

Motivations for travelling to China

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(Short) Abstract

This study identifies motivations for visiting China as compared to its neighboring countries. Nine motivational dimensions have been extracted from 43 motivational items. The differences in motivations between potential visitors and existing visitors; and between male and female were analyzed. Regression models are produced to evaluate how motivations can predict travel intentions to China and the ranking of China as compared to other Asian destinations. Based on the analysis, this study provides marketing implications for China inbound tourism.

Key words: motivation, china inbound tourism, travel intentions, foreign visitors

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