International Business Traveller Satisfaction

An analysis of North and South East Asian Visitors to Melbourne

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ABSTRACT

Previously, considerable research regarding the effects of leisure traveller's motivations, destination attributes, satisfaction and future behaviour (Aliman, Hashim, Wahid, & Harudin, 2016) has been conducted. However, to date, there has been little discussion about these relationships as they relate to business travellers (Chen, 2017; Chiang, 2009; Millán, Fanjul, & Moital, 2016). In the context of Melbourne tourism, the number of international business visitors coming to Melbourne has increased in recent years, outperforming the average of the national capital cities according to the Victorian State Government Productivity Commission (2015). However, there is a very little literature pertaining to the Asian source markets and, particularly, to the satisfaction and future behaviour of the North East and South East Asian business travellers to Melbourne.

The present research proposes to analyse the impact of different issues on the satisfaction and ultimate behavioural intentions of North and South East Asian business travellers to Melbourne. The four major research aims are: (1) identify the motivations of the North and South East Asian business traveller coming to Melbourne; (2) examine Melbourne's key destination attributes from the perspective of North and South East Asian business travellers; (3) investigate the influence of motivations and destination attributes on their travel satisfaction; (4) determine the relationships between their travel satisfaction, and their future travel and investment behavioural intentions.

A conceptual framework which incorporates means-end theory, a tourism consumption system, and expectation-disconfirmation model has been built to develop a conceptual framework. The conceptual model is then tested via a set of eighteen hypotheses in which ten hypotheses are rejected and the other eight are accepted. The hypotheses are structured for testing using descriptive and advanced multivariate quantitative methodology, with data collected from an extensive questionnaire survey.

The findings from 600 surveys confirm that the demographic profiles, the motives and the destination attributes have significant and important influences on the travel satisfaction of business travellers. However, the findings related to the issue of future investment are mixed. There is insufficient evidence to state that satisfaction measures result in positive investment intentions whilst in Melbourne, or the commitment to revisit for holidays or to

visit friends and relatives, or to undertake education. However, it is also shown that positive recommendations do occur, as the respondents do state they intend to speak positively and to recommend Melbourne to their business contacts for investment, and also for future leisure travel on their return.

DECLARATION

"I, Thuy Thanh Thi Doan declare that the thesis entitled “International Business Traveller Satisfaction - An analysis of North and South East Asian Visitors to Melbourne” is no more than 100,000 words in length, exclusive of tables, figures, appendices, references, and footnotes. This thesis contains no material that has been published by another person previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work."

Thuy Thanh Thi Doan Date 21/08/2020

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Four years is not too long compared to a lifetime but is still a serious investment and commitment for each doctoral candidate. It has been extremely challenging for me to accomplish this. It can be said that without valuable support from several people, I would not have been successful.

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CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND OF THE RESEARCH

Tourism has become one of the world's fastest and largest growing economic sectors in recent decades, contributing a considerable 9.8% to global GDP (World Travel and Tourism Council, 2016). According to the Global Business Travel Association (GBTA), this huge economic sector contributed more than 10 trillion U.S. dollars to the global economy in 2015. The figure is forecast to increase and continue growing significantly in the next decades. Acknowledging the significance of this economic sector, a large number of countries have spent heavily on financing projects, improving national infrastructure and enhancing tourism services to make them more competitive in the world market (Aliman et al., 2016). These efforts are not only to appeal to domestic travellers, but also to satisfy foreigners.

Although leisure travel still plays a major role, recent increases in business traveller numbers has made this group more significant. From an economic perspective, the total global economic contribution of this tourism segment is 1.11 trillion U.S. dollars in 2015, rising 3.9% in 2016 to reach USD1.149 trillion, according to the GBTA. This number is expected to increase to USD1.658 trillion by 2026. In parallel with the financial impact, business travel activity is associated with an exchange of skills and knowledge which is necessary for the development of many regions, cities and countries (Tani, 2005). The enormous benefits and substantial roles in developing host societies through business travel has been previously researched (Chiang, 2009); Lyons (2013); (Waheed & Tembhare, 2015; Wang & Beise-Zee, 2013; Yung & Chan, 2001).

In Victoria, the second most populous state of Australia, international tourism expenditure is expected to reach $12.9 billion (in real terms) by 2024-2025. Over the next ten years, it is estimated that the international expenditure in Victoria will contribute 68% of the overall growth in overnight tourism spend (Victoria State Government, 2016). In terms of business travel, the number of international travellers accounts for only 4.3% of total arrivals (Victoria State Government, 2016). This relatively small percentage of customers is not commensurate with the economic potential and open business environment of Victoria.

According to the Economist Intelligence Unit (2016), Australia is one of the easiest, safest, and most transparent locations in the world to conduct business, and Melbourne was named the world's most liveable city for seven years from 2011 to 2017, and second in 2018, receiving a perfect score for healthcare, education and infrastructure. It is projected to have low economic exposure risk with a rich history of welcoming not only domestic but also foreign-owned companies. Nearly 40% of Australia's top 1000 companies (by revenue) are foreign-owned and most of them choose Melbourne as the location for their headquarters in Australia (State Government of Victoria, 2015). Thus, the number of international business travellers is very small (4.3% of total arrivals), according to Victoria State Government (2016) relative to the potential business environment of Melbourne. Accordingly, understanding the level of satisfaction of business travellers and their future behaviour is a necessity not only for tourism stakeholders, but also policy makers, and can help in developing policies designed to attract more visitors coming to Melbourne primarily for business purposes.

Business travel management is not an easy task because it involves several different stakeholders, with different interests to defend including suppliers (airlines, train companies, hotel chains) and travel agencies (Gustafson, 2012).

A vast and growing body of literature has investigated different topics regarding business travellers. These studies have focused on their activities before the trip, and their emotions during the journey. For example, Waheed and Tembhare (2015) discussed the shopping behaviour and shopping satisfaction of business travellers in Dubai. Derudder, Beaverstock, Faulconbridge, Storme, and Witlox (2011) drew attention to the common-sense association between ‘business travel’ and ‘business class travel’ for airline services. Graham, Garrow, and Leonard (2010) examined when and why business travellers make changes to their airline itineraries. Mason and Gray (1995) argued that business travellers tend to be charged a premium for the air services they consume, so that business travel is a potentially high source of revenue for airlines.

In terms of inner feelings, preliminary work on business traveller emotions includes a study on stress issues conducted by Chen (2017), aiming to identify business travellers' stressors and the relationships among these stressors. Since business travellers may feel physical

exhaustion due to long stays or flights, they demand superior hotel and airline services, which can help them overcome travel discomfort and reduce travel stress. The study not only recognises several aspects connected with travel stress, but also reveals that personal stress, work stress, and health behaviour influence business travellers differently in terms of various travel stressors. Furthermore, this research contributes to the current literature in tourist studies, travel policies, and tourism management, because it is important that organizations understand and acknowledge employee exhaustion and well-being during a business visit.

The study of stress is in line with the findings of research carried out by Kollinger-Santer and Fischlmayr (2013) in which managing work-life balance has been implied to be an issue for both employees and human resource departments, in order to offer individually tailored support for the different groups of international business travellers. Since business traveller's emotions play a significant role in their behaviour, Wang and Beise-Zee (2013) studied the emotional states that business travellers bring into service encounters with hotels, and identifies corresponding service responses. It is suggested that, although a business traveller's emotional state is a personal issue that is not directly related to the services of a hotel, it presents an opportunity for hotels to enhance the service experience of business travellers and increase satisfaction and loyalty.

The satisfaction and loyalty of the business traveller can influence their future behaviour, such as revisit for business purposes, or conversion to leisure travel. Surveys such as that conducted by Kerr, Cliff, and Dolnicar (2012) provide empirical evidence dealing with switching business travellers to holidaymakers, by allowing them to experience a new destination as a business traveller. Key findings emerging from a study of 1024 Australian business travellers indicate that there is potential for turning business travellers to holidaymakers. Thus, special offers and attractions at the destination are effective enticements for business travellers to return as leisure tourists.

Millán et al. (2016) emphasized that future research may examine which attributes of the destination (hotels, transport, infrastructure, and attractions) determine the tourist's overall emotions, satisfaction, and loyalty. Although, it is argued here this is an incomplete set of

issues, because they should include an investigation of motivations in business travel and relate this to both potential future business and leisure travel.

The aim of this research is to explore the debate concerning the relationship between business traveller satisfaction, and their future behaviour, in terms of both their business activities, and their leisure travel. Previous studies have indicated that tourism satisfaction is a crucial factor generally impacting on future travel behaviour (Kakyom, 2008). In other words, what tourists experience will affect their cognition and emotion, and these will influence future reflections of the destination. As a result, satisfied consumers are more likely to revisit the same destination (Pizam, Neumann, & Reichel, 1978). Moreover, they could refer their friends and relatives to come to the places where they had high-quality experiences. These behaviours are called repeat sales, and word of mouth recommendations, and indicate destination loyalty (Bargi & Devkant, 2015).

Thus, it is significant for destination stakeholders to understand the level of tourist satisfaction, and their intentions of re-using services in the future. According to Chiang (2009) existing accounts fail to resolve the prospective effects of business traveller satisfaction upon future travel intentions. The literature suggests that business traveller satisfaction is affected by three major attributes which are personal, work-related and destination attributes (Millán et al., 2016).

Previous research provides different ideas about destination attributes. Sang, Jonathon, and Liping (2014) defined destination attributes as accommodation, food and beverage, entertainment, other facilities, and staff. In some previous research, five components of destination: weather, culinary, accommodation, transportation, and attractions are included (Bargi & Devkant, 2015; Wijaya, 2014). In another study on business travellers, Millán et al. (2016) recommends four attributes including hotels, transport, infrastructure, and attractions as essential attributes of any destination. Besides the four familiar components for any traveller's experience which are attractions, amenities, accessibility, food and beverage, this study explores the role of local State support in inspiring business traveller behaviour, especially focusing on their investment intentions.

The motivation for a trip is a major factor that can influence the satisfaction of visitors and play a crucial role in their future behaviour. Previous researchers have defined

motivation as a need or desire that energizes behaviour and directs it towards a goal (Martin, Ian, Noel, & Chung, 2008). Push motivations drive people to travel, while pull motivations refer to external factors that determine where, when, and how they travel (Martin et al., 2008), which are significant for every tourist before they decide to go to any particular destination. Investigating the primary (professional motives) and additional motivation (personal reasons) of business travellers is necessary for destination marketers to predict visitor needs and wants (Chiang, 2009; Millán et al., 2016), and for satisfying their expectations.

1.2 THE RESEARCH PROBLEM

In the context of Melbourne tourism, the number of international business visitors coming to Melbourne has increased in recent years, outperforming the average of the national capital cities, according to the Victorian State Government (Productivity Commission, 2015). The largest potential market belongs to the Asian group with dramatic growth in both arrival numbers and expenditure for visitors from China, India, Indonesia, Malaysia, Hong Kong, Japan and South Korea (Tourism Research Australia, 2016). Some research has been done on Asian leisure travel markets, focusing on the two biggest groups, China and India. However, limited research exists for the other Asian source markets, with no research for satisfaction and future behaviour of the North East and South East Asian business travel market to Melbourne.

Based on an extensive literature review of business tourism (Chiang, 2009; Lee & Back, 2005; Marijana, 2012; Rittichainuwat & Mair, 2012), the researcher has identified three research gaps.

First, the greater part of research has merely focused on two major groups of visitors who travel either for leisure or for Visiting Friends and Relatives (VFR). The reason for this focus is that the two groups account for the majority of total travellers. There is significant previous research on the effects of the leisure traveller's motivation, destination attributes, satisfaction and future behaviour (Aliman et al., 2016). However, to date, there has been little discussion about these relationships targeting business travellers (Chen, 2017; Chiang, 2009; Millán et al., 2016). Thus, the first research gap can be seen as a limited amount of literature on business travel.

Second, there is scant research on South East and North East Asian business visitors, even though this group plays a significant role in business travel to Australia. Several studies have been conducted such as visitors from Macau to Sydney by YI and Xinran (2009), Taiwanese visitors to Australia and their satisfaction after their trip by Martin et al. (2008), and Chinese tourists to the Gold Coast by Jessie and Neil (2004) or Chinese travellers to Queensland by Jin, Wu, Becken, and Ding (2016). These studies focus on separated participants of a particular market only, and are not in the context of Asia as a whole, nor related directly to traveller satisfaction and future behavioural intention. Moreover, there are few studies comparing real expectations and real experience and their effect on satisfaction in this context.

Third, there is an absence of research on how much the travel characteristics of professional motivation, personal motivation, and destination attributes influence business traveller satisfaction generally; and the relationship to future travel and investment behaviour, specifically in the context of Melbourne. What has been investigated is related only to satisfaction and behavioural intentions with other travel groups, and in other contexts.

Fourth, although there are some studies investigating the professional motivations of business travellers, their main focus is on meetings, incentives, conferences, and exhibitions (MICE). There is a lack of understanding about professional motives for business travellers who enter a foreign market, such as foreign direct investment motives, market-seeking motives, efficiency-seeking, government policies, cultural dimensions and business networks (Saleh, Anh Nguyen, Vinen, & Safari, 2017). Additionally, according to Watson, Hogarth-Scott, and Wilson (1998), besides professional motives, personal motivations of business travellers, including financial aspects (the desire to make commercial returns) as well as non-financial (being able to work from home or further career objectives) also require investigation.

Therefore, this research examines the motivations associated with professional and personal reasons for travel to understand their impact upon business traveller satisfaction, and future behaviour. The present research systematically reviews and propose a theoretical model which incorporates the theories of a tourism consumption system, means-end theory, and the expectation-disconfirmation model. It will explore

the effects of personal travel characteristics, destination attributes and motivation (professional and personal motives) on travel satisfaction as a first step and then satisfaction on future intentions in a second step. In this way the study will contribute deeper insights in terms of the business travel sector.

The targeted group is North East and South East Asian visitors coming to Melbourne for business purposes. According to the Victoria State Government (2016), travellers from China (North East Asia), and Singapore (South East Asia) accounted for the first and second highest flows into Melbourne, respectively. China is also representative of a developing market while Singapore represents a fully developed economy. Business travellers from Vietnam are also selected because Vietnam is the fastest growing business market to Melbourne, and is an emerging economy with significant potential growth. The selection of the developed (Singapore), upper-developed (China) and lower-developed (Vietnam) business markets provides an additional representation of, and potential comparison across, different levels of economic development in the source markets.

1.3 RESEARCH OBJECTIVES AND QUESTIONS

The number of North East and South East Asian travellers has dramatically increased in recent years, resulting in intense competition among countries to attract visitors from this group. National tourism agencies in many countries have run international destination marketing and other programs, focusing on attracting visitors from the Asian market. However, the primary objective of this study is to investigate specifically how North East and South East Asian business traveller motivations, personal travel characteristics and destination attributes affect their satisfaction, and whether the level of satisfaction has a considerable impact on their future investment behaviour.

In particular, this study will examine the main research question:

How do the travel characteristics, professional and personal motivations of North East and South East Asian business travellers, and Melbourne's attributes, impact on their satisfaction, and to what extent does their satisfaction influence their future investment behavioural intentions?

To achieve the study aim, and to provide further guidance for analysis undertaken throughout this research, four objectives are formulated, followed by more specific research questions addressing each of these objectives. These are:

Research Objectives (RO)	Research Questions (RQ)
RO1/ Investigate the influences of travel patterns on business traveller satisfaction.	RQ1: To what extent do travel patterns affect the North East and South East Asian business traveller satisfaction?
RO2/ Identify influences of the motivations of the Asian business traveller coming to Melbourne on satisfaction and future behaviours	RQ2: How do professional and personal motivations influence North East and South East Asian business traveller satisfaction?
RO3/ Examine Melbourne's key destination attributes from the perspective of North East and South East Asian business travellers, and their influences on satisfaction and future behaviour.	RQ3A: What are the key destination attributes affecting the experience of the North East and South East Asian business traveller during their stay? RQ3B: How do the destination attributes influence North East and South East Asian business traveller satisfaction?
RO4/ Determine the relationships between the traveller's satisfaction and their future travel and investment behavioural intentions.	RQ4: How does the North East and South East Asian traveller satisfaction affect their future investment behavioural intentions?

1.4 RESEARCH FRAMEWORK

The four research objectives are the basis for constructing the research framework. This framework is based upon a thorough literature review. Relevant literature on travel patterns, motivations, destination attributes, satisfaction are reviewed both in the more general

tourism context, and in the business travel context, in different settings. The proposed conceptual framework will be formulated based upon the three theories: means-end theory; the Expectancy-Disconfirmation model, and the theory of tourism consumption system to explain the effects of personal travel characteristics; professional and personal motivation; and destination attributes to future travel decision-making, and to investigate tourist satisfaction, focusing on the comparison of their prior expectations and their actual experience. The development of hypotheses will be discussed and the findings of the hypotheses testing will be presented in the following chapters.

1.5 STATEMENT OF SIGNIFICANCE AND CONTRIBUTION TO KNOWLEDGE

The findings from this study will make substantial contributions to both theoretical and practical research.

First, the proposed conceptual model, which is developed by integrating current theories, will contribute theoretically to the academic field of tourism research, providing insights into business travel behaviour.

Second, the theory-based conceptual framework explaining the relationships between multiple travel aspects (travel characteristics, professional and personal motivation; destination attributes) and satisfaction, and between satisfaction and future behaviour, will contribute not only to tourism research, but also to other fields such as behavioural science, marketing and management, in promoting and managing tourism activities.

Third, the results will enable city-based tourism stakeholders to enhance their understanding of international business tourist satisfaction, and future behavioural intentions, which are two pivotal features in maintaining and increasing business tourism to Melbourne. Moreover, the findings are also potentially relevant to other Australian cities, and could generally aid in developing foreign investment strategies.

Finally, the study will provide strategic directions to managers in the tourism industry for improving the quality of products and services in Melbourne, to meet the specific needs of the emerging Asian business traveller. These strategies can potentially increase visitor

loyalty, enhance the number of international business tourists, and simultaneously boost the market share of global arrivals.

1.6 THESIS CONTENT AND STRUCTURE

The overall structure of the thesis takes the form of seven chapters, including this introductory chapter, which provides an introduction to the study, the research objectives, research questions, and the contribution and significance of the study.

Chapter Two discusses the relevant literature in terms of the business travel sector, in regard to travel motivations, destination attributes, satisfaction and the potential future behaviour of the business traveller.

Chapter Three is concerned with the theoretical dimensions of the research. An integrated conceptual framework is proposed, to examine the relationships between the fundamental concepts outlined in the research objectives. In turn, eighteen hypotheses designed to test the relevance of the theoretical model are developed.

In Chapter Four, a research methodology is developed to explain and justify the quantitative approach used. The chapter will also outline the measurement instrument and its pre-testing, sampling methods, sample selection, and the data collection process.

Chapter Five will present the descriptive findings of the research, focusing on some key themes that have been identified in the literature review, using descriptive, discriminant and principal component analysis methods.

Chapter Six will test the eighteen hypotheses developed in Chapter Three, using ordinary regression and the multiple regressions.

Chapter Seven will draw upon the entire thesis, concluding on the results and hypothesis testing in relation to the research problems and aims, and discusses the key findings from both a theoretical and practical point of view. This chapter will also outline suggestions to improve the business traveller experience, and potential for investment in Melbourne, by applying the Key Drivers method as an additional analysis tool. Limitations of the study and future research directions will also be discussed.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

The chapter provides the definitions of the major terms in this study, and a brief review of the relevant literature regarding theories associated with the research aims.

As such, the main themes include definitions of business travel and the international business traveller, motivation (pull and push motivations, professional motives and personal motives), destination attributes, satisfaction and future behaviour. The literature discussed is focussed upon explaining the significance of the research themes which have been identifies as gaps in the relevant tourism literature. The review of the literature provides a solid foundation for the proposed conceptual framework and the development of the hypotheses in Chapter Three.

Section 2.1 provides the key constructs of the proposed research model by examining previous relevant studies. Section 2.2 highlights the roles of international business tourism and international trade. Section 2.3 describes the role of Foreign Direct Investment into Australia. Section 2.4 provides an outline of Melbourne's international tourism, focusing on North East and South East Asian travellers. Section 2.5 discusses the literature on tourism motivations (professional and personal motives). Section 2.6 discusses research on destination attributes in tourism. Section 2.7 argues the significance of the macro-environment – specifically in the form of local government support in aiding foreign business. Section 2.8 reviews previous studies focusing on traveller behaviour. Section 2.9 examines literature on behavioural intentions in tourism. The chapter is summarised in Section 2.10.

Defining the Business Travel Sector

Business travellers have a higher average spend than other travellers such as holiday travellers (Australian Bureau of Statistics, 2016). Additionally, there is a beneficial relationship between business travel and trade expansion, in that the flow of goods, services, technology and capital among nations has increased GDP growth over past decades (Kulendran & Wilson, 2000). Moreover, business travel exhibits less seasonality

compared to holiday travel, enabling better planning and utilization of tourism infrastructure.

Despite the undeniable benefits of business travel, its definition has been controversial. Tani (2005) defines business trips as:

"…(to) emerge as a mechanism to access, develop and transfer knowledge internationally, and possibly affect a country's ability to innovate …", Tani (2005, p. 1).

Tani (2005) emphasizes the importance of business trips in terms of skills and knowledge exchange. Often foreign buyers travel on a business trip to train their suppliers in production, according to the standards and tastes prevailing in their country of residence (Tani, 2005). The travellers also enhance skills and improve productivity, through the teaching of more efficient methods of production. Overseas travel for business purposes also brings better access to international sources of innovation, or faster adoption of better alien technology (Welch, Welch, & Worm, 2007).

However, the term "business travel" is a broader concept. It is in line with the definition of Ritchie (2000), and as cited by Fawzy (2010):

> "Business travel is defined as all nondiscretionary trips which occur either explicitly for the purpose of engaging in work, or incidentally in the course of conducting work-related activities." (Ritchie (2000, p. 63).

