

EFFECTIVENESS OF TOURISM INDUSTRY IN BEIJING

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I declare that this study was completed by my own work and effort, and it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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I can still remember the first day that I attend the class in INTI International University Nilai in year 2017 and I've come to end of completing the course Master Business Administrations (MBA) program. It was very excited and overwhelmed that finally I have come to this stage which finishing my MBA program. This success will not be achieved if without the input, contribution, and support from the wonderful people who had helped and guided me along the way.

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ABSTRACT

This research was done as the project thesis for Master of Business Administration in INTI International University. The Objective of this research was to find out the factors that Effectiveness of Tourism Industry in Beijing.

Beijing have attained its success in the international tourism field have been attributed to the legislations that are not fair to foreigners, rapid development of the economic ties with foreign countries and as well as the carefully planned transportation system all across Beijing to increase area accessibility. With accordance to the statistics published in the year of 2015, it shows that Beijing ranked number four on the highest number of visitors annually, and there are promising signs that Beijing is indeed catching up to become one of the top 3 most visited city globally. Additionally, tourism industry in Beijing have ranked the second highest gross domestic product (GDP) contributed to economy, which is equivalent to 9.3% of the total GDP of Beijing. In fact, Beijing as the capital of China is very efficient and effective in managing its tourism industry since its tourism policy reform in the early days. Furthermore, the attractiveness of Beijing as a tourist' hotspot attributed to its long standing of diverse Chinese and beautiful sceneries, aggressive tourism promotional campaigns, establishment of online travel agencies, and the simplified bureaucratic process of gaining access into Beijing.

Keyword: Tourism Industry, Government Policy, Tourism Package, Tourism Marketing Strategy, Satisfaction, Effectiveness.

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CHAPTER 1

INTRODUCTION

1.0 Overview

The Chapter one involves the background of the research, and problem statement regarding the existing problems between the independent variables and dependent variable, which is connected by the both general research objective and the specific objectives, as well as the research questions, which also presents the significance of the study, limitations, operational definition and the organization of the whole research.

1.1 Research Background

In 1998, the tourism industry and the real estate industry were identified as the new economic growth points of national economy, which was widely valued by local governments at all levels and in 2009 (Xiaoxiao & Kellee S, 2016). The state council put forward "to develop tourism into a strategic pillar industry of national economy and the people more satisfied modern services" for the development of strategic objectives, more gives the strategy of "national economy and people's livelihood" high-end tourism status (Shen & Kellee S., 2016). According to research of Travel & Tourism Global Economic Impact and Issue (2017), tourism will guide the very strong comprehensive industry, whole construction machinery is an association of related industries, such as on the improvement of the economic structure has a very important role (Akadiri, Chinyio, & Olomolaiye, 2012). The specific performance in foreign currency income, accelerate the inflow, expand employment opportunities,

drive the related industries, the accumulation of capital and promote the poverty-stricken areas out of poverty, etc (Jalil, Hasan & Yusoff, 2012). In addition, the development of tourism has a positive effect on the society, culture and environment of a country or region. In the current economic situation is more serious, under the condition of weak external demand and insufficient domestic demand, the development of tourism, domestic tourism, in particular, to expand domestic demand, adjust the industrial structure and promote economic growth has important economic significance (Becken, 2012). Therefore, this article will develop tourism in Beijing as the research object, in economics, statistics theory as the instruction, using econometric methods, through the analysis of the related model set, quantitative research development situation of tourism industry in our country, analyzing the influence factors of tourism development in various provinces and cities, clear reason, tourism growth for Beijing's urban and regional coordinated development of tourism industry and tourism economy policy Suggestions and theoretical reference for the management decision.

1.2 Problem statement

Beijing tourism industry has been developed very fast in recent year, the scene spot has attracted so many travelers from in or out of Beijing. With the development of economic, resident's living standard and income has increased to higher level (Shou & Shyang, 2015); thus, the free time to spend after work can be longer. The passion of traveling was inspired with the demand of enjoy. However, there are still some limitation especially in English between the analyzing phenomenon and the factors like that can influence it. Therefore, the article aims to get further understanding of this research area.

To study on effectiveness of Beijing tourism industry, it could help government improve polices, Beijing tourism industry may provide better service, and researcher can get a right direction of study.

1.3 Research objectives

According to McCusker & Gunaydin (2016), research objective is significant for every study because it can effectively guide the research under the specific direction.

1.3.1 Broad research objective

The research main objective is to determine whether these factors are actually affecting the development of tourism industry, to encourage the more customer enjoy products.

1.3.2 Specific research objectives

RO1: To determine whether Government Policy will have a significant influence on the effectiveness of tourism industry in Beijing.

RO2: To determine whether Tourism Package will have a significant influence on the effectiveness of tourism industry in Beijing.

RO3: To determine whether the Tourism marketing strategy will have a significant influence on the effectiveness of tourism industry in Beijing.

1.4 Research questions

Research questions are used to analyze the specific phenomenon, which is regarded as the initial base for the research after the researcher is willing to analyze the topic (Gale, 2013).

Based on the research objectives, the research questions are stated as following:

RQ1: Will the Government Policy have a significant influence on the effectiveness of tourism industry in Beijing?

RQ2: Will the Tourism Package have a significant influence on the effectiveness of tourism industry in Beijing?

RQ3: Will the Tourism marketing strategy have a significant influence on the effectiveness of tourism industry in Beijing?

1.5 Scope of the research

Since the research aims to analyze how the external factors like government policy, tourism package and tourism marketing strategy influence the effectiveness of the tourism in Beijing, the scope of the research is wide and extensive, which covers all the Chinese tourists traveling to many tourist attractions in Beijing. It should be noticed that the research is exclusive from the foreign tourist and foreign tourist destinations, which means the research focuses on the local market in Beijing.

1.6 Significance of the study

First of all, the research is able to enrich the knowledge of the researchers who are curious about the tourism industry in Beijing, which is still a relatively uncompleted area (Yusoff, Hasan, & Jalil, 2012). Besides, the research also provides the perception and strategy for the tourist companies to develop the tourism industry in Beijing with the better understanding of the factors that can influence the effectiveness of the tourism (Gale, 2013). Through the analysis and research of this study, the researcher and companies can figure out the importance of the government policy, tourism package and the strategic plan, and propose the corresponding marketing plan and promotion to enhance the tourism market in Beijing (Law , Leung, & Kee , 2015).

Last but not the least, since the tourism industry has been prosperous in Beijing recently, which became one of the most major components of the government revenue, with the improvement of the tourism industry in Beijing, government can get more earnings from tourism which can be used to enhance other public infrastructure in some poor areas to develop the economy all the over the country.

1.7 Limitations

Several limitations caused by the various restrictions are stated as following:

Firstly, because of the limitation of the research itself, it cannot analyze all the factors that impose the influence on the study (D, Andrew, & Andrew, 2014). Therefore, most independent variables are adopted from the former studies which has been already analyzed.

Besides, the sample size is only 300 in this research, which cannot represent all the population under this study. Besides, it is impossible to ensure the equal distribution of the respondents and whether the respondents are answering the questions are true or not (Alshenqeeti, 2014). Therefore, the research results may not reflect the true results of this research. Since the research is only study on the domestic travelers in Beijing, China. Some factors may not be concerned to local people, while it would affect foreign travelers.

Finally, due to the factors influencing and the tourism industry are changing rapidly in Beijing all the time, the results may not reflect the temporary results which may not be suitable for the past or the future in long time (Akadiri, Chinyio, & Olomolaiye, 2012).

1.8 Operational definitions

Tourist: an individual who travels away from the home and spend at least one single night there including the domestic tourists and local tourists and overseas tourists, who can also travel for various objectives covering the business, holiday, convention and the motivation (Gale, Heath, Cameron, Rashid, & Redwood, 2013).

Government Policy: The government policy is the government political activity, plans, intentions that are related with the specific office or reason to change the current situation which are mainly controlled and implemented by the government, meanwhile, the change of policy always brings the changes of law affecting the specific groups of people in Society (Baba & Zadeh, 2012). For this research, the government policy can develop the design, development and operation of the tourism industry (D, Andrew, & Andrew, 2014).

Tourism Package: Packaged tour includes elements that should be operated separately such as transportation, accommodations, tourist attractions, meals as well as the entertainment which can be bought at one time (Yusoff, Hasan, & Jalil, 2012).

Tourism marketing strategy: The strategic plan refers to the intention that can improve the tourism industry in Beijing, which needs to combine the tools and mechanism that can be used to ensure the generation of revenue originated from the tourist activities not compromising the future of tourist destination nor disturbing the economic situation as well as the ways of living (Benxiang & Chris, 2012).

1.9 Organization of chapters

This study mainly includes five chapters, which are stated as following:

Chapter 1 introduces the study covering the research background, the problem statement, research objectives, research questions, scope of study, the significance of study, limitations, operational definitions and the layout of the chapters.

Chapter 2 is literature review presenting the previous theories and studies of the journals including both the global and local perspectives. Besides, it also introduces the independent variables including Government Policy, Tourism Package and tourism marketing strategy, which is followed by the fundamental theory, research framework and hypothesis and conclusion of this chapter.

Chapter 3 deals with the research methodology such as the research design, sample design, the method of data collection, data processing and analysis. It will mention the selection of participants, sample size and types, the establishment of questionnaire for the study and data collection from participant. In the end of the chapter, there will be brief elaboration of the strategy and procedure that was used to analyze the data that collected from the survey.

Chapter 4 focuses on the data analysis and the calculation of on IBM-SPSS22.0 demonstrating the calculating results and research results to justify the hypothesis. The discussion will divide to descriptive analysis of the research, variable's descriptive statistic, and testing of hypotheses.

