A STRUCTURAL ANALYSIS OF MOTIVATION, FAMILIARITY, CONSTRAINT, IMAGE AND TRAVEL INTENTION OF CHINESE NON-VISITORS TO THAILAND

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Abstract

Tourism is one of the biggest industries in the world and one of the economical sectors, which grows rapidly. The recognition that tourism is a leading contributor to a nation has led this industry to be increasingly developed and marketed. While this approach helps ingenerating employment as well as improving the local infrastructure, more often than not development is rushed, taking little or no consideration of the product's life cycle or the environment. This practice of unsustainable tourism eventually threatens the attractiveness of a tourist destination and strips the competitiveness of that destination. The purpose of this paper is to provide empirical evidence on the types of tourist visiting Huangshan. A total of 384 useable questionnaires were obtained and subsequently analyzed. For types of tourists were identified (1) hard-core (2) dedicated (3) mainstream (4) casual. In studying the above, one will be able to understand the effort in rendering the preservation and sustainable development in China. In this study, the researcher investigates the tourist's perception of environment impact towards sustainability. Finally, this study draws conclusions that different types of tourist have different perceptions of sustainable tourism. Different types of tourists have different background and demands. So they have different perceptions and these different perceptions will influence their behaviors. It makes useful recommendations to governments, tourists, planners and stakeholders who are concerned to further improve the sustainability effort in China.

Keywords: Huangshan, Sustainable Tourism, Tourist Attitude, Eco Tourism, Ecosystems, Tourist Typology

1. Introduction

Mount Huangshan, also known as the Yellow Mountain, edges itself into one of China's most a luring tourist attractions with the Great Wall and the Terracotta Warriors. Located in the southern part of Anhui Province, Huangshan serves as the perfect site for tourists to breathe the fresh air and to experience the natural beauty of China in holidays. In 1990, Huangshan was listed as an official World Heritage Site for its unique pine trees, geological formations, dreamlike clouds and reputable hot springs, which gained Huangshan the title of "The First Mountain under Heaven". The eighty awe-inspiring peaks of Huangshan are in the height of more than 1,000 meters. Mount Huangshan is a protected area that has been designated as a

World Heritage Site. It attracts more than 2.3 million visitors annually. It is indeed a challenge to maintain its scenic beauty and wild habitats. Huangshan Scenic Site Administrative Committee (HSAC) carries out a very comprehensive innovative program to protect the ecosystem. The program commits to have human beings live in harmony with nature in the context of the cultural and historical tradition. Chinese have kept for thousands of years to balance the protection and usage to achieve a win-win situation. The agenda on this program includes land protection, visual aesthetics, water and waste management, energy efficiency and the preservation of art and culture.

In order to effectively manage the large number of visitors who come to Huangshan annually, a twofold system was employed by Huangshan Scenic Site Administrative Committee. The system is a rotating system which could close different sections of spots at different time to promote regeneration. Advanced technologies are applied to adjust the flow of visitors and control the number of visitors to minimize negative effects. The staff in HSAC could reduce and redirect the visitors in a short time through the usage of 58 vidicons and devices, and monitoring over 200 vehicles and four cable-car networks. The system prevented the over-consumption of natural resources which is conducive to maintaining a quiet and peaceful Huangshan as depicted in many art works. Hotels in Huangshan have to maintain a "green team", in charge of recycling and the green team is made up with more than 30 people. This system significantly reduces effluents and wastes, and saves energy that achieves the goal of energy conservation and emission reduction. In addition, low-emission fuels and solar power are used in Huangshan. The power lines are hidden under the ground to preserve the natural characteristics. (Dong Xing, 2006)

In terms of intangible cultural heritage, HSAC makes great efforts to preserve the local art, culture and traditional architectures. HSAC has also preserved art, culture and traditional architecture in Huangshan. More than 30 ancient pavilions and ancient monasteries and bridges that date back to the Ming Dynasty were restored or reconstructed by HASC.

In terms of local economy development, HSAC has striven to increase the number of tourists and develop the tourism related industries. 4, 500 jobs were created because of the management of the Scenic Area and 20,000 tourism-related jobs were generated in the surrounding area.

Huangshan is successful not only in the management of 2 million tourists annually but also in minimizing the negative environmental impacts under such condition.