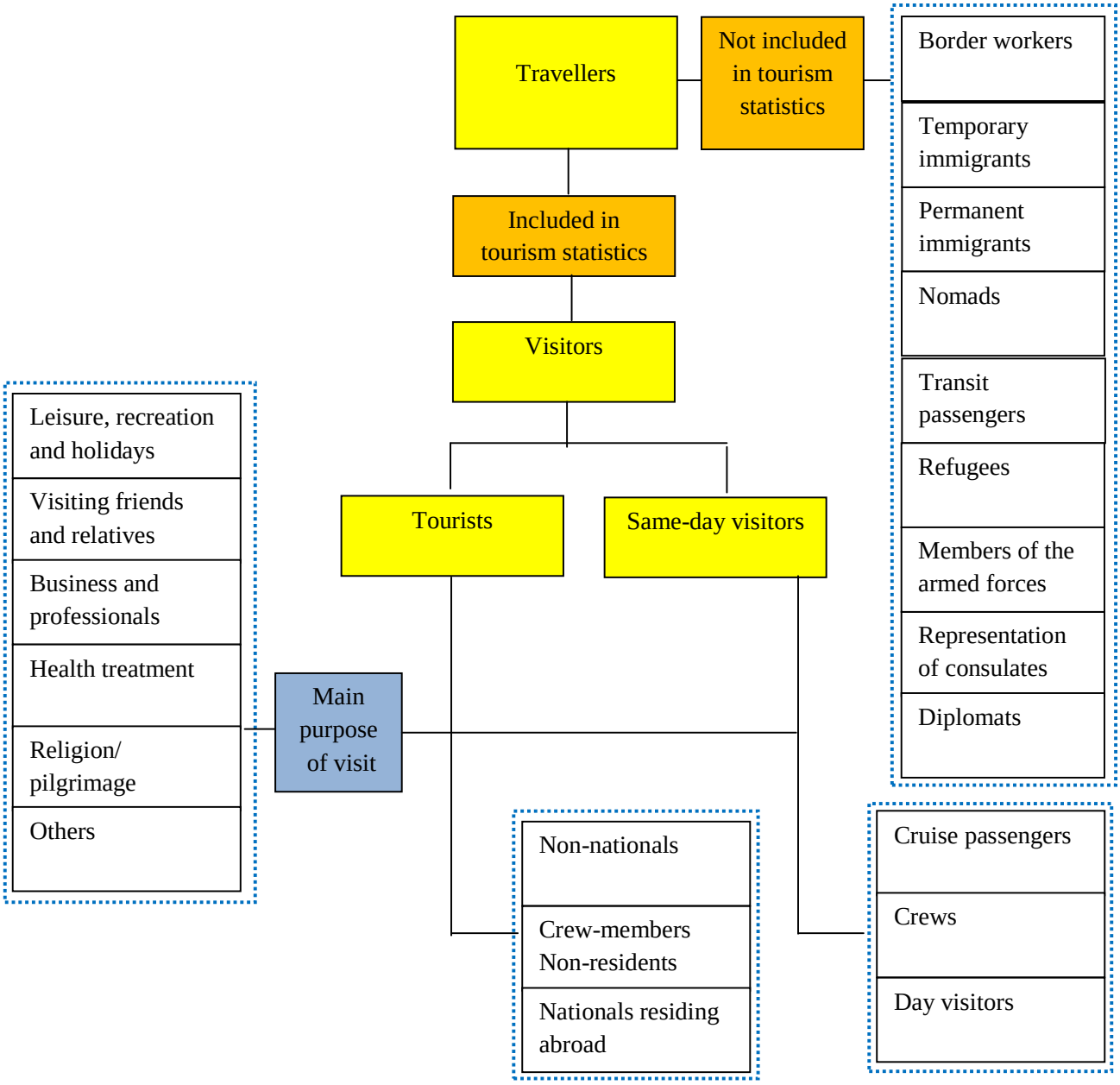
In other words, business tourism involves people travelling for work related purposes, according to Davidson (1994); Swarbrooke and Horner (2001). The relationship between the business trip and the industry of employment are very close. In research conducted by Welch et al. (2007), in over 90% of cases business travellers visit people working in the same industry.

The Business Traveller

Despite a lack of consistency in individual definitions regarding the terms tourist and visitor, there is a definition by the World Tourism Organization (UNWTO), which is based on the purposes of visit and the length of the travel (Middleton, Fyall, Morgan, & Ranchhod, 2009) (refer to Figure 2.1). A tourist is a visitor who stays overnight at a destination, while someone who arrives and departs on the same day is described as a

traveller. International tourists are those who travel and stay at least overnight outside their normal country of residence. The term visitor describes all travellers who are travelling for single or multiple purposes: leisure/holidays, visiting friends and relatives (VFR), business/professionals or others (health treatments, religious and pilgrimage trips for example).

Figure 2.1: International travellers – UNWTO's classification



Source: Middleton et al. (2009).

Unlike holiday travel, which is often an end in itself, business trips are more likely seen as a means to an end, such as increased international trade. According to Gustafson (2012), the intent of business people is "… to meet others in order to purchase products or services; to negotiate agreements; to develop cooperate, coordinate, and exercise managerial control; create productive settings for teamwork, brainstorming and innovation; and develop professional networks and interpersonal trust.".

Therefore, in the case of international business travel, the purpose of the trip is to increase overall sales volumes, or break into an export market, and thereby sell new accounts; or, alternatively, it is to purchase some product or service not available in the domestic economy. In addition, a business trip may be undertaken to boost morale and goodwill between trading partners or to introduce new products, aid in sales training or gain intelligence about competitors (Kulendran & Wilson, 2000). As a result, business travellers are sometimes sent unwillingly on overseas business trips, and such trips often involve hard work with little opportunity for leisure time.

The term "business travel" has a broad definition. It is in line with Ritchie (2000), as cited by Fawzy (2010):

> "Business travel is defined as all nondiscretionary trips which occur either explicitly for the purpose of engaging in work, or incidentally in the course of conducting work-related activities".

International visitors travelling overseas for business purposes are defined by Welch et al. (2007) as:

> "International business travellers (IBTs) are persons for whom a part – generally a major part – of their role involves international visits to foreign markets, units, projects and the like".

However, this definition is too broad and lacks specific intent. For this study the definition is more specific as defined by Ritchie (2000, p 63): "Business travel is defined as all nondiscretionary trips which occur either explicitly for the purpose of engaging in work, or incidentally in the course of conducting work-related activities, and involves investment studies and activities, or activities related to potential investment during the visit".

The definition could encompass travellers visiting for MICE (Meetings, Incentives, Conventions, and Events) purposes. A number of studies focus on this group (Fredline, Jago, & Deery, 2003; Mair & Thompson, 2009; Rogers, 2013) as a separate or distinct form of business travel.

2.2 THE ROLES OF INTERNATIONAL BUSINESS TOURISM AND INTERNATIONAL TRADE

Business tourism is an important sector of tourism in every country and is considered one of the main contributors to the economic development of a country or city (Dwyer, Forsyth, Madden, & Spurr, 2000; Katircioglu, 2009). According to Pablo-Romero and Molina (2013), it is generally accepted that international business visits may lead to increased international trade volumes, as travellers visit another nation or city and negotiate the sale (export) or purchase (import) of goods from or to their countries, and then transport the goods (Oh, 2005).

An array of previous research has indicated that there is a relationship between international travel, especially international business tourism, and international trade. Tsui and Fung (2016) investigate the Granger causality relationship between business travel and trade volumes between Hong Kong and its three key trading partners (i.e. Mainland China, Taiwan, and the US) using the Engle/Granger VAR model for the period of 2002 to 2012. The empirical findings reveal a long-run balance relationship exists between Hong Kong and the US for the two times-series variables, in which a bidirectional causality relationship was found for the US. These results confirm a reciprocal link exists between business class travellers (business travel) and the bilateral trade volumes with Hong Kong. However, Mainland China and Taiwan only show a unidirectional Granger causality running from business class travellers (business travel) to trade volumes between Hong Kong.

The results of this study are largely consistent with prior literature regarding the causal relationship between business travel and trade, or economic development in a country. For example, Lionetti and Gonzalez (2012) also examined the causal relationships between international tourism and trade. The results reveal that in four cases out of six, the growth rate of arrivals does positively affect the growth rate of exports. Additionally, half of the considered cases affect the growth rate of bi-directional trade, and two cases show the

impact on the growth rate of imports. Consequently, tourism is able to impact trade, and trade in the long run modifies growth, and as such tourism can have a positive influence on the economic growth process.

In the Australian context, some research has been undertaken in terms of the relationship between business travel and international trade. For example, Kulendran and Wilson (2000) used the Granger-causality approach for Australia and four important travel and trading partners, the USA, the UK, NZ and Japan to test three specific hypotheses: (1) whether business travel leads to international trade; (2) if international trade leads to international travel; and (3) whether international travel, other than business travel, leads to international trade. The results suggest that there is a two-way Granger causality between total travel and real total trade, and evidence of one-way causality from real exports to holiday travel in the USA. Furthermore, there is evidence of one-way causality from real total trade to both total travel and business travel for the UK, and evidence of one-way causality from business travel to real total trade for the US, and from business travel to real imports for the UK.

In another study conducted by Tan and Tsui (2017), the relationship between business travel and particular services, such as the air cargo sector is examined. This study emphasizes that there is a direct causal relationship between business travel and air cargo in the short run, and a bi-directional relationship in periods of 12 months and longer. Additionally, the findings show that the economic landscape of Australia's local economy has a significant impact on the air cargo and business travel relationship. It is often argued that international business visitors who travel to Australia negotiate the sale or purchase of perishable and/or valuable goods from, or to, their own countries, and then transport the goods via air. Thus, international business travel may lead to increased international air freight volumes between Australia and overseas trading partners around the globe.

The empirical results from these studies aid in the strategic planning and decision-making of local policy makers and stakeholders, such as the Australian and State Governments, Tourism Australia and State Tourism Commissions, airlines, hotel sectors and private tourism operators. These implications are also in line with the findings of Tsui and Fung (2016), Lionetti and Gonzalez (2012), and Kulendran and Wilson (2000) in which the

factors that determine business tourism can be different from the factors that determine leisure travel, and other types of travel (e.g. visiting friends and relatives, and leisure).

2.3 THE ROLE OF FOREIGN DIRECT INVESTMENT INTO AUSTRALIA

According to Henry et al. (2012), foreign direct investment enhances domestic savings and support for the growth of the economy by providing additional capital. It also helps to create new jobs and improve business productivity. Foreign direct investment comprises "Brownfield" and "Greenfield" investment. Brownfield investment refers to using existing facilities to initiate a business activity in a country, while Greenfield investment develops new equipment and starts an activity from ground zero (Donu & Janíčko, 2015).

In the Australian context, the Department of Foreign Affairs and Trade (2017) defined four major types of FDI and their categories are described in Table 2.1.

Table 2.1: Types of FDI in Australia

Types of FDI	Categories
Portfolio investment	- Equity (shares) and debt securities (bonds, bills, money market instruments) not above the 10% ownership threshold for direct investment. - Portfolio investment indicates investment in a business or asset where the investor has no appreciable say in the operation of the business or asset.
Financial derivatives	- Financial derivatives enable parties to trade specific financial risks (such as interest rate risk, currency, equity and commodity price risk, credit risk, etc.) to other entities who are more willing, or better suited, to take or manage these risks. - Linked to a specific financial instrument, indicator or commodity, and through which specific financial risks can be traded in financial markets in their own right.

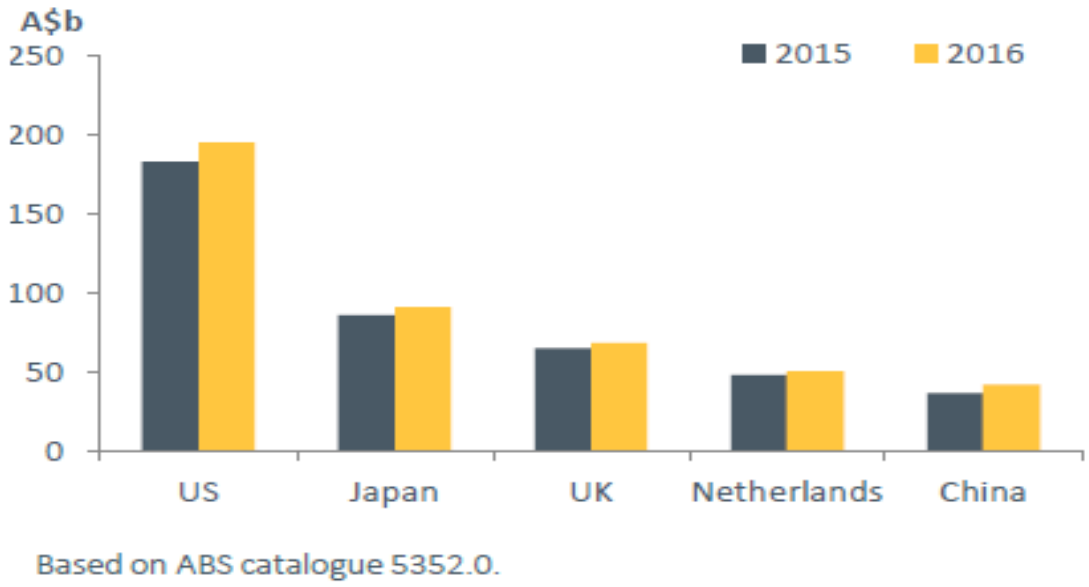
Types of FDI	Categories
Reserve assets	- Are the financial assets effectively controlled by the Reserve Bank of Australia?
Other investment	- The residual category and captures all other types of investment (excluding reserve assets) such as currency and deposits, loans, trade credit and accounts payable and receivable.

Source: Department of Foreign Affairs and Trade (2017).

Kalfadellis (2015) argued that Australia is an interesting location for FDI, and the growth in inward FDI transactions can be expected to be positively related to Australian real economic growth (Kirchner, 2012). According to Mendelsohn and Fels (2014), foreign investment is behind more than one third of all capital formation in Australian industry since 2000.

The most recent statistics (refer to Figure 2.2) show that the United States, Japan and the United Kingdom were the three largest direct investors in Australia in 2016, followed by Netherlands and China. The United States' stock of direct investment reached $195 billion in 2016, a 7% increase. Japan's direct investment to Australia was valued at $91 billion and the United Kingdom reached $68 billion. All top five markets were up as compared to the year 2015.

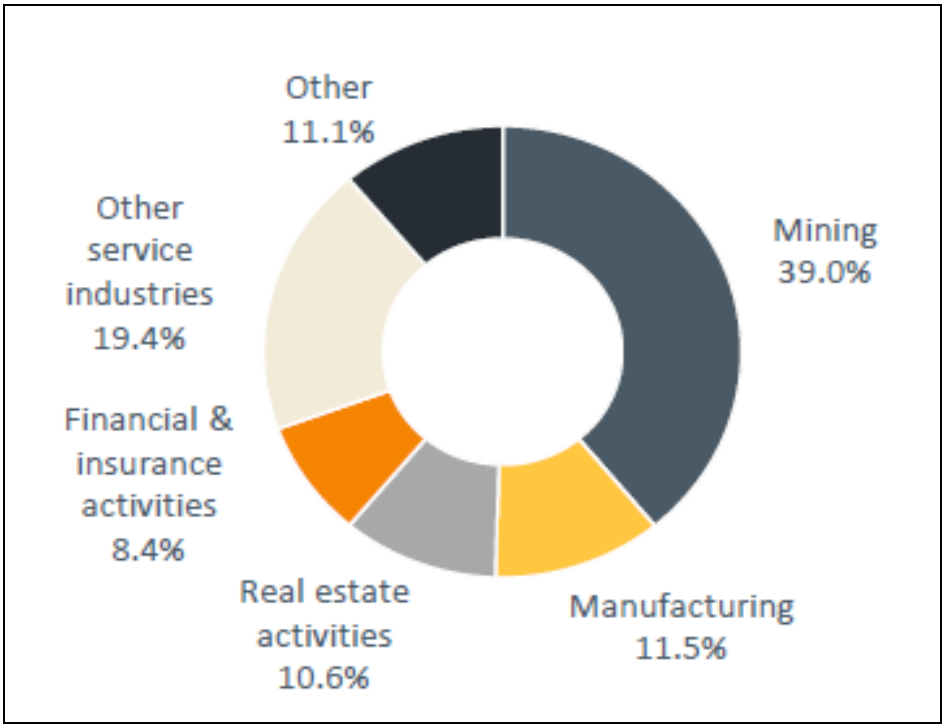
Figure 2.2: FDI by Country



Source: Department of Foreign Affairs and Trade (2017).

In terms of the comparison of FDI in particular industries (refer to Figure 2.3), the Mining industry led with 39% of total foreign direct investment, at $310.6 billion, followed by Manufacturing ($91.3 billion or 12%), Real estate activities ($84.1 billion or 11%), Financial & insurance ($66.9 billion or 8%) and Wholesale & retail trade ($53.7 billion or 7%). The lowest was Agriculture with only 0.3% of total foreign direct investment, worth $2.2 billion.

Figure 2.3: FDI by Industry



Source: Department of Foreign Affairs and Trade (2017).

2.4 MELBOURNE INTERNATIONAL TOURISM AND THE NORTH EAST – SOUTH EAST ASIAN TRAVELLERS GROUP

An overview of Melbourne International Tourism

Melbourne has particular relevance to the research objectives, in that it is the capital of the south-eastern Australian state of Victoria with a population of more than 4.67 million at the end of 2016 (Population Australia, 2017) and Australia's second largest city. Also, Melbourne is distinguished from other cities having been nominated the world's most liveable city by the Economist Intelligence Unit for seven consecutive years (2011-2017). Additionally, from a business perspective, it is projected to have low economic exposure risk, with a rich history of welcoming not only domestic but also foreign-owned companies.

In terms of tourism, the total consumption in the year 2017 was $135.5b., increasing 5% when compared to the previous year, and employed 598 thousand workers with a with a gross state product (GSP) of $55.3 billion (an increase of 6% from the previous year). These numbers were higher than the average for Victoria. Particularly, consumption at $31.2 billion, employment at 143 thousand and GSP at $12.2 billion (refer to Table 2.2).

Table 2.2: Tourism's Direct Value to Australia

	Consumption	% change	Employed	% change	GSP	% change
NSW	$40.5b	5.4%	171.1k	2.0%	$17.3b	6.0%
VIC	$31.2b	8.8%	143.8k	7.2%	$12.20	9.3%
QLD	$30.6b	3.2%	137.5	1.4%	$12.8b	4.2%
WA	$15.3b	0.4%	71.1k	1.4%	$6.1b	2.0%
SA	$7.9b	2.4%	36.0k	0.9%	$3.1b	4.6%
TAS	$4.1b	20.0%	18.9k	17.6%	$1.4b	20.2%
NT	$3.3b	7.0%	9.0k	1.5%	$1.2b	3.9%
ACT	$2.8b	8.5%	10.6k	5.3%	$1.1b	9.4%
TOTAL	135.5b	5.3%	598	3.0%	$55.30	6.1%

Source: Tourism Research Australia (2018).

According to the Australian Bureau of Statistics, Victoria experienced double-digit growth of 10% in the year ending March 2018, when the total spend reached $8 billions higher than the national growth rate, and those of key competitors.

Regarding the number of international visitors to Victoria, the State experienced year-on-year growth of 3 millions (+9%) and was ranked the first choice for overseas travellers to Australia (refer to Figure 2.4).

Figure 2.4: Victoria's International Tourist Performance

Source: Victoria State Government (2016).

Visitor nights grew strongly to reach 67 millions (+13%), well ahead of the national average growth rate (+5%), and key competitors (refer to Table 2.3).

Table 2.3: International Overnight Visitor Estimates to Victoria

International Overnight Visitor Estimates to Victoria (000s)	2016	2017	AAG* 06/17	AAG* 12/17	% change 16/17
China	531.5	570.5	14.3% p.a.	16.3% p.a.	7.3%
New Zealand	324.3	336.1	3.8% p.a.	5.4% p.a.	3.7%
UK	232.2	224.6	0.7% p.a.	3.1% p.a.	-3.3%
USA	189.3	209.4	4.9% p.a.	10.4% p.a.	10.6%
Malaysia	131.8	140.1	9.8% p.a.	11.5% p.a.	6.3%
Singapore	117.4	128.6	7.5% p.a.	11.1% p.a.	9.5%
India	102.6	120.5	15.9% p.a.	15.0% p.a.	17.4%
Hong Kong	87.5	87.5	8.2% p.a.	15.5% p.a.	0.0%
Germany	81.2	87.3	4.1% p.a.	5.9% p.a.	7.4%
Indonesia	51.2	63.7	10.4% p.a.	8.5% p.a.	24.4%
Japan	52.8	63.3	-0.1% p.a.	10.7% p.a.	19.9%
Taiwan	48.0	56.3	8.0% p.a.	10.3% p.a.	17.4%
Korea	50.5	51.3	4.9% p.a.	2.9% p.a.	1.5%
Canada	46.5	50.9	3.3% p.a.	5.2% p.a.	9.4%
France	45.7	46.7	8.6% p.a.	7.4% p.a.	2.2%
Scandinavia	34.0	41.1	3.9% p.a.	6.9% p.a.	20.9%
Italy	30.8	31.3	2.9% p.a.	4.2% p.a.	1.6%
Thailand	27.4	31.3	5.0% p.a.	6.3% p.a.	14.0%
Netherlands	17.8	21.5	1.2% p.a.	2.9% p.a.	20.9%
TOTAL	**2,512.7**	**2,706.6**	**6.5% p.a.**	**9.3% p.a.**	**7.7%**

Source: Victoria State Government (2016).

International visitors to Victoria spent $7.3 billion in the year ending March 2017, representing year-on-year growth of 8%. Growth was ahead of the national average (+7.6%) and Queensland (+3%) but behind New South Wales (+10%) (refer to Table 2.4).

Table 2.4: Countries Sorted by Forecast Expenditure Volume to Victoria

Expenditure (million)	Estimate * 2016-17	Forecast 2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	AAG 16/17-26/27
China	2,616	2,896	3,201	3,537	3,910	4,322	4,776	5,266	5,801	6,377	6,998	10.3% p.a.
India	359	403	448	490	536	585	638	696	754	817	885	9.5% p.a.
New Zealand	467	511	542	558	575	590	606	622	638	655	670	3.7% p.a.
Malaysia	419	454	480	503	524	547	569	592	616	640	663	4.7% p.a.
United States	326	361	388	412	435	458	482	508	531	554	578	5.9% p.a.
United Kingdom	376	408	398	409	419	430	440	450	460	470	481	2.5% p.a.
Singapore	275	286	299	310	322	333	343	353	363	374	385	3.4% p.a.
Hong Kong	249	272	289	301	314	325	336	348	360	372	384	4.4% p.a.
Indonesia	214	238	250	261	273	284	295	306	317	328	339	4.7% p.a.
Japan	155	174	191	199	206	214	221	229	236	243	251	4.9% p.a.
Germany	147	163	172	181	188	195	201	207	214	220	227	4.4% p.a.
Korea	142	157	168	176	183	190	197	203	209	216	222	4.6% p.a.
France	107	116	122	128	133	139	144	150	156	162	168	4.7% p.a.
Canada	76	89	96	103	109	114	120	125	130	136	141	6.5% p.a.
Thailand	113	101	112	111	114	118	121	124	127	131	134	1.7% p.a.
TOTAL	**7,391**	**8,122**	**8,774**	**9,408**	**10,077**	**10,789**	**11,552**	**12,365**	**13,229**	**14,151**	**15,132**	**7.4% p.a.**

Source: Victoria State Government (2016).

In term of tourism, Melbourne experienced year-on-year growth in international spend (+7%), visitors (+7%) and nights (+12%), outperforming the national capital city average for visitor nights, but below for spend and visitors. Growth in spend for Melbourne (+7%) was ahead of the Gold Coast (-0.3%) but was behind the national cities averages (+9%), with higher rates for Sydney (+10%) and Brisbane (+10%). International visitor spend in Melbourne represents 93% of total international overnight expenditure in Victoria. The

overseas visitor numbers have increased by 10% per year over the past five years. As shown in Table 2.5, visitor nights and expenditure also experienced 9% and 12% average growth in the period of 2012-2017.