Chapter 5 is the conclusion and recommendation for the development of tourism industry in Beijing with the help of the study results. It concludes the main finding of research, further discussion about the finding of the research, contribution of the study, limitation of study for research in future.

CHAPTER 2

LITERATURE REVIEW

2.0 Overview

The rapid development of Beijing tourism mainly benefits from the change of residents' consumption, the steady increase of residents' income and the increase of the free time of residents. Based on the theoretical analysis, this paper summarizes the three main factors of the rapid development of tourism from the perspective of Government Policy, Tourism Package, then from the perspective of Tourism Marketing Strategy, Using the theoretical method to analysis these factors impact on development of tourism.

2.1 DV – Effectiveness of Tourism Industry in Beijing

The dependent variable is effectiveness of Beijing tourism industry. The aim of the tourism industry development policy would be to increase the economic income for the country, and at the same time initiate cultural exchanges between Beijing and the country (Kniivilä, 2015). Ever since of the inception of the policy, multiple researches and publications that have pointed out that Beijing have the huge potential of becoming one of the top tourist attraction by the year 2020 (Law , et al., 2015).

The summary of why Beijing have attained its success in the tourism field have been attributed to the legislations that are fair, rapid development of the economic ties with the country and as well as the carefully planned transportation system all across Beijing to increase area accessibility. With accordance to the statistics published in

the year of 2015, it shows that Beijing ranked number one on the highest number of visitors annually, and there are promising signs that Beijing is indeed catching up to become one of the top most visited city globally (Ryan, Chaozhi, & Zeng, 2016). Additionally, tourism industry in Beijing have ranked the highest gross domestic product (GDP) contributed to economy, which is equivalent to 9.3% of the total GDP of Beijing (Benxiang & Chris, 2012).

In fact, Beijing as the capital of China is very efficient and effective in managing its tourism industry since its tourism policy reform in the early days. Furthermore, the attractiveness of Beijing as a tourist' hotspot attributed to its long standing of diverse Chinese and beautiful sceneries, aggressive tourism promotional campaigns, establishment of online travel agencies, and the simplified bureaucratic process of gaining access into Beijing.

2.1.2 Global Tourism Industry

Tourism industry is the major business sector in the world. Which is number one in the travel and tourism sector. China comes in the position in the list of travel and tourism industry. It is because China is one of the countries natural heritage and history with all kind of advantages of travel and tourism available. Beijing as the capital of China, having strong economy and peaceful political system, which is one of the key points for travel and tourism industry in Beijing. In 2014, Beijing has enjoyed 14% rise in the travel and tourism industry. It is because everyone from around the world is keeps interest in visiting Beijing and considers it one of the best holiday destinations, it is not just a capital of China, but also a most representative city of Chinese culture; highlighting the beauty heritage and nature. Besides, Hong Kong is another one of the cities that are famous for different kind of foods and off-sight scenes, but major source of travel and tourism industry in Beijing. Apart from these, the travelling and the tourism sector contributes a minor financial back up to the Chinese economy in terms of annual income per year. The government understood

that that the travel and tourism industry is one of the major sector of the country and thus, the government shows complete support and encouragement to the business. The tourism industry in Beijing aims to become one of the world's largest travel and tourism sector. There are several areas in Beijing, which is deliberately developed to boost the tourism sector and those places, are handled over by the private sector (Arlt, 2013).

The Chinese Travelers:

In Beijing, tourists look for interesting notions unlike the western travelers and a visit to Beijing can give a person huge knowledge regarding trading because it is one of the busiest places of the world. Along with being the busiest hub of people, the lifestyle of the people over here is a way better than the rest of the world. In that case, their demand of the luxurious life style is very much high and they choose tourism plans very frequently. On the other part, the younger Chinese or the youth has entrenched tourism with beautification of literature making it more adventurous. It is because they are much interested to visit new places inside or outside the country. Therefore, the demand of the tourism is high amongst the younger people. According to the business report by BBC, there are over 200 million people; 25 million Chinese citizens who go for first time trips and leisure trips consequently (Gale, 2013). In that case, the customer experiences first look of tourism, invests more money for better experience, and comfort zone. This ratio is increasing day by day in Beijing (Becken, 2012). By the year 2020, over 100 million people will travel per year because in small towns the salaries range is rising rapidly and the middle-class family will be enjoying a healthy life style for this rise (Tianlong & Sisi, 2016). In that case, those people will choose better tourism and it will boost the tourism sector. The rural areas will become rich and it will develop urban city by 2020, where there will be 100 urban areas because people of native location will enjoy same increment in salary as Beijing (Cong *et al.* 2014).

2.1.3 Local Tourism Industry

The travelling and the tourism sector in Beijing is contributing 26% in the market and thus, it proves strength of travel and tourism industry in Beijing (Pan & Laws, 2012). The companies in Beijing are focusing to boost the domestic tourism because it is tough to expect a higher number of foreign tourists. Based on the tourist who will visit regularly, many companies do not have the service to attract foreign clients. In that case, they focus in attracting the local people for enhancing domestic tourism.

Now, if it comes to the employment rate, then the government in Beijing is offering a huge percentage of jobs to the unemployed people in Beijing. Apart from the government jobs, the private sector like tourism companies in Beijing are hiring the local people in Beijing to make their business more proficient and this is helping other related countries in reducing unemployment rate and is one of the biggest moves by the companies that offers job to the local people. This is because they have better idea of the place and the location and they are capable of guiding a team of tourist or help them in planning. It takes implementation of proper strategies for convincing the clients and providing them appropriate information of the place. On the other hand, it will be easier for the local tourist during the time of communication because communicators will use same language. The organizations divide their employees in some segment and those segments are assigned with different tasks (Holden, 2016).

2.2 Independent Variables

2.2.1 Government Policy

The term ‘government policy’ refers to the action of the governments intending to change the certain condition with the help of a series of ideas or plans which has been agreed officially by a group of most citizens and the government.

Since tourism is tightly combined with the political issues, which results in that it is significantly influenced by the stability of the government policies with both negative and positive results.

Besides, there are many advantages which were invested through governments to the companies, which encompasses all the regions including the hoteliers, trip operators and transportation in order to generate more state-owned companies competing with the private sector in some less-developed tourism economies which is tightly combined with the performance measurement of the government.

Another point is that the need for regulations and co-ordination would be stronger while there are more travelers and tourists in the world, as this correlation that is involved in tourism evolution. The government policies guide the decision that can be achieved with rational outcomes, the guiding decision can offer a plan enabling the marketers to make actions.

Since the world develops more rapidly than before, there are increasing number of people who would like to travel, whereas the government needs to maintain national travelers at home to manage the growing deficit, foreign money restraints thus are introduced by the government. With other barriers towards tourism industry, like: frequent government policies alteration, poor co-ordination, overlapping capabilities, long terms vision's lack.

As mentioned above, these are the main difficulties that the tourism industry encounters in Beijing and one of the main potential barriers is how to realize the implementation of the change on the tourism policies.

2.2.2 Tourism Package

A package means that two or more goods are combined two by a package so the customer and market segment being targeted obtain an advantage in comparison with individually buying the items. Core vacation components, like transportation,

accommodation, meals, tourist attractions and entertainment, can be cautiously combined into an entire packaged experience. Packages provide either a more competitive price or greater convenience for the customer.

As for the package, it refers to a product arranged and sold by a tour service firm, and a single price paid involved. Normally the package tours offer for groups, if there is one person would like to organized in a package tour, then it is the tour that called customized (Tianlong & Sisi, 2016).

Apart from that, under the Internet technology society, tourism e-commerce's rapid development leads to that conventional travel agencies marginalized, and there was a pessimism of firm in the tourism industry, which means hotel bookings, and network air tickets that book, tickets, holiday package are bookable on-line with the growth of e-commerce, it brings customers convenience from traditional one. The development of E-commerce makes travelers more convenient, and it becomes a competitor with traditional travel agencies.

The package travel includes a complex service, it is synthetic and includes a multitude of components' assembly. its features of seasonality, intangibility, perishability, inseparability, variability in services and concurrent manufacture and expenditure hold for tour. When it comes to these features, it combines 'strong' tangible factors with a high portion of 'soft' intangible service elements and results in an extremely labor-intensive product, among which the package's intangible nature tour allows trip operator heavily dependent upon the enterprise word and image of mouth for creating repetition and suggested sales. As for the intangible products, Levitt (2016) figured that significant issue needs to know is more about intangible things, which customers normally are not aware about what is obtaining until they received. Nevertheless, package travel turned popular for specific market segments and symbolize a significant tourism market.

In marketing tourism there is a need to understand that the tourism product is made up of a complex set of goods and services (travel agent, airline, car rental, hotel,

restaurants, museums and other attractions, taxi, etc.). According to the definition of packaging which refers to combining two or more elements of the tourism experience into one product, tour operators provide packages with transportation, accommodation, transfers, and visits to attractions, travel insurance and other tourism components.

The tour operator has traditionally played the crucial role pushing package tours, a package's elementary advantage tour is convenience. Likewise, since the e is organized by an operator buying large volume in, his suppliers (the hotels, sightseeing companies and others) are eager to delight him by providing those who have purchased the package high quality service. Both that escorted and unescorted journeys basically are organized in the same kind of method as the goodwill tours.

The tourism product is packaged by a destination by marketing bundles of attractions, events and different activities at the destination. Market of regional tourism organization the region as integrated packages of affairs, activities, attractions and other tourism associated services.

The package tour market is information intensive in nature. Its complex informational formation is broadly not accessible to travelers, whose purchase behavior might be influenced by the degree to which they can obtain such information.