2. Literature Review

2.1 Sustainable Development

Tourism is not only one of the largest industries in the world but also the largest employer in the world. (WTTC 2002). Every country or organization has their own definition that is related to their culture or objectives. According to Etchart (2008), sustainable development is an expression used by ecologists, media, and politicians, but it does not always carry the same concise meaning. The tourist industry provides opportunities for employment and business, improves infrastructures, increases the foreign exchange and tax revenues and makes contribution to the economic development. However, the tourist industry causes negative

impacts on environment, makes overconsumption of natural resources and generates huge amount of waste. According to APEC (2002), an unsustainable tourism could result in the increase of solid wastes, destruction of cultural relics and heritage, reduction in biological diversity, degradation of wildlife and pollution in rivers, lakes and oceans. Many researchers speak of such concerns to ensure the need of environmental protection and economic sustainable development in the tourist industry. Miller (2003) found in his research that the environment is an important factor that customers considered in the choice of tourism products. Sustainable tourism has become a vital standard in attracting tourists and the most widely accepted definition for sustainable development is the development which could meet our current needs without hurting the benefits of future generations. (Brundtland Report 1987).

2.2 Sustainable Tourism

Environment, economy and couture are the three important components in sustainable tourism with each having relation with the other two. The United Nations Environment Program (UNEP) is an organization provides leadership and encourages partnership in protecting environment by motivating, informing and improving the well-being of nations and people without compromising the ability of the future generations. Both UNEP and WTO define sustainable tourism as the travel mode of keeping the living and development ability of a region after a period of time. The sustainable tourism development meets the needs of tourists and the host region and provides opportunities to protect and improve the future. Such assumption leads to the management of all resources in an economic, social and aesthetic way which could be fulfilled, in the meantime, maintains the cultural completeness, ecological completeness, biological diversity and life support system (WTO. 2001), (UNEP, 2001).

Except ensuring the environmental protection, tourism activities should preserve the local culture and provide sufficient economic opportunities for the local people (Leposky 1997). Sustainable tourism development should optimize the use of environmental resources with protecting the natural heritages and biological diversities. Sustainable tourism development should respect the local culture and preserve the cultural relics and heritages through the local communities. In addition, the sustainable tourism development should ensure the sustainable and equal economic operations, local employment opportunies and community services to alleviate the poverty (UNEP, 2001).

Many efforts have been generated through collaboration for this largest industry.

In 2001 UNEP produced a report titled *Towards a Green Economy* in which the green economy was described as to improve the well-being of human and the social equity, and to significantly reduce ethical scarcities. Government, companies and stakeholders are recognized as important leaders in developing the economy for the nation's well being.

2.3 Perception of Tourist

There are many definitions for the term perception. And perception is usually viewed as an enduring disposition to respond consistently in a given manner to various aspects of the world, including persons, events and objects.

According to Nilsson and Kuller (2000), perception is defined as psychological construct, composed of affective, cognitive, and behavioral components, which may be used to describe human evaluative response'. Perception have long been a topic of interest to social psychologists because of the ease with which perceptions determine positive and negative feelings towards certain activities. However, while perceptions are a good basis from which to judge one's willingness to participate in, for example , a leisure activity does not always mean that the individual will not participate in that activity. For example, one may have a negative perception towards TV, but yet still watch it daily. In addition, perceptions are just one determinant of behavior. The theory of planned behavior (Ajzen, 1991) suggests that behavior is a function of perception, subjective norms, and perceived behavior control.

In most cases, tourists are brought from other nations or other provinces to a place of interest. Their knowledge, their attitude and their character plays a part in the success of sustainable development effort in the places they visit. Understanding the perception of tourist helps to investigate the current problems faced in tourism. Problems that are created by the tourist become the problem of the local communities whereby stakeholders and tourists benefit from the tourism operations. (Watson and Hill, 1997)

2.4 Perception towards Sustainability

The number of aspects found in the literature was much too large to consider in this study; therefore a selection had to be made although this was not exhaustive (Ankersmid & Kelder, 2000). Those aspects most commonly used in the literature were selected; however, they were limited to aspects that tourists could feasibly evaluate and perceive important.

2.4.1 Ecological aspects
1. Pollution of environment, water and air
2. Disturbing of plants and animals
3. The loss of variety of plants and animals
4. The loss of rare plants and animals.
5. Exhaustion of water and energy resources
6. Urbanization, more buildings at the cost of the green area.

