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The Meetings Incentives Conferences and Events Industry in Hang Zhou, China: Residents' Perceptions of Policies

by

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Abstract

This thesis was initiated by the occurrence of the 2006 Hang Zhou World Leisure Expo. Hang Zhou is the author's home city, and thus the Expo was of interest, and from this interest came the idea of conducting research into residents' perceptions of the impacts of the 2006 Expo and the more general impacts of Hang Zhou's Meetings, Incentives, Conferences and Exhibitions (MICE) policies. As in other Chinese cities, these policies are primarily determined by the Municipal Government with comparatively little reference to residents.

The researcher has found very little prior research into the subject of resident perceptions of MICE, even though, as described in the thesis, there has been increasing competition between cities as each seeks to build conference centres and attract business for those centres. Much of the literature reviewed was based on research into western cases, and in the final chapter reference is made to potential differences between China and the locations of this other research. After a literature review, the author undertook a qualitative study by conducting interviews with 40 respondents to both elicit their views and determine items for a subsequent quantitative study based on self completed questionnaires. After 5 months, a sample of just over 400 usable responses had been collected. The design of the questionnaire permitted discriminant analysis to be used, and thus in addition to the use of t-tests and ANOVA, factor, cluster, regression and path analysis were all used.

Given the lack of previous research within China, the main focus of the research was descriptive and exploratory in nature, but the initial results permitted the development of a potential set of causal relationships that are summarised in the main text as Figure 4.3. This permitted a series of four propositions to be examined. It is to be noted that the term 'proposition' is used rather than 'hypothesis'. The latter term implies quantifiable relationships are thought to exist and that can be tested. The literature review reveals a deficiency generally about residents' perceptions of MICE and very specifically almost nothing about the Chinese situation, so at this stage it is proposed that a relationship between residents and MICE, but no specific hypothesis of quantifiable relationships exist to be tested.

These were:

Proposition One

Socio-demographic variables impact on perceptions of MICE at the city and personal level, and on evaluations of Hang Zhou's MICE policy. In this respect, generally, it was found that socio-

demographics were not discriminating variables, and only employment status and a past history of MICE attendance had some role of significance.

Proposition Two

There will be differences between residents' perceptions of the impacts of MICE policies when asked to consider (a) impacts in Hang Zhou generally, and (b) impacts on personal daily life. This was found to be generally true, and generally respondents were supportive of MICE policies that generated benefits for the city as a whole even when they were either not affected personally, or those personal impacts such as traffic congestion, were negative.

Proposition Three

There will exist differences in perceptions that can be caught in psychometric measurements that will enable different clusters to be discerned, whereby some will be supportive of MICE policies and others less so – such differences being determined by the evaluations of social and environmental costs as against economic gains. In short, there is an inherent tension between the economic, social and environmental within the current state of Hang Zhou as a developing city in a developing nation. This proved to be the case.

Proposition Four

A history of past attendance at MICE will be a variable that shapes support for MICE development and evaluations of the MICE policy. This was partially supported.

While distinct factors, clusters and the role of past attendance were found, the overall model proposed in chapter four, whereby a mix of civic advantages and personal impacts were thought to generate evaluations of MICE policies, was not wholly supported by path analysis. Goodness of fit measures failed to achieve figures of 0.9, although individual components of the model did achieve this. Reasons for this were thought to exist in the developmental nature of the MICE industry in Hang Zhou, and possibly in China as a whole, and these considerations are discussed in the final chapter.

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List of Acronyms

MICE	Meeting, Incentives, Conferences, and Exhibitions
ICCA	International Congress and Convention Association
WWTO	World Trade Organization
CNTA	China National Tourism Administration
ATC	Australian Transport Council
UIA	Union of Association
SOEs	State Owned Enterprises
PCMA	Professional Convention Management Association
HKTDC	Hong Kong Trade Development Council
HKCEC	Hong Kong Convention and Exhibition Centre
WELEG	World Leisure Exposition Garden
CNNIC	China Internet Network Information Center
EUROS	Official currency of the European Union
RMB	Chinese official currency
UFI	The Global Association of the Exhibition Industry
ACTE	Association of Corporate Travel Executive
CCPIT	China Council for the Promotion of International Trade

CHAPTER ONE INTRODUCTION

1.0 Introduction

Event tourism is currently a significant sector in the tourism industry and a force in the economic regeneration or micro-modernization of both the tourism industry and regional economies. Ritchie (1984) wrote that event tourism involves either major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. The success of these events relies on uniqueness, status, or timely significance to create interest and attract attention. Canniffe (1998) and Ryan (1998) also agree on the nature and impact of events whether the destination is a country as a whole or some particular region, city or town within it. For his part Getz (1989) adds that although the majority of events have probably arisen for non-tourist reasons, there is clearly a trend to exploit them for tourism and to create new events deliberately as tourist attractions. Consequently the significance and success of meeting, incentives, conferences, and exhibitions (MICE) tourism is not unanticipated for it is deliberately engineered by local, regional and national government as a means of prestige and economic regeneration. As Getz (1991) said, the growing interest in festival and special events is based on events' tangible and intangible profitable activities' in the community.

According to the International Congress and Convention Association (ICCA) (2004), the number of international events held in 2003 of different countries involving a minimum of participants from four countries and 50 people per event is over 400,000. The associated total expenditure is thought to be US\$ 2.86 billion. The position of international events and especially event tourism is becoming important in the world economy. The ICCA report of conference stated that each year the ICCA figures are anxiously awaited by destinations around the world, all of which compete fiercely for a larger share of this lucrative market. This figure has subsequently increased and in 2008 ICCA 2008 estimated that, in 2007, there had been, globally, a total of 6,500 conference sessions, an increase of 800 sessions over the previous year 2006. International event tourism also possesses a significant potential for growth. Because of worldwide economic integration, and in spite of the growing use of the internet, commercial, academic and governmental needs dictate a growing demand for frequent face to face meetings, incentives tourism, conferences and exhibitions (MICE). This need has enabled the industry to get less impact and survive recessions during economic downturns.

Due to the economic impacts brought by MICE, MICE tourism has played a very important role in tourism and economic policy development by regional and national governments. Kim, Uysal and Chen (2002) agree, stating that one of the fastest growing sectors of the tourism industry has been 'event tourism'. As Hall (1992) said, events are being viewed as an integral part of tourism development and marketing plans. Again, to further cite Hall (1992), international events are an opportunity for nations to improve their image in an increasingly market and brand image conscious world. Yet this is not new! According to Armstrong (1986, p.11), '... the first international exhibition, the Great Exposition of the Works of Industry of All Nations, held in Hyde Park London, in 1851 was held because, as Prince Albert stated, "It was the only way to out-do the French"'.

It has thus become commonplace that events are important success factors for the marketing of tourism and its development (Getz, 1997; Peters and Weiermair, 2000). Consequently event tourism and MICE management has also become an important issue. Getz (1997) stated whether an event is organized by professionals or volunteers; corporations or non-profit associations; event management is both an art and a science. According to Yeoman, Robertson, Knight, Drummond and Beattie (2004) the components involved in event management are varied such as financial support, volunteers' motivation, theme selection, and the ability to identify market segments and their needs.

It is therefore not uncommon for the public sector to be responsible for a large proportion of the special events provided for the community, and many local governments now have a substantial and varied events program (Thomas and Wodd, 2004). Indeed, in many countries local authorities have someone within their organization who has the specific role of devising a portfolio of events and conferences and who seeks to encourage the private sector to initiate conferences, conventions and meetings. Yet despite the growth in the importance of such activities and the increasing public sector role in providing special events (Shone and Parry, 2001), the public service provision for entertainment, culture, and arts remains a non-mandatory requirement (Borrent, 1991). Furthermore, because of the interest in economic regeneration, research has been dominated by economic impact assessment. Many researchers have focused on the residents' reactions to or a relationship between mega events and the local community. However, there are still gaps in the research such as studies of residents' perceptions of event related policies and associated financial and social benefits related to hosting events. This lack of interest specifically exists in the Chinese MICE research area, partly due to the very recent

emergence of MICE development in that country. Thus it can be stated that the Chinese MICE industry has been less studied than in the West. This thesis attempts to go beyond a narrow economic approach and explore a wider resident perception of MICE (Meetings, Incentives, Conferences and Exhibitions) tourism with specific reference to a regional centre located in the People's Republic of China.

Visitors attending any convention or exhibition often look for elements beyond the core of the event to complement their experiences. It is common to draw upon local cultures to provide these attractions because these are specific to an area, are thereby unique and are thus thought to attract out of region visitors (Kim, Uysal and Chen, 2002). Robinson and Phipps (2003) define what are termed 'pockets of opportunity' whereby convention and exhibition delegates increasingly seek to touch, at different levels, the essence of "otherness" communicated through various intercultural mediators such as food, outdoor music, objects, aesthetic signs, and narration.

1.1 MICE development

MICE tourism has developed well in the USA, Canada, England, Spain, France and Germany. According to Xinhua News Agency (2003), most international MICE are held in only a comparatively few Western economies such as the USA, which is the world's biggest international MICE sponsor. The USA MICE market is thought to account for 22.4% of its passenger transportation demand and 33.8% of the demand for hotel accommodation (ICCA, 2006). This is also certainly true of Canada, where tourists' interest in all kinds of festivals and events is well evidenced. Of Canadian tourists travelling in Canada in 2001, some 6.5 million person-trips are generated to attend sports events (Statistics Canada, 2002). Whilst western countries have made large profits from the international MICE tourism market, at present the industry is embryonic in Asian countries. The gap between Western countries and Asian countries is obvious.

Yet although there is an obvious disparity between Western and Asian countries, the growth of MICE tourism in the Asian tourism market cannot be ignored with its rapid development. According to ICCA (2006) there are three major Asian cities in the ranking of top ten popular events cities in 2005, which are Singapore, Hong Kong and Seoul.

Table 1.1**Rankings of Cities Hosting ICCA Events.**

Rank	City	#Meetings
1	Vienna	129
2	Singapore	125
3	Barcelona	116
4	Berlin	100
5	Hong Kong	95
6	Paris	91
7	Amsterdam	82
8	Seoul	77
9	Budapest	77
10	Stockholm	72

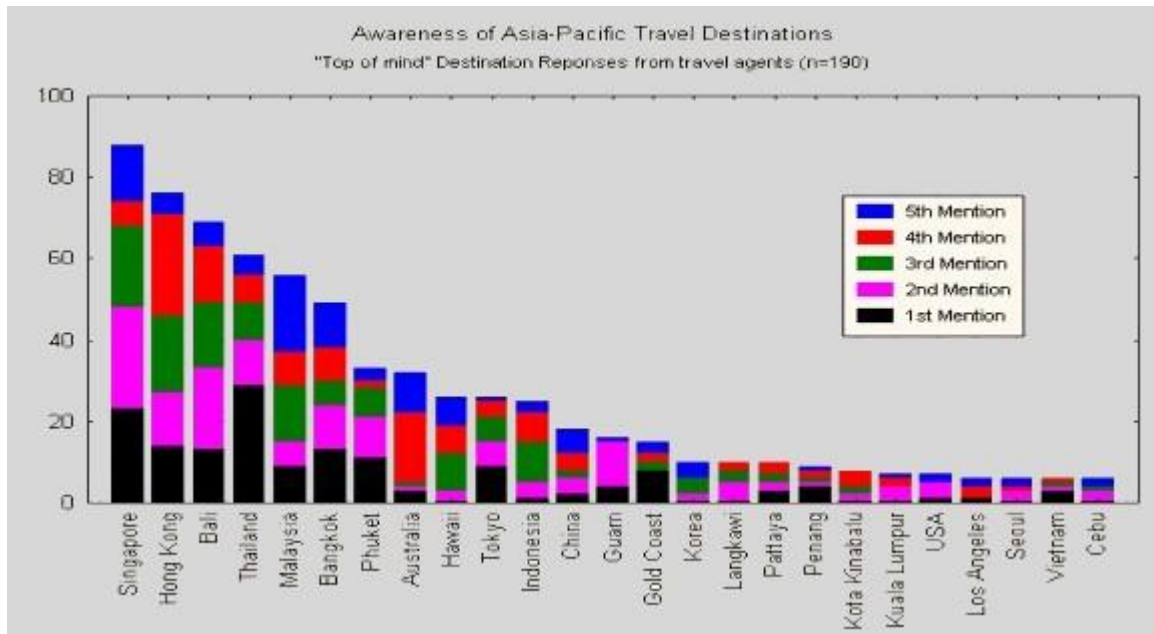
ICCA. (2006). ICCA publishes city rankings 2005

The Asian Association of Convention and Visitors Bureaux (1995) note that the Asian-Pacific region is an increasingly popular destination for incentive travel, and destinations such as Hong Kong and Singapore have pursued this market for the past 20 years in recognition of its high yield. Singapore, as the most ‘Western’ of all south-east Asian nations, can be considered as the capital of Asian MICE tourism market. “One of the markets which has been targeted is the meetings, incentives, conventions and exhibition trade (MICE) which produce S\$ 300 million (US\$187.5 million) worth of business a year for Singapore” (Hall, 1994, p.132) Not only Singapore, but also Hong Kong and Seoul has seen a dramatic development in the event industry. UFI (2004) additionally note that the event industry is important in Thailand’s tourism market. Thailand has potential as a prime destination for trade exhibitions and trade fairs; these events in Thailand represent revenues of over 7.5 million baht. Also by 2000, China ranked 34th in terms of the volume of MICE attendees being attracted (Chinese international airline agency, 2000).

The prosperous development of the MICE industry in the Asian tourism market enforces the level of high competition between several tourism countries including China. The Commonwealth Department of Tourism (1995) noted the Australian National Convention Strategy as identifying the Asia-Pacific region as the major competitive MICE destination to Australia in terms of both location and development of world class convention facilities. Rod (2003) found that competition is high as Malaysia, South Korea, China, Philippines and Indonesia move to increase their brand recognition and marketing power. Rod (2003) also emphasized that the last decade, or even the last 5 years, has seen major competitive

development between those Asian tourism countries including the building of new convention centres such as those in Manila and New Delhi.

Figure 1.1 Awareness Levels of Asian MICE Destinations



Source: Rod. (2003). Awareness of Asia-Pacific Travel Destinations

As already noted, many countries have written event tourism as a major promotional method into their tourism strategies. “China has to compete for the same market with counterparts in the Asia and Pacific region, most of which are well established and have a sophisticated tourism industry for example, Singapore, Hong Kong, and Thailand, with similar products but better service and cheaper price.” (Zhang, 1989, p.64) Hing, McCabe, Lewis and Leiper (1998) described Singapore, Kuala Lumpur and Hong Kong as establishing purpose built convention centers and note that their governments also have funded their respective international convention business. Hall (1994) also mentioned that, like other countries, Indonesia has also used a combination of events such as cultural festivals and “Visitor Years” to raise its profile in the overseas tourism market. Hall (1994) analyzed a “Visitor Year” as a ‘mingled’ event group that provides a large range of festivals and events. He noted in the 1990 “Visit Malaysia Year”, a total of 107 events ranging from festivals, sports tournaments and cultural shows. “Visit Year” is not a newly-emerged concept; it has become a model for ASEAN countries to promote their tourism industry. Rurakdee (1991) noted the success of the “visitor year” held in Thailand in 1987, and the Malaysian Tourist Development Corporation likewise designated 1990 as ‘Visit Malaysia Year’,

and the Japanese Government's 'Visit Japan 2010' campaign. In Thailand's tourism development plan, event tourism takes on a very important role. Corben (1990) identified four priority areas for the development of Thai tourism, which are: conventions and meetings, family-oriented leisure travel, sports travel, and incentive travel. ICCA (2008) estimates indicated that, in 2007, Thailand hosted 95 international conferences and created more than 41 billion baht, and so ranked twenty ninth in global terms by the criterion of the number of events held. The Asian Association of Convention and Visitors Bureaux (1995) cited Philippine Convention and Visitor Corporation estimates that incentive travelers spend on average US\$ 1,200 in the country and stay for 5.6 nights. As mentioned before, Singapore is the capital in Asian MICE tourism market and ICCA (2004) reported that in Asia the biggest event holding host country was indeed Singapore. Thus, for example, Singapore hosted the International Olympic Committee in 2005 when it selected London as the host city of the 2012 Olympic Games. However, the trend of MICE development in China is fast and even unbelievable. According to that report (ICCA, 2008) among new destinations Beijing was now ranked in eighth place in terms of hosting international conference with a total of 87 international conferences. In part this was thought to be due to an 'Olympic effect' and one might surmise the same effect would have influenced the number of such conferences for 2008. Additionally, Taipei jumped from fortieth into eighteenth place, reflecting a very strong competitiveness, possibly due to an easing of relationships between Taiwan and the mainland which saw new conferences such as the Trans Taiwan Tourism Exhibition and attendant meetings in that year.

However, from late 2007 until the time of completing this thesis (early 2010) the world economy has suffered a 'cold winter' due to the global financial crisis. Starting as problems in the U.S. housing subprime mortgage market, this financial crisis swept the whole world rapidly with a strong negative impact on the economy due to inter-bank lending practices that had bundled poor debt into a number of traded instruments including derivatives. This affected currency values and the world economy slipped from a financial crisis into a downturn adversely affecting the non-monetary economy in manufacturing and employment in different parts of the world. Due to its strong impact this world financial crisis has been entitled 'the Wall Street tsunami'. As Bedford (2008, p18) stated:

"Starting in the middle of 2007, deteriorating credit quality in the US residential mortgage market served as the catalyst for a systemic financial crisis that has spread far beyond its original source...Strains in international financial markets have also affected New Zealand's financial system and real economy."

Another commentator, Egypt (2009) noted that although the crisis was triggered by events in the United States housing market, it has spread to all regions of the world with dire consequences for global trade, investment and growth. For example, according to the Chilean press (“Mercury News,” 2009) reported that Chile’s economy would decline 1.6 percent in 2009.

This recession exposed several weaknesses in the function of the global economy. The MICE industry was not immune to these economic influences. Some researchers have stated that the MICE industry acts as a sensitive barometer of the economy, accurately reflecting the status of economic development trends for the forthcoming period. Many countries’ MICE industry faced problems. For example, Zhang (2009) referred to data derived from the Las Vegas Convention and Tourism Committee stating Vegas's exhibition industry received a total of 5.9 million people who participated in various exhibitions in 2008, a figure five percent lower than the previous year. Additionally while forecasts based on forward bookings predicted a continued drop of 4 to 5 percentage in 2009. According to statistics from CCPIT (2009), while a total of 1800 organizers were approved to hold international economic and trade exhibitions, in fact only 1,000 were implemented in 2009: a total that was five percent lower than in 2008. While at present final data for 2009 and early 2010 is not yet available, there is certainly evidence that lower levels of consumer expenditure, higher costs involved in the event preparation, and the general context of the financial crisis has had a negative influence on the broad MICE demand.

However, while the world has suffered and struggled to recover from the wave of the economic crisis, some countries have maintained a strong MICE industry momentum. The Association of Corporate Travel Executive (ACTE, 2010) reported that during the 2008/09 economic crisis, while the US and UK economies were battered, China, India and Australia generally remained ‘steady’. Although China’s MICE industry was impacted by the financial crisis, MICE demand remained high or even increased. Xiao (2101) reported Chinese MICE industry is always a reflection of economic trend but in some case it appears an inverse proportion; there were total 4,5000 MICE were hosted in 2005, during 2009 there were still about 4,000 MICE were hosted during this economy downtown. This situation was based on the twin pillars of strong MICE development and general economic growth in China.

1.2 MICE development in CHINA

It is evident from the above that competition for event tourism in Asian countries is high; China with its possibly unexpected tourism development in the MICE industry also now threatens other Asian countries, including Singapore. Based on its fast tourism development, China has already

changed the “one branch of the tree is particularly thriving” situation in the Asian tourism market and has become an important tourism destination, which “ranks fourth in the number of arrivals in the world” (WWTO, 2006). Compared with others, China also has its own advantages: rich in tourism resources, a stable policy structure, the longest history of the civilized world, the length and breadth of the land and thus topographical and climatic variety, rapid economic growth, and more capacity in tourism employee recruitment. China, as a socialist nation, has one party in power, which reduces the frequency of government elections, thus maintaining stability in government policy and economic direction. “China’s population of approximately 1.2 billion, its fifty-six distinct nationalities ... its territory of 9.6 million square kilometers all contribute to a cultural and natural resource base that provides the country singular [advantages] with enormous potential for tourism development.” (Zhang, Jenkin, and Qu, 2003, p.277). Furthermore, when compared with other countries, a long history is another significant advantage. Zhang, Pine, and Lam (2005) argue that a Chinese history of over 5000 years, provides China with brilliant cultures comparable to India, Egypt, and other ancient countries.

Singapore, when compared to the PRC, is little more than a city-state with a small resource and land base. Other countries like Thailand and Indonesia possess similar cultural backgrounds, but with more threats of external or internal war and some diseases like AIDS. So, although China is currently at a disadvantage, given its size, it seems realistic to assume it still has a huge potential to grow the international MICE market and achieve a significant share of that market.

Table 1.2 Rankings of Countries by Tourism Activity

Travel and Tourism Economy GDP 2005	Travel and Tourism Economy GDP 2015
1. United States	1. United States
2. Japan	2. China
3. Germany	3. Japan
4. France	4. France
5. UK	5. Spain
6. China	6. Germany
7. Italy	7. UK
8. Spain	8. Italy
9. Canada	9. Canada
10. Mexico	10. Mexico

Source: Ennew. (2005).Travel and Tourism Economy GDP

The development of the MICE industry in China is based on the Chinese tourism boom. In the past 20 years since the implementation of a more open policy and under the influence of fast economic growth, China is 'going all out' to make tourism a pillar industry in its national economy. According to AsianInfo.org (2000, p.1) "In 1998, the number of tourists entering China reached 63.48 million, 35 times the figure for 1978 and the foreign exchange income from this industry reached US \$12.6 billion, 48 times that of 1978." Tourism revenue has already become a significant contributor to the national GDP increase and a major tool in regional economic development and regeneration (Ryan and Gu, 2009). According to Research and Markets (2006) the total revenue of China's tourism industry reached US\$ 67.3 billion in 2002, accounting for 5.44% of the GDP. This astonishing development is not a 'flash in the pan'; it will maintain such growth rates for some time yet, and by 2015 it is expected that China will achieve the second place in travel and tourism economy GDP countries (Ennew, 2005, see the table 1.2 below).

"Possibly few, if any, countries in the world have experienced as fast a rate of growth in tourism as China." (Wen and Tisdell, 2001, p.15). With this, tourism has become a main source of tax revenue and a key industry for economic development, and as WTO (2006) estimates, China will be the first nation that will secure the first position as both a tourism generating and tourism receiving country by 2020.

This growth in tourism has benefited from profound changes in Chinese society, which are transforming a traditional to a modern society and an agricultural society to an industrial one. This huge social change has had an unprecedented impact all over Mainland China, and has caused a huge growth in domestic tourism demand by more and more Chinese people. CNTA (2000) predicted that Chinese domestic tourist arrivals will grow by more than three times and tourism receipts nearly five times from 1997 to 2010. Lew, Yu, Ap, and Zhang (2003) also noticed that by 2020 Chinese domestic tourism revenue will reach RMB 2100 billion yuan, 6.6 to 9.4 times that of 2000. It is well known that China has the largest population in the world at 1.3 billion people, so if the domestic tourism industry can be stimulated enough, the subsequent growth may well be beyond imagination. Although domestic tourism is currently growing vigorously, it still has yet more potential to grow. Zhang, Pine, and Lam (2005) described domestic arrivals as accounting for only 57.4 percent of the total population in China, so the potential for domestic tourism development is tremendous.

Currently there appears to be an uneven, slow development of domestic tourism compared to that of international tourism. As Zhang, Pine, and Lam (2005) noticed, more detailed statistics are usually available about international when compared to domestic tourism. Yet Jafari (1986) said almost all travel through the world is domestic. The potential growth of domestic visitors to experience MICE tourism products is large. Therefore one purpose of this research is to explore the demand of MICE product among the Chinese domestic market by examining resident propensities and perception of a local MICE facility and those of attendees.

There are many statistics that show China is fast becoming a popular venue for international meetings, conferences, exhibition, and incentive groups. From 2000 to 2002, the total of international events held in China increased from 2,000 to 2,400 (Xinhua News Agency, 2003). The growth of MICE tourism is obvious according to China.com.cn (2002) and the rate of events being held in China has increased progressively by 20% every year, most of which is domestic in nature. In China, the use of international events is perceived as an effective means of exciting and attracting not only international but also domestic tourists. China is still a developing country and started its “open door” policy only thirty years ago; so many people still have but a small chance to travel overseas due to both economic and governmental reasons. But people want to know more about the outside world and these international events are seen as one way to help add more knowledge of foreign locations and as a means of doing business and meeting people. Additionally, due to China’s large population, the potential for domestic MICE tourism is significant.

Although the MICE market in China is thriving and prosperous, competition for the MICE market in different cities that have the capacity to hold events is severe. Many Chinese cities have seen the potential advantages offered by event tourism, such as high consumer spending and subsequent profits. In recent times, many cities have focused on “event tourism” and according to their regional character and advantages have engaged in “branding their event city”. Xinhua News (2003) notes that, due to the popularity of the events industry, China has been engaged in building exhibition halls, and many event operators and tourism organisations have striven to join international event organisations. Every tourism city that has the capacity wants to share and seize this potential market. The “event tourism” competition between Chinese cities has aided China’s event industry to progress, which provides both experience and development opportunities such as for the 2008 Beijing Olympics and 2010 Shanghai World’s Fair.

Event development is a ‘new shining spot’ for the tourism industry combining different industries and socio-economic elements. According to Xinhua News (2003) the coefficient of event development is 1:8; the “1” means event industry, and the “8” means the impacts on transportation, accommodation, food, shopping, entertainment and travel, etc. This is akin to an event consuming chain crossing with the tourism consumer chain. These link the event and tourism industry into a tight relationship, which means if the event industry grows, so too do other components of the tourism industry. To further develop event tourism, the capacity of a city is important, which includes its geography, economy, security, cultural and social attractions, and scenic values. Li (2004) stated that when applying for an international event, both the tourism environment and natural resources are important factors in the choice of an event holding destination. China is still a developing country, although many cities have developed well, but nonetheless it is still limited in this respect in several cities.

This research selects one of the most famous tourism cities of Zhejiang province. Zhejiang province is also one of the economic development zones in China. Zhang (2002) describes Hang Zhou as "paradise on earth," the West Lake is like a ‘back garden’ and it is in the middle of the "fish and rice" land as well as a production base for silk. Hang Zhou has more than forty scenic spots around West Lake, a specific feature of this city. Hangzhou is not a big city, indeed it is the smallest Chinese capital city of a province, but its economy has attained high status in China. According to China window.com (2006) in 2001, the GDP of the whole Hang Zhou city amounts to RMB 156.8 billion, which ranked second among all provincial capitals, second only to Guangzhou. Hang Zhou is an old historical city with many cultural resources. Zhang (2002) noted that during the Southern Song Dynasty (1127-1279) Hang Zhou was the world's most prosperous city, and the Hang Zhou residents' current tradition of leisure originates from that wealthy era. As a big city, Hang Zhou is one of the more suitable having the capacity to hold major international conferences and events.

Due to Hang Zhou’s rapid economic and tourism development, the MICE industry plays an important role in the city’s economy. Hang Zhou was the first city to hold an international event in China. According to Zhejiang.com (2006) Hang Zhou has held the West Lake World Exposition since 1929; it was the fourth international Exposition after the 1893 Chicago Exposition, 1900 Paris Exposition, and 1927 Philadelphia Exposition. The West Lake Exposition has been re-held annually since 2000. In 2006, the World Leisure Exposition was held in Hang

Zhou. According to World Leisure (2006) there are more than a hundred separate events, exhibition or festivals during the Exposition open period, and it received fifteen million domestic tourists and one million international tourists. This research uses the 2006 World Leisure as the 'base' example and case to explore the local residents' perceptions of, and demand for Chinese MICE events.

1.3 Research Questions

Following the above description, the research questions for this study are:

- What is the relationship between local residents and the MICE hosting city?
- What motivations attract local residents to attend the MICE?
- Are there any effects among destinations' physical environment, natural environment, social environment, government involvement from MICE hosting?
- Do these effects influence local resident's life?

These issues form the basic research questions, which are based on the tourism academic literature. More important features also emerged through an examination of the MICE literature as described in chapter two.

1.4 Methods

The data for this research was collected from one of the most famous tourism cities in China as a case by which to examine the Chinese event tourism market. The local residents were the target respondents. The data emanated from a survey questionnaire, which included closed and open-ended questions. Prior to developing the research instrument two initial stages were conducted. The first, after an immersion in the literature, involved face to face interviews in an open manner to elicit factors specific to the Chinese perspective and it was anticipated that some new ideas would emerge through conversation with participants. Respondents were canvassed using a snowball method. Subsequent to this a pilot questionnaire was developed to conduct exploratory factor analysis, thereby permitting structural equation modelling in the final stage of the study.

After the pilot test, the final questionnaire was completed. This quantitative research method initially sought between 500 to 1000 respondents. SPSS and Amos V were used to analyse the data. ANOVA and other descriptive techniques were used as well as cluster and regression analysis. SEM was based on Amos V.

The site of the study was Hang Zhou in Zhejiang province of China, based on the Hang Zhou World Leisure Expo. The 2006 Hang Zhou World Leisure Expo targeted 120 leisure and tourism events, which included economic and cultural themes.

The questionnaire included open-ended items to elicit textual data to permit direct quotation in the final written report of the research. Individuals were not identified, nor names and addresses required for the data analysis as required by the University of Waikato ethics approval for this study.

1.5 Format of thesis

This thesis is structured into eleven chapters.

Chapter 2: Literature Review: The purposes of this section are to both conceptualize and systematize the major factors, and provide an overview of event development and demand in the tourism market. The literature review will also examine research on residents' perceptions of the impacts of general events, to provide a foundation for the analysis.

Chapter 3: The location of the study: This chapter describes Hang Zhou and the events that provided the focus of the study.

Chapter 4: Methodology: In endeavoring to achieve a more than superficial understanding of residents' views of MICE, this study used multiple research methods, which let residents provide as much information of the theme as they were willing or able to provide. In this chapter, both qualitative and quantitative methods are described. The main questionnaire used in this study was developed based on information collected from a pilot study of resident interests and the insights provided by the previous literature review, and this is described in this section.

Chapter 5: The Pilot Study: It was felt that this merited a chapter in its own right considering the detailed insights it generated, and in many ways it was a substantial piece

of work in its own right that was subsequently published (Zhou and Ryan, 2007). It elicited responses relating to media, motives and other aspects of MICE perception and incorporated thematic analysis supported by the neural network software, Catpac.

Chapter 6: Descriptive statistics and ANOVA: This chapter begins to provide the findings of the study, and does so by the use of descriptive statistics, reporting the nature of the sample and the mean scores and standard deviations of the scales used. It also describes the results of an analysis by socio-demographic and other categorical data.

Chapter 7: Data reliability and factor analysis: examines the data reliability and undertakes an exploratory factor analysis to better identify the underlying themes and determinants of respondents' views.

Chapter 8: Cluster analysis: This chapter is based on the notion that residents can be divided into varying groups based on their attitudes toward MICE and the policies enacted by Hang Zhou.

Chapter 9: Regression and Path analysis: In this chapter the findings of chapters six, seven and eight are briefly reviewed to establish a possible set of causal relationships. These are examined by regression and path analysis. Generally it is found that while meaningful sets of relationships can be discerned, and individual components of the path analytical model meet the required criteria, the overall model fails to achieve the normally desired goodness of fit indices. Reasons for this are suggested.

Chapter 10: Past events and exhibited MICE behaviours. This chapter follows chapter 9 by examining other parts of the data set to assess whether there is any credibility in the reasons suggested for the poor fit between expected and observed values in the proposed set of causal relationships.

Chapter 11: Discussion and Conclusion. This chapter is divided into the following sections: brief summary of results, implications for management and MICE policies in Hang Zhou, contributions to the literature and finally, limitations of the research and suggestions for future work.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

The purposes of this chapter are to both conceptualize and systematize the major factors, and provide an overview of event development and competition in the tourism market by a review of the literature. The literature review will also examine research on residents' perceptions of the impacts of MICE to provide a foundation for the analysis.

Several important features emerge from an examination of the literature on MICE. First, there is no unitary definition and classification of events. Many definitions of different events types are mixed. For example MICE in some studies belong to hallmark events, in others they are categorised differently. Some literature classifies festivals under the mega-event or special event; some others identify the festival as one of the phenomenon of MICE. Second, there is a huge range of event tourism impacts, but the majority are based on economic orientation with relatively little attention being paid to the important psychological, social, and physical impacts. Third, it can be observed that much of research is pragmatic and descriptive in nature and an absence of conceptualisation exists other than in the use of economic modelling based on multipliers and input-output methods of economic assessment.

2.1 General concepts of event

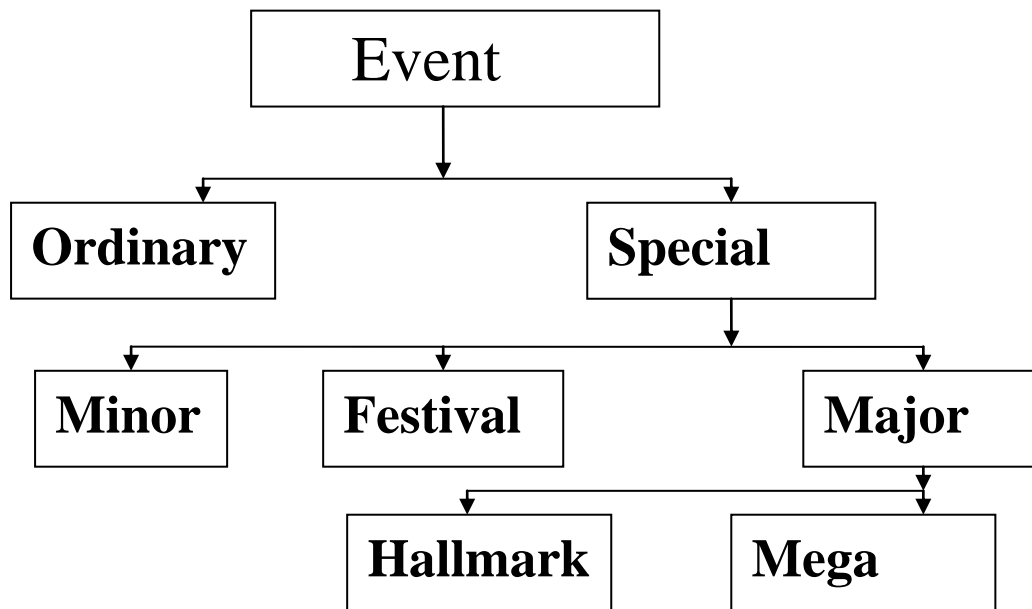
An "event" seems simple to explain but actually is complex. Getz (1997) defined an "event" as temporary occurrences, either planned or unplanned. The "Google" web (2006) provides a basic definition of event, which is

- something that happens at a given place and time
- a special set of circumstances
- a phenomenon located at a single point in space-time; the fundamental observational entity in relativity theory
- a consequence: a phenomenon that follows and is caused by some previous phenomenon

From these definitions it can be seen that "event" has a wide and complex meaning with reference to its myriad of implications. It can embrace many different occurrences from the static to the intense. It is impossible to list all events in one sheet. Watt (1998) said the event area is so large it would be impossible to detail all the possibilities. Getz (1997) also considered the same

universe of the “event” to be so diverse that any classification is bound to be incomplete. Jago and Shaw (1998) also discussed the diversity of event and associated different features to create a hierarchical framework.

Figure 2.1 Categorisations of events



Source: Jago and Shaw (1998) Event frame work

From this framework (see Figure 2.1), “event” is divided into “ordinary” and “special” events, and then special events can be divided into three other categories: “minor”, “festival” and “major”. “Hallmark” and “mega” events are the two elements comprising major events. Another framework by Getz (1997) looked at a content-based conceptualization of events. Getz treated most events as planned and sorted them into major taxonomic categories following as below in Table 2.1:

Watt (1998) suggested that is important to recognize the diversity of events and treat every event as different; each event has its own characteristics and requirements to be identified and met. On the basis of there being a wide range of events, it is better to specify some common types. These include:

Table 2.1: Typologies of events

<p>Cultural celebration:</p> <ul style="list-style-type: none"> • festivals • carnivals • religious events • parades • heritage • commemorations 	<p>Sport competitions:</p> <ul style="list-style-type: none"> • professional • amateur 	<p>Private events</p> <p>Personal celebrations:</p> <ul style="list-style-type: none"> • anniversaries • family holidays • rites of passage <p>Social events:</p> <ul style="list-style-type: none"> • parties • reunions
<p>Art/entertainment:</p> <ul style="list-style-type: none"> • concerts • other performances • exhibits • award ceremonies 	<p>Educational and scientific:</p> <ul style="list-style-type: none"> • seminars, workshops • congresses • interpretive events 	
<p>Business/trade</p> <ul style="list-style-type: none"> • fairs, markets, sales • consumer and trade shows • expositions • meeting/conferences • publicity events • fundraise events 	<p>Recreational:</p> <ul style="list-style-type: none"> • games and sports • amusement events 	
	<p>Political/state:</p> <ul style="list-style-type: none"> • inaugurations • investitures • VIP visits • rallies 	

Source: Getz. (1997, p.7). Typology of planned event

● **Hallmark event**

A hallmark event is found in many places but by definition is infrequent in occurrence. Ritchie (1984, p.2) defined a hallmark event as:

Major one time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.

Hall (1989) thinks hallmark tourist events are major types that contain fairs, expositions, cultural, and sporting events of international status, which are held on either a regular or a one-off basis. Ritchie (1984, p.2) understood hallmark events to be major events, which have an ‘ability’ to focus national and international attention on the destination. A similar notion arises from Bowdin, McDonnell, Allen and O’Toole (2001, p17): “... the term hallmark events refers to those events that become so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness”. Because of the embracing nature of hallmark events, the primary function of the hallmark event is also expected to provide the host community with an opportunity to secure a position of prominence in the tourism market for a short, well defined, period of time (Ritchie and Beliveau,

1974; Buck, 1977; Della Bitta, Loudon, Booth and Weeks, 1977; Ritchie, 1984; Hall and Selwood, 1987). Burns and Mules (1986, p.6-7) also noted the importance of scale in ‘special events’, ‘sometimes called a ‘hallmark’ event...’ which are events that are expected to generate large external benefits, or where the external benefits are so widely distributed and the event costs are so substantial that they are funded, either partially or wholly, with public monies.’ Examples of such events include the Edinburgh Festival or the Calgary Stampede inasmuch as these major events come to symbolise a destination and help “hallmark” a place. Others might be said to “hallmark” a sport or culture, and can include major sporting events not associated with a specific place but with specific associations: the World Student Games or the Commonwealth Games for example.

- Festival:

The festival is another of the more popular events in recent event industry. According to Rolfe (1992) festivals are a type of event that share a number of characteristics including intense output and a clear time specific programme delivered with a clear purpose and direction. Bowdin, McDonnell, Allen, and O’Toole (2001) underlined the fact that the term ‘festival’ has been used for hundreds of years and can be used to cover a multitude of events. With its attractive and inclusive features, and mature operational experience, a “festival” has been chosen frequently to promote a destination in tourism strategies. Cousineau (1991) noted that the festival has been seen as “a good medicine for the soul”, it is the soul that glues and galvanizes communities together, or it can be a tourist attraction that generates all sorts of economic benefits.

The Policy Studies Institute from London (PSI, 1992, p.1) defined a festival as:

..... traditionally a time of celebration, relaxation and recuperation, which often followed a period of hard physical labour, sowing or harvesting of crops, for example. The essential feature of these festivals was the celebration or reaffirmation of community or culture. The artistic content of such events was variable and many had a religious or ritualistic aspect, but music, dance and drama were important features of the celebration.

Turner (1969) noted festivals are commonly thought of as occasions that bring together and reinterpret various symbolic elements of re-creating social relations and the symbolic foundations underpinning everyday life. In the contemporary world, old and traditional things have become a new fashion framework in peoples’ minds, so tourists are more likely to experience some historical events. Festival, with its long history, has its own advantages. Britannica.com (2001) noted that the term ‘festival’ as commonly understood today was first used in England in 1655, when the Festival of the Sons of the Clergy was first delivered at St

Paul's Cathedral, London. Bowdin, McDonnell, Allen, and O'Toole (2001) enumerated several early festivals such as Three Choirs Festival (1731), the Norfolk and Norwich Festival (1989) and the Royal National Eistedford of Wales (1980). Although the festival has a long operational history, some precious and old events are fading from people's sight. Wood (1982) observed that due to the dual forces of industrialization and 'muscular' Christianity of the mid-nineteenth century, many of the traditional festivities that developed alongside folklore were lost.

- MICE (meeting, incentives, conferences, and exhibitions), wedding, etc

The acronym 'MICE' is not used globally but it is not a new word. It came into being in the middle 1990s and has been generally adopted by the industry. MICE industry is said to be one of the faster-growing and most lucrative areas of the tourism industry. According to Commonwealth Department of Tourism (1995), the MICE industry and the product from MICE events has been recognised as an effective communications medium. According to McCabe, Poole, Weeks and Leiper (2000) the meetings, incentives, conventions and exhibitions (MICE) industry, as the name suggests, includes a number of different and diverse areas such as conferences, meetings, incentives, exhibitions, some festivals, tradeshows and group weddings, etc.

- Meeting /Conferences

Similar concepts such as meetings and conferences as Getz (1997) noted, are assemblies for the purpose of conferring and discussion, and should be small enough to facilitate interaction, whereas 'conventions' are generally large assemblies of people from associations, political parties, and clubs. Conferences cannot be described by a unitary concept, but are diverse. Mills (1991) defined conventions as events in which members of a professional organisation, political party, civic group, or business group meet to exchange views, and are an important class of convention centre activity. Bowdin, McDonnell, Allen, and O'Toole (2001) described the conference/meeting sector as being largely characterized by its business and trade focus though there is a strong public and tourism aspect to many of its activities. Wagen and Carlos (2005) suggest the meetings and conferences industry is highly competitive. Many conventions attract thousands of people, whereas some meetings include only a handful of high-profile participants.

-Exhibitions

Exhibitions are another type of event that also has a long history and are a growing part of the industry. Bowdin *et al* (2001) cited the research undertaken by RSandM on behalf of event

agency, McMenemy Hill, which estimated that in the UK seventy-seven companies found that exhibitions are the most frequently held event. Bowdin *et al* (2001) continue to say that exhibitions bring suppliers of goods and services together with buyers, usually in a particular industry sector. The Exhibition Liaison Committee (1995) noted the present UK exhibition industry could trace its origin back to the first industrial exhibitions held in London in 1760 and 1791.

-Incentives

According to Webfiance.com (2005) incentives are a reward for a specific behavior, and are designed to encourage that behavior. Swarbrook and Horner (2001) defined incentives as a global management tool that use an exceptional travel experience in support of organizational goals.

- Wedding Groups

A wedding group is a newly emerged commercialised market segment. Shone and Parry (2004) argued that wedding tourism can be complicated to organize, involving friends and family and a whole range of related service activities, from catering to entertainment, as well as the formal aspect of the marriage ceremony itself. It has thus elicited a specialist sub-group of companies or organisations within wider companies that concentrate on this market segment.

2.2 MICE - Event tourism (MICE)

Consequently, as shown above, the definitions of MICE cover many different activities with many event researchers failing to achieve consensus. In this thesis the MICE industry is, for pragmatic reasons, identified as the same as event tourism, as it largely depends on the same functions and purposes, which includes meeting, incentives, conferences, exhibitions and events. Additionally the term 'event tourism' is an independent definition with its own development and operation features; it cannot be viewed as a phrase that simply adds "tourism" after "event" (Getz, 1997).

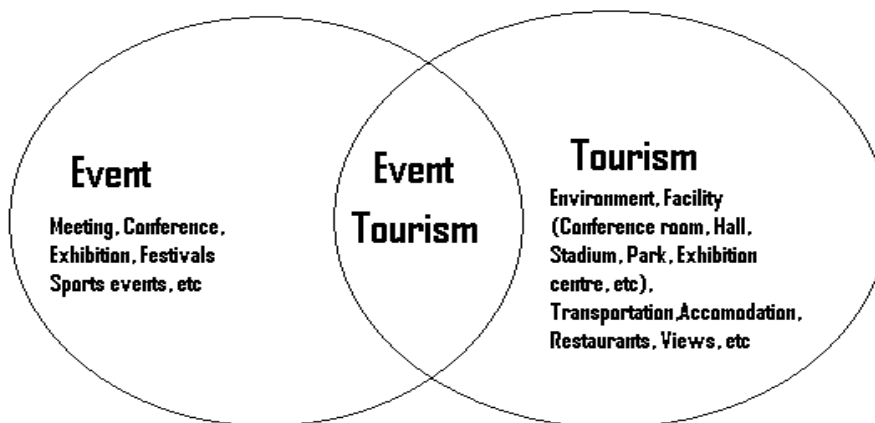
The defining characteristic of the MICE are their transience but it would be difficult to induce and sustain the same sense of occasion and excitement if such an event was to be held more frequently. So Getz (1997) has divided event tourism into two:

* The systematic planning, development, and marketing of events as tourist attractions, catalysts for other developments, image builders, and animators of attractions and destination areas; event tourism strategies should also cover the management of news and negative events.

* A market segment consisting of those people who travel to attend events, or who can be motivated to attend events while away from home.

Although ‘MICE’ or ‘event tourism’ cannot be interpreted from literal meanings into ‘event’ and ‘tourism’, but it truly combines the two different areas. Hall (1992, p. 4) stated “event tourism is concerned with the roles that festivals and special events can play in destination development and the maximization of an event’s attractiveness to tourists.” Getz (1997) also directly indicated that ‘event tourism’ was formalized as the link between events and tourism. They are two combined elements that can encourage each other. A simple Venn diagram shows this as below in figure 2.2:

Figure 2.2: Relationship between Event and Tourism



Source: Getz (2007)

Consequently “event tourism” cannot be treated as a fully independent industry because of its relativity as an intersectant. Substantially it should be viewed like “event” as a motivator for tourism and “tourism” as a supporter or carrier for an event. The two areas are interdependent and also interact. The MICE has most of the characteristics that belong to the tourism and event industries. The question is whether the MICE is a sustainable industry as “tourism”, or is it just a transient phase? In order to drill deeper into the MICE industry it is better to examine the tourism and event strategies of MICE.

2.3 MICE tourism development history

Although the phrases, “MICE” or “event tourism”, have been identified comparatively recently, the event industry has a long history. The origins of MICE can be found in old Babylon and Egypt for at that time they hosted many religious festivals, which attracted many people. Similarly early Chinese emperors used religious and other festivals, and state occasions, to reinforce the sovereignty of a given dynasty.

Recent tourism event performances can be traced from small towns and rural areas. In the early 70s many places suffered from slow development and low economic opportunities, influenced by economic restructuring and a farming crisis in the West. According to Wilson *et al* (2001), since the 1970s, economic restructuring and the farming crisis caused a severe loss of rural manufacturing plants and many jobs. Walmsley (2003) also thought economic restructuring linked with demographic change like out-migration and ageing caused the loss of social capital in marginalized areas. Sears and Reid (1992) noted that as rural joblessness rates rose above urban levels, real income growth stagnated in rural areas. These changes limited rural areas’ economic development, which forced rural communities to find an outlet to survive. How to generate the economic revitalization of rural areas was consequently eagerly sought, and the potential importance of tourism was duly noted. Edgell and Harbaugh (1993) described this as one of the more popular non-traditional rural development strategies, while tourism also permitted associated entrepreneurship opportunities. Wilson *et al* (2001) contended that many rural area planners had realized that rural tourism is less costly and easier to establish than many other rural economic development strategies. Hall, Roberts, and Mitchell (2003) described tourism as often being viewed by many rural regions as one of the few opportunities to enhance the local economy. Thus rural tourism started to gradually dominate rural economic development.

However, the usual tourism strategies are not an omnipotent tool for all rural areas or small towns that enables them to overcome their weak economic marginal position. Lane (1994) mentioned a number of rural factors that can reduce rural areas’ tourism economic effectiveness, which included income leakages, volatility, a declining multiplier, low pay, imported labor, the limited number of entrepreneurs in rural areas, and the conservatism of rural investors. Marcouiller (1997) noted other factors that limited tourism developments: dependence on increased public expenditures for promotion that might not be forth coming, increased local pressures for resultant public services, increased conflict among user groups, and general

concerns over societal costs and benefits of public support for tourism development. What is the most “smart strategy” to stimulate a local economy is examined by many rural communities. Based on these expectations and perceived weaknesses, the development of small event and festivals emerged. Rogerson (2005) noted that, in Western Europe, resort towns were the first to recognize the potential benefits of conference and exhibition tourism and started to develop specialist conference facilities during the inter-war period. By the mid-1960s many rural communities began to produce new annual festivals or street fairs designed for family entertainment and oriented to themes (Janiskee, 1990). Not only was this found in Europe. Janiskee and Drews (1998) also mentioned that in much of the American nation’s history, the community-wide celebrations in a typical small town consisted of little more than the ubiquitous Independence Day celebration, which led to the development of other small events, especially in the 1980s.

While primal MICE tourism development was initiated from rural areas the more dominant development started in urban areas in the 1980s. Getz (1997, p.2) argued, “event tourism was a new term in the 1980s, but it has become firmly established as a major component of special interest tourism and a significant ingredient in destinations and place marketing strategies”. Since then many travel agencies, hotels, companies and other communities have organised and received many different kinds of events in the past decade and some are becoming truly global in their appeal (e.g. Singapore World Gourmet Summit, Cheney and Ryan, 2009).

MICE development did not only progress from rural areas and its small towns but also from urban areas. Historically event development also started from Europe and expanded to the Asia-Pacific area. The International Congress and Convention Association ICCA (2000) mentioned MICE tourism’s origins could be found in Europe and North America, yet it is the Asia-Pacific region in particular that saw a rapid increase in industry activity from the late 1980s. According to ATC (1997) Australia experienced a 167 per cent increase in the number of international visitors attending conferences or conventions between 1992 -1996. This rapid development of the MICE industry has exceeded many tourism researchers’ expectations. Cooper (1999) had predicted in his land-mark study in early 1976 an anticipated size of the Australian MICE industry for 1993, which dollar value estimation of the convention sectors (as estimated in 1976 and after correction for inflation) was about 73% of the actual figure. Consequently, it can be easily seen that earlier growth had been much stronger than appeared possible more than two decades earlier. This was not only in Australia. Kim and Sun (2009) mentioned that many Asian

governments including China, Singapore, South Korea and Japan gave substantial support to MICE at the national level because they view it as a high value-added industry. The MICE industry has developed as “a raging fire” in the Asian market, and the most pre-eminent increase of MICE development can be found in China.

2.4 China’s MICE tourism development.

MICE development in China is very recent, appearing in the last decades of the twentieth century. According to CNTA statistics: in 1998 China was only ranked 34th in number of events but, while starting, its potential development cannot be ignored. As Davidson, Hertrich and Schwandner (2004) mentioned, for a rapidly industrializing country like China, the potential for generating MICE tourism is simply enormous. Wei (2004) mentioned in 2000, that China held 1.74% of the total 9433 international conventions hosted around the world and ranked 14th. CNTA (China National Tourism Administration) also provided evidence of the increased rate of MICE industry in China with growth of 20 percent per annual. By 2000 China had more than two thousand event enterprises and five hundred different sized event venues. The potential of MICE tourism growth in China is large. According to CNTA (2007), foreign visitors rank MICE as the second most frequent purpose of their visit.

Table 2.2: Foreign Visitor Arrivals by Purpose, Jan-Dec 2007

Total Visitors Number	Meetings/ Business	Sightseeing/ Leisure	Visiting Relatives and Friends	Workersand Crew	Others
26 109 668	6 960 548	13 140 840	79 551	2 333 458	3 595 271

CNTA (2007)

This dramatic increase is not simply an accident. The MICE industry has attracted attention from the Chinese government, and in 2001 the The Chinese State Council promulgated a regulation in 2001 “to actively explore the leisure tourism, MICE tourism, new tourism, and the development of marketable special tourism products to meet the different grades and different consumer interest and requirements.” Not only is there active regulation but also a positive economic environment. Since the “Golden Holiday” tourism policy was put in place, “Holiday tourism” has become China’s rapidly growing MICE tourism booster. Many cities and places seek to host different events during the long public holidays to attract more tourists. In addition, there is an enthusiasm to host MICE in China, supported by many cities like Guangzhou’s annual import

and export fair, the Shanghai “APEC” meeting, 1999 Kunming Expo, the 2008 Olympics, and the 2010 Shanghai World Expo.

However compared with western countries, and even with China’s rapid economic development, the MICE industry still stands at an early stage. According to Wei (2004), in 2003 China held more than 2500 exhibitions, which brought revenue of 7 billion RMB. However the average production value per convention is 2.8 million RMB. Meanwhile Germany only held nearly 300 exhibitions in that year but generated an average production value per exhibition of 10million EUROS. It is obvious that the Chinese product value is far lower than that of Germany. Compared with European countries or places like Switzerland, with its small population but which can host more than 2000 international conferences every year, China is currently under performing. A fashionable city like Paris hosts more than 300 international exhibitions every year, and was called by many Chinese MICE insiders as “the capital of the conference” (Wei, 2007). The USA is the world’s largest MICE hosting country, with revenue of over a trillion dollars annually. China with its large numbers of people combined with its varied attractions should possess competitive advantages. However, even though the total amount number of events is large and growing in China, they remain limited in size, status and reputation. What accounts for these deficiencies?

Although the MICE industry has developed dramatically in China, an academic literature is more notable by its absence than presence. During the review of literature, mainly English and many Chinese databases were examined. It should be noted that there is an obvious gap between Western and Chinese MICE research. As noted by Davidson, Hertrich and Schwandner (2004), there is far less research undertaken into the MICE market for China. The deficiency is obvious. Xu (2002) also provided a similar opinion that MICE research in China is only at an initial stage and most studies are more focused on the descriptive. Due to its short historical development, there are limited empirical studied in Chinese MICE research and most remain at the level of simple description or theories of what might be. Without this information it is difficult to identify market opportunities in the current international event market and hard for event operators to manage the event process. There only exists some anecdotal and piecemeal information to help the Chinese MICE tourism business to shape or measure their products to meet the growing demand in the Chinese MICE market. However, based on an urgent need for practical theories and guides, many Chinese tourism researchers have started to pay some attention to the MICE industry like Bao and Dai (2003); Dai (2005), who analysed the 99’ China Kunming Expo and

provided applicable MICE theories for Chinese MICE market. Liu (2004) and Wang (2004) have discussed MICE business sectors like planning, situation, and policies; and Liu (2004) focused on the host destination image. So it can be argued that Chinese MICE research is currently developing from an awareness stage to a later informed stage of research.

Not only is there a lack of academic research in MICE area but some limitations have held back its development. During the reviewing of Chinese literatures, it became possible to discern a number of factors that inhibit MICE development.

- Economic inequalities

China's economic development is obvious to all but this fast development also brings some problems. According to Qian and Wong (2000) China's current unequal income gap between the rich and the poor has four divides: first, the income gap between urban and rural areas is widening and the rate of increase in farm income has declined and fallen behind urban incomes; second, urban residents in different sectors are experiencing widening gaps especially when laid-off workers' income is low; third, industry income gaps have emerged with some monopoly industries possessing high income advantage; four, a regional income gap with the eastern region being the main beneficiary.

The economic inequality is the source of differences of opinion. Jackson (2006) said significant inequalities in income distribution between inland and coastal region in China are obvious. Since China started its economic reformation a dual structure was chosen by the Chinese government, "let some people and some regions get rich first and gradually achieve common prosperity" was the core of economic policies and the majority of industries were concentrated in the eastern rather than western region. The reason for this was based on the redistribution of resources between the urban and rural area; a large number of rural resources were being redirected to the cities to support the industrialization process. According to the National Bureau of Statistics Task Force (2004), since the 1980s, the Chinese government dismantled the previous regional economic structure to preferentially encourage and support the development of the eastern coastal zone. Favourable policies were adopted, for example, in the 'open door' policy, monetary policy, fiscal policy, and resources allocation policy, which in terms of support enabled the eastern region to achieve industrial and business clustering. Table 2.2 below illustrates the GDP differences among eastern, middle and western regions. It is clear that the eastern region's GDP has exceeded the sum of both middle and western regions.

Table 2.3: China GDP among West, Middle and Este areas

Three areas GDP distribution

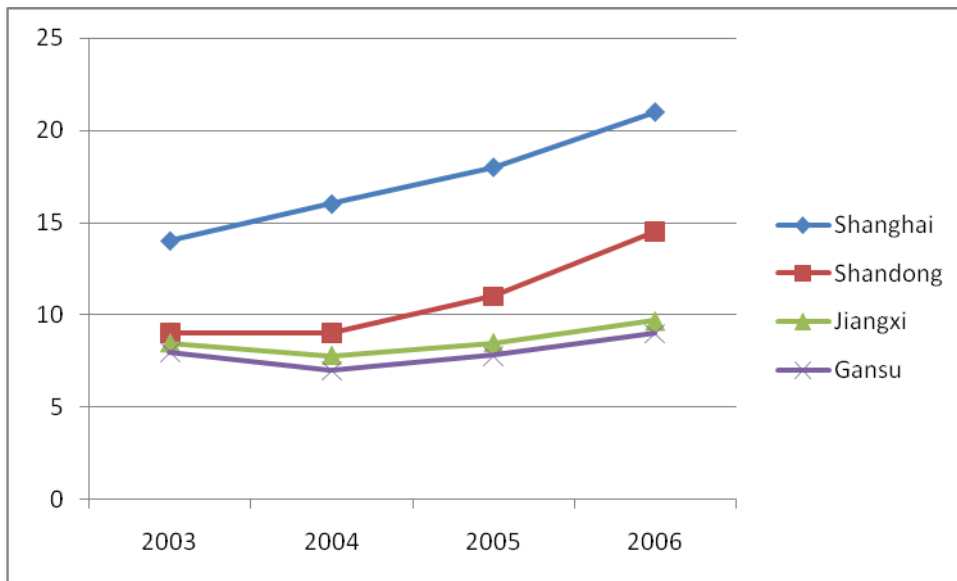
\$ (A hundred million RMB)

Year	Total amount	Value			Relative Value Percentage %		
		East	Middle	West			
1990	17229.69	8875.51	4863.59	3490.59	0.515129	0.28228	0.202592
1991	21142.09	11124.35	5691.58	4326.16	0.526171	0.269206	0.204623
1992	25794.29	13946.68	6731.65	5115.96	0.540689	0.260974	0.19834
1993	34219.12	18916.92	8784.19	6518.01	0.552817	0.256704	0.190479
1994	45383.69	25283.64	11643.31	8456.74	0.557109	0.256553	0.186339
1995	57632.78	32009.25	15034.76	10588.77	0.5554	0.260872	0.183728
1996	68312.88	37834.18	18182.8	12295.9	0.553837	0.266169	0.179994
1997	76825.18	42636.15	20543.13	13645.9	0.554976	0.267401	0.177623
1998	82494.34	46167.88	21679.08	14647.38	0.559649	0.262795	0.177556
1999	87671.13	49610.95	22706.16	15354.02	0.56876	0.258992	0.175132
2000	97209.37	55689.58	24865.17	16654.62	0.572883	0.25579	0.171327
2001	106766.2	61393.17	27124.61	18248.4	0.575025	0.254056	0.170919
2002	117514.8	68055.78	29290.47	20168.52	0.579125	0.249249	0.171625
2003	135539.1	79283.38	33301.08	22954.66	0.584948	0.245693	0.169358
2004	163240.4	95305.76	40349.5	27585.12	0.583837	0.247178	0.168985

Source: China Statistical Year Book 2005

Cui (2006) also emphasized that not only has the GDP and financial revenue gap between eastern and western regions increased, but the same is also true of many other factors such as foreign investment, credit, and bank loans. This imbalance has already aroused attention from many sides. Many Chinese economists have voiced similar opinions about the increasing income gap among residents and different economic development levels between urban and rural areas that are existing in China. According to several economic data from www.news.cn (2007) the Gini ratio between urban and rural area was 0.11:0.13 before the economy reformation. Until 1994 this ratio was up to 0.36:0.41 after the commencement of the 1979 reform, which was nearly equivalent to a medium developed country. However, the Chinese Academy of Social Sciences (2008) has issued data that show the income gap between urban and rural residents is now as high as 3.22:1. The table 2.3 shows the resident income differences among the eastern areas (Shanghai and Shandong), middle areas (Jiangxi), and western areas (Gansu).