The time is reduced by packages and money expended seeking for booking information and key product on a destination. Packages cut down the cost of services and products and provide money with better value and greater discounts. Travel planning is broadly pre-paid and confirmed before travel or handled by guidelines or tour staff. Travel anxiety is relieved by packages for older and new travelers, satisfying their need for dependability, companionship and security.

2.2.3 Tourism Marketing Strategy

Any strategy is a quantity of decisions having as objective the optimal unfolding of the actions, in a certain period of time (Malcomete P., 1991). By an appropriate strategy adopted by administrations of enterprises, all the established aims can be achieved. At large, subjective are implied and objective decisions by any strategy.

The generally marketing method that will be used to upgrade a destination and advertising is outlined by a tourism that markets strategy. Marketing plans produce a customized operation statement the whole tourism board can come after and use to gauge the effectiveness of each campaign that is involved in the effort. Serious research and a good grasp of the marketing avenues that are open to you is involved by the procedure of writing a tourism that markets plan.

Marketing strategy of tourism is a process in groups and individuals provide, exchange and acquire goods -- thoughts, services – able to satisfy desires and needs of customers in position and a reasonable expense. A strategy is required by marketing.

A management process leads destination marketing, the tourist companies and national tourist associations with chosen travelers, company should ensure their needs, wishes, dislike and motivations with well communications; regional, international levels, national levels, an opinion towards accomplishing optimum tourist satisfaction, achieving their purposes. The concept is used frequently and inappropriately, with cutting to the sale, the promotion to tourist destinations and products, and particularly to advertise, affairs and tourism fairs. Whereas the roles are very important.

Those directions having appealing attractions and a clear market location will only certain on first minds of consumers while reserve the vacations.

Place of Distribution in Tourism Industry:

Distribution, with consideration of tourism industry, it is a tricky feature. And it is about producing customer the goods. Distribution involves several actions that are taken to approach and provide to certain consumers. Its ways are tourist operators, agents, wholesalers, traveler firm web, and other ways. For those ways taking in tourism systems, suggested commission, and the roles towards affairs of various reservation agents.

Sale price of the product and pricing policy to be applied;

Price in terms of tourism with quantity of money customer pays for the package offer. Whether the package is highly priced, reasonable priced or is low that is priced is determined by the tourist's experience. The pricing ought to be based on basis of offering that is created; the accommodation criterion, food standard, transport standard, recreation and the ambitions to be met with. Some destinations are expensively priced when some are modestly priced (Shou & Shyang, 2015).

Promotion to inform the potential consumers about the product and its qualities;

Refers to telling the customers about a product's existence. The promotional action is composed of persuading, educating, reminding the product to customers. Various kinds of vehicles are used to the tourism industry.

Personal selling is a good promotional mix, advertising in electronic media and print media, TV and other ways (Benxiang & Chris, 2012). is used by tourism promotion. Less-travelled destinations are preferred by people; accommodations, transports and infrastructural facilities of an international criterion are required by these products. Advertising strategies can help upgrade a brand, it grows plenty of options in market. Painting a tourism product in a positive light always helps in attracting potential consumers, and consequently the product that is consumed is the advertising world's very essence (Rashid, & Redwood, 2013).

People whose expertise, skills and attitudes are the key elements of the brand.

Tourism is all about people; the tourist, service personnel and the local population. As previously discussed under variability and intangibility, the tourist as well as the service personnel affects the tourism product. Behavior, expectations, mood, stress, etc. can affect the quality of the product. Therefore, staff training, appearance, commitment, customer contact, etc. is very important to focus on. It is also essential to keep in mind that the local population is part of the product/destination.

Marketing strategies are grown so as to allow a business to distinguish its own offering from those of its rivals, and therefore position the firm in the market (Kotler, 1997). Concerning this, or as a single reason, marketing strategies may also be grown when producing services or new products, as management instruments for life-cycle strategies, dealing with specific strategies or a worldwide market for different locations in the market place, as market leaders, rivals, followers.

2.3 IVs link to DV

The preferences of the relative options are often found unfulfilled by the growing tourism industry of Beijing due to lack of full government policy support. A huge area of the travel and tourism industry of Beijing has been underserved due to the tendency of the companies to serve their local consumers in a competitive market. The industries that are operating business in Beijing have focuses on the expatriate consumers in the domestic domain (Yu and Ko, 2012).

Travel and tourism industry of Beijing is considered undeveloped and offers a wide range of opportunities for customers within the industry. The companies that are entertaining the opportunities at recent stage consider the guidance and set of standards important to satisfy the travelers in every way (Zhang *et al.* 2011). The companies that are willing to breakthrough in the Chinese travel and tourism industry should be following the convenient ways:

- In order to develop the customer Insight along with the various products and services, companies must focus on investing on it with analyzing the different travel experience levels
- Companies must identify the opportunities for developing their brand loyalty by attracting customers and gaining their trust
- It is necessary to design a cost effective and innovative plants that can be attractive for the customers in order to rapidly evaluate the growing market

The speed in which Beijing is accessing the world's tourism sector represents an unprecedented opportunity for the growth of the market within the stipulated time to mature the opportunities that are continuing to be sluggish until now. Colossal advantage has to be considered that games the first innovative movers in the market that are desperately seeking for trusted brands and organizations in the country and ready to meet up the challenges with Chinese travelers.

2.3.1 Government Policy in Beijing

In Beijing, the segment of the policy written document covering tourism's governance and the implementation of the policy is very poor. Considering the Chinese political system's top-down nature, the preparations of governance were fair built, the policy mentions reform commissions evolution, sections, business combinations, federations of female and related organizations that has function to engage carrying out.

In Beijing, the government has reduced the Labor Day holiday from 1 week to 1 day because of the working pressure in tourism business sector. In that case, the Chinese employees are not getting enough holidays for relaxation. Therefore, whenever people get holidays, they chose to go on short and long holiday trips with their family and friends. As per business reports, maximum Chinese people goes on a trip for more than 6 days and 26% of them choose to travel with their friends and family. It is

completely different from the western world systems because they choose short trips (Li et al. 2017).

Focusing on the holiday tourism that is higher in demand than other types of tourism, the discussion highlights the following consequences. The local choose purple and travelers are the only people who have helped the Chinese tourism to reach the zenith. It is because it is compared to the other nation then the Chinese tourism industry is not a major destination for the foreign tourists. It is because the income level of the Chinese citizens is increasing in that case their needs in lifetime products are also increasing laying includes the holiday packages. The foreign travelers are less in Beijing because maximum travelers from Europe and America choose better holiday destination, which take every few, time to travel, in that case the Asian countries chooses Beijing because it is nearer to them. On the other side the western world tourists are not comfortable with Chinese environment and culture because they need less crowded place and less gatherings where Beijing is very populated and thus had a different culture. However, countries like Japan, with Korea are enjoying maximum travelled than other travelers and Europe enjoys the maximum travelled, but it is not as maximum as Beijing. In the year, this shows that Beijing has huge income comparatively in tourism industry.

A wide range of interest is evident in the Chinese tourism policy research. Zhang, Chong, and Jenkins (2002) studied Beijing tourism policy implementation from an enterprise perspective. They found Chinese tourism policies had established a legal framework for the administration, management and operation of tourism enterprise while at the same time following a “top-down” and “trial and error-correcting” model. Zhang, Chong, and Ap (1999) analyzed the tourism policy development in Beijing and identified five roles of the government: operator, regulator, investment simulator, promoter, coordinator, and educator.

While the policy research in Beijing tourism covers different areas of policy practices and government roles in developing tourism, the term “government” is blurring.

Although the institutional transition and decentralization of government economic management functions.

The favorite policy environment stimulated rapid development in the hotel and travel agency sectors. However, the economic impact brought by the development in these sectors is not commensurate with the contributions from local governments. In effect, the increase of hotel supplies exceeded the growth of market demand in mid 1990s. Due to equity shortage, many hotels had to operate with heavy debts and burden of bank interest cost. Starting from 1996, the occupancy rate, operation revenue and profit decreased gradually.

The final measurement is to develop tourism quality of service standards in Beijing, service quality guarantee system was also included.

2.3.2 Tourism Package in Beijing

The Chinese travelers take very short time to schedule a trip because they have very short time to plan for their holidays. This is because they work under a heavy pressure where they do not get enough time of planning. Apart from these, the Chinese travelers enjoy low budget offers from the tour companies and they are not determined about the time and schedule because for their business deals. Due to this, the Chinese travelers or people take up little time to fix their own plans for a trip. On the other part, US citizen takes 3 months to fix their holidays (Packer et al. 2014).

There are 400 million internet users all over Beijing, which uses internet for their trip planning and it helps them to get best offers from those online companies. If it comes to transportation, then Beijing has world's best transportation service because it has varied types of transportation facilities and strict road laws. The citizens are obedient enough to follow the rules and regulations. Trains and buses are the best transportation facilities in Beijing (Sharpley and Telfer, 2014).

There are many online sites, which is famous for tourism planning and travel booking. Companies like Ctrip, eLong.com, mangocity.com, etpass.com, 17u.com, aoyou.com and many more websites are famous and are rated as best applications or sites for booking holidays. This e-commerce websites and companies have introduced mobile application, which makes it much easier for the tourist to book their holidays from anywhere of the country. In this case, the customer can easily book their holiday destination by knowing the details of the hotels, transportation charges, foods, service and touring sites, etc. During the time of the money transaction, the customer can easily choose the online payment option with their debit or credit cards or the online banking option. The holiday rates of the package price are cheaper than the offline market. It is because the companies are getting daily customers through their application from all over the Beijing. Therefore, they can deal with a bulk of customers in selecting hotels where they are given offers at lower rates and the sites are offering reasonable price to the customers. Apart from the native touring application, websites which are also contributing to help the customers. The companies choose to collaborate with the touring industry, which will help them to provide effective tourism in Beijing (Su, 2011).