2.4.2 Social cultural aspects
1. Crowding, too many tourists around
2. Social problems like criminality, alcoholism, vandalism and drugs
3. The loss of local traditional habits
4. Tolerance: local people being less tolerant against tourists.

2.4.3 Economic aspects
1. Increase of price at facilities or products
2. Distribution of income from tourism
3. Distribution of more jobs in the tourism labor market

2.5 Tourist Typology

A tour group is made up of many individuals with different characteristics and different travel experiences. Because of the differences in various aspects such as age, gender, knowledge level, characteristics, social status and blood type, the tourist types varies and the characters of different types varies greatly. The study which analyzes and researches tourist types is called tourist typology. Different researchers divided the tourists into different types based on different standards. In terms of age, tourists can be divided into teenager tourist, youth tourist, middle-aged tourist and senior tourist. In terms of gender, tourists can be divided into male tourists and female tourists. In terms of the different education level, tourists can be divided into tourists with primary school level, middle school level, bachelor degree, master degree and PhD. The tourists can also be divided based on their family income, their professions in terms of demography. According to their purposes of travel, tourists can be divided into leisure tourists, business tourists, and tourists on family and individual issues. The different types of tourists could have different travel experiences which could result in different perceptions on ecological tourism and tourism sustainability. (Lindberg, 1991) In this study, the tourist types taken into consideration are:

Hard-core: A person who want to research local knowledge or local natural data for scientific research or education. Many this kind of tourists comes from government, some educational institutions or company. They want to collect some useful data or information for some special purpose. Most of them have some professional knowledge.

Dedicated: A person who want to see some special things, natural view or culture in their trip. They are interested these and try to understand them. Most this kind of tourist comes from some specific group or club. For example, hiking clubs. Their purpose is not for record or business. They want to test and learn some different thing. Most of them have some specific skill.

Mainstream: A person who visit some usual destinations for a holiday. They have a target. Before they travel, they will to find some information about their destinations. This kind of tourists is the main type of tourist. Almost 60% tourists are this kind of tourist. Tourists also have the biggest influence on environment. They are main target of operation and formulation of policy.

Casual: A person who take a trip just for leisure. They do not care about any information of them destinations. A lot of them choose a one day trip. This kind of tourists are few in developing countries but a lot of in developed country. Sometimes difference of cultural also can influence the number of this kind of tourists.

2.6 Trip Characteristics of Trip

According to Goeldner (2000) any person on a trip between two or more countries or between two or more localities within his/her country of usual residence, the single person on a trip call individual tourist, and more than two people on a trip call group tourist.

The type of trip influences the needs and wants of tourists. Groups of travelers have different check-in, check-out, dining, drinking, meeting, and entertainment requirements compared to individual travelers (Bowie & Buttle, 2004). Many travel parties are however

composed not of individuals but of couples, friends, and assorted family groupings. Senior couples dominate long-distance car touring in Australia (Pearce, 1999), small shifting friendship groups characterize backpacker travel (Buchanan & Rossetto, 1997), family groups are common in zoos and attractions (Turley, 2001), and gay male couples like travelling to many Mediterranean resorts (Clift, Callister & Luongo, 2002). Family travelers becomes obvious, the travel and tourism industry has developed products and services, including family suites, grand travel activities, and vacation packages for family reunions and weddings, to target this particular segment (Blum, 1996).

3. Conceptual Framework and Research Hypotheses

The proposed conceptual framework is drawn with the independent variables being the typology of tourists, trip types and the dependent variables being the perception of tourists. The main objectives of this study are to examine tourist perception and the three areas of concern (sustainable environment, Socio-cultural and economic) on sustainable tourism in Huangshan. The models are used as representations of theoretical systems so that the research can be tested, examined, and analyzed.

Figure 1 A total of 6 hypotheses are used for this study (see Appendices).
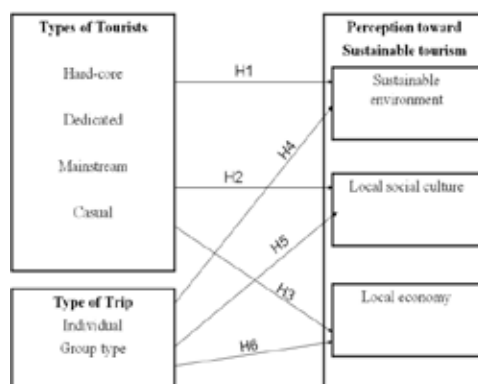
4. Research Methodology

Descriptive research is used in this study. The main purpose of descriptive research is to describe a situation usually is to describe the market characteristics or market functions (Churchill, 1995). Also According to Dawson (2002) descriptive research try to describe systematically some situations, problems, phenomenons, services or programmers, or try to provides some information about , say, living condition of community, or describes perceptions towards an issue.