Figure 2.3: China Shanghai and Other Four Provinces Local City Resident Incomes (Thousands RMB)



Source: National Statistically Web

Due to the economic inequalities, many cities in the middle and western areas find it difficult to develop a MICE industry, especially for big international MICE because of a lack of financial support. However, there still remains enthusiasm to host events among different cities, even in small places. In recent years several international or national trade fairs have failed to take place in such centres, for example 2004 Wuxi sewing equipment even failed in the organizational stage. Due to the intense competition among the event tourism market in China, cities are chasing organizations to get more events, which events have caused more expressing financial and social problems.

- Low recognition

Lack of economic support is not the only reason that has caused low MICE development in China. A lack of recognition is another important reason. China is a fast developing country, and although its development has attracted worldwide attention, such attraction is mainly focused on a limited number of major cities. Foreigners only recognize cities like Beijing, Shanghai and Guangzhou etc. The remaining medium and small size cities have little reputation from a world view even though they have amazing resources. These cities find it hard to compete with other famous MICE hosting cities, because most are not metropolis with international visitors. In fact, a large number of MICE in China mainly attract domestic visitors. International MICE companies will not target their event on this limited domestic visitor base. According to Li (2003)

although there are more than 4,000 MICE hosted every year in China, only a few provide a good benefit, possess a brand, image, and few are even recognised by UFI (The Global Association of the Exhibition Industry).

Many medium and small cities not only have little world recognition but also little fame at the national level. China is a big country, with 34 provincial capital cities and thousands of smaller cities. These cities with different geographical features, economic indices, and political status have different reputations, especially for the cities in the north-west and south west of China, which were mainly recognized as being at a low state of development and are little known even at the national level.

- Lack of professional management

Along with dramatic MICE development one of the main issues being faced by the Chinese MICE industry is a lack of professional staff because many Chinese MICE experiences and products are being presented to tourism in a less than professional manner. According to International Business Daily (2005), although there are many universities and colleges providing events studies in China, only twenty percent of these graduates become involved in the event business. Huge human resources have flowed away! Event business is a project that needs good management. It is important to have professional staff that understand the event market inside and outside, and can give correct and timely leadership during event processes. Being provided or managed by non-MICE industrial people, services have been commoditized for tourists. According to fjta.gov.cn (2004) in MICE developed countries 71.8 percent of employees have first degree and above educational levels, and more than 23.5 percent have college education. The formal exhibition manager qualification is 'college level + about ten years work experience'. The article also points out emphatically that in Chinese MICE industry, there is still not formed a professional system. Zhejiang Asia-Pacific Exhibition Industry Research and Development (2007) reported only one percent of MICE employees had real professional training. There is a scarcity of Chinese MICE tourism professional talent. There is an obvious conflict between MICE development demand and employer supply. HKTDC (2008) provided a ratio between professionals' vacancies and job seekers: Shanghai 10:1, Guangzhou 8:1, Beijing 8:1, which showed a very urgent shortage of professionally qualified employees. The MICE professional education and training has lagged behind the development of the industry.

Due to industry competition and lack of professional management in the Chinese event market, many cities seek to maximize event benefits by hosting as many events as they can. This trend has caused abnormal competition in the events market. As Wang and Qi (2006) wrote MICE Tourism in China are chaotic and immature, which caused the whole exhibition less competitive. Wu (2005) also mentioned the same opinion that lack of related law and regulation led the current Chinese MICE tourism chaotic. Too many similar events have been hosted in neighbouring cities or hosted again in the same place at different times with limited attendance. As Wei and Qu (2007) noted Chinese MICE industry can be seen as multi-level, multi-channel and confusion situation resulting in exhibition excessive, in some cities even caused a "bubble" phenomenon. Many tourists and delegates do not have high regard for these repeated events and many businesses are intolerant of the repetitive invitations that ask them to attend events and pay the registration fees.

Abnormal competition also causes irregular price setting. Zou (2005) noted irregular price setting indicates the same theme and same service, but with different tariffs. Even some national events' prices are set higher than international events, but the service and quality are much lower. It is imperative to have some formal regulation provided by government.

There is a proverb said "more haste, less speed", which means over-fast development not only brings considerable benefits, but also many mistakes that undermine any gains made.

- Government involvement

In China, event tourism as an economic stimulant is always treated as a government goal. So most medium and small cities events are normally hosted by city government, and private enterprise only plays a co-ordinating function. As Wei (2007) said, in China most convention and exhibition are sponsored and organized by local government, enterprises or institutions that operate independently without coordination. Thus, the city government control the whole process of event programming from planning and organising to final practice, which often involves too many administrative activities in the event process. However, a government controlled event business has its own advantages including providing higher media promotion; but this also can link with several weaknesses such as poor social organisation and limited enterprise initiative. There are deficiencies that limit professional event companies and the development of professional event management. Government intervention always results in a non-market oriented MICE industry, which focuses on the construction of venues rather than management and service. Kim and Sun (2009) stated the growth of MICE industry in the Asian region is

evident from number of events hosted, the construction of large-scale convention and exhibition centers, and the substantial support provided by governments. In China, to host an event is not a simple process but always requires complex approval procedures. China's cautious approval of the MICE is always based on its national security concerns and political aspects, but in fact, most current international exhibitions are scientific, commercial, and leisure and have no such political implications. In addition because MICE is a high profit industry government intervention can more easily cause some problems of corruption. One might conclude that the event business as a commercial process is better controlled by business operators rather than city government.

- Western style boom

Given the potentially prosperous event business, many cities are eager for quick success, which has caused a western style boom. In order to emulate Western Centres, many tourism facilities such as hotel conference rooms, restaurants, parks, and business buildings have been built in the western style, which has lead to a loss of unique Asian features. A special feature in Zhengzhou Evening (2006) criticized this situation arguing that too many city constructions are competing with a 'Western design' and are willing to pay high prices for these constructions in urban planning and project design. In this report, many national experts argued that many cities' architectural background were originally of Chinese cultural design but now try to "wear" unsuitable "western suits". This situation not only caused a loss of cultural attractions but also wasteful expenditure. According to the report, there are more than twenty million RMB of public investment in projects in Beijing; foreign designers asked for 11% of total cost of project where a local designer only requires 2%. The argument is that China is an old and historical country, different cities may have unique histories and attractions, and blindly worshipping foreign things will lose the treasure of unique attractions.

MICE development symbol: conventions venues building boom

The most representative and substantive witness of dramatic MICE tourism development is the convention venues building boom. Opperman (1996) noted that many destinations around the world have invested in the construction of convention centres with the dual purpose of improving their image while at the same time generating economic benefits for the community. Convention centres not only host large conventions, but attract delegates to the local vicinity who spend on accommodation, transportation, food establishments, and also leisure pursuits (Weber and Ladkin, 2003)

According to Weber and Ladkin (2003), in the UK the presence of plentiful convention centres is one of the important factors that assisted the UK to obtain a leading place in the MICE industry. Weber and Ladkin (2003) said this growth of convention centres building was fuelled by the UK government, which aimed to promote economic regeneration in many deprived cities. The conventions centres were built in a number of major towns from the early 1980s and had a continued boom into the 1990s. For example, as Rogers (1998) mentioned, the International Convention Centre in Birmingham in 1991, the Cardiff International Arena in 1993, the Edinburgh International Conference Centre in 1995, the Clyde Auditorium at the Scottish Exhibition and Conference Centre in Glasgow in 1997, and the Millennium Conference Centre in London in 1997 provide examples of government supported initiatives. A similar convention centre building boom also existed in the U.S.A. Kim, Morrison and Mills (2003) described the largest convention centres to open in major cities as including Denver's Colorado Convention Centre in 1990, Philadelphia's Pennsylvania Convention Centre in 1993, and the Atlantic City Convention Centre in 1997, and there were also many smaller convention centres that opened in second-tier cities. As Fenich (1995) and Ghitelman (1995) indicated in the 1990s, convention centre expansion replaced other new construction as the main focus of attention in major city development. Carlsen (1999) also argued that the convention market drove a proliferation of meeting facilities in star hotels and a diversification in venues. A similar situation also arose in Asia, according to ICCA (2004): Singapore, Seoul, Bangkok, Kuala Lumpur and Hong Kong were the key regional centres of international convention activity in 2002, and each of these destinations have large-scale facilities like Suntec and Singex Venues in Singapore, COEX in Seoul, IMPACT and Queen Sirikit National Convention Centre in Bangkok, and the Hong Kong Convention and Exhibition Centre in Hong Kong.

In China the exhibition venue building boom was also 'hot'. The statistics from CNTA showed that until 2002, more than 200 convention and exhibition centers were built in China in order to attract big events. The 2008 Beijing Olympic was hosted in eight different cities, which also caused more demand for suitable facilities. According to Dai (2002) around 1995 there were less than 800,000 square metres of exhibitions venue area in China but as of 2001 the use of indoor exhibition hall area more than quadrupled to 5,160,000 square meters. He also listed many examples then under construction or already built including: Shanghai New International Expo Centre with total exhibition space of 250,000 square meters; Hangzhou West Lake International Conference Center with total construction area of 490,000 square meters, the Conference Center building area of 120,000 square meters, and the 7000 international standard booths; Beijing's

new China International Exhibition Center with construction area of 280,000 square meters, and Wuhan International Convention and Exhibition Center with total investment of 930 million RMB and total construction area of 127,000 square meters etc.

Many researchers justify the emergence of convention centres as a promoter for MICE tourism development based on economic promotion and benefits. Law (1993) said city event facilities have been built as “symbols of civic virility”. Lawson (2000) mentioned that new convention centres have often been built due to a government’s policy to promote economic regeneration, particular in deprived areas. Law (1987) observed the ‘apogee’ of convergence between conferences and exhibitions is the emergence of the multi-purpose ‘convention centre’ that consist of several large venues. The most specific benefit is that of employment according to Ryan (1997), as it is clear that a convention centre makes a huge contribution to job creation and is seen a part of the solution to inner city problems. Grado, Strauss and Lord (1998) also thought local and municipal governments have realized that conventions centres are not only an important part of the destination mix, but are also significant contributors to local and national economies. Dwyer, Forsyth, and Spurr (2005) noted many governments are often prepared to offer generous funding incentives to attract events and to allocate large expenditure to upgrading the facilities needed for the events. Hing, McCabe, Lewis, and Leiper (1998) contended that Australia governments are targeting MICE in strategies for tourism development.

It is argued that the boom in building event centers facilities may have been caused by ‘over enthusiastic’ event market followers. Commentators such as Law (1993) have worried that there is a considerable overprovision of such facilities. Convention centre construction is a large input project dependent on city financial capacity, and Ritchards and Wilson (2004) argued that the cost of building is perhaps one of the more important aspects of inter-urban competition in recent years. However, after the short-term positive multiplier effects of centre construction, frequent attendance and centre utilisation cannot be guaranteed, thereby creating a potential waste of city resources. Abbey and Link (1994) maintained that, in contrast with permanent tourist attractions, events are temporary, narrowly focussed and short-lived. Convention center occupancy is also not only based on the event timing but also size of the centres. Some centres are more suitable for large events like an Olympics, FIFA World Cup, etc. Weber and Ladkin (2003) mentioned that such convention centers when hosting large conventions attract significant delegate spending on accommodation, transportation, food establishments and leisure pursuits. But, for the main part many existing events are of medium and small sizes that do not need to occupy the big

convention centres, so the operating and maintenance costs of such convention centres are high. Safavi (1971), in his early study, said many facilities experienced losses as the building must be let at a low rent in order to attract business because of the competitive nature of the industry, and/or the centres are not used for sufficient days in the year for the overheads to be covered. That is the reason why Spickard (1996) and Wirtz (2001) suggested in their research that convention centres rarely cover their operating costs and never cover debt service. Fenich (1998) surmised that it is the latter possibility that confirms concerns that convention centres often operate at a loss, as previous research has clearly indicated.

In addition, such building occupies large land areas that may degrade city space and environments. That is why, in recent years, large-scale, high-profile sport events have increasingly been critically positioned in the marketing, decision-making and strategy development of tourism destinations (Gibson, 1998). There is a question of whether public authorities should construct conference centres. McCabe, Poole, Weeks and Leiper (2000, p.2) noted that “the race amongst many publishers keen to find the key text for a specific country or region has sometimes led to hastily produced works that fail to provide the product envisaged at the commissioning stage”.

- Event theme parks

Due to the varied and mixed event purposes, not only event centres but also many event-theme parks have emerged specifically for given cultural and leisure events. For example Kunming Exposition Garden was built primarily for the 99’ Kunming Exposition, Shenyang World Park was built for the 2006 Shenyang World Horticulture Exposition, and Hangzhou World Leisure Museum Park was also built for the 2006 Hangzhou World Leisure Exposition. Each of the theme parks covered a large space with a long period of construction. The event-theme park building boom is also not incidental but arose from a search for varied event themes amid strong competition. It was thought medium and large size events need to successfully develop across various platforms and through its cooperation with a park they can create a new forum for more attractions. Also due to the intense competition, many event planners are struggling to win some advantage over other strong competitors, and thus developing larger and more multiple parks is one of the competitive strategies employed. For example, Paris Villepinte has decided to extend its exhibition grounds and Kunming Exposition Gardens are also designing an extension.

Yet amid this building boom there is angst about these event-theme parks futures after an initial, specific event. Traditional theme parks are always built for a continuing purpose, e.g. Disney World, or as sports venues for horse and dog races, and some leisure parks, etc. The specific event theme parks are constructed for a specific event, so that after the event or convention has finished the park becomes less attractive to visitors and numbers of attendees fall. Jiangsu channels - Inter-City Express (2007, May) reported that one of Hangzhou's most famous theme parks, "Future World", was facing such a challenge and will be diverted to real estate projects. It is not a unique case and event theme parks tend have a shorter life cycle when compared with other traditional parks. Richtmyer (2005) noted a glut of convention space that has meant even the largest and historically most successful centres need to slash rental rates and even give space away to compete. Thus a very important question for planners to think about is "how to survive and compete after the event climaxes?"

There is always a conflict behind any thriving phenomenon, for many large cities desire a representative event centre or event park that not only improves a city's reputation, but become an integral means by which to compete with other large cities in the MICE market. However, it is also true that constructing event facilities needs significant financial assets, which means the city needs a strong financial background. City tourism organisers need to understand that a city's financial and environmental carrying capacity is important. It is regrettable that there has been relatively limited research on convention centres (Fenich, 1998), and this limits examples that organisers can use for reference. In short, the convention centres building wave is a fuel that can incite higher MICE 'flames', or be a latent risk that will burn the sponsoring city.

2.5 MICE market competitions

A Chinese saying is that "There are no waves without wind", which means any specific phenomenon that happens must have its own rationale. The boom in convention centre construction has been caused by a growing demand in the MICE market and the desire of urban centres to benefit from this. Due to the dramatic growth and profit potentially brought by event tourism, many cities and places are very keen to gain an advantage in this market, which in turn heightens competition. Bramezza (1996) states that, increasingly, cities and towns adopt the logic of competition in a highly dynamic and complex environment. Listokin (1985) has summarized the reason, the economic prize is great! Ritchards and Wilson (2004) also stated that due to the increasing integration of the global economy, a growing number of places are drawn

into this competitive environment. For example the Sydney Olympics in 2000 had not only provided benefits for two weeks, but was planned to have deep and far reaching effects for the next several years on the Australian economy, its reputation, culture, etc. According to Union of Association UIA (2000), event tourism is outperforming the traditional markets and thereby mirroring shifts in tourism development in general. Because the cake is so delicious so everybody wants to share a piece of it and also wants to win the biggest slice. Dwyer and Mistilis (1997) said the market for MICE tourism at both international and domestic levels has been shown to be extremely competitive.

Actually the MICE competition can be viewed in two ways: external and internal. The outside competition is scrabbling for MICE opportunities among countries, while within countries competition between large cities and small cities is also intense.

Competition between countries

Perceived as an important determinant of success in the marketing of tourism, MICE tourism is much sought after by many destinations. The development of the MICE industry is obvious and has appeared as a contributor to economic growth in many countries. Recently, the most competitive MICE countries are mainly located in Europe and America. However, due to the rapid MICE development in the world, other areas' cities are started to get more attention from this industry. Indeed, as Dwyer and Mistilis (1999) said, the MICE market is growing particularly rapidly in the Asian Pacific region. The extent of competition between destinations has also been growing rapidly in Asian Pacific. The Commonwealth Department of Tourism (1995) mentioned Japan, Malaysia and Singapore as all having government-national conventions host plans to increase the number of international MICE. According to Thai statistics in 2002 Thailand had 412,919 MICE tourists which had increased by an annual rate of 23.12 percent and total spending reached 342.97 billion baht. The Hong Kong Tourism Board also considered the MICE market as a focus and launched "Image Hong Kong" in 2003 for the sake of more MICE attraction. According to the Journal of China Tourism (2006), like Singapore, this pocket-sized state owns limited natural resources, has a land area of just over 60 square kilometers, but the number of international MICE hosted by this small country is large, and ranked first in Asia and the world's fifth most successful MICE centre. In order to develop greater MICE opportunities for the tourism market, Tokyo will conduct three major construction projects, including Poppongo Hillarea (6-commercial), Shinbashi-Shiodomearea (xi Shimbashi business district)

and Shinagawaarea (Shinagawa business district). In addition, India, Malaysia and other Asian countries in recent years have also increased efforts to develop the MICE market.

Competition between cities

Because of perceived economic benefits derived from the MICE industry (and a need to obtain a rate of return on past investment), inter-city competition continues to become more intense. Many large cities like Sydney and Auckland, have gained significant infrastructure development due to hosting events such as the Olympics and the America's Cup. Also, in small cities or towns, and even in some rural areas, as noted by Ryan, Smee and Murphy (1996), the number of events taking place is also growing. MICE development has caused an uneven and unbalanced competition between larger and smaller cities. Berg and Braun (1999) note that fundamental changes in the economy, technology, demography and politics have reshaped the environment for towns and cities in Europe; and these changes have induced competition between towns and cities at regional, national and sometimes international scales. Generally small cities or towns with little capability or financial support find it hard to compete with larger cities. The gap between larger, better endowed cities and rural areas and other locations is obvious. Nonetheless, as Law (1993, p.1) stated "large cities are arguably the most important type of tourist destination across the world and yet urban areas have been greatly neglected in most academic studies of tourism".

A large city with its strong financial support and city image maintenance has always tended to have better public services than small places. Mullins (1992) said urban areas, particularly large cities, are specially developed for the production, sale and consumption of goods and services providing pleasure. Small cities or towns with limited development were perceived unable to compete with larger population centres because of a lack of tourism products and facilities like transport, accommodation, restaurants, etc and thus have sought means by which to foster their strengths and circumvent weaknesses by an emphasis on rural peace. Mills (1991) noted that event centres have been built or planned primarily in most large cities. Due to the way in which event organizers tend to consider host destination selection, small cities or towns generally have a low capability to compete with other big cities. Consequently, the tourism planners in these many small cities or towns struggle to obtain some advantage and are more likely to develop festivals or shows based on unique cultural or historic attractions.

MICE competition in China

Although the MICE market in China is thriving and prosperous, competition for the MICE market in different cities that have the capacity to hold events is severe. Major cities in China like Beijing and Shanghai need to compete on a global scale with other large cities, especially in Asia. This provides an opportunity for remaining cities to seize opportunities for medium size events like the Hangzhou 2006 World Leisure Expo, 2006 Guangdong International Tourism Culture Festival, etc. Many Chinese cities have seen the potential advantages of event tourism such as high consumer spending and subsequent profits. In recent times, many cities have focused on “MICE tourism” and, according to their regional character and advantages, have engaged in “branding their event city”. Xinhua News (2003) notes that due to the popularity of the event industry all over China municipalities have engaged in building exhibition halls, and many event operators and tourism organisations strive to join international event organisations. Every tourism city that has the capacity wants to share and seize this potential market. The “event tourism” competition between Chinese cities has aided China’s event industry to develop, which provides both experience and further opportunities such as for the 2008 Beijing Olympics and 2010 Shanghai World’s fair.

Yet the market must have a limit, and exceeding that limit may cause negative impacts, especially in some immature event markets. Some medium and small cities in China are suffering from the consequences of poor financial return, the high cost of building and promotion, too large convention centres numbers, poor space occupancy, and environmental degradation etc.

2.6 Event tourism competitive capacity

Due to both market competition and a turbulent world environment with many natural calamities like the tsunami in Indonesia in 2004, the events of New Orleans in 2006 and the hostilities in Iraq and Afghanistan, the demand for conferences has fluctuated as business prefers stable natural and political climates. Hu and Hiemstra (1996) indicated that in a competitive event market environment, associations and their meeting planners seek the best value packages on the market, which can best be done by selecting meeting destinations that fulfil associations’ needs and expectations. Go and Govers (1999) also provided a similar opinion, namely as competition in the convention and exhibition industry increases, it becomes more critical for destinations to identify key criteria for success and clients’ expectations. Crouch and Ritchie (1998) suggested there is great variation in the structure of the convention site selection process across different

associations. To influence the selection choice, three main factors emerge, namely: City basic service level, Image and brand, and Destination attractions.

- *City basic service level*

Lee and Back (2007) identified that city attributes or capacity affect event planners' decision to select a particular destination. City capacity is not a general unique concept; it involves many areas that relate to human life, city development, etc. It is a single integrated comprehensive measure beyond the whole tourism resources of the destination. Johnson and Thomas (1993) said most literatures have attempted to define capacity in fairly limited ways: few writers have made serious attempts to embrace all considerations relevant to society as a whole in a unified framework. So, to provide a unique concept of city carrying capacity is problematic, but it is a single integrated comprehensive measure extending beyond the whole tourism resource. Johnson and Thomas (1993) argue there is an awareness that carrying capacities exist for each of various inter-related subsystems (economic, social, environmental, and cultural). Muphy (1985) also said the measurement of tourism carrying capacity is difficult and elaborate but the concept may provide valuable insight into resident perceptions of tourism.

Table 2.4: US meeting planners' evaluation of destination choice factors, 1991

Factor	Percentage agreeing 'very important'	
	Corporate	Association
Availability of hotels and facilities	69	68
Ease of transport	66	57
Transport cost	56	47
Travel distance	46	50
Climate	31	19
Recreation	27	11
Glamour	10	8
Sights/culture	12	11

Source: Meetings and Conventions, March, 1992, 91-161

City capacity is the basis for event development. Event development itself is a new 'shining spot' for the tourism industry combining different industries while trading on social elements. As previously noted the coefficient of event development is 1:8; the "1" being the events industry, and the "8" the transportation, accommodation, food, shopping, entertainment and travel sectors. Therefore almost every aspect of the life and organisations of cities can be described and incorporated in a city capacity system, which is viewed as a complex process associated with the

differing demands of different societies that make an urban population. According to US meeting planners (see Table 2.3) levels of discretionary leisure time and increased living standards have contributed to the cities' capacities to host MICE tourism through the development of specific facilitators.

Accordingly, decision-making processes and destination images are held by both association meeting planners and potential attendees (Zelinsky, 1994; Oppermann, 1996; Oppermann and Chon, 1997; Crouch and Ritchie, 1998; Weber, 2001) and incorporate many of the sub-systems of a city carrying capacity. The type of tourist resources is deeply implicated in the concept of city carrying capacity because meeting planners are concerned about their main attendees' perceptions, many of whom may be distant in terms of culture, religion, and ethnicity and are likely to seek socio-cultural experiences combined with their event trip (see Table 2.5).

Table 2.5: Elements of urban tourism resources

<i>Primary Elements (Attraction)</i>	
Activity Place	Leisure Setting
Cultural facilities	Physical characteristics
Sport facilities	Social cultural features
Amusement facilities	
<i>Secondary Elements (Services)</i>	
Hotel and catering facilities	
Shopping facilities	
Market	
<i>Additional elements (Infrastructure)</i>	
Accessibility and parking facilities	
Tourist facilities information office	
Signposts, guides, maps and leaflets, ETC	

Source: Jansen-Verbeke, 1986

Schofield (1996) indicated tourism destination products have been conceptualized in a variety of ways including a 'component perspective' where products have been described as bundles of activities, services and benefits and as physical and service features with symbolic associations. Thus, basic public services can also affect the delegates' satisfaction during their attendance. As mentioned before, event facilities are one important factor considered by meeting planners in their selection decision with reference to the facilities' size, capacity, type, and quality and expertise of management. Event facilities are not simple concepts in this selection process, and need to combine several hotels and entertainments. Wu and Weber (2005) indicated that as

convention centres are non-residential, they require several hotels in close proximity to accommodate convention delegates, in addition to restaurants and shopping facilities. The service quality also has a direct relationship with attendees' satisfaction, which can effect the event planners' next round of place selection. So Wu and Weber (2005) provide an understanding of the importance of specific venue attributes facilities and services as an imperative for design and construction, and subsequent service provision by convention and exhibition centre owners and management. Furthermore, some main public facilities like medical and transport services, and media promotion are also important factors involved in the city capacity. In short, Wu and Weber (2005) argue that the growth of MICE activity has both been facilitated by and resulted in further significant capital investments in supporting convention infrastructure and in particular in the construction of dedicated convention and exhibition centres.

- *Image and brand*

The consumer's perception of destination choice is always related with a consumer's degree of recognition of a city 'brand'. Given the emotional power of travel as experience, destination begin to seek their position as a holistic place brand, and indeed many countries, states and regions are embarking on brand-event initiatives. As Hall (1992) said, events are being viewed as an integral part of tourism development and marketing plans. The importance of city image among the tourism market is obvious from many research studies. According to Pike (2002), more than 142 articles related to tourism destination image have been published in international tourism journals or conferences. Rod (2003) mentioned every tourist destination in the world has a "brand image", which puts a destination on the consumer's "shopping list" and creates an emotional appeal, and seeks to enhance that destination's chances of being chosen over others. Richards and Wilson (2004) said the image of a place is usually very important in attracting visitors and place image research has been particularly prevalent in the tourism studied field. Grabmeier's (1997) research shows appearance is very important and that people generally agree about what makes a city look appealing. Selby (2004) associated the importance of the image of a city with a high quality lifestyle, extensive facilities and a lively ambience as being crucial to attract target market segments. Morgan and Pritchard (1998) even described city image as the "currency of culture".

Events and city image complement each other. As noted earlier in the chapter Getz (1991) said cities have long used mega events such as World Fairs, Expos and sporting events as a means of revitalising their economies, creating infrastructure and improving their image. Hall (1992) also

noted it is apparent that major events can have the effect of a shaping an image of the host community or country, leading to its favourable perception as a potential travel destination. This potential has been a reason for events being used as an image-enhancement tool, particularly for large cities (Law, 1993; Holcomb, 1993; 1999; Sassen and Roost, 1999; Judd and Fainstein, 1999; Selby, 2004). To promote a city image is not a unique process. Kim and Chalip (2003) argued there is a need to evaluate market position dependent on the event's media, sponsorship, and word of mouth, each of which are a function of the event's spectator appeal.

The total branding task is by no means easy, but the rewards are enormous. City branding is a long term task and one needing monitoring, updating and adjusting to suit the changeable market. Cities with an already existing tourism industry may sometimes decide to re-brand their image 'when visitor numbers decline' (Kolb, 2006, p.19). A decline in visitors can result when the city is no longer perceived by potential tourists as an attractive destination. Cities should routinely assess how they are branding themselves in a crowded tourism marketplace and adjust their brand if needed.

According to Lombardi (1990) there are two major ways of re-creating a destination image in the minds of visitors after an event has occurred: one is through communication in the mass media; second is through a real experience. Thus tourists and event attendees' satisfaction level is one of the important factors that can influence city image building. Gunn (1972) suggested that a traveller's experience proceeded on the basis of seven stages that included an image modification process:

- the accumulation of mental images about the vacation experience (first stage)
- modification of those images by further information (second stage)
- the decision to take a vacation trip (third stage)
- travel to the destination (fourth stage)
- participation at the destination (fifth stage)
- return travel (sixth stage)
- new accumulation of images based on the experience (seventh stage)

Crompton (1979) also indicated that the image of destinations significantly differ between different tourists. He suggested the gap between tourists' ideal and actual perceptions can directly influence the tourists' perception of city image. Abbey and Link (1994) suggested

satisfied convention attendees may very well turn into repeat visitors and advertise the destination through word of mouth. Also media promotion plays a significant role in the image building process, which paints a true or factual picture of destination to tourists.

The problem of successfully promoting the image of a city that needs to built its own unique attraction is intensified when, due to the global prevalent styles, many cities have build similar attractions For many metropolis, tourists always have a feeling that “they are similar” with many skyscrapers, crowded people, wide roads, and many shopping areas, etc. It is hard for those cities to stand out given their similar urban ambience. Richards and Wilson (2004) underlined that the built environment infrastructure and amenities in many different cities and places tend to become increasingly similar. Getz and Wicks (1993) suggested the systematic planning development and marketing of MICE as tourist attractions, catalysts and image builders was one possible cause for this. Deery, Dwyer, Jago, and Fredline (2005) note that meetings and events is one niche tourism activity that contributes significantly to Gross Domestic and Regional Product as well as to the branding and awareness of tourist destinations, and that copycat developments tend to occur. However, in the context of travel and tourism, this spectrum becomes limited to that segment of the industry that is unique to a specific geographic location and is limited in duration.

Many Chinese medium and small cities have similar backgrounds and culture, so how to stand out from the crowd is a key question when seeking to develop a MICE framework. For example, “tourism” is a hot topic that is used by many cities, and if one types “tourism festivals” in the Google search engine the result can show thousands of different kinds of tourism festivals hosted in different cities. Creating the city with a special and attractive brand in the wider competitive market is important. China 99’ Kunming World Expo is an example of success. Kunming Scientific and Technological Department (2005) reported that Kunming is one of the premier twenty-four historical and cultural cities of China; the most prominent feature is the stable ecological environment, which has the famous name of “spring city”. Kunming Expo is exactly based on the city’s major resources with its stable climate, natural resources, multiple ethnicities, and special history. As Kunming Expo Garden Co., Ltd. (2006) mentioned, the 99’ Kunming Horticulture Exposition Garden Exposition was originally planned for Beijing, but with the weather and venue difficulties, the site of the exposition was changed to Kunming. Thus brand image always depends on a resource base, especially for a tourism based city.

- *Destination attractions*

What makes a city and its event an exciting place to visit? Carey (1994) defined an event broadly, as encompassing anything attracting an audience by appealing to specific tastes, desires or needs. Delegates attending any convention or exhibition often look for elements beyond the core of the event to complement their experiences. Robinson and Phipps (2003) used a concept of 'pockets of opportunity' to explain how convention and exhibition delegates seek to touch, at different levels, the essence of "otherness" communicated through various intercultural mediators such as food, outdoor music, objects, aesthetic signs, and narration. For Manning (1983, p.4) celebration is performance: "it is or retails the dramatic presentation of cultural symbols". So it is important for cities tourism organizers to draw upon local cultures to provide special attractions for both tourists and event planners because these can be specific and thereby unique to the area, and so gain attention in the events market place.

Not only can culture can attract MICE but also culturally based festivals and events can influence in turn local culture. Robinson, Picard and Long (2004) said tourism in terms of space/place is distinctive, multiple, and many of the physical sites in which tourism happens are not simply "products" to be consumed. Yeoman, Robertson, Ali-Knight, Drummond, and McMahon-Beattie (2004) noted the economic phenomena of cultural and cultural-driven festival and event strategies as global phenomena. There is a close relationship between local culture, festivals and events. As Robinson, Picard and Long (2004) said, there remains a need to address some of the deeper issues of the tourist-festival-culture relationship. Festivals and special events are the 'cultural resources of an area that make possible the successful hosting of visitors' (Uysal, Gahan, and Martin, 1993, p.5). Notzke (2004) provided a similar opinion in an Australian context that the aboriginal tourism experience acquired through attending events has become an important part of aboriginal tourism and is viewed as being a powerful communication tool that is operated by various tourism stakeholders. In short, cultural events possess an ability to impact as cathartic, life-changing experiences for participants.

2.7 Event management

Consequently event tourism and MICE management has become an important issue (Peters and Pikkemaat, 2005). Getz (1997) stated whether an event is organized by professionals or volunteers, corporations or non-profit associations, event management remains a weakness of many event businesses. Getz and Frisby (1988), in their early research, had mentioned most

community-based events lack sophisticated management. After ten years Getz and Frisby (1998) still found the same problem, and they thought many events in Ontario, Canada, encountered problems with generating resources, both human and financial, and did not package events with other tourist attractions and activities. The basic elements of event management are to find what suits the taste of the consuming public, and what is morally and ethically acceptable to modern society (Laybourn, 2004).

Event management is one of the core elements that drives event success. Many cities have their obvious limitation of financial support, space, human resources, etc; so providing good event management can make for more efficient and effective implementation of plans. Event management is not an easy concept, as Morris (1994) said, one should manage an event just like a project. So event producers need to adapt and plan carefully to survive in this more competitive environment. Harmonizing intra- regional or system competition is one of the important functions that need to be controlled by regional event organizers. As Higham and Ritchie (2002) suggested, event organizers need to understand what type of events exist in their region, where they exist, and what time of the year they occur so as to minimize intra-regional event competition. As mentioned before, in China many similar theme events are always hosted in the same or neighbouring cities, so event organisers need to understand the whole region event market and manage them in a better manner.

Better understanding visitors' needs can better control event success. Recent competition among convention destinations and venues has highlighted a need for better understanding of the convention or conference attendee behaviour, including their decision-making process and their evaluation of the convention experience (PCMA Survey, 2003). Visitors attend MICE for multiple reasons including learning, cultural conditioning, social influence, and various perceptions of potential gain. From the perspective of destination marketing, the goal of cultivating MICE tourism is to attract non-residents with the expectation that their spending will contribute greatly to the local economy, while respecting the viewpoints of all stakeholders as well as the sustainability of local resources (Buhalis, 2000). MICE organizers need to understand the characteristics and behaviors of pleasure travelers who attend events during their pleasure trips in terms of trip purpose, information and media used for trip planning, trip characteristics and behavior, and socioeconomic and demographic characteristics (Yoon, Spencer, Holecek and Kim, 2000).

MICE tourism organizers also need to pay attention to the natural environment. As McCabe, Poole, Weeks and Leiper (2000) described, there is a trend internationally to use environmentally friendly practices within the convention and meeting industry. Environmental problems are not only financial and technical problems, but also a management problem. Better environment and unique heritage are two of the most attractive assets that small cities and rural areas possess. So managing and controlling the environment is an essential means to sustain competitive advantage. In Australia, many cities have realized the importance of environmental management, “its unique environment, spectacular and diverse range of natural features, wide and unique range of flora and fauna and distinct cultural heritage provide the country with an opportunity to promote and attract MICE visitors who are seeking an event with special environmental focus (Commonwealth Department of Tourism 1995, p.35). Chinese cities’ Asian culture and environment are elements that attract European event tourists and, so as far as possible, one must keep this attraction to survive in the international competitive market. Selecting a suitable theme for an event, controlling resources usage, formulating green policies, and limiting the tourist numbers, can minimize environmental damage and protect the region’s cultural and attraction advantages.

Event related price control

Most studies dealing with MICE have focused on either understanding attendees’ behavior or delineating the direct economic impacts of visitation upon communities in which such events are held. In fact, the price level often has a direct relationship with visitors’ destination choice, especially determining returning to given destinations. As Crouch (1992) said, there is evidence to show that travelers are sensitive to price. MICE profit is more reliant on the attendees and visitors payments, so price level is one of the more important factors in attracting delegates. Dwyer, Forsyth, Rao (2001) emphasized that it is important to pay particular attention to the price, as compared to its competitors, if an industry venue is to continue to grow.

The profit level of an event is one of critical determinants of how well it performs in the MICE markets. Kim, Uysal and Chen (2002) mentioned that to improve operations, profitability and the achievement of social objectives, event managers require more accurate information about the gap or congruities that may exist between their perception of the importance of festival offerings and attendees’ motivations. The same authors indicate that while price contributions to MICE earnings were positive, in some events the pursuit of higher profits and through higher prices had

caused problems. There are two malign pricing setting models in the MICE area: limited pricing and predatory pricing. Recently price ‘cheating’, price discrimination and price monopolization has emerged in the MICE market, which stunts MICE development (Kim, Uysal and Chen, 2002).

Risk control

Events, especially large ones, always attract large numbers of tourists, which poses problems for risk containment and security. Many kinds of unexpected risks such as epidemic diseases, security incidents and natural disasters can also lead to fatalities. To be distant from danger and maintain delegate safety are basic elements in the event planning process. Longstaff and Pan (2003) also indicated that an investor must also consider the effects of financial security when selecting a dynamic portfolio strategy. Thompson (1999) stated these outcomes have become major planning and security considerations within the destinations that host these events. How to better control risk is one of the most important exams question for host cities.

Major disruptions are referred to as shocks, and it is harder to forecast events like financial crisis and terrorist attacks. Rack et al (2005) also emphasized infectious diseases as of particular importance. These kinds of risks involve a sudden large shock and Table 2.6 below shows a major negative event risks classification based on the work of Li, Li and Zhang (2002).

Table 2.6: Sources and Types of MICE risks

Classified standards	Risk event style
Characteristics	Natural disasters (natural calamities and phenomena)
	Contrived crisis (hostilities; terrorism; financial crisis; political situation unstable)
Reasons	Political crisis (domestic war; international relationships unstable)
	Financial crisis (domestic or international economic)
	Security crisis (epidemic disease, calamity, terrorist attack)
Affect coverage	International crisis: wholly or partial affect destination
	Domestic crisis: wholly or partial affect destination

Source: Li, Li and Zhang (2002)

Standeven and DeKnop (1999) mentioned the threat to tourists' safety as the most serious potential negative impact of hosting events. Bentley and Page (2001) argued that crime and safety issues can adversely affect tourism behaviour and experience. Thus pre-event avoidable risks like crime opportunities, traffic congestion, visitor and staff safety, fire stations, poison prevention and treatment stations, advanced communications systems and other emergency service facilities all need to be seriously considered. To better control event risk, financial support must be considered, which needs government, event and insurance companies cooperation. Cui (2005) suggested four methods to prevent the risk: First, Government departments need to strengthen the effective regulatory measures, and build the first security barrier. Secondly, the exhibition venue in the design and construction phases should consider fire, theft and other risk incident prevention functions. Thirdly, the exhibition organizers need to put risk management into the day-to-day operations and management system. Finally, the insurance companies' involvement is required to distribute subsequent protection in a cost effective manner.

2.8 Involvement

Event process is not an easy task and many sectors are involved in and need to cooperate to achieve success. According to Yeoman et al (2004), the components involved in event management are varied. Event success needs both government and social communities to solve many kinds of problems including financial support, volunteers' motivation, theme selection, and being able to identify market segments and their needs.

Government involvement

MICE is a rapid developing industry. Governments have a moral obligation to ensure their decisions promote appropriate regional economic and tourism development, especially in the Chinese context (Ryan and Gu, 2009). Government in both the regions and specific industries in China through State Owned Enterprises (SOEs) has a very strong leading role, which can provide interrelated regulations, better logistics, and higher media involvement to better assist MICE development. From this perspective, the government involvement in the MICE market has also increased the effective supply of venues and events, albeit an oversupply of too many 'secondary' events and venues. This is because many government departments have not paid full attention to the general MICE market situation by concentrating on local issues, and many are

too enthusiastic about holding exhibitions, and being involved in convention and exhibition construction, often for reasons of personal enhancement or career progression. This has exacerbated industry confusion. Certainly there is a view that Central Government should strengthen its lead, guide and coaching functions, and provide a better comprehensive support system. However, in the Chinese event business, sponsorship development needs a local council's encouragement and management. It is therefore not uncommon for the public sector to be responsible for a large proportion of the special events provided for the community, and the majority of local governments in many countries now have a substantial and varied events program (Thomas and Wodd, 2004).

Social communities' involvement

Yet despite the growth in the importance of events and the increasing public sector role in providing special events (Shone and Parry, 2001) the public service provision of entertainment, culture and arts remains a non- mandatory requirement (Borrent, 1991). A greater involvement by local communities can reduce the burden of government and provide better experiences for attendees. The more are the numbers of people involved, the more there may be of ideas and financial support, which can improve an event's attractiveness. Social communities have shown their importance in the MICE market.

In China, it is common for local city councils to control the whole event process. This situation brings many pressures on a city's event organizers who have limited financial support and human resources. To gain support from local societies and local businesses can reduce the risk arising from such limited financial involvement and human resources. Furthermore the city hosting events always has an interest in economic regeneration, and local business involvement in the event is an opportunity to communicate with other businesses and promote them.

Wilson, Fesenmaier, Fesenmaier, and Vanes (2001) argued that event tourism can be developed locally with participation from local government and small business. In larger events, local business support is even more necessary. As Getz (1997) said, whereas private sector involvement in events has always been widespread, particularly through the staging of concerts, consumer shows, and the like, the scope for private entrepreneurial involvement is still rapidly expanding. Local business sponsorship is becoming ubiquitous in modern society and the event market. Even the Miss World competition has more than thirty commercial sponsorships. Event

organizers are becoming ever more dependent upon the support of the local and business communities for their success rather than solely upon unique natural or built attractions (Janiskee, 1944; Turco and Kelsey, 1992).

Financial support is an obvious advantage when provided by local sponsors. For example, Sony did not shirk during 2007-2014, from paying US\$ 305 million to become the main sponsor of FIFA competitions. Investment flows from local businesses cannot only reduce the financial risk but also improve production mobility. Local business sponsors are expanding their involvement, especially targeting corporations to develop sponsorship and supply to the industry in both number and diversity of products and services. McCabe et al (2000) note that to achieve a successful MICE event, a number of specialists or suppliers in different areas will be called on to manage and coordinate their services. In China, local business sponsorship is accepted by many cities, and according to Ma (2006), the Beijing 2008 Olympic Games sponsorship program started early in 2000. It includes household appliances, dairy products, tourist reception, beer, convenience foods and more than ten categories. Lawson (2000) said the growth in multinational corporations and pan-national agencies and developments in associations represent issues that have fuelled the growth of the MICE industry in particular

Resident involvement

Watt (1998) mentioned that one important goal of event management is the art of getting other people to do all the work. Lack of a large population is one of the problems that have impeded event tourism progressing in many cities. Thus involving the resident community in the event operation process can reduce the disadvantages of limited human resources and gain local support, thereby, paving the way for better event business development in the future.

Consequently local event planners really need to understand the residents' attitudes. Many authors (Fredline and Faulker, 2002; Getz, 1997; Bowdin, McDonnel, Allen, and O'Toole, 2001) emphasized that local residents are the one of most significant factors in the event process. Andereck and Vogt (2000) stated that before community residents are involved in the development of tourism resources, it is imperative to gain an understanding of residents' opinions regarding development and what it is a community wishes to achieve. Lindberg and Johnson (1997) noted that most analyses of tourism-related development have found that attitudes are a function of various perceived tourism-related benefits and costs. Gaining support

from residents is an important element to make the event successful. Butler (1980) said the large number of visitors and the facilities provided for them can be expected to arouse some opposition and discontent among permanent residents, since at the stagnation stage of the destination capacity levels for many variables will have been reached or exceeded with attendant environmental, social, and economic problems. At this stage it is then often the local communities (through the rates paid) that have to undertake the necessary reinvestment in facilities or alternatively live with the consequences of a declining tourism asset (Ryan, 2005).

Resident support often equates with sufficient and successful volunteer support. As Getz (1997) describes, volunteers are staff that include managers, general workers and directors who all occupy a special place in event management with no payment received. A number of cities have put successful events out for tender, and more volunteers group are entering the production field. In Western countries, many event processes involve a large and active voluntary input as evidenced by the 2000 Sydney Olympic Games. In China, the voluntary movement is still in the early stages and the basic volunteer groups are students who have passion, time, and energy. Building the base for the recruitment of volunteers while conserving and reserving the volunteer resource is a new strategy for some cities. For example Ningbo, Zhejiang, had six colleges as the first base for the recruitment of volunteers for the 10th Ningbo International Fashion Festival. Encouraging local volunteers is important and obtaining foreign resident volunteers involvement is more efficient for some international event, especially if they have some experiences. The utilization of international student and young people movements might be a way to achieve this. According to Cnnb.com.cn (2006) some 60 international volunteers from Germany, France, Russia and other countries were recruited in the Ningbo volunteers group. Residents' involvement not only provides human resources support but also better reveals the city local characteristics.

2.9 MICE impacts

As a particular form of tourism, MICE tourism has been adopted by tourism planners to promote destinations and their economies. As Getz (1997) mentioned, MICE tourism is the fastest growing type of tourist attraction and has assumed a key role in international, national, regional, and local tourism marketing strategies. This is based on the strength of MICE's outstanding marketing benefits. As Hall (1992) indicated, events have become an increasingly significant component of destination marketing. That is also the reason why many tourism operators are

embracing the MICE market with local regions to establish convention bureaux to better assist in marketing these facilities (Hing, McCabe, Lewis, and Leiper, 1998). Getz (2007) has appraised the states of planned event impacts as of increasing importance for destination competitiveness.

Not all events are equal. An event is a combined concept that manifests differences by size, theme, geography and input, etc. Ritchie (1984) identified six types of event impact: economic, tourism/commercial, physical, socio-cultural, psychological, and political. Currently the majority of research is based on economic orientation with relatively little attention being paid to the important social psychological and physical impacts. As Cooke (1982), Liu and Var (1986), Perdue, Long, and Kang (1995) and Ayres (2000) described, tourism development is always justified on the basis of perceived and actual benefits and costs, particularly economic benefits versus social-cultural and environmental costs. Janiskee (2006) agreed with this opinion and said that despite the growing number of MICE offered throughout the world, they are still managerially unsophisticated because most literatures are found by considerations of economic impact and cultural importance, which cannot in themselves provide a totally systematic and sufficient knowledge base for event organisers to plan, produce, and market events.

Social perspective impacts

Event impacts are two-faced. Each impact has both positive and negative manifestations. MICE' social positive impact is always obvious because to better host an event, a host city will intensify the main construction and urban infrastructure, develop a large number of new projects and road construction, and enhance city appearance and cleanliness levels. According to statistics for the Kunming World Expo (1999) Kunming brought forward its infrastructure construction by 10 years to host the Expo. Hosting an event is a perfect opportunity for a city to show and brand its image. A city's brand is always a key factor in the development of MICE; the spread of the city's image, the creation of city activities, all help the destination to shape itself in the world tourism market. As Zhou (2007) said, in the short term to enhance the image of a beautiful city, raising the visibility of the city is possible just as Sydney created a positive image for Australia's sustainable tourism development as the "Green Olympics".

However, for MICE as for other industries, rapid growth can become a two-edge sword as far as environmental issues are concerned. While MICE growth can stimulate the growth of city development with building constructions, a growing road network, increasing numbers of motor

vehicles and attracting more tourists, all can result in man-made pollution. Since the Chinese economic reforms began in 1997, China has experienced increased environmental damage as soil erosion; floods, drought, pollution, earthquakes and a shrinking biodiversity have emerged as major growing problems in China. Additionally China has suffered several large natural disasters that were related to, or added to environmental damage such as the floods in southern China in 2007, snowstorms in southern China in 2008, the Wenchuan earthquakes of 2008, large areas of drought in south west China in 2010, and an earthquake in Yu Shu in 2010.

The most sensitive environmental issue is that of air and water pollution. Bingham (1993) found that only 4.5 percent of municipal waste water in China receives treatment. Wen and Tisdell (2001) also mentioned that most large cities in China have air quality of a much lower standard than that set by the World Health Organization. Hosting MICE may not have obvious direct relationship with air and water pollution but it still has some influence on, and is influenced by issues of air and water pollution. During the hosting of MICE many organizations like to burn fireworks for celebration and entertainment, but such action adversely affects city air quality. According to Wang, Zhuang, Xu, and An (2006), air pollution was caused by the burning of fireworks during the lantern festival in Beijing. They note that the burning of fireworks releases many harmful pollutants that are associated with serious human health hazards. Additionally, during the hosting period a city needs to receive a potentially large floating population and the extra flow of people can cause urban issues of traffic, more living wastes, higher volumes of automobiles exhaust, and water resource wasting.

Another environmental issue is that of natural landscape damage. According to Bingham (1993) the loss of forests in China has been so serious so that by 1992 only 13.6 percent of China's area was covered by forest and woodland- the area decreasing from 20.1 percent in 1979. As mentioned before, many cities are willing to build more event related construction which leads to further excessive land use. Agriculture land and forests have been used to generate MICE venues to high standards that include park areas, hotels, shopping areas, roads, etc. Yang and Zhang (2006) noted the Chongqing Yongchuan West Exhibition Center initiated new construction on previously undeveloped areas in 2005, and this building cost 40 million Yuan and was used for just 5 years and went over budget.

An employment opportunity is another important social impact. Some authors think MICE is a positive opportunity for a city to increase its employment by attracting more business to relocate

and enhance the local business development. As Glancey (2003) mentioned, the 2008 “European Capital of Culture” hoped for 4 million visitors and 17500 jobs. Positive media attention, construction of facilities and infrastructure, and employment increases were identified as the primary beneficial output of the 1996 Summer Olympic Games (Humphreys and Plummer, 1995; Newman, 1999). And also increased hotels, restaurants, entertainment activities enhance the hosting city’s hospitality employment demand. However, others think that, due to the MICE, more non-residents come searching for jobs, which causes local resident unemployment rates to rise. Like Zhang and Liang (2008) reported once the government imported foreign labours certainly caused a threat to local job seekers.

Resident perception on impact

As already stated, the main issue of this research studies is the perception of local residents with regard to the Chinese MICE market in Hangzhou. Resident perception is a wide and complex concept because any attempt to assess people’s perceptions is not easy. Lindberg and Johnson (1997) noted that most analyses of tourism related development have found that attitudes are a function of various perceived tourism-related benefits and costs. To state a cliché, humanity is complex and multiple. The need to understand and manage resident expectations and counter both positive and negative perceptions is also of particular importance. Like Easterling (2004) said residents as key stakeholders in a tourism system; their needs must be identified, considered, and subsequently, satisfied. Bull and Lovell (2007) said in examining residents’ perceptions and views about the event, it was anticipated that this would also relate to the way in which such promotion was being successful or not.

Due to tourism development, a number of evaluations have been published that report residents’ perception toward tourism including MICE. Pearce and Stringer (1991) focused variously on biological and physiological processes, cognitive and mental processes, individual differences, inter-individual behaviour, and cross-cultural or between-group behaviours. Fredline and Faulkner (2002) also defined a social representation theory that events are recognized on the basis of past experiences and prior knowledge serves as the reference point for new encounters. Fredline, Jago and Deery (2003) noted that in the recent decades substantial work has been conducted examining residents’ perceptions of the impacts of tourism, but to a much lesser extent, events. LeBlance (2004) said the growing popularity of travelling to attend festivals and events has prompted researchers to examine this form for tourism. Measuring resident perception is a pluralistic process. Longitudinal studies were also conducted by many researchers. For

example, Soutar and McLeod (1989, 1993) studied resident perceptions of social impacts of the America's Cup Defence over a four year period. Mihalik and Simonetta (1998, 1999) also did the same thing on the 1996 Atlanta Summer Olympic Games. These researchers focused on the comparison of residents' perception before and after given events.

These insights into residents' perceptions have a close relationship with MICE social impacts. Burns and Mules (1986) established a framework to test the social costs related to the MICE such as traffic congestion, time lost due to traffic detours, property damage, vehicle thefts, noise and accidents. Sherwood, Jago and Deery (2004) described social benefit as 'psychic income', which represented the 'feel good' impact that local residents felt as a result of the event being staged in their city despite some of the inconveniences. Recently there has been a conscious effort by many local governments to provide social welfare for the residents through MICE. The reason is that whether event impacts are classified as positive or negative is often focused on the evaluations made by local residents. Andereck and Vogt (2000) stated that it is residents who ultimately have a voice in concluding which tourism impacts are acceptable and which are problematic. Residents tend to focus on whether an event enhanced their life quality. The most sensitive life quality standards considered mostly by resident are living costs. Although arguably MICE effects on the daily life quality of residents is often far from obvious and may only exert a subtle influence, residents are still sensitive to some aspects such as price changes, especially in the case of international MICE. The People's Bank of China's '2007 China's regional financial operation' report shows that residents and businesses have strong feelings towards change, especially inflation. In 2007 inflation was perceived as reaching 29.9 percent (of which the percentage increase of food were 36 per cent), which perception was significantly than the 2007 CPI of 4.8%. The most direct influence often caused by the MICE industry is on real estate prices. Soutar and McLeod (1989) highlighted the social issues that impact on residents, particularly in regard to housing. Sherwood, Jago and Deery (2004) were also concerned that the planning and staging of big event such as the Olympic Games always raise issues related to changes such as resident displacement, increased rental and housing prices and forced evictions. Along with the heated real estate market in China, other kinds of real estate transactions have emerged. According to Su and He (2007), many cities' residents thought some real estate prices increased because some real estate developers specifically seek to host MICE to increase property values. There may also be other less tangible benefits associated with the staging of MICE that may affect residents' perceptions, like direct or in direct employment opportunities,

facility and infrastructure development, entertainment and social opportunities, and pride and self esteem brought about by being the focus of attention.

MICE sometimes mean a general disruption to normal daily routines of residents, so residents are more concerned about the MICE event than are the tourists. As Richardson and Long (1991) mentioned, residents' leisure needs and wants must take precedence over development for tourists. However, it is clear that there are invariably some negative impacts associated with an event. Some specific MICE impacts affect the whole of local society with environmental damage, breaks in local residents' normal life patterns, etc. May (1995) note that there were a range of environmental concerns in regard to the staging of the Winter Olympics in fragile alpine areas such as destruction of vegetation and pollution. Under this type of pressure, local public authorities must accept responsibility to prevent environmental damage if they wish to create a long term sustainable MICE policy.

Thousands of MICE are hosted in different cities in China every year, which cover all types of events. However, those MICE mainly focus on the outbound attendee rather than local resident. Local residents are ignored by many MICE organisers, even for some small sized MICE. Mok and DeFranco (1999) emphasized that very limited research has been reported on the linkages between cultural values of the Chinese people and their preferences as consumers. Hiller (1995) described the MICE as a special kind of tourism, as theoretically they represent a separate factor for attending rather than the characteristics of the destination itself. Until very recently, many Chinese residents were only attracted by a few MICE mainly based on aspects of daily living like car, real estate and furniture shows. However, China has a large population and the potential for local resident attendance is large. According to Chongqin governmental statistical analysis (2007), more than 500,000 Hong Kong urban and rural residents were attracted to the HKCEC, which provided a positive impact on city business. In short, attendees at a MICE may often be local residents, and as incomes and leisure time increases, so the range of MICE that can hope to attract a local domestic market will increase. Such a trend has implications for local residents, not only as attendees, but for those who may not select to attend a specific show, exhibition, conference or meeting. It is this reason that motivated the current research, the findings of which may lay down a benchmark against which future research may be compared to assess trends in the Chinese market for MICE.

2.10 Chapter summary

This section explained the MICE industry in general and its development in different such as environment, social status, economy, and trade. A synopsis of the current Chinese MICE situation was offered, along with a general framework of the country's MICE development strategy. A brief discussion of Chinese MICE development limits has been evaluated, and the country's internal competitiveness in MICE industry explained. The conventional extrinsic variable approach to explaining residents' perceptions of Chinese MICE industry was also discussed. The next chapter will describe the location and context of the research, namely Hang Zhou.

CHAPTER THREE

DESCRIPTION OF RESEARCH DESTINATION HANG ZHOU

3.0 Introduction

The purpose of this study was to assess the reactions of residents of a Chinese city to a MICE portfolio of events, and thus the choice of research destination was important. This chapter describes the MICE host city, Hang Zhou and its resources. The study selected Hang Zhou as the research destination for the following reasons: it is, within China, a famous city with a long tourism history, it has rich historical and cultural content, a developed economy, a stable political base and a MICE related history.

A destination's capability to successfully host MICE has long been a prerequisite for long term success, and a key factor is the role of local government and its MICE planners. To make the MICE more sustainable, many appropriate policy instruments were enacted by Hang Zhou's local government. This chapter will outline some of the reasons for the choice of Hang Zhou as the site of the research.

Figure 3.1: Hang Zhou's location of China



Map from: Ross and Fang. (2009); Active Ingredient Design Ltd. (2009)

3.1 General description of Hang Zhou

A catalyst for the study was the 2006 Hang Zhou World Leisure Expo. Hang Zhou is the capital city of Zhejiang Province with 16,596 square kilometers city area and a population of 6.66 million. The city is located in the southeast China, which is one of the main Chinese economic development areas and it lies fourth in Chinese provincial GDP ranking. One of its main features is West Lake, which is largely artificial, and is surrounded by mountains. Not only that, its unique gardening art has integrated cultural and natural landscapes as a key attraction. Recently more than one hundred scenic spots were newly restored in Hang Zhou, which in 2007 attracted “more than two million foreign tourists and forty million domestic tourists” (Bendibao.com, 2008).

Hang Zhou City has long been regarded as a desirable travel and tourism destination in China and it possesses notable historical and cultural features. In 1298 Marco Polo had praised Hang Zhou as ‘the most beautiful and elegant city in the world’. In his travel notes (1298) ‘the Travels of Marco Polo’, he meticulously described Hang Zhou as “a total of 1.6 million houses, spacious streets with the canal traffic, stone discharge sewage drain; the city’s main street has ten big markets, lanes and streets glutted with countless small markets; Hang Zhou people treat outside people very kindly, they provide good treatment, support and advice; Hang Zhou’s citizens like hot water bath services, the city has 3,000 public bathhouses; the city has numerous brothels.....people cruising on the west lake accompanied with many beautiful woman, drinking and singing.....it is paradise.” Historically many poets and authors have written thousand of poems to praise Hang Zhou. Along with the changes made in China since 1979, the tourism industry has been improved year by year. West Lake is Hang Zhou tourism’s heart and soul. It helped brand Hang Zhou as a famous tourism city, which achieved recognition in the honorable verse “in heaven there is paradise; on earth, Suzhou and Hang Zhou”.

The city’s history is a long one, and dates back to the Neolithic Hemudu culture of 7,000 years ago. According to Du’s “Chinese brief history” (2006), during the Southern Song Dynasty (1127-1279), Hang Zhou was the national capital, which makes one of the seven ancient cities in China that have served as capital cities throughout Chinese history. The West Lake itself still possesses as a feature a dyke built in 1089 by Su Shi (one of China’s most famous poets), and when Marco Polo visited it he hailed as one of the finest cities in the world as noted above (e.g.

see Zhejiang.com, accessed July 28 2006). A long history in China is always coupled with a profound culture. Hang Zhou thus has marketed itself for both domestic and international tourism as a city of leisure based on cultural and heritage assets (Zheng Shenghua and Liu Jialong, 2005). According to Zhou (2006), Hang Zhou has a deep religious culture, especially that of “Zen Buddhism”. Many temples were built in Hang Zhou and still have high status in Chinese Buddhism. Hang Zhou is also one of the world’s main cradles of tea culture. It has a conventional tea drinking atmosphere with many tea houses, some several hundreds of years old. Zhou (2006) also mentioned that not only does the city possess its traditional culture, but Hang Zhou has also gained many modern descriptions such as paradise, capital of love and capital of beauty, leisure city, happy Hang Zhou.



3.2 The 2006 Hang Zhou World leisure Exposition

This study was initiated by the 2006 Hang Zhou World Leisure Expo, which was the first such World Leisure Exposition and was held in Hang Zhou from April 22 to October 22 2006 and thus lasted six months. This Exposition was mainly organized by the World Leisure Organization based on the theme “Leisure -- Changing human life” with the purpose of building an “Oriental Leisure Charm”. The 2006 Hang Zhou World Leisure Expo was the first leisure exposition ever held in Hang Zhou. The Exposition organisation was expecting to receive 11 million domestic visitors and one million from overseas, a total that was not reached. It also had significance as a ‘training ground’ for those who became involved in the 2008 Beijing Olympics.