To promote the number of repetition Chinese traveling tourism, tour product quality and education/certification of Receptive Tour Operators (RTOs) turns increasingly important.

2.3.3 Tourism Marketing Strategy in Beijing

The calculation of safe travelling does change in 2001 when the tourism sector had a huge rise in Beijing as world's second largest tourism city. It is because the nation is encouraging the core companies of tourism and giving more importance to the local tourism. Chinese travelers are increasing day by day and the citizens are showing huge interest in Chinese tourism, which is indicating a huge support from the native people. The best thing is that the Chinese people are investing a good amount for the

tourism because they want luxurious tourism that will help them to relax in their tight schedule. It is one of the major advantages for the native companies to expand their business in Beijing. On the other part, the companies are offering cheaper rate for the luxuries tourism that is another factor for the customer to get attracted to the tourism. It is expected that the travel and the tourism sector in Beijing will earn \$615 billion during 2020, which will be rise of 16% sell in the tourism sector (Wang and Ap, 2013).

Apart from the holidays, the business trips have enjoyed profitable rise in Beijing. It is because Beijing has multinational business companies for which the investors has to visit the cities in daily basis. Alongside with this, some of the major companies as Samsung, Sony, Apple and other parties like healthcare companies enjoys good market share in the country. Thus, the Chinese tourism companies are offering great service and hotels for the business trip. The major business meetings take place in Beijing for its environment and benefits.

The hotels in Beijing and the tour service providers are developing themselves rapidly because many excellent companies are showing keen interest to visit the areas on daily basis for their business trips and the excellent environment is suitable for their purpose. The companies are investing very high amount for the business trip and for that, they are demanding a great service for the investment. Therefore, the hotels are giving much priority to their service and the development (Yang et al. 2013).

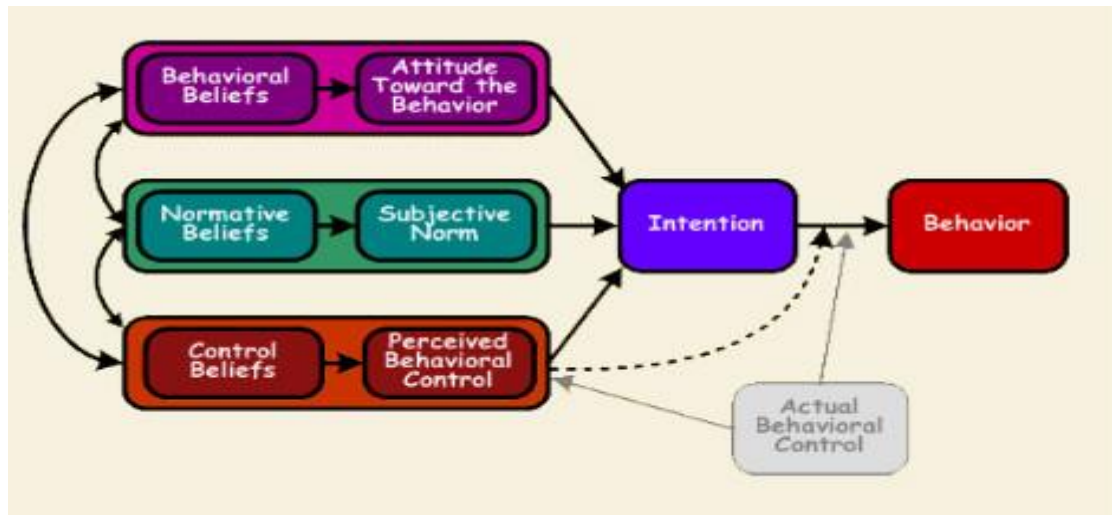
2.4 Fundamental Theory

The theory of planned behavior (TPB) is an extension of the theory of reasoned action (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) made necessary by the original model's limitations in dealing with actual behaviors over which people have incomplete volitional control. If actual behaviors are not fully under volitional control, even though a person may be highly motivated by her own attitudes and

subjective norm. The Theory of Planned Behavior (TPB) was developed to predict behaviors in which individuals have incomplete volitional control (Boot et al., 20013).

As in the original theory of reasoned action, a central factor in the theory of planned behavior is the individual's intention to perform a given behavior (Felicia & Pitt (2014). Intentions are assumed to capture the motivational factors that influence actual behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the actual behavior. As a general rule, the stronger the intention to engage in actual behavior, the more likely should be its performance. It should be clear, however, that a behavioral intention can find expression in actual behavior only if the behavior in question is under volitional control (Wang, 2014).

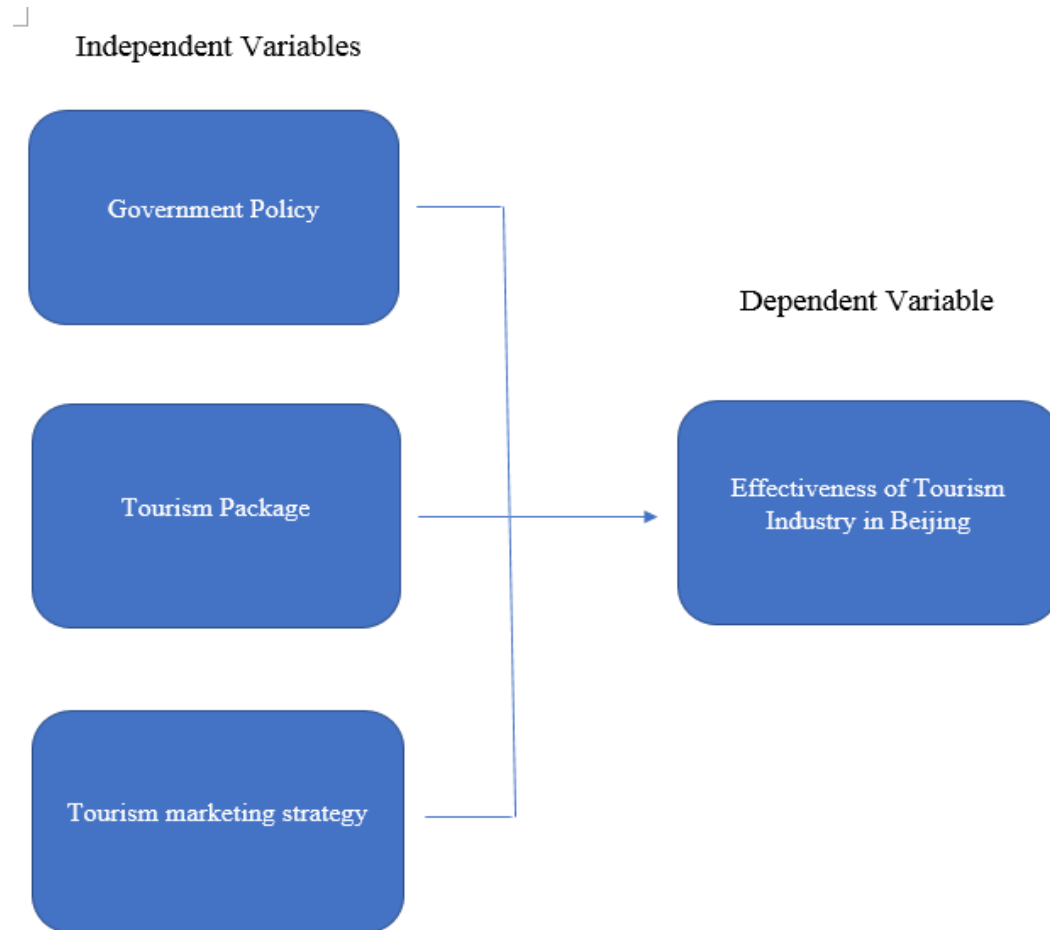
Figure 1. Theory of planned behavior (TPB)



(Source: Ahmed Ibrahim & AlzahranaImranMahmud(2016))

2.5 Research Conceptual Framework.

According to the analysis, the conceptual framework is stated as following:



2.6 Research hypotheses

According to the research objectives and research questions, the research hypotheses are as below:

H1: Government Policy will have a significant influence on the effectiveness of tourism industry in Beijing.

H2: Tourism Package will have a significant influence on the effectiveness of tourism industry in Beijing.

H3: Tourism marketing strategy will have a significant influence on the effectiveness of tourism industry in Beijing.

2.7 Chapter Conclusion

An informative and conceptual review of literature was presented in this research by the prevailing study on the tourism industry in Beijing and factors influencing it. This chapter discusses the previous researches considering the effectiveness of tourism industry in Beijing, as well as how the popular and normal factors influence it. Besides, the chapter also provides results for the academic about specific factors' definition including government policy, marketing strategy and tourism packages. Besides, this part demonstrates that how these factors impose impact on effectiveness of the tourism industry in Beijing. All the analysis is in accordance with the fundamental theory-TPB (planned behavior's theory).

Following all the research earlier, the hypothesis is proposed by the research in terms of the relation between three independent variables and a dependent variable, which must be examined in the subsequent data analysis.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Overview

This chapter is the study the research methodology, this section of the study deals with defining the process of research followed by the researcher. Research methodology can be defined as a process which is used by the researcher for collecting information and data on the topic being studied. Research methodology is systematically solution to research problem. It is science which deals with how to conduct a research scientifically. In this chapter of the study, the research defines various steps and procedures adopted by the researcher with proper and appropriate justifications. Research methodology is the most significant part of the study. With implementing logical research methods, a researcher would not be able to complete a study. For writing an effective research methodology, researchers do not only need to know develop a certain test, do calculations of numerical or quantitative data and apply different research techniques, it is required to find which method is relevant. Research methodology is all about justification of the research method and its significance for the study of the mind of a researcher and the research users (Matthews, and Ross, 2014).