Survey is a research methods that collect the information from sample of population. In this research the questionnaire is used. For data collection based on communication with a

representative sample of individuals. A survey is an action that collects information in an organised and methodical manner about characteristics of interest from some or all units of a population using well-defined concepts, methods and procedures, and compiles such information into a useful summary form (Fellegi, 2010).

The target population of this research is the visitors who visited Huangshan in 2009 a total of 17 million. The minimum requirement for this research was 384 respondents.

Data collection involved two steps. In the first stage, the researcher conducted a pretest by distributing 40 questionnaires on Huangshan scenic area. In the second stage, researcher selected people on the Huangshan scenic area busiest section as respondence, using convenience sampling.

The questionnaire has three parts. Part one, asks about the respondents personal data. Part two, tourist's type. Part three , tourists' perceptions towards dimension of sustainable tourism. Parts two and part three uses a 5 point Likert scale from strongly disagree to strongly agreeing. The questionnaire has a total has 36 questions.

5. Results

From Data that collected from 384 respondents. There have 189 females (49.2%) and 195 males (50.8%). Male respondents are more than female. Respondents who above 56 years was 57 (14.8%), 47-56 years was 66 (17.2%), 37-46 years was131 (34.1%), 27-36 years was 41 (10.7%), and 17-26 years was 89 (23.2%). The major respondents are in the age range of 37-46 years old. There have 56 respondents at the education level of elementary school, 88 respondents at the education level of middle school, and 92 respondents at the education level of high school, 133 respondents at the education level of bachelor's degree, 15 respondents at the education level of master's degree. The major education level is bachelor's degree. The major respondents is Chinese, which is 207 (53.9%), followed by Japanese 83 (21.6%), Korean 71 (18.5), Taiwan 6 (1.6%), westerns17 (4.4%). The major tourists have been to Huangshan. The number is 230 (59.9%). About 154 (40.1%) respondents say that this is the first time to come to Huangshan.

Question: For me vacation means totally immersing me in the different culture 133 (34.6%) respondents chose disagree. This means almost half of respondents (41.6%) didn't like to immerse themselves in the different culture. Most of them traveled to Huangshan not for the culture. 31.5% respondents chose natural, most of them are mainstream, and they do not have a clear image about different culture. Testing different culture is very important but not is all purpose for this kind of tourists. So a lot of them chose neutral. Researcher deletes this group in calculation.

Question: I like to study something about the local culture and customs 152 (39.6%) respondents chose disagree. It shows a lot of (49%) respondents didn't like to study the local culture and local customs. A few respondents chose agree and strongly agree, the number is 71 (18.5%) and 18 (4.8%). Neutral is 27.7%.Researcher deletes neutral group in calculation. It not influences the result.

Question: I like to test and research some local food. Many people (33.3%) like to test and research some local food. Local food is an important attraction for tourists. Neutral is 27.6%. Researcher deletes neutral group in calculation. It not influences the result.

Question: I like to learn and research the local language 144 (37.5%) respondents chose disagree. This shows that tourists didn't like to learn and research the local language. The major purpose of most people (67.0%) travel to Huangshan is to enjoy the beautiful nature. Neutral is 27.1%.Researcher deletes neutral group in calculation. It not influences the result.

Question: I like it when a guide tells stories and things worth know in culture 192 (50.0%) respondents chose agree. This shows a lot of tourists (56.0%) like to know some local stories and some interest things. Neutral is 23.7%.Researcher deletes neutral group in calculation. It not influences the result.

Question: I always take a travel guide and a map of the area with me on trip 189 (49.2%) respondents chose agree. This shows that a lot of tourists (51.8%) take a guide or map when they traveled to Huangshan. They are interested in this area. So they want to gain more information about it. Neutral is 22.9%. Researcher deletes neutral group in calculation. It not influences the result.

Question: I always read the word boards or monuments at tourists' sites 166 (43.2%) respondents chose agree. This shows that half of tourists (50.3%) always read the word boards and steles at tourists' sites.