World Leisure Exposition Garden (WLEG)

In order to build the image of "Oriental Leisure City" and successfully host the World Leisure Expo 2006 the concept of The World Leisure Exposition Garden (WLEG) emerged. According to the World Leisure Expo Organiser (2007) the WLEG was designed as a leisure complex with a combination of leisure, resorts, conference sites and exhibition and residential areas constructed around three main independent gardens: Expo Garden covering a total area of more than 3000 mu, which mainly presented ‘living leisure’, the World Leisure Folk Garden covering a total area of more than 2000 mu; and Oriental Cultural Park covering a total area of 2700 and fully displaying the oriental traditional culture. It has a very good natural and cultural

environment, which contains not only an artificial garden but also some natural and historic scenery such as Xiang Lake and Kuahu Bridge with its 8,000 years of history. Building the World Leisure Garden cost a total of 3.5 billion Yuan (US \$434 million). One of the most attractive aspects in the WLEG is the “one hundred cities” exhibition, in which many foreign cities built pavilions in which to represent themselves.

Activities

This world exposition was not a single themed event as it also included the annual Hang Zhou West Lake exhibition and thus became a multiple event that focused on various themes that included culture, heritage, tourism and it also incorporated the Zhejiang Provincial Museum of Cultural Relics and Fine Art Special Exhibition Series and The Third Hang Zhou West Lake Chorus Festival. Other themed events were also linked with the Exposition and were drawn from sport, business, and social activities. Examples included the Miss International Tourism Finals and the 2006 Hang Zhou International City “Business Cup” Go Competition.

Some of these subsidiary and complementary events had a long history in their own right. For example the West Lake World Exposition has been held since 1929, when it was the fourth international exposition after the 1893 Chicago Exposition, the 1900 Paris Exposition, and the 1927 Philadelphia Exposition. The West Lake Exposition has been re-held annually since 2000. As noted above, for the 2006 Expo an “a three Lake Park” was also built – which proved controversial due to perceived negative impacts on the environment.

Visitor numbers

The numerical data can best present the success of the event. The 2006 Exposition was not of a short duration for it lasted 183 days, which brought a huge benefit to the host organisation and destination. The 2006 World Leisure Office (2006) summarised the achievement of the West Lake Expo thus; the exposition park of three parks and the lake received a total of 5.432 domestic million tourists, 3.505 million foreign tourists, and the total operating revenue reached 805.8million yuan (RMB). The benefits from 2006 WLE not only affected the expo park but also spurred on the whole tourism industry of the city and province. The hosting city, Hang Zhou, received a total visitation of 27.6 million people, which brought a huge development to the city and its tourism industry. Hang Zhou’s 2006 total tourism revenue is shown in Table 3.1

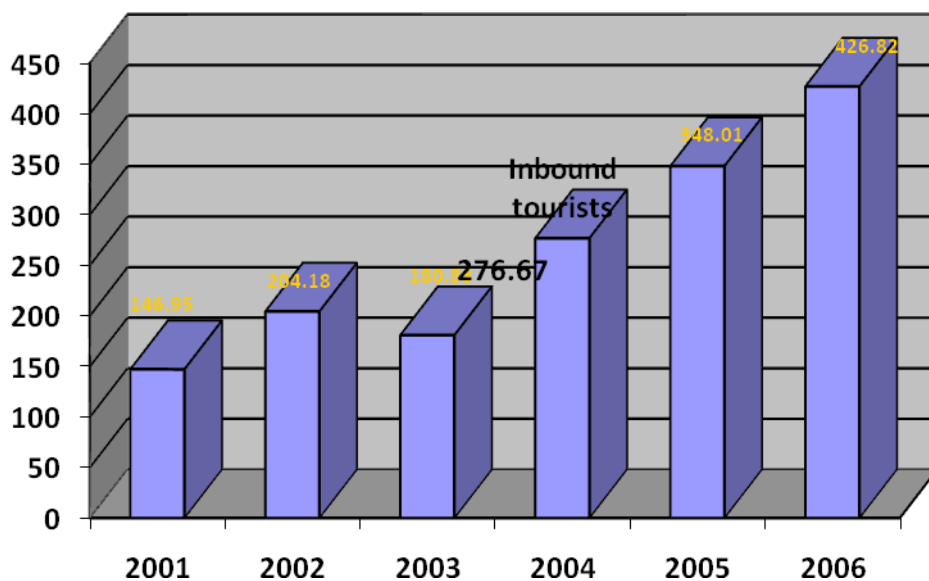
Table 3.1: Hang Zhou 2006 tourism revenue

Destination	Inbound tourists		Exchange earning		Domestic tourists		Domestic tourism revenue	
	Number	Increased percentages	Revenue	Increased percentages	Number	Increased percentages	Earning	Increased percentage
Hangzhou	1,820.420	20.3%	908.699 Million USD	29.9%	36.93 Million	13.1%	476.2 Billion	17.9%
Total tourism revenue total earning			549.0 Billion					

Source: Zhejiang Travel Bureau (2006)

According the statistics from Zhejiang Travel Bureau (2006) in 2006 the province received 4.268 million inbound tourists, reached a total foreign exchange earning of 21.3 billion RMB, which increased by 22.6 percent and 24.2 percent respectively in subsequent years. The total foreign tourists' amount even surpassed that earned by Beijing in 2006 and the city reached the fourth position nationally, while total domestic tourism revenue also surpassed Beijing and Shanghai. The big jump of inbound tourists in 2006 is obvious (see Figure 3.2 below).

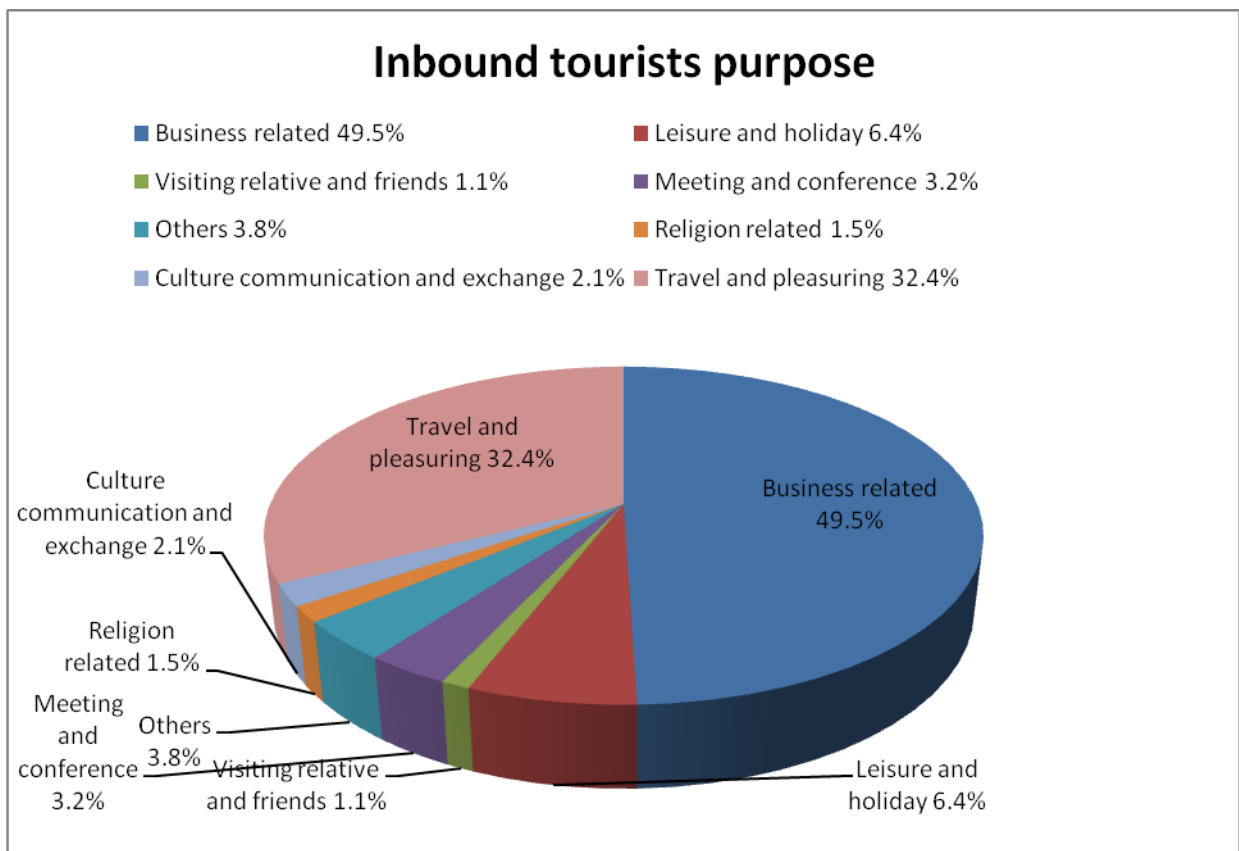
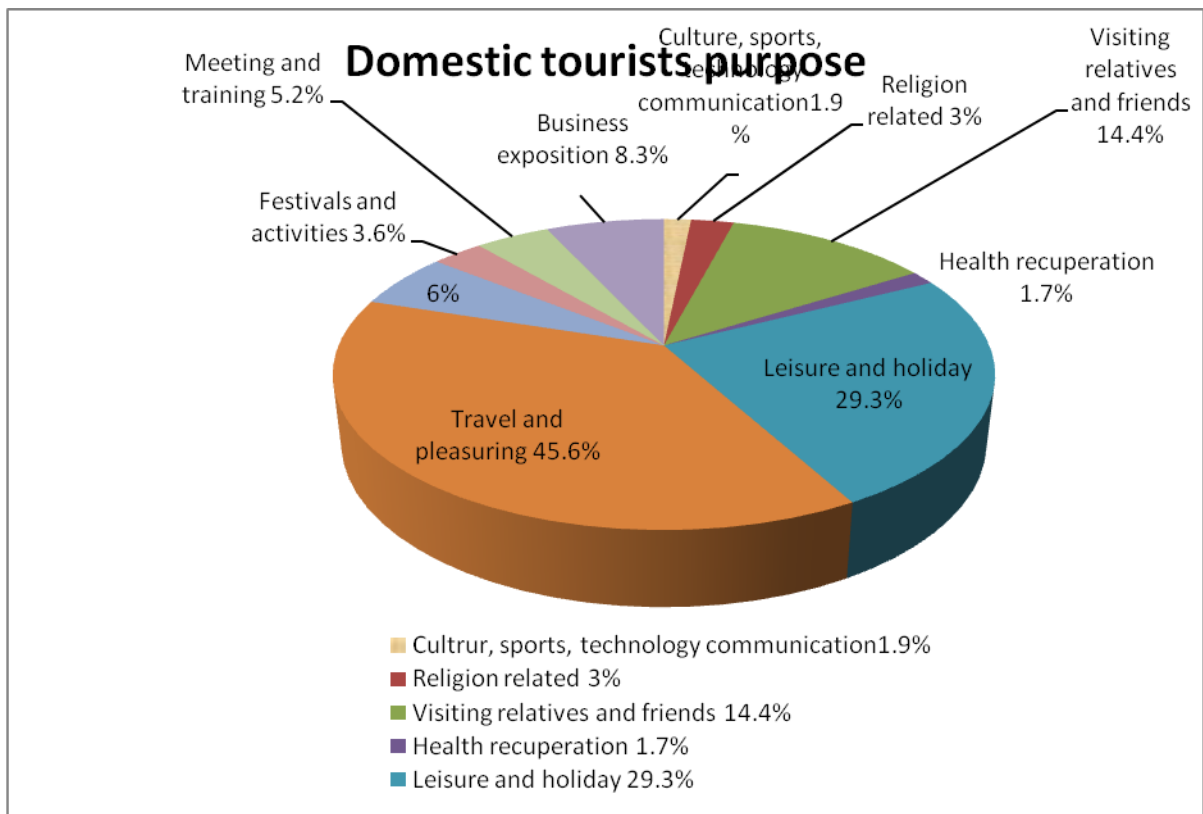
Figure 3.2: Zhejiang inbounds tourists' percentage (Unit: 10,000)



Source: Zhejiang Travel Bureau (2006)

The occurrence of such increases and benefits was by no means fortuitous. Actually, the 2006 West Lake Leisure Exposition lasted 183 days, which covered two Chinese public “Golden Holiday”- First of May and National day. Each of the holidays have seven days paid holiday. Although tourists consumption has become increasingly rational and more stable since 2007, due to the first city big exposition it still caused a ‘blowout of tourists’. According to statistics from Zhejiang Travel Bureau (2006), from 1 to 7 May, the province received a total of 10.872 million domestic and international tourists, an increase of 27.8 percent over the same period in 2005. The 2006 West Lake Expo Offices also provided statistics that showed, from 1 to 7 May, in 2006 the Lake hosting 25.79 percent more visitors than in the previous year's "May 1" Golden Week. Even though the exposition duration is long, the fact that it covered two large holiday periods was advantageous. However this will not happen again because the golden week holiday system has changed. From 1999, the Chinese government started to implement the Chinese Golden Week system to develop the leisure of the masses. The holiday system has made a huge benefit to the economy and consumption development, but it also brought some conflicts such too much crowding at certain days, traffic pressure, caused the tourism service quality to decrease at these times amid other problems. Since 2007, the Chinese State Council abolished the “First of May” seven days holiday and added five small vacations of three days to better balance the distribution of holiday tourism.

Figure 3.3: Domestic and inbound tourists' purpose



Source: Zhejiang Travel Bureau (2006)

Although foreign tourism has started to generate high numbers, the main tourism revenue in China is still from its domestic tourism, due to its geographic and population features. From Figure 3.3 it can be seen that the main origins of tourists are local and provincial residents, which accounted for 40.2 percent of total domestic tourists. The trip purposes of domestic tourists and inbound tourists to Hang Zhou are quite different. Most domestic tourists visit to Hang Zhou is for travel and pleasuring with 45.6 percent giving this as their reason for the visit, but only 32.4 percent of inbound tourists are for this purpose. The main purpose of inbound tourists to visit Hang Zhou is related to business.

Although the 2006 West Lake Expo is officially specified as an international attraction, it is still mainly visited by local residents and tourists from near provinces.

3.3 Hang Zhou tourism development

Crouch (2000) noted that places are but one pervasive component of leisure and tourism, but nonetheless they are an important component. Hang Zhou is tourism based city through its inheritance of lake and mountain scenic resources. According to Beijing2008.cn (2008) Hang Zhou has two designated state-level scenic spots - the West Lake Scenic Area and Two River (Fuchun River - Xin'an River - Qiandao Lake) Scenic Area; two state-level nature reserves - Tianmu Mountain, Qingliang Feng Nature Reserve; four state-level forest parks - the Qiandao Lake, the Wuchao Mountain, Fuchun River and Castle Peak Lake Forest Park, a state-level tourist resort – Zhijiang national tourist resort areas and the country's first state-level wetlands park - Xixi national wetland park. Hang Zhou also has twenty four national level conservation sites of cultural heritages and six national level museums. As a result Hang Zhou has been awarded the accolade of "China's best tourist city" by the China National Tourism Administration (CNTA) and the World Tourism Organization, and the awards of "the East leisure city" by the World Leisure Organization, the title "2006 China's most longed for the tourist destination" and the 2006 China 'Top 10 festive city'. Hang Zhou's economy is increasing dramatically, and one side effect is that having residents with more real income has also aided the tourism economy to develop.

As one of the four key national scenic tourism cities, tourism is a key to Hang Zhou's prosperity. In recent years, with an increasing emphasis on the tourism industry at all levels, Hang Zhou has improved its tourism infrastructure, undertaken new promotions and initiatives and with its

historical and cultural attractions has started to catch world attention. In order to stimulate its tourism industry many co-ordinated statutes have been promulgated by the local council. The most representative policy is “The free West Lake”, which is also perhaps one of the more contentious policies executed by the Hang Zhou government. According to Shao (2004), since 2002 when Hang Zhou began the comprehensive West Lake protection project called "return lakes to the people", under which various attractions around lake have been opened for free, the policy has attracted some criticisms. By 2004, the entire West Lake had been opened free over a total area of over 2,000 hectares. Because of national inflation and increasing costs, this policy has been challenged and on many occasions has been contrary to local public opinion, but the policy has brought a positive image for the city and gained good economic returns. According to the statistics from Hang Zhou.com.cn (2005), in 2004 the price of Hang Zhou’s hotel and restaurant was 11.4% higher than in 2003 and star rated hotels’ occupancy rates even reached 90 percent while the average nights tourist stay in Hang Zhou has extended to two days. It is obvious that the policy forgoes revenue from the sale of entry tickets to the Lake, but it has attracted more tourists to come and extend their stay, which brings an impetus for the development of the restaurant, hotel, retail and other related industries.

There are many future tourism developments being planned. Just two will be briefly covered as indicative of the developments being undertaken in Hang Zhou. Xixi is China’s only national accredited wetlands and cover an area of 3.46 square kilometres. Being one of the three ‘Xi’ along with West Lake and Xiling Seal Society, the wetlands offer not only scenic beauty but are being developed as cultural resources with the Persimmon and Plum Festivals, dragon boats events and others taking place. The wetlands also have a cultural authenticity as the birthplace of ShaoXin Opera. Some of the new initiatives are also based on historic precedents – the earliest dragon boat races date from 1465 and the Persimmon and Plum Festivals evoke a period of the 1600s. The ponds of the wetlands thus have a long history as a source of aqua farming and festivals within the history of Hang Zhou which are being used for purposes of modern recreation, leisure and tourism as well as environmental restoration and conservation.

The Yun river development is part of the Grand Canal and like many such walks in other parts of the world is being developed as a locus of restaurants (such as Yun Song Lou) and cafes that creates an outdoor meeting and dining area. The canal itself links Hang Zhou to Beijing and dates from 604 AD.

3.4 Hang Zhou MICE development

The MICE industry in Hang Zhou has a long history. In 1929, from June to October, China's first international exposition "West Lake Expo" was hosted in Hang Zhou. This Exposition lasted 128 days and attracted 20 million visitors, and more than 14.76 million items was showed during the exposition. This exposition played a landmark role in the Chinese MICE development history. From 2000, the Hang Zhou government has decided to restore the West Lake Exposition annually, which it has done successfully. The West Lake Exposition and MICE more generally has thus become an important factor in Hang Zhou's economic development strategy. According to Fu (2005), in 2001, Hang Zhou in total hosted 109 exhibitions, which 25 percent were accounted for by the West Lake Expo, which has become the leading MICE business in Hang Zhou. Based on the success of the West Lake Exposition, Hang Zhou successfully gained the authority to host the first World Leisure Exposition in 2006, which was the first international exposition under the auspices of the World Leisure Organisation.

In 2002, the West Lake International Conference Centre was built. This conference centre with a total investment of nearly 20 billion Yuan, covers an area of 980 acres, and it is also the largest current national planned and designed international conference centre. This large conference centre is intended to lead the Hang Zhou MICE industry into a new stage of development.

The conference centre fits alongside various events and festivals that implemented at the National Labour Day, National Day and Spring Festival Golden Tourism Week. Hang Zhou is thus developing a portfolio of tourism events which potentially yields many benefits for the city's residents. However, while economic data generally point to increases in visitor numbers and expenditure, and hence job creation, of importance too are whether soft gains are being perceived by Hang Zhou's residents. Do they feel that Hang Zhou is gaining additional prestige, not only in China, but on a world stage? Do they take pride in such developments? To what extent will they tolerate the disruptions caused by the construction work? Do they directly benefit from these developments, or do they feel that others benefit, but perhaps not themselves? These are the types of questions that the research is directed to.

CHAPTER FOUR

METHODOLOGY

4.0 Introduction

The previous chapters presented a theoretical groundwork and research background that could be used to define the term MICE and the role of resident perception relating to MICE impacts. The pervious chapters were based on an extensive review of existing literature but it was found that while residents perceptions of tourism generally is a well established theme in the tourism literature there is little specific to MICE, particularly in China. In order to deepen on understanding and possibly a definition of the term ‘MICE’, it is essential that residents’ perceptions are analysed. This chapter draws on the previous literature to present the methods used to gather and analyse data in this study. The purpose of this chapter is to examine ways in which the responses of residents in Hang Zhou to the development of a World Leisure Expo in that city might be studied.

This chapter therefore contains the background to the development of the questionnaire from initial ‘utopian’ thoughts to practical application. The study undertook a conventional mixed methods pattern of an initial qualitative pilot study followed by a self completion questionnaire to generate quantitative data. The pilot study’s interview questions were designed to obtain a better understanding of residents’ perceptions. The results of the pilot study were used as the basis for the items included in the final questionnaire of the main study.

4.1 Research Paradigms

Definitions

The research paradigm is not to describe. Kuhn (1970, p.175) provided an initial definition of a paradigm as “the entire constellation of beliefs, values, and techniques which is shared by members of a given community, and it denotes one sort of element in that constellation, the concrete puzzle-solution, employed as models or examples, it can replace explicit rules as a basis for the solution of the remaining puzzle of normal science”. Subsequently many researchers have given their own definitions of “paradigm”. Morgan (2007) defined a paradigm as the consensual set of beliefs and practices that guide a field. Usher (1996) described a research paradigm as being “an exemplar or exemplary way of working that functions as a model for what and how to

do research, what problems to focus on and work on” (p. 13). Some authors provided an easy access to definitions by explaining paradigms as a ‘world view’, like Rossman and Rallis’s (2003) “worldviews” and “shared understandings of reality” as synonyms for paradigms.

As a central methodology in the social sciences, qualitative and quantitative methods have long been associated with different paradigmatic approaches. Bazeley (2004) mentioned different assumptions about the nature of knowledge (ontology), the means of generating it (epistemology), and the methodology. The explicit explanation of a constructionist approach from Denzin and Lincoln (1994, p.13-14) “assumes a relativist ontology (there are multiple realities), a subjectivist epistemology (knower and subject created understandings), and a naturalistic (in the natural world) set of methodological procedures”.

Ontological

Ontology represents a particular view of reality held about the situation in question. Biesta and Burbules (2003) said all research in the social sciences represents an attempt to provide warranted assertions about human beings (or specific groups of human beings) and the environments in which they live and evolve. There are two main ontologies that he suggested; either one reality or multiple realities. Guba and Lincoln (1990) argued for an ontological position of accepting no one 'reality out there', but rather an acceptance of multiple interpretations of any given event, with inquiry having the major task of working toward some consensus among the holders of different constructions. Robert (2000) had a similar opinion that reality consists of an individual’s mental constructions of the objects with which they engage, and that the engagement impacts on the observer and the situation being observed.

Epistemological

Robert (2000) defined ‘epistemology’ as the relationship assumed to be present between the knower and what is known or being sought to be known. It deals with assumptions about truth and non-truth. Burrell and Morgan (1979) suggested that the relationship could derive from accepting that knowledge can be either viewed as objectively knowable, or in contrast, only subjectively. Guba and Lincoln (1989) support this suggestion. Their support is expressed as below:

Table 4.1: Different paradigms

Paradigm	Positivism	Post-positivism	Constructivism	Critical theory
<p>Ontology: The reality that the researcher investigates. (Asks: What is reality? What is it that we know?)</p>	<p>Realist/Naive realism/ apprehension: Reality is real. Is knowable, the true nature can be discovered. Governed by unchangeable natural laws.</p>	<p>Critical realism: Reality is real. Imperfectly/probabilistically. Knowable through probabilities. Triangulation of source is required to try to know it.</p>	<p>Relativist/critical relativism: Reality is relative (multiple subjective realities co-exist) Is constructed in people's minds. Locally and specifically constructed according to what people believe it to be.</p>	<p>Critical/historical realist: Virtual reality (multiple realities co-exist). Can be known. Shaped by social, economic, ethnic, political, cultural, and gender values, crystallized over time in real and created historic structures.</p>
<p>Epistemology: The relationship between reality and the researcher. (Asks: What constitutes knowledge/science)</p>	<p>Dualist/ Objectivist: Findings are true.</p>	<p>Modified dualist/ Objectivist: (subjective knower and objective world). Findings are probably true.</p>	<p>Transactional/ Subjectivist: Findings are created.</p>	<p>Transactional/ Subjectivist: Findings are mediated by values.</p>
<p>Methodology: The technique used by the researcher to investigate that reality. (Asks: How do we gain knowledge?)</p>	<p>Primarily quantitative methods.</p>	<p>Triangulation of quantitative and qualitative methods.</p>	<p>Primarily qualitative methods.</p>	<p>Any with a critical stance. Dialogical/Dialectical</p>

Source: Al-Masroori (2006)

... that it is impossible to separate the inquirer from the inquired into "while in the conventional paradigm "... adherents ... [assert]... that it is possible to maintain an objective ... posture ... with respect to the phenomenon being studied..." and that the inquirer's values can be excluded.

Burrell and Morgan (1979) and Guba and Lincoln (1989) agree that in social inquiry the subjective nature of knowledge produces a subjective relationship between elements of the inquiry, notably between the researcher and the subject of the research and/or respondents.

Methodological

Research methodologies represent complex socio-historical evolutions within the social sciences ranging from reductionism to reflexive sensibilities (Tuchman, 1994). According to Jennings (2001) the methods of data collection would include participant observation, in-depth interviews, case studies, focus groups and appreciative inquiry. Neuman (1997) said qualitative methods display the construction of social reality and that cultural meaning form part of the interactive processes which also includes the researcher.

Although certain methodologies are always associated with one particular research approach or paradigm, Dzurec and Abraham (1993, p. 75) still suggest that “the objectives, scope, and nature of inquiry are consistent across methods and across paradigms.” A general summary of different approaches is shown in Table 4.1.

Constructionist paradigm

A constructionist paradigm builds on "constructivist" theories based on a fully integrated social perspective asserting that experience is not simply transmitted from destination or activities to tourist, but actively constructed by the mind of the tourist. Constructionist research methods are qualitative, interpretive and concerned with meaning. The constructionist paradigm with its involved personal and social features can establish a close distance to the tourist and obtain the ‘reality’ of the residents’ experience.

Most constructionist adherents support the concept of multiple realities such as Jennings (2001), who maintains that the interpretive social sciences paradigm considers the world as being constituted of such multiple realities. According to their epistemological basis, constructionist researchers focus on the subjective understandings and experiences of individuals or groups and then show how such understandings and experiences are derived from and feed into larger discourses. From the constructionist point of view the researcher will look at typical phrases, arguments and stories that can come to the fore. The researcher should also play the role of a facilitator and allow the co-researchers (respondents) to give expression to his/her/their feelings

and experiences. The researcher also not only tasked with the delivery of messages, but also with their interpretation.

However, the essence of resident perception is not a simple theory, which can be explained by only one method. The limitations or weakness of the constructionist paradigm such as personal bias and a tendency to select material from mass data may impede the researcher from getting 'completed' results. Ryan (2004) said the constructionist paradigm has an un-changeable weakness that may cause an un-meaningful result in the research for it very much depends upon skills of the researcher that are often intuitive in nature. The constructionist research process is always controlled by and is dependent on researchers. This resonance between researcher and research paradigm /methodology, is critical to the steering of the research process. "In our emphasis on meaning -- particularly at the individual and local level -- there is a tendency to downplay power relations that privilege certain constructions over others." (Clark, 2004, p.2) The researcher's opinion may influence the question and material, choosing that which may influence the accuracy of the research result. A limited knowledge on the parts of the researcher cannot cover or explain complete meanings presented by tourists. Constructivists are therefore often rightly accused of being idealists with little to say about the material world. Williams (2001) highlights the tourist gaze; it might therefore provide the means for physical and emotional escape from the everyday, a 'neutral zone' that provides an opportunity for (or even encouraging) limited transgression and de-control of emotion. The positivist notion is that qualitative data is inherently untrustworthy and therefore to be avoided is, however, not wholly tenable. At first glance, quantitative data might appear to be uniformly superior, but it too is dependent on a series of evaluative judgments on the part of the researcher- whether it is the items or the statistical tests used. However positivists can point to well evaluated methods of judging data reliability, but equally constructionists have devised tests of credibility of interpretation, of which triangulation is commonly used.

Positivism

Positivism has tended to be the prevailing paradigm in many areas of social science research, especially with the advent of powerful and accessible statistical packages. John Stuart Mill (1866, p.69) described it thus:

Whoever regards all events as parts of a constant order, each one being the invariable consequent of some antecedent condition, or combination of conditions, accepts fully the

Positive mode of thought. (p. 15) ... All theories in which the ultimate standard of institutions and rules of actions [is] the happiness of mankind, and observation and experience the guides ... are entitled to the name Positive. (p. 69)

Runder (1966) also defined it as a systematically related set of statements, including some law-like generalizations, which are empirically testable. Kenneth and Howe (1988) said positivism is the view that scientific knowledge is the paragon of rationality.

Positivism is commonly associated with quantitative methods, which are successfully used in large portions of research. The research inquiry includes the measurement and analysis of causal relationships, which provide a causal explanation. Ryan and Bristor (1987, p. 193) claim that the "positivistic approach" emphasizes "causal explanation," Hudson and Ozanne (1988, p. 512) also state: "The positivists, with their goal of explanation and prediction, place a high priority on identifying causal linkages."

Post-positivism

This methodological paradigm has the same aim as a positivist framework of 'explanation', and it is again important to consider ontological and epistemological concerns. Guba and Lincoln (1995) view post-positivism as a variant of the 'received' positivist position, the difference being that a view that truth is complex, may never be fully apprehended, but there remains nonetheless a consensual truth independent of the researcher which therefore may be 'discovered'.

Critical theory

Critical theory is a view of society and social theory. The aim of critical theory as Guba and Lincoln (1995) state is the critique and transformation of the social, political, cultural, economic, ethic, and gender structures that constrain and exploit humankind. Hoffman (1987) noted critical theory as a self-understanding and self-reflection that provides a critique of the existing social order, and it points to a capacity for change and for the realisation of human potential.

Applications to resident perceptions

In order to get to the essence of resident experiences, any single paradigm needs the support of others to help the researcher obtain a better understanding. For example, researchers doing one-to-one interviews may find respondents provide a large range of information. This information may vary between the respondents that have been interviewed. It is better for researchers to

analyse the essence of the interview data and to determine subsequent questions. By using these questions, researchers can obtain useful or meaningful results quickly. In short, a pragmatic perspective may result where the researcher adopts paradigms as determined by the nature of the research problem rather than defining a problem to fit a specific research approach. Indeed multiple approaches may handle some problems better than when undertaking a single paradigm. In this study, the qualitative method within a constructionist paradigm obtained data about residents' perspective of MICE impacts in their 'real world' but a quantitative method with a positivist paradigm with a questionnaire based survey was also used to permit some generalisation.

4.2 Research methods alternative

There are therefore numerous choices of methods for undertaking tourism research. In order to cover the multiple dimensions perceptions of MICE impacts and differences among subgroups of gender, age, income, educational background, and marital and family status, different research methods were considered. Some often used methods are shown in Table 4.2.

Human perception is always a complex topic in tourism research. Williams (2001) argued that the tourist experience is a "moving target" that means many things to many people, a complex, multidimensional, multifaceted human compound, including irreducible biological and cultural components, which arise or emerge in various socio-relational contexts. The experiential essence of the resident experience, in its un-tangible, un-tradable form is sometimes as transient thought, moving or feeling with emotion. So in order to unearth the deep sense of the tourist experience, to deem it as a feeling is a complex rather than a static and un-dimensioned thing. For this reason a significant debate exists as to the respective merit of qualitative and quantitative research.

Table 4.2: Event and event tourism often used research method and analysis technology

Methods or Technology	General Summary
In-Depth interviews and random checks	Qualitative study
Content Analyses	Analysis qualitative data by using quantitative method
Event analysis under society analysis method and theory	Anthropological approach, contextual approaches, critical functionalism, cultural functionalist perspective, Durkheimian approaches, drama to logical perspective, economic functionalist perspective, ethnographic perspective, neo-Marxist approaches, political instrumentalist perspective, phenomenological, structural perspective
Event effect research technology	Extract the true influence of event by using quantitative method, economics method, social impact assessment (SIA). Using systemic and comprehensive method to analyse the correlation existing between the event and benefit relationship among stakeholders
Statistics and sampling research technology	Quantity research method, statistical research method, cluster analysis, multiple discriminate analysis, multidimensional scaling, (MDS)
Decision-making research IPA method	Importance-Performance analysis, IP importance-performance map analysis
Triangulation study	verification method by Using multiple data souces
Secondary data: Use of Internet sources	Searching research articles, find out the event development situation in different countries: low cost, fast, multiple ways like email, voice mail. etc to conduct the data collection

Source: Dai (2005)

Qualitative method

As noted above qualitative research tends to the constructivist paradigm, yet it can also serve as a post-positivist methodology. In consideration of the diversity of residents' (or tourists')

experiences, a tourism researcher may choose this approach to unearth the essence of residents' experiences. Initially, the range of perspectives on emotion can generally be quantified as lying on a continuum between the 'social constructionist' standpoint and that of the positivist position. In this, 'primary' or basic emotions such as fear, anger and happiness, are merely pre-ordained reactions, according to Hochschild (1983). Qualitative approaches are an acknowledgement of the essential subjectivity of human emotion that takes into account the more 'subtle and complex' nuances that individualises emotional experience. Constructionist approaches regard people as if they were the origin of their thoughts, feelings and experiences. McIntosh (1998) said, from an experiential view, that tourism may therefore seem "to defy" empirical research. In particular, through quantification, the subtleties of the nature of tourism as a subjective and personal experience of place and events are possibly lost. While some information acquisition can come from others, it is often only by experiencing the learning in person that valuable knowledge is generated at a personal level. Obtaining the tourist experience is a personal process; the tourists' level of personal development, interests, concerns, personal involvement, and current knowledge directly relate to what they experience. Thus, not everyone will construct the same knowledge even when provided with what appears to be very similar learning experiences. Qualitative methods can usefully explore and record dimensions of experience (including thoughts and emotions) from visitor's own descriptions and their own words with the use of personal narratives, thereby providing a richness of information, insight, and feeling not readily achievable from quantitative studies (McIntosh, 1998). For example, residents may answer a question about the experience of being at the top of the Eiffel tower Paris for the first time such as being 'amazing' or 'surprising', but those feelings may have been gotten from the knowledge of reports of past expectation. Residents promised 'experiences' sometimes can achieve this only by staged 'authenticity', which is not a single quality derived from careful attention to historical detail but rather a product of the complex ways in which tourists respond to cultural sites as intellectual and sensual experiences. Just as Ryan (2004) described, experiences may be evaluated against images derived from the "Discovery Channel".

In qualitative research some general research practices such as interviewing, transcription of conversational and other data, data management and analysis (including the use of software programs), report writing and using research outcomes to influence policy are given up-to-date coverage, consistent with postmodern flavour (Denzin and Lincoln, 1994). Interviewing is one of the major practices used frequently in constructionist methods of research and the researcher does not take a neutral, distant or emotionally uninvolved stand. Rather it is a form of

partnership with the interviewee. In this relationship the researcher expects a lot of openness from the respondent as a co-researcher, and can only draw something from it if he/she is close with the co-researcher (McIntosh, 1998) In interviewing, a researchers' skills such as communication skills are important. "The researcher's empathy, sensitivity, humour and sincerity are important tools for the research." (Rubin and Rubin, 1995, p.12). So it is also arguably better for the researcher not to behave as 'the expert', but rather take a 'not-knowing' position.

Quantitative method

Quantitative research is an inquiry into an identified problem, generally based on testing a theory although it can also be exploratory in nature, measuring with numbers, and analyzed using statistical techniques. The goal of quantitative methods is to determine whether (a) it is possible to make generalizations and (b) do the predictive generalizations of a theory hold true. Babbie (1992) defined quantitative research as the numerical representation and manipulation of observations to describe and explain the phenomena that those observations reflect. The approach develops and employs mathematical models, theories, and hypotheses pertaining to the observed phenomena to better understand, predict and potentially manage processes. Riley (1996, p. 22) notes that 'the majority of tourism marketing research' has relied on structured surveys and quantification. Quantitative methods express public opinion and data can be weighted to better reflect populations when the characteristic of the observed population are known This process represents precision with more reliability and validity. Francisco, Butterfoss and Capwell (2001) made the following observations about quantitative methods:

- Data from large numbers of people lead to a greater breadth of understanding (as opposed to the depth of understanding possible from qualitative methods).
- Strong inferences are possible, especially when tight experimental control is achieved.
- These approaches are often more systematic than other methods, which makes findings more likely to be replicated.
- But they usually do not include an assessment of the "meaning" of the data but focus on the strength of relationships between significant variables.

Quantitative research is used to answer a number of questions, which includes issues mentioned by Francisco, Butterfoss and Capwell (2001), namely how many people need to be involved to create a statistically significant difference, how big is the change in behaviour, by how much has the incidence or prevalence of a certain problem changed, and how satisfied people are with your programme, etc. These questions are related to analytical methods with large numbers of respondents. However Bauer (2000) noted that a quantitative approach representing a purely descriptive study is accordingly considered simple and less interesting than other models of study.

A quantitative method is based on numeric data algorithms generally considered incompatible with qualitative research objectives. Dootson (1995) said quantitative research only results in numerical values amenable to statistical analysis. However ‘statistics’ is always a hard language to learn, it segments researchers “when they cannot measure it, when they cannot express it in numbers, or when your knowledge is meager and unsatisfactory” (Merton, Sills and Stigler, 1984). And also there are hypotheses existing in the research process, it restrict methods to provable range only under current variables. A quantitative method cannot demonstrate the deep divisions of the human mind, which includes lies, liberty uncertain factors, etc. But, as Mazanec (2009) pointed out, qualitative analysis generates categories, and as such categorical data can be analysed by statistics. Additionally new software packages use various modes of statistical algorithms to analysis textual and visual data – examples being CatPac and Atlas ti. Consequently the boundaries between the methods are today possibly not as well delineated as in the past.

Mixed methods: triangulation

The exploration of resident understanding of MICE impacts is fundamental to this research. It is well know that social relationships are often complex and contradictory. Leo Tolstoy in his novel *Resurrection* (1899) wrote “people are like the river, all the river water is the same....but each has some places narrow, some places wide, some waster fast, and some places water clear...people as well.” The focus between quantitative and qualitative methods sharpens differences; one is based on the “number” via survey data and the other on “words” via interviews respectively. But it can, and is commonly argued, that to obtain more impartial data, it is better to present quantitative and qualitative methods as complementary modes of inquiry.

Thus, this study chose to use mixed methods, at least to a minor degree within the time and resources available to collect data combining both qualitative and quantitative methods.

Triangulation is one of convergent methodologies, which is treated as being synonymous as mixed methods, which are compared with others in Table 4.3.

Table 4.3: Alternative combinations of knowledge claims, strategies of inquiry, and models

Research approach	Knowledge Claims	Strategy of inquire	Methods
Quantitative	Post-positive assumption	Experimental design; survey	Measuring attitudes; rating behaviours
Qualitative	Constructivist and emancipator assumptions	Ethnographic and narrative design	Field observations; open-ended interviewing
Mixed methods	Pragmatic assumption	Mixed method (triangulation) design	Closed ended measure; open-ended observation

Source: Creswell (2003, p.20)

Many researchers have mentioned the deficiencies and weaknesses that arise from the use of a single research method and have found such an approach as inadequate, especially for some complex and dynamic phenomena such as measuring people's perceptions or attitudes. Based on research difficulties, methodological triangulation is often mentioned as meaning qualitative and quantitative methods should be viewed as complementary rather than as rival camps; and they are often utilised by researchers in the research process. Decrop (1999) described triangulation as looking at the same phenomenon or research question from more than one source of data and gathering information that can be used to corroborate, elaborate or illuminate the research problems. Denzin (1978) also defined triangulation as "the combination of methodologies in the study of the same phenomenon." It is not only a combination of approaches that can also improve the validity of research data. Dootson (1995) emphasised that triangulation is useful for obtaining support for results.

Another rationale for their complementarily is that qualitative methods can provide previously unobserved phenomena, which avoid wrong hypothetical occurrences found in quantitative method. Decrop (1999) said the subordinate and exploratory nature of qualitative research is

explicitly recognized: qualitative techniques are used to provide information for developing further quantitative research.

Sarantakos (1998) provided four reasons to choose mixed methods in the research:

- To obtain a variety of information on the same issues;
- To use the strengths of each method to overcome the deficiencies of the other
- To achieve a higher degree of validity and reliability
- To overcome the deficiencies of single-methods studies

Murray (1999) also listed some benefits such as (a) it enhances confidence in the research results; (b) permits the development and validation of instruments and methods (confirmation); (c) provides a comprehension of the domain under investigation (completeness), which is ideal for intricate social issues; (d) subdues the elite bias of naturalistic research; and (e) allows an improved explanation of divergent results. Triangulation is a better method to explore descriptive study because it enables the incorporation of a broader study and a deeper investigation of the research. For example researchers can conduct a series of qualitative interviews, which can accentuate the key points from respondents mind. Based on the importance factors derived from the interview process, a more accurate quantitative survey might be developed to better test as emerging theory. On the other hand, if the quantitative process faces problems in a particular aspect of a study, it also can be solved, by further research through in-depth interviews. It was this approach that informed the current study.

However, to combine two methods is not an easy task. Jick (1979) mentioned that many researchers failed to indicate how this prescribed triangulation is actually performed and accomplished. Morgan (1998) said combining methods is essentially a technical problem and also there are some conflicts among different paradigms under the two methods. He emphasised that most applications of qualitative and quantitative methods rely on very different assumptions about the nature of knowledge; hence, the kinds of information that they produce are often incommensurate. Although there still exists a preference to use mixed methods, it is important to realize that most of the debate of paradigm conflict is not about the practical task of creating research design. Some authors like Creswell (1994) and Guba and Lincoln (1994) have advocated operating with a single paradigm to avoid the difficulties arising from the use of possibly competing paradigms of research. Mitchell (1986) recommends that the research question should be plainly focused, and the strengths and weaknesses of each method appraised

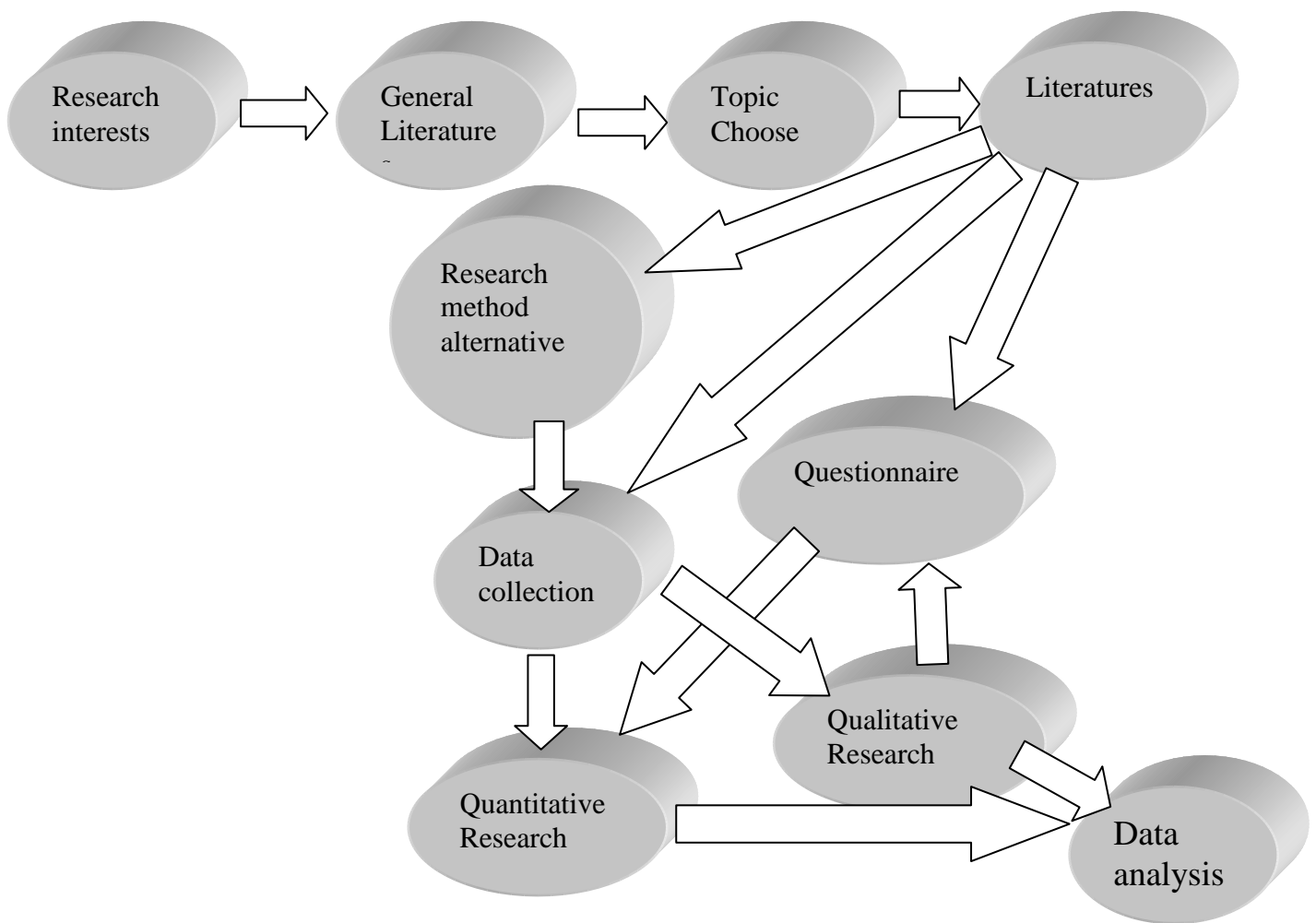
so that they supplement one another. The methods should then be chosen according to the purpose of the research and the type of the data. To solve the conflicts between quantitative and qualitative methods research findings, Lincoln and Guba (1985) have developed four precise criteria for qualitative inquiry that parallel the quantitative terminology, namely:

- Credibility (internal validity): How truthful are particular findings?
- Transferability (external validity): How applicable are the research findings to another setting or group?
- Dependability (reliability): Are the results consistent and reproducible?
- Comparability (objectivity): How neutral are the findings (in terms of whether they are reflective of the informants and the inquiry, and not a product of the researcher's biases and prejudices)?

4.3 Research process

The decision for selecting a mixed methods approach is thus generally based on the research purpose. The researcher is a native of Hang Zhou who can conduct conversations in the local dialect, which can reduce the errors from linguistic misunderstanding. The researcher also has a journalistic background and some social relationships skills that aided the interviewing procedure. The mixed method combined interviews, questionnaire, observation, and retrospective projects. In this study a qualitative in-depth interview was adapted in the first stage, and a following quantitative questionnaire was then developed. Step by step, a process was undertaken in the data collection procedure as shown in Figure 4.1,

Figure 4.1: Research process



Major step one: Research method alternative preparation

The first step was to identify potential research methods and problem definition. The question was considered, which method is most appropriate for the research problem and how it can be performed? Yin (1994) identified three conditions for determining the appropriate strategy for research: the form/type of research problem and questions to be asked; the extent of control the researcher has over behavioral events; and the degree of focus on contemporary as opposed to historical events. Dependent on the previous study of literature research, purpose and goals, advantages and limitations, and location and duration of the research, the mixed method (triangulation) was adapted.

Major step two: Qualitative research preparation

A qualitative study was adopted to elicit responses from residents while using a semi-structured questionnaire to prompt conversational data. The questionnaire provided a framework to ensure

some commonality of subject matter across the various respondents. One major purpose was to attempt to design sets of interview questions for later use in the quantitative based survey. The literature review chapter discussed the basis for compiling attributes that could be used in defining interview questions. Based on the insights provided by the literature, several dimensions such as economic, social, political, city image, and environment impacts were used as themes. Human conversation is always a flexible activity. In order to identify perceptions a total of 19 open-ended questions were used in a sequenced interview structure. The questions related to residents' perceptions of Hang Zhou, the benefits it derived generally from tourism and then more specifically to their reactions to the Hang Zhou World Leisure Exposition. However, the literature review revealed a lack of actual resident input about MICE and their impacts, and practical suggestions are often limited to different locations, culture, and social structures. Additionally, due to the researcher having lived in a western country for a while, it was thought useful to conduct conversational based interviews to enable her to re-immers herself into the current Hang Zhou 'scene'. Consequently a conversational style of interviewing was considered important during the pilot stage.

Major step three: Qualitative based pilot study -Execute interviews and refine research problems

In this stage, the qualitative study was conducted as a pilot study. The interviews focused on an opportunity to explore in greater depth issues and concerns. The detailed results will be described in the next chapter.

With reference to sample selection, respondents were selected through a filter question that asked whether they had attended any of the events associated with the 2006 Expo, and second, were they residents of Hang Zhou, so as to ensure their familiarity with the Hang Zhou 06 Leisure Expo. The interviews were navigated by the use of the questions decided in the prior research stage. Respondents were asked whether they had attended any MICE in the past five years. If the answer was positive, questions followed as to what kind of MICE they had attended, the location, if they travelled, and some feedback about the MICE attending experience. If the initial answer was negative, the interview linked with the 2006 Leisure Expo by asking questions about perceptions of Hang Zhou's competitive advantages, hosting duration, MICE attraction, MICE impacts and benefit. The sample was divided almost evenly between local residents who had and

had not attended an event associated with the World Leisure Expo. The most important findings relate to changes in their normal daily life made by the MICE industry in the city.

This collection process is complex, and implies a post-positivistic perspective of a ‘truth’ independent of the researcher. It becomes, however, a decontextualised ‘truth’ for it has been separated from the initial series of conversational interplays by a subsequent process of data analysis, but the credibility of the interpretation becomes understood within another context, that of the wider tourism literature, and of shared recognitions of the categories that are formulated and discussed later. Conversation as a research tool implies many nuances. The researcher and respondent are potential equals in the research process; the respondent can control the research agenda as much as the researcher, yet it is the researcher who will offer the interpretive act. Some sensitive topics were avoided unless respondents were particularly interested. Feminist writers have redefined interviews as a dialogue that engages in openness and the sharing of emotion, and as a narrative that can challenge the concepts of scientific positivism (e.g. see Fontana and Frey, 2000). However, in this instance the research methodology sought an ‘unbalanced conversation’ in the sense that the researcher sought responses and adopted a phenomenographic perspective where the researcher’s role was to prompt increasing details of response and recall from the respondents (Dall’Alba, 1994, Bowden, 1994).

Interviews took place in cafes, tea shops, parks, etc where people were resting and expected to spend some time so that they could engage in conversations that could be quite long (up to an hour). A cross section of the general public was selected and the total of 40 respondents represented an equitable mix of gender and age above those aged 18 years. However conversational structures were adhered to, that is the data were sequentially organised, contextually oriented and interactive (Gubrium and Holstein, 2000). Interviews were recorded and additionally, after each interview, the researcher immediately took notes on a lap top of key impressions, phraseology and other notes as part of the dataset. (See Appendix Two)

Several initial research aspects were deleted after the pilot study, and some new aspects were seriously considered for drafting the questionnaire. Some useful research aspects appeared like traffic problems, environment problems, duplicate MICE themes, event service, event price, etc. A few indirect relations like house price increases, living cost, and employment issues were considered more seriously during the interview.

Major step four: Questionnaire design

The questionnaire design is a key part of the research, and hence it was important to identify items that measured potentially important variables. The questionnaire was designed initially based on the literature, but was amended in the light of results from the qualitative pilot study.

In general, the pilot samples provided very positive feedback such as identifying topics of interest, comfortable places for interviews, understandable statements, and clear instructions to complete the questionnaire. During the pilot interview, the respondents also raised some useful points related to the event industry, which resulted in the following areas of the questionnaire:

- Event attending experience affects attitudes to events
- Media promotion of exposition
- Benefits from the event
- Government financial investments – are they worth it – are there better alternative uses of the money?
- City capability in both domestic and international level
- City competitive advantages
- City changes (positive and negative)
- Personal life quality changes

Considering the possible low responses to the questionnaire survey due to the questionnaire length, the use of ‘interesting’ factors was seen as a key to get respondents’ attractions. The factors stated above were all added into the final questionnaire. The first draft of questionnaire was also piloted on a convenience sample. The final questionnaire contained five parts with a total of 68 closed-questions (see Appendix ONE for details).

With an increasing reliance on mass involvement in MICE as part of Hangzhou’s economic policies, resident perceptions have become an issue for consideration by the city and MICE promotion authorities. The array of variables identified, the permutations of their influence on resident perceptions and the range of tourism development situations that might be examined highlight the complexity of social impacts in tourism. Several typical operationalisation variables included the items shown in Table 4.4 with reference to the literature sources:

Table 4.4 Reference to the literature sources

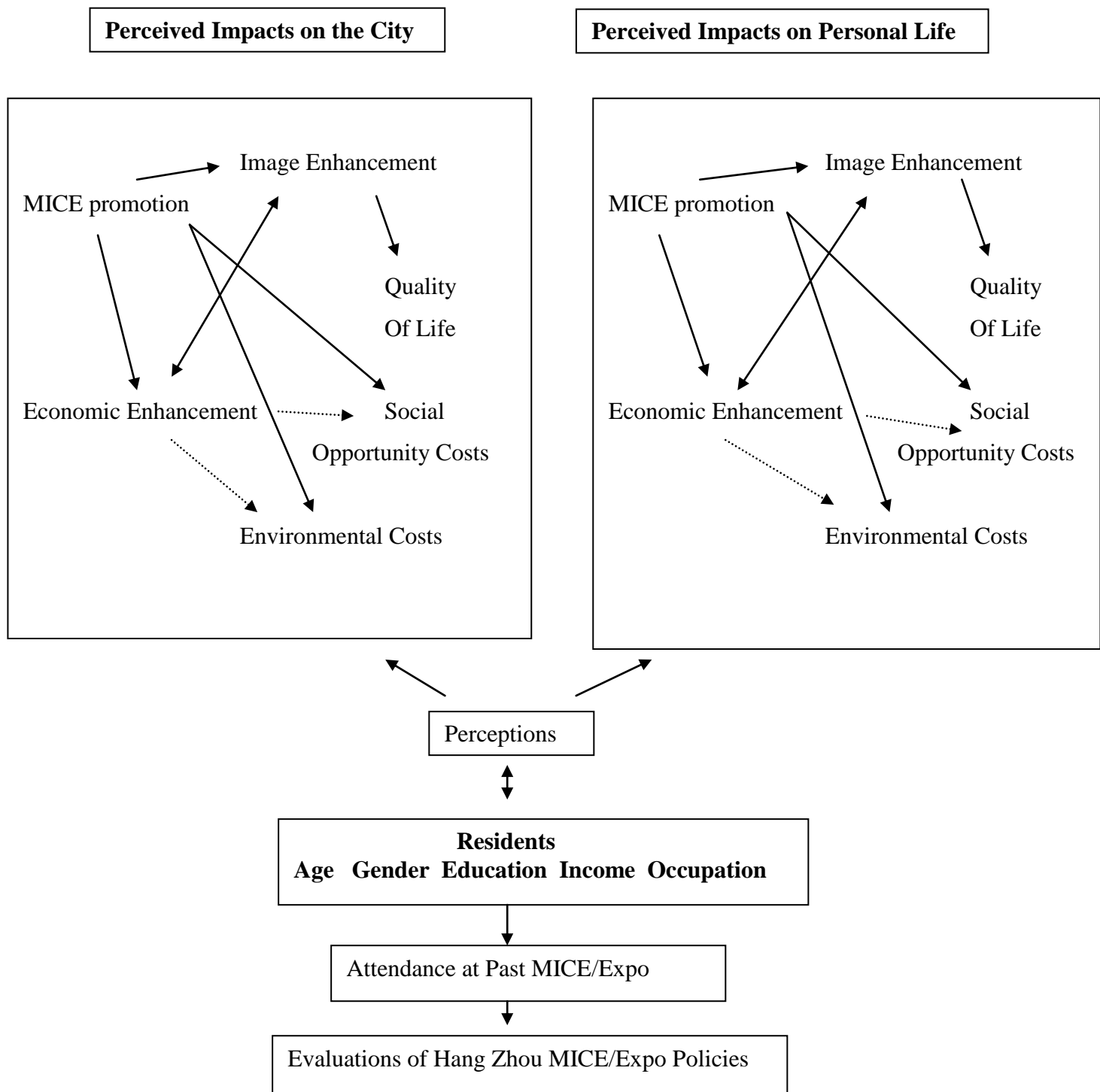
Questionnaire factors	Related Literature Review
<i>City infrastructure:</i> Event facilities like event centre, event parks, etc; supportive facilities like hotels, shopping places, restaurants; etc	Oppermann (1996); Weber and Ladkin (2003); Rogers (1998); Kim, Morrison and Mills (2003); Fenich (1995); Ghitelman (1995); Law (1993) ; etc
<i>Social:</i> Entertainment opportunities; maintenance of public facilities like parks and roads around the city; traffic; road quality like highway building, road reconstruction, etc; public services like medical, law, logistics, security; and importance of employment status; etc.	Dwyer, Forsyth, and Spurr (2005); Zhou (2007); Glancey (2003)' Humphreys and Plummer (1995); Glancey (2003); Newman (1999); etc
<i>Political:</i> Government's effort in the event process; policies and regulations; the relationship between government and business, etc	Ryan and Gu (2009); Thomas and Wodd (2004); Wilson, Fesenmaire, Fesenmaire and Vane (2001); etc
<i>Event management:</i> Event related price control	Peters and Pikkemaat (2005); Getz and Frisby (1998); Laybourn (2004); Morris (1994); Yoon, Spencer, Holecek and Kim (2000); ect
<i>Economic:</i> The whole city economy level; local business opportunities; etc	Qian and Wang (2000); Jakson (2006); Rogerson (2005); Jakson (2006); Cui (2006); etc
<i>Environment:</i> Damage to the natural environment; city pollution levels; etc	Carey (1994); McCabe, Poole, Weeks and Leiper (2000); etc
<i>Life quality:</i> The property values and rental costs; the price of goods and services; total living costs; etc	Pearce and Stringer (1991); Soutar and McLeod (1989, 1993); Sherwood, Jago and Deery (2004); etc

<i>City brand:</i> City brand image at both national and international level; city's level of attraction to other city's people; city's level of attraction to foreign people; etc	Hall (1992); Rod (2003); Grabmeier (1997); Morgan and Pritchard (1998); Pike (2002); Selby (2004); Las (1993); Holcomb (1993); Sassen and Roost (1999); etc
MICE competition: MICE competition in both national and international level; cities competition capability; etc	Dwyer and Mistilis (1997); Bramezza (1996); Ritchard and Wilson (2004); Berg and Braun (1999); Law (1993); Mills (1991); Mullins (1992); etc
City competitive capacity: city basic service level	Hu and Hiemstra (1996); Go and Govers (1999); Johnson and Thomas (1993); Muphy (1985); Zelinsky (1994); Oppermann (1996); Crouch and Ritchie (1998); Weber (2001); etc

This second and main stage of the research was a quantitative based research process, but it still included several open-ended questions to analyse local resident perceptions of the Hangzhou MICE market.

The issue was how to operationalise the above list of variables. At this stage of the writing of the thesis it should be noted and emphasized that the questionnaire was not developed until after the qualitative research described in the next chapter was completed, but within the structure of the thesis it seemed appropriate that discussion of the questionnaire should fall within this chapter on methodology, and indeed there was an interactive process between the literature review of chapter two, the understanding of Hang Zhou as a destination and its policies as described in chapter three, and the interviews described in chapter five that led to the questionnaire construction as outlined below and the data derived as described in chapters six on. The principles of the questionnaire and research direction are illustrated in Figure 4.2

Figure 4.2 Framework for Research Design



At the centre of Figure 4.2 lies the resident who is characterized by socio-demographic variables such as age, gender, income, level of education and occupation. The resident has two sets of perceptions about Hang Zhou, the city’s MICE policies and Expo – the first relates to the impacts of these on the city in which they reside, and the second relates to how these impact on his or her own personal daily life. The policies are designed to enhance the image of the city and

its economic development – a process that is mutual and complementary. Image enhancement also creates assets that improve the quality of life for both residents and visitors through enhancing, conserving and restoring features such as West Lake and the development of restaurants, cafes, and retail and entertainment facilities. But the MICE promotion comes at a cost. First, monies spent on MICE promotion and asset development has an opportunity cost – it is not being spent on social projects such as further development of education or combating crime. Second, the development of MICE and the growing numbers of visitors have impacts on the natural, urban and social environment in terms of traffic congestion, air pollution, property prices and social disruption. Of course, in the longer run it is hoped that subsequent economic development will generate the resources that will permit these problems to be addressed – hence, in some form of ‘trickle down’ economic theory, the dashed lines indicate a relationship between economic development and these costs.