The core objective of this chapter is to present the detailed discussion related to the research process and research methods which the researcher will apply to the study. Research methodology is the combination of different research techniques, research approaches and different methods of data collection. This section defines how much authentic the research results will be by justifying the research methods applied by the

investigator. This chapter designs the picture of a study in the reader's mind as well as help the researcher to elaborate the process of research and define how the study will be conducted.

3.1 Research design

Research design and methodology is a plan of conducting a research study. Research methodology is the scientific and systematic search for pertinent information on specific topic. It covers all the important aspects of the research methods adopted by the research for the study. Research methodology includes the research method, sources of data collection, procedures for the data analysis and the research instruments and research techniques, etc. the research design is the most integral part of the research methodology which deals with design defines the type and subtype of the study. Research design deals with defining the type of the study by data collection and data analysis procedures (Pickard, 2012) .

According to Creswell, (2013) research design is the framework of the study which is based on the seeking the answers to the research problem. There are different research designs which the researcher adopts by its appropriateness for the type and subtype of the study. The research design defines the type of the study such as descriptive, correlational, experimental, case study and review of the literature. The research design also defines the subtype of the study such as descriptive, longitudinal and case study, etc. the research design will be selected on basis research questions, hypotheses, dependent and independent variables and methods of the study.

The research design of this study will be descriptive, and the subtype of the research design will be the correlation. Descriptive research designs are applicable for the study which deals with finding the answer to research questions such as who, what, when and how. These research questions are associated with particularly identified

research problem of the study (Williams, 2017). Descriptive research is used to obtain information related to the current status of the phenomenon and it defines existing between three variables of the study. Descriptive research is appropriate for the study as it observes the subject in a natural environment which positively influence the normal behavior (Mitchell, and Jolley, 2012). In this case, the research examines the perceived factors and their impact on Beijing tourism industry.

The subtype of the research design of the study is the correlation as the study is conducted to fill the research gap on finding the role of perceived factors affecting Beijing tourism industry whereas correlational research design deals with finding the level of significance of these in travel intention (Rovai, Baker, and Ponton, 2013).

The descriptive research design with the subtype correlation is appropriate for this study as the research objective of this study is to empirically test the effect of perceived factors on Beijing people travel intention in the case of tourism industry in Beijing (Shen, Fan, Zhan, & Zhao, 2014). This study is designed to find the factors and the level of their impact on travelling attraction by satisfying tourists in Beijing.

3.2 Sampling design

The sampling design includes the population under the study, sampling plan and sample size, which deals with choosing a representative sample for the purpose of analysis.

3.2.1 Population of the study

According to Bryman, (2015) research population is a large number of a group being studied by the researcher. It is a large collection of individuals or objects which the researcher is focusing on solving a specific research problem. The study population is

the group of individuals on which the results of the study are applicable. The population is the large set of people or sometimes it is called the universal set of individuals is studied by the researcher (Tianlong & Sisi, 2016). The population is large size studying the whole population is impossible for the researcher. Studying the whole population is time consuming and expensive for the researcher. Methews (2014) defines that the population includes all the individuals with similar characteristics. There are two types of research populations. The types of populations include the target population and accessible population. The target population is the population which the researcher is interested in studying since the second type of population is accessible population. Accessible population is the population which is readily available to the researcher. It is a type of population to which the researcher can apply their conclusions.

This study is designed to study the travelling attraction in Beijing travel spots. The target and accessible population of the study consist of individuals which are directly or indirectly associated with travelling experience in Beijing (Xiaoxiao & Kellee S, 2016). The target population of his study consist of those individuals who have experienced or know about the attraction of travel spots in Beijing. Target population will be random selected in Chinese.

3.2.2 Sampling Plan

Sampling is the process choosing segments of the total population under the research for the purpose of study, which selects a sample unit from the large data sets to measure the features of the population and their attitudes towards a specific phenomenon. Meanwhile, the sampling data is also collected from the selected population or subgroup (Rahi, 2017). Malhotra and Birks have explained that a smaller size of research population is capable to infer the situation of the larger group of respondents, which is also effective to decrease the heavy workload and save the

costs that would be expended if the research objects is the whole population (Jones & Mlambo, 2013). Apart from that, Cooper et al. also stated that there are several benefits for sampling such as the higher speed for collecting data, more accurate result and the higher efficiency.

As for the sampling method of research, there two major types of ways, probability sampling and non-probability sampling, which depends on the property of the study (Zikmund, et al., 2010). In this study, since there is no special requirement on the respondents and the chance all the population can be selected is equal, the sampling method is non-probability sampling, which is in accordance with the definition of non-probability sampling which is stated as it is the sampling method where the possibility and chance of each unit to be chosen as the sample is not fixed or known (Bonamigo, González-Chica & Martínez-Mesa, 2016). Besides, the research also adopts the convenience sampling due to the limited research time which refers to a process collecting the data from large population is convenient and easily accessible for researcher, which also offers a cost-saving and effective way for researcher to complete the study however the results may be questioned for its selection bias based on great difference of the target population (Rahi, 2017).

3.2.3 Sample size

According to Krejci et & Morgan (1970), the given formula to determine the sample size was stimulated by that there is an increasing demand for an effective method to calculate the sample size, which was based on $p=0.10$ where the possibility of the error is less than 10%. Based on Krejcie and Morgan's sample size calculation, the sample size of this study should be 284.

3.2.4 Number of questionnaires

Although the sample size of this study is 384, but the number of the questionnaires distributed must be more than 250, because Sekaran & Bougie (2010) stated that any research to be conducted must get at least 250 data collected back. Therefore, under the consideration of wasted or unrealistic survey results the study distributed 300 questionnaires.

3.2.5 Unit of analysis

The unit of analysis is the entity being studied by the researcher. The unit of analysis answers two most significant questions such as studied target. The unit of analysis is the research studies related to social sciences individual. Groups, and social organization. The unit of analysis is different from the unit of observation (Blumberg, Cooper, and Schindler, 2014). In this study the unit of analysis includes the man experienced travelling in Beijing (individual), someone has experienced travelling in group (group) and staff work in travel agency (system). Population also will be random selected online.

3.2.6 Data collection Method

According to Blumberg, Cooper, and Schindler, (2014) data collection is gathering and information for the measurement of the variables being studied by the researcher. Data is collected for establishing a systematic way to answer a research question, to set research hypotheses and to evaluate the outcomes of the study. The data collection

is compulsory for all types of studies where the method of data collection varies by the discipline of the study.

According to Neuman, and Robson, (2012), quantitative methods emphasize on collection and measurement of the numerical data by using either methods or numerical analysis. Quantitative data collection instruments are the questionnaire and survey, and it deals with convergent reasoning than divergent reasoning. The quantitative research method deals with collection of data using primary resources such as questionnaire and secondary sources such as collecting already researched numerical values.

3.3 Questionnaire design

A questionnaire is the most popular and cost-effective data collection instrument. This is primary data collection source which not only helps the researcher by providing the first-hand knowledge, but it also provides the information as per the requirement of the researcher (Becken, 2012). In this type of data collection instrument, the respondents have sufficient time to respond to the question asked. Results in this kind of study are dependable and reliable. It is being adopted by private individuals, research workers, private and public organizations and even by governments (Neuman, and Robson, 2012). In questionnaire-based survey, a questionnaire is floated among people who are concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of some questions printed or typed in a definite order on a form or set of forms.

The survey can also be conducted through a questionnaire which is needed respondents to read and understand the questions and reply in the space of the questionnaire. The respondents have to answer the questions on their own. The method of collecting data by sending the questionnaires to respondents is most

extensively employed in various economic and business surveys. The questionnaire is the data collection instrument which is mostly used in normative kind of surveys.

The questionnaire is systematically prepared form or document which consist of a set of deliberately planned questions for the purpose of eliciting the responses from the respondents for the purpose of collecting data or information. The questionnaire is a kind of inquiry form which compile series of questions to provide insight into the nature of the problem. The data collected from the questionnaire used in writing the research report (Denscombe,2014)

According to De Vaus, (2013) effective and efficient use of the questions are as research instrument depends on the formulation and administration of questions, the method of delivery and method of the contact with respondents for gaining the responses. Content and construct validity and reliability also play a most significant role in collecting the appropriate set of data. Different modes of data collection affect the credibility and quality of the data.

There are two types of the questionnaire for research. These types include structured questionnaire with unstructured questionnaire with open-ended questions (De Vaus, 2013). In this study structured close-ended questions with five points, Likert scaling from disagreeing (1) to strongly agree (5) will be adopted by the researcher for measuring quantitative data. The questions are adopted from the authentic and reliable sources. To ensure the construct and content validity, a pilot study of 50 individuals will be conducted, and the questionnaire will be corrected as per feedback of the respondents. To ensure the reliability of the questionnaire a reliability test for measuring the internal consistency of the instrument using SPSS will be used by the researcher. In this survey structured close ended questionnaire will be floated among respondents of the study physically and electronically through email. The respondents are allowed to take time and ask for the clarity if there is any confusion for providing willing responses.

3.4 Measurements of study

The measurements of this study include all the statistical analysis techniques such as the pilot test, demographic profile, preliminary test as well as the hypothesis testing.

3.4.1 Pilot test

A pilot study is a preliminary study which the researcher conducts at a small scale. The primary study is conducted with an objective to evaluate the feasibility, time, cost and the effect of size predict the appropriateness of the sample size the objective of the pilot study improves the design of the study for the improving the Performance of the research (Matthews, and Ross. 2014).