Question: I like relieve the stress of everyday life in nature 201 (52.3%) respondents chose agree and 68 (17.7%) respondents chose strongly agree. This show most tourists' purpose (70.0%) of travelling to Huangshan is to relieve the stress of everyday life in nature.

Question: My important motivation is to be close to nature and test different culture 206 (53.6%) respondents chose agree and 53 (13.9%) respondents chose strongly agree. This shows most tourists (67.5%) want to close nature and to enjoy different culture.

Question: I like collect some information about the destination before my trip 197 (51.3%) respondents chose agree. This shows that many tourists (60.4%) like collect some information about their destination before their trip. This is the characteristic of mainstream.

Question: I like pay money to some travel agencies, let them to help me 221 (57.6%) respondents chose agree and 75 (19.5%) respondents chose strongly agree. This shows that most tourists (77.1%) will choose a travel agency. This is an apparent characteristic of mainstream tourists.

Question: Nature and culture are least of my interests 177 (46.1%) respondents chose disagree. This show that most tourists (55.4%) have interesting in nature and culture of their destination. Neutral is 23.7%.Researcher deletes neutral group in calculation. It not influences the result.

Question: I am a fun seeking person, like cozy and busy with a lot of people 192 (50.0%) respondents chose disagree and 83 (21.6%) respondents chose strongly disagree. This show most people (71.6%) care about the environment. Tourists didn't like noise and cozy.

Question: I like visiting sunshine, leisure and relaxed destination 131 (34.1%) respondents chose agree. These shows many tourists (39.6%) think sunshine, leisure and relaxed detonations are more attractive. Neutral is 28.6%.Researcher deletes neutral group in calculation. It not influences the result.

Question: Tourism can results in pollution of environment in Huangshan 113 (29.4%) respondents chose agree and 77 (20.1%) respondents chose strongly agree. This shows that half of tourists (49.5%) think tourists results in pollution of environment in Huangshan.

Question: Tourism may leads to a lot of plants and animals disappear in Huangshan 121 (31.5%) respondents chose disagree and 66 (17.2%) respondents chose strongly disagree. This shows that half of tourists (48.7%) think tourism is not the major reason that leads to reduction of plants and animals.

Question: Tourism is a kind of Low-pollution industry 144 (37.5%) respondents chose agree. This shows that most tourists (51.5%) think tourism industry is a kind of Low-pollution industry. It is clearer than heavy industry.

Question: The tourism can awaken people's awareness of environmental protection 122 (31.8%) respondents chose agree. This shows that a lot of tourists (42.1%) think that tourism can awake people's awareness of environment protection. It can educate people.

Question: Tourism can resulted in construction of too many buildings at the cost of green space 172 (44.8%) respondents chose agree. This shows that half of tourists (47.8%) think tourism lead to the lack of green space. Too many hotels and restaurants were built on green space.

Question: Tourism can promote cultural exchange 233 (60.7%) respondents chose agree. This shows that most tourists (71.7%) think tourism industry is very useful for promoting culture exchange. People can test different culture by their trip.

Question: Tourism leads to crowding, too many tourists around 123 (32.0%) respondents chose agree and 61 (15.9%) respondents chose strongly agree. This shows many tourists (47.9%) think Tourism leads to crowding. And 117 respondents have no ideas about this condition.

Question: Tourism can be responsible for crime, drug, prostitution and alcoholism 171 (44.5%) respondents chose agree and 152 (39.6%) respondents chose disagree. This shows some tourists agree this. But also a lot of tourists (42.5%) think tourism does not matter with the increasing of rates of crime, drug, prostitution and alcoholism.

Question: Local people being less tolerant towards other people 199 (51.8%) respondents chose disagree. This shows that many tourists (59.9%) didn't think local people

being less tolerant towards other people. Many tourists say that they can feel the enthusiasm of the local people.

Question: Tourism has improved the local infrastructure 201 (52.3%) respondents chose agree. This shows most tourists (58.3%) think tourism has improved the local infrastructure. For example road and some post office.

Question: Prices of many goods and services in the region increasing because of increasing in tourism 138 (35.9%) respondents chose disagree. This shows that many tourists (46.6%) think that the increasing of prices of goods and services are not related to tourism.

Question: The income from tourism should distribute more to local people 182 (47.4%) respondents chose agree. This shows that many tourists (53.4%) think the income from tourism should distribute more to local people. The increasing of income is very important for local people.