Given the importance of collectivity in Chinese cultural thinking, it seems legitimate to distinguish between a perception of impacts of MICE on the city and impacts of those policies on self – but in assessing the impacts of the MICE policy on the individual it seems legitimate to assume that the same pattern of considerations will be used for both city and ‘self’ evaluations. However, while saying that the same variables come into play, this does not imply that the same weightings will occur. For example the resident, when thinking of him or her may attach more importance to the quality of life factors than when considering the city perspective.

It also needs to be recognized that the categories of variables identified in the Figure do not possess fixed boundaries. For example, while increasing property prices and rents might be perceived as a social cost – they also impact on the quality of life.

Finally Figure 4.3 also inserts one other variable before the resident comes to an assessment of the MICE policies/Expo 2006 – and that is their personal history in attending MICE. Attendance of MICE is in part dependent on their own socio-demographics and life stage, and hence these variables may also be directly related to an evaluation of MICE. This last observation thus leads to the first testable proposition:

Proposition One

Socio-demographic variables impact on perceptions of MICE at city and personal level, and on evaluations of Hang Zhou’s MICE policy.

It is to be noted that the term ‘proposition’ is used rather than ‘hypothesis’. The latter term implies quantifiable relationships are thought to exist to be tested. The literature review reveals a deficiency generally about residents’ perceptions of MICE and very specifically almost nothing about the Chinese situation, so at this stage it is proposed that a relationship exists, but no specific hypothesis of quantifiable relationships exist to be tested.

Proposition Two

There will be differences between residents’ perceptions of the impacts of MICE policies when asked to consider (a) impacts in Hang Zhou generally, and (b) impacts on personal daily life.

Proposition Three

There will exist differences in perceptions that can be caught in psychometric measurements that will enable different clusters to be discerned, whereby some will be supportive of MICE policies and others less so – such differences being determined by the evaluations of social and environmental costs as against economic gains. In short, there is an inherent tension between the economic, social and environmental within the current state of Hang Zhou as a developing city in a developing nation.

Proposition Four

A history of past attendance at MICE will be a variable that shapes support for MICE development and evaluations of the MICE policy.

To capture these possible relationships the survey was divided into five sections:

Section one contained five questions related to whether respondents had attended any prior MICE and during the 2006 Leisure Expo. If do so, what kind and numbers of MICE had they attended. Eleven choices were provided such as work related, business related, study, passing time, family related, etc; participants could tick more than one option. The last two questions in this section asked about their perception of 06 Leisure Expo’s impacts using prompts like ‘please describe in your own words what you think are **the most positive impacts** of the 2006 Hang Zhou Leisure Expo.’ And ‘What do you think are **the most negative impacts** of the 2006 Hang Zhou Leisure Expo?’

Section two: is one of the main parts of the questionnaire. The respondents were asked about their perceptions of change engendered by the 06 Leisure Expo under two different scenarios: “whole city development” and “personal life”. The survey questions were designed and selected carefully from the literature and the pilot study. The objective of these questions was to determine how Hangzhou residents perceive these major international MICE and its impacts on the city and to compare these with their personal life experience. The questions used a nine-point scale ranging from 1= Has gotten really bad/things are now very bad to 9= Has improved vastly. A non-response option was also provided.

Section three: contained general description of expositions, their general promotion, future expectations, etc. Questions were selected related to the MICE industry, and the responders asked to choose whether they agreed or not with the prompt items, and the degree of agreement. A nine point scale ranging is from 1= Very Strongly Disagree to 9= Very strongly agree was used.

Section four was divided into two parts: the first part again included a not-response option and the objective was to gain an evaluation of the 2006 Leisure Expo. Questions included ‘During the event duration, have you visited the Leisure Park?’ or ‘What do you think about the price of this event?’ etc. The second part was intended to examine respondents’ opinion of the objectives of the 2006 Leisure Expo. Questions included items about the level of economic growth, increasing the city’s capacity, increasing the city’s reputation and competitive position at the national and international level, and increasing residents’ life quality. A five– point scale was adapted ranging from **1= most significant** to **5= least significant**. These scales were designed to queue these five impacts under “achieved impact by the 2006 Hangzhou Leisure Expo” and “future goal” precondition.

Section five: collected social-demographic data as gender, ethnic group, normal place of residence, income and age, etc. This helped to generate demographic and possible market segments.

Major step five: Data collection (Quantitative survey)

The data collection focused on local Hangzhou residents or other people who had lived in Hangzhou for more than five years. The sample was limited to about 500, and the researcher was anticipating an 85% completion rate. The ethical factors were thought about seriously at an early stage. The University of Waikato had approved the questionnaire and provided the permission for the study to commence.

The original survey was written in English. The questionnaire was translated into Chinese and again back into English. In this process, the differences in languages and culture between English and Chinese were considered so that the meaning of each question and answer could be delivered accurately. The survey was applied in the researcher's hometown of Hangzhou over the period May, 2007 to November, 2007. This report utilized data collected in several residential and business areas that have the biggest population in Hangzhou. The participants were local Hangzhou residents and some migrants who had lived in Hangzhou for more than five years. The participants were also selected to represent a varied range of ages, household incomes, and gender. The surveys were completed using a convenience sample technique. This involved speaking to participants in gardens, offices, shops, and other public areas. Many social networks provided considerable support during the research such as residential committees, hotels, companies and even some hospitals. Data were mainly collected through three ways: respondents filled a self-completion questionnaire that was handed to them; the researcher asked respondents the questions according to the questionnaire and the responses were filled by the researcher; and some several respondents filled the questionnaire together with some discussion. The data were entered initially into Microsoft Excel with the Chinese open question being translated into English. SPSS 16.0 was used for the main analysis as described chapters onward. The original textual data were analyzed using content analysis aided by CatPac.

4.4 Chapter summary

This chapter identified methodology used in this survey. This research is mainly in the positivist tradition, and used a triangulation (mixed) research method. This chapter justified the use of the mixed method as the most appropriate method for this study.

Qualitative techniques such as semi-structured in-depth interviews were used. To enhance the

qualitative findings, quantitative measurements were developed after the qualitative analysis. Data collection, collection method, and data analysis methods were also identified and justified for both methods. In the next chapter, the qualitative collected data will be analyzed.

CHAPTER FIVE

PILOT STUDY– QUALITATIVE RESEARCH ANALYSIS

5.0 Introduction

This chapter provides a detailed description of the findings from the qualitative research based on interviews with 40 residents of Hang Zhou, China. In order to know whether there are some differences of resident perception between duration during and after the MICE, this part of the data was connected during the 2006 World Leisure Expo. It asked residents to assess the impacts of tourism on their city and daily lives.

The analysis was conducted by an initial reading of the text followed by a subsequent use of the software package ‘CatPac’. This package is based upon artificial neural network analysis and identifies patterns between words based on their location in the text. Like many such packages its usefulness lies in enforcing a disciplined approach on the researcher as the process requires ‘data cleaning’ as the researcher creates a series of files that account for differences in tenses, the use of the singular or plural, active or passive voice and the use of synonyms andonyms. As the process proceeds categories within the text are formed and linkages between the text become clearer. The software also produces dendograms at any stage of the research, and in addition the associated package ‘Thought View’ produces diagrammatic representations of the linkages of concepts. For the purposes of this chapter simplified versions of the diagrams are used based on elicited categories formed from the text. The usefulness of this latter package is that in addition to simply identifying thematic categories, it provides evidence of the patterns of linkages between the categories.

The results are divided into four constructs: 1) motivation; 2) media involvement; 3) impacts; 4) MICE competition among cities.

5.1 Motivations

The interview was started by a question that asked respondents if they had attended MICE events and shows, and if so, what type? Just over half of the sample (n=26) indicated that they had, while the most common reason for not going was not a lack of interest but a lack of time, or a perceived lack of an interesting event to attend. Thus two respondents replied simply, ‘No, no time’ while another stated ‘No, no time and no interesting shows’. Of those that had gone to an event or show three categories emerged from the text, these being (a) a ‘frequent attendee’ of

MICE, perhaps because of occupation or business, (b) a more 'selective attendee' who went solely because they possessed a specific interest, but who nonetheless had seemingly been to a number of events, conferences or shows, and (c) the 'occasional attendee'. The shows and events mentioned ranged in subject area, from academic conferences, to car shows, agricultural shows, home and housing shows, beauty events, exhibitions of museums and arts and crafts. Car shows were the most commonly mentioned as were trade related shows.

Many tourism researchers have recognized that tourists' motivation is rarely a single factor (Crompton and McKay (1997), etc), and can include social, learning, cultural reasons, amusement, etc. MICE attendees' motives are equally not simple. In order to continue promoting MICE it is important for MICE organisers and tourism marketing people to understand the multiple and complex dimensions used by attendees. Noticeably, motivations may not be similar between local residents and visiting attendees. Popular MICE selection is directly triggered by attendees' desires to meet a need. Getz (1991) suggested the basic needs met by MICE can be classified as physical, interpersonal or social, and personal.

From this study 'selective attendees' select based on their interests and personal life factors. The popularity of car shows was caused by the enthusiasm for car ownership. In the past, a vehicle was viewed as a luxury item, owned only by government officials or rich people. However, along with economic development many Chinese people not only have more money but also a higher desire to own vehicles. That is also the reason why many international car manufacturers have invested in factories in China or cooperated with Chinese local manufacturers, which has dropped car prices to the level that people can afford. Additionally the Chinese government is encouraging people to purchase more cars to stimulate the domestic vehicle market. Consequently Chinese private car ownership has reached many milestones. According to HK Trade and Development Organisation (2003) from 2000 to 2002, the cars owned by Chinese people numbered 16,089,100 in 2000; 18,020,400 in 2001; and 20,531,700 in 2002. Thus the average annual growth rate was 10.73%, 12%, and 13.94%. The growth of demand for private cars has accelerated further recently, meaning China is the world's second largest car market only behind USA. Xinhuanews.com (2006) provided a dramatic evidence of car ownership in China, for in the last five years the average annual growth rate of China' auto demand was 24.2 percent, which is much higher than the global average annual vehicle growth rate of 4.4 percent, and in 2005 China domestic car sales reached 5,758,000. Thus the MICE/car shows and associated attendance has a direct relationship with people's desires and needs and aid in people's purchase decision making processes. Thus, while attendance at a MICE is an individual

behavior, it is influenced by the external socio-economic context. A similar situation also occurred in the real estate market, and various real estate shows were hosted in many cities and even in some small towns. According to China Exhibition (2007), previously only Beijing hosted real estate shows twice a year but in 2006 this number was increased to thirteen and in 2007 from March to May Beijing totally hosted six different real estate shows. Nearly all cities have a similar situation and thus some media reporters call it “all buyers’ phenomena”.

As mentioned previously MICE is not a single business, but combines with many internal and business elements like accommodation, restaurants and entertainments, etc. Within the academic literature there exists at least one conundrum. On the one hand a common motivation for the development of an events portfolio is the further development of tourism whereby delegates attracted to a conference, festival trade show or similar event not only engage in expenditure associated with that event, but also may prolong stays in order to visit other attractions and so swell the numbers of tourists visiting attractions otherwise not related to the trade show, conference etc. However, some research into festivals and sporting events (e.g. Ryan and Saleh, 1993, Ryan and Lockyer, 2001) has indicated that in the majority of cases those going to an event are primarily motivated by a wish to attend that specific event, and there is little visitation to other attractions. Consequently one might expect to find that the present sample would exhibit the same intended behaviors. Generally, this was found not to be the case. Of the 40 respondents only five said that they would not find time to travel to other attractions in the region of the event. Of the remaining 35 the majority indicated that they would definitely make such visits, or normally did so, while just five indicated that they would usually do so dependent upon available time and money. Thus one respondent stated:

Yes, I will spend a little time on it, but it depends on the schedule, if the event in the city where I live I will not to spend time to make such visits. If the event is in other cities, I will travel around because I have already paid the transportation fees.

Indicative of the majority opinion were the two respondents who stated:

Definitely I will do that because otherwise the opportunity (to travel) is hard to come by. Yes, I will also take some travel because I do not always have time to go travelling. During the event time one can both do the work and travel, which is good.

Why do people prefer a trip far away combined with the MICE opportunity rather than a trip close to home? That is a case commonly noted within the Chinese situation. Thus Wang (2007) noted that a significant proportion of both internal and domestic travel was related to official

business travel, and that it was common for people within such trips to have organised visits for a recreational purpose. A possible reason for this behavior is that people may value more an opportunity to travel far from home more than the close trip. Thus, to meet transportation fees and the time spent on travel is considered well worth while if a trip is to a previously unvisited location.

5.2 Media involvement

The next question specifically sought to know whether respondents were aware of the Hang Zhou World Leisure Exposition, and if so, what the source of their information was. All respondents knew of the Expo, and nearly all stated that they received their information through TV and newspapers. These media via their public communication functions and wide coverage are always treated as an indispensable element in event management. What the impact of these media is, in part, a consequence of their capacity to attract both delegates and local attendees. MICE is a business activity that needs image enhancement and promotion to increase its attractiveness and this has very close relationship with media. Once image and financial planning have been determined, a MICE organizer needs to promote and introduce the event to the potential attendees to get them to the event. The majority of responders noted the following:

Yes, government had promoted this event very well through TV, newspaper.

Yes, off course I know this event. Normally from TV and newspaper, etc. There is an opening ceremony I had watched that many stars have attended.

The result shows the major media used by residents were newspapers, TV, and radio, which reflects the major existing media in China in spite of growing use of the internet. Zhang (2005) mentioned that until 2002 there were a total of 357 TV stations existing in different cities and that in 2005 the average number of TV channels received by a Chinese family was twenty. Not only TV but also newspapers and radio occupy an important position in the media. Hang Zhou has eight newspapers, each of which have a certain amount of readers. Newspapers as one of the main media, is always involved in the MICE industry. The table below shows the involvement level of the three main Hang Zhou newspapers during the 2005 West Lake Expo.

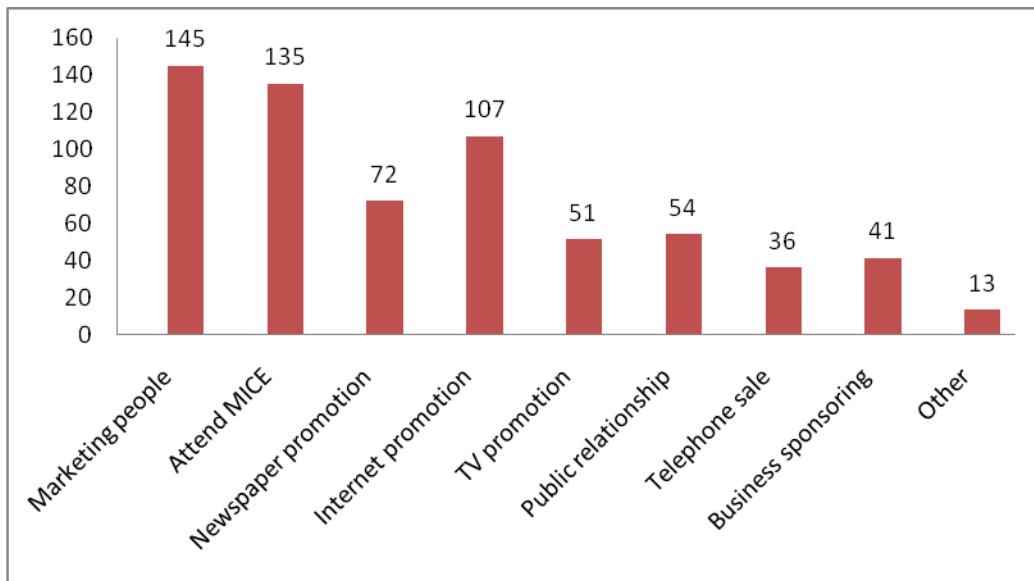
Table 5.1 Hang Zhou main newspapers reporting of 2005 West Lake Expo

Name of the news paper	Number of Reports Carried	Percentage of each newspaper's total reports
City Bulletin	108	27.8%
Qiantang River	109	28%
Hang Zhou daily	172	44.2%

Source: Zhu (2006)

There is a conflict existing as total role of involvement. Why do not people regard the Internet and cell phone as main sources of information? During the interview, only a few respondents mentioned new technological media like Internet or cell phone news. Both of these two technologies have large numbers of customers, China Internet Network Information Centre (CNNIC) (2008) reported that at the end of June 2008, the number of Internet users in China reached 253 million, substantially more than United States for the first time. Additionally, according to figures from China International Trade Promote Committee (2007), Internet promotion is widely used by business attendees. Currently, Chinese MICE organisers still prefer strong traditional media like the *People's Daily*, or *Economic Daily News* more than other new technology or professional media to attract more attendees. Chinese MICE organisers still need to rely on the larger number of their customers using these traditional media and regard them have as having a stronger influence on people. It is true that traditional media have strictly local and regional appeals. Nonetheless, due to Internet developments, more and more people like to gather information from websites, especially the young generations. Many professional attendees such as business delegates also like using the Internet as one of their main promotion methods. In short, MICE promoters need to mix promotional efforts between media on the basis of the type of event, and the nature of sponsors and delegates. Figure 5.2 shows reported numbers promoted by different media drawn from a total of 160 trade reports.

Figure 5.1: The media promotion effective level regard by Chinese domestic business attendees



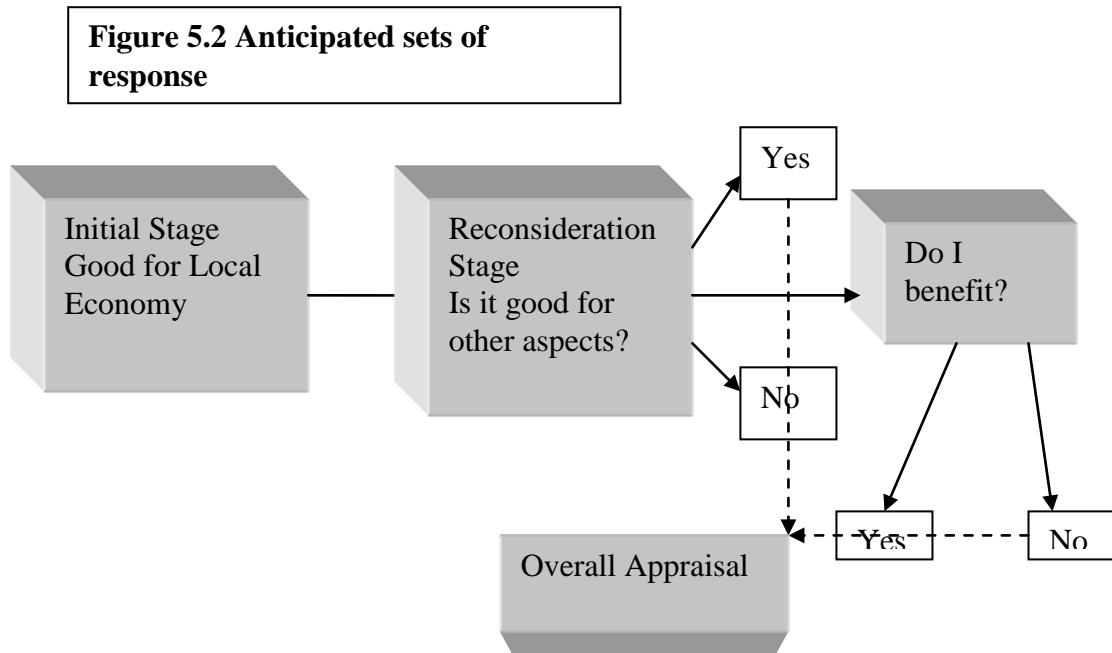
Source: China International Trade Promote Committee. (2007).

The reason for restricted new media acceptance by local residents is varied. Not only is it because MICE organizers pay more attention to the traditional media but also people still remain more attracted by TV. Although many websites provide online video, due to the network speed, picture definition, and unprofessional report, internet penetration is still low in the MICE context. And the internet also has many other negative aspects such as doubted realism or fake data, meaning many remain suspicious of the information they get from the web at this stage of internet development in China. As for cell phones, these are primarily treated as a communication rather than information resource. However due to the large population of China the potential of using Internet and cell phone as media promoters is large.

5.3 MICE Impacts

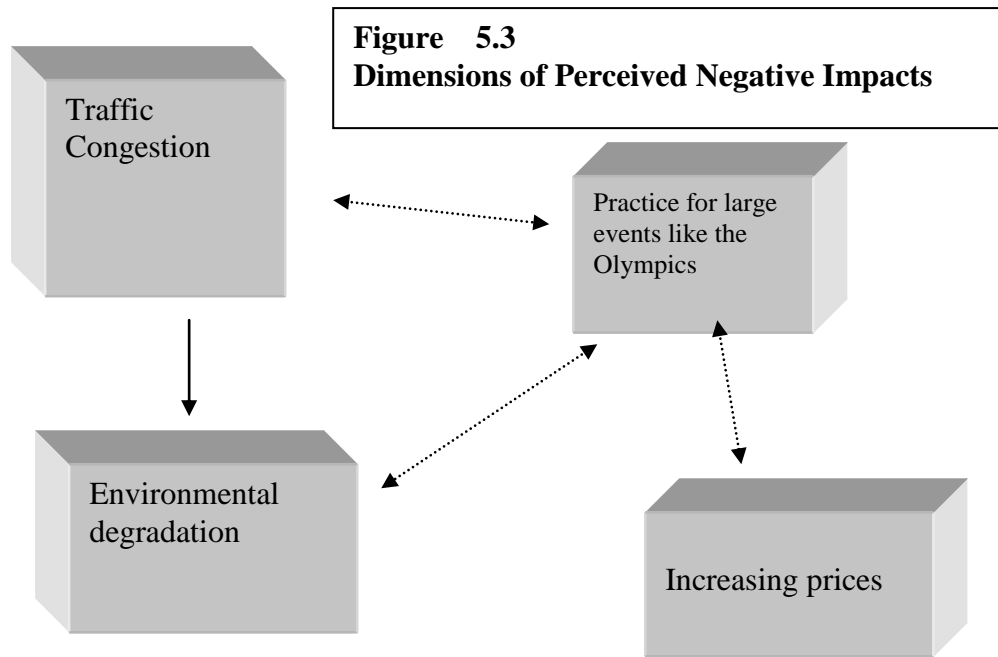
Taking into account the location of the research, and the previous cited literature, it was expected that residents would be supportive of the MICE on the general grounds that economic improvements would result for the city. However, a reconsideration may be required due to the context of this study and the controversies referred to earlier about free entry to West Lake, while the past evidence also suggests that residents are more cautious about claiming social and

environmental benefits, and can reconsider economic gains on the grounds as to whether the costs, both financial and other, are too high. Additionally, it was thought possible to prompt respondents to assess to what degree they gain from the impacts created by MICE tourism, and eventually obtain an overall assessment based upon an evaluation of these factors filtered through personal value systems. Figure 5.2: Indicates these anticipated response sets.



However, how can one really allocate or estimate returns from such events when, as noted, some of the returns are psychological rather than material? In terms of negative impacts half of the respondents immediately made mention of the growth in traffic. Second, almost as many mentioned a gradual degradation in the environment, and most of these (who also identified worsening traffic) were at pains to mention this additional degradation was an additional and not solely traffic related observation.

Figure 5.3 attempts to summarize the resultant perceptual map derived from the software. The size of the boxes illustrate the frequency of response while the arrows indicate linkages between the dimensions that comprise attitude toward perceived negative impacts of this form of tourism. The first observation is the degree of disconnectedness that exists – the components lie united in that they create a negative impact on Hang Zhou – but the articulation of their inter-relatedness was not well formed in the responses given.



As axiological and cognitive development occurs over time, any evaluation of MICE by residents might become increasingly well informed. It does appear that Hang Zhou residents are reaching a point where claims of city economic development via events are becoming like an inane slogan for local people. Opinions among residents have started to cluster around issues of daily life improvements or otherwise. For example, the increasing number of private cars causes traffic congestion, especially during some special periods such as major MICE events. More cars and people on the road increase traffic the congestion, and residents may easily have inimical emotions. It is true that the government has improved city transportation through building more roads, but it may not be able to solve the problem radically. If there is currently competition between growing car numbers and road supply, it is impossible for the latter to win. Currently many cities have become bogged in this situation, even Beijing which has developed six loop lines, but the traffic congestion still keeps getting worse. According to He (2003) from 80s to 90s many Chinese city car ownership increased 13 percent annually, while the road density increase only got 13 percent.

Traffic congestion adds to environmental degradation, and increasing car numbers aggravate environmental pollution, especially urban air pollution. Slow speed, low-emission standards, and higher number of cars are three main factors that lead to a worsening of air pollution. And also roads, car parks and other transportation infrastructure cause pressure on land resources. Like

Ling, Wang and Liu (2001) noted the rapid development of urban economy brought a series of environmental problems such as urban air pollution, coal, chemical pollution of tail gas, which caused more than 500 cities do not meet the environmental standards at the national level. Not only are that, in order to successfully host MICE, many organizers and government have, as noted earlier, been too optimistic about construction projects like convention centres, theme gardens, and other public facilities. Many ploughed fields and mountains have been appropriated and green lands replaced by concrete. It has caused many negative impacts on the environment like the destruction of vegetation, undermined the stability of the terrain, destroyed the water and land systems, and eroded the ecological environment. According to Zhang, Hao, Jiang, Ding, Li, and Li (2005) in China land use intensity is not high and land structure is also un-rational. They also emphasized that in most Chinese cities industry sites used about 30 percent of city land far higher than western countries (generally not more than 15 percent); urban pollution is quite serious, 50 percent of the urban underground water subjected to different levels of pollution, and the ecological environment has been greatly damaged. In many large cities residents have suffered from major disasters that have linkages with environmental degradation like flooding, turbid flow, mountain landslide, and land collapse. Also there are other issues of environmental degradation linked to crowding, the presence of non-citizens, and over-use of leisure and recreational facilities that are perceived separate from simple road traffic congestion.

Given that respondents could identify negative impacts, the responses to the question, “Is it worth the government spending money on these events?” nonetheless overwhelmingly produced a positive response where just under two-thirds of the respondents stated that it was worthwhile, with two specifically using the phrase ‘Of course it is worthwhile’. The reasons given for this positive response were the economic benefits, the development of future tourism and the strengthening of the city brand. Of the remaining one-third of the respondents, a third approved the expenditure, but with varying caveats, while only about one-sixth of the respondents expressed criticism of such expenditure arguing that the costs involved exceeded the benefits gained. Typical of these last classifications of comments were:

I heard that the expenditure was too much and caused an imbalance between the input and return. Currently, the situation is in deficit. The problem is that the government should learn from this experience. (It should) try to attract more social communities to be involved in this and use smaller investors, which can bring the most economic benefits.

It is not worth (the expenditure), the government has put lots of money into promotion and marketing but it did not attract enough foreign tourists and attendees.

Even though most MICE investors and organizers are governmental organizations, residents still care about the investment input and output. Although most residents have no idea about the real benefits or data from the Expo, there was a wide recognition that Hang Zhou is a ‘tourism city’ and thus needs to develop its tourism further to sustain its image and advantages.

Due to the importance of the Beijing Olympic, there was some mention of the events like the Olympics – a small number felt that Hang Zhou had been used as a trial with the Leisure Expo to learn lessons for the Olympics, while a few others felt Hang Zhou should learn lessons from other event cities as to how to handle the negative impacts that occur from such events. The perception that Hang Zhou was an experiment for other larger events to be hosted by China is only thinly linked to the other aspects, while increasing prices both generally and specifically related to housing stand separate from the other concerns. A fifth of the respondents made reference to rising costs of living, of which property was the most immediately identified. The real estate price was a hot topic as noted below:

The cost of living has increased. Hang Zhou as a tourism city is where the cost of living has increased really high, some prices like house prices even go beyond Shanghai and Beijing.

Hang Zhou as a tourism city presents a very high real estate price in China.

These comments are substantiated by other evidence as shown in table 5.2 which shows the first ten of thirty seven cities average real estate prices.

Table 5.2: First 10 of 37 Large cities average Real estate price rank

Average real estate price rank	City	Average price Yuan (sq.m)	Personal average income
1	Wenzhou	9278	2
2	Shanghai	8627	4
3	Hang Zhou	7210	7
4	Beijing	6232	6
5	Shenzhen	6037	1
6	Ningbo	5900	5
7	Guangzhou	5660	3
8	Xiamen	5156	9
9	Nanjing	4960	11
10	Tianjin	4760	12

Source: Embassy of the People's Republic of China in the United States of America (2005).

These mean prices do not fully represent urban city centre real estate prices, for the data in Table 5.2 is influenced by surrounding country side prices. According to China News net work (2008), Hang Zhou urban city real estate price is 9200 RMB per square metres. These prices are not equitable and balanced when compared with the income levels of local people. People are afraid of high real estate price increases, and some residents worry that MICE hosting may increase the price due to the higher construction codes that inflate construction costs. This statement may overestimate the impact generated by MICE, but there is a definitely a perceived linkage between the real estate price and MICE. According to the FFW Topic (2008) in September 2000, before the city of Xiamen International Conference and Exhibition Center were built and put into use, that area's residential real estate price was only 2800 Yuan / square meter; but the centre's construction set off a construction boom around that area and increased the average price close to 20,000 Yuan/square meter. Similarly in Hang Zhou, the Leisure Expo increased the real estate price around the Leisure Expo Park and some other related areas.

The questions that followed were then related to cost and to whether the expenditures involved in such Expos were worth it. Indeed, might not the same results for Hang Zhou in terms of infrastructure development have occurred in any case, albeit possibly at a lower level if there had been no Expo? A related issue was that local residents were bearing the cost of the event in many ways – one of which was that ticket prices to the events themselves were often perceived as being too high. For example one resident said:

The total service is not good enough and some prices like the Leisure Expo garden ticket price is really high, which cannot be accepted by local normal residents. The Leisure Expo cannot be compared with the Olympics and World Expo (in attractiveness).

The entry price for the main Expo Park was initially set at RMB 120 Yuan (included 30 Yuan for the carnival), but after two months the ticket price was dropped to RMB 90 Yuan but excluded the carnival ticket. This action may have been intended to attract more visitors, but for most local residents this price is still high. According to research from Xiaoshan Statistical information. Net (2006) 65.8 percent of rural farmers had not attended any event related to the Leisure Expo; the main reason is 'the high ticket price' (57.3 percent). The research also indicates average spending for farmers that do visit the World Exposition Park is 316.60 Yuan per person, which is quite high for an average income family. And also most other parks in Hang Zhou are free to enter and if there is an entry fee the price is usually around 10 to 30 RMB.

The questioning then began to assess how events can impact upon people, and at first the questioning was at a general rather than personal level. Thus people were asked how hosting an event like the Leisure Expo impacted on Hang Zhou. Nearly all respondents recognized economic benefits that could accrue to the city, and the dimensions of these responses were threefold and interlinking. The classifications were as follows, and indicative quotes are provided as being illustrative of the content of the dimensions:

- a) of general economic benefit to the city

The event is good for city's tourism development and it also can bring many economic opportunities.

- b) of benefit to the tourism industry, which in turn benefits the city

The main purpose of holding the event is to attract more tourists, so this benefit should be completed. The event is not single event; it includes many different kinds of small shows; many of them relate to business. Many foreign companies were attracted to attend this event so the economic opportunities are obvious.

- c) of benefit to specific attributes of the city.

The major benefit from the event is attracting more tourists to view the new garden that was built for the 2006 Leisure Expo. The event can attract many foreign businesses, so it is good for city's economy and its development.

When asked what were the actual benefits to the City a relatively long list of advantages was produced including not only economic benefits, but infrastructure development, better branding and knowledge of the city, including knowledge by foreigners, development of overseas links, both business and personal, environmental improvement through tree and flower planting and garden enhancement, cultural development through care of heritage buildings and the development of recreational facilities. Additionally half of the sample felt able to point to specific examples of such improvements, while some referred to the more fashionable appearance of the city and its inhabitants and a feeling that the city was more lively as evidenced by the growth of neon lights and signs. However, 5 of the 40 respondents were unsure in terms of either not being able to identify specific improvements, or being unsure of how much of the improvement could be attributed to tourism and the MICE industry. It is hard for respondents to predict a long term effects during the hosting duration, and their answers were more based on guesses or expectations rather than specific knowledge.

Respondents were then asked to what extent they had been influenced directly by these changes. Of the forty respondents, 26 answered that there had been impact. Of the remaining 14 the changes noted tended to be psychological rather than physical, being in terms of feeling pride in the city and its achievements, having some enhancement in their leisure life-styles through use of some of the facilities that had been developed for various events such as new gardens, or through being introduced to new foods. None of the respondents had been involved in any direct way through community action with these events, and indeed there was some doubt expressed as to what degree these events had involved local communities. Events like the Leisure Expo were seen as being organized by 'government' and a professional cadre of event organizers that had little impact or involvement with the grassroots of local citizenry. This was not to argue that there were no benefits, and as already noted respondents were able to point to economic and other benefits at a city level; but little direct involvement or impact on personal lives seem to have been perceived as resulting from the Expo or similar events.

5.4 MICE competition among cities

The questioning then turned toward residents' perceptions of Hang Zhou as a destination in itself, its capabilities of hosting such major Expos and its competitive positioning. First, all the respondents agreed that Hang Zhou had the capacity to host such an event given its rate of economic development, infrastructure and convention buildings. Thus one respondent noted:

Hang Zhou definitely has the capability? In the last ten years Hang Zhou's economy has dramatically developed, so the economy is one of the strong foundations. Secondly, Hang Zhou city government has the daring and resolution (to do this); finally the leisure and tourism environment is good.

In terms of competitive positioning, almost all the respondents commented that the competition was very strong, but that Hang Zhou possessed significant advantages that permitted it to compete. Common opinions are illustrated by two respondents as below:

There are many strong competitors in other provinces like Kunming, Guangzhou, etc, but Hang Zhou has its own special advantages.

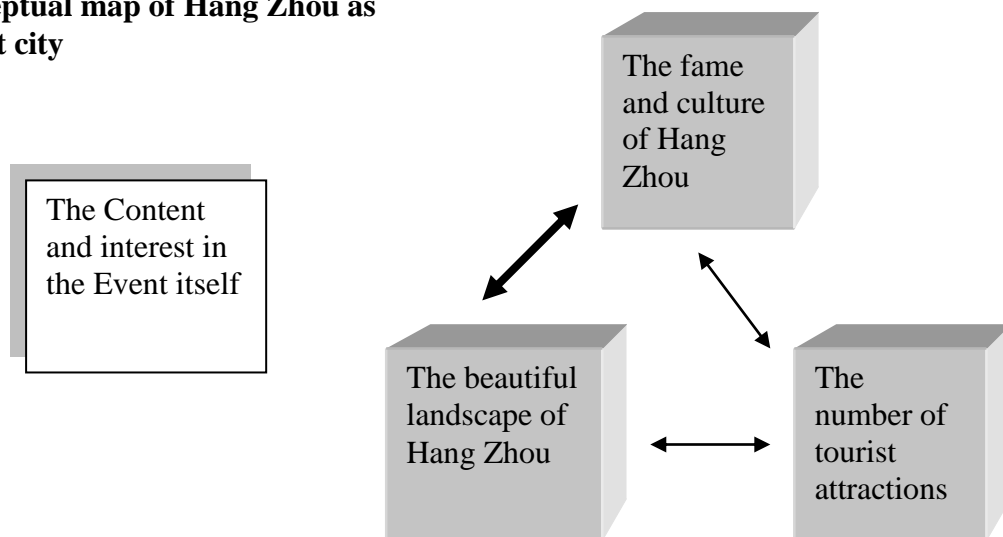
Competitor should exist many. Because holding event is very famous in China, many cities are trying this method. However, Hang Zhou capability is also strong.

One of the reasons for these positive views is the natural features of Hang Zhou and its reputation, at least within China, for being a beautiful city with lakes and gardens. Other advantages lay in the city possessing an appropriate infrastructure, experience in hosting such events and access to substantial population – including that of Shanghai. Hang Zhou's MICE competitive advantages are varied and included: location and related economic advantages; government support; basic MICE service; Shanghai exhibition linkage; and successful stories. Local residents have a very high confidence and pride in their city. These high levels shown by local Hang Zhou residents are not a surprise. Many statistics show that Hang Zhou residents have higher satisfaction levels of city life than other cities. Lian (2006) "The China City Life Quality report" indicates Hang Zhou's city life quality ranked by residents as at the third position of 287 cities in China. Not only that, there is other research that showed Hang Zhou reached the highest score of national well-being or confidence.

Respondents were then asked to consider potential visitors to MICE type events and to assess what would attract them to Hang Zhou. The answers fell into two main categories, and Figure

5.4 represents a simplified perceptual diagram derived from the software ‘CatPac’. The two classifications were (a) content and interest of the event itself to a potential visitor and (b) the nature of Hang Zhou as a host city. Figure 5.4 indicates that the two main dimensions had little direct interaction – they stood as two separate perceptual dimensions with little interaction between them. However, the second dimension – the beauty of Hang Zhou had two sub-themes – the number of tourism attractions that were often based on natural features, and the cities fame and culture, the last drawing in part on events like the Hang Zhou Silk Cultural and the Festival Ghost Festival (Zhongyuan) which are specifically a feature of local life even though celebrated in many parts of China.

Figure 5.4
Perceptual map of Hang Zhou as
a host city



5.5 Chapter Summary

The results indicated that residents tend to response sets whereupon economic benefits are immediately identified as being associated with an event like the World Leisure Expo. The data also indicate, at least in part, the basis of these perceptions. First, there is a very high awareness based upon media usage, and media reports that not only referred to content of the Expo, but also to estimates of anticipated economic gain based on estimates of the 2000 West Lake Exposition generating 16 billion Yuan of foreign investment (West Lake Exposition Hang Zhou, 2006). Second, evidence of economic benefits are observed and included the development of the lakes, improvements in road and the development of Mei Jia Wu village on the fringe of Hang Zhou. Separate from, but related to tourism, is the fact that the City is due to increase its population

with a new urban district, Hang Zhou Gulf Town, being built that will house 800,000 people. Thus the signs of economic development are obvious. As was predicted though, while economic growth occupies a salient awareness, one can question the degree to which it becomes a determinant of attitudes when the nature of the questioning changes. Degradation of the environment is equally obvious in many parts of Zhejiang Province, and air and water quality has been negatively impacted by industrialisation (Swanson, Kuhn and Xu, 2001). A significant reason for this has been the failure to implement legislative safeguards and the under-resourcing of environmental agencies (Swanson, Kuhn and Xu, 2004). A tension thus arises in answers between perceived economic growth that can, at least in part, be attributable to developing tourism and specifically to events like the World Expo on the one hand, and a perception that these impacts bring about congestion, environmental degradation, and little immediate direct benefit. For the moment though, the evaluations are being filtered through perceptions of pride in the development of the City and the increased international attention that such Expos bring. Much of this can be explained by reference to the policies enacted prior to the opening of the Chinese economy to the outside world, policies that meant a city of the size of Hang Zhou would have been generally un-recognised in the wider world. Thus to some extent attitudes are explicable by reference to an evolutionary process of establishing a self belief and city identity for Hang Zhou as not only a major Chinese city, but also as a major international city capable of managing, establishing and exploiting events like the World Leisure Expo.

Such conclusions need, however, to be assessed within the framework of the study. It is a qualitative study, and thus has the advantages and disadvantages of such methodologies. It is well known that it is difficult to generalise from such studies, but equally such studies provide rich descriptions of processes as perceived by the actors in the study, and can be an excellent means of establishing attitudinal dimensions that can be subsequently assessed by quantitative means. In the discussions with respondents, informants tended to give willingly of their time and were articulate over their concerns, and that too is both strength and a weakness. It is strength in the collection of data; it is a weakness in that it provides a voice to the articulate and perhaps silences the less articulate, the more reluctant or the less able to voice a view. In short, this study needs to be contextualised within many dimensions – that of the tourism research on MICE and residents' attitudes, and that of the continuing understandings of qualitative research. One conclusion however, is that the nature of the debate initiated within a western context is also applicable to contemporary Chinese society, and thus one finding is that lessons from western experiences are applicable also to the new China that is now emerging.

CHAPTER SIX

SAMPLE CHARACTERISTICS AND OVERALL RESULTS

6.0 Introduction

Based on the qualitative results from the pilot research was analyzed in the previous chapter, a formal quantitative research followed as the next stage in the project. Consequently the aim of this chapter is to undertake a general description of the results including the nature of the sample and the overall results. The demographic characteristics were measured by age, gender, employment, education, place of residency, main transportation, and income level. The correlations among different demographics were also examined and explained with a view as to possible interactions between them when undertaking subsequent analyses. Finally the overall results of three scales are provided – the scales being an assessment of MICE events on the city generally, secondly on the respondent's daily life and third on the role of MICE in developing Hang Zhou's general image.

6.1 Data collection

Since the major investigation focus of this study is local residents, the research unit chosen was four of the eight major residential districts in Hangzhou. These were Xihu, Xia Cheng, Shang Cheng, and Xiasha district. The Xihu district is the major tourism area combined with a large amount of outskirts residential housing; Xia Cheng and Shang Cheng district are old urban residential areas, which were called "Oppidan" several decades ago; and Xia Sha district is a totally new district built for new technology and education development, which contains most of the educational organizations and new industries. In addition, the specific survey places were selected using convenience sampling and were usually business centres, shopping centres, parks, cafés, and libraries, etc. The participants were selected equally by age, gender, education level, and employment status during the questionnaire selection duration. Thereby loosely a quota sampling was undertaken to ensure a mix of respondents based on these demographics to ensure sufficient sub-sample sizes based on genders and age. As noted, participants were usually interviewed in some leisure environment as a park, café or tea house where people feel comfortable and are willing to answer questions. When the survey was conducted in some busy places like an office or shopping center, the survey time chosen was during the lunch time when participants had more free time to talk.

The researcher handed out more than 600 questionnaires in the period from May 2007 to October 2007. A total of 405 completed questionnaires were returned and comprised a response rate of 67.5 percent. It might be noted that the anticipated response rate of 85 percent failed to materialize, but the final sample size was sufficient for the nature of the means of analysis thought necessary and was also large enough to permit sub-sample comparisons.

6.2 Data analysis preparation

After collecting all the usable data a coding process was followed by which all the data were transformed into numeric codes for analysis. The questionnaire was generally pre-coded except for several open questions which contained more literal content like comments, reasons and descriptions. There were some multiple choice items for demographic variables such as age, education level, monthly salary, where respondents lived, and daily transportation used, and there was a need to code each category to check for adequate representation of the sub-sets. The questionnaire data were coded initially into Excel (2007) for both safety and convenience (the researcher not having SPSS on her laptop while in Huang Zhou).

Upon completion of the data coding, the data were transferred into the SPSS file. After that error checking was conducted through data screening, which included missing value identification. It was found that most categories had missing values but the percentages of missing data was small and varied among different variables, were randomly distributed and thus would not significantly affect the overall result. Most missing data were found in the perceptions of the 2006 Hangzhou Leisure Expo where some participants were possibly confused to answer the same items under the different aspects of self and city wide perspectives. With regard to some sensitive items like monthly salary, the missing data were comparatively high; although the survey was confidential and no personal names and addresses were provided, yet some respondents were still worried about those sensitive issues.

6.3 Demographics of all survey participants

As previously indicated there were 405 usable surveys completed in Hangzhou. The fifth part of the questionnaire was designed to deal with those questions relating to the demographics of the survey participants and was measured by gender, age, place of residence, common transportation using, monthly salary, qualification level and employment status. The results are presented in Table 6.1.

Table 6.1: Demographics of responders

Variable	Category	Frequency (n=405)	Valid Percentage
Gender (n=402)	Male	182	44.9%
	Female	220	54.3%
Age (n=405)	18 years and under	15	3.7%
	19-25 years	124	30.6%
	26-30years	105	25.9%
	31-35years	74	18.3%
	36-40years	39	9.6%
	41-45years	21	5.2%
	46-50years	8	2.0%
	51-55years	8	2.0%
	56-60years	6	1.5%
61-years and over	5	1.2%	
Place of Residence (n=400)	Centre of the City	117	28.9%
	A little distant from the centre of the city	203	50.1%
	On the city periphery	62	15.3%
	Outside of the City	17	4.2%
Commonly used transportation (n=404)	Private car	81	20.0%
	Public Bus	160	39.6%
	Bicycle	115	28.5%
	Walk	32	7.9%
	Taxi	5	1.2%
	Company car	9	2.2%
	Other	2	0.5%
Monthly salary (n=397)	Less than 1,000 RMB	96	23.8%
	1,001-3,000	189	46.8%
	3,001-5,000	80	19.8%
	5,001-7,000	24	5.9%
	7,001-10,000	4	1.0%
	More than 10,000	11	2.7%
Qualification level (n=405)	Uncompleted junior school	9	2.2%
	Junior School	42	10.4%
	Senior School	139	34.3%
	Undergraduate	187	46.2%
	Graduate/Professional	12	3.0%
	Master's degree and above	16	4.0%
Employment status	Employed	294	72.6%
	Unemployed	7	1.7%
	Retired	14	3.5%
	Student	76	18.8%
	Part time work	11	2.7%
	Home duties	3	0.7%

The respondents were divided between males (44.9 percent) and females (54.3 percent), and it was found that during the survey females were more willing to participate, perhaps because of socio-cultural factors such as a greater willingness to help or a wish to conform to requests for information that might be seen as “official”. None the less, the sample size of 182 males and 220 females permit useful analysis to be undertaken.

Age groups have been recorded under eleven segments; the result showed that 30.6 percent of respondents were aged 19 – 25 years old, followed those aged 26-30 years accounting for 25.9 percent of the sample while participants aged between 30-35 years represented 18.3 percent of total; these three age groups were the major age groups and indicate the majority of respondents were young people aged between 19-35 years. For the middle age participants, those of, 36- 40 years were 9.6 percent and 41-45 year olds were 5.2 percent of participants. However a substantial difference exists in the proportion of people aged 46-50 years (2.0 percent); 51-55 years (2.0 percent), 56-60 years (1.5 percent), 61 - 65 years (1.0 percent) and over 66 year (0.2 percent) that indicate these age groups were under-represented in the survey. Yet the survey is not as un-representative of many similar surveys (Ryan and Gu, 2008) and reflects ease of access to people, the greater willingness of younger generations to answer being (a) better educated (b) more used to surveys and (c) having less fear of expressing personal opinion when compared to older generation with different experiences of Chinese society (Ryan and Gu, 2008).

The places of respondents’ residency indicates that the majority of respondents lived a little distance from the central city (50.1 percent), followed by those living in the central city zone (28.9 percent). Participants who lived on the city periphery accounted for 15.3 percent of the total. Due to the survey being conducted in major residential areas there were few respondents who lived outside of the city (4.2 percent).

The questionnaire was also designed to ask which was the most common transportation method used by respondents. The result showed the most favoured transport was public bus with 39.6 percent; the second favoured transport was bicycle with 28.5 percent. Private car was also popular and was chosen by 20 percent due to the ‘car boom’ happening in China as explained in Chapter five.

The respondents’ monthly income indicates that 46.8 percent of respondents had a monthly income of between 1,000 to 3,000 RMB. This figure is consistent with the Hangzhou

employment average monthly salary level of around 1,965 RMB (Sohu.News, 2007). The next two income groups had similar numbers. Respondents with a monthly income of less than 1,000 RMB were 23.8 percent of the sample, followed by those with an income level at 3,000 to 5,000 RMB (19.8 percent). However, the higher income level groups were under-represented in this survey; for example, those with an income of 7,000 to 10,000 RMB (1.0 percent) and more than 10,000 RMB (2.7 percent) together account for less than 3 percent of the sample.

Respondents were asked to provide information about level of their education. The results indicate that 46.2 percent of participants had an undergraduate degree and the second largest group was participants with senior school education at 34.3 percent. The higher qualified group of people was poorly represented, with only 3.0 percent of respondents being post-graduates/professional level and 4.0 percent of respondents having masters' degrees and above education background. In addition there were 2.2 percent of respondent who had not completed junior school. With the implementation of the nine-year compulsory education in China, most Chinese citizens have at least senior school education, especially in the urban areas. Most of respondents with uncompleted junior school came from other cities or rural areas.

As part of the survey the participants were asked to indicate their employment, which was categorised as employed, unemployed, retired, student, part-time work, home duties and self employed. In terms of respondents' employment status, it was found that the majority of respondents were employed (72.6 percent) and only 1.7 percent respondents were un-employed. Students formed 18.8 of the sample and 3.5 percent of respondents were retired. There was data conflict for the part-time job respondents, which may have contained some with student status. Home duties were the least common employment status chose by respondents and accounted for only 0.7 percent of the sample.

In order to understand the detail of respondents' employment status, the questionnaire included an open ended question "What is/was your occupation?" to clarify the participants' current or past occupation. Not surprisingly participants' answers were varied and covered different positions in multiple areas. Based on a general analysis through SPSS frequencies, the categories have been condensed from the original answers. As shown in Table 6.2, various occupations was discernable in the research (n=347).

Table 6.2: Respondents' Current or Last Occupation

Category	Frequency	Valid percentage
Accountant	12	3.0%
Civil servant	16	4.0%
Residential area service	10	2.5%
Doctor	7	1.7%
Engineer	10	2.5%
Hospitality service	36	8.9%
Labour	33	8.1%
Marketing	3	0.7%
Media	15	3.7%
Office employee	39	9.6%
Part-time job	8	2.0%
Police staff	2	0.5%
Retired	9	2.2%
Sales	10	2.5%
Scientist	4	1.0%
Security guard	4	1.0%
Self-employed	14	3.5%
Student	76	18.8%
Teacher	22	5.4%
Technician	6	1.5%
Tourist guide	4	1.0%
Un-employed	7	1.7%

According to the results, 'student' was the most common occupation identified by respondents (18.8 percent), which could be a result of the locations selected. As previously noted, one of the survey research districts is a major educational zone that contains most universities and educational institutions of the city, even of the province. Additionally students were the most zealous group of respondents willing to answer the questionnaire. Although the 'students' were the most numerous occupational group it was still a low percentage of the total sample so there was little to influence the overall result. The next popular job position was "office worker" at 9.6 percent, followed by 'hospitality service' (8.9 percent) and 'labour' (8.1percent). As mentioned before the survey areas contain a large number of educational institutions so the 'teacher' respondents emerged with 5.4 percent followed by 'civil servant" with 4.0 percent. Respondents who were self-employed accounted for 3.5 percent, and reflect Hangzhou as one of the largest self business developed areas in China.

However there were some inconsistencies in the representativeness of the sample in terms of personal occupation. Some respondents confused the definition of ‘office employment’ and ‘labour’, and similarly, ‘civil servant’ and ‘residential area service’ caused some confusion in category selection.

6.4 Correlation among demographics

Cross tabulation (SPSS 16) was used to find relationships between different demographic variables. The reason for undertaking this analysis was based on the premise that in multiple regression age, gender and income might be seen as potentially significant determinant variables that influence overall attitudes. However regression assumes the determining variables are independent, but a moment’s thought shows that older respondents may have higher incomes than younger respondents simply because of career progression and hence issues of multicollinearity might arise. In short these tests were undertaken to assess whether such issues might arise. Indeed, there were found to be some significant relationships between monthly wage and education, employment status, transportation choice, age and education level and transportation choices.

6.5 Correlation between monthly salary and education level, employment status, transportation choices

Monthly salary is always a sensitive demographic item in a questionnaire survey. It had correlations with many other variables. Tables 6.3 show the close relationship between monthly salary and education level, employment status, and transportation choices. The direct relationships between them were significant ($p < 0.01$) for each table. For example, 4 of total 9 participants had not completed junior school and earned less than 1,000 RMB for a month. On the other hand, 4 of 12 participants with graduate degrees had earned 5,001- 7,000 RMB per month. In China higher educational qualifications are always considered as a direct pathway to the high income, but it is not absolute. At the post-graduate level, participants with a higher education background had no advantages in monthly income in this case. For the participants who undertook masters and above there was a bigger gap between monthly incomes between 3,001-5,000 (10 of 16 participants) and 5,001 – 7,000 (4 of 16 participants). However, as noted before, age also has a role to play, and those with higher post-graduate qualifications tend to be younger and at an earlier stage of their working covers. There were 61 participants with undergraduate degrees who earn less than 1,000 RMB monthly, this situation reflect the Chinese

sticky employment market. According to *Beijing Morning Post* (2007/06/05) Chinese universities have recruited students for the last decade on a large-scale expansion since 2000, and Chinese universities now have over 10 million students. Through this expansion the national education level has dramatically increased, but the risk of unemployment for graduates has also increased. From newspaper reports, there were 8 million student graduates facing the risk of unemployment when graduating during the global recession of 2008-10.

With reference to the monthly income level, that of between 1,001-5,000 RMB is the most common. The largest groups earning 1,001-3,000 RMB monthly are participants with senior school qualification (98 participants) and undergraduate qualification (69 participants). Participants with monthly earnings between 3,001-5,000 RMB mostly have undergraduate qualifications (40 participants).

Table 6.3: Correlation between education level and monthly salary

	Monthly salary (RMB)						Total
	Less than 1,000	1,001-3,000	3,001-5,000	5,001-7,000	7,001-10,000	More than 10,000	
Uncompleted junior school	4	1	2	1	1	0	9
Junior School	17	17	6	0	0	0	40
Senior School	14	98	18	7	0	0	137
Undergraduate	61	69	40	8	2	3	183
Graduate/Professional	0	2	4	4	1	1	12
Master's degree	0	2	10	4	0	0	16
Total	96	189	80	24	4	4	397

Table 6.4: Correlation between employment status and monthly salary

Employment status	Monthly salary					
	Less than 1,000RMB	1,001-3,000RMB	3,001-5,000RMB	5,001-7,000RMB	7,001-10,000RMB	More than 10,000RMB
Employed	21	160	75	23	4	3
Unemployed	5	2	0	0	0	0
Retired	3	10	1	0	0	0
Student	65	9	1	1	0	0
Part time work	2	6	3	0	0	0
Self employed	0	2	0	0	0	1
Total	96	189	80	24	4	4

The correlation between employment status and monthly salary was examined and reported in Table 6.4. The largest group of respondents earning less than 1,000 RMB monthly were students (65 participants); and only 21 respondents who were employed fell into this low income level. For higher monthly salary levels between 1,001 – 10,000 RMB, the majority of respondents were employed. Interestingly of those in the monthly salary level of 5,001-7,000 RMB has one respondent was classified as a ‘student, which the most of “student” were classified into ‘Less than 1,000 RMB’. In addition 10 of respondents earned less than 1,000 RMB monthly after retired).

Table 6.5 showed there was also a correlation between monthly salary and transportation daily choice by respondents. This result showed that the higher the income the more expensive was the form of transport used. The respondents who earned less than 1,000 RMB mostly preferred ‘public bus’ as their daily transportation (41 respondents) and ‘bicycle’ (39 respondents). At 1,001-3,000 RMB there were still a large number of respondents who chose ‘public bus’ (86 respondents) and ‘bicycle’ (53 respondents) as their common daily transportation. At the monthly salary level of 3,001- 5,000 RMB the situation had changed. The most popular choice of daily transportation was ‘private car’ (33 participants) instead of ‘public bus’ (25 participants) and ‘bicycle’ (18 respondents). Although these two forms of cheap transport still had many adherents at this income level, the percentage was less when compared with the previous income categories. However, above salary levels of 5,001 -7,000 RMB and 7,001-10,000 RMB, respondents preferred to chose a private car as their daily transportation with 17 participants and 2 of 4 participants respectively. The interesting point was that respondents earning a salary between 5,001-10,000 RMB monthly ignored the ‘company car’, ‘walk’ and ‘Taxi’.

However, in the recent year more and more higher income people are start to concerned about a healthy life styles. Of these, most of medium and high income respondents above 3,000 RMB still chose private car as their main mode of transport but there were still some percent of respondents who chose ‘public bus’, ‘bicycle’, and ‘walk’ as daily transportation respectively at this income level. It is perhaps noteworthy that it is in the highest income level that walking emerges as significant. Two reasons might caused this, first, concerns over a healthy life style, but second higher income enables greater choice as to place of residence, and those with higher income might be able to buy or rent accommodation near their place of work.

Table 6.5: Correlation between Monthly and Daily transportation

What main transport do you use daily?	Monthly salary					
	Less than 1,000 RMB	1,001-3,000 RMB	3,001-5,000 RMB	5,001-7,000 RMB	7,001-10,000 RMB	More than 10,000 RMB
Private car	5	19	33	17	2	3
Public Bus	41	86	25	4	1	0
Bicycle	39	53	18	2	1	1
Walk	9	19	2	0	0	0
Taxi	1	4	0	0	0	0
Company car	0	6	2	1	0	0
Total	95	187	80	24	4	4

6.6 Correlation between age and education level, daily transportation choice, and monthly salary

Tables 6.6 and 6.7 illustrate the relationship between the age, education level, daily transportation choice, as well as monthly salary. Cross tabulation (SPSS 16) was also used to examine their relationships.

Table 6.6: Correlation between age and level of education

Age	Level of education					
	Uncompleted junior school	Junior School	Senior School	Under graduate	Graduate Professional	Master's degree and above
18 years and under	2	10	2	1	0	0
19-25 years	1	2	27	93	1	0
26-30years	0	10	42	47	5	1
30-35years	1	2	38	21	5	7
36-40years	0	6	10	18	1	4
41-45years	0	1	10	6	0	4
46-50years	1	3	4	0	0	0
51-55years	2	2	4	0	0	0
56-60years	2	2	1	1	0	0
61-65years	0	4	0	0	0	0
66 years and over	0	0	1	0	0	0
Total	9	42	139	187	12	16

The results from Table 6.6 showed that participants' who had senior school qualifications were mostly young people of 26-30 years (42 of 139 participants) and 30-35 years (38 of 139 participants). The older groups of respondents between 46 years to 60 years were influenced by the Chinese 'ten years cultural revolution', which significantly impacted on this generation's education at that time. Participants who had junior school qualifications mostly were found in the 26-30 years of age (10 of 139 participants) and 18 years and under (10 of 139 participants) groups. Studying needs time, and respondents who had higher education tended to be older. For example, the largest age group of participants who had an undergraduate degree was 19-25 years (93 participants) followed by those of 26-30 years (47 participants). Participants who had graduate/professional degrees were less than participants who had undergraduate degrees. For participants who had masters and above degrees, their ages were mostly 30-35 years (7 participants).

Table 6.7: Correlation between age and transportation choice, monthly salary

What main transport do you use daily and monthly salary Vs. Age Cross tabulation											
	Age										
	18 years and under	19-25 years	26-30 years	30-35 years	36-40 years	41-45 years	46-50 years	51-55 years	56-60 years	61-65 years	66 years and over
Private car	4	8	19	25	15	6	2	2	0	0	0
Public Bus	6	55	37	29	12	6	4	4	3	3	1
Bicycle	4	42	34	15	8	7	2	1	1	1	0
Walk	1	16	9	1	2	1	0	1	1	0	0
Taxi	0	2	1	1	0	1	0	0	0	0	0
Company car	0	1	5	2	1	0	0	0	0	0	0
Total	15	124	105	73	38	21	8	8	5	4	1
Less than 1,000	12	65	9	4	1	0	1	3	1	0	0
1,001-3,000	1	50	67	28	18	10	2	3	5	4	1
3,001-5,000	1	5	23	28	13	8	1	1	0	0	0
5,001-7,000	1	1	4	9	3	3	3	0	0	0	0
7,001-10,000	0	0	2	1	0	0	0	1	0	0	0
More than 10,000	0	0	0	1	3	0	0	0	0	0	0
Total	15	121	105	71	38	21	7	8	6	4	1

Table 6.7 reveals the relationship between age, daily transportation and monthly salary. It can be seen that the relationship between age and transportation choice formed a parabola. The most expensive transportation choice, 'private car', was centralized for aged between 26 – 40 years (26-30 years, 19 participants; 30-35 years, 25 participants and 36-40 years, 15 participants). The 'public bus' was more preferred by the younger generation (19-25 years, 55 participants, 26- 30 years, 37 participants, and 30-35 years, 29 participants). In addition, a participant aged 66 years talked stated that for them (old people) the 'public bus' was their mode of daily transportation. These findings were sought as they might influence perspectives and attitude forward congestion in the city.