Table 2.5: International Visitor, Night and Expenditure Estimates Overnight Visitors

Year ending March 2017	Visitor Expenditure Estimates*			Visitor Estimates			Visitor Night Estimates		
	Total ($m)	% AAG 12/17	% change 16/17	Total ('000)	% AAG 12/17	% change 16/17	Total ('000)	% AAG 12/17	% change 16/17
Australia	**27,332**	**8.6% p.a.**	**7.6%**	**7,724**	**7.4% p.a.**	**9.2%**	**261,814**	**5.8% p.a.**	**5.4%**
Victoria	**7,266**	**11.6% p.a.**	**7.8%**	**2,707**	**9.3% p.a.**	**7.7%**	**66,631**	**8.8% p.a.**	**13.1%**
Melbourne	***6,753***	***11.9% p.a.***	***6.5%***	***2,563***	***9.5% p.a.***	***6.8%***	***58,676***	***9.0% p.a.***	***12.2%***
Regional Victoria	***513***	***7.9% p.a.***	***28.2%***	***519***	***9.2% p.a.***	***9.7%***	***7,955***	***8.0% p.a.***	***20.1%***
New South Wales	9,811	9.8% p.a.	9.5%	3,913	7.5% p.a.	9.8%	89,932	5.9% p.a.	3.5%
Queensland	5,183	6.5% p.a.	2.6%	2,583	6.1% p.a.	6.8%	53,469	5.1% p.a.	3.2%
South Australia	1,068	9.6% p.a.	12.0%	436	5.4% p.a.	6.5%	10,608	3.5% p.a.	8.8%
Western Australia	2,491	4.2% p.a.	7.9%	954	5.6% p.a.	9.1%	28,540	2.9% p.a.	1.3%
Tasmania	424	12.2% p.a.	21.3%	250	12.2% p.a.	16.1%	3,619	4.0% p.a.	9.1%
Northern Territory	460	5.7% p.a.	14.7%	298	1.7% p.a.	5.9%	3,859	1.3% p.a.	0.3%
ACT	522	9.3% p.a.	27.6%	214	5.9% p.a.	7.4%	4,547	2.5% p.a.	-11.6%

Source: Victoria State Government (2016).

Table 2.6: Visitor Profiles for Spend and Nights

Expenditure by International Visitors in Victoria			Ave Ann Change	Yearly Change	Expenditure per Night		Expenditure per Visit	
Year ending March	**2016**	**2017**	**2012-17**	**2016-17**	**2016**	**2017**	**2016**	**2017**
Holiday	1,807	1,847	11.5% p.a.	2.2%	122	115	1,323	1,238
VFR	1,225	1,209	9.8% p.a.	-1.3%	72	63	1,471	1,412
Business	517	530	2.8% p.a.	2.4%	202	216	1,959	1,826
Education	2,666	3,133	15.6% p.a.	17.5%	148	147	17,269	17,958
Other	524	548	7.4% p.a.	4.6%	79	73	3,596	3,591
Total	**6,739**	**7,266**	**11.6% p.a.**	**7.8%**	**114**	**109**	**2,676**	**2,680**

Source: Victoria State Government (2016).

In terms of the purposes of visit, although travel for business purposes accounts for a small volume (8% average in 2016), their average expenditure per night was $216, close to double the average of $123 for other visitor categories (Victoria State Government (2016)). These figures are given in Table 2.6.

The data in Table 2.6 suggests that an excellent opportunity exists within Victoria, and particularly Melbourne, for better and more efficient marketing strategies, to attract and retain the attention of the escalating number of business travellers.

Singapore market

In terms of the contribution of Singapore visitors to Victoria, the total number was 323 millions in 2017, ahead of the other States. Although the expenditure per night was $179, (less than in NSW) the overall expenditure per visitor was highest among all markets, reaching $2,445 (refer to Table 2.7).

Table 2.7: Singapore Overnight Expenditure in Australia by Key States, 2012-2017

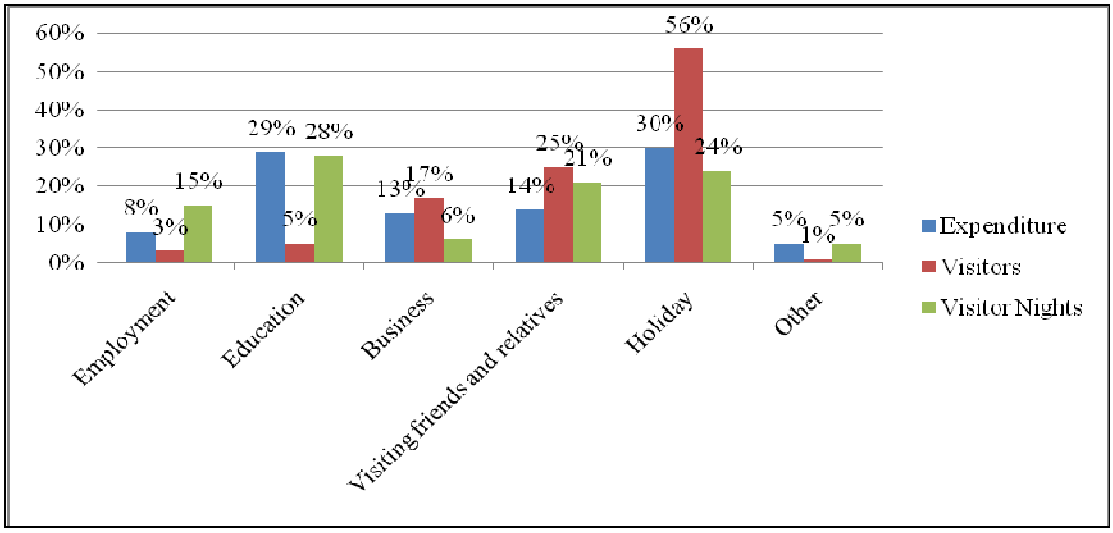
Expenditure by Visitors from Singapore Year Ending December

	Total Expenditure ($ million)					Share of National			Expenditure Per Night			Expenditure Per Visitation		
	2012	2016	2017	AAG 12-17	% change 16-17	2012	2016	2017	2012	2016	2017	2012	2016	2017
NSW	198	274	248	4.6% p.a.	-9.5%	25.2%	26.0%	23.8%	163	178	218	2,061	2,226	2,105
VIC	245	290	323	5.7% p.a.	13.9%	31.3%	27.5%	31.0%	171	167	179	3,089	2,269	2,445
QLD	132	137	121	(-1.7%) p.a.	-11.3%	16.8%	13.0%	11.6%	107	192	141	2,284	2,066	2,070
Australia	785	1053	1044	5.9% p.a.	-0.90%				146	174	177	3,008	2,748	2,733
Total VIC International Expenditure	4344	6918	7653	12.0% p.a.	10.60%									
Singapore's Share of VIC International Expenditure	5.60%	4.20%	4.20%											

Source: Victoria State Government (2016).

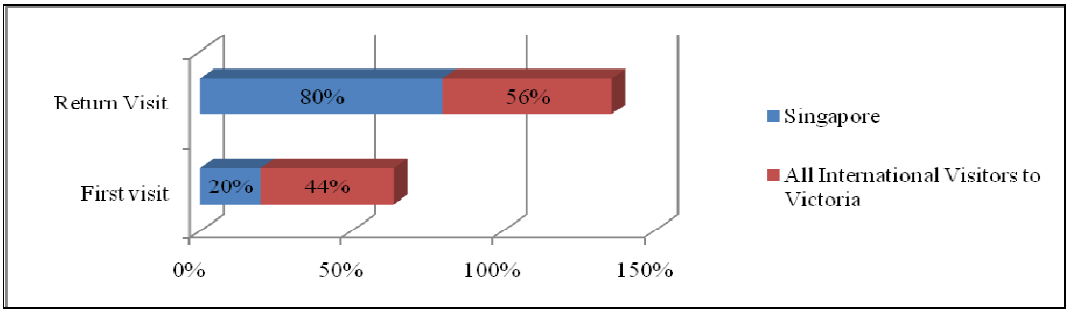
The details of the Singapore Overnight Expenditure, Visitors and Nights to Victoria by Destination Purpose of Visit is described in Figure 2.5 below. According to the statistical numbers, Singapore travellers spent equal amounts for holiday and education in Victoria (30% and 29%), followed by VFR and Business (14% and 13%). However, in terms of volume, business visitors to Victoria account for only 25% compared to leisure travellers at 56%. Given business travellers spend only 6% of nights due to their more limited timeframe, their contribution in expenditure and total numbers is remarkable.

Figure 2.5: Singapore Overnight Expenditure, Visitors and Nights to Victoria by Destination Purpose of Visit Year Ending December 2017



Source: Victoria State Government (2016).

Figure 2.6: Singaporean repeat Visitation to Victoria



Source: Victoria State Government (2016).

Travellers from Singapore also have a high tendency to revisit Victoria, as 80% of them are return visitors (refer to Figure 2.6). This percentage is higher than the average of 56% for all international visitors to Victoria.

China market

China has the world's second-largest economy. However, this country is still not classified as a developed country because per capita GDP remains below the minimum threshold, along with a high agrarian economic contribution and lower level of technological innovation. China is ranked 86th, according to the United Nations Development Programme (2018).

China's expenditure contribution to the Victorian tourism industry (refer to Table 2.8), is significant in terms of expenditure per visitor ($4,318 in 2017) being the highest, although total expenditure and expenditure per night in Victoria are lower than in NSW.

Table 2.8: Chinese Overnight Expenditure in Australia by Key States, 2012-2017

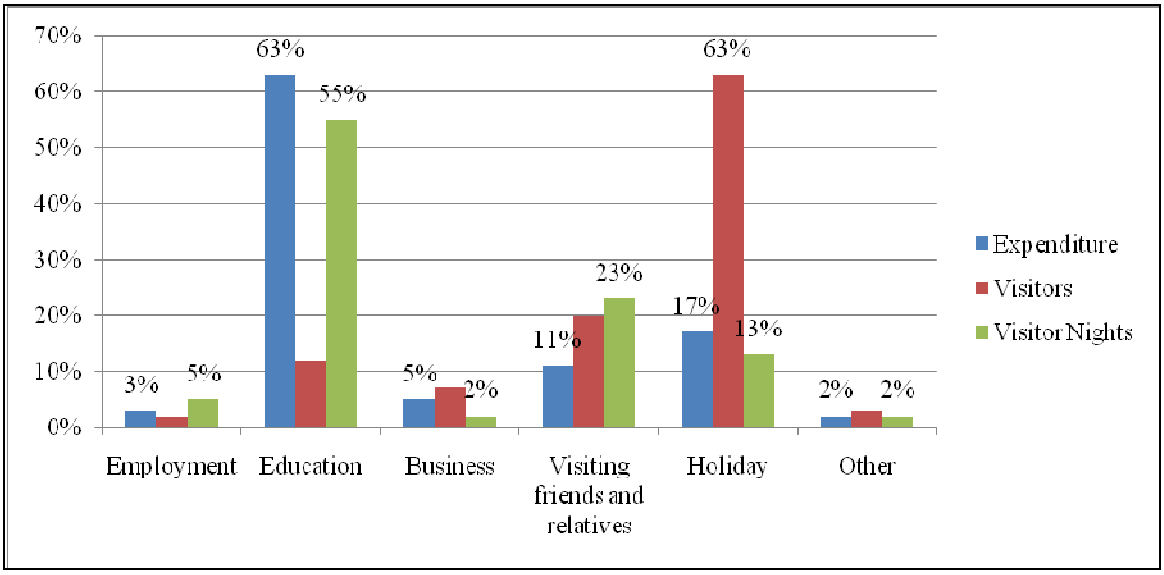
Expenditure by Visitors from China Year Ending December

	Total Expenditure ($ million)					Share of National			Expenditure Per Night			Expenditure Per Visitation		
	2012	2016	2017	AAG 12-17	% change 16-17	2012	2016	2017	2012	2016	2017	2012	2016	2017
NSW	1237	2744	3233	21.2% p.a.	17.8%	40.2%	39.8%	39.8%	113	159	164	3,444	4,000	4,133
VIC	966	2360	2687	22.7% p.a.	13.9%	31.4%	34.2%	33.1%	120	149	154	3,419	4,145	4,318
QLD	470	1022	1142	19.4% p.a.	11.7%	15.3%	14.8%	14.1%	109	151	151	1,838	2,110	2,271
Australia	3078	6896							110	150	155	5,256	6,180	6,489
Total VIC International Expenditure	4344	6918	7653	12.0% p.a.	10.60%									
China's Share of VIC International Expenditure	22.20%	34.10%	35.10%											

Source: Victoria State Government (2016).

Most Chinese visitors travel to Victoria for holiday purposes (63%), followed by VFR (20%) and education (12%). They spend the majority of expenditure on education (63%) and visitor nights are highest for Chinese students. The number of business travellers is relatively small, only accounting for 7%, with expenditure 5%, and nights 2% (refer to Figure 2.7).

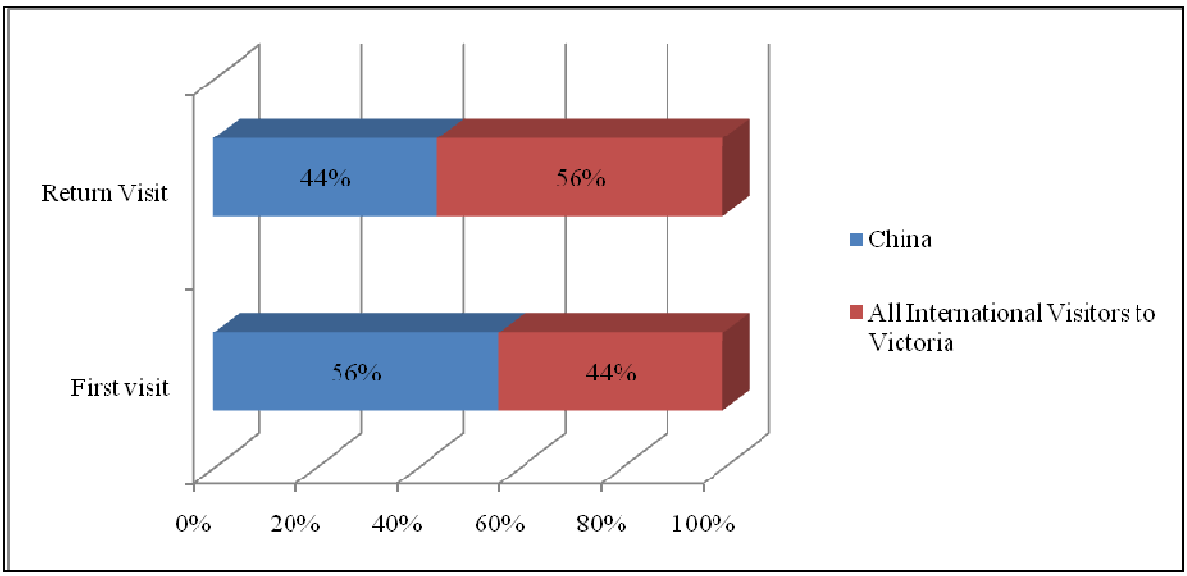
Figure 2.7: Chinese Overnight Expenditure, Visitors and Nights to Victoria by Destination Purpose of Visit – Year Ending December 2017



Source: Victoria State Government (2018).

However, Chinese visitors have a lower revisit percentage when compared to all international visitors to Victoria at 44%, with the overall average 56% (refer to Figure 2.8). These numbers could be distorted by the very high numbers of students studying in Australia who revisit each year or semester. Consequently, the business visitor rate could be relatively lower again, when compared with Singapore or Vietnam. There may be a good argument to say the Victorian government should be focussed on ways to increase the Chinese business revisit rate.

Figure 2.8: Chinese Repeat Visitation to Australia



Source: Victoria State Government (2016).

Vietnam market

Table 2.9: Visitors by Country of Residence

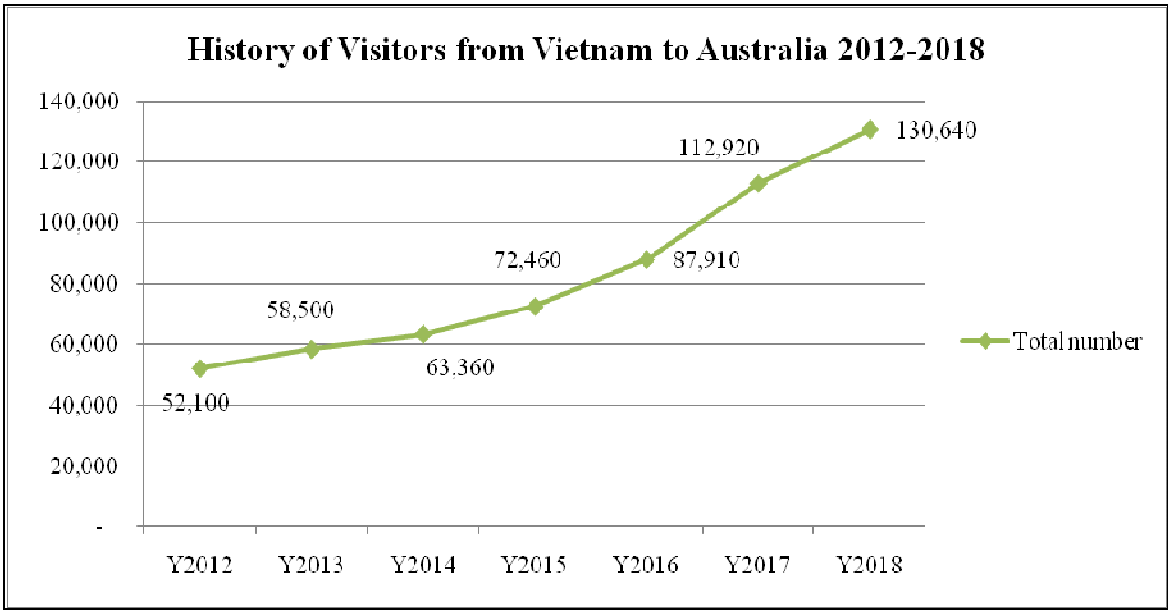
South East Asia Counters/Year	Year			Ranking
	2015	2016	% change	
Singapore	397.0	439.6	10.7	5
Malaysia	339.3	387.7	14.3	7
Indonesia	153.3	174.4	13.8	12
Philippines	90.1	107.2	19	16
Thailand	77.7	91.6	17.9	17
Vietnam	56.7	69.3	22.2	19
Brunei	7.4	8.1	9.5	38

Source: Australian Bureau of Statistics (2016).

Vietnamese travellers coming to Australia account for a small proportion in total arrivals to Australia. In 2012, Vietnam was Australia's 25th largest inbound market for visitor arrivals. However, this number has recently increased and Vietnamese visitors were ranked 19th at the end of 2016 with the fastest growth (22% change) (refer to Table 2.9).

Figure 2.9 shows arrivals from Vietnam have seen continuous growth from 2012 to 2018. The total number in 2018 has more than doubled since 2012.

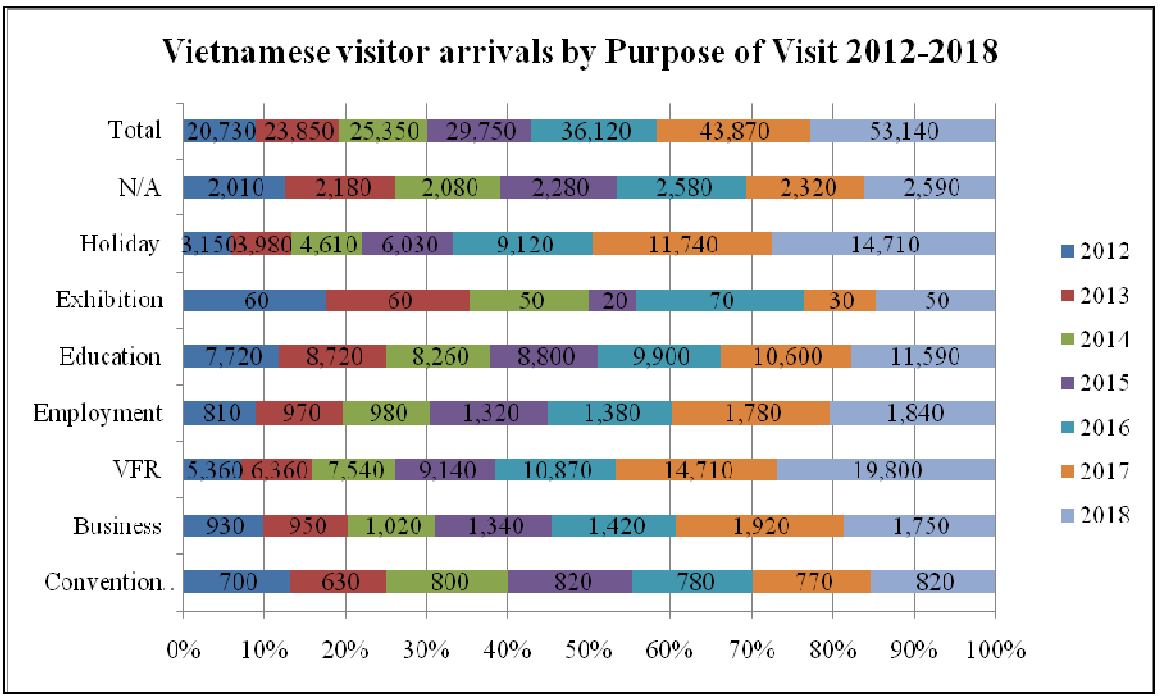
Figure 2.9: History of Visitors from Vietnam into Australia



Source: Australian Bureau Of Statistics (2019).

In terms of purpose of visit, from 2012-2018 Vietnamese travellers visit Victoria mostly for Visiting Friends/Relatives 73,780 (31.69%), followed by Education (28.17%) and Holiday purposes 16,040 (22.91%)) (refer to Figure 2.10).

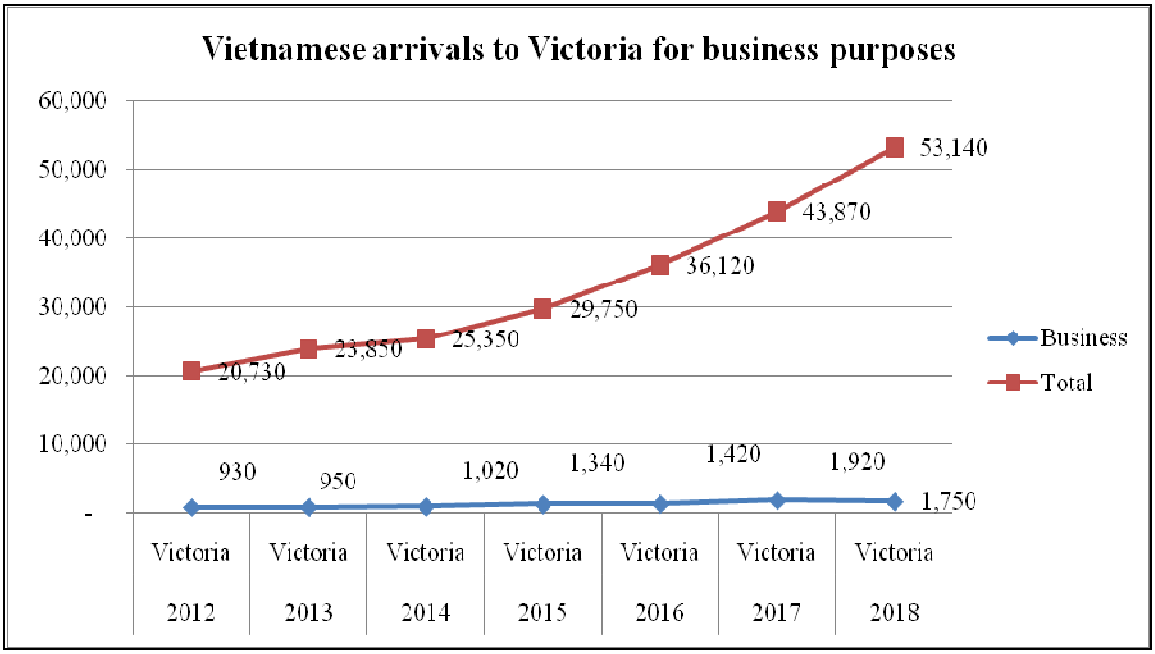
Figure 2.10: Vietnamese Visitor Arrivals by Purpose of Visit for 2002-2012



Source: Australian Bureau Of Statistics (2019).