Question: Tourism will increase the standard of life of local people 192 (50.0%) respondents chose agree. 101 (26.3%) chose disagree. This shows many tourists (51.6%) think tourism will increase the standard of life of local people. But also many people (31.2%) think tourism industry cannot increase the standard of life of local people.

Question: Tourism created a lot of jobs for local people 223 (58.1%) respondents chose agree. This shows that most of respondents (63.1%) agree that Tourism created a lot of jobs for local people. Tourism industry is labor-intensive industries.

Question: Foreigner investors have excessive influence local economy 109 (28.4%) respondents chose disagree, 110 (28.6%) respondents chose neutral and 126 (32.8%) respondents chose agree. This show many tourists have opposing views.

In this study, the research used SPSS software. SPSS software will provide some statistical result in form of frequencies and percentage. SPSS was used to code, facilitate tabulation and process statistical data.

Table 1 Summary of hypotheses testing results

Hypotheses	Statistics test	Sig and 2-tailed Sig		Results
H1o: There are no differences among these types of tourists in their perceptions toward sustainable environment aspect of tourism in Huangshan	One-way ANOVA	Question 1 Question 2 Question 3 Question 4 Question 5	0.000 0.000 0.000 0.000 0.000	Rejected Ho
H2o: There are no differences among these types of tourists in their perceptions toward local social culture aspect of tourism in Huangshan.	One-way ANOVA	Question 1 Question 2 Question 3 Question 4 Question 5	0.000 0.000 0.000 0.000 0.000	Rejected Ho

Hypotheses	Statistics test	Sig and 2-tailed Sig		Results
H3o: There are no differences among these types of tourists in their perceptions toward local economy aspect of tourism in Huangshan.	One-way ANOVA	Question 1 Question 2 Question 3 Question 4 Question 5	0.000 0.000 0.000 0.000 0.014	Rejected Ho
H4o: There are no differences among tourists in their perceptions toward sustainable environment aspect of tourism in Huangshan in different types of trip	Independent T-test	Question 1 Question 2 Question 3 Question 4 Question 5	0.001 0.014 0.018 0.001 0.007	Rejected Ho
H5o: There are no differences among tourists in their perceptions toward local social culture aspect of tourism in Huangshan in different types of trip	Independent T-test	Question 1 Question 2 Question 3 Question 4 Question 5	0.442 0.773 0.946 0.640 0.587	Failed to reject Ho
H6o: There are no differences among tourists in their perceptions toward local economy aspect of tourism in Huangshan in different types of trip.	Independent T-test	Question 1 Question 2 Question 3 Question 4 Question 5	0.836 0.651 0.891 0.981 0.286	Failed to reject Ho

6. Summary of Hypothesis Testing

Ho1: There are no differences among these types of tourists in their perceptions toward sustainable environment aspect of tourism in Huangshan. This hypothesis was rejected. This means there have significant difference in four types of tourists. Because different types of tourists have different background and demands, these differences will influence their perceptions of sustainable environment.

Ho2: There are no differences among these types of tourists in their perceptions toward local social culture aspect of tourism in Huangshan. This hypothesis was rejected. This means there have significant difference in four types of tourists. Because different types of tourists have different background and demands, these differences will influence their perceptions of local social culture.

Ho3: There are no differences among these types of tourists in their perceptions toward local economy aspect of tourism in Huangshan. This hypothesis was rejected. This means there have significant difference in four types of tourists. Because different types of tourists have different background and demands, these differences will influence their perceptions of local local economy.

Ho4: There are no differences among tourists in their perceptions toward sustainable environment aspect of tourism in Huangshan in different types of trip. This hypothesis was rejected. This means there have significant difference in two types of trip .Because group tourists

sometimes pay more attention on the other group members. It will distract their attention on environment.

Ho5: There are no differences among tourists in their perceptions toward local social culture aspect of tourism in Huangshan in different types of trip. This hypothesis was failed to reject. This means there have significant difference in two types of trip.

Ho6: There are no differences among tourists in their perceptions toward local economy aspect of tourism in Huangshan in different types of trip. This hypothesis was failed to reject. This means there have significant difference in two types of trip

7. Conclusion and Recommendations

Tourists are sensitive towards sustainability issues and judge the ecological dimension as the most important, such as environment, and air pollution, loss and disturbance of the plants and animals, responsible for exhaustion of the water and energy resource, as can be seen in detail in descriptive results. About tourism result in unpleasantly crowded areas, many buildings and tourism facilities on the facilities on the beaches, green space, some of respondents are uncertain. However, the majority of the respondents agreed, therefore it can be concluded that tourism results in negative impact on the environment of Huangshan.

