previously visited, 39.8% of respondents had a general understanding of the CSTT, however, only 9.7% had a good understanding and 4.5% had a total lack of understanding. Nevertheless, most visitors were interested in CSTT (84.6%). The results of factor analysis showed that the four motivation groups loaded and five satisfaction groups loaded. The 17 attributes resulted in four factors of motivation and 24 attributes resulted in five factors of satisfaction. In addition, the results of all these factor analyses fulfilled the acceptance levels of factorability and reliability, based on the KMO Bartlett's test.

4.2 Recommendations

The following recommendations points will act as a reference for managers to improve their services based on the above study.

4.2.1 Attention to the development of experimental and cultural tourism products

Tourists are visiting Yan'an for experiences and recollections of the revolution. Doubtless, revolutionary resources are the foundation of Yan'an tourism, to aid the characteristics of revolutionary tourism; revolutionary tourism products should be developed to enhance the tourists' satisfaction. For example, a focus on the Revolutionary War to provide tourists with the atmosphere of it in an innovative way through interesting activities such as dressing the tourists in Red Army clothes whilst providing a sound and light display; dressing them in Red Army clothes and serving them Red Army food, to experience the simple and authentic life of the Red Army, teaching them simple spinning to experience a spinning game and enjoy the cheerful atmosphere of those days, whilst explaining the story of the spinning game held among Premier Zhou and others. A combination of the folk customs tourism and revolutionary tourism can also be formed, such as featuring the Northern Shaanxi folk customs, Ansai waist drums, Yangko dance and Xintian you, etc. into the revolutionary tourism, to enable the tourists learn Yangko dance or waist drums through folk performance teams. Realistic revolutionary stories could also be performed for the tourists in sketch or musical forms. Overall, tourists would not only feel the Yan'an revolutionary spirit but also experience rich and interesting tourism activities. Therefore, tours would be enriched and promote tourists' satisfaction with Yan'an revolutionary tourism products through personal experience.

The foundations for the sustainable development of Yan'an revolutionary tourism are the existing revolutionary tourism resources; however, many tourists expressed the view that the appearance of the original revolutionary sites are not as good as before. Therefore, to promote tourists' satisfaction with the Yan'an area, the administration must strengthen their efforts to preserve the revolutionary cultural relics and sites so that they display their historical depth and vicissitudes to the tourists, for example, they should remove the buildings that do not match the original revolutionary sites in order to accurately restore the historical scene.

4.2.2 Improve the infrastructure of the CSTT

Tourists cannot be separated from the infrastructure provided during a visit to Yan'an

revolutionary tourism area. Therefore, the infrastructure must be improved to enhance the quality of the welcome and the first impression tourists have of Yan'an revolutionary tourism area, thus promoting tourists' satisfaction. Specific measures should be implemented to enhance tourists' satisfaction with infrastructure, such as providing an increased number of public rest facilities in locations that can be quickly accessed so that tourists can rest and relax when they become tired.

4.2.3 Enhancing the quality of the tourist reception

The tourist reception quality can be enhanced by improving accessibility to Yan'an revolutionary tourism area, through the construction of entrances and exits to the highways linking each tourism area, which offer both convenience and comfort to the transport networks, setting up reasonable parking in the tourism area as well as solving the problem of parking in Yan'an city. Moreover, the accommodation and dining facilities should be in line with the image of Yan'an revolutionary tourism area and be simple and practical. To involve the tourists with the local accommodation culture, rooms could be designed as caves, while the food offered could feature local snacks such as Yangyuzhazha and Yangzhatang or even Red Army food of red rice and pumpkin soup could be provided for dining. The environment for accommodation and dining must be kept clean and tidy. The Northern Shaanxi featured folk customs such as paper-cutting in northern Shaanxi can be added to the development of tourism products.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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