According to Williams, (2011) pilot study is the study which the researcher conducts extended study usually an executed planned study for proceeding the intended full study. A research employs a pilot study for testing the validity of the research instrument. Pilot study ensures the construct and content validity of the instrument for the further improvement of the research instrument. Results of the pilot study also help the researcher to identify the variable of interest and operationalization of these variables. The pilot study also tests the methodological changes for implementation and instrument of the research instrument. The short pilot study tests the efficacy of the research instrument for a particular study.

In this study, the pilot study of 50 individuals will be conducted to ensure the content and construct validity of the instrument. The questionnaire will be tested on 50 individuals, and the questionnaire will be modified as per feedback of the respondents. The pilot study of this research will also help the researcher to measure the internal consistency of the instrument with the help of reliable analysis.

Factor analysis

According to Wagner, (2016) factor analysis is the tool which is used to investigate the variable relationship for complex concepts. Factor analysis enables the researcher to investigate the concepts that are not easily measured. There are some variables which the researcher unable to measure directly by grouping a large number of items into few variables. The objectives of factor analysis are to find out the variable at associated with variables. The key concept of factor analysis suggests that the pattern of responses for multiple viewed variables are similar as they are grouped to measure certain variable.

In factor analysis the items measuring one variable or associated with one factor. Factor analysis is the method of data reduction by researcher to uncover and establish a cause-effect relationship between variables. The factor analysis is also used to confirm the hypothetical relationship between variable of factor analysis determine the linear type of relationship between variables. Factor analysis is also a common factor analysis which identifies the minimum number of factors which create correlation between variables (Bryman, 2015).

Factor analysis is appropriate for this study as the study is designed with an objective find the effect of perceiving variables on the customer satisfaction. This study deals with the observing relationship between different variables.

Reliability tests

Reliability test refers to a measurement of internal consistency of the items is a single factor. Reliability test measures the quality of the data and ensures that the research instrument is trustworthy and dependable for the researcher. Reliability also ensures the researcher that the research instrument is useful and reliable for finding solutions

to the research problem. The significant value of Cronbach's Alpha in reliability test is 0.5 or 50% or more than 50% significant value of the instrument suggest that there is consistency in results of the viewed variables and the questionnaire is acceptable for certain research problem or study (Rova,Baker , and Ponton, 2013).

According to Cai kszentmihaly, and Larson, (2014) the reliability test measures the extent to which results of the research instrument are consistent. In this study, reliability test is appropriate for measuring the consistency of the results and to ensure that the variables being researched through questionnaire are reliable. There are different variables such as functionality, quality, time, security, return and exchange which positively or negatively affect the repurchase.

3.4.2 Demographic profile

Demographic profile refers to the data that is related with the personal information of the respondents, which include the population, age, income and many other elements, which can help the researcher to get a better understanding about the target population (Chen & Wu, 2015). As mentioned before, the study analyzes the target population of tourists in Beijing tourism market. Therefore, demographic characteristics of the tourists are significant for this study. Since the research objectives are the individual consumers in Beijing tourism market, the factors like age, gender, income are taken into consideration.

3.4.3 Preliminary test

The preliminary test explores the analyzed field of study, which is intended to help the researcher to test the valid statistic results contributing to the practical and reliable conclusions in the research. In this study, the preliminary test runs the factor analysis

and reliability test again. After checking the validity and reliability of the sample size, which is the 10% of the general population, preliminary test aims to recheck those value of the sample size is reliable and understandable by the respondents in the same way in order to improve and enhance the results.

3.4.4 Hypothesis testing

Hypothesis testing is a statistical tool that uses the sample data to assess the hypothesis to assume the overall situation of the whole population (Zikmund, et al., 2010). In this study, the major hypothesis testing is the multiple linear regression and the ONE-WAY ANOVA Analysis which all can be analyzed through the

Multiple Linear Regression:

The multiple linear regression is a widely used tool in statistical analysis to establish the linear or non-linear mathematical relationship between a dependent variable and a set of independent variables, which can be demonstrated as following (Schmidheiny, 2016):

Through the output of the estimated parameter, the researcher can get the conclusion that whether the hypothesis is accepted or not, when the alpha value is smaller than 0.05, it means the predicted relationship between the variables is statistically significant (Jeon, 2015).

The multiple linear regression of data analysis is significant for this study because there are more than one independent variables influencing the dependent variables, which is beneficial to researcher to analyze the statistical relationship between them.

ONE- WAY ANOVA Analysis:

One-way ANOVA is a statistical analysis tool, also called as variance analysis or F test, that can determine whether there is a difference between the means of two or more independent variables which can be the group defined by the single category (James M. Murray, 2017). Besides, One-way ANOVA also can construct a statistical model presenting the relationship and impact of the single factor on the dependent variables.

Since analysis of variance (ANOVA) is the most widely used tool to compare the means of different groups, the research can adopt the ANOVA analysis to measure the means of various independent variables, and if the p value is smaller than 0.05, there is the significant difference between their means.

CHAPTER 4

DATA ANALYSIS AND RESULT

4.0 OVERVIEW

Chapter Four is discuss about the outcome of finding regarding to the data that collected from the respondent. The data will be analyzed using SPSS Software. In this chapter, the discussion will divide to descriptive analysis of the research, variable's descriptive statistic, and testing of hypotheses. For data collections, 300 questionnaires were distributed in headquarter police district of Seremban, Malaysia and 291 questionnaires were collected. A total of 285 questionnaires were considered usable while 6 of the questionnaires were spoilt due to incomplete answer. Thus, a total of 285 questionnaires that collected from respondents which mentioned on chapter Three will be analysed.

4.1 Descriptive analysis

Tables shows that the respondents' demographic detail and majority of the respondents are from west of China (N= 142). The respondents are 40.1 % in the age of 31-50 years old (N = 114), 39.4 % in the age of above 50 years old, 19% in the age of 19-30 years old and 1.4 % in the age of below 18 years old. The respondents are Chinese. The respondents that took part in the survey are from the internet. The salary range among the respondents are mostly at the range more than RMB 12,000 with 62% (N=176) while the lowest of salary range is less than RMB 3000 with 8.5% (N =24). Most of the respondent travel to Beijing because of tourist attractions with

28.9% (N= 82) and visiting places seen on TV or Movies with 21.1% (N=60) while 19.7 % of respondent like the nature (N=56).

Table 4.1.1 The Region Frequency

		Region			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	north of China	8	2.7	2.8	2.8
	south of China	16	5.3	5.6	8.5
	east of China	106	35.3	37.3	45.8
	west of China	142	47.3	50.0	95.8
	middle of China	12	4.0	4.2	100.0
	Total	284	94.7	100.0	
Total		300	100.0		

Table 4.1.2 The Income Frequency

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RMB 3000	24	8.0	8.5	8.5
	Between RMB 3001 and RMB 8000	50	16.7	17.6	26.1
	Between RMB 8001 and RMB 12,000	34	11.3	12.0	38.0
	More than RMB 12,000	176	58.7	62.0	100.0
	Total	284	94.7	100.0	
System	16	5.3			
Total		300	100.0		

Table 4.1.3 The Age Frequency

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	4	1.3	1.4	1.4
	between 19 and 30	54	18.0	19.0	20.4
	between 31 and 50	114	38.0	40.1	60.6
	above 50	112	37.3	39.4	100.0
	Total	284	94.7	100.0	
		16	5.3		
Total		300	100.0		

Table 4.1.4 The Interest Frequency

		Interest			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nature	56	18.7	19.7	19.7
	night life	34	11.3	12.0	31.7
	tourist attractions	82	27.3	28.9	60.6
	visiting friends or relatives	52	17.3	18.3	78.9
	visting places seen on TV or Movies	60	20.0	21.1	100.0
	Total	284	94.7	100.0	
Total		300	100.0		

4.2 Pilot Test

4.2.1 Factor Analysis

Table 4.2.1 The KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	583.833
	df	105
	Sig.	.000

As shown in the consequence of SPSS, the KMO value for sample size is 0.881, greater than 0.8, which indicates the sampling adequacy for each variable in the model is adequate. Besides, the significant value is 0.000, less than 0.05, which means the hypothesis of the model is not rejected, the data for sample can reflect the characteristics for the whole population (Cerny & Kaiser, 2010).

Table 4.2.2 The Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.628	57.519	57.519	8.628	57.519	57.519	5.766	38.440	38.440
2	1.291	8.605	66.124	1.291	8.605	66.124	2.713	18.086	56.526
3	1.136	7.570	73.694	1.136	7.570	73.694	2.575	17.168	73.694
4	.693	4.617	78.311						
5	.645	4.298	82.609						
6	.509	3.394	86.003						
7	.459	3.061	89.064						
8	.423	2.817	91.881						
9	.283	1.884	93.765						
10	.228	1.522	95.287						
11	.222	1.483	96.770						
12	.171	1.138	97.908						
13	.149	.994	98.902						
14	.097	.647	99.549						
15	.068	.451	100.000						

Extraction Method: Principal Component Analysis.

Besides, the most items that rotated component matrix's value are higher than 0.5 which means all the questions are related with the research and can be understood by participants very well (which is shown in the appendix). Furthermore, the the cumulative rotation sums of squared loading are 73.69%, accounting for the current and all preceding factors, which demonstrates the three independent variables account for 73.69% of the total variance.

4.3 Reliability Test

Table 4.3.1 The Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.902	19

As shown in the result above, the Cronbach's Alpha is 0.902, greater than 0.09, which illustrates that the data for sample is reliable and the research can be continued.