Regarding Vietnamese people travelling for business purposes, Figure 2.11 shows a continuous upward trend. Within six years, the number has nearly doubled (from 930 to 1,750).

Figure 2.11: Vietnamese Visitor Arrivals to Victoria for business purposes 2012-2018



Source: Australian Bureau Of Statistics (2019).

Although travel for business purposes accounts for a small volume, the expenditure per night is higher than other major groupings with an average of $225 per night, double the average of $116 per night for non-business tourists. The length of stay is shorter, and this aspect can be viewed in two different ways, one being an increase in stay would yield a greater return, and the other that it results in less economic impact on the destination and is therefore more efficient. These expenditures are given in Table 2.10.

Table 2.10: Visitor Profiles for Spend and Nights

	Holiday	Visiting Friends and Relatives	Business	Other (including education and employment)	Average
Spend per trip	$3,683	$2,631	$3,348	$31,794	$11,543
Stay	25.3 nights	28.8 nights	14.9 nights	275.9 nights	99.3 nights
Spend per night	$146	$91	$225	$115	$116

Source: Tourism Australia (2013).

The data in Table 2.10 suggests that an excellent opportunity exists within Australia, and particularly Melbourne for the local tourism stakeholders to apply more efficient marketing strategies to attract more Vietnamese business travellers.

2.5 MOTIVATION IN BUSINESS TRAVEL

Motivation Definition

Motivation is defined as a need or desire, that drives personal behaviour to achieve personal goals (Martin et al., 2008). It is used to explain what people are looking for, and what they expect (Chiang, 2009). Motivations are associated with the human being's psychological/ biological needs and wants.

The phenomena and characteristics related to motivation have been explained in different fields of research. For example, as suggested by Ajzen and Fishbein (1977) in their psychology and sociology study, motivation is directed toward emotional and cognitive issues. In socio-psychological research, Iso-Ahola (1982) argue that motivation is classified into seeking and avoidance dimensions (Iso-Ahola, 1982). Several variables including level of education, previous work experience, and age could affect the main motivations for travellers to visit a particular place, according to the study conducted by Arcodia, Cavlek, and Abreu-Novais (2014).

An array of previous research has been conducted to investigate the categories of motivation of travellers. For example, according to Fratu (2011), motivations can be grouped into four categories: physical motivations, cultural motivations, interpersonal motivations, and prestige motivations. More specifically, physical motivations involve such desires as practicing a sport, cultural motivations relate to the desire to visit a church or a museum, interpersonal motivations represent the desire to socialize and meet new people and finally, prestige motivations imply the desire to be appreciated.

Alternatively, Yoon and Uysal (2005) classify motivations into two forces: internal and external motives. As such, people travel because they are pushed and pulled to do so by several factors. Internal factors can be understood as desires for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and

excitement that may combine or individually push people to travel. External elements are destination attributes such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks that pull them to travel. These arguments are in line with the early studies by (Ah Keng & Pei Shan, 2005; Fang, Tepanon, & Uysal, 2008); Gnoth (1997); (SooCheong, Bai, Hu, & Chi-Mei Emily, 2009). A summary of push (internal) and pull (external) factors is shown in Table 2.11.

Table 2.11: Push and Pull Factors in Previous Studies

Authors	Push Factors	Pull factors	Research Methods
Uysal and Jurowski (1994)	Re-experiencing family together, sports, cultural experience, escape.	Entertainment/resorts, outdoor/nature. Heritage/culture, rural/inexpensive.	Factor analyses of 26 destination/pull items.
Turnbull and Uysal (1995)	Cultural experiences, escape, re-experiencing family sports, prestige.	Heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive.	Factor analysis of 30 motivational/push items and 53 destination/pull items.
Oh, Uysal, and Weaver (1995)	Knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment/prestige sports, escape/rest.	Historical/cultural sport/activity, safety/upscale, natural/outdoor, inexpensive/budget.	Canonical correlation analysis of 30 motivational/push items and 52 destination/pull items.
Cha, McCleary, and Uysal (1995)	Relaxation, knowledge, adventure, travel bragging, family, sports.		Factor analysis of 30 motivational/push items.
Mohammad and Som (2010)	Fulfilling prestige, enhancing relation, seeking relaxation, enhancing social circle, sightseeing variety, fulfilling spiritual needs, escaping from daily routine and gaining knowledge.	Events and activities, easy access and affordable, history and culture, variety seeking, adventure, natural resources, heritage sites, and sightseeing variety.	Factor analysis

Authors	Push Factors	Pull factors	Research Methods
Kassean and Gassita (2013)	Rest and relaxation, Nostalgia, Escape, Novelty, Social Interaction, Self-actualization, Recognition/prestige	Ease of access, Modes of transport, Accommodation services, Water sports, Nightlife, Entertainment, Land based sports, Attractions, Fitness and wellness, Shopping opportunities, Arts and crafts, Restaurants, Local cuisine, Local beverages, Climate and weather, Landscape and scene, Flora and fauna, Beaches, Exotic atmosphere, Epidemic free, Politically stable, Safety and security	Mann-Whitney Test and face to face interview
Baniya, Ghimire, and Phuyal (2017)	Relaxation & recreation, Enhance relation, Enhancing social, Fulfilling prestige, Escaping from daily routine	Nature, Culture attraction and Heritage, Adventure Friendly people, Climate	Correlation and regression analysis
Antara and Prameswari (2018)	Nature Around, Atmospheric and Climate, Tourism Infrastructure, Budget Meals and accommodation, Attractions of Culture and History, Society, Security and Hygiene, Recreation opportunities in the natural open	Culture, Status and Personal Development, Physical, Inter-Personal,	Ordinal, factor analysis and descriptive of qualitative.

Thus, motivation is significant for every visitor before deciding to travel to a particular destination. Understanding the purposes of tourists to travel, and the factors which have influences on their decision making can help marketing managers create efficient marketing strategies. Also, destination marketers can enhance the satisfaction associated with tourism experiences based on anticipating traveller needs or wants. Broadly, an in-depth

understanding of motivations could assist an organization or a location to develop more strategic policies to sell their products or services, and therefore, increase their competitiveness in the international market.

The professional and personal motivation of business travellers (push factors)

According to Welch et al. (2007), business purposes include: group and regional meetings, staff briefing sessions, joint training courses, product development meetings and cross-border project work, opening or closing factories, and solving technical problems. In the other research conducted by Tani (2005) who interviewed 210 passengers (75 were Australian residents travelling overseas, and 104 were residents abroad returning home after a trip to Australia) their motivation was: increasing revenue, creating new alliances and internal matters.

Severt, Wang, Chen, and Breiter (2007) analysed the five motivations of importance to the attendees in deciding to attend a conference. In order of importance, the factors are: (1) activities and opportunities, (2) networking, (3) convenience of the conference, (4) education benefits, and (5) products and deals. The professional or push motivations originally derive from their work-related issues. However, there are also personal motives such as escaping the regular routine, and sightseeing, the desire for escape, rest, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement (Rittichainuwat, Hailin, & Mongkhonvanit, 2008). Personal and professional motives are considered push motives that drive people to visit other places. In particular, the motivations for international travel also includes the desire for fun, recreation and the undefined motive to seek and explore the unknown and unseen including different social, cultural and physical attributes (Kulendran & Wilson, 2000). Professional and personal motives are summarized in Table 2.12.

Table 2.12: Motivational Factors Regarding Professional and Personal Motivations in Previous Studies

Authors	Professional and Personal motivations
Oppermann (1998)	Career enhancement, Respectful speakers, Seeking people in my field, Education (Learning new skills), Networking, Self-esteem (reputation), Opportunity for travel, Representing my organization, Leadership.
Ngamsom and Beck (2000)	Opportunity for travel, Outdoor recreation, Business activities, Change of pace, Networking, Education.
Price and Murrmann (2000)	Profession-based values (education), Competency-based values (education and training), People-based value (networking), Association-base values (involvement), Civic-based values (leadership).
Rittichainuwat, Beck, and Lalopa (2001)	Education (conference programs), Networking, Career enhancement, Opportunity for travel, Leadership, Association-related activities, Business activities, Self-esteem, Sightseeing.
Malek, Mohamed, and Ekiz (2011)	Building professional relationships, Having personal interaction, Feeling in a global community, Gaining new knowledge and skills, Meeting like-minded people, Looking for a peer reputation. Getting away from home, Getting new experiences, Visiting a new destination.
Olsen, Vogt, and Andereck (2018)	Individual motives (Educational fulfilment, Escape daily life (taking a vacation), Place attachment,; Individual utilitarian motives (Altruism - "give back" (social responsibility), Knowledge acquisition, Sustain tourism product (individual), Convenient location, Network/connect with tourism professionals/community, Organized volunteering opportunity), Corporate motives (Corporate commitment, social responsibility), Sustain tourism product (corporate), Promote "feeder" location, Tourism Cares reputation, Company reputation, Employee bonding)

Given the research aim of this study is to explore the professional motivations of business travellers who would like to enter a foreign market, it is possibly easier to understand these motivations from start-up Small to Medium Enterprise (SME) businesses. According to Walker and Brown (2004), the motivation for people to go into small business ownership is varied, and includes financial as well as non-financial issues like personal satisfaction,

independence and flexibility. Alternatively, Watson, Hogarth-Scott, and Wilson (1998) conclude that motivations for start-up SME businesses embrace four major aspects. They are: (1) Entrepreneurial aspect (be independent/own boss, use own creative skills, do enjoyable work, frustrated with previous job); (2) Personal-opportunistic aspect (able to work from home, make a lot of money, further career objectives); (3) Market-opportunistic aspect (meet a service or need, exploit a market opportunity); (4) Financial needs aspect (earn a reasonable living, get off the dole). In another view, Kennedy, Drennan, Renfrow, and Watson (2003) used: perceived feasibility, perceived desirability and subjective norms as the key issues that explain the motivations for start-up entrepreneurial intentions.

Professional motivations also include FDI motives such as market-seeking motives (market size, market openness, market potential); efficiency-seeking (labour cost, labour quality, operating costs); government policies (trade agreements, FDI promotion policies, tax incentives, and infrastructure); cultural dimensions (power distance, long-term orientation); and business networks (Multi National Corporation and Small to Medium Enterprise linkages), (Saleh et al., 2017).

Thus, in this context, push motivations are issues that drive people to visit, including personal motives and professional motives. Whereas, pull motivations (which will be discussed in the next section) refer to external attributes that determine where, when, and how they travel (Martin et al., 2008). The present research adopts professional and personal purposes as a central construct of push motivation in assessing satisfaction, and consequent future travel behaviour.

2.6 DESTINATION ATTRIBUTES (pull factors)

While push motivation is related to the tourist desire, pull motivation is connected to external, situational, or cognitive aspects. In other words, pull motivation is associated with the attributes of the destination choices (Ah Keng & Pei Shan, 2005; Pearce & Lee, 2005).

According to Pike (2002), at least 142 papers from 1973 to 2000 investigated destination attributes. Destination image is defined as an individual's knowledge (beliefs), feelings and

overall perception of a particular destination. According to Fratu (2011), perception is a complex process which results from the interaction of the stimulus specific to it - shape, colour, sound and the characteristics that make up the tourist's personality. Therefore, the same destination will be perceived and assessed differently by different tourists. Destination image plays two important roles in behaviour: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviour. The attribute aspects include participation (on-site experience), evaluation (satisfaction) and future behavioural intentions (intention to revisit and willingness to recommend) (Chen & Tsai, 2007).

A number of scholars have argued that these components are referred to as pull attributes, and play vital roles in the overall evaluation by travellers when they visit. Fang et al. (2008) argued that five significant destination attributes are: the beauty of the scenery, the welcome of local people, the potential of discovery, a favourable environment, and tranquillity. They emphasize that the competitiveness of a destination comes from both the mainstream destination's attractiveness attributes, and the generic industry level attributes such as human resources, infrastructure, and capital. Also, there are stimulus factors (information sources, previous experience, and distribution) and personal factors (Baloglu & McCleary, 1999; Beerli & Martín, 2004). The attributes also include "accommodation," "food and beverage," "entertainment," "other facilities," and "staff" (Sang et al., 2014). In other research, weather, culinary, accommodation, transportation, and attractions are included (Bargi & Devkant, 2015; Wijaya, 2014). Table 2.13 below lists destination attributes which have been recommended by previous studies.

Table 2.13: Destination Attributes in the previous research

Authors	Components of destination attributes
Oppermann (1996)	Meeting room facilities, Hotel service quality, Attractive location, Safety/ security, Air transportation access, Food and lodging costs, Affordability, City image, Transportation costs, Restaurants, Exhibit facilities, Traveller attractions, Climate, Nightlife.
Go and Zhang (1997)	Accessibility, Attractiveness, Equipment availability, Entertainment; Accommodation, Meeting facility, Climate, hotel/conference centre service, Local hospitality, Transportation, City image, Food and

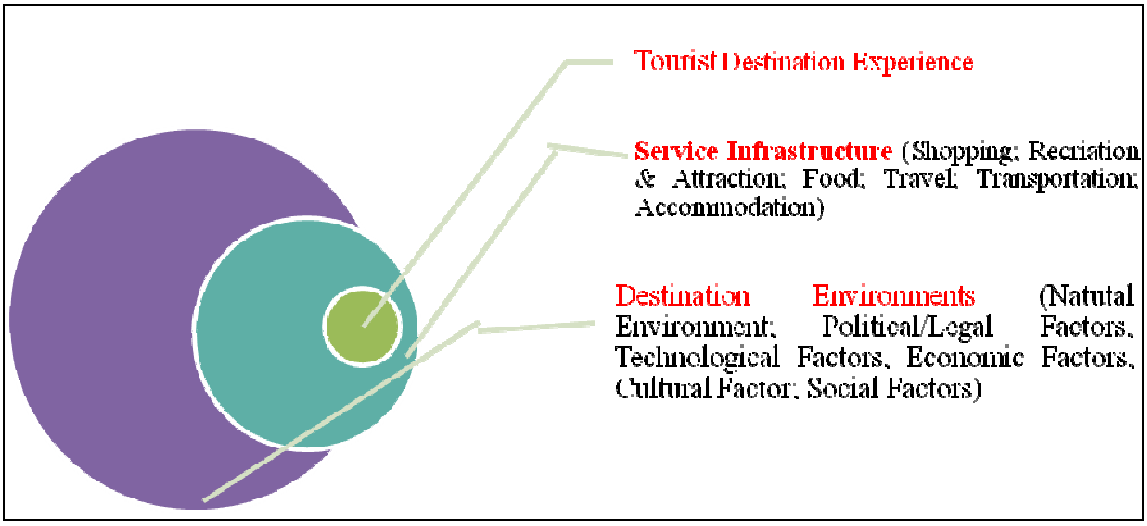
Authors	Components of destination attributes
	beverage service, Costs, Traveller attractions/sightseeing.
(Go & Govers, 1999)	Meeting room and hotel facilities, Accessibility, Service, Affordability, Location, Image, Climate, Entertainment, Traveller attractions.
Chacko and Fenich (2000)	Accessibility, Local support, Extra-conference opportunities, Accommodation facilities.
(Baloglu & Love, 2001)	Meeting facility, Safety/security, Transportation costs, Accessibility, Equipment, Availability, Service quality, Local transportation, Hotel facility, Traveller attractions, Affordability, cab services and sponsorship, facilities, City reputation, Entertainment, Climate.
Rajesh (2013)	Attractions, Accessibility, Lodging, Dining, Environment, Shopping, Events & Activities.
Kock, Josiassen, and Assaf (2016)	Weather/climate, infrastructure, food, communication, friendly people, price/expenses, historical places and buildings, high urbanization, rich history, rich culture, wine, relaxed lifestyle, vibrant nightlife, beautiful beaches.
Papadimitriou, Kaplanidou, and Apostolopoulou (2018)	Services, Experience, and Atmosphere (Unique atmosphere and lifestyle, City as famous destination, Good value for money, Suitable accommodations, Offers good entertainment, Offers appealing local food, Clean and well maintained city, Friendly local people, Offers choices for family and kids, Accessible city to the tourists); Unique City Attractions (Significant historical attractions, Significant religious attractions, Beautiful scenery/natural attractions, Interesting built architecture); Activities and Events (Cultural activities and events deleted; Business activities and conferences; Leisure and sports activities).

Also, a study using 1024 Australian business travellers by Kerr et al. (2012) implied the possibility of converting business travellers to holidaymakers, although some business travellers will not return because they either did not like the place, or feel that they have seen it all. In the case that they are not attracted by destination attributes, tourism marketers should investigate the underlying reasons and implement suitable policies for improvement to encourage them to revisit, either for business or leisure purposes. As a

consequence, destination attributes play a significant role because business travel can convert to leisure travel and vice versa.

Despite the fact that the main reason for business travel is to achieve work-related purposes, destination attributes such as accommodation, transport, attractions, food, and beverage still play a major role in business tourist evaluation of the attractiveness, and satisfaction with a particular destination. This is in line with research conducted by Murphy, Pritchard, and Smith (2000) as shown in Figure 2.12.

Figure 2.12: Destination Experience



Source: Murphy et al. (2000).

Fawzy (2010) suggests, that although the business traveller is fewer in number, their intensity of hotel use is much higher than holiday makers. Thus, accommodation is a significant destination attribute for business travellers. Therefore, an understanding of the housing attributes that business travellers perceive to be important, should be of substantial interest to any hotel that targets this market sector (Baloglu & Love, 2001; Baloglu & Love, 2001; Bonn, Ohlin, & Brand, 1994; Kirschbaum, 1995).

“Amenities” is defined as non-marketed qualities of a locality that make it an attractive place to live and work (Power, 1988, p. 142). Therefore, “amenities” are also considered an essential item for any traveller (Garretsen & Marlet, 2017; Green, 2001).

"Accessibility" is another necessary component, as it includes items measuring the quality of transportation infrastructure, and traffic congestion (Eusébio & Vieira, 2013). Moreover, as the timeframe of business travellers is often pressured, convenience and safety of transportation are significant for completing work-related activities.

Lastly, since local attractions (Baloglu & Love, 2001; Baloglu & Love, 2001; Fortin & Ritchie, 1977; Go & Zhang, 1997; Lawson, 1990) are something that makes a destination different from other places, tourists often spend time visiting unique attractions, and so they should be added as significant components of destination attributes. Additionally, hosts of the business traveller will often take their guests to such attractions during their stay.

This thesis examines the cognitive perceived value and affective perceived value in terms of the price and quality of these above components. The main characteristic of the cognitive-affective model is that it emphasizes the consumption experience and consumer's cognition, as well as the emotional aspect of the experience (YI & Xinran, 2009). Cognitive elements play a significant role in consumer satisfaction. According to Ramo´n, Cayetano, and Manuel (2012), it is essential to pay attention to the main cognitive processes in the way that satisfaction is developed. Additionally, as an affective element, tourist emotion should also be considered as pivotal in motivating the trip and helping to choose a particular destination. In previous research this component is not only an independent processing system, but also the primary influence in developing preferences, potentially acting as a precursor to cognitive issues (Baloglu & McCleary, 1999).

Therefore, in this study, the impact of both cognitive and affective perceived value received from the real experience of visitor satisfaction will be examined. It is especially necessary when tourism is transforming from "must-see" physical sights into a "must-experience" activity, that customers are expected to intensively travel by engaging with high-quality services (Hutchinson, Lai, & Wang, 2009; Richards, 2012).

Quality is considered to be the overall judgment made by the consumer regarding the excellence of a service. From the early research, Parasuraman, Berry, and Zeithaml (1991) suggested the SERVQUAL model, an instrument for assessing the usability, information, and service interaction quality. Five main factors define SERVQUAL: tangibility (physical facilities, equipment, personnel and communication materials), reliability (the ability to

work dependably and accurately for the promised services), responsiveness (willingness on the part of service providers to help customers and provide a service), assurance (employee's knowledge, courtesy and ability to convey trust and confidence), and empathy (giving attention to the individual customer). A number of researchers have applied this model to evaluate quality service as leading to satisfaction (Bansal, Gaur, & Chauhan, 2017; Kim & Canina, 2015; Kouthouris & Alexandris, 2005).

More specifically, it is a type of attitude, related but not equivalent to satisfaction, which is described as the degree and direction of the discrepancies between the perceptions of the performance and the consumer's expectations of the service (Bigné, Sánchez, & Sánchez, 2001). YI and Xinran (2009) and Žabkar, Brenčič, and Dmitrović (2010) emphasized the significance of service quality in shaping consumer satisfaction and behavioural intention. The high-quality tourism experience does not only have an effect on the plan to come back, and readiness to recommend the country as a tourism destination, but also encourages more optimistic purchasing toward the products made in the country (Alessandro, Giada, Vittoria, & Maria, 2015; Chadee & Mattsson, 1996).

2.7 LOCAL GOVERNMENT SUPPORT FOR SUCCESFUL FOREIGN START-UP BUSINESSES (Pull Factors)

The rationale of the macro-environment in business success

Watson et al. (1998) conducted research on the factors of business discontinuance and found several reasons, such as a business not earning enough money; poor trading conditions; cash flow problems and personal reasons. However, these are internal factors while other authors emphasize external macro items. For example, according to Everett and Watson (1998), systematic external risks for a business include retail sales, trading bank interest rates, and both employment and unemployment rates, all of which can lead to unexpected failure.