In regard to the relationship between age and monthly salary, the results illustrate an inverted 'U' shaped curve. The youngest group (18 year and under) had the largest percentage of those earning a monthly salary of less than 1,000 RMB (80 percent, 12 participants). Participants aged between 19 – 25 years usually earned a monthly salary of less than 1,000 RMB (52.4 percent, 65 participants) and 1,001-3,000 RMB (40.3 percent, 50 participants). The next age group between 26-30 years were still mostly earning 1,001 – 3,000 RMB monthly (63.8 percent, 67 participants). Participants aged between 30-35 years earned a little more and 37.8 percent (28 participants) of this age group earned 1,001-3,000 RMB and 3,001-5,000 RMB respectively.

6.7 MICE attendance experience

Participants were also asked about their previous MICE attendance experience. The previous experiences were divided into two segments: attendance in the past five years and MICE attended during the 2006 Hangzhou Leisure Expo duration. Of the sample, approximately 68.15 percent had previously attended any MICE in the past five years, while 31.85 percent had not. During the 2006 Hangzhou Leisure Expo, there were 49.01 percent participants who had attended related events and 50.99 percent participants had not.

In order to determine participants' attendance behaviours, an open ended question 'Please give the reason why you did not attend those event?' was set to clarify the reasons why participants did not attend MICE. The answers were varied but based on a general analysis through SPSS Frequencies; the reasons were broke down to seven categories. The most common reason for not attending an event is 'No time' (n=31), followed by 'No opportunity' (n=14). This confirms the qualitative pilot study as 'No time' was the most common reason inhibiting participants' attendance. Of note is that few respondents stated that 'no interest' was a major reason, but it might be observed that if interest is high,

then people will find time to attend, and that the category of ‘no time’ may be little more than a proxy for ‘of not high enough priority’.

Table 6.8 Main reasons for previous attendance

Work related	27.2%	Accompanying friends	21.2%
Business related	16.9%	Get new knowledge	22.2%
Study	27.0%	Shopping	24.9%
To spend time/something to do	33.0%	Travel related	12.3%
Family related	20.2%	Other	0.3%
It is interesting	39.8%		

Participants were also asked to provide main reasons for their MICE attendance. It was a multinomial question that contained ten choices of reason. Table 6.8 indicates the most popular reason was ‘interested’ (39.8 percent), followed by ‘to spend some time/something to do’ (33.0 percent). Participants who attended MICE for ‘work related’ and ‘study’ reasons accounted for 27.2 percent and 27.0 percent of the sample respectively. The reason, ‘shopping’, had 24.9 percent of participants, followed by ‘get new knowledge’ (22.2 percent); ‘accompanying friend’ (21.2); and ‘family related’ (20.2 percent). However, there were only 12.3 percent of participants who attended MICE related as part of wider travel arrangements.

That shopping related to MICE as a popular reason reached 24.9 percent of the sample may be because many MICE held in China are as part of a business promotion and many females prefer to attend these kinds of MICE for better direct factory wholesale prices.

Respondents attending previous MICE may not only have different reasons but also have different demographics profiles. Table 6.9 summarizes the different gender profile among respondents’ previous MICE attendance experience of last five years and the 2006 Hangzhou Leisure Expo. No statistically significant difference based on gender was found.

Table 6.9: Previous attendance and gender

Have you attended any events in the last 5 years?		Gender	
		Male	Female
	Yes	66.5%	69.1%
	No	33.5%	30.9%
Have you attended any events that during the 2006 Hang Zhou Leisure Expo?		Gender	
		Male	Female
	Yes	50.8%	47.3%
	No	49.2%	52.7%

In order to assess support for further development of the Exposition, a Yes/No question was set, and 91.6 percent replied in the affirmative for supporting the hosting of other big events. Only 8.4 percent did not agree with this future plan.

6.8 Descriptive analysis of measurement scales

The major part of the questionnaire contained 42 questions relating to the 2006 Hangzhou Leisure Expo and its impacts on both the city and individuals with each question carrying a scale from 1= ‘Has gotten really bad/things are now very bad’ to ‘Has improved vastly’. Table 6.11 illustrates the different descriptive statistics for the 2006 Hangzhou Leisure Expo impacts *upon the city of Hang Zhou* – in other words respondents were asked how they thought the Expo impacted on the City itself, not they personally. Respondents were asked about items to measure the economic, socio-cultural, environmental and political impacts of the 2006 Hangzhou Leisure Expo.

Table 6.10: Respondents' perceptions of impacts on the city

	Mean	Std. Deviation
The numbers of tourists	7.31	1.72
Pride in and satisfaction level with the City	7.03	1.72
The level of local public government interest in events	7.00	1.79
City brand image in China	6.97	1.84
The city's competitive position relative to comparable cities	6.84	1.71
Levels of promotion and media involvement	6.84	1.64
The city's level of attraction to other city's people	6.80	1.80
The city's level of attraction to foreign people	6.78	1.89
Government involvement in the Events Business	6.77	1.73
The success of the events	6.72	1.69
City brand image in the World	6.71	1.90
The city economy as a whole	6.66	1.71
The entertainment opportunities	6.61	1.77
For the city, event has improved Hangzhou's total capacity	6.61	1.76
Providing suitable plan for city's future event tourism development	6.59	1.96
Event facilities (city)	6.57	1.80
Suitability of policies and regulations relating to tourism	6.53	1.77
Suitability of policies and regulations relating to events	6.53	1.80
Government promotion/encouragement to business participants	6.53	1.73
Structure support - hotels, restaurants, shopping - (city)	6.49	1.67
Tourism's relationship with local business	6.46	1.66
Local business opportunities	6.44	1.82
Efforts to stimulate local business involvement in events	6.39	1.86
Control of the City's event economy and business	6.35	1.82
Degrees of local and international business cooperation	6.30	1.95
The relationship between government and the local authorities	6.20	2.05
The maintenance of public facilities like parks and roads	6.13	2.04
Management of risks associated with events	6.09	2.00
Quality of road infrastructure - highways etc	6.05	1.87
The relationship between government and local residents	6.04	1.85
The public service (medical, law, logistic, security)	6.03	1.84
Employment rate and opportunities	5.94	1.94
The price of goods and service	5.74	1.83
Unemployment rate	5.61	2.15
The total living costs	5.61	1.76
City's safety level and crime rate	5.46	2.25
Price levels and management of prices for events	5.29	2.09
The city pollution level	5.01	1.94
The damage to the natural environment	4.94	1.93
The traffic congestion in the city	4.68	2.04
Property values and rental costs	4.59	2.15

Based on a descriptive analysis, the mean score of each item shows that from a city perspective, respondents tended to strongly agree that 2006 Hangzhou Leisure Expo increased tourists number for the city tourism industry (M= 7.31, SD= 1.72). Participants also agree that due to the 2006 Hangzhou Leisure Expo, residents' pride in and satisfaction with the city had increased (M= 7.03, SD= 1.72). The third highest score was that the local public government's interest in MICE had increased because of the 2006 Hangzhou Leisure Expo (M= 7.00, SD= 1.79). The next two items indicate that participants thought Hangzhou's brand image in China and competitive position relative to other comparable cities had improved with (M =6.97, SD= 1.84) and (M= 6.84, SD= 1.71 respectively).

In contrast, the result also indicates some differences in respondents' perceptions. Participants thought the management of MICE tickets and entry prices and the city's pollution level had only marginally improved as a result of the 2006 Hangzhou Leisure Expo (M= 5.29, SD 2.09) and (M= 5.02, SD= 1.94). Damage to the environment was another issue that caught participants' concern (M= 4.94, SD= 1.93). The most negative impacts created by the 2006 Hangzhou Leisure Expo were traffic congestion in the city (M= 4.68, SD= 2.04) and an increase in property values and rental costs (M= 4.59, SD= 2.15).

Table 6.11 uses the same items but this time it records participants' perception of the impacts of the 2006 Hangzhou Leisure Expo *from a personal perspective*, that is, had the Expo had impact upon their daily lives.

Table 6.11 Respondents' perspectives of personal impacts

	Mean	Std. Deviation
Levels of promotion and media involvement	6.89	4.97
The numbers of tourists	6.78	1.82
The level of local public interest in events	6.70	4.45
Pride in and satisfaction level with the City	6.61	1.75
Government involvement in the Events Business	6.51	1.71
The city's level of attraction to other city's people	6.50	1.74
The city economy as a whole	6.48	2.95
City brand image in China	6.46	1.93
The city's competitive position relative to comparable cities	6.43	1.72
City brand image in the World	6.39	1.87
The city's level of attraction to foreign people	6.39	1.85
The success of the events	6.38	1.77
Providing suitable plan for city's future event tourism development	6.24	2.01
Suitability of policies and regulations relating to events	6.21	1.85
Suitability of policies and regulations relating to tourism	6.14	1.81
Control of the City's event economy and business	6.12	1.72
Efforts to stimulate local business involvement in events	6.11	1.90
The entertainment facilities and myself	6.10	1.65
Exhibitor involvement	6.06	1.83
The relationship between government and the local authorities	5.96	1.99
Local business opportunities	5.94	1.91
The relationship between government and local residents	5.93	1.75
Management of risks associated with events	5.88	1.80
Structure support - hotels, restaurants, shopping - (self)	5.87	1.63
The maintenance of public facilities	5.85	1.82
Tourism's relationship with local business	5.85	1.74
The public service (medical, law, logistic, security)	5.76	1.84
Quality of road infrastructure - highways etc	5.73	1.67
Degrees of local and international business cooperation	5.73	2.04
Event facilities (self)	5.63	1.81
Employment rate and opportunities	5.60	2.00
Unemployment rate	5.40	2.11
The price of goods and service	5.25	1.60
City's safety level and crime rate	5.22	2.13
Price levels and management of prices for events	5.22	2.01
The total living costs	5.11	1.76
The damage to the natural environment	4.91	1.83
The city pollution level	4.86	1.79
Traffic congestion	4.46	1.97
Property values and rental costs	4.02	1.85

The above results indicate that respondents from their own perspectives tended to strongly agree that they saw that levels of promotion and media involvement during the MICE had increased (M= 6.89, SD= 4.97). They also agreed that they were aware of the extra tourists that the 2006 Hangzhou Leisure Expo had attracted (M= 6.78, SD= 1.82). They certainly felt more pride in and satisfaction with the city and government involvement in the events business (M= 6.61, SD= 1.75 and M= 6.51, SD= 1.71 respectively).

At the other end of the scale, the issues of most concern were the total living costs (M= 5.11, SD= 1.76); the damage to the natural environment (M= 4.91, SD= 1.83); the city pollution level (M= 4.86, SD= 1.79); traffic congestion (M= 4.46, SD= 1.97); and rising property values and rental costs (M= 4.02, SD= 1.85).

When looking at both the top and bottom five issues from the city and personal perspectives, it can be seen that there were some similarities. Each positive and negative aspect had the same three issues: ‘the number of tourists’, ‘the level of local government interest in events’, ‘pride in and satisfaction level with the city’; and ‘the damage to the natural environment’, ‘traffic congestion’, ‘property values and rental costs’. In short, respondents drew the same main conclusion whether considering the impact on their own lives, or those on the city more generally. However, with reference to differences between the mean scores on the scales, the great majority were statistically significant at $p < 0.05$; implying therefore that respondents were able to draw distinctions between the two scales. This issue will be examined further in the next chapter.

An additional scale sought to place the investment in Hang Zhou’s MICE strategy within a wider context of not only local but also national policy. Table 6.12 presents the overall mean scores and results.

From the results presented above, respondents were very willing to attend the 2008 Beijing Olympic (M= 7.44, SD= 1.58). This phenomenon was not only because this was the first Olympics hosted in China but also most Chinese people considered it was a significant event for the country. The next two issues were related to the MICE theme. Participants thought the MICE theme should relate more to people’s livelihood (M= 6.77, SD= 1.7) and fit the city’s local culture and history (M= 6.74, SD= 1.66).

Table 6.12: Agreement or disagreement statements

	Mean	Std. Deviation
Attend the Beijing Olympics	7.44	1.58
The event that relates to the people's livelihood is more interest and valuable	6.77	1.70
Choosing event should fit for the city's culture and history	6.74	1.66
I think the government should use the money for education system	6.72	1.72
Hosting big event can entertains local residents	6.62	1.70
Visually the people and the city support the event	6.59	1.68
Hosting big event is a good way to know other international culture	6.58	1.71
I believe hosting big event will give Hang Zhou's tourism	6.58	1.54
The price of the entrance ticket is the most important factor	6.52	1.64
Because hosting big event, the property values and rental costs will	6.50	1.99
I would love to have an opportunity to be involved in the event process	6.46	1.60
Hosting big event can increase awareness of the city in the world	6.43	1.60
Hosting big event always can have long term benefits for city development	6.35	1.68
Because of hosting big event, life in Hang Zhou will be more interesting	6.33	1.84
I think distance to the event centre is the major impediment to my attending	6.31	1.76
Hosting big event can quickly stimulate local business development	6.24	1.54
Because Hang Zhou is hosting this type of event I like living here	6.22	1.80
I also will consider some important event in other city	6.20	1.90
Hosting big event can quickly stimulate the city economy development	6.15	1.58
Olympics will bring an improvement to my life	6.13	2.14
I think government spending too much money hosting event	6.05	1.87
Hosting big event is the best way to show to the world that the city's capacity	6.00	1.63
Because of hosting big event, poorer people can no longer afford living in the central city	5.57	2.14
Building the event theme park (Leisure Park) is worth	5.56	2.12
I believe my personal economic status will be better	5.46	3.96

A number of participants thought government should use money for the education system rather than hosting MICE ($M= 6.72$, $SD= 1.72$). During the pilot interviews many participants also expressed concerns that they thought government spent too much money on MICE hosting which ignored many other important issues related to resident's lives. Participants also agree that hosting big event can entertain local residents ($M= 6.62$, $SD= 1.70$). Some issue like 'I think distance to the event centre is the major impediment to my attending' did not get a high mean score ($M= 6.31$, $SD = 1.76$) but it got lots of attentions during the pilot interview. The major 06 Leisure Park was actually located in Hangzhou's satellite city, Xiaoshan, which is about 15 kilometres from Hangzhou. However due to the 'Qian Tang River' separating the two cities, many Hangzhou local residents are not familiar with that area. Many interviewers mentioned it took more than one hour from the central city to the leisure park and it was even longer for many people living in the city suburbs.

The bottom five issues on the rank were 'I think government spending too much money hosting event' ($M= 6.05$, $SD= 1.87$); 'Hosting big event is the best way to show to the world that city's capacity' ($M= 6.00$, $SD= 1.63$); 'Because of hosting big event, poorer people can no longer afford' ($M= 5.57$, $SD= 2.14$); 'Building the event theme park (Leisure park) is worth' ($M= 5.56$, $SD= 2.12$); and 'I believe my personal economic status will be better' ($M= 5.46$, $SD= 3.96$). It should be noted from the result for the most of issues there is not a large span of difference in the means according to the standard deviation.

Table 6.13 : Significance of the impacts

	Maintaining a high level of economic growth		Increasing the city capacity		Increasing the reputation to the world		Increasing the competitive position		Increasing the resident's life quality	
	Reached	Future	Reached	Future	Reached	Future	Reached	Future	Reached	Future
Most significant	22.5%	22.3%	8.4%	12.4%	19.3%	16.8%	36.1%	22.8%	13.4%	25.7%
Second significant	21.3%	24.3%	21.8%	22.8%	25%	22.5%	23.3%	21%	8.9%	9.2%
Third significant	25.2%	20%	33.2%	32.4%	18.1%	14.6%	9.9%	13.6%	13.4%	19.3%
Forth significant	18.1%	19.1%	23.8%	23.5%	18.6%	16.8%	23.8%	25.7%	16.1%	15.1%
Least significant	12.9%	14.4%	12.9%	8.9%	19.1%	29.2%	6.9%	16.8%	48.3%	30.7%
				Significance of the impacts of 2006 Hangzhou Leisure Expo			For the future event hosting goal			
Maintaining a high level of economic growth				2.77			2.79			
Increasing the city capacity				3.11			2.94			
Increasing the reputation to the world				2.93			3.19			
Increasing the competitive position				2.42			2.93			
Increasing the resident's life quality				3.77			3.16			
Note: 1=most significant, 5=least significant.										

The final scale in the questionnaire asked participants to rate by using a five point scale where “One = most significant” and “Five = least significant” for five different impacts that were already brought by the 2006 Hangzhou Leisure Expo or for the future goal. Table 6.13 shows the frequencies and overall mean scores on these items.

Table 6.13 indicates that respondents thought that the important of ‘Increasing competitive position’ and ‘Maintaining a high level of economic growth’ were the most significant outcomes of current policy. The least significant item was that the Expo had ‘Increased the resident’s life quality’ with an overall score of 3.77, and there were 48.3 percent of participants who thought it was the least significant impact achieved by the Leisure Expo. In short, the data indicate that respondents felt the city was achieving benefits from the MICE policies, but such benefits seemed to personally pass them by. These data are analysed more in a subsequent chapter on factor analysis.

6.9 The role of socio-demographic variables

It might be argued that socio-demographic variables such as age, gender, income etc might influence people's attitudes toward MICE policies and Expo 2006. In addition other categorical data such as past attendance or non-attendance might also influence responses to the questions. Consequently analysis of variance (ANOVA) was undertaken to assess these factors – the purpose being to assess to what degree they may help in identifying possible market segments within residents and those clusters who may be more critical of the MICE policies of the Hang Zhou government.

Gender

T-tests revealed that gender was not a discriminatory variable except for one item where males (6.41) felt the MICE policies brought the different arms of government closer more so than females (6.0) at $p < 0.01$.

Age

Age was not a discriminatory variable for the items relating to the impacts of MICE and Expo 2006 on general items relating to impacts on the city and personal lives. However, there were statistically significant differences about MICE policies and alternative possible expenditures of money. For example those under the age of 45 years were considerably more concerned about the impacts on increasing property prices and rents ($p < 0.001$) compared to those over that age group, and a similar pattern exist with reference to thoughts that the money could be better spent on improving education. Those under the age of 30 years were much more interested in attending the Beijing Olympics ($p < 0.001$), while those aged between 26 to 30 years scored significantly higher on the item that events should match people's interests, possibly reflecting a life stage concerned with establishing homes, family and career.

Income

Table 6.14 summarises those items for which income was found to be a discriminatory variable. Two general observations may be made about the table. First, that the number of items is comparatively small, indicating that for the greater part income was not a discriminatory variable. Second, there is a tendency for higher income groups to express slightly lower levels of agreement with the items, and this generally carried through the total table, albeit, as just noted, not at statistically significant levels.

Table 6.14 Residents perspectives by Monthly salary (RMB)

	Less than 1,000	1,001 - 3,000	3,001 - 5,000	5,001 - 7,000	7,001 - 10,000	More than 10,000	F value
City perspectives							
The city economy as a whole	6.69	6.83	6.44	7.08	6.00	4.50	2.39*
Pride in and satisfaction with the City	4.24	4.16	6.65	7.50	5.75	5.50	2.86*
Providing suitable plan for city's future event tourism development	6.56	6.76	6.36	6.88	4.00	5.50	2.32*
The city's level of attraction to foreign people	6.93	6.86	6.78	6.46	5.00	4.25	2.56*
Personal perspective							
Structure support - hotels, restaurants, shopping - (self)	6.15	5.90	5.43	6.33	5.00	6.00	2.44*
The public service (medical, law, logistic, security)	6.17	5.75	5.48	5.75	4.25	4.00	2.61*
The numbers of tourists	7.13	6.86	6.41	6.75	5.25	5.00	2.82*
Pride in and satisfaction with the City	6.97	6.63	6.33	6.96	5.00	5.50	2.52*
Assessment of Policies							
Hosting large events increases the city's world image	5.91	6.60	6.75	6.58	6.50	6.50	3.54* *
Hosting large events has long term benefits for the city	6.30	6.70	6.47	6.00	5.00	5.00	2.64*
Note: *P<0.05; ** P<0.01							

Education

It was earlier noted that the variables of income and education may not be unrelated. However when applying ANOVA to the variables of level of education and the perceptions of Hang Zhou's MICE programme, as shown in Table 6.15, what little statistically significant relationships did exist applied to items different to those listed in Table 6.15, implying therefore comparatively little relationship in the ways in which the income and education variables influenced perceptions of the MICE hosted by the city. It can also be noted that the trends within the scores are not uniform. For example while the more educated appear to be initially more cynical of the success of the MICE events, they also tend to feel that the MICE will increase house prices and rents. On the other hand they tend to express less agreement with the notion that the MICE will increase traffic congestion.

Table 6.15 Residents perspectives by education level, transportation choice, employment status and living location

ANOVA city perceptive by Education							
	Uncompleted junior school	Junior School	Senior School	Under graduate	Graduate	Masters and above	F value
Event facilities (city)	6.67	6.86	6.81	6.45	5.25	6.00	2.54*
The maintenance of public facilities like parks and roads	6.56	6.93	6.42	5.73	6.08	6.06	3.51**
The traffic congestion in the city	4.89	4.93	5.04	4.48	3.25	4.25	2.79*
Personal perceptive							
Property values and rental costs	3.95	3.98	4.19	4.33	3.25	4.25	2.89*
The success rate of the events	6.43	6.53	6.26	6.17	5.00	4.50	2.39*
The level of local public interest in events	6.53	6.75	6.30	9.46	4.75	6.00	5.08**
For me personally, events have improved my own life quality	6.00	5.90	6.29	5.83	5.00	6.25	2.75*
Assessment of Policies							
Because of the MICE policy house prices and rents will increase	5.22	5.80	6.38	6.99	6.83	6.53	4.89** *
Because of the MICE policy life in Hang Zhou will be more interesting	6.50	6.20	6.39	6.72	6.16	6.19	3.12**
*= $p < 0.05$; **= $p < 0.01$; ***= $p < 0.001$							

Employment

Employment status emerged as a significant variable and *F-ratios* were at statistically significant levels for about half of the items. A full list is provided as an Appendix. The unemployed tended to score more lowly on the scales than the employed, while those who were retired tended to the highest scores of all. Those who were in part-time work tended to score mid-way between the fully employed and the unemployed. The self employed tended to show the greatest variation in their scores, being seemingly more selective over items – and seemed to be particularly sensitive to issues of increasing prices and costs. Students also showed a high variance in their pattern of scores - being the highest to be aware of increasing numbers of students and the second lowest in terms of MICE creating employment opportunities.

Past History of MICE attendance

A history of past attendance at events proved to be a statistically significant discriminatory variable for a number of items as shown in Table 6.16. Generally those who had attended events tended to be more supportive of MICE having positive impacts than those who did not. Table

6.16 relates to evaluations at the city level, while Table 6.17 relates to the personal impacts. The two tables tend to mirror each other, but one factor of interest is that those who have attended past MICE not only consider aspects such as ticket pricing have improved, but also there are significant improvements in wider social and environmental factors. This would lend support to the City's policies that MICE can generate benefits that go beyond the simply economic and thereby enhance the overall quality of life in the city as perceived by residents.

Table 6.16 Differences in Perceptions at City Level Based on Past MICE attendance

	Have you attended any events in the last 5 years?	N	Mean	Std. Deviation	t-test
Event facilities (city)	Yes	274	6.8321	1.69925	3.73***
	No	128	6.1563	1.67161	
Structure support - hotels, restaurants, shopping - (city)	Yes	272	6.7132	1.42154	2.31*
	No	126	6.3571	1.45032	
The entertainment opportunities	Yes	272	6.8640	1.49534	2.36*
	No	125	6.4800	1.52717	
Quality of road infrastructure - highways etc	Yes	269	6.3309	1.65894	2.36*
	No	126	5.9206	1.49988	
The public service (medical, law, logistic, security)	Yes	266	6.4173	1.45457	3.06**
	No	124	5.9435	1.35132	
The city pollution level	Yes	272	5.2831	1.88723	2.72**
	No	125	4.7520	1.62469	
City's safety level and crime rate	Yes	259	5.9923	1.75206	2.37**
	No	119	5.5294	1.79842	
Property values and rental costs	Yes	262	4.9466	2.04663	2.38**
	No	127	4.4409	1.78020	
The price of goods and service	Yes	275	6.0109	1.79717	3.91***
	No	127	5.2835	1.58814	
Tourism's relationship with local business	Yes	272	6.7463	1.45219	3.74***
	No	127	6.1654	1.42408	
Price levels and management of prices for events	Yes	265	5.7094	1.82639	3.39***
	No	125	5.0400	1.80233	
Management of risks associated with events	Yes	264	6.5606	1.53913	3.71***
	No	123	5.9350	1.55627	
*= p<0.05, **=p<0.01, ***=p<0.001					

Table 6.17**Differences in Perceptions at Personal Level Based on Past MICE Attendance**

	Have you attended any events in the last 5 years?	N	Mean	Std. Deviation	t-test
Traffic congestion	Yes	275	4.6582	1.96118	2.34**
	No	126	4.1746	1.82463	
Quality of road infrastructure - highways etc	Yes	274	5.9161	1.59793	2.50**
	No	127	5.4961	1.49536	
The damage to the natural environment	Yes	270	5.1556	1.71313	2.05*
	No	125	4.7840	1.56877	
The city pollution level	Yes	273	5.1392	1.73704	3.45*** *
	No	125	4.5200	1.47342	
City's safety level and crime rate	Yes	262	5.7786	1.66915	3.67***
	No	118	5.0932	1.71961	
Property values and rental costs	Yes	266	4.2895	1.76412	2.44*
	No	127	3.8346	1.64154	
The price of goods and service	Yes	273	5.4286	1.57748	2.35*
	No	128	5.0469	1.36814	
The total living costs	Yes	271	5.3063	1.69266	2.04*
	No	128	4.9453	1.56391	
Tourism's relationship with local business	Yes	271	6.1328	1.51440	2.75**
	No	124	5.6935	1.37443	
Price levels and management of prices for events	Yes	268	5.5858	1.81445	3.56***
	No	126	4.8889	1.79877	
Management of risks associated with events	Yes	267	6.2322	1.44784	3.11**
	No	125	5.7440	1.45305	
*= p<0.05, **=p<0.01, ***=p<0.001					

Another facet of this analysis is that the variable of past attendance does emerge as possibly important in generating perceptions, and thus this needs to be borne in mind in future analysis as undertaken in chapter eight onwards.

6.10 Chapter Summary

The overall scores tended skewed toward agreement that MICE policies and the Expo expect to benefit the city in terms of its image and general economic wellbeing, albeit at costs to the environment including at least some traffic congestion in that the score for this item was still

above the mid-point of the scale. Respondents also produced skewed results relating to perceived personal gains from the policies, with the great majority of scores being 5 or 6 on a 9 point scale. There were, though, some criticisms of the policies and among sub-groups there were concerns expressed as to whether some of the money spent on MICE might be better allocated to, for example, an improvement of educational policies.

Overall it can be concluded that while some concerns exist (e.g. as to price inflation) generally respondents support the direction of the MICE policy and see the city benefitting not only economically but also in terms of gaining national and international awareness. Given this it can be argued that the next steps are to further assess the reliability of the data, to assess whether more clearly specific clusters of respondents can be identified, and then finally to assess whether causal relationships might be found within the dataset. Consequently the next chapter will examine the reliability of the data by using various measures of reliability and by the use of factor analysis to assess whether latent, summary variables can be identified.

CHAPTER SEVEN

DATA RELIABILITY AND EXPLORATORY FACTOR ANALYSIS

7.0 Introduction

The previous chapter described the mean scores and variance, and in addition undertook t-tests and ANOVA in an initial examination of the role played by socio-demographics and other nominal variables. The data analysis revealed some differences existed, and thus it is worth exploring these in more detail, subject to the caveat that the data are reliable. The purpose of this chapter is to examine the reliability of the scales.

This chapter has two major parts. The first part is a reliability analysis. The second part analyzes the major factors involved in the research. Prior to analyzing further the data in terms of identifying possible clusters and undertaking any form of regression analysis, a key test beyond the descriptive analysis performed in the earlier chapters is to ascertain the reliability of the data, and as far as possible, the validity of the data set. Factor analysis is valuable in this respect in that associated with it are a number of tests that help assess the reliability of the data while the identification of factors that represent the underlying dimensions behind the items used to create a scale of measurement is an indicative, albeit not necessarily conclusive, test of the validity of the measures being used. In order to understand residents' perception more deeply, three different areas importance of events for the city, impacts events on personal lives, and importance of event assessments were analyzed separately.

7.1 Reliability Analysis

This research focused on the resident's perspectives in the MICE industry in order to assess residents' understanding of the impacts of MICE. The researcher, as described in the previous chapter, had devised scales to measure the importance of events for the city, the importance of events for the personal daily lives of respondents, and event assessments factors relating to respondents' general perceptions of MICE variables alone (25 items).

However, prior to undertaken a factor analysis it is necessary to assess the reliability of the data, the degree to which a sample is adequate for such an analysis, and the extent to which patterns of correlations among items can be discerned in a matrix of coefficients of correlation. The various tests and their scores will now be introduced sequentially.

a) *The alpha coefficient* is a measure of internal variance across the items of the scale and the results range from 0 to 1 with the higher score representing the better result. Scores of about 0.8 are often viewed as desirable as scores in excess of 0.9 may mean the scale is un-dimensional

b) *Hotelling's t-squared* is a test of the variety formed from the dependent variables that produces the greatest group difference. It can be interpreted as a test of the multi-dimensional or un-dimensional nature of a scale and a statistically significant result indicates the former.

Table 7.1 Results of Reliability Tests for the Three Scales

Item	Alpha	Hotelling t-squared (F-ratio)	Tukey Non-additivity Test (F ratio)	Split Half Coeff Spearman-Brown	KMO
Importance to the city	0.96	18.2 p<0.001	81.4 p<0.001	0.85	0.95
Importance to self	0.96	19.2 p<0.001	77.2 p<0.001	0.87	0.95
Event Assessment	0.90	18.4 p<0.001	559.2 p<0.001	0.87	0.90

c) *Tukey's test of non-additivity*. The required result is one that is statistically significant to indicate a lack of non-additivity. Non-additivity tests the degree of one degree of freedom of block interaction – that is it is a test of independence of items in a scale.

d) *The Spearman-Brown split-half coefficient* tests for consistency across the sample by splitting the sample in half and measuring the correlation between the two halves. Again the results range from 0 to 1 with a result as close to 1 as possible being desirable. Results in excess of 0.85 are desired, and imply that the time over which a sample has been collected has not played any role in changing people's views – that is, earlier and later respondents in the sample are unaffected by the lapse in time between their views being collected.

e) *The Kaiser-Meyer-Olkin (KMO) test* is a test of sampling adequacy with again the desired result being in excess of 0.80.

f) *Item to scale correlation*. This assesses the extent to which the deletion of any one item affects the overall scale. For reasons of space the full set of results are not shown.

The next stage is to determine the number of respondents that might be used in the analysis. If the default settings in SPSS are used then the analysis will be undertaken using those respondents who have answered all the questions on the scale. An alternative is to engage in a simple form of data fusion whereby those respondents who missed an item are allocated the mean score for that item. To do this it is necessary to check the pattern of responses and the use of the missing option. For this sample, of the 405 respondents at least 390 responded to an item, while the pattern of missing responses appeared random. Thus the option of allocating a mean score was used to retain all 405 respondents in the factor analysis. A second check is to examine the correlation matrix for patterns of association, while a third mode of checking is to examine the communality scores provided by SPSS. The communality score is the degree of variance within an item that is 'explained' by the discerned factors. These were found to be acceptable and are indicated in the appendices to the thesis.

Various methods of rotation are permitted by SPSS, and of these oblimin rotation possesses some advantages. First, unlike the more commonly used varimax rotation it does not 'force' a solution that maximises the differentiation between the resultant factors. Additionally, and it is used in this analysis, it also provides a correlation matrix of the factors indicating the relationship between the factors. These tables are shown from table 7.2 to table 7.4. These show that in each of the three scales, using the criterion of eigenvalues exceeding one, six factors resulted. For the scales 'importance to the city' and 'importance to self' the factors are generally independent of each other except for $r=0.5$ to 0.6 approximately for factors one and four on both scales. However, for the reasons explained below, all six factors were retained.

7.2 Factor analysis

One means of ascertaining if the data possesses an internal logic is to undertake factor analysis. This technique has been available for several decades. For example Darlington (1973) described the purpose of factor analysis as being the discovery of simple patterns of relationships among the variables. In particular, it seeks to discover if the observed variables can be explained largely or entirely in terms of a much smaller number of variables called factors. There are two main types of factor analysis (Hair, 1992):

- Principal component analysis (PC) -- this method provides a *unique solution*, so that the original data can be reconstructed from the results. It looks at the total variance among the variables, so the solution generated will include as many factors as there are variables, although it is unlikely that they will all meet the criteria for retention. There is only one method for completing a principal components analysis; this is not true of other multidimensional methods described here.
- Common factor analysis (PAF) -- this is what people generally mean when they say "factor analysis." This family of techniques uses an estimate of common variance among the original variables to generate the factor solution. Because of this, the number of factors will always be less than the number of original variables. So, choosing the number of factors to keep for further analysis is more problematic using common factor analysis than in principal components.

Figure 7.1 illustrates the basic principle where 5 measures can be divided into two latent variables of factors not directly measured in the initial data set.

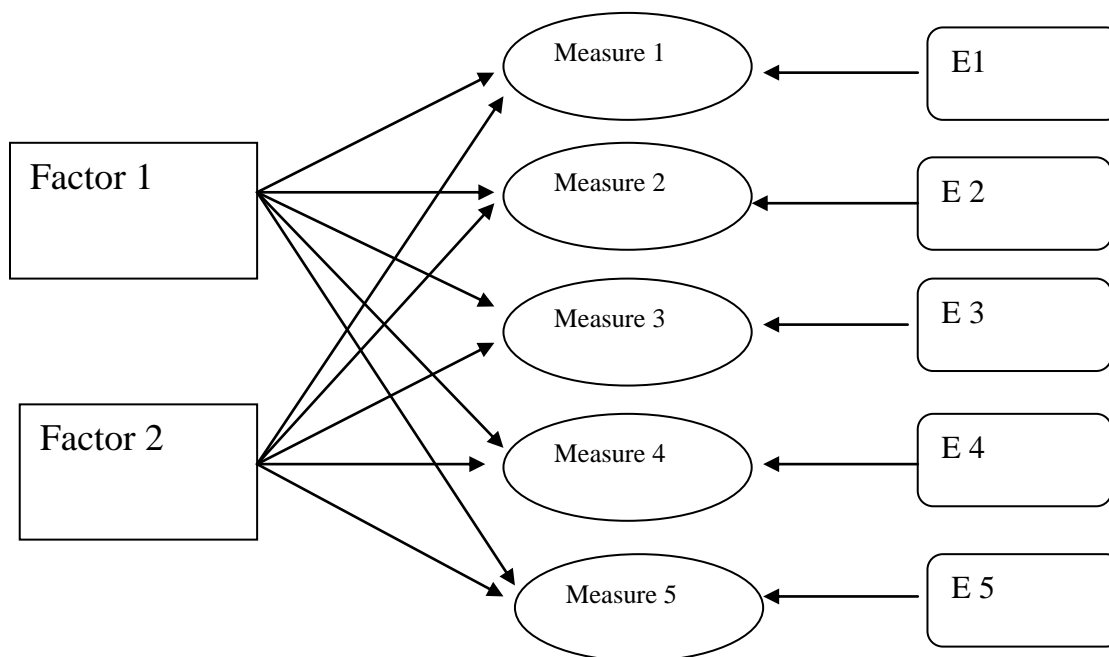


Figure 7.1: The Common Factor Model.

The major reasons for conducting factor analysis are: to determine patterns of relationships, parsimony or data reduction, structure of a domain, classification or description of empirical typology, scaling for rating, hypothesis testing, and data transformation, mapping

phenomenological terrains or theory building (Rummel, 1970). What has made both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) more popular in recent decades has been the appearance of powerful software packages such as SPSS, Statistica, Stata and AMOS.

7.3 Factor analysis for the Scale – Importance of Events for the City

The following results for this scale will be first described, but second some caveats will be noted about the conclusion. The measurement for city perspectives comprises 42 items. All 42 items were interred into the EFA analysis process utilising the Oblimin procedure. The six factors ‘explain’ 61.97 percent of the total variance and might be described as follows:

Factor 1, labelled “Government event management and local economy stimulation”, relates to governmental involvement and its policies relating to urban regeneration and economic gain. This factor accounted for 39.65 percent of the total variance and included 18 items. These items include government function in business and media participant in the event business, government direct involvement in event development, city economy development, and tourism relation with other business. The highest four loading items were all related to ‘event tourism’.

Factor two related those items that represented costs and negative impacts related to MICE and this factor accounted for 7.70 percent of total variance and was labelled living quality.

Factor three accounted for 4.71 percent of variance and related to city infrastructure.

Table 7.2 Factor Analysis for Impacts on the City

	Component					
	1	2	3	4	5	6
Government promotion/encouragement to business participants	0.797	0.257	-0.425	0.518	0.225	-0.088
Government involvement in the Events Business	0.781	0.087	-0.421	0.530	0.290	-0.055
Levels of promotion and media involvement	0.769	0.105	-0.406	0.485	0.215	-0.100
Control of the City's event economy and business	0.755	0.239	-0.527	0.495	0.213	0.012
Local business opportunities	0.741	0.243	-0.467	0.553	0.501	-0.115
The city economy as a whole	0.713	0.212	-0.392	0.533	0.407	-0.157
The success of the events	0.708	0.108	-0.444	0.628	0.398	0.190
Pride in and satisfaction with the City	0.698	0.126	-0.472	0.620	0.321	-0.157
Management of risks associated with events	0.666	0.461	-0.529	0.546	0.323	0.058
The level of local public interest in events	0.663	-0.076	-0.343	0.468	0.380	0.084
Efforts to stimulate local business involvement in events	0.655	0.318	-0.242	0.455	0.502	0.298
Suitability of policies and regulations relating to tourism	0.654	0.134	-0.465	0.589	0.495	0.200
The relationship between government and the local authorities	0.650	0.310	-0.213	0.430	0.473	0.202
Degrees of local and international business cooperation	0.633	0.260	-0.485	0.557	0.498	-0.338
Tourism's relationship with local business	0.615	0.321	-0.523	0.545	0.557	-0.350
Providing suitable plan for city's future event tourism	0.609	0.031	-0.456	0.544	0.401	0.156

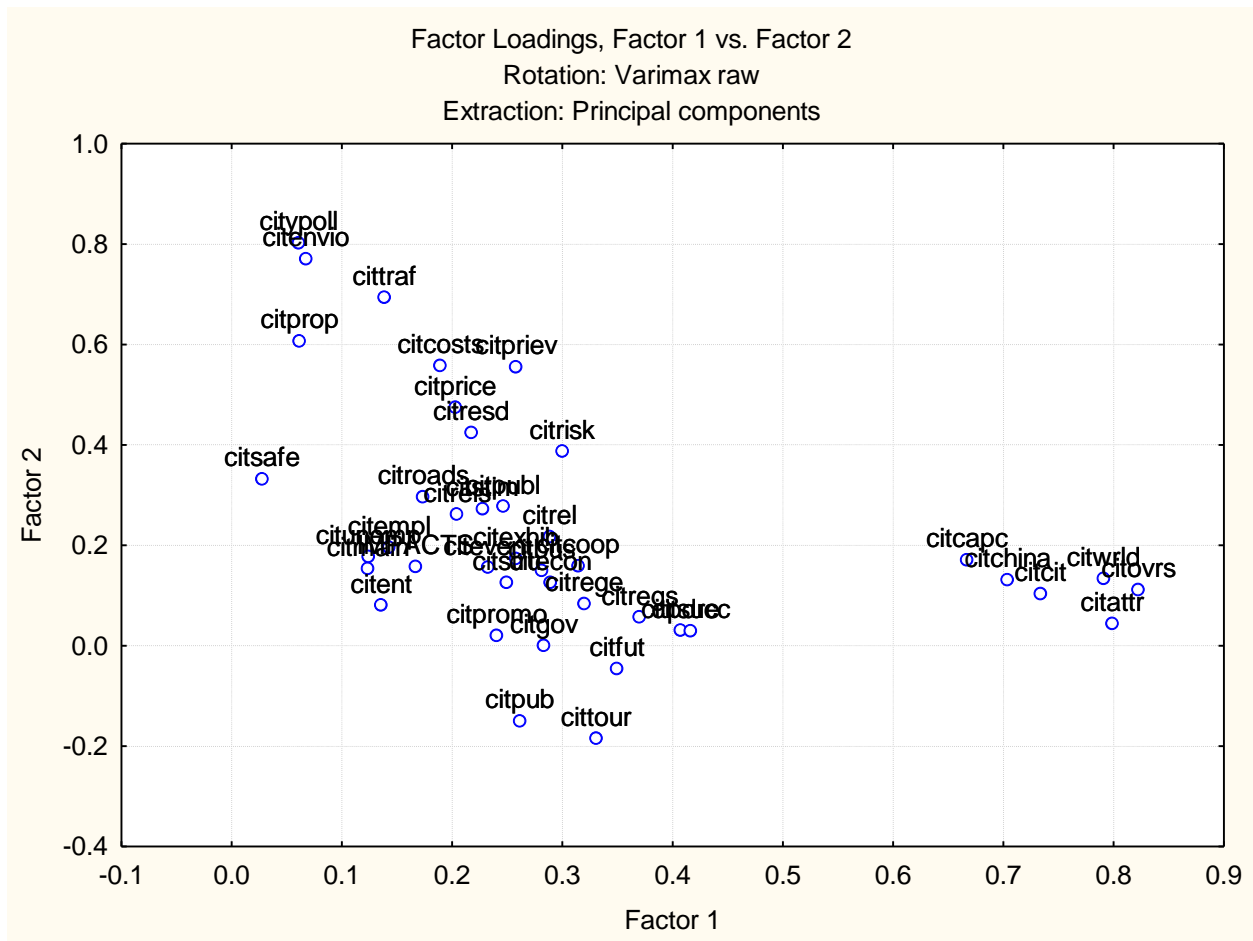
development						
The relationship between government and local residents	0.586	0.474	-0.383	0.446	0.416	0.236
Suitability of policies and regulations relating to events	0.538	0.128	-0.341	0.493	0.469	0.486
The city pollution level	0.128	0.813	-0.245	0.191	0.352	0.056
The damage to the natural environment	0.143	0.778	-0.212	0.190	0.309	0.089
The traffic congestion in the city	0.195	0.721	-0.403	0.277	0.247	0.069
Property values and rental costs	0.204	0.637	-0.291	0.194	0.158	-0.172
The total living costs	0.474	0.630	-0.421	0.426	0.532	-0.250
Price levels and management of prices for events	0.500	0.598	-0.353	0.439	0.201	0.097
Structure support - hotels, restaurants, shopping - (city)	0.429	0.225	-0.833	0.471	0.363	-0.027
The entertainment opportunities	0.436	0.188	-0.827	0.384	0.391	-0.186
Event facilities (city)	0.420	0.257	-0.820	0.401	0.339	-0.132
The maintenance of public facilities like parks and roads	0.339	0.239	-0.782	0.328	0.249	-0.060
The public service (medical, law, logistic, security)	0.313	0.356	-0.685	0.440	0.541	0.057
Quality of road infrastructure - highways etc	0.307	0.357	-0.641	0.347	0.274	0.154
The city's level of attraction to other city's people	0.533	0.123	-0.353	0.865	0.249	-0.063
The city's level of attraction to foreign people	0.437	0.176	-0.381	0.855	0.185	0.099
City brand image in the World	0.429	0.193	-0.333	0.831	0.286	0.163
The city's competitive position relative to comparable cities	0.481	0.184	-0.431	0.814	0.268	-0.086
City brand image in China	0.523	0.199	-0.295	0.792	0.358	0.037
For the city, event has improved Hangzhou's	0.502	0.248	-0.410	0.775	0.357	-0.038

total capacity						
The numbers of tourists	0.455	-0.102	-0.414	0.471	0.315	-0.154
Unemployment rate	0.220	0.229	-0.328	0.289	0.781	0.078
Employment rate and opportunities	0.424	0.267	-0.396	0.369	0.733	-0.041
City's safety level and crime rate	0.285	0.389	-0.446	0.242	0.675	0.046
The price of goods and service	0.488	0.551	-0.419	0.439	0.553	-0.274
Eigenvalue	16.25	3.16	1.93	1.62	1.33	1.11
Contribution to Variance	39.65	7.70	4.71	3.95	3.25	2.71
Alpha Coefficient	0.94	0.84	0.84	0.90	0.75	Na

Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.

Factor four related to improvements in the city's image and competitive position while the fifth factor clearly related to employment and crime. This left a final sixth factor that had eventuated from the criterion that the numbers of factors are determined by the number possessing an eigen value that is greater than one. Examination of a scree chart had showed that five factors was a 'useable' option, and thus table 7.2 retained the final sixth factor simply for completing the record. However it is evident that it fails the criterion of weightings being above 0.4. In total five factors account for 59.26 of total variance. While this figure is 'acceptable' it is below the usual required minimum of 60 percent. Generally factors should be clearly independent of each other as demonstrated by comparing a series of diagrams as illustrated by Figure 7.2 which shows a varimax solution where a clear distinction between one cluster of items and others can be discerned.

Figure 7.2 Indicative Independence of Factors



However, oblimin rotation was specifically selected because SPSS specifically provides a correlation matrix for the factors, which is shown in Table 7.3. From this it can be seen that factor one does correlate ‘highly’ with factors three and four (-0.043 and 0.593 respectively).

Table 7.3 Component Correlation Matrix

Component	1	2	3	4	5	6
1	1.000	.182	-.430	.593	.372	-.001
2	.182	1.000	-.270	.202	.264	.021
3	-.430	-.270	1.000	-.450	-.355	.071
4	.593	.202	-.450	1.000	.352	.028
5	.372	.264	-.355	.352	1.000	.050
6	-.001	.021	.071	.028	.050	1.000

Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.

However, linkages between economic development, entertainment, infrastructure, image and competitiveness are arguably linked even though distinct.

7.4 Factor analysis for the Scale – Impacts Events on Personal Lives

The full statistics for this analysis are shown in Appendix Five, the reason for this being that they complemented Table 7.2 although not wholly replicating it. Again using oblimin rotation six factors were found, these being:

1) Items relating to the management of events

Factors included like levels of promotion and media involvement, success of the event, suitability of policies and regulations relating to tourism, management of risk associated with events, etc.

2) Potential negative impacts on the environment traffic and prices

Some items involved in like city pollution level, total living costs, property values and rental costs increasing, price level and management of price for event, damage to the natural environment, and traffic congestion, etc.

3) Infrastructure aspects such as roads, facilities, restaurants etc

This factor is more about the city basic infrastructure like the entertainment facilities, structure support as hotel, restaurants, shopping places, high ways, etc.

4) The city's image and attractiveness for visitors

Items related to the level of city attraction to both international and domestic tourists, city brand and image in China and internationally, city's competitive position, etc

5) The regulatory framework

This factor is more concerned about the relationship between government and local business and future plan for event tourism development

6) Employment and security

The last factor shows more items under employment issue and safety areas like safety level, crime rate, number of tourists, and public service under logistic and security.

In total these six factors 'explained' 60.40 percent of the variance. The appendix also again shows the correlation matrix and coefficients exceeded 0.4 for factors 1, 3 and 4.

7.5 Factor analysis for the Scale – Importance of event assessments

This scale comprised 23 items from which five factors emerged. These are shown in Table 7.4, again using oblimin rotation. In total the five factors ‘explain’ 60 percent of the variance. Summarising the table the emergent factors might be said to be:

- 1) A somewhat difficult factor to interpret but one that offers discrimination based on convenience for residents in terms of prices and distance while also offering contact with a wider world

This factor is more about the event self, issues like the price of the entrance ticket, distance to the event park, choosing suitable event for the city, etc.

- 2) Social criticisms of MICE in terms of identifying alternative demands for governmental expenditure such as education and social policies

Some financial issues were involved in this factor group like government spent too much money on event, because hosting event property and rental price were increased, poorer people cannot afford the increasing living costs, and government should put money on education system rather than hosting event.

- 3) Stimulation of the local economy and gaining awareness of the city

This factor category involves many positive attitudes like hosting event can stimulate city economy and tourism industry, increasing the city awareness in the world, stimulate the local business development, and benefit for city development.

- 4) Personal interest and involvement with MICE subject matter

This factor category, respondents show high passion involve in the MICE like considering to attending more MICE in other cities, willing to attend Beijing Olympic and involve in the event process, etc.

- 5) The value of the event for quality of life

Issues involve in the factor category are more personal life like personal economic status will be better, like to live in the city, life getting more interesting, and city pride level.

Table 7.4: Importance of event assessments

	Component				
	1	2	3	4	5
The price of the entrance ticket is the most important factor	0.797	0.286	0.189	0.242	-0.101
I think distance to the event centre is the major impediment to my attending	0.754	0.273	0.202	0.250	-0.354
Hosting big event can entertains local residents	0.638	0.119	0.519	0.583	-0.259
Choosing event should fit for the city's culture and history	0.579	0.303	0.459	0.494	-0.089
Hosting big event is a good way to know other international culture	0.571	0.163	0.558	0.518	-0.313
I think government spending too much money hosting event	0.267	0.782	0.108	0.253	-0.147
Because hosting big event, the property values and rental costs will be increased	0.191	0.768	0.271	0.341	-0.074
Because of hosting big event, poorer people can no longer afford to live in the city area	0.084	0.738	0.138	0.200	-0.379
I think the government should use the money for education system	0.286	0.681	0.125	0.180	0.093
Hosting big event can quickly stimulate the city economy development	0.224	0.203	0.817	0.288	-0.413
I believe hosting big event will give Hang Zhou's tourism industry a direct positive impact	0.322	0.143	0.780	0.360	-0.243
Hosting big event can increase awareness of the city in the world	0.269	0.088	0.760	0.220	0.025
Hosting big event can quickly stimulate local business development	0.079	0.240	0.758	0.285	-0.357
Hosting big event is the best way to show to the world that the city's capacity	0.187	0.088	0.741	0.252	-0.374
Hosting big event always can have long term benefits for city development	0.344	0.110	0.709	0.427	-0.498
The event that relates to the people's livelihood is more interest and valuable	0.396	0.257	0.327	0.791	-0.181
I also will consider some important event in other city	0.346	0.344	0.257	0.727	-0.318
Attend the Beijing Olympics	0.004	0.188	0.144	0.725	-0.053
Visually the people and the city support the event	0.423	0.219	0.386	0.679	-0.370
I would love to have an opportunity to be involved in the event process	0.410	0.253	0.478	0.627	-0.268
I believe my personal economic status will be better	0.294	0.207	0.377	0.236	-0.783
Building the event theme park (Leisure Park) is worth	0.144	0.130	0.379	0.501	-0.659
Because Hang Zhou is hosting this type of event I like living here	0.429	0.185	0.459	0.308	-0.638
Because of hosting big event, life in Hang Zhou will be more interesting	0.435	0.212	0.481	0.401	-0.539
Eigenvalues	8.17	2.23	1.53	1.25	1.22
Contribution to variance	34.06	9.29	6.35	5.21	5.06
Alpha coefficient					

Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.

7.6 Summary

This chapter has shown that the datasets possess high reliability and good sampling adequacy as measured by tests such as the alpha coefficients and KMO. Additionally intuitively appealing factors emerge from an exploratory factor analysis. However before seeking to establish causal relationships using various forms of discriminate analysis there is first a need to examine the ways in which the attitudinal and socio-demographic and nominal data interact. One way to do this is to undertake a cluster analysis that seeks to assess the degree to which separate groupings of respondents can be identified within the dataset. This forms the subject matter of the next chapter.

CHAPTER EIGHT CLUSTER ANALYSIS

8.0 Introduction

As stated in chapter four one of the purposes of the project was to assess the degree to which residents might be divided by psychometric measures and also to what extent did behavioral and socio-demographic factors impact upon such clusters. Chapter six revealed that some socio-demographics such as gender had very little impact, whereas others like occupation did have a role to play while the behavioral variable of past visitation was a statistically significant variable in a number of instances.

This chapter presents the results of a series of analyses, being primarily a k-means sort of clusters based upon perceptions of the impacts of MICE on the city and personal daily life, and an analysis of the degree of common membership that existed. The next stage is a simple ANOVA as to cluster membership and evaluation of MICE policies. After that a two-stage cluster is reported that introduces the variables of income, education, occupation and past MICE visit behaviour to see if clusters become better defined. The processes were thus:

- Cluster based on perceptions of impacts on the city
- Characteristics of the clusters
- Cluster membership and event evaluation
- Combining nominal data with psychometric data

There are different forms of cluster analysis, and hierarchical and standard two-stage were assessed, but as is very common such an analysis simply sorted respondents into two clusters, the first scoring higher than the second. Consequently k-means was used, but this entails a series of value judgments on the part of the researcher who defines the numbers of required clusters and who then assesses the ‘validity’ of the outcome based on the numbers that comprise a cluster and the pattern of the scores. Decisions also have to be made about the extent to which outliers might be influencing cluster membership. It has already been noted that missing data existed but was infrequent and random, and thus to retain the full sample the item mean score was allocated to the missing value.

8.1 Clusters based on Perceptions of Impacts on the City

Of the alternatives examined a five cluster solution based on k-means seemed to offer the better interpretation. However, of these clusters 2 had very small numbers of respondents, and thus these were deleted from the analysis, leaving three clusters, which basically comprised a high,

medium and low score across the 25 items. The full result is shown in Table 8.1. In one sense this finding is not particularly enlightening, other than the three groups is more or less equally divided across the sample. Hence what are of more interest are the characteristics of the sub-samples. The first step is to compare them with clusters derived from the personal perspectives scale.

Table 8.1 Clusters derived from City Impact Scale

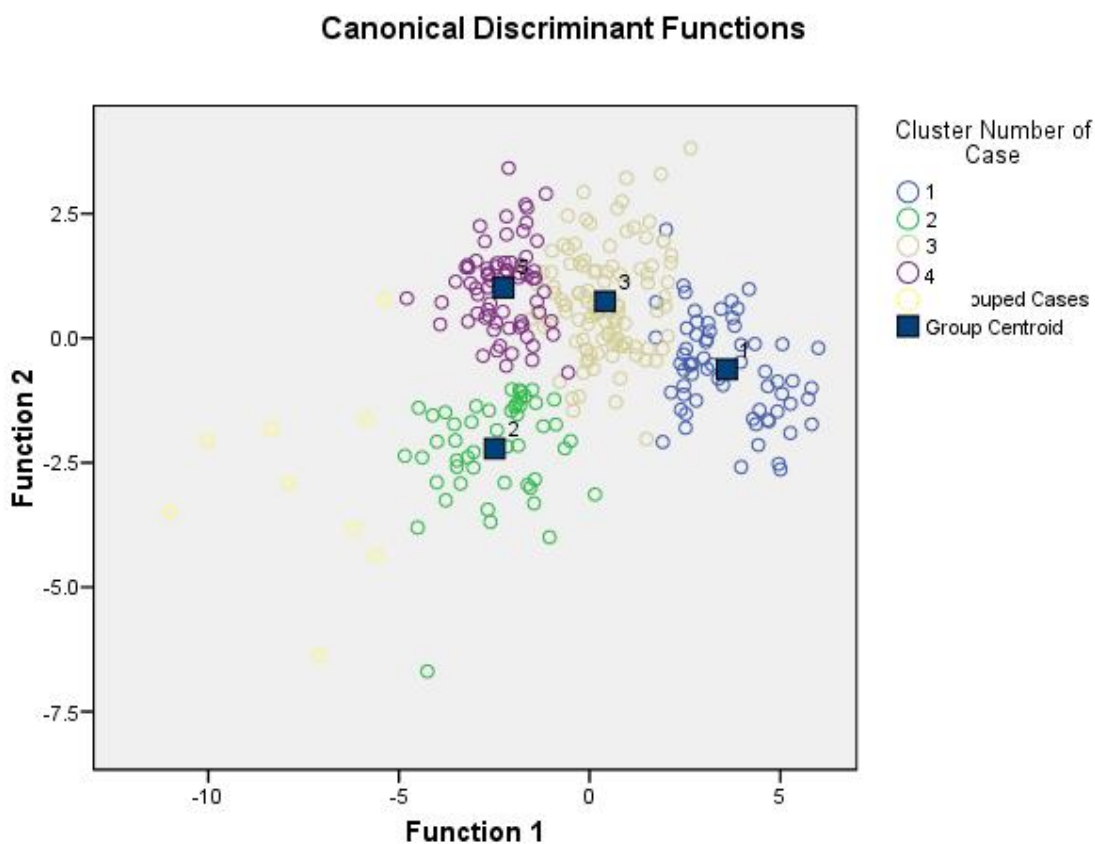
	1	2	3
Event facilities (city)	7.91	6.00	6.56
Structure support - hotels, restaurants, shopping - (city)	7.63	5.00	6.66
The entertainment opportunities	7.74	6.67	6.80
The maintenance of public facilities like parks and roads	7.42	6.67	6.47
The traffic congestion in the city	6.15	3.67	4.36
Quality of road infrastructure - highways etc	7.33	3.67	5.97
The public service (medical, law, logistic, security)	7.27	5.67	6.34
The damage to the natural environment	6.19	6.00	4.82
The city pollution level	6.16	6.00	4.86
Employment rate and opportunities	7.11	5.00	6.30
Unemployment rate	6.84	5.33	6.08
City's safety level and crime rate	6.95	5.67	5.76
The numbers of tourists	8.09	6.33	7.32
Property values and rental costs	5.94	8.67	4.32
The price of goods and service	7.19	6.33	5.55
The total living costs	7.02	5.67	5.50
Tourism's relationship with local business	7.65	6.67	6.66
Degrees of local and international business cooperation	7.56	5.33	6.80
Local business opportunities	7.73	5.00	6.73
The city economy as a whole	7.78	6.67	6.90
Pride in and satisfaction with the City	8.06	5.33	7.42
Government involvement in the Events Business	7.86	3.00	7.00
Levels of promotion and media involvement	7.89	4.67	6.95
Control of the City's event economy and business	7.57	3.33	6.67
Government promotion/encouragement to business participants	7.78	5.00	6.59
Price levels and management of prices for events	6.89	3.67	5.26
Management of risks associated with events	7.71	5.67	6.27
The success of the events	7.79	3.00	6.99
Suitability of policies and regulations relating to tourism	7.70	2.00	6.75
Suitability of policies and regulations relating to events	7.63	3.67	6.73
The relationship between government and the local authorities	7.55	6.67	6.60
Efforts to stimulate local business involvement in events	7.75	4.67	6.49
The relationship between government and local residents	7.50	6.33	6.09
The level of local public interest in events	8.02	3.33	7.07
Providing suitable plan for city's future event tourism development	7.69	4.33	7.01
City brand image in China	8.02	4.67	7.32
City brand image in the World	7.85	4.00	7.01
The city's level of attraction to other city's people	7.88	2.67	7.10
The city's level of attraction to foreign people	7.87	1.33	7.07
The city's competitive position relative to comparable cities	7.81	3.00	7.21
For the city, event has improved Hangzhou's total capacity	7.70	2.33	6.94
Numbers in the Cluster	135	106	149

Table 8.2 Clusters derived from Personal Perspective

	1	2	3	4
Event facilities (self)	7.43	5.17	5.79	5.19
Structure support - hotels, restaurants, shopping - (self)	7.42	5.47	6.03	5.52
The entertainment facilities and myself	7.69	5.83	6.08	5.71
The maintenance of public facilities	7.52	5.91	5.96	5.47
Traffic congestion	6.77	4.55	4.13	3.44
Quality of road infrastructure - highways etc	7.28	5.39	5.81	5.09
The public service (medical, law, logistic, security)	7.59	5.74	6.09	5.04
The damage to the natural environment	6.78	5.09	4.86	4.03
The city pollution level	6.44	5.33	4.82	3.79
Employment rate and opportunities	7.47	5.43	6.01	4.83
Unemployment rate	7.21	5.29	6.08	4.86
City's safety level and crime rate	7.14	5.27	5.69	4.52
The numbers of tourists	7.87	5.69	7.13	6.86
Property values and rental costs	5.05	4.62	4.00	3.45
The price of goods and service	7.01	5.00	5.16	4.60
The total living costs	6.99	4.90	5.14	4.27
Tourism's relationship with local business	7.51	5.35	6.27	5.27
Degrees of local and international business cooperation	7.53	5.42	6.36	5.36
Local business opportunities	7.66	5.43	6.50	5.63
The city economy as a whole	7.63	5.42	6.86	6.03
Pride in and satisfaction with the City	7.87	5.63	7.25	6.41
Government involvement in the Events Business	7.89	5.34	7.09	6.27
Levels of promotion and media involvement	7.78	5.47	7.16	6.30
Control of the City's event economy and business	7.58	5.32	6.70	5.65
Exhibitor involvement	7.47	5.13	6.67	5.76
Price levels and management of prices for events	7.12	4.95	5.61	4.19
Management of risks associated with events	7.49	5.67	6.37	5.16
The success of the events	7.74	5.24	7.20	5.94
Suitability of policies and regulations relating to tourism	7.67	5.09	6.66	6.00
Suitability of policies and regulations relating to events	7.65	5.31	6.87	5.95
The relationship between government and the local authorities	7.60	5.47	6.63	5.60
Efforts to stimulate local business involvement in events	7.68	5.25	6.78	5.76
The relationship between government and local residents	7.57	5.31	6.32	5.34
The level of local public interest in events	7.59	4.97	7.26	6.87
Providing suitable plan for city's future event tourism development	7.47	5.18	7.04	6.26
City brand image in China	7.56	5.38	7.27	6.43
City brand image in the World	7.74	5.58	7.10	6.05
The city's level of attraction to other city's people	7.83	5.26	7.14	6.26
The city's level of attraction to foreign people	7.74	5.31	7.11	6.14
The city's competitive position relative to comparable cities	7.79	5.37	7.09	6.13
For me personally, events have improved my own life quality	7.22	5.22	6.43	5.66
Numbers in the cluster	79	67	144	102

The data for the clusters are shown in Table 8.2 and in this case 4 clusters emerged of unequal numbers. The largest was the third cluster numbering 144 in total. The main focus for this group is the image of the city with items such as ‘city brand image in China’ scoring 7.27. The second largest group (cluster 4 in the table, numbering 102 respondents) appears to shadow cluster three but is less concerned with event entry prices and management as well as the city image due to MICE. Cluster 1 comprises 79 respondents who scored the highest of the four groups, however most of high factors are mainly related to city elements like ‘public facilities’, ‘public service’, ‘government involvement in the event business’ and ‘city economy as whole’ etc. The only one factor with low score in cluster one was ‘Property value and rental costs’ scoring 5.05 and this factor was also only factors scored in low score in four clusters. While cluster two comprises only 67 respondents and mainly scored around 5, ‘The maintenance of public facilities’ was the highest score 5.91. This interpretation is confirmed by the canonical discriminant analysis summarised in Figure 8.1 where cluster 4 (in purple) is located to the left of cluster 3 (in beige) and above cluster 2 (in green). Clusters 1 and 2 are clearly separated.