Tourists' perception on socio-cultural dimension both negative and positive consequences. Infrastructure such as local transportation has improved due to tourism development. Another the other hand, overcrowding can have adverse effects on the environment. Meeting local people was a valuable experience and the sustainable of traditional culture has a positive result. Most respondents are not certain about this aspect as they are native also.

Tourism has a penetration effect, especially in small city. The tourism development led to increase in jobs for local people that resolve current employment issues. Prices in foods and services also increase which means better profit margin for locals. The standard of living has also increased. These are all positive effect.

In Environment aspect, hard-core and dedicated types are more sensitive towards the environment issue because they seek high quality of environment and they have high awareness on the environmental conservation. The mainstream type of tourists always likes to evaluate, because they like to compare each destination. The casual type of tourists exploiting and using resource, they want to enjoy man-made environment. Previous studies showed that tourists' motivation can influence tourists 'perceptions. In ecological aspect, different kinds of tourist have different standard of environment protection. Findings of this study also support previous studies (Cottrell, 2003).

In socio-cultural aspect, hard-core type of tourists is very sensitive towards socio-cultural issue. They had strongly positive influence on the local culture. Dedicated type of tourists can clearly define positive and negative effect from tourism development to Huangshan, but could not give any suggestions. Mainstream tourists want to know the special local culture but they do

not focus on it. Casual type of tourists do not care about local socio-culture, they just had a few feelings. Previous studies showed that culture also very important for tourists. There are 2 purposes of tourists, testing natural view and different cultures. Previous researchers found that different types tourist have different expectation of culture. Findings of this study also support previous studies. (Cottrell, 2003)

In economical aspect, hard-core tourists very much care about development of local tourism industry. Dedicated and mainstream tourists know economical aspect is very important for the local tourism industry, but they do not have a clear idea about it. Casual do not care about the economical aspect. Previous studies showed that most tourists do not care about economy of destination. Only hard-core have clearly images of economical aspect. In addition, they can give some suggestions to operators and government. Findings of this study also support previous studies.

The scale of tourist industry in Huangshan became bigger and bigger. There are many potential capabilities for business travelers, eco-tourists and socio-cultural tourists.

First, tourism planners should be able to manage or implement guidelines on the allocation of resources. Environment has been identified as important issues in determining tourists' overall satisfaction levels, nevertheless visitors wanting to experience an environment that is clean. Second, next tourism management sector should ensure the government conservation planning and policy work effectively and environment quality controlling system should work more strictly, Thirdly, tourism management sector should promote how to take care of environment, not just slogan, but also should be addressed detailed messages and which can be easily understood. The studies from the attitudes and types of tourist could help tourism management adjust to the necessary needs and wants of the tourists.

This study noted that the socio-cultural attraction is the least of tourists' interest. Tourism planner should pay more attention on building or rehabilitation of historical and cultural attractions to attract more tourists. Promotion of Huangshan's image should be promoted historical and cultural attraction together, to build tourism product more diversification. Additionally, tourism planner should also pay more attention on residents' perceptions towards sustainable tourism in Huangshan.

Economic dimension of sustainability means economic returns and challenges come from the vision of long-term growth and benefits, the tourism planner should be given to the use of tourism as an economic development tool, in which ability of resources and is commended as necessary conditions before proceeding with tourism-related developments. Planning should be the optimal priority, tourist attitudes should also be viewed as essential. Therefore, tourists' attitudes, attractions, involvement and participation are need for maximizing economic benefits of tourism for this region

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Appendices

Hypothesis 1: There have differences among the types of tourists in their perceptions of the sustainable environment aspect of tourism in Huangshan.

Hypothesis 2: There have differences among the types of tourists in their perceptions of the local social culture aspect of tourism in Huangshan.

Hypothesis 3: There have differences among the types of tourists in their perceptions of the local economy aspect of tourism in Huangshan.

Hypothesis 4: There have differences among tourists in their perceptions of the sustainable environment aspect of tourism in Huangshan in different types of trip.

Hypothesis 5: There are no differences among tourists in their perceptions of the local social culture aspect of tourism in Huangshan in different types of trip.

Hypothesis 6: There are no differences among tourists in their perceptions of the local economy aspect of tourism in Huangshan in different types of trip.