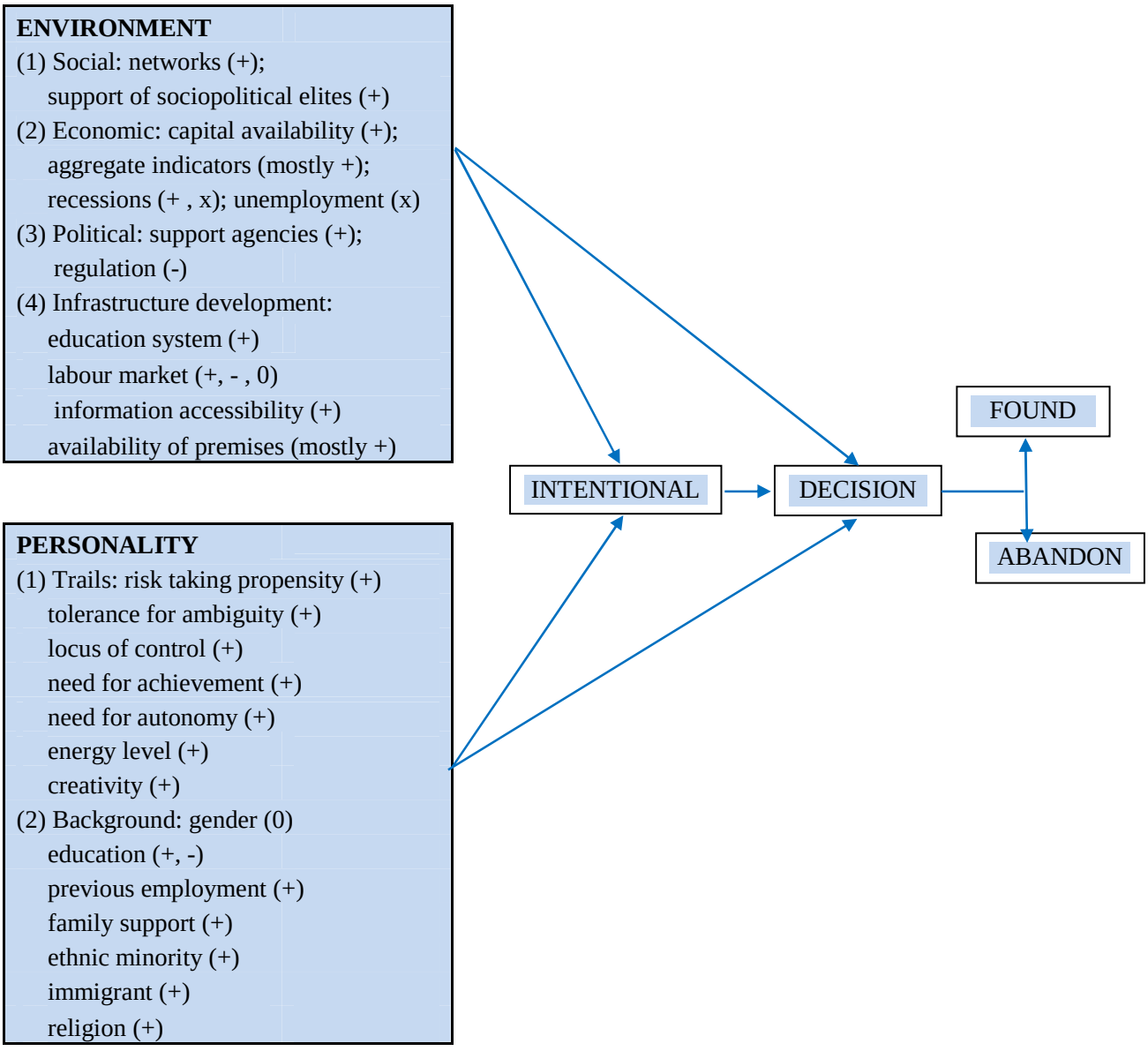
Additionally, Millington (1994) found that long-term interest rates, unemployment, and inflation were the economic variables that had the greatest external impact on business failures. Whereas, Quer, Claver, and Rienda (2012) added two more variables, political

risk and cultural distance, in their study of overseas investment from large Chinese companies. The findings of the above study imply that the stability or the level of support from the macro-environment (such as Government) could play a significant role in any business success, especially in a foreign market.

Previous studies have confirmed the significance of macro-environment in business success. According to Philip (2011), the most significant factors that affect the business success of Small to Medium Enterprises (SMEs) in Bangladesh are (1) product and services, (2) external environment, and (3) management know-how. The external environment, particularly social networks, help entrepreneurs in Bangladesh to reduce risks and transaction costs, improve access to business ideas, knowledge and capital (Philip, 2011). Government support is vital to foster SME development. The results are supported by the study conducted by Chittithaworn, Islam, Keawchana, and Yusuf (2011), in which SME's markets, the way of doing business and level of cooperation, resources and finance, and external environment play significant roles in business success of SMEs in Thailand.

Mazzarol, Volery, Doss, and Thein (1999) suggested the model (refer to Figure 2.13) showing the relationship between internal and external factors for making decisions to start-up a business. In this model, internal aspects (personality: trails and background) and external aspects (environment: social, economic, political, infrastructure development) are assumed to affect business intentions and decision making by businessmen.

Figure 2.13: Factors of Decision Making Processed in Setting up a business based on Environment and Personality

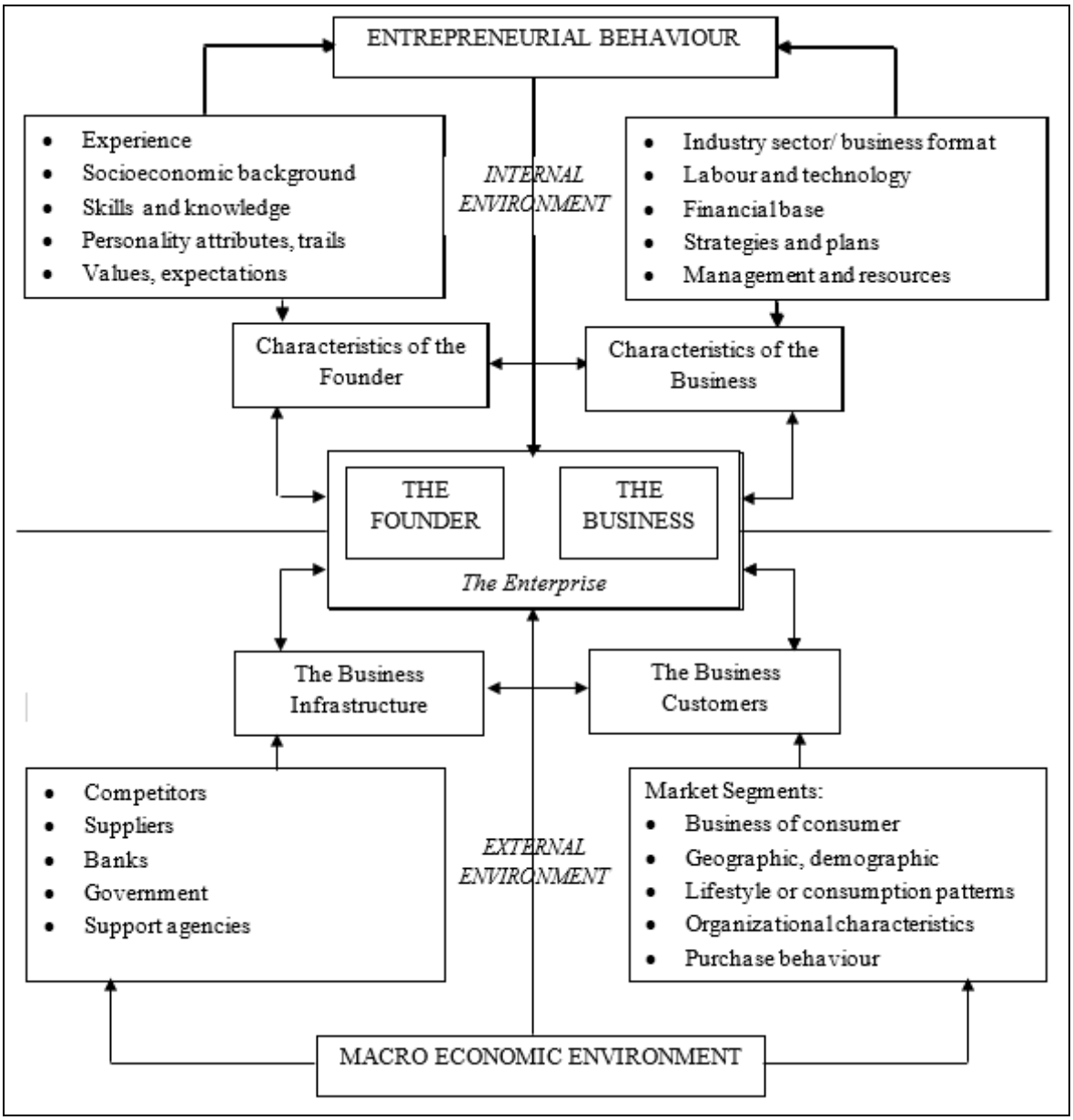


Direction of the relationship with formation: 0:none; +: positive: -: negative; x: curvilinear

Source: Mazzarol et al. (1999).

In another model suggested by Watson et al. (1998) (refer to Figure 2.14), the external environment, particularly business infrastructure (competitors, suppliers, banks, government, support agencies) also significantly contribute to the foundation of a business.

Figure 2.14: Factors of the Decision-making Process in Setting up a Business Based on Macro Economic Environment and Entrepreneurial Behaviour



Source: Watson et al. (1998).

As such, previous studies indicate the necessity of support from local government for the success of any start-up business. Therefore, this research includes the relevance of resources that the Victorian Government has provided to foreign businessmen, to help them invest and settle down in Melbourne.

Australian regulations in attracting Foreign Direct Investment

According to Cahill (2015, p. 9), Australia's foreign policy rest on 'three strong pillars': its 'alliance with the US, the membership of the UN and a policy of comprehensive engagement with the Asia-Pacific. Especially its interdependent economy with a rising China has increased a need for a more 'durable (regional) Asia strategy. Australia has become one of the most attractive countries for FDI in recent decades, especially with the global economy's key resources (such as coal, iron ore and other mineral commodities), according to Sadleir and Mahony (2009). The Australian government has recognised the significance of foreign investment on the level of national economic prosperity and established the Foreign Investment Review Board (FIRB) from a very early stage (1968 to mid-1970s) to help evaluate the benefits that foreign investment proposals bring to the economy, and to provide a process of investment approval. This development is summarised in Table 2.14 below:

Table 2.14: Public Policy and Institutional Response

Period	Policy	Institutional posture or response
Pre 1968 Sadleir and Mahony (2009)	FDI as contributor to the capital account.	- Monitoring as a part of Reserve Bank's general responsibility for currency flows (under a fixed exchange rate regime).
1968 to mid-1970s Sadleir and Mahony (2009)	FDI as a focus for national government regulation.	- Gradual development, design of regulations and legislation. - Establishing a government authority to review FDI proposals (e.g. the Foreign Investment Review Board FIRB).

Period	Policy	Institutional posture or response
1983-1996 Sadleir and Mahony (2009)	FDI continues to be the focus, but emphasis shifts to liberalisation: - to encourage existing investors (UK, USA) - to foster investment from Asia.	- Maintaining legislation while lowering limits (i.e. liberalization). - Emergence of more specialized agencies.
1996 to 2000s Sadleir and Mahony (2009)	- Continuing liberalization. - Enhancing facilitation of major projects. - Greater willingness to pursue bilateral trade agreement.	- Continuing growth in number and kinds of agencies - Explicit in bilateral trade agreements. - More specialized role for the FIRB within a wider, domestic regulatory network.
From 2000s to now Treasurer (2019)	FDI is considered to support existing jobs and creates new jobs, encourage innovation and the induction of new technologies and skills, provide access to markets and promotes competition amongst our industries. The legislative framework: Foreign Acquisitions and Takeovers Fees Imposition Act 2015 (Fees Imposition Act) and their associated regulations.	FDI increases competition, productivity and innovation, creating a positive effect for consumers and the wider economy by driving down prices, increasing quality and improving overall economic efficiency

There has been some significant improvement in the latter Howard governments (2001–2004 and 2004–2007), especially in terms of bi-lateral agreements. As such, the Australia–United States Free Trade Agreement (AUSFTA) was successfully formulated to protect the system of regulation that operated in and around inward FDI. The free trade agreement with China was also accomplished in this period. As a result, Chinese investment in Australia has grown by 30 times within 10 years (from $2 billion in 2004 to $65 billion at the end of 2014), according to the Department of Foreign Affairs and Trade (2016).

Another effort by government has been innovation in corporate law, tax reform and general business regulations. According to Drysdale and Findlay (2009), the reform of the taxation regime had a significant impact on both foreign and domestic firms. The Review of International Tax Arrangements was also done to encourage international investment in Australia (Pereira, 2011), increasing the competitiveness of Australia with other countries. In 2017 and 2018, the United Nations Conference on Trade and Development (UNCTAD) ranked Australia as one of the world's top ten host economies for global FDI. Based on FDI flows in 2018, Australia is currently ranked in eighth spot (The United Nations Conference on Trade and Development, 2019). In recent years, Australia has seen a solid increase in capital inflows from Asian markets including China, Singapore, Hong Kong and other ASEAN nations. This trend reflects Australia's close ties with these nations in the fast-growing Asian region. Australia attracted US$62 billion in foreign direct investment (FDI) inflows in 2018, an increase of almost 40% on 2017 (The United Nations Conference on Trade and Development, 2019).

Victorian Government supporting services for foreign business

Previous studies have recommended several significant issues including the effectiveness of property rights, sound and stable regulatory frameworks, economic freedom and lack of corruption (Donu & Janíčko, 2015), macroeconomic stability, labour costs, economic growth, trade openness, political stability, transparent regulatory frameworks, corruption, and privatisation processes (Dumludag, 2009).

The aspects mentioned include the local macro environment in which sound governance or good practice is significant. It includes the relationships between the regulator, its Minister, its governing body, senior management and stakeholders, and the administrative arrangements that support these relationships (Mendelsohn & Fels, 2014). These authors also discuss several components as proof of good governance: (1) transparency, (2) accountability, (3) clear roles, (4) independence, and (5) oversight, review prospects, and whole of government coherence. Transparency means that information must be full, accurate and clear to avoid misleading communication, while accountability concerns creating lines of responsibility within a regulator for the making and implementation of decisions (State Services Authority, 2009). Also, according to the State Services Authority

(2009), clear roles mean regulators must be transparent in the function of implementing, administering, and enforcing government policy.

In the Victorian context, given the economic significance of tourism, there is considerable business support from the State Government for foreign business transactions (State Government of Victoria, 2015). Besides the focus on strengthening resources in tourism such as: high quality workforce skills training, sophisticated marketing know-how and research, digital excellence, major event and business event tourism, the Victorian Government also established a FinTech hub in the Docklands to boost local start-ups and attract investment. Table 2.15 lists the FinTech services.

Table 2.15: Professional services provide by Victoria State Government

Victoria's FinTech hub	- Covering or contributing to the cost of design and fit-out to meet operating requirements of the FinTech Hub. - Meeting part or all of the cost of rent, outgoings and other lease obligations until the FinTech Hub is capable of meeting these obligations. - Making additional floor space available in the Goods Shed North over time as tenancies expire or other occupants move out. - Ongoing engagement with government innovation and start-up programs, to identify further opportunities for programs and initiatives. - Support with inbound and outbound trade and networking missions to FinTech Hubs interstate and internationally. - Support to stage or attract major conferences to Melbourne to support the growth and development of the local FinTech ecosystem. - Assistance to attract additional start-ups and specialist support services such as a dedicated FinTech accelerator program

	operator.
Funds management	Australian total funds under management of A$2.4 trillion is the third largest in the world. Melbourne is home to six of Australia's top twelve superannuation (pension) funds while 60% of all Australian industry superannuation (pension) fund assets are managed out of Melbourne. Melbourne is also home to Australia's sovereign wealth fund - the A$110 billion Future Fund - that is forecast to grow to A$150 billion in the next few years.
Banking	Around 35% of the nation's banking assets are in Melbourne. Australia has 72 licensed banks of which 10 are headquartered in Victoria and a further 31 have offices in Victoria. Two of Australia's four largest banks, the National Australia Bank (NAB) and the Australia and New Zealand Banking Group (ANZ), are headquartered in Melbourne.
Legal services	Victoria accounts for 27% of Australian firms operating in this sector (including corporate and commercial law, criminal law, industrial and workplace relations, intellectual property law, personal legal services and property law). Major players operating in Victoria include Herbert Smith Freehills, Allens, Clayton Utz, Minter Ellison, Ashurst Australia and King & Wood Mallesons. Victoria's sophisticated legal sector reflects the quality of its legal system and governance in Australia, which ranks among the best in the world.
Accounting services	Victoria accounts for nearly 27% of Australian accounting firms, providing accounting, taxation, auditing, financial reporting, bookkeeping services and business advice. Major firms operating in Victoria include Price Waterhouse Coopers, Deloitte Touche and Tohmatsu, KPMG and Ernst & Young and CPA Australia.

Source: Victoria (State Government of Victoria, 2017).

Moreover, the Victorian Government also provides a very detailed guideline for starting up a business. The step-by-step guidance includes all necessary information for three stages: (1) Planning (Business case development, Making connections, Plan your visit to Victoria, Incentives, Grants and programs, Investor and business migration visas); (2) Setting up (Invest Assist Services, Setting up a business in Melbourne, Taxes, Immigration and visas, Regulatory facts, Building and planning approvals); and (3) Ongoing (Industry insight and business development) (refer to Table 2.16).

Table 2.16: Stages of business development – Victoria Government

Stage 1: Planning		
Service 1	Business case development	- Market potential, including size and growth. - Existing companies and industry cluster. - Competitive landscape for your industry. - Research and development capabilities. - Business environment and expected changes to this environment. - Financial and legal requirements. - Labour market skills and availability. - Comparative operational costs, including land, building and utilities.
Service 2	Making connections	Match with the right contacts for government contacts, potential partners, suppliers, joint venture investors or service providers. Through the Department of Economic Development, Transport, Jobs and Resources' Business Engagement Model, government representatives are in regular contact with approximately 12,000 businesses in Victoria.

Service 3	Plan visit to Victoria	Provide briefings on opportunities available, organise introductions to potential partners and suppliers, or arrange specific site visits.
Service 4	Global support teams	With 21 offices across the globe, can help businesses every step of the way through their investment journey such as business case development, introducing partners, organising a visit to Victoria, or assistance with business migration.
Service 5	Incentives, grants and programs	A. Future Industries Fund (FFI) (1. Future Industries Manufacturing Program: Future Industries Fund, Funding: Up to A$500,000; 2. New Energy Jobs Fund (NEJF): Future Industries Fund, Funding: A$50,000 to A$1 million; 3. The Victorian Defense Industry Supply Chain Program (VDISCP): Future Industries Fund, Funding: up to A$50,000. B. Launch Vic for start-ups. C. Round 4 Grant Funding: World-Class Accelerator Program; Funding: Up to $3 million per application. D. Local Industry Fund for Transition (LIFT); Funding: A$50,000 to A$2 million. E. Public Sector Innovation Fund (PSIF); Funding: On average A$50,000 to A$400,000. F. The Victoria- Israeli Science Innovation and Technology Scheme (VISTECH); Funding: Up to A$250,000. G. Assigned Production Investment – Games; Funding: Up to A$150,000. H. Regional Infrastructure Fund (RIF); Funding: Up to

		A$500,000. I. Commonwealth Government of Australia programs (Aus. Industry Programs; R&D Tax incentive; Business Innovation and Investment Program; Business Talent Visa; Business and Innovation Visas).
Service 6	Investor and business migration visas	- Business Talent Visa (Significant Business history stream, Venture Capital Entrepreneur stream). - Business Innovation and Investment Visa (Business Innovation stream, Investor stream, Significant Investor stream).
Stage 2: Setting up		
Service 1	Invest Assist Services	- Specialist advice on the development approvals process. - Statutory approvals coordination. - Site identification service. - Advice on infrastructure and utility services.
Service 2	Setting up a business in Melbourne	- Steps to start a business in Australia. - Incorporating a Business. - Private Company. - Registered Foreign Companies. - Acquiring an existing Australian Company. - Company and business names. - Legal and accounting services. - Foreign Investment Review Board Requirements.
Service 3	Taxes	- Company tax.

		- Capital gains tax (CGT). - Goods and services tax. - Payroll tax. - Other business taxes.
Service 4	Immigration and visas	Significant Investor Visa.
Service 5	Regulatory facts, building and planning approvals	- Planning approvals. - Works approval. - Environment Effects Statements. - Federal Environmental Assessments. - Occupational Health and Safety. - Building Permits. - Assistance with Approvals.
Stage 3: Ongoing		
	Industry insight and business development	- Innovate and introduce new technologies that will increase productivity and drive growth. - Access new markets, both domestic and export. - Invest in new facilities. - Facilitate new investment.

Source: (State Government of Victoria, 2017).

Supporting services are considered one of the significant destination attributes in terms of the Melbourne business environment. They form one of the significant “Pull” aspects that distinguish business travel from other kinds of tourism.

2.8 SATISFACTION

Pizam et al. (1978) argues that tourist satisfaction results from the comparison between tourist assessment of their real experience, over their initial expectation. It is a subjective feeling representing the psychological state of the customer; it is the result of directly or indirectly combined actions involving multiple variables, such as perception, expectations, and recognition.

Customer satisfaction with a particular transaction can clearly reveal how the company is performing in terms of a certain product or service. In other words, when a customer is dissatisfied with a service, such dissatisfaction makes a strong impression, but service recovery has an even greater effect (Kwon & Jang, 2012). The greater the satisfaction produced by service recovery, the greater the trust the customer has in the service provider and the more easily they maintain an emotional commitment to the company (Wen & Geng-qing Chi, 2013). Thus, good service recovery can help maintain customer relationships and improve performance (Zhao, Liu, Bi, & Law, 2014).

Also, Chadee and Mattsson (1996) applied quality and satisfaction judgements of college students within four distinct tourist encounters. The survey was collected from business students (four samples, each one consisting of approximately 125 respondents) at a university in New Zealand over a period of three weeks in July 1993. The findings from the regression models show that distinct quality factors are significant for different tourist encounters. In addition, significant differences were also found in the extent to which different quality factors affect students from different cultures.

Some studies have been dedicated to analysing the impacts of traveller expectations and real experiences on tourist satisfaction. For example, Lather, Singh, and Singh (2012) compared the levels of expectations and satisfaction of Indian and foreign adventure tourists visiting India through five main factors: facilities, aesthetic appeal, information, safety and security, food, and accommodation. Questionnaire surveys were employed to examine a sample of 300 travellers to test four hypotheses relating to the relationship between customer expectations and satisfaction. The findings reveal that the level of expectation was higher than satisfaction for all variables. The implications are that it is

necessary to reduce the differences between tourist expectations and experience, to maximize customer satisfaction.

In other research carried out by Aliman et al. (2016), the satisfaction of 500 tourists to Lanai, Malaysia was evaluated, based on five different variables: expectations, perceived quality, perceived value, destination cost, and risks. This study applied exploratory factor analysis on data collected through questionnaire surveys. The findings show that tourist expectations are the second most important predictor of their satisfaction. The result implies that maintaining tourist fulfilment requires attention to satisfying initial expectations. Additionally, Kumaraswamy (2016) conducted surveys on 125 foreign tourists to Karnataka, Malaysia to examine the relationship between the expectations and satisfaction levels of travellers. Measurement of the gap allowed for significant practical and managerial recommendations for tourism stakeholders to understand tourist expectations, leading to suitable policies to enhance satisfaction.

Further research on the relationship between tourist real experience and satisfaction, involves 200 domestic visitors in Garhwali Himalaya in the Uttarakhand state of India who were studied by Bargi and Devkant (2015). These authors used self-administered questionnaires and applied Importance-Performance Analysis (IPA) to evaluate customer satisfaction based on four key elements: (1) weather and accessibility; (2) uniqueness of destination; (3) quality of tourist facilities and (4) tourist motivation factors. The findings indicate that apart from the pleasant climate, visitors are less happy with a broad range of other attributes. These included poor roads and signs, reduced travel connectivity, sub-standard accommodation facilities, poor quality hygiene, maintenance of public conveniences and non-existent information centres. The results provide profound implications for tourism stakeholders in India, to implement further policies to enhance the competitiveness of this destination.