4.4 Preliminary Test

After the data collection, the factor analysis and reliability test needed to be adopted again to test the accuracy and validity of the whole population.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	2200.788
	df	55
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.675	60.683	60.683	6.675	60.683	60.683	6.462	58.747	58.747
2	1.056	9.596	70.279	1.056	9.596	70.279	1.268	11.531	70.279
3	.647	5.878	76.157						
4	.530	4.822	80.979						
5	.463	4.207	85.186						
6	.362	3.294	88.480						
7	.331	3.013	91.492						
8	.281	2.556	94.048						
9	.272	2.477	96.525						
10	.215	1.953	98.478						
11	.167	1.522	100.000						

Extraction Method: Principal Component Analysis.

Based on the calculation in SPSS, the items that rotated component matrix's value is lower than 0.5 are removed because the questions are not related with the research. After the deletion of the question "I am satisfied with effectiveness of Beijing tourism", the KMO value is 0.703, which means the adequacy for dependent variable in the model is adequate, and the cumulative rotation sums of squared loading is 70.279%, over 60%, which means the data is valid.

4.5 Crosstabs

Table 4.5.1 The Age and Interest crosstab

Age * Interest Crosstabulation

Count		Interest					Total
		nature	night life	tourist attractions	visiting friends or relatives	visiting places seen on TV or Movies	
Age	below 18	0	0	0	0	4	4
	between 19 and 30	18	34	2	0	0	54
	between 31 and 50	12	0	50	14	38	114
	above 50	26	0	30	38	18	112
Total		56	34	82	52	60	284

As shown in the figure above, most respondents which aged 31-50 are interested in tourist attractions, and most participants aged above 50 traveled to Beijing because of they would like to visit friends or relatives. Besides, participants aged 19-34 are

attracted by night life in Beijing. The data demonstrates that travelers are major in the ages above 30.

4.6 Hypothesis Test

One-Way ANOVA

Table 4.6.1 One-Way ANOVA

ANOVA

mk2mean

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.295	3	2.765	1.714	.164
Within Groups	451.677	280	1.613		
Total	459.972	283			

As shown in the figures above, the significant value of the ANOVA test is 0.164, which is greater than 0.05 so the hypothesis is rejected, which means there is no significant difference between the means of these variables. That is to say there is no big difference of satisfactions of travelers among different income levels.

Multiple Linear Regression

Table 4.6.2 Multiple Linear Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.852 ^a	.726	.723	.49464	.726	247.262	3	280	.000	2.053

a. Predictors: (Constant), IVM, IVG, IVT

b. Dependent Variable: DV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.709	.127		5.591	.000
	IVG	.018	.044	.016	.408	.683
	IVT	.274	.056	.281	4.858	.000
	IVM	.526	.050	.594	10.422	.000

a. Dependent Variable: DV

R value is 0.852, which is greater than 0.7, so there is strong linear relationship between the dependent variable and the independent variables including government policy, travel package, and tourism marketing strategy.

Besides, as the R^2 is 0.726, it can be said that 72.6% of the dependent variables changes are accord with the model.

In addition, the significant value is 0.00, less than 0.05. Overall, there is 95% confidence that travelers' satisfaction is directly influenced by government policy, travel package, and tourism marketing strategy in Beijing, which shows a strong linear regression.

As the significant values of constant value, IV government policy, IV Travel package and IV marketing strategy are 0.683, 0.000, 0.000 and 0.000 respectively, which means 95% confidence that there are two variables have influence on travelers' satisfaction about effectiveness of Beijing tourism industry except government policy.

According to the calculation of multiple linear regression, the formula is shown as below:

$$Y = 0.709 + 0.281IV_{travel\ package} + 0.594IV_{market\ strategy}$$

4.7 Summary for hypothesis

Table 4.7.1 Summary for hypothesis

Hypothesis	Description	p-value and b-value	Results
H1	Government Policy has a significant influence on the effectiveness of tourism industry in Beijing.	P value=0.683 B value=0.016	Rejected
H2	Tourism Package has a significant influence on the effectiveness of tourism industry in Beijing.	P value=0.000 B value=0.281	Accepted
H3	Tourism marketing strategy has a significant influence on the effectiveness of tourism industry in Beijing.	P value=0.000 B value=0.594	Accepted

CHAPTER 5

RECOMMENDATION

5.0 OVERVIEW

In this chapter, researcher analyze the research findings and based on those conclusions, the recommendation for the mangers and government is also come up with for the further improvement of tourism industry in Beijing for the purpose of developing economy.

5.1 Results Discussion.

5.1.1 Demographic Analysis

As shown in the frequency of travelers' participants, most of travelers come to Beijing are from west, and mostly are aged 31-50, the income is more than RMB 12,000, mostly are visiting friends and relatives.

5.1.2 Hypothesis Testing

In this research, the objectives are to research whether government policy, tourism package and tourism marketing strategy have significant influence on effectiveness of tourism industry in Beijing. Based on the calculation results of SPSS, since the R value is 0.852, there is a strong linear regression among effectiveness of tourism industry in Beijing and Government policy, Tourism package and Tourism marketing strategy.

Apart from that, since the B-value of brand image is 0.594, the biggest value among the three independent variables, which means it imposes the prominent influence on effectiveness of tourism industry in Beijing.

Therefore, the answers for research are shown as following:

Answers for Research Questions:

RQ	Description	Answer
RQ1	To determine whether government policy will positively impact effectiveness of tourism industry in Beijing.	Government Policy has NOT a significant influence on the effectiveness of tourism industry in Beijing.
RQ2	To determine whether tourism package will positively impact effectiveness of tourism industry in Beijing.	Tourism Package has a significant influence on the effectiveness of tourism industry in Beijing.
RQ3	To determine whether tourism marketing strategy will positively impact effectiveness of tourism industry in Beijing.	Tourism marketing strategy has a significant influence on the effectiveness of tourism industry in Beijing.

Furthermore, according to the formula of linear regression between DV and IVs, if travel package increases one unit, the effectiveness will increase 0.281. Besides with increase of one unit of tourism marketing strategy, the consumer purchase intention will add 0.594.

5.2 Recommendation

The recommendation based on the results of the calculation results, which are stated as following:

It is identified that the tourism industry in Beijing should improve effectiveness by focusing on two main factors of Travel package and Marketing strategy.

Travel package --- tourism companies in Beijing could provide more kinds of travel packages refer to the region and income level to tourists as the package can be purchased through any channels by customers.

Marketing strategy --- tourism companies in Beijing should focus on promoting trips to tourists regarding to age levels and interests with advertising beautiful scenes and discounted price as well as the good guiding service.

At last, with researching in the scope of Chinese population, it might be limited to study the relationship between effectiveness and independent variables, it is recommended to do the research not only on Chinese, but also on foreigners, it may be help study more accurately in the research.

5.3 Contribution

The outcome of the research helps to explain some of the main contributing to the effectiveness of tourism industry in Beijing in particular. The factors are tourism package and marketing strategy.

It is expected the staffs with particular the companies could look into designing various travel packages and promote them with two factors in mind to improve the effectiveness of tourism industry in Beijing in long run.

The researcher which study Beijing tourism industry would have a clear aspect that travel packages and marketing strategy affect local travelers' decisions.

5.4 Personal reflection

I've understood the importance of travelers' satisfaction for the industry. For example, if the customer only care about the environment they can travel to or the thing they can enjoy, the local travelers do not concern about the government policy, because they get used to in their cities as the cities in China has almost the same policies. Different age wants to have different experience in travelling in Beijing. In addition, traveling costs is not low, so most of them earn much, so they enjoy the trip in Beijing.

I've learnt about how to handle the respondents during survey or interview in a better way. This involved the experience interacted with travelers who consisted of some rules that "may" or "may not". The data that collected can only be in confidential way and report can only be written in a data summarize form. This is to ensure the privacy and data of the respondent is only with the researcher. The privacy and confidential issue are highly concerned in person.

I've learnt how to evaluate the data that collected using the SPSS soft ware

I've learnt how to write the literature review using the resources that available such as journal and reference books.

I've learnt better in knowledge how to conduct a project and write up a thesis.

Finally, I've learn the importance of citation and better knowledge to cite using Harvard referencing for the project.

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APPENDIX

Appendix 1: Questionnaires

8/17/2018

Effectiveness of Tourism Industry in Beijing

Effectiveness of Tourism Industry in Beijing

The purpose of this survey is to study effectiveness of tourism industry in Beijing. Your privacy would be retained and no information obtained from this study shall be disclosed in any manner that would identify you. All information obtained would be kept strictly confidential. The data obtained will be analyzed as a group for statistical purposes. Specific instruction is given at the beginning of each section of the questionnaire. Kindly complete the questionnaire by answering all questions in each section. I wish to thank you in advance for your cooperation and participation in this study.

*必填

Section A

1. **Have you traveled to Beijing? ***

單選。

- Yes
 No

2. **What is your region? ***

單選。

- North of China
 South of China
 East of China
 West of China
 Middle of China

3. **What is your age? ***

單選。

- Below 18
 Between 19 and 30
 Between 31 and 50
 Above 50
 其他: _____

4. **What is your income? ***

單選。

- Less than RMB 3000
 Between RMB 3001 and RMB 8000
 Between RMB 8001 and RMB 12,000
 More than RMB 12,000

5. What is your interest in travelling in Beijing? *

單選。

- Culture
- Nature
- Night life
- Tourist attractions
- Visiting friends or relatives
- Visiting places seen on TV or Movies

Section B

6. I often travel to Beijing in Public holidays. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7. I am satisfied with Beijing's transportation when travelling. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. I am satisfied with Beijing's Hotel service when travelling. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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Effectiveness of Tourism Industry in Beijing

9. I think Beijing's tourism related government operates efficiently. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. I prefer to purchase travel package when travelling in Beijing. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

11. The travel packages satisfy my needs. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. I am satisfied with the price of travel packages. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. I can easily purchase travel packages through various methods. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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Effectiveness of Tourism Industry in Beijing

14. I am satisfied with guiding service when travelling in Beijing. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15. I prefer discounted travel packages. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16. I am satisfied with Beijing's travel scene which is advertised on social media. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17. When I have trouble during traveling in Beijing, it can be solved very soon. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18. I am satisfied with effectiveness of Beijing tourism. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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Effectiveness of Tourism Industry in Beijing

19. I will recommend my friends to travel to Beijing. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

20. I will travel to Beijing again. *

單選。

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Thank you for your cooperation

技術提供:

 Google Forms

Appendix 2: The Giant Chart of Timeline.