Figure 8.1 Testing Clusters Based on Personal Interests



The next stage was to assess the degree of ‘cross over’ between the two sets of cluster. According to the theoretical structure proposed in chapter 4 and summarised as Figure 4.3 there should be some degree of separation between the two sets of clusters. The first method of testing was a simple cross tabulation between the two. This produced Table 8.3.

Table 8.3 Cross Tabulation between Clusters based on City and Personal Perspectives

			Cluster Number of Case (City)			Total
			1	2	3	
Cluster Number of Case (Personal)	1	Count	70	8	1	79
		Expected Count	27.3	30.3	21.4	79.0
		Residual	42.7	-22.3	-20.4	
	2	Count	15	27	21	63
		Expected Count	21.8	24.2	17.0	63.0
		Residual	-6.8	2.8	4.0	
	3	Count	41	94	9	144
		Expected Count	49.7	55.3	39.0	144.0
		Residual	-8.7	38.7	-30.0	
	4	Count	8	20	74	102
		Expected Count	35.2	39.2	27.6	102.0
		Residual	-27.2	-19.2	46.4	
Total		Count	134	149	105	388
		Expected Count	134.0	149.0	105.0	388.0

This shows that the two high scoring clusters heavily overlap, which raises an issue as to whether the 70 respondents responsible for this are truly MICE enthusiasts or are simply conditioned to score high. On the other hand the distribution of ‘personal perspective’ low scorers are not heavily concentrated in the low scoring city perspective cluster, thus indicating that the scales were being used to measure difference, thereby suggesting that the 70 high scorers are indeed unconditional MICE supporters. Assessing the residuals indicates a differential pattern across the matrix, which is however ‘mixed’. The distribution is statistically significant as measured by Cramer’s V (a test of distribution for nominal data) where $p < 0.001$ but the Spearman correlation is 0.58 ($p < 0.001$), which is higher than required if the proposition in Figure 4.3 was to be wholly supported.

8.2 Characteristics of the clusters

The next stage was to assess the composition of the clusters. As before in chapter 6 gender factor was not a differentiating variable. In turn age, education, income, occupation and past attendance at MICE were assessed. Using Cramers V and Spearman's correlation no statistically significant relationships were found between cluster membership and these variables other than in the case of occupation, where the statistical significance was 'spurious' due to the large number of cells containing a frequency of less than 5. It could only be concluded that the psychometric measures were independent of the socio-demographic variables.

That left the variables of past attendance at a MICE event. In the case of the city perspectives scale this did prove statistically significant with Cramers V = 0.185, $p=0.001$. Cluster one (high scorers) were over-represented in those that had attended an event and under-represented among those that had not attended an event, while cluster three (low scorers) showed an inverse relationship. For the personal daily life scale, Cramers V = 0.147, $p=0.037$. Again the highest scorers were over-represented among those who had attended a past event, while cluster four who scored generally high but not on issues relating to event management were under-represented amongst those who had attended, and over-represented among those who had not attended. They are therefore an interesting cluster in that they perceive that they have benefitted from MICE but are not directly affected by attending either Expo 2006 or other past MICE.

8.3 Cluster membership and event evaluation.

Table 8.4 again establishes that there are some differences between those who have and have not attended MICE, but the differences are of interest. Thus, for example, the score for wishing to attend the Olympics is higher than for those who had not attended MICE in the last 5 years, but this may have something to do with the nature of the Beijing Olympics which attracted scores in excess of 7.0 for both groups. Also interestingly those who had not attended also tended to score higher the impact of MICE on generating a favorable image for Hang Zhou. On the other hand those who had visited MICE were generally very supportive of MICE as a means of promoting city economic and general development.

8.4 Combining nominal data with psychometric data

Given that socio-demographics generally had no statistical relationship with attitudes, but past attendance was significant in some, but not all measures, it was thought that it might be of interest to see if adding the attendance data to the psychometric data might improve the clustering. The means by which this is done is through the use of two-step cluster analysis. Table 8.5 presents a summary of findings with reference to cluster numbers of city perspectives and attendance at a MICE event, and the first impression is that the inclusion of this variable does impact on cluster membership.

Table 8.4 Differences in Evaluations between those who have and have attended MICE

	Have you attended any events in the last 5 years?	N	Mean	Std. Deviation	T-test
Hosting big event can increase awareness of the city in the world	Yes	274	6.6241	1.45793	2.87**
	No	128	6.1641	1.57629	
Hosting big event is the best way to show to the world that the city's capacity	Yes	276	6.1304	1.58780	2.27*
	No	129	5.7364	1.69797	
Hosting big event can quickly stimulate the city economy development	Yes	275	6.3345	1.47141	2.05*
	No	126	5.9444	1.39889	
Hosting big event always can have long term benefits for city development	Yes	273	6.5897	1.39860	2.12*
	No	123	6.2683	1.37943	
Because hosting big event, the property values and rental costs will be better	Yes	271	6.7269	1.68192	2.07*
	No	128	6.3203	2.11457	
Choosing event should fit for the city's culture and history	Yes	272	6.9816	1.38642	2.02*
	No	125	6.6560	1.30819	
Attend the Beijing Olympics	Yes	275	7.3600	1.53946	-2.39*
	No	128	7.7422	1.37610	
What do you think about the price of this event	Yes	276	3.3986	1.84702	-4.21***
	No	129	4.3256	2.46273	
Maintaining a high level of economic growth	Yes	275	2.8945	1.35886	2.67**
	No	129	2.5194	1.22539	
Increasing the reputation to the world	Yes	275	2.7891	1.41133	-2.99**
	No	129	3.2326	1.34345	
Maintaining a high level of economic growth	Yes	275	2.9455	1.37520	3.99**
	No	129	2.4574	1.28092	
Increasing the reputation to the world	Yes	275	2.9782	1.49436	-4.28***
	No	129	3.6434	1.36243	

Table 8.5**A Two-step cluster analysis of City Perception**

		Yes		No	
		Frequency	Percent	Frequency	Percent
Cluster	1	11	5.4%	4	4.7%
	2	11	5.4%	22	25.6%
	3	51	25.0%	12	14.0%
	4	65	31.9%	26	30.2%
	5	66	32.4%	22	25.6%
	Combined	204	100.0%	86	100.0%

However, two-step cluster analysis is working on a smaller sample than that previously used, as it only involves that part of the sample that answered all questions and does not permit missing data. Replicating those conditions with the psychometric variables only resulted in a different set of numbers in the clusters, with one cluster possessing 102 members and another with over 100. It could be concluded that past attendance at a MICE was potentially a significant variable in the analysis.

Given this, two observations might be made. First, it seemed that it was necessary to use this as a determining variable in trying to measure possible evaluations of MICE. The second is to question whether it is a first order determinant, or whether it is a second order or proxy variable in that the question arises, what is it that determines attendance? The next chapter therefore uses multiple regressions to begin to answer these questions.

CHAPTER NINE EXAMINING CAUSAL RELATIONSHIPS

9.0 Introduction

The previous chapters have described the overall results and indicated that the scales for city and personal perspectives can be reduced to a smaller number of factors, and that the sample can be divided into clusters based on the same scales. In terms of the proposition associated with Figure 4.3, what has not been shown is whether any causal linkages exist between these factors and evaluations of MICE and Hang Zhou's policies? In terms of Figure 4.3 and subsequent analysis one can identify four potential items that can serve as proxies for the policies, namely:

- Hosting major events can quickly stimulate the city's economic development (Stimcity)
- Hosting major events can always have long term benefits for city development (Citydev)
- Hosting major events can increase an awareness of the city in the world (Image)
- I think government is spending too much money on hosting events (Critical)

The first three items refer to economic progress, wider development that includes infrastructure and entertainment facilities and city image, while the fourth covers the critical concerns expressed by respondents in a general manner.

Let the factors from the two scales, City Perspectives and Personal Perspectives be simply labelled Cityfac1...Cityfac5 and Persfac1...Persfac6 respectively.

The model suggests that:

$$\text{Stimcity} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

$$\text{Citydev} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

$$\text{Image} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

$$\text{Critical} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

For purposes of assessing a simple linear regression, the mean aggregated factor scores can be used as the first stage in the analysis. The second stage of the analysis can use stepwise multiple regressions introducing all the separate items to better identify the individual items that determine the determined variables of Stimcity, Citydev, Image and Critical. A third stage would be to introduce nominal data, particularly given that past attendance appears to be a determinant variable. For this multinomial logistic regression is used given that data such as past attendance, age, income, employment etc are nominal or categorical data.

Given the nature of the items used, there is a high probability of multicollinearity. For example one can expect high correlations between the different items that relate to, say, the city image. Indeed, if there was an absence of correlation it would not be possible to create factors, which might be described as items possessing high correlation. This is therefore tested by the tolerance (for scores between 0 and 1) and variance inflation factor (for scores between 1 and less than 10). Additionally one can look for the Durbin Watson statistic, for which an ideal figure is 2, meaning that there is a lack of positive or negative autocorrelation between the residuals. SPSS also produces a chart of residuals, where the desired outcome is one where the residuals follow a 45 degree line, implying a good fit between expected and observed data. For purposes of reporting the data, given that all determining scales use the same measure, unadjusted coefficients of determination (R^2) and beta coefficients (β) are reported.

Consequently the next sections of this chapter take each of the above four determined variables in turn to assess what might be the determining variables.

9.1 Determining an evaluation of MICE on Hang Zhou's economic development

The first step is to evaluate:

$$\text{Stimcity} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

The results for the first analysis are shown in Table 9.1. The coefficient of determination (R^2) equals 0.19, that is, 19 percent of the variance in the evaluation of MICE on Hang Zhou's economic development is due to the factors listed. Given that the determinants are factor mean aggregate scores, multi-collinearity is not an issue here.

Table 9.1 Determining the evaluation of MICE on Hang Zhou’s economic development

Mode 1		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	1.772	.545	3.251	.001
	cityf1	.302	.120	2.516	.012
	cityf2	-.033	.096	-.348	.728
	cityf3	.254	.091	2.792	.005
	cityf4	.080	.105	.759	.448
	cityf5	-.002	.089	-.021	.983
	persfac1	.057	.127	.448	.654
	persfac2	.255	.117	2.181	.030
	persfac3	-.092	.090	-1.026	.305
	persfac4	-.215	.115	-1.868	.062
	persfac5	.036	.092	.397	.692
	persfac6	.075	.101	.744	.457

Dependent Variable:

Hosting major events can quickly stimulate the city’s economic development

The main determinants as measured by beta scores are cityfac1, cityfac3, persfac2 and negatively persfac4. These are measures of:

City Perceptions

Cityf1 - Factor 1, labelled “Government event management and local economy stimulation”, relates to governmental involvement and its policies relating to urban regeneration and economic gain.

Cityf3 – Factor 3, related to city infrastructure.

Personal Perceptions

Persfac2 - Potential negative impacts on the environment, traffic and prices

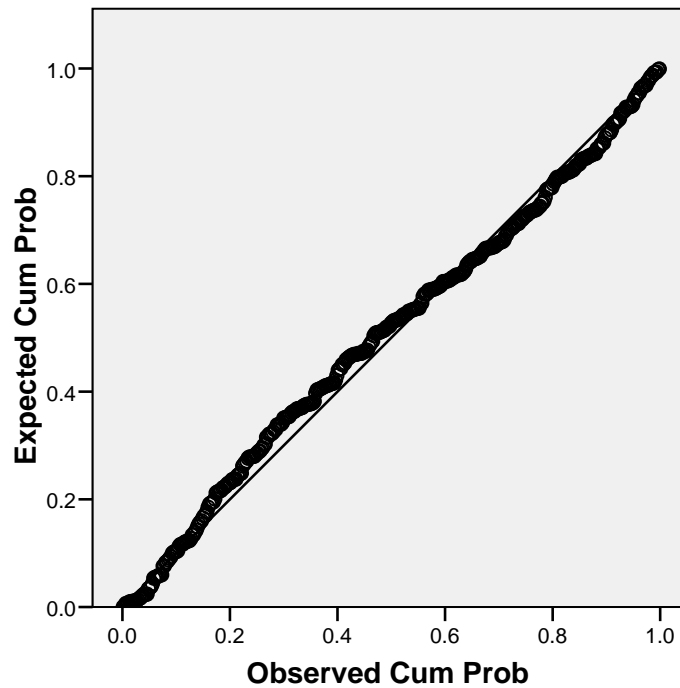
Persfac 4 - The city’s image and attractiveness for visitors (but note $p=0.06$)

It thus appears that the evaluation of MICE impacts on the City are primarily governed through evaluations of government event management, changes to the city’s infrastructure, and negative ways in which respondents are affected by changes to the environment, traffic and prices and benefits derived from a change in the city’s image. Figure 9.1 presents a plot of the residuals and this indicates a good fit exists between the expected and observed data.

Figure 9.1 Residual
Analysis

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Hosting big event can quickly stimulate the city economy development



The next stage in the analysis was to identify individual items that had predictive significance using the stepwise function in SPSS. Using this technique the coefficient of determination started at 0.12 but doubles to 0.25 with seven items accounting for this. Table 9.2 summarizes the data, and lists the seven items. The Durbin Watson statistic is 1.95, and tolerance and VIF data are within the required guidelines. Generally the two sets of analysis are congruent with each other.

Table 9.2 Determination of Evaluation of MICE impacts on City Economy

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	2.907	.406	7.153	.000
Event facilities (city)	.200	.046	4.373	.000
The relationship between government and local residents	.192	.049	3.955	.000
Tourism's relationship with local business	.134	.055	2.458	.014
The city pollution level	.095	.042	2.278	.023
City brand image in China	-.150	.047	-3.218	.001
Local business opportunities	.190	.058	3.306	.001
The entertainment facilities and myself	-.122	.052	-2.351	.019

Attempting to improve the data fit by adding nominal data did not produce any improvement: indeed the Cox and Snell Pseudo Coefficient fell to zero and a classification table showed that less than half of the respondents were allocated to a ‘correct category’. This indicates that the psychometric measures are telling and independent of the nominal data.

9.2 Determining an evaluation of MICE on long term city development

The evaluation is now of:

$$\text{Citydev} = f(\text{Cityfac1} \dots \text{Cityfac5}, \text{Persfac1} \dots \text{Persfac6}).$$

and Table 9.2 summarises the results. In this case $R^2=0.22$. Again there was no issue of multicollinearity.

As above, the main city factors are Government event management and local economy stimulation” ($\beta=0.18$) and city infrastructure ($\beta=0.21$), but this time cityf4 (which is related to improvements in the city’s image and competitive position) also has a role ($\beta=0.17$). However, only the second and third of these factors are statistically significant. Persfac 4 - The city’s image and attractiveness for visitors – is the main personal impact factor ($\beta=-0.27$, $p=0.011$). Again an examination of the residuals provides a good fit.

Table 9.3**Determinants of Perceived Impacts of MICE on Long Term City Development**

Mode 1		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	Constant	1.770	.511	3.463	.001
	cityf1	.183	.113	1.626	.105
	cityf2	.016	.090	.176	.860
	cityf3	.214	.085	2.507	.013
	cityf4	.174	.098	1.772	.077
	cityf5	.089	.084	1.068	.286
	persfac1	.145	.119	1.216	.225
	persfac2	.121	.110	1.100	.272
	persfac3	-.145	.084	-1.719	.086
	persfac4	-.276	.108	-2.551	.011
	persfac5	.094	.086	1.098	.273
	persfac6	.128	.094	1.361	.174

Dependent Variable: Hosting major events can have long term benefits for city development

Table 9.4**Determinants of Perceived Impacts of MICE on Long Term City Development (individual items)**

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	2.341	.384	6.100	.000
The success of the events	.218	.051	4.295	.000
The relationship between government and local residents	.162	.045	3.640	.000
Tourism's relationship with local business	.191	.047	4.061	.000
City brand image in China	-.116	.049	-2.347	.019
The public service (medical, law, logistic, security)	.166	.049	3.405	.001
The city economy as a whole	.161	.051	3.138	.002

The city's competitive position relative to comparable cities	-.131	.056	-2.320	.021
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Examining the individual items as shown in Table 9.4 found again seven items ‘explaining’ 31 percent of the variance in the determined variable, with the Durban-Watson statistic being 1.97. It is notable that the first three items alone account for 25 percent of the variance, and from that perspective it might be said that these three variables hold the key to long term development of MICE and city development in Hang Zhou.

Running a multi-nominal logistic regression achieved a classification fir of 71 percent, but it also showed that of the socio-economic variables only employment status was statistically significant. However, the overall fit of the model can only be described as poor and the Cox and Snell Pseudo Coefficient was again zero. Possibly the main finding from this analysis was that past attendance at a MICE was not statistically significant.

9.3 Determining an evaluation of MICE on the city image in the World

In this case the coefficient of determination equals 0.17, the relationships is significant, free from multicollinearity and Table 9.3 shows the beta coefficient. As might be expected, the main determinants relate to government event management and economic development ($\beta=0.41$), city infrastructure ($\beta=0.35$), costs and negative impacts of MICE ($\beta=-0.24$), personal impacts of employment, safety and security ($\beta=-0.34$) and personal impacts of negative environmental and traffic and price effects ($\beta=0.30$).

Table 9.5 Determinants of evaluating MICE impacts on the city image in the world

Mode 1		Unstandardized Coefficients		T	Sig.	Collinearity Statistics	
		B	Std. Error			B	Std. Error
1	Constant	2.879	.572	5.033	.000		
	cityf1	.409	.126	3.246	.001	.360	2.778
	cityf2	-.241	.100	-2.409	.016	.299	3.345
	cityf3	.354	.095	3.713	.000	.422	2.368
	cityf4	-.013	.110	-.117	.907	.348	2.870
	cityf5	.065	.094	.692	.489	.404	2.474
	persfac1	-.154	.134	-1.150	.251	.263	3.807
	persfac2	.305	.123	2.486	.013	.244	4.100
	persfac3	-.046	.094	-.491	.624	.369	2.707
	persfac4	.129	.121	1.070	.285	.258	3.880
	persfac5	.074	.096	.774	.440	.374	2.673
	persfac6	-.345	.106	-3.271	.001	.361	2.772

Dependent Variable: Hosting big event can increase awareness of the city in the world

Yet again single items were examined and seven items were found to ‘explain’ 21 percent of the variance, but of this total three items ‘explained’ 18 percent of variance. The Durbin Watson statistic was 1.77. Tolerance and VIF statistics were again of a required nature.

The three main items are shown in Table 9.6.

Table 9.6 Items Contribution to Coefficient of Determination.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R ² change Change
1	.371(a)	.138	.136	1.39857	.138
2	.414(b)	.171	.167	1.37279	.034
3	.429(c)	.184	.178	1.36411	.012
4	.440(d)	.194	.186	1.35734	.010

- 1 Predictors: (Constant), Event facilities (city)
- 2 Predictors: (Constant), Event facilities (city), The success of the events
- 3 Predictors: (Constant), Event facilities (city), The success of the events, The entertainment facilities and myself

4 Predictors: (Constant), Event facilities (city), The success of the events, The entertainment facilities and myself, Degrees of local and international business cooperation

All the items were statistically significant at $p < 0.026$ and fit well with the analysis in section 9.2 – indicating a link between long term city development and image of Hang Zhou. On this occasion however, the multi-nominal logistic regression was successful with a Cox and Snell Pseudo coefficient being as high as 0.97. Of the categorical data only level of education and past attendance at a MICE event were shown as significant at $p < 0.001$. The other determining items from the personal perspectives where $p < 0.001$ related to MICE have a personal impact on self and business, implying that within the sample there were some who had business interests related to the MICE industry. Of the city perspectives, the key items were impacts on city traffic and congestion, impacts on the city economy, government promotion of business interests, and the success of the events.

Taken as a whole what seems to drive perceptions of whether Hang Zhou is able to generate a global awareness and image is not so much government involvement in marketing per se, but whether the city is able to generate actual business from the MICE policy, generate better city facilities and traffic flow and create MICE that are perceived as successful – of which possibly a key criterion of success is not simply visitor numbers but the spending and profitability that stems from the MICE. However, there are caveats to the findings. One is that while the model does display good classification fit, there is a significant issue of empty cells and while the forecast model does allocate zero sums to these cells, the overall validity of the model remains to be tested. This issue is taken up in section 9.5.

9.4 Determining an evaluation of whether too much money is spent on MICE.

In this case the coefficient of determination is much lower at 0.077 and the main factor operating as a determinant is the personal perception factor of employment, safety and security. The item analysis also again indicated a weak pattern of relationships with nine items emerging where $p < 0.025$, but these ‘explained’ 17 percent of the variance. It can be concluded that determinants of whether money is being wasted on a MICE policy are much more diffuse, but they are of an expected nature. For the record the none items were labelled ‘City's safety level and crime rate’, ‘Unemployment rate’, ‘Quality of road infrastructure - highways etc’, ‘Government promotion/encouragement to business participants’, ‘For me personally, events have improved my own life quality’, ‘The city pollution level’, ‘Event facilities (self)’, ‘Event facilities (city)’,

and ‘Structure support - hotels, restaurants, shopping - (city)’. One reason for the diffuse nature of the number of variables and relationships is because on the whole the sample was supportive of Hang Zhou’s policies in regard to MICE and Expo 2006.

The final stage was to again run a multi-nominal logistic regression. As in section 9.3 this was found to generate a positive Cox and Snell score, again of 0.97. It had previously been noted that the ‘solution’ was diffuse, and this is clearly indicated in the Likelihood Ratio tests, and a summary of this is shown in Table 9.7. From the items listed the concerns do not appear to be about economic policies as much as a sense of civic wellbeing in a MICE policy that attracts visitors, involves local businesses, and at a personal level produces a safe, entertaining city that is affordable. While this interpretation has a prima facie logic, again it should be noted that the equation is not wholly rigorous due to a large number of empty cells for the reasons discussed in the next section.

Table 9.7 Likelihood Ratio Tests For ‘Too Much Money Spent on MICE’

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	.029(a)	.000	0	.
Personal Perspective				
Entertainment facilities	357.976(b)	357.947	8	.000
Public services affecting self	338.434(c)	338.405	8	.000
City crime and public safety	72.675(b)	72.646	8	.000
Pride and satisfaction with city	239.961(b)	239.932	8	.000
The price of goods and services	807.240(c)	807.211	8	.000
Appropriate tourism policies	271.527(c)	271.498	8	.000
Improved quality of life	500.396(b)	500.367	8	.000
City perspectives				
Local and Intl Business cooperation	366.205(b)	366.176	8	.000
Stimulating local business in MICE	240.947(b)	240.918	8	.000
Level of public interest in events	233.411(b)	233.382	8	.000
City image in China	26.741(b)	26.712	8	.001
Attractiveness of city to other Chinese visitors	218.439(b)	218.410	8	.000
Attractiveness of city to overseas visitors	87.585(b)	87.556	8	.000
Monthly salary	453.658(c)	453.629	40	.000
Level of education	212.130(b)	212.101	40	.000
Past events attended	147.303(b)	147.274	8	.000

9.5 Path Analysis

Thus far the regression analyses has shown that the factors possess some predictive ability and that of the categorical data the general socio-demographics have limited value as determining variables, only employment status, education and particularly past attendance having some statistical significance at varying times. It was also noted in section 9.3 that issues occurred within the multi-nominal logistic regression. Essentially this was an issue of empty cells occurring in the data – a problem that was due to the number of cells created by the large numbers of variables when compared to the size of sample. Although a sample of over 400 is generally regarded as sufficient, there are problems occurring in this technique, as each item has nine cells associated it with it due to the nine-point scale used, and with some sub-sample groups, for example age groups, being small in number, there were insufficient numbers of respondents to fill all the cells.

Another issue is a need to assess the interplay between the different factors and variables. Figure 4.3 produced a set of possible relationship to be explored, and these have been duly analysed above, but in a sense the analysis is only partial due to assumptions of independence between different variables. One way to further assess the model is to assume degrees of inter-dependence. In theory one way of undertaking this is to utilise structural equation modeling or confirmatory factor analysis. This is a technique that is subject to high degrees of manipulation (Mazanec, 2009, Ryan, 2009) to a degree where it is legitimate to argue that researchers may have over-manipulated data to obtain high goodness of fit indices, but have failed to note that parsimonious approaches may be better and the real issue is that a model has not been supported. Of more practical concern in this thesis is that it can be argued that EFA and CFA should not be performed on the same data set. Klein (2004) noted that one seeks to explore relationships and thus the latter should be tested on a second set of data. For this reasons this study reverts to a path analysis that tests for causal relationships within linear relationships. For this the software package AMOS V was used. The first relationship that was analysed was to take the four evaluative criteria from section 9.0, namely:

- Hosting major events can quickly stimulate the city's economic development (Stimcity)
- Hosting major events can always have long term benefits for city development (Citydev)
- Hosting major events can increase an awareness of the city in the world (Image)

I think government is spending too much money on hosting events (Critical)
 And argued that they created the latent (unobserved) variable ‘Evaluation of MICE policy’ and measured the relationships between the four and the dependent, latent variable. The results were:

Table 9.8 Maximum Likelihood Estimates

Regression Weights:

	Estimate	S.E.	P
Image <--- Evaluation	1.000		
Stimcity <--- Evaluation	1.488	.177	***
Citydev <--- Evaluation	1.048	.113	***
Critical <--- Evaluation	.335	.103	.001

Intercepts:

	Estimate	S.E.	P
Image	6.479	.075	***
Stimcity	6.213	.073	***
Citydev	6.482	.070	***
Critical	6.248	.077	***

Variances:

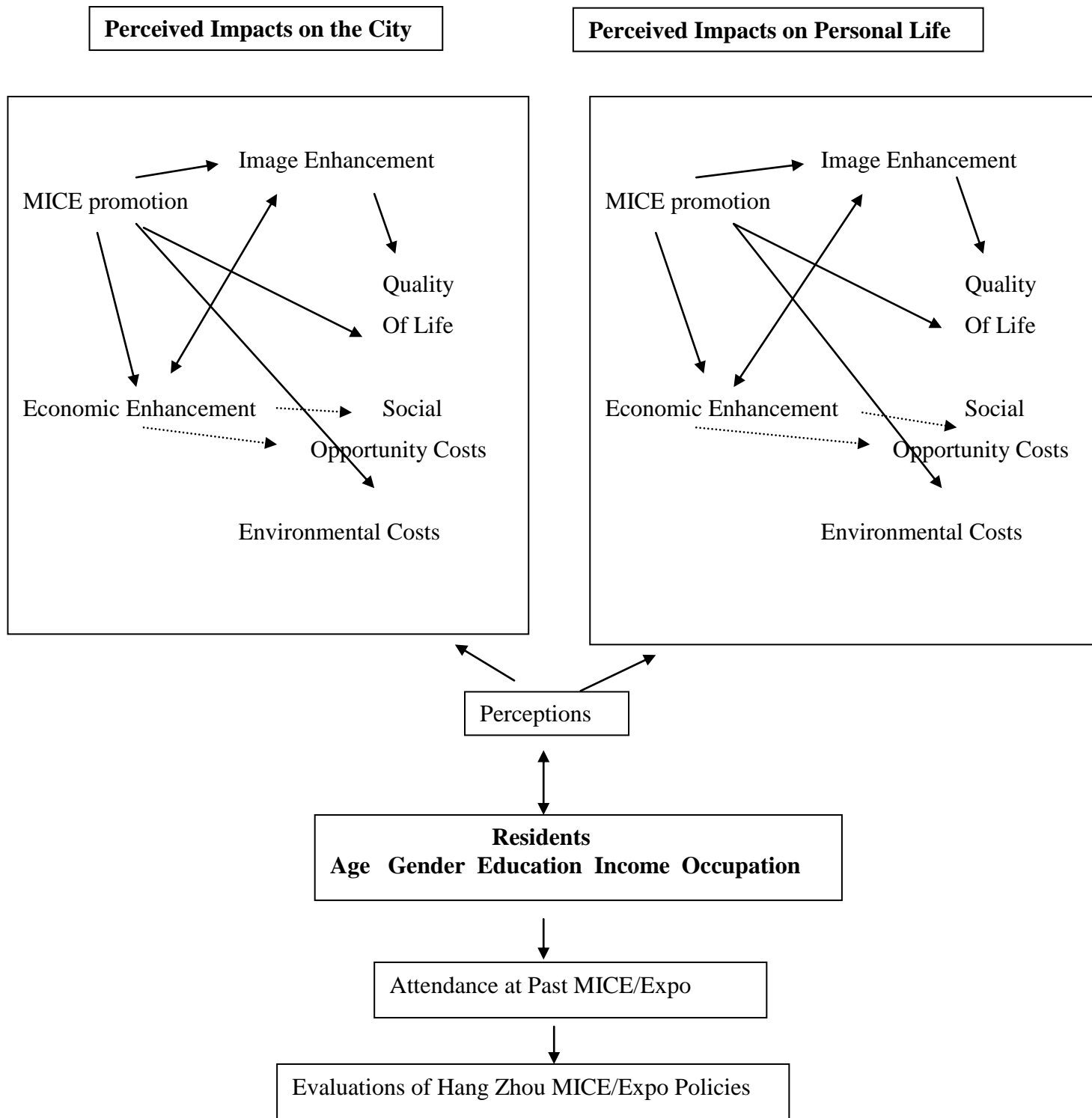
	Estimate	S.E.	P
Evaluation	.732	.139	***
Error – Image	1.544	.131	***
Error – Stimcity	.497	.162	.002
Error – City dev	1.145	.114	***
Error – Critical	2.268	.164	***

From these it can be seen that all results are statistically significant at $p < 0.002$ or less, but that the Critical has the lowest regression weight, the highest variance and hence the highest error rate in explaining the lowest proportion of variance in the determined variable ‘Evaluation’. The next section of results tests the fit of the model. The literature on path analysis and SEM provides a wide range of fit measures, and these can be seen in Klein (2004). The commonest, but prone to error is the CFI (Comparative Fit Index), which was 0.989. Many researchers favour the RMSEA, which was 0.062. RMSEA (Root Mean Square Error of Approximation) and is often used because it eliminates the size of the sample as affecting results. While many authorities state the RMSEA should be below 0.05, a minority will accept values of less than 0.1. In this

case the former is preferred as a criterion, and the issue can be seen that it is the variable ‘Critical’ that reduces the goodness of fit.

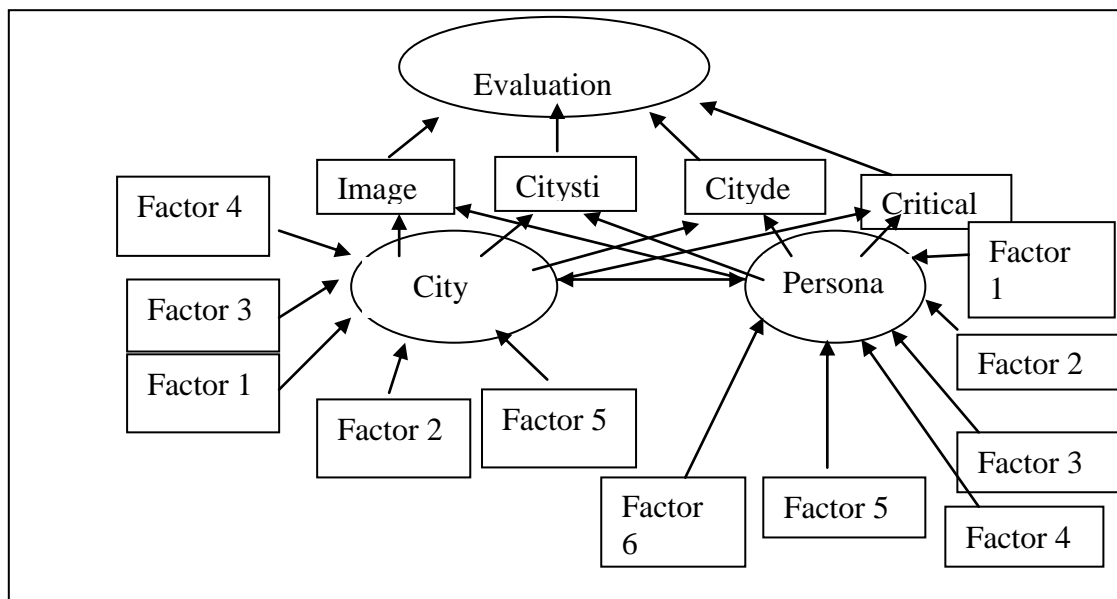
Accepting this it is possible to progress to the fuller path diagram that was established as Figure 4.3, and which is reproduced again here for ease of reference. As Figure 9.2.

Figure 9.2 Framework for Research Design



To utilize this diagram in full for a path analysis would create a difficult and overly complex set of relationships, and in any case models used in theory building are often required to be parsimonious. Given that the results from chapter seven on factor analysis, the regression analyses above and understandings derived from chapter eight on cluster analysis enable two simpler alternatives to be constructed. This is illustrated in Figure 9.3.

Figure 9.3 Path Analysis for Evaluating MICE Policies



For this model the CFI was 0.73, while the RSMEA was 0.17: both statistics indicating that the model failed the usual criteria as producing a good fit between model and data set. The squared multiple correlation for the ‘Critical’ factor was very low at 0.049 (compared to, say, ‘Stimcity’ at the other extreme, which was 0.823. that Given that the weakest part of the model, at least statistically, was the linkage between City and Personal Perspectives and the Critical factor, this last factor was deleted. At first sight this looked good in that the CFI was equal to 1.0, but the RMSEA was far worse at 0.26, and indeed on closer examination it was found that the regressions could not be calculated. It can be concluded thus far that the results are in the desired direction, that the economic and city development elements dominate, but that when the ‘social cost’ components are removed the model fails to calculate, implying that they do have some role, however weak, to play in the equation.

As with the regression analysis, attention then turned to the use of what were considered to be ‘key’ items in the data set. These were selected from the results of the regression analysis. As each stage of the model was developed with AMOS V it was separately tested for statistical rigour. The steps and items were:

The City’s Economic Stimulation

Items: The relationship between government and local residents

Tourism’s relationship with local business

City pollution level

City’s brand image in China

Entertainment facilities for myself

CFI=0.98, RMSEA=0.048

The City’s wider development

Items: The success of events

Public services

City economy as a whole

Comparative position relative to other cities

CFI=0.99, RMSEA=0.06

The City Image

Items: Event facilities

Success of events

Entertainment facilities

Local and business cooperation

CFI=0.98, RMSEA=0.12

Taking as the next step the combining of these three latent factors as determining resident evaluation of MICE in Hang Zhou produced a CFI equal to 0.78 and RMSEA of 0.13. Yet again the results tend to, but do not achieve a desired result. Such results can occur for any number of reasons, including Type I and Type II errors, namely errors in data collection and problem specification. Given the exploratory nature of the research, both of these sources of error need to be considered in any consideration of the limitations of the research, and this is undertaken in the final chapter.

The full set of results associated with Figure 9.3 are thus:

Table 9.9 Maximum Likelihood Estimates related to Figure 9.3

Regression Weights:

			Estimate	S.E.	C.R.	P
toomch	<---	Evaluation	1.000			
selbig	<---	Evaluation	4.282	2.822	1.517	.129
stimcity	<---	Evaluation	8.243	5.579	1.477	.140
aware	<---	Evaluation	4.475	2.960	1.512	.131
cityfactor5	<---	City	1.000			
cityfactor4	<---	City	.890	.064	13.872	***
cityfactor3	<---	City	.996	.069	14.503	***
cityfactor2	<---	City	.919	.080	11.450	***
cityfactor1	<---	City	.970	.059	16.424	***
persfactor5	<---	Personal	1.000			
persfactor6	<---	Personal	.901	.057	15.739	***
persfactor4	<---	Personal	1.001	.056	17.957	***
persfactor3	<---	Personal	.966	.060	16.008	***
persfactor1	<---	Personal	.985	.049	20.140	***
persfactor2	<---	Personal	.883	.060	14.615	***
Aware	<---	City	.926	.200	4.637	***
Stimcity	<---	City	1.004	.189	5.322	***
Selbig	<---	City	.985	.179	5.492	***
Toomch	<---	City	.446	.205	2.177	.029
Aware	<---	Personal	-.369	.181	-2.040	.041
Stimcity	<---	Personal	-.318	.169	-1.879	.060
Selbig	<---	Personal	-.275	.160	-1.715	.086
Toomch	<---	Personal	-.130	.189	-.688	.491

Intercepts:

	Estimate	S.E.	C.R.	P
toomch	6.250	.077	80.688	***
selbig	6.482	.070	92.708	***
stimcity	6.214	.073	85.570	***
aware	6.477	.075	86.116	***
cityfactor5	5.957	.063	94.247	***
cityfactor4	7.058	.056	124.966	***
cityfactor3	6.468	.061	106.821	***
cityfactor2	5.174	.071	73.147	***
cityfactor1	6.759	.052	130.204	***
persfactor5	6.275	.062	101.766	***
persfactor6	6.023	.060	100.593	***
persfactor4	6.474	.060	107.782	***

	Estimate	S.E.	C.R.	P
persfactor3	5.867	.063	92.864	***
persfactor1	6.381	.054	117.617	***
persfactor2	5.025	.062	80.597	***

Variances are:

	Estimate	S.E.	C.R.	P
Evaluation	.019	.025	.759	.448
City	.841	.104	8.097	***
Personal	.951	.103	9.265	***
Error term 4	2.234	.161	13.873	***
Error term 3	1.121	.105	10.635	***
Error term2	.374	.256	1.464	.143
Error term1	1.559	.133	11.721	***
Error term9	.676	.058	11.612	***
Error term8	.567	.047	11.949	***
Error term7	.568	.050	11.371	***
Error term6	1.127	.091	12.413	***
Error term5	.233	.027	8.584	***
Error term14	.536	.046	11.758	***
Error term15	.578	.049	11.828	***
Error term10	.211	.024	8.777	***
Error term11	.727	.059	12.298	***
Error term12	.676	.055	12.251	***
Error term13	.451	.040	11.291	***

9.6 Summary

This chapter attempted to develop causal links between the items and variables identified in the previous chapters, and so build upon the text from chapters six to eight. While not entirely failing, it cannot be claimed that the results represented an unqualified success. One significant problem relates to the role played by any evaluation of the opportunity costs of Hang Zhou's MICE policy and the Expo 2006. It seems appropriate to consider such costs within any evaluation of the MICE, but it does appear to be problematical. Residents tend to support the MICE policy for economic, image and city development reasons, and certainly as shown in chapter six, the overall scores on questions relating to environmental and social issues are not as high as those relating to economic considerations, but they still attract scores above the mid-point of the scale. Equally, there are some respondents for whom these items possess importance. There seems to be some ambiguity in the sample's considerations of these questions, and it might be that the statistical modeling, which assumes a tight logicity between variables, fails to

achieve the normally desired criteria of a good fit because the data contains this sense of ambiguity. One way of checking the degree of ambiguity that may, or may not exist, is to visit the lead questions of the questionnaire. These asked respondents to provide answers to open-ended items about the negative and positive aspects of MICE policy, and this forms the subject matter of the next chapter.

CHAPTER TEN RESPONDENT OPINIONS AND BEHAVIOURS

10.0 Introduction

In the light of the results derived from chapter nine and the suggestion that the data contain responses that reflect some ambiguity within the dataset, this chapter reverts to the opening section of the questionnaire. In this section respondents were asked to describe their history of past attendance at MICE and also to identify four possible positive and four negative impacts of the MICE policy in Hang Zhou and the Expo 2006. These questions were at the start of the questionnaire in the hope that subsequent mentioned items would not influence the aspects that would be mentioned by the respondents. The chapter commences with a descriptive of the latter results and then describes past attendance patterns.

10.1 Possible Positive and Negative features of the MICE industry in Hang Zhou

Table 10.1 presents a categorisation derived from the respondents' comments. In total there are 541 comments. Of the respondents 10 were able to name 4 positive features, 35 listed 3 possible positive features, 118 listed 2 features and 159 listed just one item. There were 80 respondents who made no response to the questions.

Given the previous analysis it is of no surprise that the three main categories are those of city branding (196 mentions), the economy (135) and business development (113). The environment achieves a fourth place, but the tenor of the answers relate to issues such as better traffic flow and a general improvement in the urban environment. This last perhaps relates to the category 'Quality of Life' which attracted 28 references, leaving improvements to tourism to occupy the next position with 21 mentions.

Table 10.1 Positive Features Associated with MICE

Tourism		
Attract better people	2	
Attract more people	3	
Attract more tourists	8	
Tourism Development	7	
Develop MICE industry	1	21
Business		
Improve City's competitiveness	2	
Business opportunities	106	
Increase local event industry	1	
Information communication and gathering information	4	113
Branding		
City brand	186	
City construction and develop	2	
Showing city's capacity	7	
Introduce Hang Zhou to the world	1	196
Economy		
Economy	126	
Employment opportunity	7	
Foreign investment	1	
Get economic information	1	135
Environment		
Environment	17	
Road Construction	3	
Traffic	2	
City appearance	23	
Transportation service improve	1	46
Quality of Life		
Life more interesting/improve quality of life	4	
Cultural development	5	
More entertainment/recreation	11	
More place for shopping	1	
Convenience	1	
Promoted the name of "Leisure	1	
Learning more from outside world	2	
Leisure concept popularizing	1	
Create pride in the City	2	28
Others		
No influence	1	
Open mind	1	2

Table 10.2

Negative Impacts Associated with MICE

Quality of life	
Traffic conditions worsened	107
Environment	78
Inconveniences public transportation/higher prices	29
Crowded	22
Resources/money wasted	16
Cost of Living increased	15
Real estate price increase	9
Pollution	9
Noisy	1
Disrupts resident's normal schedule	3
Adversely affects quality of life	2
City congestion	3
Public park is difficult	3
Poor MICE management	
Some attendee company are not qualified	4
Too many tourists	4
Quality of event is low	3
Poor Event quality causes complaints	2
Too much business atmosphere rather than relaxation	1
Brings in degenerated overseas culture	1
Some tourists action adversely influence the city	1
High prices affect tourists	1
Government involvement	
Corruption	2
Business opportunity	1
City feels chaotic	1
Too much construction	1
Shows the weakness of city construction	1
Influence the foreign tourist's passion	1
Increased tourism prices	1
Uncontrolled land usage	1
Shows city's weakness	1
Road development adversely affected	3
Public services adversely affected	2
Crime level/safety	2

Table 10.2 provides the list of 331 negative impacts listed by the respondents. In this case the list is shown by frequency of mentions as primarily the majority of items fall into three categories – ‘Quality of life’ inconvenience to daily live caused by crowding, traffic congestion, noisy, pollution, and increased living costs. Second, MICE involve a poor management caused low quality of MICE and bring in degenerated overseas culture, which wasted of money and other resources. Third, negative impacts on government issues relate to many items under city public services like road development, too much construction, business opportunity, and city safety level.

In view of the discussion in chapter nine, neither list provides a surprise, nor are indeed these items quite congruent with the initial literature reviewed in chapter two and the subsequent chapters. However, the very number of negative items mentioned by respondents does support the contention of a possibly ambiguity within the statistical analysis, with strong support being provided for the economic and wider development of the city, but subject to complaint primarily about personal inconvenience that is suffered with minor but potentially important themes of concerns about inflationary pressures and a waste of money being present.

10.2 Past Behaviours of the sample

In total approximately 363 MICE were attended – one states ‘approximately’ because some respondents noted separately shows that were part of the World Leisure Expo and thus there was an element of double counting in the listing. Table 10.3 lists the most frequently mentioned items, and a few conclusions can be drawn from this. It should also be noted that a very wide range of meetings, exhibitions and shows were listed, including an exhibition on sanitation, IT shows, railway products, pregnancy and baby wear – in short a great variety of interests were being met. Three main categories can be discerned – conferences and business meetings, home oriented shows that meet the interests of a growing affluent middle class with interests in real estate, home improvements and car purchases, and then a mix of shows and exhibitions that reflect a wider range of leisure and recreational pursuits that include art shows, the cartoon festival, cultural concerns and general educational interests including science.

The fact that the most frequently mentioned item was the company organised trip is consistent with current Chinese business practice where, as previously mentioned, the official business trip is often associated with sightseeing and attending exhibitions. While this has an element of leisure and recreation, it is also important for networking. That car shows and real estate shows

were the next most frequently mentioned items are, as previously noted, quite consistent with the development of Hang Zhou as described in chapter three.

Table 10.3 Most Popular Past MICE attended

Company organised trip	45
Car show	31
Real estate show	30
West lake expo	21
Cartoon festival	19
Annual conference	17
Fashion show	11
Kitchen and bathroom show	11
WLE	11
Business meeting	10
Canton fair	10
Home design show	10
Furnishing show	8
Arts and crafts show	7
Agricultural show	6
Lots of MICE	6
Wedding show	5

It can also be argued that these interests also throw some light on the analysis of chapter nine, and here one can again refer to the description of Hang Zhou. Like many cities in China, Hang Zhou has undergone two significant decades of development that has led the emergence of a new tertiary educated middle class experiencing a quality of life, at least in material things, unknown to previous generations. Given this there is little surprise that the economic and urban development of Hang Zhou and the contribution that MICE makes to that development looms large in any analysis of resident attitudes. They have benefitted from these changes and have a vested interest in them continuing. Yet there is a growing realisation on the part of many that these gains have come at a cost, but it can be argued that, as in other parts of China, there exists a tension. For many, there is no recognition of these costs to the environment and the growing divides of income and wealth. For others, there is such recognition, but an acceptance of these costs as necessary to achieve and sustain the growth that has brought so many benefits to so many. And then there is a growing number who question whether, in the longer term, such costs are sustainable, but uncertainty as to what to do about these issues – what is the balance that will

permit more to gain economically while not sacrificing too much so that in the longer term the economic gains are undermined. It is also perhaps considerations such as these that give rise to the poor fit of the path analysis noted in chapter nine.

The next, and final chapter, identifies main findings and issues for possible future research.

CHAPTER ELEVEN

DISCUSSION AND CONCLUSION

11.0 Introduction

The previous chapters provided a literature review of MICE and residents' attitudes to MICE with some reference to China, a brief description of developments in Hang Zhou, and then findings relating to residents' reactions to the hosting of MICE in Hang Zhou. The initial impetus for this study was the responses of residents in Hang Zhou to the development of a World Leisure Exposition in the city as part of its tourism promotion, and from this emanated the objective of looking at resident perceptions of the role of MICE in the city.

An underlying assumption of the study is that the concept of MICE represents a legitimate framework for measuring residents' perceptions of MICE hosting in a Chinese regional city on the basis that MICE hosting forms part of wider tourism policies that are adopted for purposes of economic and social benefits. Given that basic perceptions of MICE hosting are socio-psychological, it was also thought important to classify what would otherwise be a heterogeneous mix of residents

This final chapter will briefly review the results presented in previous chapters to highlight what has been learned about residents' perception and reaction to event hosting. Some implications and suggestions will also be outlined for future research and tourism planning. The chapter will also consider the existing limitations of the thesis as well as the theoretical and practical contributions in this field of Chinese special interest tourism.

11.1 General description of dissertation

Chapter one introduced the research background, problems and trends, while chapter two reviewed the relevant academic literatures and identified related research issues that played a role in the development of this thesis. Chapter three described the research destination that was the background to this study and outlined Hang Zhou's tourism and event tourism development. Chapter four outlined the research structure, questionnaire design process, and very briefly discussed the existing multiple methods of qualitative and quantitative research. The following chapter presented an analysis of data derived from interviews that followed a qualitative approach and which were designed as an initial pilot study to help define items to be used in a

questionnaire. Chapter six provided descriptive statistics, while chapter seven analysed data for factor analysis, and chapter 8 outlined the results derived from a cluster analysis. This was followed by a chapter that sought to identify causal linkages within the data, only to find some ambiguities existed. In turn, chapter ten revisited some earlier data to try to identify possible sources of that ambiguity, while this, the final chapter, concludes the thesis, discussing the main findings and implications of this research, and suggestions for the future development of this form of research.

11.2 A Summary of findings

Generally, in chapter five, most respondents stated that they would like to travel to other attractions in the MICE's location. The most common reasons given were that opportunities to visit other cities are not common, and viewing such visits as a travel opportunity can save money and time. During the interviews, nearly all respondents answered they had heard about the 2006 Hang Zhou Leisure Expo through different media, including some use of the Internet (although at that time, this was very much a secondary source of information), and they were of the opinion that the government had promoted this event very well. There were many impacts were mentioned by respondents, the most positive impact was on the 'economy' and various negative impacts like traffic congestion, environment damage, and price increasing were pointed out, quite forcefully at times by some respondents. There were perceptions of personal benefits being derived that are significantly related to daily life, but apart from issues such as traffic congestion, there were few perceived negative impacts pertaining to daily life, but more generalized concerns were expressed, for example about rising prices. However, during the interviews, while some respondents praised quite highly the 2006 Hang Zhou Leisure Expo, they could not provide detailed descriptions of the impacts brought by the Exposition. Upon pressing them a little more, respondents said they thought the major domestic or international events were motivated by government action with little reference to local residents and their lives. Some said they did not care what kinds of events were hosted in the future, other than the city obtained some benefits. This attitude may also be linked to the fact that none of the respondents had been involved in any direct way through community action with events. There was also some doubt expressed as to what degree these events had involved local communities. Whether high appraisal of events from residents is enough to stimulate residents' enthusiasm and future participation other than being a possible attendee is a question that needs to be considered by the event planners if the western literature about the role of residents in tourism development is applicable within Hang Zhou.

Certainly some authors such as Ryan and Gu (2009) argue that for China the issue is not one of participation in planning, but participation in benefits.

Chapter six described the general demographics of responders and from table 6.1 most respondents were young with undergraduate qualification and living a little distance from the centre of the city. The most common used mode of daily transportation public bus and most were employed with a monthly income in excess of 1,000 RMB.

Table 11.1 Summary of demographics of respondents:

	Gender (n=402)	Age (n=405)	Areas of living (n=400)	Daily transportation (n=404)	Monthly salary (n=397)	Qualification level(n=405)	Employment status (n=405)
Largest group	Female (n=220) 54.3%	19- 25years (n=124) 30.6%	A little distant from the centre of the city (n=203) 50.1%	Public bus (n=160) 39.6%	1,001- 3,000 (n=189) 46.8%	Undergraduate (n=187) 46.2%	Employed (n=294) 72.6%
Second large group	Male (n=182) 44.9%	26- 30years (n=105) 25.9%	Centre of the City (n=117) 28.9%	Bicycle (n=115) 28.5%	Less than 1,000 (n=96) 23.8%	Senior School (n=139) 34.3%	Students (n=76) 18.8%

With reference to the scores on the scales, as shown in Table 11.2 the most positive five factors mainly related to the city's competitive capability including items referring to brand image or competitive position. Of some relevance was residents' sense of pride in the city for being able to host such major events.

Table 11.2: Most positive and negative Importance of Events for the City

Highest means

The numbers of tourists	7.31
Pride in and satisfaction level with the City	7.03
The level of local public government interest in events	7.00
City brand image in China	6.97
The city's competitive position relative to comparable cities	6.84

Lowest mean

Price levels and management of prices for events	5.29
The city pollution level	5.01
The damage to the natural environment	4.94
The traffic congestion in the city	4.68
Property values and rental costs	4.59

A theme that emerged of importance in the analysis is represented by the lowest mean scores. These related to activities that potentially impacted on daily life in Hang Zhou such as traffic congestion, entry prices and tickets for events, the level of pollution in the city, environmental damage, and rising property values and rental costs. Residents expressed some sensitivity as to concerns about impacts on daily life. Similarly, from the personal perspective scale, respondents not only emphasized satisfaction but also thought media promotion, public interest in events, and government involvement in the events had all increased as a result of the MICE policy. However, potentially the most negative impacts mirrored those expressed in the city perspective scale. Generally scores on the city perspective scale tended to be higher than those on the personal impacts scale. One reason may be the difficulty of operationalising some of the questions at a personal level. For example, it is often difficult to measure the effects of impacts like the economy or city brand on one's personal life. Certainly it appears that most respondents did not feel their lives had changed much in the aftermath of the 2006 Hang Zhou Leisure Expo. They were of a view that the major impact of that Expo was that it benefitted the city's competitive position, image and reputation in the wider world. For the future, many respondents would seem to prefer making local resident's life quality a priority in the MICE impacts category.

Although the media promotion created high levels of awareness before and during the 2006 Expo, residents' attendance amongst this sample was still low. However, in the five years prior to the study, a significant proportion of respondents had attended MICE as shown in chapter 10. In general, those with experience of event attendance tended to express more support for MICE

policies, but not, as seen in chapter nine, always at statistically significant levels. What had not been noted until now was that respondents' aged between 41-50 years had the highest event attendance experience but their attendance experience for the 2006 Leisure Exposition was low. However, one might say that this age group had had the highest opportunity for event related business travel.

What factors influenced enthusiasm to attend the 2006 Leisure Expo? According to the 2006 Hang Zhou Leisure Expo events list, most events were related to leisure topics but similar themes were showing at same time. For example, in April, 2006 'The International Mountain Bike Festival' was hosted in Huangshan city and in May, 2006 'the International Mountain China Outdoor Challenge' was hosted in Lin'an city, both these being similar theme events under the 2006 Leisure Expo 'banner'. There was also a high degree of spatial dissemination of events. The 2006 Hang Zhou Leisure Expo had a total of 11 hosting cities in the province, and indeed even in the neighbour province there was a host venue. The basic point being made is that it was clear that government wanted to promote tourism throughout the whole province rather than simply in one city. Many cities have their own special attractions and often it was hard for attendees to select which to choose, and it can be speculated that people may have felt confused about which host destination they should visit.

One 'awkward statement' was also pointed out by residents, which was the question as to whether it is worth investing money in MICE rather than in alternatives such as the education system.

This research project also examined how various segments among residents might be identified. As just noted, those with previous attendance experience were more positive about MICE impacts. Residents with the highest income had the scores about MICE and economic development. The most positive income group was that with a monthly income of between 5,001-7,000 RMB. The relatively low mean score from the higher income group might depend on their job background and expectations, for this group contained more who operated their own business or were employed by some major international company, and possibly their expectations as to economic impacts of MICE might be higher than the usual, and hence they were more sensitive to disappointment. The results also reveal that a sense of socio-economic alienation of local residents from the event industry caused some residents to develop less than positive attitudes toward MICE. Additionally those living furthest from the city centre were

more negative about the impacts, so confirming the same research findings by Mansfeld (1992). Perdue, Long, & Allen (1990) also provided a similar research findings, which there is very little difference in perceived tourism impacts by socio-demographic characteristics, that the perceived tourism impacts of tourism decrease as the distance between the individual's home and the tourism sector of the community increase, and the overall favourability of tourism impact perceptions increase with the individual's economic dependency on tourism. One reason might be longer commuting times that become more disrupted during major MICE. Second, residents living close to the city centre may be more exposed to event promotions like billboards on the road.

The MICE industry may be regarded as consisting of attendees, participant businesses, organisations that operate in the MICE industry, and all other related factors. If one is to understand the impact of event on residents, the inter-relationships between various elements must be assessed. Factor analysis was conducted to further analyse what were the main elements that attracted residents' attentions. As referred to in Chapter seven, there was a tendency for respondents to perceive impacts more intensely at the community level than at the personal level. Six factors were defined for both city perceptive and personal perspectives. From the analysis several factors like the government's role, a city's capability and attractions, quality of life, city infrastructure development, event tourism development, the employment environment, and local business development emerged as possessing importance in determining variance.

The above findings imply that economic, city capacity and city infrastructure development were appreciated by residents. However, feelings about MICE impacts on the socio-cultural and natural environments and quality of life aspects of event impacts evoked a relatively more critical response by residents, especially with reference to impacts on a personal, daily level, while some supposed the point of the industry was that it benefited their daily lives. Others thought these negative impacts existed, but may not relate to any event directly, but rather some kind of indirect relationship existed.

11.3 Practical Implications

The 2006 Hang Zhou Leisure Expo theme focused on 'Leisure, a change in human life'. From this theme, a very important aspect relates to the relationship between the region where a MICE event was held and an improvement in local residents' lives. Arising from the research findings

and discussion this study suggests some practical marketing implications for event marketers and planners.

Role of government

In order to attract more investment for, and generate more management skills within the event industry, local government currently acts as a coadjutant and not sole organiser or operator. This approach can save many financial risks and permit time for other government affairs but often officials find themselves in somewhat of a quandary when it comes to planning for event development with a private sector MICE management organisation. One reason is the differing sets of objectives and conflicts of interest frequently arise over how this event will be developed in the future. For the private sector profit taking may be only purpose, but this may cause some negative aspects in residents' daily lives with reference to, for example, land usage, environmental damage, etc. Governments may have sets of motives relating to wider economic and social development, but they may sometimes be dominated by individual operators due to operators' concerns taking precedence, or management control being invested in the private sector which, however, may fail to deliver the promised returns to the wider community. In general this situation 'puts the cart before the horse', and government should act as the more important authority in the event planning and operations, especially when public assets are used. Government needs to establish relevant legalisation and policies before the event, provide supervision and guidance during the event, and examine and monitor success and impacts after the event. Because there were direct relationships between residents' perceived impacts of MICE on their daily life and their attitudes toward local government's role in event development, government must be sensitive to resident concerns for it to retain legitimacy. However the public do realize that attracting more *local* businesses and event planners into the event industry is a good means for future development. It might also be claimed that more competitors are better than an exclusive operator on the grounds that competition can stimulate the quality of event operations.

The Hang Zhou city politicians also probably appreciate that, in fact, global awareness of Hang Zhou image is not high. As one of China's most famous tourism cities, Hang Zhou's brand is not as well known as it should be. A reorientation of the city's image is important for Hang Zhou to stand out in the international tourism market. There is perhaps need for a suitable and easily memorised slogan to help attract foreign tourists. For example, Malaysia is promoting itself as

‘Truly Asia’, Korea is ‘Sparkling’ and at city level Venice has been known as the ‘City of Water’ and Vienna ‘The City of Music’. It is not easy to find a perfect name or slogan to represent a city image, but if done successfully it can enhance city tourism development in the world market. In addition, in order to improve the city’s international tourism brand, government needs to develop the city’s environment, public service, infrastructure, tourism service, and cultural attractions to match the international tourism city’s standard. Doing this would be quite consistent with public demand as represented by the sample used in this study.