Additionally, satisfaction is considered one of the most powerful predictors influencing future travel behaviour. It also impacts on the consumption of products and services, as well as the decision to return and maintain a lasting relationship with a particular destination (Bargi & Devkant, 2015; Kakyom, 2008). A number of researchers have focused on the influence of both tourist expectations and experiences on their satisfaction

and future intentions. They emphasize visitor motives before the travel occurs, and cognitive-affective perceived value after the journey.

Kakyom (2008) analysed an empirical model including push motivation, pull motivation, cognitive involvement, affective involvement, satisfaction, and loyalty to a student list of top domestic and international destinations. A large number of participants (2437) were involved in this survey in two periods, to test hypotheses of the relationship between the two aspects. The findings show that push motivation forecasts pull motivation and cognitive attachment. Cognitive involvement is a finer interpreter of both affective perceived value and satisfaction. Affective involvement is a key aspect of appreciation. This study shows that there is a significant connection between tourist satisfaction and destination faithfulness.

The relationships between tourist expectation and experience are also confirmed by Sang et al. (2014) in their study of Asian cruise travellers. A total of 140 questionnaires comprising five main components of affective perceived value, satisfaction level, behavioural intention, and demographic variables designed to measure cognitive perceived value, and emotional response were collected. The findings illustrate that cognitive perceived value is considered the most vital issue to affect traveller satisfaction and behaviour. Additionally, affective perceived value also affected tourist satisfaction, providing evidence that emotions play a significant role in determining the overall evaluation of future travel behaviour. The same methodology, data collection methods and results with cognitive–affective explanatory models for tourist satisfaction and loyalty were applied by (Chen & Chen, 2010) and Ramo´n et al. (2012).

Visitor perceptions of the quality of a tourist destination which will directly affect satisfaction and result in behavioural intentions were also investigated by Žabkar et al. (2010). In this study 1056 visitors at four tourist destinations in Slovenia were sampled to test a structural model. The findings reveal that destination attributes affected the perceived quality of tourist offerings, which positively relates to satisfaction as well as visitor behavioural intentions. Thus, confirming the relationship between satisfaction and behavioural intentions in this study.

These research findings contribute to a better understanding of what behavioural mechanisms, represent a viable basis for increasing customer retention at the level of individual providers, as well as the destination as a whole.

In a study conducted by Chen and Chen (2010), the relationships between the quality, experiences, perceived value, satisfaction, and behavioural intentions were also examined. A total of 447 surveys were delivered to respondents at four main heritage sites in Tainan, Taiwan. The results from the structural equation modelling (SEM) technique disclose the direct effects of the quality of experience on perceived value and satisfaction and that a relationship exists between the constructs: experience quality, perceived value, satisfaction and behavioural intention. The findings are also in agreement with the studies conducted by (Baloglu, Pekcan, Chen, & Santos, 2004; Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Szymanski & Henard, 2001), where overall satisfaction is found to be an intervening variable between attribute-based destination performance and behavioural intention for destinations.

In the context of the Australian tourism sector, there has been an array of research on issues affecting tourist satisfaction, and their future behavioural intention. A study conducted by Yi and Xinran (2009) on Macau visitors to Sydney studied the effect of both cognitive value, and affective value, on tourist satisfaction and reactions to a destination, resulting in implications for destination visitor experience management and planning. Martin et al. (2008) also investigated the motivation of Taiwanese visitors to Australia and their satisfaction after their trip. The study used 17 push motivations and 18 pull motivations for travel. The findings show that push and pull factors have influences on both positive and negative satisfaction by tourists. These findings result in several recommendations for both Australian and Taiwanese tourism managers and authorities. Jessie and Neil (2004) studied Chinese tourists to the Gold Coast. By answering questionnaire surveys, the visitors implied a high level of satisfaction with the Gold Coast. However, they recommended there was a need to improve shopping and food provision.

Nevertheless, there has been no research on the relationship between the expectations, experience, and satisfaction of North East and South East Asian visitors coming to Melbourne for business purposes; their satisfaction and future behavioural intention, and

there have been few studies comparing real expectations and real experience and their effect on satisfaction. This study will bridge this gap by developing a new theoretical framework, comparing actual and expected experiences to measure the level of satisfaction, and future behavioural intentions of North East and South East Asian business travellers to Melbourne.

2.9 BEHAVIOURAL INTENTIONS

Behavioural Intentions and Loyalty

According to Dick and Basu (1994), customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage. In other words, the loyalty of clients is focused on repeat purchase behaviour. For example, Brown (1952) classified loyalty into four categories, (1) Undivided loyalty, (2) Divided loyalty, (3) Unstable loyalty, and (4) No loyalty, based on the purchase patterns of consumers (Brown, 1952). According to Oliver (1999), four stages of consumer loyalty are: (a) cognitive loyalty, (b) affective loyalty, (c) native loyalty, and (d) action loyalty. The periods transition from a cognitive level to an affective level. In other words, what tourists experience will affect their cognition and emotion, and they will have suitable reflections after that. The relationship is seen as mediated by social norms and situational factors. Cognitive, affective, and native antecedents of relative attitude are identified as contributing to loyalty, along with motivational, perceptual, and behavioural consequences.

In early research, a number of studies have investigated the different aspects of loyalty. For example, Reichheld (1993) examined the direct implications of loyalty on the revenue and profitability of a company. Others have examined the impact of customer loyalty on customer behaviour (Dick & Basu, 1994; Gremler, 1995). According to Jain, Pinson, and Malhotra (1987), loyal customers focus both on the economic aspects of the transaction and the relationship with the firm, less loyal customers focus mainly on the economic aspects (Jain, Pinson, & Malhotra, 1987). The implication seems to be that loyal customers have lower price elasticity's than nonlocal customers, and they are willing to pay a premium to continue doing business with their preferred retailers rather than incur additional search costs (Reichheld & Sasser Jr, 1989). Additionally, loyalty to a business reduces the

consideration set size, and the amount of effort expended in searching for alternatives, while increasing the individual's willingness to purchase from that business in the future (Sambandam & Lord, 1995).

In order to measure loyalty, Jacoby and Chestnut (1978), suggest three ways: (1) the attitudinal approach, and (2) the composite approach and (3) the behavioural approach. First, in the attitudinal approach, tourists may have a favourable attitude toward a particular product or destination and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explaining an additional portion of unexplained variance that behavioural approaches do not address (Backman & Crompton, 1991).

Second, the composite or combination approach is an integration of the behavioural and attitudinal approaches (Backman & Crompton, 1991). It has been argued that customers who purchase and have loyalty to particular brands, must have a positive attitude toward those brands.

Lastly, the behavioural approach is related to consumer brand loyalty and has been operationally characterized as sequence purchasing, proportion of patronage, or probability of purchase. This loyalty measurement does not attempt to explain the issues that affect customer loyalty. It means that behavioural intentions and loyalty are not the same as tourist loyalty to products or destinations, and may not be enough to explain why and how they are willing to revisit or recommend these to other potential tourists. This point of view is supported by the argument of Also, Srinivasan, Anderson, and Ponnavolu (2002) who imply that a behavioural definition is insufficient, because it does not distinguish between true loyalty and spurious loyalty.

In response to these criticisms, researchers have proposed measuring loyalty by means of an attitudinal dimension in addition to a behavioural dimension. For example, brand loyalty is regarded as the preferential, attitudinal and behavioural response toward one or more brands in a product category expressed over a period of time by a consumer, and loyalty is a biased behavioural purchase process that results from a psychological process (David, James, & Roger, 1970). According to Assael, Dymond, Papadaki, and Patterson (1992) brand loyalty is "a favourable attitude toward a brand resulting in consistent

purchase of the brand over time." This rationale was also supported by (Gremler, 1995; Keller, 1993) who argue that both the attitudinal and behavioural dimensions need to be incorporated in any measurement of loyalty.

Despite the issue of attitudes, the relationship between behavioural intentions and loyalty has been shown to confirm that behavioural intentions are often potential indicators for loyalty. As the repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature, according to Yoon and Uysal (2005), the concept and degree of loyalty is one of the critical indicators used to measure the success of a marketing strategy.

When travel destinations are considered to be products, intentions or actual action of revisiting and recommendation to friends or relatives to visit, are indicators of loyalty. According to Zhao et al. (2014), the type of product or service, purchase occasion, and sales activity can particularly lead to different levels of customer involvement, in which repeat purchase behaviour is another important element reflecting customers' willingness to continuously consume a service. This behaviour is a vital indicator of customer loyalty (Lam, Shankar, Erramilli, & Murthy, 2004).

If a company can satisfy its customers with quality services or products, customers develop repurchase intentions, and thus revisit the company. Service recovery ultimately aims to reduce customer dissatisfaction, and maintain repeat purchase behaviour. Thus, according to Holloway and Beatty (2003), tourism and hospitality managers should focus on successful service recovery management, to enhance customer satisfaction that leads to loyalty.

The relationship between motivations, satisfaction and behavioural intentions

According to Ajzen and Fishbein (1980), behavioural intentions are defined as what people intend to do in a particular situation, due to their beliefs or attitudes. In other words, the experiences and viewpoints of human beings play a significant role in their future behaviour. As mentioned in the theory of planned behaviour (Ajzen, 1991), human

behaviour is guided by three kinds of considerations: behavioural beliefs, normative beliefs, and control beliefs.

Behavioural beliefs involve the likely consequences of behaviour, producing a favourable or unfavourable attitude toward the behaviour. The normative beliefs are about normative expectations of other people, resulting in perceived social pressure or a subjective norm. Control beliefs refer to the presence of issues that may further or hinder performance of the behaviour, giving rise to perceived behavioural control, the perceived ease or difficulty of performing the behaviour.

In order to test the validity of the variables in the model called 'Theory of Planned Behaviour', Seow, Choong, Moorthy, and Chan (2017) implemented research on medical tourists in Malaysia. A total of 380 completed questionnaires are collected, using a quota sampling technique. The findings show that perceived benefits and perceived costs are significantly related to attitude; resource availability is significantly related to perceived behavioural control; and attitude and subjective norms are significantly related to intention for medical tourism in Malaysia. However, the perceived behavioural control is found to be insignificant to intention, whilst attitude and subjective norm are significantly related to intention for medical tourism in Malaysia.

Given a sufficient degree of actual control over the behaviour, people are expected to carry out their intentions when the opportunity arises. Intention is thus assumed to be the immediate antecedent of behaviour (Ajzen, 2002). Thus, understanding customer needs, wants (motivations) and the level of satisfaction will help marketers forecast their consumers' habits of purchasing, and improve the quality of their products, to attract more and more future users. According to Zeithaml, Berry, and Parasuraman (1996), favourable behavioural intentions are associated with a service provider's ability to get its customers to: (1) say positive things about them, (2) recommend them to other customers, (3) remain loyal to them (i.e., repurchase from them), (4) spend more with them, and (5) pay price premiums.

In the tourism literature, prior research findings suggest a significant relationship among tourist satisfaction, intention to return, and positive word-of-mouth (WOM) (Chiang, 2009). In other words, satisfied consumers are more likely to revisit the same destination (Pizam et

al., 1978). Moreover, they could refer their friends and relatives to come to the places where they had high-quality experiences, according to Glynn Mangold, Miller, and Brockway (1999).

Service quality has been suggested to have a direct effect on word-of-mouth communication. Thus, when customers have positive and/or beneficial service experiences, they are likely to be motivated in encouraging their friends and family members to have the same experience. Thus, service quality should be positively related to WOM praise. These behaviours play as indicators for destination loyalty (Bargi & Devkant, 2015). Consequently, it is significant for destination stakeholders to understand the level of tourist satisfaction after services are provided, and their intentions of re-using services in the future (Dmitrovic et al., 2009).

Some empirical studies have reported that service quality has a direct effect on the intention to revisit and word-of-mouth behavioural intention variables. For example, Hutchinson et al. (2009) conducted a study to examine the relationships between golf travellers' perceptions of quality, value, equity, and satisfaction and the impacts of the service evaluation variables (that is, quality, value, and satisfaction) on their behavioural intentions (comprising revisit, word-of-mouth referrals, and search for alternative destinations). The findings from 309 golf travellers indicated that value and satisfaction, have a significant influence on the intention to revisit and word-of-mouth behavioural intention variables.

Quality, perceived value and satisfaction have also been recognised as the antecedents of behavioural intentions in other studies (Vida & Reardon, 2008; Žabkar et al., 2010). The antecedent role of quality is supported in the setting of a festival, sports and leisure centre, cultural centre and attractions at a tourist destination (Baker & Crompton, 2000; Cole & Illum, 2006; De Rojas & Camarero, 2008; Murray & Howat, 2002). Whereas, Prayag and Ryan (2012) evaluate a theoretical model based on hypothesized relationships among four constructs, namely, destination image, place attachment, personal involvement, and visitor satisfaction as antecedents of loyalty. These relationships are explored for a sample of 705 international visitors staying in hotels on the island of Mauritius. The structural model indicates that destination image, personal involvement and place attachment are antecedents of visitor' loyalty, but this relationship is mediated by satisfaction levels.

The linkage between motivation (push/pull factors), satisfaction and behavioural intentions is also investigated by Yoon and Uysal (2005). They conclude that in order to enhance destination competitiveness, appropriate destination attractions and activities should be allocated and delivered to tourists.

In the field of business tourism, there are different arguments about the connection between traveller destination satisfaction and future behaviour, although most studies are limited to conference and event tourism. In a study carried out by (Severt et al., 2007) that assesses convention attendee motivations, performance evaluation, satisfaction, and behavioural intentions in a regional conference setting; data collected from conference attendees in the southeast United States revealed a five-dimension conference motivation: (1) activities and opportunities, (2) networking, (3) convenience of conference, (4) education benefits and (5) products and deals. Furthermore, the relationships between attendee's evaluation of conference performance, satisfaction judgment, and behavioural intention were examined. The relationships between educational activities, overall satisfaction, word-of-mouth, and intent to return were found to be significant. Those who were happy with the educational benefits reported a stronger satisfaction with the conference and were more likely to return and to tell others to attend the conference. The conclusion is that a strong performance is not enough to guarantee a return, but certainly gives a much higher chance than poor performance. Since attendees were somewhat satisfied with activities and opportunities, it is not surprising that the path between activities and opportunities to satisfaction and behavioural intentions was found. So, the relationship although important, it is not strongly supported, and thus not found to be significant to satisfaction and behavioural intentions.

Nevertheless, the path model is partially supported by past literature in the service industry (e.g., Davidow, 2003 regarding satisfaction, word-of-mouth communication and intentions to return) where this research was the first to test the model in the convention industry from the attendee's viewpoint. The results are also partially confirmed by Baloglu et al. (2003) who tested the relationship between destination performance, overall satisfaction and behavioural intentions for planners in relation to a destination city. The conference organizer needs to have attendees with favourable post-conference impressions, which will lead to favourable word-of-mouth.

While the majority of research supports the point of view that destination attributes play a significant role in visitor satisfaction, some scholars suggest different opinions. For example, Millán et al. (2016) points out that in many cases, the visit place could have been frustrating or irritating, but if the business tourist achieves their professional purpose, they are satisfied with their trip and likely to return. Thus, investigating business traveller satisfaction does not only pay attention to their feelings about the destination, but also the level of pleasure gained from their professional trip purpose. This implication can be explained by the fact that business tourism is extrinsically motivated, and business traveller emotions are likely to be influenced by the three elements of: destination, personal, and business outcomes (Millán et al., 2016). In other words, while the satisfaction of leisure travellers is often caused by their personal motivation and the destination attributes, business tourist emotions are initially affected by the completion of their work-related goals. Therefore, besides investigating the issues that affect a trip as travellers for leisure or VFR purposes, it is significant for researchers to scrutinize the business environment of the host country. Specifically, in this case, there is a need to examine if business travellers are satisfied with the supportive services that the Victorian government offers, as outlined in Section 2.7; and if the business supporting services of the local government affect satisfaction and ultimately their future travel and business intentions.

2.10 CHAPTER SUMMARY

Based on the potential contribution to economic performance and tourism investment, North East and South East Asian travellers have considerable potential for growing Melbourne business tourism. However, the emerging importance of how tourism push and pull motivations influence the selection for future business travel destinations is under-researched.

Moreover, the literature also highlights the link between satisfaction with travel experience and behavioural intentions. Especially in the context that little market-related research has been undertaken, it is more important to examine and understand the key issues influencing business travel intentions.

It is shown in the literature that although little research has been implemented, behavioural intentions of business travellers are principally influenced by their professional and personal motivations, destination attributes and overall satisfaction. These can be considered the most important predictors for understanding behavioural intentions.

It is crucial to shed some light on understanding why travellers choose to travel to Melbourne, and how satisfactory their travel experiences are, in order to develop practices that will enhance satisfaction leading to return visits, and an expanding market from the source country.

This chapter has presented a literature review on business travel, and the issues of satisfaction, and behavioural intention. The review provides the basis for the theoretical foundation and proposed research model, and the development of proposed hypotheses which are examined in Chapter Three.

CHAPTER THREE: THEORETICAL FRAMEWORK

3.1 INTRODUCTION

The literature relating to operational definitions of the key research constructs including professional and personal motivations, satisfaction, behavioural intentions was reviewed in the previous chapter. Drawing upon the various studies on behavioural intentions, this chapter aims to provide theoretical foundation to the research and proposes a conceptual framework to explain and relate significant concepts. The proposed framework addresses the research aims presented in Chapter One and suggests linkages between various constructs, including identification of existing knowledge gaps.

Following the introduction, Section 3.2 begins with both the rationale behind, and the definition of, a conceptual framework. Section 3.3 will examine three main theories: means-end chain (MEC) theory, the expectancy-disconfirmation model and the theory of a tourism consumption system (TCS). These models provide the theoretical foundations to formulate a conceptual model, relevant to the business traveller. Based on the relevant prior literature and the theoretical framework, the proposed conceptual framework is built and several hypotheses are developed from it, to address the major research questions in Section 3.4. The hypotheses have been developed to investigate the linkages between travel characteristics, professional and personal motivations, travel satisfaction and behavioural intentions within the business tourism experience. Section 3.5 provides a chapter summary.

3.2 THE USE OF A CONCEPTUAL FRAMWORK

According to Miles and Huberman (1994, p. 91), a conceptual framework:

> *…. explains, either graphically or in narrative form, the main things being studied – the key factors, constructs or variables – and the presumed relationship among them. Frameworks can be rudimentary or elaborate, theory-driven or commonsensical, descriptive or causal.*

According to Shields and Tajalli (2006), since a conceptual framework is based on a literature review, there is a need to highlight its connective functions between the research problems and the observed data. A conceptual framework is the bridge to connect theory

and hypotheses, which then leads to empirical investigation. Additionally, a conceptual framework outlines key concepts and explains the relationships between these concepts, which are expressed as hypotheses or propositions (Pearce, 2012). It also provides an understanding and interpretative approach to social reality (Zikmund, Babin, Carr, & Griffin, 2013). The conceptual framework makes a significant contribution to research, because it helps researchers to simplify a complex body of research on a particular focus, and to estimate the relative potency of factors in terms of their influence. It also helps bound our consideration of the nature, antecedent conditions and consequences of participatory evaluation (Cousins, 2013).

According to Holweg and Van Donk (2009) a good conceptual framework must satisfy several criteria. First, it must be clear and logical to address why certain elements are included and how it excludes others. Second, it should recommend as few variables as possible. Third, the boundaries that it covers and does not cover must be clear. The comprehensive conceptual framework also needs to have its own conjecture and present us with an instrument that helps understand a real-life managerial problem.

Some frameworks are non-testable, while the others can be further developed into testable hypotheses. The most significant things for the empirically testable conceptual frameworks are to falsify and justify constructs, relationships, dependencies, and so on. The basic notion is that a conceptual framework needs to be rejected in whole or in part, once the relevant hypotheses derived from it are rejected.

The use of a conceptual framework depends on the type of research being conducted. For example, conceptual frameworks in confirmatory and evaluative research are often more elaborate or well developed than those employed in descriptive or exploratory research (Veal, 2006). A conceptual framework can also make a theoretical contribution when it has explanatory value.

In tourism research, the application of a conceptual framework can help communicate how the researcher conceives that particular form of tourism, determine the data to be collected, and shape the way to conduct the analysis (Pearce, 2012).

Thus, the development of a conceptual framework is one of the most significant and challenging parts of any research (Veal, 2006). Increasing the quality of the conceptual

models could reinforce the quality of the empirical work, and thus help in challenging the beliefs, assumptions and theories used to develop testable hypotheses. On the other hand one might equally argue that developing a good conceptual framework is as much an art as a science, so good craftsmanship might be necessary, yet will never be sufficient (Holweg & Van Donk, 2009).

After discussing the relevant theory, the conceptual framework for this particular study is proposed in Figure 3.5 below. It is based on the foregoing review of previous key concepts (motivations, satisfaction and behavioural intentions) and the following theoretical base.

3.3 THEORETICAL FOUNDATIONS

Means-End Theory

The means-end theory involves consumer motivation leading to behaviours based on personal values (Gutman, 1982). This approach is especially useful to address motivation and explain the future behaviour of individuals. This theory attempts to expose the essential insights explaining why a particular product is chosen, or not chosen, in terms of the significance of its desire to people (McDonald, Thyne, & McMorland, 2008). In other words, according to Costa, Dekker, and Jongen (2004), means-end study outcomes are thought to provide:

A better understanding of consumers' cognitive positioning of existing products;

A more adequate development of positioning strategies for new products;

An improved understanding of which are the relevant consumer needs and which product attributes deliver those needs;

More focus for product improvement programs, by showing which current or potential product attributes are valued by consumers and which are not;

More focus for marketing communication strategies, by highlighting the relevant links between product knowledge and self-knowledge established by consumers.

Bagozzi and Dabholkar (1994) have explored the relations between consumer means-end structures regarding recycling, past behaviour and two constructs of the theory of planned

behaviour (Ajzen & Fishbein, 1980), attitudes and subjective norms. They concluded that the majority of meanings and linkages in the means-end structures provided significant explanatory content for the attitudes, subjective norms and past behaviours considered in their study.

Although means-end theory has been broadly used in marketing to identify value-based motivation behind consumption (Reynolds & Olson, 2001), it is also applied in other fields of research as briefly summarised in the Table 3.1 below:

Table 3.1: Research Areas that can Improve Means-end Theory Applications

Author/s	Research Areas
Grunert, Beckmann, and Sørensen (2001)	The development of (computer-aided) interview and data analysis methods generating improved content validity.
Grunert et al. (2001)	Advances in the development of methods that can adequately test the value of means-end chains as valid estimates of consumers' cognitive structures and as predictors of choice behaviour.
Griffin and Hauser (1993) **Costa, Dekker, and Jongen (2000)**	Create a detailed framework which, by integrating consumers' product knowledge structures in the Voice of the Consumer, confers a consumer-based hierarchical structure of needs to Quality Function Deployment programs, thereby improving their content validity.
(Christensen & Olson, 2002) **Costa, Schoolmeester, Dekker, and Jongen (2003)**	Counteract the excessively semantic and verb centric nature of MEC by attempting its integration with more metaphor and image-based elicitation techniques.

Author/s	Research Areas
Dahan and Hauser (2002)	Develop computer and web-based interface tools which enable R&D representatives to directly interact with consumers during laddering interviews, since this can lead to a better understanding of the links consumers establish between product attributes and consumption outcomes.
Dahan and Hauser (2002)	Develop information-acceleration and virtual reality tools that allow consumers to develop knowledge structures about truly innovative concepts and prototypes, thereby facilitating the use of means-end theory in the context of discontinuous innovation processes.