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Confirm Title with the supervisor	█											
Chapter 1, 2&3	█	█	█									
Meeting with the supervisor	█	█	█	█	█	█	█	█	█	█	█	█
Proposal Defence					█							
Enhancement						█						
Questionnaire Confirmation						█	█					
Data Collection							█	█				
Chapter 4&5									█			
Final VIVA										█		
Feedback& Enhancement										█	█	
Submission of Soft Copy											█	█

Appendix 3: SPSS output

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	583.833
	df	105
	Sig.	.000

Communalities

	Initial	Extraction
Governmentpolicy1	1.000	.729
Governmentpolicy2	1.000	.722
Governmentpolicy3	1.000	.603
Governmentpolicy4	1.000	.725
Travelpackage1	1.000	.801
Travelpackage2	1.000	.737
Travelpackage3	1.000	.625
Travelpackage4	1.000	.803
Marketingstrategy1	1.000	.748
Marketingstrategy2	1.000	.732
Marketingstrategy3	1.000	.781
Effectiveness	1.000	.773
Troublesolution	1.000	.721
Recommendation	1.000	.803
Retravel	1.000	.750

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.628	57.519	57.519	8.628	57.519	57.519	5.766	38.440	38.440
2	1.291	8.605	66.124	1.291	8.605	66.124	2.713	18.086	56.526
3	1.136	7.570	73.694	1.136	7.570	73.694	2.575	17.168	73.694
4	.693	4.617	78.311						
5	.645	4.298	82.609						
6	.509	3.394	86.003						
7	.459	3.061	89.064						
8	.423	2.817	91.881						
9	.283	1.884	93.765						
10	.228	1.522	95.287						
11	.222	1.483	96.770						
12	.171	1.138	97.908						
13	.149	.994	98.902						
14	.097	.647	99.549						
15	.068	.451	100.000						

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.902	19

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	2200.788
	df	55
	Sig.	.000

Communalities

	Initial	Extraction
Governmentpolicy2	1.000	.878
Governmentpolicy4	1.000	.641
Travelpackage1	1.000	.645
Travelpackage2	1.000	.684
Travelpackage4	1.000	.673
Marketingstrategy1	1.000	.641
Marketingstrategy2	1.000	.717
Marketingstrategy3	1.000	.764
Effectiveness	1.000	.748
Troublesolution	1.000	.705
Retravel	1.000	.634

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.675	60.683	60.683	6.675	60.683	60.683	6.462	58.747	58.747
2	1.056	9.596	70.279	1.056	9.596	70.279	1.268	11.531	70.279
3	.647	5.878	76.157						
4	.530	4.822	80.979						
5	.463	4.207	85.186						
6	.362	3.294	88.480						
7	.331	3.013	91.492						
8	.281	2.556	94.048						
9	.272	2.477	96.525						
10	.215	1.953	98.478						
11	.167	1.522	100.000						

Extraction Method: Principal Component Analysis.

Frequency:

Statistics

		Region	Income	Interest	Age
N	Valid	284	284	284	284
	Missing	0	0	0	0

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	north of China	8	2.7	2.8	2.8
	south of China	16	5.3	5.6	8.5
	east of China	106	35.3	37.3	45.8
	west of China	142	47.3	50.0	95.8
	middle of China	12	4.0	4.2	100.0
	Total	284	94.7	100.0	
Total		300	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RMB 3000	24	8.0	8.5	8.5
	Between RMB 3001 and RMB 8000	50	16.7	17.6	26.1
	Between RMB 8001 and RMB 12,000	34	11.3	12.0	38.0
	More than RMB 12,000	176	58.7	62.0	100.0
	Total	284	94.7	100.0	
System		16	5.3		
Total		300	100.0		

Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nature	56	18.7	19.7	19.7
	night life	34	11.3	12.0	31.7
	tourist attractions	82	27.3	28.9	60.6
	visiting friends or relatives	52	17.3	18.3	78.9
	visting places seen on TV or Movies	60	20.0	21.1	100.0
	Total	284	94.7	100.0	
Total		300	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	4	1.3	1.4	1.4
	between 19 and 30	54	18.0	19.0	20.4
	between 31 and 50	114	38.0	40.1	60.6
	above 50	112	37.3	39.4	100.0
	Total	284	94.7	100.0	
Total		16	5.3		
		300	100.0		

Crosstabs:

Age * Interest Crosstabulation

Count		Interest					Total
		nature	night life	tourist attractions	visiting friends or relatives	visting places seen on TV or Movies	
Age	below 18	0	0	0	0	4	4
	between 19 and 30	18	34	2	0	0	54
	between 31 and 50	12	0	50	14	38	114
	above 50	26	0	30	38	18	112
Total		56	34	82	52	60	284

One-way ANOVA:

ANOVA

mk2mean

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.295	3	2.765	1.714	.164
Within Groups	451.677	280	1.613		
Total	459.972	283			

Market strategy2 and income

Reject

Multiple linear regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.852 ^a	.726	.723	.49464	.726	247.262	3	280	.000	2.053

a. Predictors: (Constant), IVM, IVG, IVT

b. Dependent Variable: DV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.489	3	60.496	247.262	.000 ^b
	Residual	68.506	280	.245		
	Total	249.995	283			

a. Dependent Variable: DV

b. Predictors: (Constant), IVM, IVG, IVT

Coefficients^a


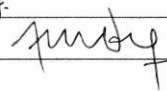
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.709	.127		5.591	.000
	IVG	.018	.044	.016	.408	.683
	IVT	.274	.056	.281	4.858	.000
	IVM	.526	.050	.594	10.422	.000

a. Dependent Variable: DV


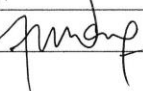
$$Y = 0.709 + 0.281IV_{travel\ package} + 0.594IV_{market\ strategy}$$

Appendix 4: Project paper log


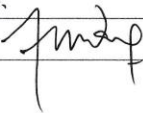
Meeting #1

Data of Meeting	31 th May 2018
Progress Made	Discussion on Chapter 1, 2 & 3
Agreed Action	Writing and enhancement on Chapter 1, 2& 3
Student Signature	
Supervisor's Signature	


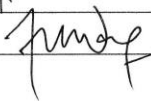
Meeting #2

Data of Meeting	7 th June 2018
Progress Made	Review on Chapter 1, 2 & 3
Agreed Action	Enhancement on Chapter 1, 2 & 3
Student Signature	
Supervisor's Signature	


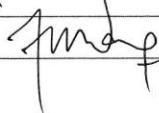
Meeting #3

Data of Meeting	14 th June 2018
Progress Made	Review on Chapter 1, 2 & 3
Agreed Action	Enhancement on Chapter 1, 2 & 3 and start to prepare questionnaires
Student Signature	
Supervisor's Signature	


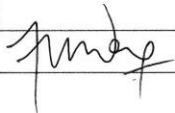
Meeting #4

Data of Meeting	21 th June 2018
Progress Made	Submit the first of draft for questionnaire
Agreed Action	Enhancement on questionnaire
Student Signature	
Supervisor's Signature	


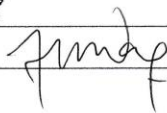
Meeting #5

Data of Meeting	28 th June 2018
Progress Made	Discussion on Proposal Defense
Agreed Action	Preparation on Proposal Defense
Student Signature	
Supervisor's Signature	


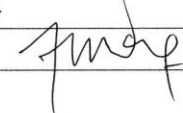
Meeting #6

Data of Meeting	5 th July 2018
Progress Made	Proposal Defense
Agreed Action	Change and improve based on the feedback
Student Signature	
Supervisor's Signature	



Meeting #7

Data of Meeting	12 th July
Progress Made	Start to write on Chapter 4 & 5
Agreed Action	Improvement first three chapter
Student Signature	
Supervisor's Signature	



Meeting #8

Data of Meeting	19 th July 2018
Progress Made	Discussion on preparation for VIVA
Agreed Action	Continue to do SPSS on Chapter 4
Student Signature	
Supervisor's Signature	

Meeting #9

Data of Meeting	26 th July 2018
Progress Made	Prepare the whole slide for VIVA
Agreed Action	Continue to do the Chapter 4 & 5
Student Signature	
Supervisor's Signature	

Meeting #10

Data of Meeting	2 th August 2018
Progress Made	Feedback after VIVA
Agreed Action	Enhancement on Chapter 4 & 5
Student Signature	
Supervisor's Signature	

SECTION C. Comments on Management of Project


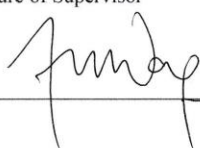
(To be complete at the end of the dissertation process)

Student Comment:

Supervisor has helped me to correct my project, and give me the right direction for further research. Project shows me clear mind to do any research.

Supervisor Comment:

It has been a pleasure to supervise Din Jiqze. He shows great willingness, motivation and determination to complete this MBA project on scheduled.

Signature of Student 	Date 8 Aug 2018
Signature of Supervisor 	Date 8/8/2018

Appendix 5: Plagiarism Report

final		
ORIGINALITY REPORT		
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