Local government is also responsible for the city’s daily operation during event hosting. This study suggests that government pay specific attention to traffic congestion during the duration of the event for this would be perceived as an effective benefit by residents’ when considering event impacts. It may be useful to provide an effective event itinerary to residents, provide traffic direction through the transportation department, and suggest special time tables for local residents to avoid the worse periods of congestion. As the natural environment was another important aspect mentioned by the residents, not only government but also event planners need to pay more attention to environment protection and utilise where and when ever best sustainable practices.

The use of striking bill boards at crowd travel sites that warn tourists not to damage any attractions or features, especially at some historical sites. Providing enough public sanitation facilities like public rubbish bins can help keep the city clean. Therefore, it is most important that government identifies areas at risk from environmental damage and provides suitable policies to avoid or mitigate such damage. Providing sufficient public transportation is also a necessity and reduce number of cars on the road is another major contributor to limiting greenhouse gas emissions, and the use of odd/even car number plate days as during the Beijing Olympics represents one extreme policy. Other policies include car lanes for vehicles carrying more than a single passenger.

The challenge for government planners is to understand local residents’ real concerns. The cost of living and employment were the frequently mentioned negative impacts mentioned by residents, and the issue is not whether these two negative impacts do or do not have a direct relationship with any event held in the city, but the existence of a perception that MICE policies are seen to have a role. In practice most events hosting duration is short and it is difficult to see how any one even can influence the cost of living, but the summation of such event impacts may be measurable. In addition, in China, Hang Zhou is a famous tourism city and its cost of living

index is really high and stands at the fifth or sixth in the country while its real estate prices are ranked fourth highest in the country. The reason behind this situation is complicated by its primary features: its tourism attractions, safe environment, and good education system etc. But residents appear to be worried that, if the city brand and image is enhanced through hosting events, more people will be attracted to the city and further increase the current property prices. Similarly, some residents may have concerns about employment. Is the extra employment directed at local people or migrants attracted to the city by its growth? Is employment becoming too vulnerable to any downturn of demand for MICE in the city and tourism more generally? Taken together these issues create a very difficult situation for government to control because, for example, the real estate price was always set by the real estate company and market demand. However, due to the state of the Chinese real estate market, governments' local and central need to establish some policies to control and monitor prices. Government's decisions do influence the local market by, for example, making land available or not for construction, and by permitting or not permitting different types of development. There is a need for residents to feel confident about their government and trust that the government has the capability to control the real estate situation.

Event management

Leaving aside for the moment the hosting of the 2006 Leisure Expo which arguably was a special case, the question arises, has Hang Zhou the capability to host such major events? It appears there remain many limitations existing in Hang Zhou's tourism and event markets. Some are simply addressed. For example one respondent stated that the map of Hang Zhou was quite old and some newly added and developed areas were still not shown on even the newest map. More seriously there appears to be a lack of experience and lack of research in regard to MICE impacts in Hang Zhou, and there are a number of implications for the management of events.

The important point for the event planner is to understand that the event market is not homogeneous, and planners also need to understand what elements really attract local residents to become involved. The thesis has found that residents possess different socio-psychological profiles and may have similar or different characteristics in their socio-demographics, living areas, transportation use as well as perceptions of the MICE policies.

This study also suggests that promoting an inexpensive attendance package and more free access to some events would have been an effective strategy to respond to the low levels of resident

attendance during the 2006 Hang Zhou Leisure Expo. For example, to only attend the Leisure Park cost ninety RMB, which is a ticket price even higher than visiting the Beijing Forbidden City. This was only one park's entry price, if residents wanted to attend more events it would have cost more. There is little doubt that is there important relationship between ticket prices, revenue and profit. The ticket price is often the main source of income for the event operator but the high prices also inhibited a large number of potential visitors. The high entry ticket price effectively dampened the enthusiasm of many residents, especially among low income groups. Providing different entry prices level for different people like elders, students, or low income residents can attract more people, and these can be priced for the less popular times if concerns about over-crowding exist. Some family price packages also can reduce family financial risk to enter the event. In that sense attempts by the City to make free entry are supported, although noted in chapter three, it is recognized that the policy is controversial.

As discussed above, travel distances and ease of transport accessibility might be one of the major reasons for the poor attendance by residents during the 2006 Hang Zhou Leisure Exposition. It is important to notice that residents are more likely to attend when travel distances are shorter. However, a lack of enough space or big event areas in the urban city maybe the major reason for seeking areas for MICE development further out from Hang Zhou's central business district (CBD). An event planner needs to consider seriously what acceptable distances within different cities are. For example, the urban area in Beijing has a total area of 1502 km², Shanghai has 1578km², and Hang Zhou only has 683km². That means from a one hour bus drive is common for residents living in Beijing and Shanghai, but might not be accepted by Hang Zhou residents. Fewer numbers of hosting destinations are also suggested by the study: too many destinations being hosted in different cities or different locations around a city or province cause a loss of many unique features among them. Too many similar events were hosted in neighboring cities, which caused residents' confusion and antipathy. A more cooperative and selective use of one or two hosting destinations and MICE themes would better promote cities' unique features and be more attractive for visitors.

Public understandings of 'events'

The meaning of event in people's mind has changed dramatically in recent years. In previous decades, event attendance was more like 'a job' rather than a leisure activity. People always attended events with a work purpose, and most events were related to an industry or business. However, in recent years many cities have started to promote their event industry with various

themes being hosted in different cities, and thus people have started to rethink the nature of MICE. Although some events' attendances were very high, most of these were related to the specific areas of real estate, car shows and home furnishings. Cultural and other leisure events still remain largely ignored by the Chinese public. Currently people still think event attendance is an 'accessorial or self improvement activity' and so improving awareness of the nature of public events is important. Official promotion needs to be conducted to let people know that event attendance is a not only a learning opportunity but also a leisure activity.

Competition awareness

Recently MICE have become a new force in Chinese district economic development. Yet, as previously noted, it remains largely an uncoordinated activity. For example, in 2009, the Second Fine Furniture Exposition was hosted in Ningbo in March, the 15th China International Furniture Exposition was hosted in Shanghai in September, and the 11th West Lake Exposition of International Furniture and Building Material Exposition was hosted in Hang Zhou in October. These three cities are all located in the Yangtze Delta, and each city only has one hour drive distance between them. Exhibitors have more opportunity to choose between the sites, but for the host organizations the tough competition cannot be ignored. How to attract more attendance, exhibitors and survive in the competition is the toughest task be faced by MICE organizers. Differentiation, absorbing new elements into the exposition and cooperation will enhance competitive advantages and find a way out of competition and the duplication list is currently engendering. To attract more attendees requires differentiation. Similar themed MICE simply cause indifference in the market place. Each Exposition must have its own characteristics and organizations need to promote the differences to distinguish between MICE and avoid duplication. Operational rigidities are another encumbrance that influences competitive advantages as municipal bureaucracies with overlapping functions still exist in China and generate unnecessary regulatory frameworks. Learning from best domestic practice and international experience can enhance the MICE service levels in what is still a comparatively embryonic Chinese MICE industry. In addition, choosing good locations, sufficient support services, and having strong functionality will continue to pay dividends.

Public involvement

What the research indicates is that the general public in Hang Zhou tends to regard MICE initiatives as being the responsibility of government, or of government in partnership with big business. There appears to be little awareness of the community based festivals that can be found

western countries. This is of little surprise given the strong history of State centralization that has existed in China's history long prior to the Qing dynasty being established in the 17th Century, and which has been reinforced by the ruling Chinese Communist Party and culturally supported by the themes of collective action and respect for authority enunciated by neo-Confucianism that has strongly influenced Chinese patterns of thought. From a practical perspective the marginalization of public involvement is also reinforced by the 'think big' policies that have seen the investment in conference centres referred to in chapters two and three.

11.4 Future research

The field of MICE now plays an important role in the economic well-being of many countries and regions, and helps each area's brand image development. More future research of MICE industry is useful for future economic development of specific locations and broader conceptualization of MICE.

Among the future research opportunities are those presented by research methodologies such as in depth qualitative research. Although the current study used mix methods the quantitative research component was the major method, and arguably more sensitive and detailed responses were lacking. However, an issue with grounded research is that it presupposes that respondents have considered in detail the topic with which they are presented, and hence in part the seemingly 'off the cuff' answers given in this study may indeed be pertinent. Nonetheless it is suggested, based on the results of this study, that in-depth interviews with more residents need be investigated in the future. Such study might focus on the working population aged 20-60 years, but it needs to be recognized that those over 60 years may have the best views of changes that have occurred overall in the city. Other new methods can also be considered in future research like Internet survey, mobile survey, and cooperation with travel agencies.

In the similar vein, interpersonal variations in residents' perceptions are needed to be investigated. From the study findings, some residents seem to adapt very quickly to changes in the city, and others did not. This leaves some scopes to examine the role of personality on residents' MICE experience.

During the research process, the researcher found that this study may be of considerable interest to planners, developers, and policy-makers when setting policies and planning new MICE for

their destination. Based on these requirements, an examination of exhibitors' and MICE staff perceptions are more useful for MICE developers to understand their customer.

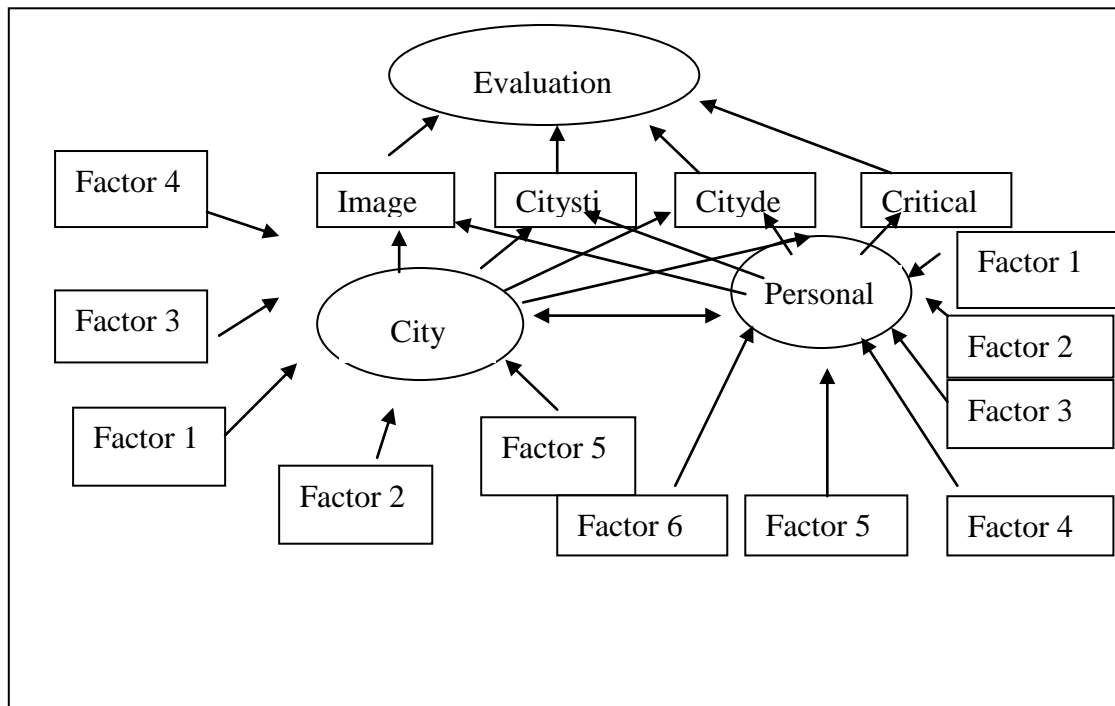
11.5 Contributions to Literature

As noted in chapter two, research into the Chinese MICE industry is embryonic, a fact that reflects the recent history of both the Chinese MICE industry itself and the emergence of tourism research as a field of academic study only in recent decades. Indeed, it might be argued that the history of tourism itself in China is quite recent, starting only with the Open Door policy in 1979, and only achieving a critical mass in the last decade. In this sense therefore the study has a contribution to make.

From a conceptual viewpoint, the research project was primarily descriptive and exploratory given the nature of Chinese research, but there was, of course, a western tradition of research to draw upon, including the major works of Don Getz and Mike Hall and later Australian work by researchers such as Margaret Derry, Leo Jago and others. Drawing on this literature a model was conceived that established a difference in resident perceptions of MICE based on two perspectives – the first, an evaluation of MICE and MICE policies from a city wide or community perspective, and second an assessment of impacts on personal daily life. From the literature, and from a pilot study based on a series of open-ended conversational interviews, various items were identified for use in a questionnaire. Statistical tests of reliability showed that the scales used met the usual criteria for subsequent analysis. The results confirmed the literature in that residents perceived advantages of MICE to include economic progress, wider city development including infrastructure development and also an enhancement of Hang Zhou's image and brand within China and also globally. However, within the pilot study a latent theme of questioning emerged – could the investment in MICE be spent better elsewhere, were there not disadvantages involved, and concerns were expressed that not only was there the possibility of environmental costs but the demand for resources, land and properties might also add to inflationary pressures, thereby adding to increases in the cost of living, particularly of housing.

A model was therefore proposed in Figure 4.3, and in chapter nine this was operationalised for statistical testing as Figure 9.3, which is reproduced below as Figure 11.1. This was subjected to path analysis, but the goodness of fit indices fell below the criteria usually thought to be appropriate.

Figure11.1 Path Analysis for Evaluating MICE Policies



Examination of the regression weights indicated that while the individual components of the model generally recorded high Comparative Fit Indices and in some cases good RMSEA scores, in aggregate the model failed because of low causal links between the factor ‘Critical’ and the other variables. For this it is suggested several possible explanations can be advanced. As discussed above, Chinese public concepts of what constitutes MICE is still bound by recent attitudes that (a) they are issues for government and (b) they relate to work based interests and (c) not wholly to leisure, and when they do reflect the growing interests of a materially oriented middle class wishing to own cars, homes and consequently nice home furnishings. All of these things are understandable within the social and economic development of China – where only recently has the public discourse begun to consider wider issues of environmental sustainability.

In that sense it might be argued the model has not wholly failed, and that it is more appropriate for a developed rather than developing nation. Its use stands as a benchmark against which future research might be able to trace changes in scores and a better fit as the ‘critical voice’ becomes more confident and established within Governmental thinking and policies.

11.6 Limitations of the Study

Limitations of the research were noted in chapter 1 and limitations of the methodologies were also examined in chapter 4. That is, a basic research limitation is limited to the data, which was collected from one event hosting city in China, and hence cannot be thought to be typical of Chinese experience, thereby limiting generalisation. In retrospect, the questionnaire was too long, because of a concern to include many if not all of the items uncovered in the literature review and the pilot qualitative study, and hence there were incomplete questionnaires. Missing data analysis for the retained questionnaires showed infrequent and random patterns, thereby permitting analysis, but it does raise a question as to whether a bias exists within the sample between those who did complete the questionnaire and those who failed to do so. Additionally, in retrospect a simpler construction might have been used, and another potential source of bias within the sample is that it over-represents those with tertiary education qualifications. In that sense it is not representative of the wider population of Hang Zhou, although it can be argued it is representative of a growing important segment of the Chinese population – the newly affluent, tertiary educated, higher income middle class. There is a lack of respondents who are aged above 60 years, and it is this group of people who have observed most changes brought by the MICE and tourism policies.

There were a number of other limitations or weaknesses existing in this research process project, including:

- Limited sampling size and confidence level. The researcher hoped to get 700 respondents filled out the questionnaires in the five months of data collection. Finally, only 405 were collected back, which was thought to be a relatively small sample size for a formal survey. Pragmatic considerations of cost and time determined this as the researcher had only her own time and monies.
- Limited districts. This research survey mainly focused on four residential, educational, and business areas, which are the main areas of population. However, this neglects those viewpoints of residents who are living in the rural area of Hang Zhou, and these views may differ from those residing in the urban area.

It can also be noted that psychological differences might explain scores given, but the questionnaire lacked any form of recognized personality inventory, and it might be that multiple research methods combined with psychology may better understand residents thinking. Certainly during the study, the researcher found many residents selected “do not know” and ‘No opinion’ options.

Another aspect that emerged as a result of the study was that the initial literature search had concentrated on the MICE literature and again, in retrospect, an understanding of equity theory may have helped given that some concern over the opportunity costs of festival and MICE.

Finally, this research did not have any governmental organization involvement, and thus there is a lack of reaction to these findings.

11.7 Concluding comments

Like many pieces of research, the completion of the project raises as many questions as it answers. This was, perhaps, unavoidable, given the nature of the research which was exploratory due to the previous lack of research about China’s MICE industry at the commencement of this project in the aftermath of the 2006 Hang Zhou Leisure Expo. In spite of the growing attention being given to China in the academic tourism literature and the establishment of specialist journals in English directed at China’s tourism such as the *Journal of China Tourism Research*, it still remains three years later an under-developed area of special interest tourism – especially with reference to residents’ views and perspectives. The researcher hopes to return to Hang Zhou, her native city, and one thing that would be of interest is whether a repeat of this study would reveal the same or different results. Often the tourism literature is characterized by one-off case studies, and there may now be opportunities to establish longitudinal research relating to this project.

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Appendix One

(English version of questionnaire)



The
University
of Waikato
Te Whare Wānanga
o Waikato

Waikato Management School

Te Raupapa

The purpose of this questionnaire is to discover YOUR attitudes towards conferences and events held in Hang Zhou to enable a student to complete her doctoral thesis. Your name and address is not required and you have every right not to answer any questions. Your answers will be kept totally confidential and any report will be of aggregate data only.
It will take about 20 minutes to complete the questionnaire.

If you have any questions about the questionnaire please do not hesitate to contact Chao Zhou (Nicole) on: cz21@waiakto.ac.nz

Section one:

1. Have you attended any meetings, conferences, exhibitions, and had incentives opportunities in the past five years?

(If yes, what kinds of event have you attended? If not, please give the reason why you didn't attend any events)

Yes _____

No _____

2. Have you attended any events/exhibitions during the 2006 Hang Zhou Leisure Expo?

Yes (If yes – which ones?) _____

No

3. What was the main reason of your attendance? (You can tick more than one)

Work Related Business related Study Leisure purpose Family related

Hobby Accompany Friends Get new knowledge Shopping Travel related

Other please specify: _____

4. Whether you have, or have not, attended the Hang Zhou Leisure Expo, please describe in your own words what you think are **the most positive impacts** of the 2006 Hang Zhou Leisure Expo.?

5. What do you think are **the most negative impacts** of the 2006 Hang Zhou Leisure Expo?

Section Two: Impacts on the Hang Zhou

In this section we would like you to use the following scale

- 9 Has improved vastly
- 8 Has improved considerably/significantly/quite a lot
- 7 Has improved quite a bit
- 6 Has improved just a little
- 5 Has neither improved nor gotten worse/no change
- 4 Has gotten a little worse
- 3 Has gotten quite a bit worse
- 2 Has gotten significantly worse
- 1 Has gotten really bad/things are now very bad

- 0 Have no opinion/don't know/not applicable

PLEASE CIRCLE THE NUMBER THAT BEST REPRESENTS YOUR OPINION

* First **(On the left)** – Please consider the following items from the overall perception of the city

* Second **(On the right)** - Using the same scale –this time from your own personal perspective and how they have impacted on your normal daily life.

Because of the 2006 Hang Zhou Leisure Expo

For the whole city

For my personal daily life

1 2 3 4 5 6 7 8 9 0	- Event facilities has (event centres, event parks, etc)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- Correlative facilities has (hotel, shopping places, restaurants)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The entertainment opportunities	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The maintenance of public facilities like parks and roads around the city	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The traffic congestion in the city	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The road quality (highway building, cabined road reconstruct, etc)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The public service (medical, law, logistic, security)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The damage to the natural environment	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The city pollution level	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- Employment rate and opportunities	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- Unemployment rate	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- City's safety level and crime rate	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The tourists' number	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The property values and rental costs	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	- The price of goods and service	1 2 3 4 5 6 7 8 9 0

1	2	3	4	5	6	7	8	9	0	- The total living costs	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Tourism relates business service has	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Businesses cooperation level (both national and international level)	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Local business opportunities has	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The whole city economy level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The city pride and satisfaction level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Government's effort level in the event process	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The promotional effort and media involvement level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- City's event market economy control level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Encourage exhibiter involvement level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Government manage and control event process level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Management of price for entrance the event	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The event risk control level	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The event operation successful rate	2	3	4	5	6	7	8	9	0	
1	2	3	4	5	6	7	8	9	0	- The suitable policies and regulation providing on tourism	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The suitable policies and regulation providing on event business	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The relationship between government and local businesses	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The stimulate effort for local business involvement	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The relationship between government and local resident	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- The level of local public interest in events	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- Providing suitable plan for city's future event tourism development	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- City brand image in China has	1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0	- City brand image in the World has	1	2	3	4	5	6	7	8	9	0

- Because Hang Zhou hosting this kind of big event, I would rather live in this city than anywhere else	1	2	3	4	5	6	7	8	9	0
- I think the distance to the event destination is the most important factor that inhibits me from attending an event	1	2	3	4	5	6	7	8	9	0
- The price of the entrance ticket is the most important factor	1	2	3	4	5	6	7	8	9	0
- An event should fit the city's culture and history	1	2	3	4	5	6	7	8	9	0
- Hosting big event can entertains local residents and gives them the opportunity to attend a major international event	1	2	3	4	5	6	7	8	9	0
- Hosting big event is a good way to know other international culture	1	2	3	4	5	6	7	8	9	0
- I would love to have an opportunity to be involved in the event process	1	2	3	4	5	6	7	8	9	0
- Building the event theme park (Leisure Park) is worth	1	2	3	4	5	6	7	8	9	0
- There is match between Expo events and the city	1	2	3	4	5	6	7	8	9	0
- I also will consider some important event in other city	1	2	3	4	5	6	7	8	9	0
- An event that relates to the people's lives is of more interest and value	1	2	3	4	5	6	7	8	9	0

Section Four: 2006 Hang Zhou Leisure Expo.

1. During the event duration, have you visited the Leisure Park? Yes Why? _____ No Why? _____
2. What do you think about the price of this event: too high little high OK little cheap
too cheap don't know
3. After the event, will you go to visit the Leisure Park? Yes Why? _____ No Why? _____
4. What do you think about this event's visual people? Very suitable little suitable So-so
Little unsuitable Very un-suitable Don't know
5. Are you in favour of continuing to hosting other big event? Yes No

6. Please indicate the following impacts of hosting 2006 HZ Leisure Expo. Use **number (1, 2, 3, 4, and 5)**

1= **most important** → → → → → 5= **least important**

(For the impact of 2006 Hang Zhou Leisure Expo has reached)

(For the future event hosting goal)

- A. Maintaining a high level of economic growth
- B. Increasing the city capacity
- C. Increasing the reputation to the world
- D. Increasing the reputation competitive position at the national level
- E. Increasing the resident's life quality

- A. Maintaining a high level of economic growth
- B. Increasing the city capacity
- C. Increasing the reputation to the world
- D. Increasing the reputation competitive position at national level
- E. Increasing the resident's life quality

Section Five: Background Information

1. Where are you live? Centre of the city Little distance from the centre City border Country

2. What the main transportation that you use daily? Private car Public bus Bike By foot
 Taxi Workcar service Other: _____

3. Are you: Male Female

4. Which best represents your age:

18 years and under 19-25 years 26-30years 30-35years 36-40years
 41-45years 46-50years 51-55years 56-60years 61-65years 66 years and over

5. What is your monthly salary range:

Less than 1,000 1,001-3,000 3,001-5,000 5,001-7,000 7,001-10,000 More than 10,000

6. What is your qualification level:

Uncompleted junior school Junior School Senior School Undergraduate Graduate Master
 Doctoral

7. What is your employment status:

Employed Unemployed Retired Student Part time work Home duties
Private businesses Other: _____

8. What is/was your occupation?

* If you have any comments you may wish to make about Hang Zhou hosting 2006 Leisure Expo or other future big international events, please use the space below:



The
University
of Waikato
Te Whare Wānanga
o Waikato

Waikato Management School
Te Raupapa

此份问卷是新西兰怀卡托大学旅游系博士学生的博士论文调查表。目的是为了更好地了解杭州市民对杭州会展市场发展的看法，以此来帮助完成问卷调查者的博士论文。此份问卷不需要填写你的姓名和地址，如果你有任何要求或疑问你也有权利不回答任何问题。你所填写的答案将会被妥善的保管，任何相关的论文都将会只使用统计数据而不涉及个人。

填写此份问卷大概需要20分钟

对于此份问卷如果你有任何问题，可以直接与问卷调查者周超联系。

联系方式：

cz21@waiakto.ac.nz or glzc79@hotmail.com

第一部分：

2. 在过去的五年里你是否有参加过一些会议，会展，展览，以及一些公司奖励旅游的机会？

(如果回答“有”请列出什么样类型的会展或展览？如果回答没有，请给出原因)

有

没有

2. 在2006杭州休闲博览会期间，你是否有参加任何相关的会展和展览？

有

(如果有，什么样的展览? _____)

没有

3. 你去参加会展和展览的主要原因以及目的是什么？（可以多选）

工作有关（单位安排） 商业用途 学习 消遣时间 家庭有关（比如家具展等）

感兴趣 陪朋友一起去 补充知识 买东西 旅游相关 其他目的请明确指出: _____

4. 无论你是否或者没有参加2006 杭州休闲博览会的任何展览，都请描述您认为此次博览会所带来的**最有利**的影响是什么？（比如经济，环境，商业机会，城市知名度等等）

5. 同样请描述你认为**最不利**的影响又是什么？

第二部分：对杭州城市发展以及你的生活的影

在这个部分，请从以下0-9的数字中选择最符合你观点的数字

- 9 有巨大的相当令人瞩目的提高和改变**
- 8 有突出的提高和改变
- 7 有比较大的提高和改变
- 6 只有一点点提高和改变
- 5 没有提高也没有变糟
- 4 有被影响的一点点变糟
- 3 有被影响比较多的变糟
- 2 有被影响很大程度上的变糟
- 1 有被影响的巨大变糟或是现在已经变得很糟糕
- 0 没有意见，没想法，不知道

请在以下每个项目中圈出最符合你观点的数字，由于休闲博览会的召开，对城市的综合实力和你的日常生活是有一些相关的改变和影响，相对应的改变如下：

- * 第一 (左边) - 请从对城市的整体角度出发来选择休博会是否对整个城市有影响的相对应数字
- * 第二 (右边) - 相同的问题-请从个人观点出发以及是否有影响到你的日常生活

糟糕 ☹ → ☺ 提高

由于2006杭州休闲博览会的召开

糟糕 ☹ → ☺ 提高

对于整个城市建设和发展 (改变和影响)

对于我个人日常生活质量 (影响)

1 2 3 4 5 6 7 8 9 0	-由于休博会, 相关会展会议展地的建设 (展览馆, 会展公园等)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-由于休博会, 会展会议相关设施的建造 (如酒店宾馆, 购物中心, 饭店等)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-由于休博会, 城市娱乐项目以及娱乐设施	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-由于休博会, 城市基础设施的维修和维护, 比如市区公园供水供电等	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-由于休博会, 城市交通的拥挤状况	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-道路状况 (高速公路建设, 马路拓宽等)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-城市公共服务状况 (医药, 法律, 后勤, 安全等)	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-对自然环境的损害状况	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-城市污染状况	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-就业状况, 找工作的机会	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-城市失业率以及失业人数	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-城市犯罪率	1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0	-旅游者的数量	1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 房价以及房屋租赁价格

变糟糕☹→ ☺ 提高

1 2 3 4 5 6 7 8 9 0

变糟糕☹→ ☺ 有所提高

对于整个城市建设和发展 (影响)

由于2006杭州休闲博览会的召开

对于我个人日常生活质量 (影响)

1 2 3 4 5 6 7 8 9 0 -由于休博会, 商品和服务的价格

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 -由于休博会, 我的整体的生活费用

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 -由于休博会, 旅游相关商业和服务产业

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 厂商之间的合作和联系 (国内以及国外)

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 对于本地厂商的商业机会

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 城市经济状况

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 城市满意度以及城市自豪感

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府机构的在会展举行中的努力程度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 -媒体对会展的推广程度以及参与程度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府对此次会展流程以及秩序的控制管理程度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府对参展商的号召力和鼓励度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 相关会展以及会展公园的收费管理

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府对会展的安全管理

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 城市举办会展的成功率以及承办能力

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府对与旅游相关的政策法规的制定和颁布

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府对会展市场相关的政策法规的制定和执行

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府和当地企业商业机构的关系

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府刺激和鼓励当地企业和商业机构参与会展的程度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 政府和当地居民的关系

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 当地政府对承办会展的兴趣

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 对于未来会展产业发展的计划能力

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 杭州知名度在国内的提高

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 杭州知名度在世界范围内的提高

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 对于国内游客来说杭州的吸引度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 对于国外游客来说杭州的吸引度

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 杭州和其他同等程度城市相比的竞争力

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 - 对于整个城市的发展，体博会提高的城市整体实力

- 对于我个人而言，体博会提高了我在杭州的生活质量 1 2 3 4 5 6 7 8 9 0

第三部分： 会展，会议，展览以及一些相关方面

在这个部分你将会选择是否同意或不同意以下相关的各项。请使用以下的0-9的数字

非常强烈的 不同意	强烈 不同意	比较 不同意	一点点 不同意	无所谓	一点点 同意	比较 同意	强烈 同意	非常强烈 同意	没意见 不知道
1	2	3	4	5	6	7	8	9	0

- 承办大型的会展和博览会可以提高城市在世界的知名度 1 2 3 4 5 6 7 8 9 0

- 承办大型的会展和博览会时展示城市实力的最好途径 1 2 3 4 5 6 7 8 9 0

- 承办大型的会展和博览会可以很快的刺激城市的经济发展 1 2 3 4 5 6 7 8 9 0

- 承办大型的会展的博览会可以大大刺激本地企业的发展 1 2 3 4 5 6 7 8 9 0

- 我认为承办大型会展和博览可以给杭州旅游产业一个非常积极的正面影 1 2 3 4 5 6 7 8 9 0

- 承办大型会展展览可以对城市发展有个长期的利益效应 1 2 3 4 5 6 7 8 9 0

- 我认为由于城市承办了大型的会展展览，
我的个人经济状况将会因此有所提高 1 2 3 4 5 6 7 8 9 0

- 举行大型会展展览，穷人将不能承受继续在市区生活（消费，房价等原因）
1 2 3 4 5 6 7 8 9 0

- 我认为政府在承办大型会展展览上投入太多金钱 1 2 3 4 5 6 7 8 9 0

- 我认为政府应该把相应承办大型会展展览的钱投入到教育，医疗上去 1 2 3 4 5 6 7 8 9 0

- 由于承办了大型的会展展览，城市房价以及租赁价格将会继续增长 1 2 3 4 5 6 7 8 9 0

- 由于承办了大型的会展展览，杭州的生活将会变得更加有趣 1 2 3 4 5 6 7 8 9 0

- 由于杭州承办了这样一场大型的博览会，
我认为住在杭州会好于住在其他别的城市 1 2 3 4 5 6 7 8 9 0

- 我认为参展地点距离远近关系是造成我是否参加会展的重要因素 1 2 3 4 5 6 7 8 9 0

- 我认为参加会展的价格是影响我是否参展的最重要因素 1 2 3 4 5 6 7 8 9 0

- 选择会展展览必须要符合一个城市的历史和文化 1 2 3 4 5 6 7 8 9 0

- 承办大型会展可以给居民更多的娱乐以及参加国际大型会展的机会 1 2 3 4 5 6 7 8 9 0

- 承办和参加大型会展是个很好的途径去了解其他国家的文化 1 2 3 4 5 6 7 8 9 0

- 我很乐意能有机会参与到会展的举行过程中去（比如志愿者） 1 2 3 4 5 6 7 8 9 0

- 建造相关的大型会展展馆或是会展公园是值得的 1 2 3 4 5 6 7 8 9 0

- 博览会代言人是否与会展主题以及城市形象符合很重要 1 2 3 4 5 6 7 8 9 0

- 我同样也会考虑去其他城市参加一些重要的会展 1 2 3 4 5 6 7 8 9 0

- 如果会展主题与城市居民生活相关会更加有意思和有意义	1	2	3	4	5	6	7	8	9	0
- 如果有机会我将非常乐意去观看2008 北京奥运会	1	2	3	4	5	6	7	8	9	0
- 2008 北京奥运会将会给我个人生活质量带来极大的提高	1	2	3	4	5	6	7	8	9	0

第四部分：2006 杭州休闲博览会

- 在博览会举行期间你是否去过休博园参观？有 为什么？_____ 没有 为什么？_____
- 您认为此次会展的价格： 太高 比较高 有点高 还可以 有点低 太低 不知道
- 在博览会结束后，你是否还会再去参观休博园？ 会 为什么？_____ 不会 为什么？_____
- 你是否支持杭州继续承办类似的大型会展或博览会？ 支持 不支持
- 你认为此次休博会的形象代言人是否符合城市形象： 很符合 有点符合 一般 不太符合
很不符合 不知道（没想法）

6. 请使用（1-5）的数字来指出你认为最重要的影响和最不重要的影响

1=**最重要** → 2=第二重要 → 3=第三重要 → 4=第四重要 → 5=**最不重要**

(对于2006杭州休闲博览会已经达到的影响)

- 对维持经济的高度增长
- 对城市综合实力的增长
- 对城市在世界上的名气和地位提高
- 对城市在国内的名气和竞争力的提高
- 对城市居民生活质量的提高

(对于未来会展以及博览会举行的预期影响)

- 对维持经济的高度增长
- 对城市综合实力的增长
- 对城市在世界上的名气和地位提高
- 对城市在国内的名气和竞争力的提高
- 对城市居民生活质量的提高

第五部分：

- 你居住的地方？ 市中心 离中心有一点点距离 离市中心很远 城市外围 农村
- 你每天使用的交通工具是什么？ 私家车 公交车 自行车 走路 出租车
公司的车或厂车 其他：_____
- 你的性别： 男性 女性
- 您的年龄是： 18岁以下 19-25岁 26-30岁 30 - 35岁 36-40岁
46-50岁 51-55岁 56-60岁 61-65岁 66岁以上
- 您的月收入是（人民币）
少于1,000 1,001-3,000 3,001-5,000 5,001-7,000 7,001-10,000 多于10,000 私人生意
- 您的教育程度是：
小学 中学 大专 大学本科 硕士研究生 博士及以上

7. 您的工作状况:

在职 没有工作 退休 学生 兼职工作 在家工作 其他: _____

8. 您的职业是: _____

***** 如果你对2006杭州休闲博览会或是对与今后大型国际会展的举行有任何建议或是想法, 请注明, 谢谢!

Appendix Two

Sample of Major Interview Questions and responses:

1. Have you attend any meeting, conferences, exhibitions, and had incentives opportunities in the past five years? (If yes, what kinds of event (meeting, conferences, exhibitions, and incentives) that you had attend? If not, please give the reason why you didn't attend those events?
A1: Yes, a variety of events
A2: yes, some company meetings in other places
Not many conventions because work is busy not many times
A3: No, No time and no opportunities
A4: Yes, some events that relates to people's life such as car show, housing show
A5: Yes, car show, housing show and some related event
A6: Yes, some shows in the museum
A7: Yes, many different special conventions
A8: No, no time
A9: No, no time
A10: Yes, beauty and hairdresser show
A11: No, no time and no interesting shows
A12: Yes, many kinds of events. Some big events like business show or some relates to the business, and some relates to the people's life like housing show
A13: yes, too many events happened in this city in the recent several years
A 14: No, many events need cost money to attend in, and I just started my work so I won't go to attend event currently
A15: No, just started work, no enough time always work over time
A16: Yes, many department providing training opportunities and some company related events
A17: Yes, I like to attend some arts and crafts shows
A18: Yes, many opportunities in this city
A19: Yes, the Guangzhou trade show, I will attend this show every year, and some other business related shows
A20: Yes, but too much too hard o describe what kind of event that I had attended

A21: Yes, I have attended 95, 96, 97, 98, 99 Guangzhou trade show

A22: Yes, agriculture show and housing show

A23: almost did not attend any event, no suitable opportunities

A24: Yes, some academic conferences

A25: Yes, many housing show

A26: yes, arts show, crafts show, housing show, etc

A27: Yes, the housing show I have attended every year and some household show such as house electric equipments show, furniture show and bedclothes show

A28: No, no time and opportunities

A29: Yes, many company trainings

A30: Yes, many company meetings and other business related events like Guangzhou trade show, housing show, car show, etc

A31: Yes, some useful conventions. The incentives needs opportunities

A32: Yes, Guangzhou trade must go and others depends on the time and interests

A33: Yes, always like employment opportunities events, housing show, etc

A34: Yes, company incentives some business meetings and travel every once time.

A35: yes, many kinds of events. Recently there are too many kinds of events or conventions. Company incentives also have some

A36: Yes, some life related shows

A37: Yes, but not many, depends on the time and mood and the distance

A38: Yes, different kinds of events

A 39: Yes, company always send me to attend different meeting in different cities

A40: Yes, several conventions such as housing show, employment opportunities conventions, etc

2. During the event (meeting, conferences, exhibitions, and incentives) time would you like to spend some time to have a look around or a trip?

A1: Yes, I will spend some time to visit

A2: yes, I will like to look round

A3: Yes, definitely will have a look

A4: Yes, I will spend a little time on it, but depend on the schedule, if the event in the city I live I will not to spend time to visits. If the event is in other cities, I will also travel around because I have already paid the transportation fees.

A5: Yes, I will

A6: Not really like, because I need to spend more money.

A7: Do not like, I like to do the things straight

A8: Ye, I will

A9: Yes, I will look round.

A10: Yes, I will also do the travel

A11: Yes, I will like to have a trip

A12: I think I will

A13: No, waste time

A14: No, depends on many things like money, time etc

A15: Yes, I will

A16: No, no time

A17: yes, I will

A18: Yes, I will

A19: Yes, I will

A20: Yes, if the schedule is not busy I will like to spend time to have travel, to attain two objectives

A21: I will like to do that but always no time

A22: Yes, I will like to travel round

A23: Yes, I really like to know more about other cities' local attractions

A24: Yes, I will like to do travel

A25: yes, I will also like to do the travel. Attend the event and travel around are two goods things I can complete by one transporting fee payment.

A26: Depending on the specific situation such as mood, time, etc. Normally I will like to have a travel and to buy some souvenirs

A27: Definitely will do that because the opportunity is hard to come by

A28: Yes, I will also have travel because I always have no time to do travelling. During the event time can both do the work and travel is good.

A29: No

A30: Yes, if the time is suitable

A31: off course, to gain two advantages by a single move

A 32: Yes, I will

A 33: No, I always attend the events that hold in the same city that I live so I will not to spend the time.

A34: If the time is suitable, I will to do the travel.

A35: Yes, in that I need to attend the event also do the travel is deserved

A36: yes, I will do the travel

A37: I think I will

A 38: Yes, I will do the travel

A39: Yes, attend event or meeting do not need a long time, it always have free time to have opportunities to look round

A40: Yes, I like do travel, so I will not to loose the opportunities.

3. Do you know 2006 Hang Zhou World Leisure Exposition? How did you know that?

From where: friend, TV, Newspaper, radio, friend or word from mouth?

A1: Yes, I know the event. From different ways such as TV, radio, newspaper, etc

A2: Yes, off course I know this event. Normally from TV and newspaper, etc. There is an opening ceremony I had watched that many stars have attended.

A3: Yes, I know the event. TV, radio, newspaper, everywhere

A4: Yes, I heard of that. Everywhere have promoted this event before it opened, but it has changed to ordinary currently.

A5: Yes, I know this event. All the promotion ways

A6: Yes, normally from radio. I have a busy a work so I do not watch TV quite often but I heard that from radio

A7: Yes, you can hear information from everywhere

A8: Yes, I know the event, normally from TV

A9: Yes, I know the event, normally from TV and radio

A10: Yes, I know the event. Mainly through the radio and newspaper

A11: Yes, TV and newspaper

A12: Yes, I know the event through from all the ways

A13: Yes, I know the event. Mainly from TV

A14: Yes, mainly from TV]

A15: Yes, mainly from TV

A16: Yes, TV always propagandize this event information

A17: Yes, from all the promotion ways

A18: Yes, from TV

A19: Yes, through the TV and newspaper

A20: Yes, government had propagandized this event very well through TV, newspaper

A21: Yes, from TV, radio, newspaper, friend to get know about the event

A22: Yes, I know the event. Mainly from TV and newspaper etc

A23: Yes, different ways like all over the place

A24: Yes, from TV

A25: Yes, different ways

A26: Yes, from friend, newspaper and TV

A27: Yes, very familiar about the event because in the hold destination can get information from all the media ways.

A28: Yes, TV and newspaper propagandas

A29: Yes, through TV and newspaper media ways to know about the event

A30: Yes, you can get information from every ways

A31: Yes, mainly from TV and newspaper

A32: Yes, get information every ways

A33: Yes, can hear this event information from everywhere. The promotion is good

A34: Yes, newspaper, TV, Internet, and radio many kind of media ways

A35: Off course I know the event, only traveler from other places do not know the event

A36: Yes, mainly from TV and newspaper

A37: Yes, can get information from every ways even from street promotion plate

A38: yes, mainly from TV and newspaper,

A39 Yes, the promotion is good, local people cannot live without information of the event

A40: Yes, every media ways

4. Do you feel good that Hang Zhou can hold this kind of big international event? If yes, why? If not, why?

A1: Yes, Hangzhou has the capability

A2: Yes, Hangzhou is a big international city

A3: Yes, the capability is strong because Hangzhou is a famous travel city in China

A4: It should has the capability

A5: Yes, Hangzhou has cultural, economical, geographical distribution advantages. City characteristics make Hangzhou more suitable than other cities in China

A6: Yes, the development of Hangzhou is dramatic.

A7: Yes, the economy has developed very quickly in Hangzhou. Although

A8: Yes, Hangzhou is a big city; the economy has developed very quickly. The tourism industry also has developed very quickly and the city reputation also has developed very well by the tourism increasing. Depend on these situations; Hangzhou absolute has the capability to take big event like this.

A9: Hangzhou aim to be an international well known city. To take the event like the Lexop 2006 can let more foreign people to know about Hangzhou. Hangzhou's economy has developed very well and also has the transportation advantages.

A10: Yes, the capability of Hangzhou is strong. Hangzhou is an economy developed city and the tourism industry is also a main industry in this city.

A11: Currently Hangzhou has developed very quickly, all aspects have big improvement. Not only in tourism industry other aspects are also shorten the distance to international standard. The transportation is also good so more people can come to Hangzhou and travel in this city.

A12: The capability is very strong

A13: I also think Hangzhou has the capability, because the economy is developed very well.

A14: Yes, the capability is obvious

A15: Yes, Hangzhou has the strong capability because Hangzhou focus on the tourism industry and has strong economy background

A16: Yes, the capability is obvious; Hangzhou is on of the most famous tourism cities in China it definitely has strong capability.

A17: Yes, Hangzhou has the capability. Hangzhou is one of the developed cities in China and many phases have reached international level.

A18: Yes, Hangzhou has the capability. It can see from the economy development

A19: Yes, Hangzhou has the capability to hold the big event because Hangzhou has already accumulated many experiences of event holding and the facilities, factors and resources are all good for this event holding

A20: Hangzhou definitely has the strong capability。 In the last ten years Hangzhou's economy has dramatically developed, so the economy is one of the strong basements. Secondly, Hangzhou city government has the daring and resolution; finally the leisure and tourism environment is good.

A21: Hangzhou has the capability to take the event. Hangzhou as a famous tourism city was named "like heaven". Hangzhou always as one of the cultural cities, the capability is obvious.

A22: There are many results can show that Hangzhou has the capability.

A23: Hangzhou 's economy has already reached a high level and it is a opened city it should has some fashion matters.

A24: Hangzhou's economy to grant the city to have this capability

A25: Hangzhou's synthetic strengths are obvious.

A26: Hangzhou is a economy developed and cultural centre. It has very strong cultural background.

A27: Hangzhou has the capability to take this big event. Hangzhou is already become an big international city. All necessary event facilities are completed and still keep updating.

A28: Currently Hangzhou's all aspects are developed very well and event facilities are trending maturity.

A29: Hangzhou has the strong capability. Hangzhou has enough economical factors, good human resources, good geographical features, good environmental factors and enough event places.

A30: Hangzhou is a big international city the capability is obvious.

A31: Hangzhou is the capital city of Zhejiang province. Zhejiang province is the third rich province in China. Hangzhou is also a tourism famous city.

A32: Hangzhou 's economy provide enough capability.

A33: Hangzhou is a capital city of a whole province that means if there is an important event holding in Hangzhou, it can get all support from the whole province. The economy has also developed very quickly in this city; many international companies have established subordinations.]

A34: Hangzhou's development is situated at early places in Chinese city developing comparing list. Economy, environment and transportation all let it has strong capability.

A35: Hangzhou is already be a big international city and it has many tourism experiences.

A36: Depend the size of this event, Hangzhou definitely has the capability. If the event is bigger, it should be considered more serious.

A37: Hangzhou' capability is obvious. Hangzhou is a big city, the event is not big as it described, and as a tourism city, the city reputation is strong.

A38: Hangzhou as a big international city has the capability.

A39: The event is not like it described as an international event, it just like a normal event only has the bigger name. Hangzhou has take this size event for more than 5years, so it has enough experience

A40: Hangzhou's economy is developed very well, so it should has some big international event to attract more attention on it.

5. Do you think Hang Zhou has many competitors to take big international events? How about the competitive advantages?

A1: Lots of competitors, but Hangzhou's competitive advantages is also strong depend it economy and tourism resources.

A2: There are many strong competitors in other provinces like Kunming, Guangzhou, etc, but Hangzhou has its own special advantages.

A3: Many competitors. Hangzhou's competitive advantages are also strong

A4: Many competitors. Hangzhou's competitive advantages are also strong

A5: Depend on the event size and content. If the size is medium and it is related to the tourism, Hangzhou definitely has strong advantages.

A6: Not many, Hangzhou is a big international city and it is also one of the most famous tourism cities in China.

A7: Not many, Hangzhou's status is high in Chinese cities except some important cities like Beijing, Shanghai.

A8: Many competitors. Currently many medium size cities have developed very quickly, even in the same province like Ningbo, Wenzhou also has very strong capability.

A9: Many competitors. There are many cities holding different international events recently to improve their city reputation and can increase the economy. The competition is ruthless

A10: Competitor should exist many. Because holding event is very famous in China, many cities are trying this method. However, Hangzhou capability is also strong.

A11: It should have many competitors. Hangzhou by its own good geographical features and beautiful landscapes can have the competitive advantages.

A12: It should have many competitors but the competitive advantages are also strong.

A13: Not really sure

A14: Not many. Hangzhou is an economy developed city, and it is one of the famous tourism cities in China.

A15: Not many. Hangzhou's competitive capability is so so.

A16: Not many.

A17: Competitors definitely have many. Because this event is a big international event so Hangzhou definitely has enough competitive advantages, otherwise this event holding qualification will not be reached.

A18: Many competitors. The competitive advantages are also strong

A19: It should have many competitors. Hangzhou by its own good geographical features and beautiful landscapes can have the competitive advantages

A20: Have many competitors. Hangzhou is exceptionally rich in natural resources so the advantages are better.

A21: Have many competitors. Personally think Hangzhou has its own special features and these features make Hangzhou more competitive advantages

A22: Not many. Only some big cities like Beijing, Shanghai, and Guangzhou

A23: Many competitors. The competitive advantages is also strong

A24: Not many. Not many big cities are also a tourism city.

A25: Many competitors. Hangzhou is stronger because it has higher level of cultural and environmental features.

A26: Many competitors. Not really sure the capability if compare with other cities.

A27: Many competitors. The competitive advantages is also strong

A28: Many competitors. Hangzhou is a quite unique city in China; many foreign people know Hangzhou and like come to travel in this city. Hangzhou's capability is enough to hold big international event.

A29: Many competitors. Hangzhou has it own special advantages.

A30: Many competitors. Many cities that close Hangzhou are all very strong competitors like Shanghai, Ningbo, Nanjing etc. If compare with Shanghai and Guangzhou, there are still some distance between them, because they have longer event holding history. Hangzhou wins by its own special features like environment, landscape, and city brand

A31: It should have some competitor because China has many cities and many cities have developed very well in the past several years. Hangzhou's economy, environment, and culture are all stay at high level.

A32: It should have some competitors. The competitive advantages should depend on the comprehensive strengths. Hangzhou has developed its city size and with developed economy is quit strong.

A33: Many competitors. Hangzhou's comprehensive strengths are high.

A34: Not many. Capital city of province, economy developed, good environment, developed tourism industry, that if the city can hold so many advantages are not simple.

A35: Not really sure. The cities close Hangzhou like Shanghai is one of the biggest competitors but Hangzhou cannot compare with Shanghai at the moment. Other cities in other province are similar.

A36: Many competitors. Hangzhou's comprehensive strengths are high.

A37: Many competitors. Some big cities like Kunming, Guangzhou is stronger.

A38: Many competitors. Many developed cities in China.

A39: Many competitors. Hangzhou's comprehensive strengths are high.

A40: Many competitors. Hangzhou's comprehensive strengths are high.

6. What is the most important factor that attracts you to attend the event?

A1:

A2: Hangzhou's special landscape and interesting events. Can come here have a lovely tourism.

A3: Many different events and festivals.

A4: Hangzhou's beautiful views

A5: Hangzhou's indigenous culture and modernistic management

A6: Because many interesting shows holding in Hangzhou

A7: Because many interesting shows holding in Hangzhou

A8: Because many interesting shows holding in Hangzhou

A9: Because many interesting shows holding in Hangzhou

A10: Because many interesting shows holding in Hangzhou

A11: The event is interesting and cheap. Many events and shows are quite valuable.

A12: Hangzhou's landscape

A13: The event is holding in Hangzhou and Hangzhou is a famous tourism city

A14: Attend the event also can travel in Hangzhou

A15: Hangzhou's beautiful landscape and famous city brand

A16: Hangzhou has beautiful views can attract tourists.

A17: This event attracted many foreign exhibitors and visitors, people can experience other cultures and traditions during the event. Although outbound tourism is more popular than before, it is still is a luxury thing so join the event can view different countries' things is a good attraction.

A18: Beautiful landscape and developed economy

A19: Because Hangzhou is a beautiful city with famous west lake.

A20: Government correct guide and good market trend

A21: Hangzhou has good leisure environment, long history, and beautiful landscape

A22: The main topic of this event is "leisure" and Hangzhou is a tourism city so come to Hangzhou is interesting.

A23: Beautiful city, enthusiastic local resident, culture

A24: Hangzhou's transportation is very convenient, and facilities are good.

A25: This event has much different kind of shows, so the content is plentiful

A26: The event is very interesting and makes the city more interesting

A27: Hangzhou's culture and environment is the most attraction factor

A28: Hangzhou with plenty resources and beautiful views

A29: Hangzhou's natural and cultural environment

A30: The event provide some useful shows that relates to people's life like housing show, car show, and employment recruitment show, etc

A31: Interesting shows, short distance. Because the event is in Hangzhou, so I do not need spend lots of money to attend it. Many events are interesting but the distance makes me give up.

A32: Good environment, beautiful landscape, Hangzhou original city brand, and useful shows

A33: Good views just I said before, I can both attend the event and have trip, which can gain two advantages by a single move

A34: Hangzhou's beautiful views. Others, Hangzhou's developing economy have attracted many business people's interests.

A35: Hangzhou's tourism industry, locations are all important

A36: The content of the event. There are many different kinds of small shows during the event time.

A37: The new garden of Leisure Expo, is interesting

A38: Hangzhou's beautiful views.

A39: Hangzhou's city brand of tourism is very attraction

A40: Beautiful is the most attractive factor.

7. Do you think provide enough events is important for city tourism development? Do you think this big international event can bring many economical opportunities for this city?

A1: The most benefit for the event is attract more tourists to view the new garden that build for 2006 Leisure Expo. The event can attract many foreign businesses, so it is good for city economy developing.

A2: The main purpose of holding the event is to attract more tourists, so this benefit should be completed. The event is not single event; it includes much different kind of small shows, which many of them are relate to the business. Many foreign companies were attracted to attend this event so the economical opportunities are obvious.

A3: The topic of the event is "leisure". Tourism is one of the leisure activities, so the event is definitely good for tourism developing. The event can increase the city brand, which can attract more businesses interests.

A4: The event is definitely good for tourism developing. This event is an international sized event so can introduce Hangzhou to the world and to attract more people come to here and consume here.

A5: The event is obvious good for tourism development and economical development. Many visitors will introduce this city to other people and to increase the city brand and catch more opportunities.

A6: The event is good for city's tourism development and it also can bring many economical opportunities.

A7: The event is good for city's tourism development and it also can bring many economical opportunities.

A8: The event is a tourism based event, so tourism is definitely treated as the first place. The government provides much energy on event promotion, so it should has the good result. Due to the event holding, many people can know about the city and the development of the city, it can attract more businesses to open their market here.

A9: The event is good for city's tourism development and it also can bring many economical opportunities.

A10: The event holds an opening ceremony and closing ceremony, which have invited many stars to come. The Chinese 'Multiple flower' film star awarding ceremony also belong to the 2006 Leisure Expo., which have many famous movie stars coming. These are really big attractions for some young people. People come to Hangzhou need consuming, and playing so many business opportunities was existing with the event.

A11: The event is good for city's tourism development and it also can bring many economical opportunities.

A12: The event is good for city's tourism development and it also can bring many economical opportunities.

A13: Many tourists come to see the new garden or 2006 leisure Expo, firework festival, and film ceremony, which all belong to the Leisure Expo. The tourism industry has defiantly for a big excitement during the event. Many companies are also invited to attend some business related shows, which can bring many opportunities to the city.

A14: The tourism industry has increase is obvious, it can be seen by everywhere. Lots of tourists come to this city currently, especially during some public holiday. More people can bring more opportunities; tourism increasing also can stimulate the economy development

A15: The event have promoted quite well before it started and during the open time, it should attracted many tourists from different cities. Hangzhou is a famous tourism city, many tourists come every year, so if there is a so interesting event happen in this city, those tourists who want come early will have stronger determination to come here. Same reason, those companies who have interests want to open the market in Hangzhou's also will not lose the opportunities to come here.

A16: The event's main topic is leisure; many people will be more curious about the changing in this leisurely city during the leisure expo. The economical opportunities is obvious, which can seen by the multiple business shows holding during the event.

A17: The event is good for city's development. The economy benefit in Hangzhou is mainly from the tourism industry, so they are complement to each other. The event can more foreign people know about the city and bring more business opportunities.

A18: The event is good for city's tourism development and it also can bring many economical opportunities.

A19: The event is good for city's tourism development and it also can bring many economical opportunities.

A20: The event is a motive force for the city economical development

A21: Off course, the event is good for the city's tourism development. Hangzhou as leisure, culture protection, economy developing sample city, has increased its city brand in the world by holding the event.

A22: The event is really good for the tourism industry. It is also can attract many opportunities.

A23: The tourism development is obvious. For the economical part: tourism industry, business, hospitality all have increased by this event and due the event city can attract many foreign investments.

A24: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

A25: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

A26: The event is really good for the tourism industry. Due to the event, Hangzhou can increase its city brand and also can stimulate people's consumption.

A27: This kind of big event is good for city's tourism development. At least can let more people know about Hangzhou and come to Hangzhou. Tourism industry development also stimulates the economy development.

A28: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

A29: It can increase the both tourism and economy.

A30: The event is really good for the tourism industry. The event also includes some business inviting shows, which can attract more opportunities.

A31: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

A32: The event is a big international even; so many people will like to experience the special event. Due to the event, Hangzhou can increase its city brand, which can attract more business opportunities.

A33: Due to the event, city brand has increased, environment is getting better, natural views are several main factors that attracting people come to invest or live.

A34: Event can attract more people, people can bring higher reputation, higher reputation can attract more people; it is a circulation.

A35: If the event is not good for the city development, the government will not spend so much money to apply it. The economical benefit should have but will not so obvious it need more time.

A36: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

A37: Tourism industry has increasing during the event is obvious; the tourism is related to the economy so the economy also has increased.

A38: The event is really good for the tourism industry. It is also can attract many opportunities and good for the economy development.

8. Do you think the 2006 Hang Zhou World Leisure Expo has showed the Hangzhou city's characteristics? (culture, history, etc involvement level)

A1: Yes, the meaning of the event is 'leisure', Hangzhou as a tourism city with absolute leisure features. The life in Hangzhou is very easy and comfortable, is not like the life in other big cities.

A2: Yes, this event provides many special shows like "2006 China International Leisure Industry Expo", "International Famous Tea Expo", and "Silk Expo" etc. These shows are based on Hangzhou's natural resources and introduce these resources to more people from different places.

A3: The leisure Expo definitely can show the Hangzhou's main characteristics, which are leisure, tourism, easy life.

A4: Not really sure, if the Expo can show the characteristics.

A5: The Leisure Expo cannot show the Hangzhou's characteristics. Hangzhou is a old cultural city with long history, the deep culture cannot be showed in a short term.

A6: The Leisure Expo can show the characteristics, because "leisure" is the correct word can describe Hangzhou's life.

A7: Hangzhou is a tourism city, its characteristics is about leisure, tourism, which is really suit for the main topic of the Leisure Expo.

A8: It cannot shoe Hangzhou's real characteristics. Hangzhou has many different phases; it cannot be showed by only several shows. The event can introduce many products like tea, silk, tourism to other people, but can not the whole.

A9: Basically the event can shoe Hangzhou's characteristics.

A10: The Leisure Expo can show the Hangzhou's characteristics.

A11: The Leisure Expo can show the Hangzhou's characteristics.

A12: I am not sure if the event can show the characteristics of Hangzhou.

A13: The purpose of the event is to introduce the 'leisure', Hangzhou as a tourism city with beautiful natural views is really suit for the 'leisure life'.

A14: The Leisure Expo cannot show the Hangzhou's characteristics.

A15: Hangzhou's characteristics can be showed by this big international event.

A16: The event combines many different shows, which are related to the tourism. Tourism is the main product of Hangzhou.

A17: The Leisure Expo can show the Hangzhou's characteristics.

A18: The Leisure Expo can show the Hangzhou's characteristics.

A19: The Leisure Expo is about tourism, so the event can show the characteristics of Hangzhou.

A20: The Leisure Expo is about tourism, so the event can show the characteristics of Hangzhou.

A21: The Leisure Expo reached the purpose that set up before the event started.

A22: The Leisure Expo reached the purpose that set up before the event started.

A23: Basically the Leisure Expo reached the purpose that set up before the event started.

A24: The Leisure Expo can show the Hangzhou's characteristics because Hangzhou is a leisure city.

A25: The Leisure Expo can show the Hangzhou's characteristics because Hangzhou is a leisure city.

A26: The event showed the real features of the West Lake and deep cultures of Hangzhou.

A27: The Leisure Expo can show the Hangzhou's characteristics.

A28: The Leisure Expo can show the Hangzhou's characteristics.

A29: Off course, the event can show Hangzhou's characteristics.

A30: Not sure

A31: Cannot be showed exactly, no special impressed shows.

A32: Should be OK

A33: The Leisure Expo can show the Hangzhou's characteristics.

A34: Cannot be showed, Hangzhou;s characteristics did not be introduced notable

A35: Cannot be showed, many events are not interesting and attractive except the opening and closing ceremony, many events are less promoted.

A36: The Leisure Expo can show the Hangzhou's characteristics.

A37: The Leisure Expo can show the Hangzhou's characteristics.

A38: The tourism city exactly suit for the topic of the event.

A39: The Leisure Expo can show the Hangzhou's characteristics.

A40: The Leisure Expo can show the Hangzhou's characteristics.

9. What is the most benefit for city to hold international event (for example 2006 Hangzhou World Leisure Exposition): political, economic, social, cultural, or environmental?

A1: Economy. Because tourism has increased during the event time, so the economy also get increasing.

A2: Culture and environment. For preparing the event, government need to rebuild the some road, building, garden, etc, so the environment getting better and better during the event.