Source: Costa et al. (2004).

The Means-End theory still has been applied in current research such as McGrath (2010), Tey et al. (2018) or Ronda, Valor, and Abril (2020). In tourism research, the application of the means–end chain theory has predominantly been adopted to focus on understanding tourist behaviour within a wide range of fields, for example, destination choice (Klenosky, 2002), museum and heritage visiting (McIntosh & Thyne, 2005), nature-based experiences (Frauman & Cunningham, 2001) and accommodation choice (Thyne & Lawson, 2001). According to McIntosh and Thyne (2005), it deepens the understanding of tourist behaviour by linking specific service attributes with personal values. According to this framework, personal values or personal evaluation of benefits are the starting points of the means-end chain which lead to the desired ending behaviour. As a result, the central focus of this theory is the significance of personal values in determining motivation or behaviour of an individual. Klenosky (2002) also pointed out that this theory is especially necessary for tourism marketing as it explains the relationship between push and pull aspects of motivation. For example, destination attributes are considered pull components while personal motives for the trip are regarded as push factors. Pull motives are viewed as “the means” and push motives are “the end”. Thus, one of most significant contributions of the

means-end theory is that it provides a solid conceptual framework for a more comprehensive understanding of traveller behaviour.

McIntosh and Thyne (2005) argued that to understand tourist behaviour, research has drawn on models, concepts, and theories from disciplines such as psychology, sociology, anthropology, marketing, among others, and one such contribution to understanding behaviour is the means–end chain theory. It focuses on the linkages among the attributes that exist in products (the means), the consequences for the consumer provided by the attributes, and the personal values (the ends) the consequences reinforce. Therefore, the means–end chain is a useful method and theory that can be applied to understand the subtleties of tourist's behaviour, and salient dimensions in their thinking.

Furthermore, while this research focuses on understanding tourist behaviour, the means–end approach also has potential application for understanding the values and behaviours of hosts, or of both parties in host-guest interaction. The application of the former methods to tourism, has benefits as both a qualitative research method and a conceptual model for understanding the meanings that tourists or hosts associate with the purchasing, consuming, or experiencing of tourism products and services, and the personal values that underlie their behaviour (McDonald, Thyne, & McMorland, 2008).

In this research, means-end theory is employed to examine the factors that are influential for the business traveller's destination choice. Particularly, pull factors related to destination attributes and push factors (professional and personal motives) that attract and influence business travellers to a particular destination are investigated. Hence, the means-end approach can be regarded as one of the principal theories explaining the relationships between motivation and satisfaction, and how this association leads to behavioural intentions of business travellers.

Expectancy – Disconfirmation Model

Initially, the Expectancy-Disconfirmation theory was developed to illuminate how different outcomes are established after the product or service has been experienced (Chiang, 2009; Jessie & Neil, 2004; Oliver, 1980). Notably, this theory assumes that before the customer

purchases a product or service, their expectations have been formed. This model can be conceptualized as a four-stage process. First, the consumers formulate expectations regarding a product. Second, they make certain attributions regarding the performance of that product, and then compare their perception of the product's performance against their initial expectations. The final stage in the expectancy disconfirmation process is the consumer's determination of how well the product "measures up" to their initial expectations (Van Ryzin, 2005). The judgement regarding the product or service could be better than, worse than, or equal to what they expected. For example, a consumer might experience positive disconfirmation, wherein his/her expectations are exceeded (increases likelihood of satisfaction). Negative disconfirmation is another possibility and occurs when the consumer's expectations are not met by the product or service performance (decreases likelihood of satisfaction). Finally, zero disconfirmation occurs when performance matches expectations (no effect on satisfaction that is satisfaction is achieved).

Although disconfirmation is hypothesized to have the largest effect on consumer satisfaction, research shows that disconfirmation is not the only direct effect.

The expectancy disconfirmation model not only explains satisfaction with product performance, but also service satisfaction. In tourism, this model is also often used in marketing to investigate tourist satisfaction, focusing on the comparison of prior expectations and the real experience (Jessie & Neil, 2004). As a result, the degree of customer satisfaction leads to various confirmations. Typically, two types of outcomes occur: positive disconfirmation and negative disconfirmation. The positive evidence comes when the experience with the products/services is better than the formed expectations. On the contrary, negative disconfirmations are caused when the real experience is below the previous expectations about the products or services (Chiang, 2009).

While there are a variety of models explaining the relationship between the pre-experience and post-experience stage, the model suggested by Knutson, Beck, Kim, and Cha (2010) is considered one of the most comprehensive (refer to Figure 3.1). The concepts of expectations, promotional activities, word of mouth (WOM), and personal memories from previous experiences are the major constructs of a prior trip. Whereas, at the post-

experience stage, the key outcomes involve personal perceptions of the experience, the value that they attach to the experience, and the satisfaction.

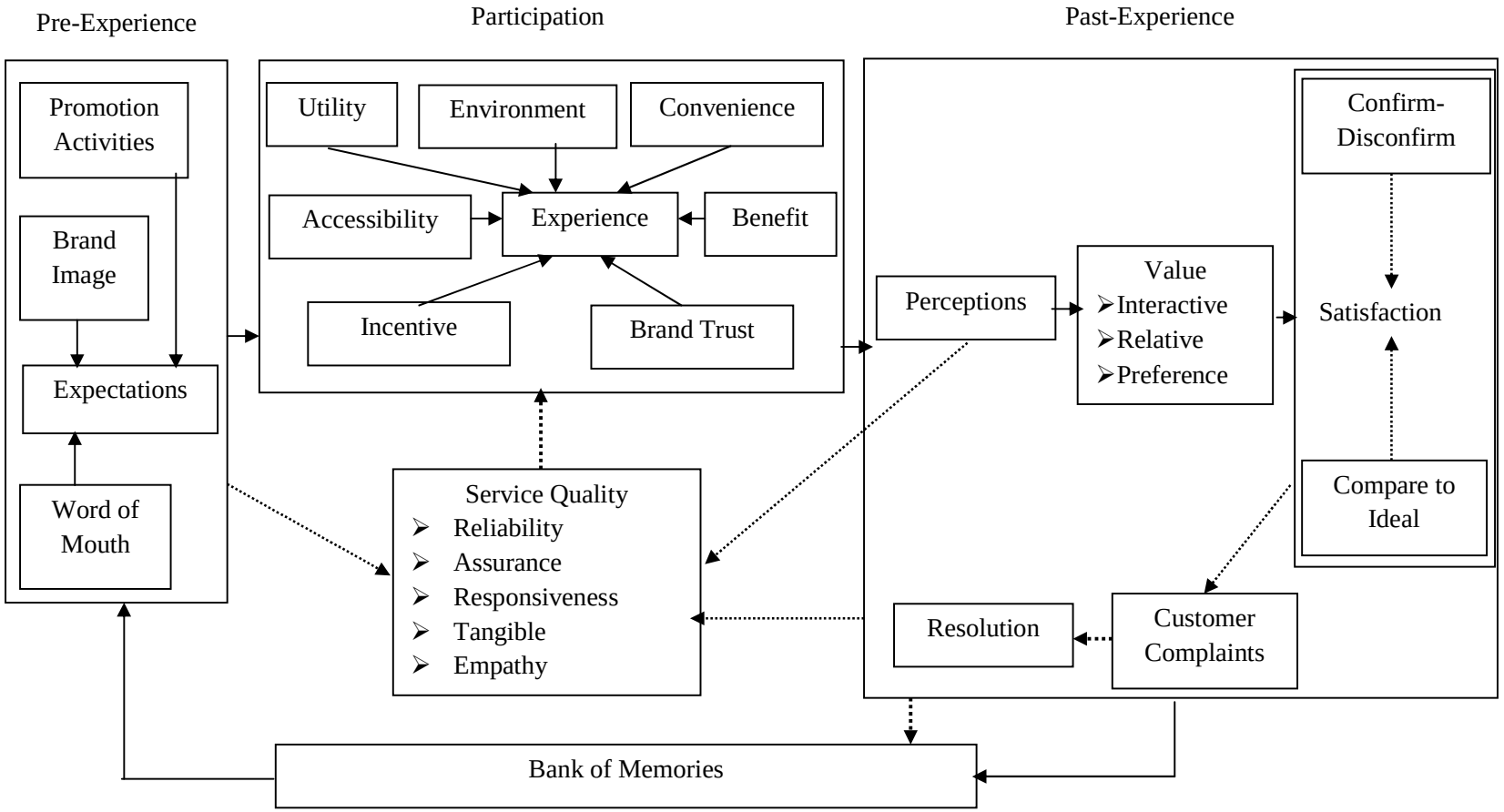


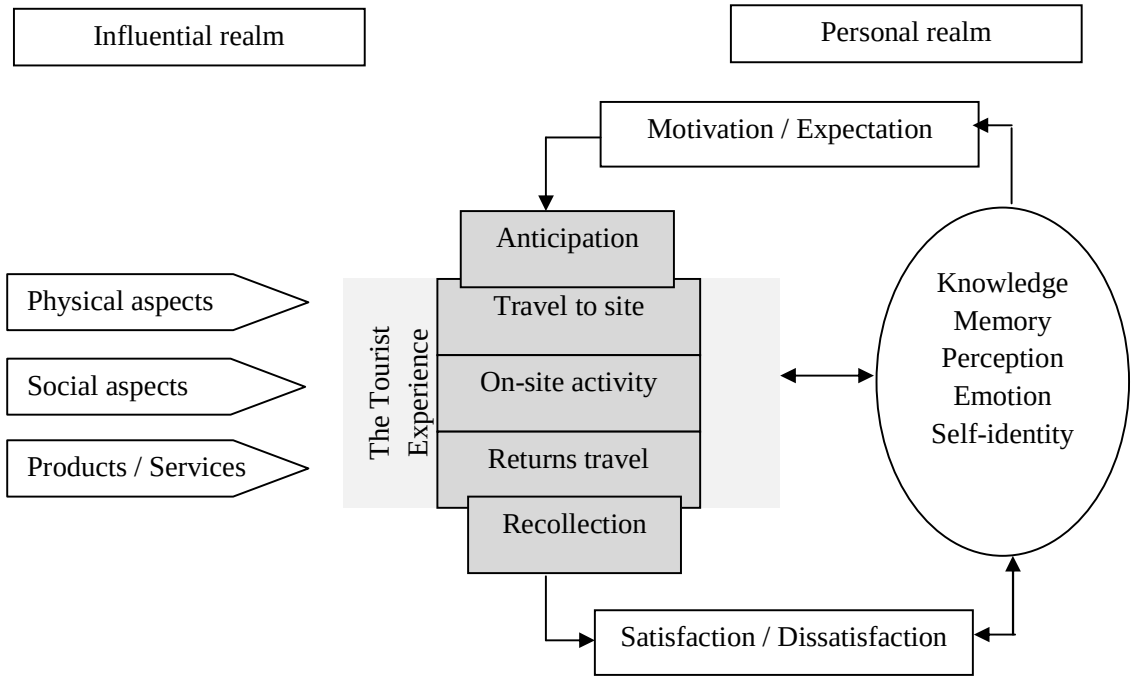
Figure 3.1: Model of the Experience Construct

Source: Knutson et al. (2010).

As such it is necessary to comprehend what tourists expect before the trip. Accordingly, the relevant data must be collected before the consumer experience takes place to measure the expectations more precisely. YI and Xinran (2009) suggested that experience from product use can display sole satisfaction determinants through cognitive cues. As such, in some cases, adjusted or adaptive expectations will be used to replay the original expectations if the data collection is carried out after the services are provided (Ramo´n et al., 2012). Far from influencing consumers' perceived satisfaction, adjusted expectations could act as mediators in the relationship between experienced satisfaction and repurchase intention.

As theorised by Cutler and Carmichael (2010), the model describes the elements of visitor satisfaction/dissatisfaction, including influential realm (physical aspects, social aspects and products/services), personal realm (motivation/expectation), the tourist experience (anticipation, travel to site, on-site activity, returns travel, recollection) and knowledge/memory/perception/emotion/self-identity. Figure 3.2 has shown the overview of the various dimensions of the tourist experience.

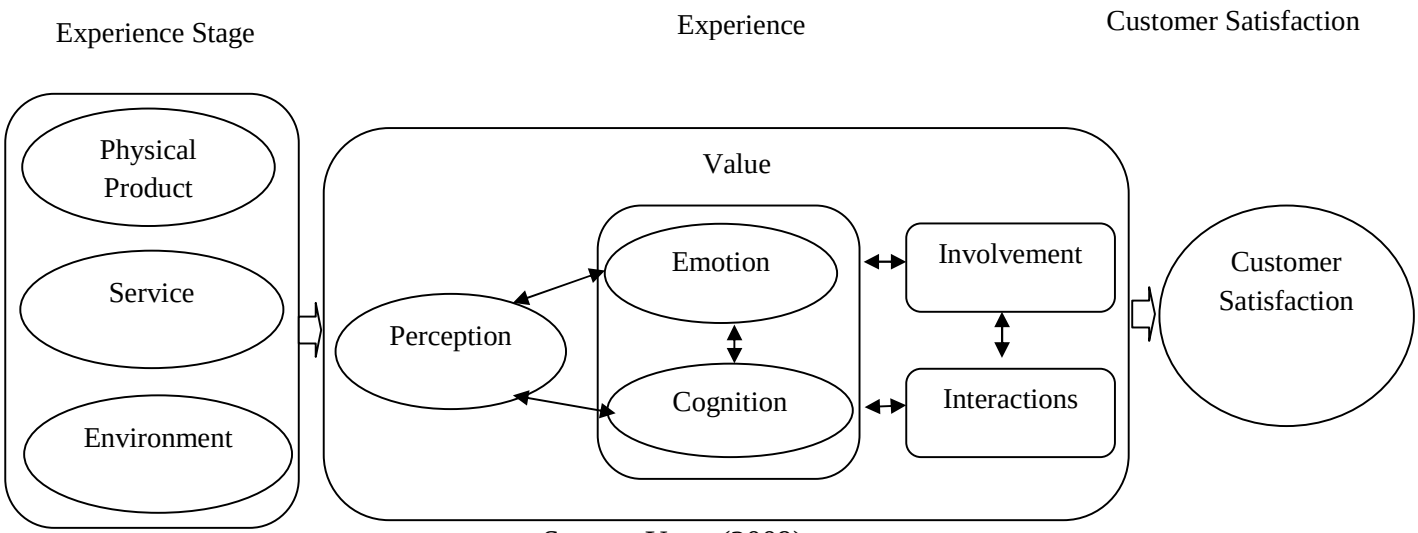
Figure 3.2: The Tourist Experiences Conceptual Model of Influences and Outcomes



Source: Cutler and Carmichael (2010).

The complexity of the "Experience Stage", "Experience" and "Customer Satisfaction" has been incorporated in a study conducted by Yuan (2009) (refer to Figure 3.3). In the "Experience Stage", the three elements: physical product, the service, and the environment are mentioned. These factors are supposed to have significant impacts on either client satisfaction or dissatisfaction with the overall experience. However, due to the focus of this study on the measurement of perceived quality and satisfaction as the final outcome of the experience, there is a weakness in the first stage of experience (expectations) and the last stage (the future behavioural intentions) is missing.

Figure 3.3: Relationships among components of hospitality experience, service, and customer satisfaction



Source: Yuan (2009).

All of the above models and studies have confirmed the significance of applying Expectancy-Disconfirmation theory in tourism research. Thus, this study applies this theoretical basis to explain the differences in expectation and experience of business travellers via the conceptual model. The use of improved expectations for tourist satisfaction and behavioural intentions in this study alters the goodness of fit of the original ones.

Tourism Consumption System

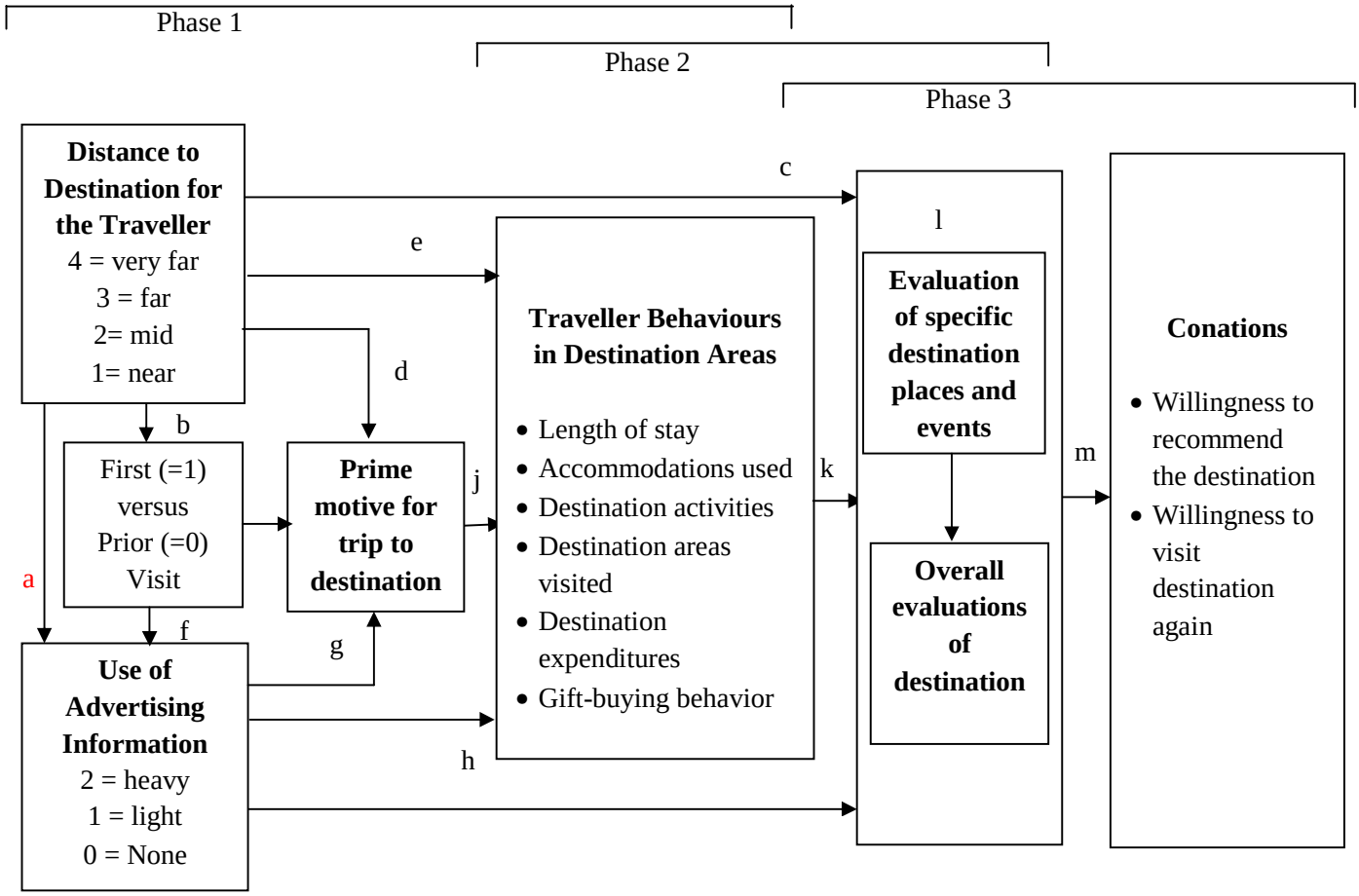
According to Woodside and Dubelaar (2002), the central proposition of a tourism consumption system theory (TCS) is the influence of activities on the thoughts, decisions, and behaviours prior to, during, and after a trip. A mixture of relationships among multiple sets of variables, including background variables, destination marketing, prior trip behaviour, destination attributes, micro and macro evaluation and satisfaction, and post-trip reflection have effects on traveller decisions and behaviour. This approach is useful for tourism marketers and practitioners in general. Suggestions are provided for analysing TCS to increase the effectiveness of tourism marketing strategies. Table 3.2 below shows the relationship among multiple sets of variables in TCS.

Table 3.2: Relationships among Multiple Sets of Variables in TCS

Variables	Details
Background variables	Demographic, psychographic, and social.
Destination marketing and related service marketing influences	Destination advertising Web sites and offers to provide inquirers with free visitor information guides (VIGs) and the information and persuasiveness of these VIGs; related service marketing influences include event and attraction marketing and advertising by car rental firms, restaurants, and accommodations.
Behaviours prior the trip	Search for information, and plan the current trip.
Choices and behaviours	Involves the attributes: types of transportation, travel routes, accommodation, local attractions, food and beverages, goods purchasing.
Micro and macro evaluations and satisfactions	Regarding individual and global consumption events occurring during the trip.
Conations	Willingness and intentions to repeat the tourism-related consumption events, such as visiting the same destination in the future.

Source: Woodside and Dubelaar (2002).

Figure 3.4: Model of Distance, use of Advertising Information, and first/prior visit Behaviour on Prime Motive, Travel Destination Behaviours and Outcomes



Source: Woodside and Dubelaar (2002).

Rather than focusing on only the destination choice decision, the application of this theory (as can be seen in the Figure 3.4 above) can help with a deeper understanding of multiple decisions and actions by considering tourism behaviour as a consumption system (Woodside & Lysonski, 1989). Therefore, this theory is useful for both tourism marketers and practitioners to identify and build up marketing strategies to attract visitors from each major origin. As a result, the authors emphasized that the product and communication strategies for destination marketers, and marketers of tourism services can centre on the trip activities actually done by each segment, and the experiences they evaluate.

The theory has been tested with leisure travel behaviour in order to help deepen the understanding of the streams of thoughts and actions by travellers prior to, during, and after travel. However, in the context of business travel, there is limited research application, and this study applies TCS to investigate the behaviour, and decision making of business travellers as a specific segment. This thesis, therefore, uses TCS as one of the leading theories to explain business traveller behaviour in regard to the interrelationships of various aspects in the decision process.

The integration of three theories in explaining the relationships of variables in the proposed conceptual framework

The proposed conceptual framework has been formulated based upon the three theories above (see Figure 3.5 below). In this model, means-end theory and the theory of tourism consumption system have been integrated. There is an overall tourism consumption system that comprises the impact on travel patterns of demographics, funding, length of visit, travel party and experience in visiting. It also comprises the impact of destination attributes (including tourist attractions, food and beverages, transportation, and accommodation). This consumption impacts upon tourist satisfaction as a total system. These components are consistent with the recommendations in research done by Millán et al. (2016) and Yen, Da Gama, and Rajamohan (2008) in which business travellers are affected by destination, travel, and work-related issues.

In this model, means-end theory and the theory of a tourism consumption system have been integrated to explain the effects of personal travel characteristics; professional and personal motivation; and destination attributes to future travel decision-making. These components are consistent with the recommendations in research done by Millán et al. (2016) and Yen et al. (2008) in which business travellers were affected by destination, travel, and work-related factors. The personal travel characteristics include five essential items including social-demographic characteristics, funding source, travel party, the length of visit and frequency of travel. The motivations of the trip are classified into two fields: professional motives which relate to work or employment, and personal reasons. These components are

also mentioned in the theory of a Tourism Consumption System summarized by Woodside and Dubelaar (2002).