A3: Definitely economy

A4: Economy

A5: Synthetic strengths (economy, culture, etc) and city brand

A6: Economy, culture

A7: City brand, due to the event, many foreign people can know about Hangzhou

A8: Economy culture

A9: Increasing the economy

A10: Economic benefit

A11: Increasing economy

A12: All kinds of (political, economic, social, cultural, or environmental)

A13: Culture and environment

A14: Economy and culture

A15: Increasing economic benefit

A16: Attracting more tourists so increased the economy

A17: Economy and culture

A18: Economy

A19: Economy, culture and environment

A20: The Leisure Expo event gives an impetus to Hangzhou's economy, policy, society, culture, and environment; and increased local resident's "leisure" conception.

A21: Increased Hangzhou's city brand of the world. Promote the economy, culture, society development harmonious.

A22: Economy gets the most direct benefit. Culture and environment also get some benefits.

A23: Economy: promoted the economy development; Culture: increased city's whole image; Environment: increased environment development

A24: Increased economy development, people can get more interests on 'leisure' activities.

A25: Increased coverage of city brand, economy benefit, and show Hangzhou's charm.

A26: Increased Hangzhou's city brand and economy benefits.

A27: Holding this kind of bit international event is an approval of government political activities. This kind of event can let Hangzhou communicate with other foreign cities and to know about the lack and advantages. Bring higher number of tourists and increased economy.

A28: Increased economical benefits, political stability, social harmonious and environmental looking.

A29: Increased the Hangzhou's city brand in the world level, and economical benefits.

A30: Economy is the most beneficial one, and city brand.

A31: Economy

A32: Economy increasing, local resident's self-confident

A33: Economy is the most important one. Secondly is environment because to hold this kind of event environment definitely need to get improvement. Some old environmental problems all got be solved by this time. Flowers and trees are getting more and more in the city.

A34: Economy

A35: Increased city brand, honestly Hangzhou's city brand did not reach the higher level.

A36: Economy, city brand

A37: Increased city brand and gave companies or businesses a communicate platform

A38: Economy

A39: City brand and economy]

A40: Environment and economy

10. Can you provide brief description of benefits or changes in each areas (political, economic, social, cultural, or environmental)

A1: I did not feel some big changes.

A2: Two ceremonies have attracted more tourists and have some special events can attend

A3: More beautiful, environment changed better for event.

A4: Increased city economy.

A5: Let the world to know Hangzhou, let the world to know there is a such city in China. Actually, due to the time deficiency, the big benefit cannot be seen from the event.

A6: More vitality of the city.

A7: More hotels and small travel agencies

A8: More tourists, so the city getting hotter than before

A9: More foreign tourists so the tourism get big economic benefit.

A10: More tourists, so more people can know about the Hangzhou, China

A11: More tourists bring higher economic benefits and increased culture communication with other cities.

A12: Let more people know about Hangzhou, and want to come to this city.

A13: Did not see some big changes

A14: City's environment getting better and better, more tourists. Feel the city becoming more fashion and younger.

A15: Not sure

A16: Not sure

A17: Changes lots. Everyday can see many foreign people and Hangzhou is through accommodating these tourists to change its multiple phase everyday, such as environment, resident's quality.

A18: Did not see any changes

A19: * Environment gets changed better. * Tertiary industry gets more development opportunities. * City's social level getting close to the international big cities. * City's brand and image getting better.

A20: * Hangzhou's city brand gets increasing * pushed Hangzhou's culture and tourism improvement, getting more beautiful * Along with the higher life quality, more people get to understand that the "leisure" is part of normal life.

A21: During the Leisure Expo, Hangzhou getting more beautiful than before specially in the night, more neon lights in the city and roads getting more clean

A22: People's mind are changed, the leisure opinion is lifted into a higher level. City's construction, transportation, environment is also getting better.

A23: The places that near the "Leisure Expo garden" are changed into beautiful. These places were less developed, but it suddenly had become a hot place by the event holding. The meaning of "leisure" is becoming more important than before, which increased people's quality and constructed a more harmonious society.

A24: Leisure style life is more acceptable by local people

A25: People's mind gets changed, which think leisure life is important.

A26: Transportation gets much better, because more good quality road were building for the event.

A27: * Environment is getting better, city's appearances is becoming better. * Roads have become wider and clean. * People's cultural quality gets increased.

A28: * Encourage the city development * Increased people quality

A29: * Economic benefits * Cultural industry get increasing * People's life have become more colourful and varied in postures

A30: Build Leisure Expo Garden let more people know about Hangzhou

A31: City brand has increased, which attracted more stars

A32: People's life have become more boisterous, more special events and attracted more foreign tourists

A33: City has become more beautiful, more shows, people have more choice to attend different events.

A34: More beautiful views, environment gets better

A35: City has added another big garden "Leisure Expo Garden", more events. Others, no big differences.

A36: More beautiful and more boisterous

A37: Tourism industry has promoted by the event

A38: Increased more events

A39: The environment has changed better, better quality road have been build.

A40: Not sure there are some changes compared with before, same as normal.

11. There are many effects that brings by the event both direct effect (economy, employment, profit, taxation, etc) and indirect effect (city brand development, promote, develop opportunities, etc), what do you think is the most effective one, direct or indirect of this event?

A1: Economy, benefit, tax is the most important effect.

A2: Indirect effect

A3: Economy is the most effective one and the indirect effect

A4: Indirect effect

A5: Indirect effect

A6: Because the most benefit from the event is the city brand, so the indirect effect is the most effective one.

A7: Direct effective. The economy and profit got increasing is obvious and more opportunities for the workers from other cities.

A8: The indirect effect is the most effective one because the city brand development and development opportunities are the most important one. If the city brand have developed, the development opportunities will be increased and tourists will be increased, so the economy will be developed.

A9: Indirect effect: city brand development and human resources market.

A10: Indirect effect

A11: City brand development direct effect the economy development. So the indirect effect is the most important one.

A12: Both of them are effective.

A13: Indirect effect: economy, profit and tax are all quite effective. Despite, from the indirect effect part, city brand development cannot be ignored; it got not obvious development from the event.

A14: Economy, human resources, profits are what the three main effective effects from the direct effect part, city brand development is also quite effective from the indirect part.

A15: Direct effect: economy and human resources

A16: Most effective one is the direct effect part, which are economy, profit, and tax. The less effective is the city brand development

A17: Indirect effects: city brand development and development opportunities

A18: Direct effect: economy

A19: They are all important from the direct effects: economy, environment. From the indirect part: city quality and brand, development opportunities

A20: The city brand is the most important one. Due to the city brand development, foreign investors can interests in Hangzhou and put investment in different areas. The city brand development is based on the government policies, which need to pay lots of attention on city construction and development, so local resident's life can get improvement. To hold these kinds of big international events can both direct and indirectly increase the city economy development.

A21: The most effective effect is the direct one with economy, human resources. The less effective effects is the indirect effect with city brand development and development opportunities.

A22: the most direct effect is the economy because economy development is the logic

A23: City level in China and also in the world.

A24: The higher effective effect: city brand, tax, profits. The less effective effects: human resources, developing opportunities

A25: Economy and city brand development

A26: City brand development

A27: The most important effects: economy, human resources and city brand

A28: Economy is the most important one

A29: City brand development, developing opportunities are the most important one. So the indirect effects.

A30: Indirect effect

A31: Indirect effective is more effective because the direct effect needs time to be appeared.

A32: Indirect effects, the direct effects are not the factor that can be found by local people expect some government server and business people.

A33: Indirect effects

A34: indirect effects

A35: off course indirect effects

A36: Human resources, tourism profits are quite effective

A37: Indirect effect, because the direct effect are not sure

A38: Economy, profits

A39: Indirect effects

A40: Indirect effects because the direct effects cannot be speared in the short time.

12. Do you think that your life has some changes during this event (direct or indirect)?

A1: No, did not feel anything

A2: No, no big changes

A3: Currently no changes

A4: Did not feel any changes

A5: Yes, at least have more opportunities to attend the events and to feel the event environment.

A6: No, no changes

A7: No, no changes

A8: No, local resident's life cannot be changed just by one event

A9: No changes

A10: No, no big differences only some environment

A11: No changes

A12: Yes, because the life is in the city so cannot be ignored the changes of the city

A13: Little bit changes

A14: No, did not feel any changes

A15: No, no changes

A16: No, no big changes

A17: Basically no some changes

A18: Yes, but just a little bit. Only some city changes make me feel a little bit different like wider road and more beautiful views.

A19: Yes, little changes. Mainly is the psychological changes, feel proud to be a Hangzhou local resident.

A20: Yes, cultural and tourism activities have become more plentiful, personal consumer price level increased but many people cannot accept it.

A21: Directly and currently have no changes. However in the future it may have some changes such as city quality improvement, which can bring many benefits to people's life.

A22: Unobtrusively and imperceptibly maybe some changes but cannot feel

A23: No big changes

A24: Added a one more garden can be attended, can buy more things and have more chances to try different food.

A25: No differences, did not attend many events

A26: May have changes but I did not feel properly.

A27: Yes, it should have some changes. Like I have more chances to attend event, I feel more confidence to be a Hangzhou resident, etc

A28: Yes, the whole society's economy has increased definitely can improve local resident's life.

A29: Enrich the people's spare life

A30: No big differences

A31: No changes but at least have some opportunities to attend different events

A31: No some differences

A32: No some changes only have some different events can be attended

A33: Sense of pride of be an Hangzhou resident and satisfaction of city development have increased

A34: No big changes, it only influence the people that involved in the event work

A35: No differences

A36: No changes

A37: No changes

A38: Do big differences, only a event cannot influence people's life

A39: Ni changes

40: No changes

13. Do you think this event attract enough community involvements?

A1: Not much, actually I do not know

A2: Not much, because the event is mainly about the leisure most of the businesses may not be attracted

A3: No, I do not think so. Those events are mainly based on the government activities.

A4: Did not hear of that

A5: I do not know. I only attend the event

A6: Not enough, mainly government support

A7: No, actually there are not much social communities in the society

A8: So-so

A9: Yes, I think so. Because this is a big international event, should have attracted many social communities involve

A10: I do not know

A11: So-so

A12: Yes, enough. Many different communities like media industry

A13: No, not enough

A14: No

A15: No, not enough

A16: No

A17: Not enough

A18: Yes, I think so

A19: Yes, it should attracted enough communities

A20: Yes

A21: Yes, many volunteers have involved in

A22: I do not really know about this but I guess maybe ought to have enough communities

A23: Do not know, should have not much

A24: Not much, only feel government put much attention and money, the society did not involve in quite lot

A25: Yes, I think all the local resident have involved in the event

A26: I do not know because did not pat attention on it

A27: Not really sure about it. If the propaganda have done properly should have attracted enough communities.

A28: It should have attracted enough communities, it is undoubtedly

A29: Enough

A30: it should say not enough, mainly are based on government investment

A31: Do not know

A32: Not enough

A33: No, actually not enough communities have involved in this event

A34: Not enough but have some. It is still like a national event not like international event

A35: Not enough, because the limitation of the event is obvious

A36: Not enough, basically even no many foreign companies so the brand is still limited

A37: Not enough although it is important

A38: Should have enough but it still based on government activity

A39: No, maybe the process to be an sponsor is difficult so many communities did not interest

A40: I do not know but think is not enough

14. Do you think the event provide enough logistics? (Laws and insurance, medical service, education and training, event organisation agencies....)

15. Do you think the event has big follow-up effect? Is it important?

A1: No, I do not think so. It is not like other bigger event like Olympic, have deeper and longer influence

A2: Yes, it definitely have follow-up effect, it is the main purpose of holding this event

A3: Yes, the Follow-up effect like economy development, human resources are obvious

A4: the follow-up effect will be strong and will be showed in different industries.

A5: Yes, it is absolute. Economy will get the most effective effect from the event

A6: No, after the event everything will be as normal.

A7: Yes, the follow-up effect will be obvious

A8: Yes, the follow-up effect will be obvious

A9: Yes, the follow-up effect will be obvious

A10: Yes, the economy will have longer effect. Human resources market also will get increased later.

A11: It should have follow-up effect, which is the important reason why we should hold this event

A12: Maybe, not really sure about the follow-up effect, it is important for the business people not really relate to resident's life.

A13: Yes, the follow-up effect will be showed in the next 2 or three years because the economy development cannot be seen just in the short time.

A14: Should have the follow-up effect

A15: No. I do not think so. It is only a normal event, every year Hangzhou holds different events.

A16: Yes, the follow-up effect will be continued

A17: Should have the follow-up effect

A18: Yes, the follow-up effect will be obvious

A19: Yes, the follow-up effect will be obvious

A20: off course it has the follow-up effect]

A21: Yes, the follow-up effect will be obvious

A22: it should have the follow-up effect, at least on the conception of leisure

A23: Yes, people have more attention on their life quality

A24: Should have the follow-up effect

A25: Life will getting better, people will have more opportunities to develop their life

A26: Yes, the follow-up effect is obvious. More people get to know about Hangzhou and want visit this city.

A27: Yes, due to the event will have more people like Hangzhou and more event opportunities

A28: Should have the follow-up effect. The main purpose of the Leisure Expo is to introduce Hangzhou to other people, so will have more tourists to be attracted to here by its reputation as a scenic spot

A29: Yes, the follow-up effect will be obvious

A30: Yes, the follow-up effect will be obvious

A31: Yes, the follow-up effect will be obvious

A32: Yes, the city brand has increased so more people have known Hangzhou. Higher brand and reputation will have higher chance of business opportunities.

A33: Yes, the follow-up effect will be obvious

A34: Should have some follow-up effect because it is a big international event. If the effect is not obvious, the money that had invested in is worthless, so government couldn't to do that.

A35: Yes, the follow-up effect will be obvious

A36: Yes, the follow-up effect will be obvious

A37: Yes, the follow-up effect will be obvious

A38: At least the city brand has increased, which can attract more tourists and business opportunities. This effect needs a long time to be appeared

A39: Yes, the follow-up effect will be obvious

A40: Yes, the follow-up effect will be obvious

16. To hold this big international event, government need to invest many money, do you think it is worth or worthless. Why?

A1: Not worth, the government put lots of money on propaganda but it did not attracted enough foreign tourists and attendees.

A2: It is worth because it can bring many good benefits like city brand development and economy increasing.

A3: It is worth. Compare with the follow-up effect, the input is worth, other wise the city cannot get rapid development depend on the event.

A4: It is worth. Government needs to put money on some big activities that can stimulate the city development.

A5: It is worth. For many business people, this event is like communication flat for them to communicate and get more business opportunities.

A6: Not worth. This event is not like what they promoted is a big international event, it still look like a national sized event

A7: Not worth, I even think a little bit wasted money. The event did not bring so many benefits as it is expected.

A8: It is worth. It increased the tourism and economy.

A9: It is worth because only pay out can get the most benefits return

A10: It is worth. At least Hangzhou's city brand has increased, have big international events holding in Hangzhou is good for city development. Event market is really popular in China now.

A11: It is worth.

A12: If can make sure there are some benefits, it is worth

A13: It is worth. Many benefits will be appeared in the later.

A14: It is worth, depend on the economy development

A15: It is worth. Hangzhou as a big city needs to hold such big event frequently, which can increase the status in the world level.

A16: It is not worth. Government spends too much attention and money on this event. Hangzhou is a big city there are many chances to hold this size event, if government put so much money in these events every time, it will caused problem.

A17: it is worth. The economy benefits from this event will influence the city development deeply.

A18: It is worth. Economy development from the event is obvious like tourism industry development.

A19: It is worth. Hangzhou is a tourism city; it needs such tourism event to introduce it.

A20: I heard that the input is too much and caused the unbalance between the input and return. Currently, the situation is deficit. The problem is government should learn from this experience. Try to attract more social communities to involve in instead of only use little investors, which can bring the most economic benefits.

A21: It is worth from the city brand development

A22: it is worth. All invest can get return only depend on the time and level.

A23: It is worth; it can bring many invisible and visible benefits. It also has a very deep influence on the development of city brand.

A24: It is worth. The economy development is obvious.

A25: It is worth. The invisible benefit is stronger than the visible benefits.

A26: Not sure, it depend on if it can increase people's life

A27: I think it is worth, only input can get return

A28: It is worth. The gain should more that the input. To hold this kind of event can promote the different area's development and some invisible benefits also cannot be bought by the money.

A29: It is worth because to compare if the event is worthy we cannot only depend on the economy side and also need to consider of the influence on the constructive encouragement affection.

A30: It is worth. Because the event has a long follow-up effect

A31: It can be worthy for the later development

A32: it is worth if there is not gain government won't put so much money in

A33: Money input is necessary

A34: Off course it is worth. It can bring economic benefits

A35: it is worth. After all the main benefits will be showed in the future

A36: In order to improve the event quality, this input is necessary.

A37: It is worth but not enough.

A38: It is worth.

A39: It is worth. Economy can get development from the event.

A40: The government pays attention on the first big event, so it is necessary and it can bring many benefits.

17. Do you think there are many negative changes that were caused by this event?

(Environment pollution, traffic, living price increase....) Many people think 2006 World Leisure Expo is the practice for 2008 Beijing Olympic and 2010 Shanghai World exposition, what do you think?

A1: Traffic is the worst thing that happens in the city. I do not think the event has the so deep effect that can relate to Olympic and World exposition.

A2: Environment and traffic. More tourists caused the environment and traffic problems especially during the public holiday. The event size cannot be compares with those big events.

A3: Traffic problems. The event cannot be the practice for the Oltmpic and World exposition because they are different cities and with different status. It only can be viewed as other big international event's practice.

A4: Traffic and environment. They are two different concepts.

A5: The brand of the event is not enough; many foreign people even do not know this event and did not attract enough foreign attendees. These are three different events; they are not at the same level.

A6: Traffic. It may provide some experiences for these big event but may not important

A7: The living price has increased. Hangzhou as a tourism city the living price has increased really high, some price like house price event beyond Shanghai and Beijing. They do not have really close relationships.

A8: The living price has increased

A9: Traffic worse. However, it can let foreign people to understand Chinese situation properly. They are two different concepts

A10: The living price has increased. They cannot be compared together.

A11: the environment has polluted and the living piece has increased. Maybe it is the practice for the Olympic and WE, which is for the better to hole these big events

A12: Traffic. It may be is the practice of the Olympic and World Expo.

A13: Traffic problems. I do not think it is the practices, they are different

A14: Traffic and environment pollution. I do not think it is the practices, they are different

A15: Traffic problems and living prices have increased. I think the LE can be seen as the practiced of Olympic and WE, because China needs more experiences of holding big events.

A16: Traffic problem. I do not think it is the practices, they are different

A17: Traffic. I do not think this event is the practice. This event has it own special factor, it not only provide a good destination to tourists and also a most economic way to introduce Hangzhou's landscape.

A18: The living price. Hangzhou's living price has increased too dramatically and it cannot be matched properly with the city development. They are different concept.

A19: Traffic. It is not the practices of Olympic and WE

A20: The total service is not good enough and some price like the LE garden ticket price is really high, which cannot be accepted by local normal resident. The LE cannot be compared with the Olympic and WE.

A21: Mainly is the traffic. I think the LE is the practice of the Olympic and WE.

A22: Environment problems always happen with some big events, because a large number of population. For the Olympic and WE, LE should have some good experiences can be learned and it also can be viewed as a preparation of the Olympic and WE.

A23: Traffic always makes people crazy. The prices for some shows are experience. They have no relationships.

A24: The living price is too high. It is not the practices, it only the practice for Hangzhou.

A25: Not sure. I think only have more experience can have high confidence to hold the event perfectly

A26: Traffic and environment, many living rubbish have created during the event duration. The event is only for Hangzhou to practice, in order to apply the bigger events in the future.

A27: I think the traffic facilities need to improve through the event the problem can be seen more clearly. To hold this kind of event should have some experience

A28: Traffic. It can be seen as a practice of the Olympic and WE

A29: The consumption price has increased caused people's vexation. It can be seen through this way.

A30: Traffic influence. They have no big relationship with the Olympic and the WE]

A31: Too many events and too dispersed, many events did not get enough propaganda. Not sure the relationship between the LE and the Olympic and the WE

A32: The event brand and the reputation are not enough. Although it is a world level event but it still attracted not enough foreign people.

Not sure the relationships.

A33: Traffic. The beginning of the event is bright; during the event time is so calm.

A34: No regularity of the events, too mass. They cannot be compared

A35: The promotional level is not enough or not balances. The events only propagandized well in the city, it is not attractive enough for people from other places. It is not like Kunming WE and Shanghai WE have many people know that.

A36: Traffic, the city is still small so cannot solve the traffic when have the big crowds. No relationships with the Olympic and the WE

A37: The propaganda is not enough only for the destination. Two different concepts.

A38: Traffic. Two different level events

A39: Traffic and environment. Cannot be viewed at the same level

A40: Traffic. Two different concepts.

18. This big international hold for nearly 6 months, do you think this time is long or short?

A1: Little bit long. It was really hustle and bustle at the beginning of the event but it was so calm during the middle duration.

A2: So-so, because it also joined a West lake Exposition, so the time is quite long.

A3: The time is alright, because there are many different event need to be hold and some of them should have special season time.

A4: Little bit longer

A5: The time is too long; actually the event did not jut out the characteristics, many events are repeated similar topic.

A6: The time is alright

A7: The time is OK.
A8: The time is alright
A9: Time is ok
A10: Time is ok
A11: Time is ok
A12: Time is so-so
A13: Time is little bit long; many events have no enough attention.
A14: Time is depend on the amount of the events because there are many events have hold during the LE, so the time
A15: Time is ok.
A16: Time is not suitable, a little bit long
A17: Time is ok
A18: Time id ok
A19: Time is ok
A20: Time is alright
A21: I think the time is a little bit long, half year. Three months is better.
A22: Time is alright
A23: A little bit long
A24: Time is ok
A25: Time is ok
A26: Not sure
A27: Little bit long
A28: Time is ok
A29: A little bit long
A30: Too long, fine start and poor finish
A31: Long
A32: So-so, because it also joined the West lake Expo. So the time cannot be short
A33: Long, many events need to wait several months to attend
A34: So-so
A35: So-so, it has joined with the West Lake Expo.
A36: Time is so-so
A37: A little bit long
A38: Long
A39: Time is ok

A40: Time is ok

19. There are may be some sequel after this event such as excess hotels, excess travel agents, excess taxi, or un-normal price competition. Do you think the reasons that cause these problems? And do you think these problems are influence resident's life?

Appendix Three

ANOVA city perceptive by transport choice							
	Private car	Public bus	Bike	Walk	Taxi	Working car service	F value
Event facilities (city)	6.91	6.77	6.29	5.91	7.00	5.44	3.27*
Structure support - hotels, restaurants, shopping - (city)	6.79	6.73	6.22	5.81	6.80	5.89	3.33*
The entertainment opportunities	6.80	6.87	6.28	6.06	7.40	6.00	2.78*
The city pollution level	5.23	5.26	4.54	4.94	5.40	5.67	2.40*
Personal perspectives							
Event facilities (self)	5.89	5.95	5.39	4.59	6.20	4.89	4.45**
Employment rate and opportunities	5.63	5.98	5.27	5.19	4.40	5.44	2.44*
City's safety level and crime rate	5.48	5.51	4.75	4.78	6.60	4.89	2.75*
The price of goods and service	5.69	5.32	5.04	5.06	4.00	4.67	2.65*
Exhibitor involvement	6.36	6.15	6.10	4.91	6.00	6.00	3.16*

*=p<0.05;**=p P<0.001

Appendix Three

City Perspective by Source of Employment

		N	Mean	Std. Deviation
Event facilities (city)	Employed	217	6.6313	1.66181
	Unemployed	5	7.0000	1.00000
	Retired	13	6.7692	1.09193
	Student	44	6.2273	1.70994
	Part time work	9	6.5556	1.33333
	Home duties	2	6.5000	.70711
	Total	290	6.5793	1.62451
Structure support - hotels, restaurants, shopping - (city)	Employed	217	6.5760	1.46723
	Unemployed	5	5.8000	1.78885
	Retired	13	6.8462	.98710
	Student	44	6.4773	1.43848
	Part time work	9	6.3333	1.00000
	Home duties	2	6.0000	1.41421
	Total	290	6.5483	1.43344
The entertainment opportunities	Employed	217	6.6912	1.49739
	Unemployed	5	6.4000	1.51658
	Retired	13	6.8462	.98710
	Student	44	6.6818	1.23463
	Part time work	9	6.7778	1.20185
	Home duties	2	6.0000	2.82843
	Total	290	6.6897	1.43132
The maintenance of public facilities like parks and roads	Employed	217	6.5161	1.48790
	Unemployed	5	6.0000	1.58114
	Retired	13	6.9231	1.11516
	Student	44	6.2045	1.45601
	Part time work	9	6.4444	1.42400
	Home duties	2	7.5000	.70711
	Total	290	6.4828	1.46518
The traffic congestion in the city	Employed	217	4.8710	1.94173
	Unemployed	5	3.2000	1.30384
	Retired	13	4.8462	.98710

	Student	44	4.7727	1.93936
	Part time work	9	3.8889	1.69148
	Home duties	2	5.5000	2.12132
	Total	290	4.8000	1.90101
Quality of road infrastructure - highways etc	Employed	217	6.1659	1.56942
	Unemployed	5	5.6000	.54772
	Retired	13	5.8462	1.06819
	Student	44	5.7955	1.67859
	Part time work	9	5.2222	1.56347
	Home duties	2	6.0000	.00000
	Total	290	6.0552	1.55757
The public service (medical, law, logistic, security)	Employed	217	6.1198	1.29258
	Unemployed	5	6.0000	1.00000
	Retired	13	6.3846	.86972
	Student	44	6.1591	1.58398
	Part time work	9	5.4444	1.13039
	Home duties	2	7.0000	.00000
	Total	290	6.1207	1.31372
The damage to the natural environment	Employed	217	5.2212	1.58900
	Unemployed	5	5.2000	1.09545
	Retired	13	5.4615	1.26592
	Student	44	5.1364	1.82478
	Part time work	9	5.1111	1.05409
	Home duties	2	5.5000	.70711
	Total	290	5.2172	1.58203
The city pollution level	Employed	217	5.2627	1.75334
	Unemployed	5	3.8000	.44721
	Retired	13	4.9231	1.03775
	Student	44	5.0455	1.80380
	Part time work	9	4.5556	1.42400
	Home duties	2	4.0000	.00000
	Total	290	5.1586	1.71771
Employment rate and opportunities	Employed	217	6.1521	1.45294
	Unemployed	5	5.2000	2.04939
	Retired	13	6.3077	1.31559
	Student	44	6.2273	1.58281
	Part time	9	5.2222	1.30171

	work			
	Home duties	2	7.5000	.70711
	Total	290	6.1345	1.47851
Unemployment rate	Employed	217	5.9263	1.38581
	Unemployed	5	6.8000	2.28035
	Retired	13	6.2308	1.36344
	Student	44	6.1818	1.72900
	Part time	9	6.1111	1.36423
	work			
	Home duties	2	6.5000	2.12132
	Total	290	6.0034	1.45640
City's safety level and crime rate	Employed	217	5.8479	1.74003
	Unemployed	5	5.2000	2.16795
	Retired	13	5.3846	1.75777
	Student	44	5.6818	1.74906
	Part time	9	5.4444	1.33333
	work			
	Home duties	2	7.5000	.70711
	Total	290	5.7897	1.73322
The numbers of tourists	Employed	217	7.3364	1.34102
	Unemployed	5	7.6000	.89443
	Retired	13	7.4615	1.61325
	Student	44	7.2500	1.55705
	Part time	9	6.8889	1.16667
	work			
	Home duties	2	6.5000	2.12132
	Total	290	7.3138	1.37507
Property values and rental costs	Employed	217	4.8710	1.95361
	Unemployed	5	3.8000	1.92354
	Retired	13	3.0769	1.44115
	Student	44	4.9318	1.71719
	Part time	9	5.7778	1.64148
	work			
	Home duties	2	2.5000	.70711
	Total	290	4.7931	1.93098
The price of goods and service	Employed	217	5.7650	1.72269
	Unemployed	5	6.2000	1.30384
	Retired	13	4.9231	.86232
	Student	44	6.0455	1.58414
	Part time	9	5.7778	.97183
	work			
	Home duties	2	6.0000	1.41421

	Total	290	5.7793	1.65113
The total living costs	Employed	217	5.6359	1.57268
	Unemployed	5	5.6000	1.67332
	Retired	13	5.9231	1.25576
	Student	44	6.0682	1.54615
	Part time work	9	5.3333	1.11803
	Home duties	2	6.5000	2.12132
	Total	290	5.7103	1.54704
Tourism's relationship with local business	Employed	217	6.4747	1.40454
	Unemployed	5	7.2000	1.09545
	Retired	13	6.5385	1.39137
	Student	44	6.6818	1.09487
	Part time work	9	6.5556	1.13039
	Home duties	2	6.5000	2.12132
	Total	290	6.5241	1.34696
Degrees of local and international business cooperation	Employed	217	6.5300	1.34036
	Unemployed	5	6.6000	.54772
	Retired	13	6.6923	1.10940
	Student	44	6.8182	1.26257
	Part time work	9	6.7778	.83333
	Home duties	2	7.0000	1.41421
	Total	290	6.5931	1.29410
Local business opportunities	Employed	217	6.5991	1.30547
	Unemployed	5	7.2000	.83666
	Retired	13	6.6154	1.38675
	Student	44	6.7500	1.36612
	Part time work	9	6.2222	1.78730
	Home duties	2	7.5000	.70711
	Total	290	6.6276	1.32291
The city economy as a whole	Employed	217	6.8387	1.29700
	Unemployed	5	6.4000	1.14018
	Retired	13	6.7692	1.64083
	Student	44	6.7955	1.06922
	Part time work	9	7.1111	1.05409
	Home duties	2	6.5000	2.12132
	Total	290	6.8276	1.26898
Pride in and satisfaction	Employed	217	7.1060	1.38538

with the City	Unemployed	5	7.0000	.70711
	Retired	13	7.3077	1.70219
	Student	44	7.1364	1.23120
	Part time work	9	7.3333	1.11803
	Home duties	2	7.5000	.70711
	Total	290	7.1276	1.35202
Government involvement in the Events Business	Employed	217	6.8065	1.37078
	Unemployed	5	6.6000	.89443
	Retired	13	6.7692	1.48064
	Student	44	6.8182	1.20605
	Part time work	9	6.1111	2.20479
	Home duties	2	7.0000	1.41421
	Total	290	6.7828	1.37112
Levels of promotion and media involvement	Employed	217	6.9124	1.27899
	Unemployed	5	6.8000	1.09545
	Retired	13	6.3846	1.50214
	Student	44	6.8409	1.19967
	Part time work	9	6.4444	1.66667
	Home duties	2	8.0000	.00000
	Total	290	6.8690	1.28475
Control of the City's event economy and business	Employed	217	6.5714	1.33184
	Unemployed	5	7.0000	.70711
	Retired	13	5.7692	1.36344
	Student	44	6.5000	1.38933
	Part time work	9	5.7778	1.71594
	Home duties	2	7.0000	2.82843
	Total	290	6.5103	1.36246
Government promotion/encouragement to business participants	Employed	217	6.6406	1.48443
	Unemployed	5	6.2000	1.30384
	Retired	13	5.5385	1.26592
	Student	44	6.6591	1.32846
	Part time work	9	6.0000	1.93649
	Home duties	2	8.0000	1.41421
	Total	290	6.5759	1.47977
Price levels and management of prices for events	Employed	217	5.6682	1.74551
	Unemployed	5	5.2000	1.30384
	Retired	13	4.7692	1.83275

	Student	44	5.3182	1.72226
	Part time work	9	5.0000	1.58114
	Home duties	2	6.5000	2.12132
	Total	290	5.5517	1.74074
Management of risks associated with events	Employed	217	6.5023	1.51573
	Unemployed	5	6.2000	1.09545
	Retired	13	5.6923	1.31559
	Student	44	6.1364	1.32228
	Part time work	9	5.2222	1.48137
	Home duties	2	7.5000	2.12132
	Total	290	6.3724	1.49483
The success of the events	Employed	217	6.8341	1.32990
	Unemployed	5	6.8000	1.30384
	Retired	13	6.7692	1.01274
	Student	44	6.7500	1.05929
	Part time work	9	5.8889	1.53659
	Home duties	2	7.5000	2.12132
	Total	290	6.7931	1.29089
Suitability of policies and regulations relating to tourism	Employed	217	6.6636	1.38518
	Unemployed	5	7.0000	.70711
	Retired	13	6.7692	1.09193
	Student	44	6.8182	.99470
	Part time work	9	6.1111	1.76383
	Home duties	2	8.0000	1.41421
	Total	290	6.6897	1.32591
Suitability of policies and regulations relating to events	Employed	217	6.6820	1.24918
	Unemployed	5	6.8000	.83666
	Retired	13	6.9231	.95407
	Student	44	6.7500	1.12322
	Part time work	9	6.2222	1.98606
	Home duties	2	8.0000	1.41421
	Total	290	6.7000	1.24074
The relationship between government and the local authorities	Employed	217	6.6406	1.30874
	Unemployed	5	6.6000	1.14018
	Retired	13	6.2308	1.16575
	Student	44	6.4773	1.37229
	Part time	9	5.8889	1.61589

	work			
	Home duties	2	8.0000	.00000
	Total	290	6.5828	1.32126
Efforts to stimulate local business involvement in events	Employed	217	6.6221	1.36933
	Unemployed	5	6.8000	.83666
	Retired	13	6.4615	1.19829
	Student	44	6.7045	1.28641
	Part time work	9	6.3333	1.73205
	Home duties	2	7.0000	1.41421
	Total	290	6.6241	1.34657
The relationship between government and local residents	Employed	217	6.2995	1.39697
	Unemployed	5	6.4000	1.14018
	Retired	13	6.3846	1.50214
	Student	44	5.9091	1.58214
	Part time work	9	5.1111	1.26930
	Home duties	2	7.5000	.70711
	Total	290	6.2172	1.43524
The level of local public interest in events	Employed	217	7.0922	1.41774
	Unemployed	5	7.8000	1.09545
	Retired	13	7.3077	1.70219
	Student	44	7.2273	1.13841
	Part time work	9	6.3333	2.06155
	Home duties	2	7.5000	2.12132
	Total	290	7.1138	1.41329
Providing suitable plan for city's future event tourism development	Employed	217	6.8479	1.38106
	Unemployed	5	7.4000	1.51658
	Retired	13	6.8462	1.21423
	Student	44	6.7045	1.32208
	Part time work	9	6.2222	1.64148
	Home duties	2	7.5000	.70711
	Total	290	6.8207	1.37032
City brand image in China	Employed	217	7.0415	1.52240
	Unemployed	5	7.0000	1.00000
	Retired	13	7.0000	1.29099
	Student	44	7.1364	1.06947
	Part time work	9	6.4444	1.58990
	Home duties	2	8.0000	.00000

	Total	290	7.0414	1.44028
City brand image in the World	Employed	217	6.8756	1.44280
	Unemployed	5	6.0000	1.22474
	Retired	13	6.8462	1.28103
	Student	44	6.8636	1.40747
	Part time work	9	6.0000	2.00000
	Home duties	2	7.0000	1.41421
	Total	290	6.8310	1.44653
The city's level of attraction to other city's people	Employed	217	6.8479	1.58111
	Unemployed	5	6.0000	1.22474
	Retired	13	7.0000	1.15470
	Student	44	7.0455	1.16048
	Part time work	9	6.6667	1.22474
	Home duties	2	8.0000	.00000
	Total	290	6.8724	1.48846
The city's level of attraction to foreign people	Employed	217	6.8802	1.57069
	Unemployed	5	6.6000	1.14018
	Retired	13	7.0000	1.15470
	Student	44	6.7273	1.35310
	Part time work	9	5.8889	2.02759
	Home duties	2	7.5000	.70711
	Total	290	6.8310	1.53023
The city's competitive position relative to comparable cities	Employed	217	6.8618	1.41397
	Unemployed	5	7.0000	1.00000
	Retired	13	7.2308	.92681
	Student	44	7.1591	1.25648
	Part time work	9	6.2222	.97183
	Home duties	2	8.0000	.00000
	Total	290	6.9138	1.35785
For the city, event has improved Hangzhou's total capacity	Employed	217	6.7972	1.27490
	Unemployed	5	7.0000	.70711
	Retired	13	6.9231	.95407
	Student	44	6.8409	1.21890
	Part time work	9	6.1111	1.45297
	Home duties	2	7.5000	.70711
	Total	290	6.7966	1.24922

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Event facilities (city)	Between Groups	7.412	5	1.482	.557	.733
	Within Groups	755.264	284	2.659		
	Total	762.676	289			
Structure support - hotels, restaurants, shopping - (city)	Between Groups	5.359	5	1.072	.517	.763
	Within Groups	588.465	284	2.072		
	Total	593.824	289			
The entertainment opportunities	Between Groups	1.762	5	.352	.170	.974
	Within Groups	590.307	284	2.079		
	Total	592.069	289			
The maintenance of public facilities like parks and roads	Between Groups	9.416	5	1.883	.875	.498
	Within Groups	610.998	284	2.151		
	Total	620.414	289			
The traffic congestion in the city	Between Groups	22.404	5	4.481	1.245	.288
	Within Groups	1021.996	284	3.599		
	Total	1044.400	289			
Quality of road infrastructure - highways etc	Between Groups	13.483	5	2.697	1.114	.353
	Within Groups	687.635	284	2.421		
	Total	701.117	289			
The public service (medical, law, logistic, security)	Between Groups	6.706	5	1.341	.774	.569
	Within Groups	492.070	284	1.733		
	Total	498.776	289			
The damage to the natural environment	Between Groups	1.330	5	.266	.105	.991
	Within Groups	721.984	284	2.542		
	Total	723.314	289			
The city pollution level	Between Groups	18.821	5	3.764	1.282	.272
	Within Groups	833.882	284	2.936		
	Total	852.703	289			
Employment rate and opportunities	Between Groups	16.422	5	3.284	1.516	.185
	Within Groups	615.334	284	2.167		
	Total	631.755	289			
Unemployment rate	Between Groups	7.134	5	1.427	.669	.647
	Within Groups	605.862	284	2.133		
	Total	612.997	289			
City's safety level and crime rate	Between Groups	12.043	5	2.409	.799	.551
	Within Groups	856.126	284	3.015		

	Total	868.169	289			
The numbers of tourists	Between Groups	3.933	5	.787	.412	.840
	Within Groups	542.512	284	1.910		
	Total	546.445	289			
Property values and rental costs	Between Groups	64.625	5	12.925	3.624	.003
	Within Groups	1012.961	284	3.567		
	Total	1077.586	289			
The price of goods and service	Between Groups	13.674	5	2.735	1.003	.416
	Within Groups	774.202	284	2.726		
	Total	787.876	289			
The total living costs	Between Groups	10.011	5	2.002	.834	.526
	Within Groups	681.658	284	2.400		
	Total	691.669	289			
Tourism's relationship with local business	Between Groups	3.922	5	.784	.428	.829
	Within Groups	520.409	284	1.832		
	Total	524.331	289			
Degrees of local and international business cooperation	Between Groups	3.861	5	.772	.457	.808
	Within Groups	480.126	284	1.691		
	Total	483.986	289			
Local business opportunities	Between Groups	5.477	5	1.095	.622	.683
	Within Groups	500.302	284	1.762		
	Total	505.779	289			
The city economy as a whole	Between Groups	1.969	5	.394	.241	.944
	Within Groups	463.411	284	1.632		
	Total	465.379	289			
Pride in and satisfaction with the City	Between Groups	1.266	5	.253	.136	.984
	Within Groups	527.013	284	1.856		
	Total	528.279	289			
Government involvement in the Events Business	Between Groups	4.501	5	.900	.474	.795
	Within Groups	538.813	284	1.897		
	Total	543.314	289			
Levels of promotion and media involvement	Between Groups	7.699	5	1.540	.932	.461
	Within Groups	469.322	284	1.653		
	Total	477.021	289			
Control of the City's event economy and business	Between Groups	14.463	5	2.893	1.574	.167
	Within Groups	522.006	284	1.838		
	Total	536.469	289			
Government promotion/encouragement to business participants	Between Groups	22.951	5	4.590	2.137	.061
	Within Groups	609.880	284	2.147		
	Total	632.831	289			
Price levels and management of prices for	Between Groups	18.460	5	3.692	1.223	.298
	Within Groups	857.264	284	3.019		

events	Total	875.724	289			
Management of risks associated with events	Between Groups	26.724	5	5.345	2.452	.034
	Within Groups	619.055	284	2.180		
	Total	645.779	289			
The success of the events	Between Groups	8.812	5	1.762	1.059	.384
	Within Groups	472.774	284	1.665		
	Total	481.586	289			
Suitability of policies and regulations relating to tourism	Between Groups	7.885	5	1.577	.895	.485
	Within Groups	500.184	284	1.761		
	Total	508.069	289			
Suitability of policies and regulations relating to events	Between Groups	6.311	5	1.262	.817	.538
	Within Groups	438.589	284	1.544		
	Total	444.900	289			
The relationship between government and the local authorities	Between Groups	11.177	5	2.235	1.287	.270
	Within Groups	493.337	284	1.737		
	Total	504.514	289			
Efforts to stimulate local business involvement in events	Between Groups	1.827	5	.365	.199	.963
	Within Groups	522.204	284	1.839		
	Total	524.031	289			
The relationship between government and local residents	Between Groups	20.482	5	4.096	2.024	.075
	Within Groups	574.832	284	2.024		
	Total	595.314	289			
The level of local public interest in events	Between Groups	9.292	5	1.858	.929	.462
	Within Groups	567.953	284	2.000		
	Total	577.245	289			
Providing suitable plan for city's future event tourism development	Between Groups	6.587	5	1.317	.698	.625
	Within Groups	536.089	284	1.888		
	Total	542.676	289			
City brand image in China	Between Groups	5.473	5	1.095	.523	.759
	Within Groups	594.031	284	2.092		
	Total	599.503	289			
City brand image in the World	Between Groups	10.206	5	2.041	.975	.433
	Within Groups	594.515	284	2.093		
	Total	604.721	289			
The city's level of attraction to other city's people	Between Groups	8.389	5	1.678	.754	.584
	Within Groups	631.891	284	2.225		
	Total	640.279	289			
The city's level of attraction to foreign people	Between Groups	10.520	5	2.104	.897	.484
	Within Groups	666.201	284	2.346		
	Total	676.721	289			
The city's competitive position relative to	Between Groups	11.243	5	2.249	1.224	.298
	Within Groups	521.602	284	1.837		

comparable cities	Total	532.845	289			
For the city, event has improved Hangzhou's total capacity	Between Groups	5.720	5	1.144	.730	.602
	Within Groups	445.277	284	1.568		
	Total	450.997	289			

Appendix Four Communality Scores for City Perspective Scale

	Initial	Extraction
Event facilities (city)	1.000	.687
Structure support - hotels, restaurants, shopping - (city)	1.000	.709
The entertainment opportunities	1.000	.721
The maintenance of public facilities like parks and roads	1.000	.614
The traffic congestion in the city	1.000	.578
Quality of road infrastructure - highways etc	1.000	.486
The public service (medical, law, logistic, security)	1.000	.609
The damage to the natural environment	1.000	.624
The city pollution level	1.000	.689
Employment rate and opportunities	1.000	.580
Unemployment rate	1.000	.627
City's safety level and crime rate	1.000	.546
The numbers of tourists	1.000	.406
Property values and rental costs	1.000	.458
The price of goods and service	1.000	.652
The total living costs	1.000	.687
Tourism's relationship with local business	1.000	.701
Degrees of local and international business cooperation	1.000	.654
Local business opportunities	1.000	.643
The city economy as a whole	1.000	.575
Pride in and satisfaction with the City	1.000	.596
Government involvement in the Events Business	1.000	.632
Levels of promotion and media involvement	1.000	.617
Control of the City's event economy and business	1.000	.644
Government promotion/encouragement to business participants	1.000	.674
Price levels and management of prices for events	1.000	.553
Management of risks associated with events	1.000	.619
The success of the events	1.000	.626
Suitability of policies and regulations relating to tourism	1.000	.597
Suitability of policies and regulations relating to events	1.000	.627
The relationship between government and the local authorities	1.000	.563
Efforts to stimulate local business involvement in events	1.000	.622
The relationship between government and local residents	1.000	.556
The level of local public interest in events	1.000	.534
Providing suitable plan for city's future event tourism development	1.000	.516
City brand image in China	1.000	.649
City brand image in the World	1.000	.717
The city's level of attraction to other city's people	1.000	.764
The city's level of attraction to foreign people	1.000	.759
The city's competitive position relative to comparable cities	1.000	.680

For the city, event has improved Hangzhou's total capacity	1.000	.620
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Extraction Method: Principal Component Analysis.

Communality scores for personal perspectives scale

	Initial	Extraction
Event facilities (self)	1.000	.755
Structure support - hotels, restaurants, shopping - (self)	1.000	.722
The entertainment facilities and myself	1.000	.691
The maintenance of public facilities	1.000	.683
Traffic congestion	1.000	.548
Quality of road infrastructure - highways etc	1.000	.481
The public service (medical, law, logistic, security)	1.000	.622
The damage to the natural environment	1.000	.651
The city pollution level	1.000	.684
Employment rate and opportunities	1.000	.616
Unemployment rate	1.000	.638
City's safety level and crime rate	1.000	.502
The numbers of tourists	1.000	.512
Property values and rental costs	1.000	.515
The price of goods and service	1.000	.582
The total living costs	1.000	.654
Tourism's relationship with local business	1.000	.660
Degrees of local and international business cooperation	1.000	.666
Local business opportunities	1.000	.652
The city economy as a whole	1.000	.538
Pride in and satisfaction with the City	1.000	.575
Government involvement in the Events Business	1.000	.647
Levels of promotion and media involvement	1.000	.630
Control of the City's event economy and business	1.000	.645
Exhibitor involvement	1.000	.651
Price levels and management of prices for events	1.000	.585
Management of risks associated with events	1.000	.512
The success of the events	1.000	.668
Suitability of policies and regulations relating to tourism	1.000	.603
Suitability of policies and regulations relating to events	1.000	.628
The relationship between government and the local authorities	1.000	.618
Efforts to stimulate local business involvement in events	1.000	.652
The relationship between government and local residents	1.000	.632
The level of local public interest in events	1.000	.563
Providing suitable plan for city's future event tourism development	1.000	.637
City brand image in China	1.000	.687

City brand image in the World	1.000	.703
The city's level of attraction to other city's people	1.000	.803
The city's level of attraction to foreign people	1.000	.781
The city's competitive position relative to comparable cities	1.000	.769
For me personally, events have improved my own life quality	1.000	.522

Extraction Method: Principal Component Analysis.

Communality Scores for Policies Scale

Communalities		
	Initial	Extraction
Hosting big event can increase awareness of the city in the world	1.000	.653
Hosting big event is the best way to show to the world that the city's capacity	1.000	.575
Hosting big event can quickly stimulate the city economy development	1.000	.707
Hosting big event can quickly stimulate local business development	1.000	.648
I believe hosting big event will give Hang Zhou's tourism	1.000	.608
Hosting big event always can have long term benefits for city development	1.000	.617
I believe my personal economic status will be better	1.000	.649
Because of hosting big event, poorer people can no longer afford	1.000	.618
I think government spending too much money hosting event	1.000	.626
I think the government should use the money for education system	1.000	.530
Because hosting big event, the property values and rental costs will	1.000	.633
Because of hosting big event, life in Hang Zhou will be more interesting	1.000	.486
Because Hang Zhou is hosting this type of event I like living here	1.000	.542
I think distance to the event centre is the major impediment to my attending	1.000	.619
The price of the entrance ticket is the most important factor	1.000	.615
Choosing event should fit for the city's culture and history	1.000	.513
Hosting big event can entertains local residents	1.000	.640
Hosting big event is a good way to know other international culture	1.000	.563
I would love to have an opportunity to be involved in the event process	1.000	.499
Building the event theme park (Leisure Park) is worth	1.000	.532
Visually the people and the city support the event	1.000	.542
I also will consider some important event in other city	1.000	.568
The event that relates to the people's livelihood is more interest and valuable	1.000	.645
Attend the Beijing Olympics	1.000	.614
Olympics will bring an improvement to my life	1.000	.269
During the event duration, have you visited the Leisure Park?	1.000	.163

Extraction Method: Principal Component Analysis.

Appendix Five Factor Analysis for Personal Perspectives Scale

	Component
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	1	2	3	4	5	6
Levels of promotion and media involvement	0.729	0.218	0.079	0.117	0.171	0.055
Exhibitor involvement	0.714	0.222	0.130	0.153	0.227	- 0.008
Government involvement in the Events Business	0.691	0.292	0.083	0.072	0.184	0.196
Control of the City's event economy and business	0.668	0.157	0.173	0.252	0.283	0.026
Local business opportunities	0.617	0.229	0.224	0.266	0.134	0.281
Degrees of local and international business cooperation	0.596	0.182	0.334	0.232	- 0.009	0.336
Pride in and satisfaction with the City	0.587	0.385	0.096	0.239	0.061	0.111
The success of the events	0.548	0.322	0.059	0.156	0.453	0.177
Tourism's relationship with local business	0.531	0.170	0.453	0.224	- 0.004	0.305
The level of local public interest in events	0.512	0.388	- 0.135	0.082	0.263	0.237
Suitability of policies and regulations relating to tourism	0.499	0.221	0.048	0.192	0.455	0.242
The city economy as a whole	0.499	0.355	0.173	0.126	0.194	0.282
Management of risks associated with events	0.428	0.224	0.382	0.188	0.308	- 0.053
The city's level of attraction to foreign people	0.250	0.804	0.171	0.157	0.108	0.082
The city's level of attraction to other city's people	0.343	0.792	0.130	0.110	0.109	0.128
City brand image in the World	0.195	0.750	0.142	0.150	0.222	0.102
The city's competitive position relative to comparable cities	0.316	0.748	0.162	0.221	0.136	0.128
City brand image in China	0.220	0.743	0.103	0.052	0.205	0.178
For me personally, events have improved my own life quality	0.358	0.470	0.345	0.205	0.097	0.041
The city pollution level	- 0.066	0.038	0.752	0.105	0.156	0.278
The total living costs	0.298	0.168	0.712	0.168	- 0.008	0.049
The damage to the natural environment	- 0.088	0.084	0.693	0.155	0.276	0.236
Traffic congestion	0.051	0.079	0.634	0.298	0.185	0.117
Property values and rental costs	0.103	0.086	0.624	-0.109	- 0.303	0.063
The price of goods and service	0.361	0.056	0.621	0.209	0.036	0.134
Price levels and management of prices for events	0.219	0.230	0.614	0.042	0.323	0.006

Event facilities (self)	0.224	0.209	0.162	0.778	0.077	0.156
The entertainment facilities and myself	0.282	0.061	0.102	0.754	0.021	0.171
Structure support - hotels, restaurants, shopping - (self)	0.169	0.237	0.145	0.746	0.192	0.151
The maintenance of public facilities	0.190	0.097	0.206	0.740	0.106	0.190
Quality of road infrastructure - highways etc	0.081	0.244	0.265	0.435	0.179	0.350
Efforts to stimulate local business involvement in events	0.386	0.269	0.206	0.044	0.605	0.141
Suitability of policies and regulations relating to events	0.362	0.242	0.035	0.150	0.597	0.242
The relationship between government and local residents	0.263	0.272	0.386	0.191	0.551	- 0.015
The relationship between government and the local authorities	0.436	0.148	0.290	0.087	0.547	0.122
Providing suitable plan for city's future event tourism development	0.318	0.401	- 0.076	0.244	0.449	0.329
Unemployment rate	0.119	0.125	0.287	0.228	0.263	0.637
Employment rate and opportunities	0.184	0.144	0.313	0.196	0.160	0.632
The numbers of tourists	0.299	0.306	- 0.050	0.223	- 0.049	0.524
City's safety level and crime rate	0.187	0.042	0.416	0.173	0.038	0.511
The public service (medical, law, logistic, security)	0.113	0.171	0.374	0.398	0.178	0.500
Eigenvalue	16.54	3.32	1.96	1.59	1.34	1.11
Contribution to Variance	40.35	8.09	4.79	3.89	3.27	2.71
Alpha Coefficient	0.94	0.92	0.84	0.78	0.85	0.80

Extraction Method: Principal Component Analysis0.

Rotation Method: Varimax with Kaiser Normalization0.

a0. Rotation converged in 9 iterations0.

Appendix Six: Paired sample in different perception at city and personal level

		Mean	SD.	t
Pair 1	Event facilities (city)	6.57	1.80	12.40**
	Event facilities (self)	5.63	1.81	
Pair 2	Structure support - hotels, restaurants, shopping - (city)	6.49	1.67	8.44**
	Structure support - hotels, restaurants, shopping - (self)	5.87	1.63	
Pair 3	The entertainment opportunities	6.61	1.77	6.81**
	The entertainment facilities and myself	6.10	1.65	
Pair4	The maintenance of public facilities like parks and roads	6.13	2.04	3.36*
	The maintenance of public facilities	5.85	1.82	
Pair 5	Quality of road infrastructure - highways etc	6.05	1.87	4.44**
	Quality of road infrastructure - highways etc	5.73	1.67	
Pair 6	The public service (medical, law, logistic, security)	6.03	1.84	3.73**
	The public service (medical, law, logistic, security)	5.76	1.84	
Pair 7	The city pollution level	5.01	1.94	2.58*
	The city pollution level	4.86	1.79	
Pair 8	Employment rate and opportunities	5.94	1.94	4.55**
	Employment rate and opportunities	5.60	2.00	
Pair 9	Unemployment rate	5.61	2.15	2.58*
	Unemployment rate	5.40	2.11	
Pair 10	City's safety level and crime rate	5.46	2.25	2.85*
	City's safety level and crime rate	5.22	2.13	
Pair 11	The numbers of tourists	7.31	1.72	6.52*
	The numbers of tourists	6.78	1.82	
Pair 12	Property values and rental costs	4.59	2.15	6.12**
	Property values and rental costs	4.02	1.85	
Pair 13	The price of goods and service	5.74	1.83	6.96**
	The price of goods and service	5.25	1.60	
Pair 14	The total living costs	5.61	1.76	6.90**
	The total living costs	5.11	1.76	
Pair 15	Tourism's relationship with local business	6.46	1.66	8.20**
	Tourism's relationship with local business	5.85	1.74	
Pair 16	Degrees of local and international business cooperation	6.30	1.95	6.79**
	Degrees of local and international business cooperation	5.73	2.04	
Pair 17	Local business opportunities	6.44	1.82	6.598*
	Local business opportunities	5.94	1.91	
Pair18	Pride in and satisfaction with the City	7.03	1.72	5.55*8
	Pride in and satisfaction with the City	6.61	1.75	
Pair19	Government involvement in the Events Business	6.77	1.73	3.07**
	Government involvement in the Events Business	6.51	1.71	
Pair 20	Control of the City's event economy and business	6.35	1.82	2.65*

	Control of the City's event economy and business	6.12	1.72	
Pair 21	Government promotion/encouragement to business participants	6.53	1.73	5.35*
	Exhibitor involvement	6.06	1.83	
Pair 22	Management of risks associated with events	6.09	2.00	2.79*8
	Management of risks associated with events	5.88	1.80	
Pair 23	The success of the events	6.72	1.69	4.08*
	The success rate of the events	6.38	1.77	
Pair 24	Suitability of policies and regulations relating to tourism	6.53	1.77	5.84*8
	Suitability of policies and regulations relating to tourism	6.14	1.81	
Pair 25	Suitability of policies and regulations relating to events	6.53	1.80	4.27**
	Suitability of policies and regulations relating to events	6.21	1.85	
Pair 26	The relationship between government and the local authorities	6.20	2.05	2.40**
	The relationship between government and the local authorities	5.96	1.99	
Pair 27	Efforts to stimulate local business involvement in events	6.39	1.86	3.13*
	Efforts to stimulate local business involvement in events	6.11	1.90	
Pair 28	Providing suitable plan for city's future event tourism development	6.59	1.96	3.84*
	Providing suitable plan for city's future event tourism development	6.24	2.01	
Pair 29	City brand image in China	6.97	1.84	5.74*8
	City brand image in China	6.46	1.93	
Pair 30	City brand image in the World	6.71	1.90	2.48*8
	The city's level of attraction to other city's people	6.50	1.74	
Pair 31	The city's level of attraction to other city's people	6.80	1.80	4.67*
	The city's level of attraction to foreign people	6.39	1.85	
Pair 32	The city's competitive position relative to comparable cities	6.84	1.71	5.81**
	The city's competitive position relative to comparable cities	6.43	1.72	
Pair 33	For the city, event has improved Hangzhou's total capacity	6.61	1.76	7.49**
	For me personally, events have improved my own life quality	5.99	1.50	

Appendix Seven: Percentages of major occupation of respondents

Category	Frequency	Valid percentage
Accountant	12	3.0%
Civil servant	16	4.0%
Community service	10	2.5%
Doctor	7	1.7%
Engineer	10	2.5%
Hospitality service	36	8.9%
Labour	33	8.1%
Marketing	3	0.7%
Media	15	3.7%
Office employer	39	9.6%
Part-time job	8	2.0%
Police staff	2	0.5%
Retired	9	2.2%
Sales	10	2.5%
Scientist	4	1.0%
Security guard	4	1.0%
Self-employed	14	3.5%
Student	76	18.8%
Teacher	22	5.4%
Technician	6	1.5%
Tourist guide	4	1.0%
Un-employed	7	1.7%

Appendix Eight Path Analysis Calculation

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.721	.587	.737	.606	.734
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.173	.164	.183	.000
Independence model	.276	.269	.284	.000

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
toomch	<---	Evaluation	1.000			
selbig	<---	Evaluation	4.282	2.822	1.517	.129
stimcity	<---	Evaluation	8.243	5.579	1.477	.140
aware	<---	Evaluation	4.475	2.960	1.512	.131
cityfactor5	<---	City	1.000			
cityfactor4	<---	City	.890	.064	13.872	***
cityfactor3	<---	City	.996	.069	14.503	***
cityfactor2	<---	City	.919	.080	11.450	***
cityfactor1	<---	City	.970	.059	16.424	***
persfactor5	<---	Personal	1.000			
persfactor6	<---	Personal	.901	.057	15.739	***
persfactor4	<---	Personal	1.001	.056	17.957	***
persfactor3	<---	Personal	.966	.060	16.008	***
persfactor1	<---	Personal	.985	.049	20.140	***
persfactor2	<---	Personal	.883	.060	14.615	***
Aware	<---	City	.926	.200	4.637	***
Stimcity	<---	City	1.004	.189	5.322	***
Selbig	<---	City	.985	.179	5.492	***
Toomch	<---	City	.446	.205	2.177	.029
Aware	<---	Personal	-.369	.181	-2.040	.041
Stimcity	<---	Personal	-.318	.169	-1.879	.060
Selbig	<---	Personal	-.275	.160	-1.715	.086
Toomch	<---	Personal	-.130	.189	-.688	.491

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
toomch	6.250	.077	80.688	***
selbig	6.482	.070	92.708	***
stimcity	6.214	.073	85.570	***
aware	6.477	.075	86.116	***
cityfactor5	5.957	.063	94.247	***
cityfactor4	7.058	.056	124.966	***
cityfactor3	6.468	.061	106.821	***
cityfactor2	5.174	.071	73.147	***
cityfactor1	6.759	.052	130.204	***
persfactor5	6.275	.062	101.766	***
persfactor6	6.023	.060	100.593	***
persfactor4	6.474	.060	107.782	***
persfactor3	5.867	.063	92.864	***
persfactor1	6.381	.054	117.617	***
persfactor2	5.025	.062	80.597	***

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Personal <--> City	.752	.077	9.749	***	

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Evaluation	.019	.025	.759	.448	
City	.841	.104	8.097	***	
Personal	.951	.103	9.265	***	
E4	2.234	.161	13.873	***	
E3	1.121	.105	10.635	***	
E2	.374	.256	1.464	.143	
E1	1.559	.133	11.721	***	
E9	.676	.058	11.612	***	
E8	.567	.047	11.949	***	
E7	.568	.050	11.371	***	
E6	1.127	.091	12.413	***	
E5	.233	.027	8.584	***	
E14	.536	.046	11.758	***	
E15	.578	.049	11.828	***	
E10	.211	.024	8.777	***	
E11	.727	.059	12.298	***	
E12	.676	.055	12.251	***	
E13	.451	.040	11.291	***	