Within the tourism consumption system, means-end theory is used as an approach to the way in which satisfaction leads to behaviour. Personal values or personal evaluation of benefits lead to 'the desired ending behaviour'. As such personal satisfaction, or the degree of satisfaction leads to the behavioural outcome.

Also in this framework, four main factors of destination attributes necessary for any traveller's experience are defined as tourist attractions, accommodation, transportation, and food and beverage, which are also suggested by (Millán et al., 2016). The Expectancy-Disconfirmation model, which is often used in investigating tourist satisfaction, focusing on the comparison of their prior expectations and their actual experience (Jessie & Neil, 2004) will be applied. Accordingly, the impact of both cognitive and affective perceived value received from the real experience of visitor satisfaction will be examined as it emphasizes the consumption experience and consumer's cognition, as well as the emotional aspect of the experience (YI & Xinran, 2009). Additionally, tourists experience will lead them to reflect upon their level of satisfaction. Satisfied consumers are more likely to revisit the same destination (Pizam et al., 1978). Moreover, they could refer their friends and relatives to come to the places where they received high-quality experiences (Bargi & Devkant, 2015).

Consequently, the overarching theory of a tourism consumption system involving multiple sets of variables leads to overall consumption, but the satisfaction with that consumption is a personal evaluation which in turn is based upon a comparison of prior expectations with real experience.

In this way, the findings from the conceptual model can provide the stakeholders in international business travel to Melbourne, with a deeper understanding of the multiple consumption decisions. This understanding of the resultant level of satisfaction, leads to an understanding of the likely consequent behaviour in this research of Asian business travellers.

In summary, the variables, the advantages and disadvantages of the three theories and the conceptual framework application are mentioned in the Table 3.3 below.

Table 3.3: The comparison of three theories and the application in the conceptual framework of the current research

Theories	Advantages	Disadvantages	Variables	Application in the conceptual framework of the current research
Mean-End theory	A key predictor of customer decision	Do not include other variables (such as travel characteristics, micro or macro evaluation...) or focus on satisfaction.	Push and pull motivations	Push (personal and professional motives) and pull (destination attributes) motivations.
Expectancy – Disconfirmation model	An illustration of the relationships between expectation, performance outcomes and customer satisfaction.	Do not include other variables (such as travel characteristics, micro or macro evaluation...)	Expectations and performance outcomes, customer satisfaction, repurchase intention.	Overall satisfaction, Behavioural intentions (revisit/recommendation)
Tourism Consumption System	Multiple variables for decisions and actions.	This system provides general information for tourism consumption only, it does not focus on push and pull or satisfaction in details.	Prime motive for the trip, Background variables, destination marketing, prior destination, micro/macro evaluation, satisfaction, post-trip reaction.	Travel characteristics, Victorian State support, Behavioural intentions (revisit/recommendation)

3.4 CONCEPTUAL FRAMEWORK

Introduction

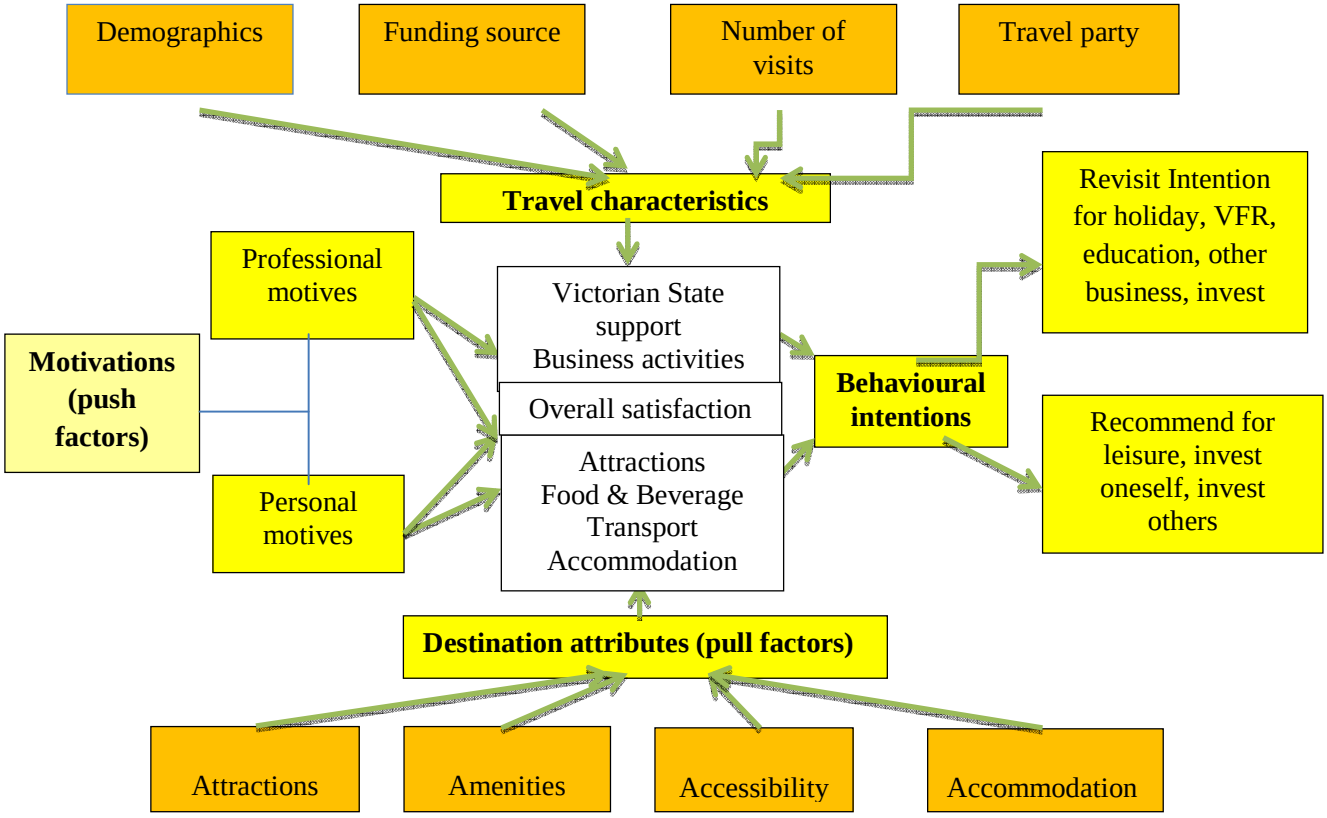
The previous chapters provided relevant literature involving international business travellers and the background for building a conceptual framework in this section. The proposed model explains linkages between various constructs and helps answer the research questions addressed in the first chapter.

Conceptual Research Framework

In the conceptual model, there are two dependent variables initially, satisfaction and behavioural intentions. Satisfaction is dependent upon the array of travel characteristics, motivations and attributes within the consumption system. In turn, investment behavioural intention is a dependent variable upon satisfaction.

The components of travel patterns, motivations and attributes are independent variables that are assumed to be unrelated with each other. Figure 3.5 places these concepts into a conceptual frame.

Figure 3.5: Proposed Research Conceptual Framework



The development of Hypotheses

The development of Hypotheses 1, 2, 3 and 4

As presented in Figure 3.5, the proposed conceptual framework consists of Travel characteristics which are assumed to have influences on satisfaction and future behavioural intentions. The literature review has shown that the role of these internal factors has been acknowledged by many scholars. People with different backgrounds in age, education, career or income are expected, based on the literature (Wijaya, 2014), to differ in thought, beliefs, and expectations. Previous studies have shown that socio-demographic aspects of travellers such as income, work status, education, employment type, age, and gender lead to many differences in travel patterns (Stead & Marshall, 2001), and also cause the different sized multi-destination trips (Tideswell & Faulker, 1999). The study conducted by Kim, Eves, and Scarles (2009) proved that demographic factors including gender, age, education, and annual income have significant effect on the future intention to consume services during their trip. The younger participants are likely more willing to try new experiences during their trip than the older travellers (Amuquandoh, 2011). In terms of gender, the study implemented by Ryu and Han (2010) confirmed that gender plays a significant role in the relationships between visitor's past behaviour and their behavioural intentions. Additionally, the linkage between the number of visits has also an impact on their behaviour during the trip. Thus, each defined characteristic will require separate specific hypotheses:

H1: The differences in demographic profiles of business travellers do not have differing impacts on their travel satisfaction.

H2: The differences in funding sources of business travellers do not have differing impacts on their travel satisfaction.

H3: The differences in the number of times the business traveller has visited Melbourne do not have differing impacts on their travel satisfaction.

H4: The differences in the travel party of business travellers does not have differing impacts on their travel satisfaction.

The development of Hypotheses 5 and 6

Traveller motivation is currently found in the literature to inform on the 'why' of travel. For the business traveller previous studies indicate purposes such as: to increase revenue, create new alliances, internal company matters and other personal reasons (Tani, 2005). These motivational factors play a significant role in the process of travel decision-making and, therefore, contribute to future behavioural intentions (Severt et al., 2007). As discussed in Section 2.5, push motivations including professional and personal motives are issues that drive people to visit, including personal motives and professional motives. Although there are a paucity of research on travellers for MICE purposes, the shortage of studies related to professional motives for business travellers who would like to enter a foreign market such as market-seeking, efficiency-seeking, cultural dimensions and business networks (Saleh et al., 2017). Additionally, personal motivations of business travellers, either financial or non-financial motives also should be investigated. Despite its importance, there is little research on the aspects of travel motivation for the business traveller, and this study hypothesizes that motivations influence satisfaction. Thus, this thesis proposes to examine the role of professional and personal motivations in connection to travel satisfaction. Again, separate specific hypotheses are required for each travel motivation and hypothesis 5 and 6 are:

H5: Professional motivations do not have differing impacts on travel satisfaction.

H6: Personal motivations do not have differing impacts on travel satisfaction.

The development of Hypotheses 7 , 8, 9 and 10

If push motivations including personal motives and professional motives drive people to visit, pull motivations (destination attributes) determine where, when, and how they travel (Martin et al., 2008). As apparent in Section 2.7, current research argues that destination attributes are influential to travel satisfaction. Although several authors believe that some travellers still revisit without the satisfaction with destination components, the bigger number of research concludes that if visitors are satisfied with the products and services of the destination, they tend to revisit (Millán et al., 2016; Yen et al., 2008). However, very few studies have investigated and confirmed this matter for business travellers.

In this thesis, four main factors of destination attributes necessary for any traveller's experience will be investigated. These destination attributes are defined as tourist attractions, accommodation, transportation, and food and beverage.

Local attractions are significant factors that differentiate a destination from other places, so they should be considered the first components of destination attributes (Baloglu & Love, 2001; Go & Zhang, 1997; Lawson, 1990). This study will examine the contribution of this factor on business traveller's satisfaction and hypothesis 7 is:

H7: Melbourne's visitor attractions do not have differing impacts on business traveller satisfaction.

"Amenities" or "food and beverage" is defined as non-marketed qualities of a locality that make it an attractive place to live and work (Power, 1988, p. 142). Therefore, "amenities" are also considered an essential item for any traveller (Garretsen & Marlet, 2017; Green, 2001). Hypothesis 8 refers to this factor:

H8: Melbourne's amenities do not cause differing impacts on business traveller satisfaction.

Another necessary component of destination attributes is "Accessibility" or "Transportation". It measures the quality of transportation infrastructure and traffic congestion (Eusébio & Vieira, 2013). Moreover, as the timeframe of business travellers is often pressured, convenience and safety of transportation are significant for completing work-related activities. Hypothesis 9 is:

H9: Melbourne's levels of accessibility do not cause differing impacts on business traveller satisfaction.

Although the number of business travellers is fewer than leisure or VFR visitors, their need for hotel use is much higher (Fawzy, 2010). Thus, accommodation is a significant destination attribute for business travellers (Baloglu & Love, 2001; Baloglu & Love, 2001; Bonn et al., 1994; Kirschbaum, 1995). The next hypothesis is:

H10: Melbourne's accommodation attributes do not cause differing impacts on business traveller satisfaction.

The development of Hypotheses 11 to 18

Satisfaction is known within current models (as discussed above) to influence future travel behaviour directionally. However, while studies find that leisure travellers are likely to come back if they feel satisfied, business traveller satisfaction remains largely unstudied. Indeed, some studies suggest that business tourists would revisit despite an unpleasant image (Millán et al., 2016; Yen et al., 2008).

According to Ajzen and Fishbein (1980), behavioural intentions are defined as what people intend to do in a particular situation, due to their beliefs or attitudes. In other words, the experiences and viewpoints of human beings play a significant role in their future behaviour. As discussed in Section 2.9, future behavioural intentions is involved with positively saying, recommending or remaining loyal; while spending more funds when people are satisfied with particular products or services (Zeithaml et al., 1996). In tourism literature, prior research findings also confirm that there exists a significant relationship among tourist satisfaction and the intention to return (Chiang, 2009). Moreover, they could leave positive comments or refer their friends and relatives to come to the places where they had high-quality experiences, according to Hutchinson et al. (2009). In terms of business travel, there are some different arguments that in several cases, although business visitors are not satisfied with the destination, if the business visitor achieves their professional purpose, they are satisfied with their trip and are more likely to return Millán et al. (2016). Thus, investigating business traveller satisfaction does not mean only paying attention to their feelings about the destination, but also the level of pleasure gained from their professional trip purpose. Therefore, besides investigating the issues that affect a trip as travellers for leisure or VFR purposes, it is significant for researchers to scrutinize the business environment of the host country. Specifically, in this case, there is a need to examine if business travellers are satisfied with the supportive services that the Victorian government offers, and if the business supporting services of the local government affect satisfaction and ultimately their future travel and business intentions. The next four hypotheses are:

H11: Business traveller professional satisfaction does not determine revisit intention for investment.

H12: Business traveller professional satisfaction does not determine revisit intention for other business activities.

H13: Business traveller professional satisfaction does not determine the level of speaking positively about Melbourne as a good place to invest.

H14: Business traveller professional satisfaction does not determine how strongly Melbourne is recommended as a place for other people to invest.

While professional satisfaction is assumed to have a relationship with future behavioural intentions, the study conducted by Millán et al. (2016) showed that business traveller emotions are likely to be influenced by two other factors: destination attributes and personal motives. Excluding the hypotheses related to destination attributes which have been previously discussed, the last four specific hypotheses are required for personal satisfaction and such intentions as word of mouth recommendation, feelings of emotive attachment and revisit intention. They are:

H15: Business traveller personal satisfaction does not determine revisit intentions for holiday.

H16: Business traveller personal satisfaction does not determine revisit intentions for visiting relatives and friends.

H17: Business traveller personal satisfaction does not determine revisit intentions for education.

H18: Business traveller personal satisfaction does not determine how strongly Melbourne is recommended as a destination for leisure purposes.

3.5 CHAPTER SUMMARY

This chapter has discussed several theoretical foundations and built up the conceptual framework and hypotheses of this research. The theories used to develop the conceptual model include the tourism consumption system, means-end theory, and expectancy-disconfirmation theory. The proposed model explains the linkages between various constructs including: individual travel characteristics; professional and personal motives; and destination attributes and traveller satisfaction and future behaviour. The proposed framework and hypotheses once tested should provide a deep understanding into the future behavioural intentions of the business traveller. In the next chapter, the researcher will discuss the research methodology and approaches which support the proposed framework and help collect data to test the hypotheses.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1 INTRODUCTION

In the previous chapters, the relevant literature, research aims, questions, theoretical foundations, conceptual framework and research hypotheses have been discussed. The current chapter provides the justification for using quantitative analysis to test the hypotheses developed in the previous chapter. The sampling types, size, procedures, data gathering methods, measurement tools, and analysis procedures are also discussed.

Section 4.1 provides a brief introduction to this Chapter. Section 4.2 further discusses the justification for the use of quantitative research. Section 4.3 describes the use of questionnaire surveys as the data collection method. The sampling is mentioned in Section 4.4. Section 4.5 discusses the pilot study. In Section 4.6, the reliability and validity of the data is analysed. Section 4.7 describes the data collection procedure, and the relevant items of the data analysis procedure are discussed in section 4.8. Following, several issues related to ethics are clarified, and the final section is a summary of this chapter.

4.2 JUSTIFICATION FOR THE SELECTION OF A QUANTITATIVE RESEARCH APPROACH

There is a broad decision to be made regarding the choice of analysis which is suitable for the research framework, which can be stated as a choice between qualitative, quantitative or mixed methods. According to Johnson and Onwuegbuzie (2004, p. 18), while qualitative research deals with “induction, discovery, exploration, theory/hypothesis generation, the researcher as the primary “instrument” of data collection, quantitative research focuses on “deduction, confirmation, theory/hypothesis testing, explanation, prediction, standardised data collection, and statistical analysis”.

Neuman (2006, p. 181) defined the process of quantitative research as "quantitative researchers begin with an abstract idea, follow with a measurement procedure, and end with empirical data that represent the ideas while “qualitative researchers often begin with empirical data, follow with abstract ideas, relate ideas and data, and end with a mixture of ideas and data”. Thus, in general, qualitative research pays more attention to respondent

experiences through conducting several data collection methods such as in-depth interviews, and document analysis. Therefore, the application of a qualitative research study often offers a deeper understanding of participant thoughts and feelings. On the contrary, quantitative research aims to test hypotheses for the purpose of generalization.

According to Veal (2005), quantitative methods involve statistical analysis in which numerical evidence is significant and relevant to hypotheses, in order to draw conclusions about a population based upon a sample, and to derive both theoretical and practical conclusions. Thus, conducting a quantitative study has the potential to clearly explain the relationships between antecedent factors, and an outcome of a specific theme (Neuman, 2011). The nature and major aim of a quantitative study is clearly defined by Brannen (2017, p. 5) :

> *"Quantitative research is typically associated with the process of enumerative induction. One of its main purposes is to discover how many and what kinds of people in the general or parent population have a particular characteristic which has been found to exist in the sample population. The aim is to infer a characteristic or a relationship between variables to a parent population".*

Before developing comprehensible hypotheses, it is necessary for quantitative researchers to extensively analyse the relevant literature and theory, to clarify the quality of the measurement process.

Quantitative methodology includes "a deductive approach; an ontological view that sees the world as consisting of causal relationships", "the use primarily of random sampling", "numerically-based data collection", and "statistical analyses" (Jennings, 2001, p. 228). As such a quantitative approach is the combination of variables and hypotheses that are linked to general causal explanations (Collis & Hussey, 2013).

The major reasons for conducting quantitative research is concluded by Williams (1992, p. 5):

> *"Quantitative methods are appropriate (1) when measurement can offer a useful description of whatever you are studying, (2) when you may wish to make certain descriptive generalizations about the measures, and (3) when you wish to calculate*

probabilities that certain generalizations are beyond simple, chance occurrences (including application in hypothesis tests)."

Considering the literature noted above, the conceptual model and the hypotheses derived, the present study falls within the requirements of quantitative analysis.

In the present research, the dependent variables are traveller satisfaction and behaviour intentions, theorized to result from various mediating, moderating and independent variables. Notably, push (professional and personal motives) and pull motivations play roles as independent variables while travel characteristics (demographics, frequency of travel, income, and so forth) are considered moderating variables. The traveller's satisfaction is considered a dependent variable because it is the result of the multiple factors: travel characteristics, push and pull motivations. The traveller's investment behaviour intentions are also another dependent variable which are assumed to be caused by the satisfaction.

The utilization of questionnaire surveys as the method for data collection will be described in the next section. To ensure the quality of the survey questionnaire, the relevant tourism literature was critically reviewed, and variables generated from previous studies adopted. The following sections will also specify the data collection procedures.

4.3 THE USE OF QUESTIONNAIRE SURVEYS AS THE DATA COLLECTION METHOD

The justification of questionnaire surveys in quantitative research

Although several data collection methods such as observation or secondary sources have been used in quantitative research, the most common approach is the questionnaire survey. According to Sapsford (2006, p. 12): "Survey as a research style that involves systematic observation or systematic interviewing to describe a natural population and, generally, draw inferences about causation or patterns of influence from systematic covariation in the resulting data".

Flexibility, ease of use, and lower costs are the advantages of this data collection type over other choices and hence the capacity to draw a larger sample, and thereby increase the

probability of capturing the relevant parameters (Jennings, 2001). A survey can "help collect a large quantity of data in a relatively short period of time" and "when multiple choice items are used, it is easy to classify answers and calculate their frequencies" (Thomas, 2003, p. 69). Jennings (2001, p. 228) also pointed out that "quantitative methods dominate tourism and hospitality research, and especially the use of surveys.

Surveys have their roots in census data collection by government. Saunders, Thornhill, and Lewis (2007) argue that standardised questions in a survey are considered the most efficient instrument to collect ideas from a large sample. It is also a useful tool to understand what the respondents think or feel about a chosen subject (Collis & Hussey, 2013). Therefore, in the quantitative study, it is significant for the development of each question in the questionnaire survey. Carefully writing questions and designing superior questionnaire layouts are the two major points which should be seriously considered according to Fowler (1995). Given the significance of research questionnaire development, it is important to make survey questions clear so that any misunderstanding in wording can be avoided. Consequently, the language used should be as simple as possible to increase rapid understanding. Additionally, the length of the survey should not exceed twelve pages (Fowler, 1995). Although to some extent the length depends upon the method of administration and the way in which the questions are asked (for example, open or closed questions).

In the present research, questionnaire surveys were chosen with the objective to gather information from a large sample of participants (refer to Appendix 3). Given the data is collected from businessmen in a wide range of industries, with potentially varying motives and independent measures, a large sample was considered essential to capture the breadth of possible responses within a sample. In this thesis, the questionnaire survey explores the travel patterns, professional and personal motivation of the business traveller, the significant components of the destination, and the effects of these attributes on their satisfaction and future travel, as well as potential future behaviour.

Questionnaire development

According to Jennings (2010), the design of a questionnaire will reflect on successful data collection, and the data analysis process directly impacts on response rates, reliability, and validity. Accordingly, the response rate is one of the most significant indicators to imply how well the researcher has been able to achieve responses from respondents in a sample. A high response often means the questionnaire survey is easy enough to read and answer.

Reliability and validity are the two essential instruments tested in the pilot study and also in the main research, before the analysis. While reliability represents the consistency and stability of the research instrument (Saunders et al., 2007), the validity explains if an empirical indicator well fits together with the conceptual definition of the construct that the indicator is supposed to measure (Neuman, 2011). Thus, it is significant for researchers to carefully design a questionnaire survey to comprehensively collect rich data.

The first draft of the survey questionnaire was based on a comprehensive literature review relevant to the research conceptual model and as discussed in Chapter 2. Using previous research on related topics, the questions cover all components of the proposed conceptual framework. They involve classifying travel characteristics, motivations, destination attributes in relation to satisfaction, and ultimately lead to the differences in future behavioural intentions. The questions were then made specifically relevant to Melbourne where a location was needed.

Based on the response from a pilot study prior to the main survey, further effort was conducted to amend and improve the questionnaire. This will be discussed in detail in section 4.5. As a result, the final questionnaire survey (see Appendix 3) with twenty-two open-ended and close-ended questions was designed. These questions covered all parts of the conceptual framework and related specifically to the need to test the stated hypotheses.

Closed Likert scale questions use six different levels, which was decided on the basis that it forced respondents to think about the direction of their answer, by not providing a middle undecided option for "fence-sitting" (Tolmie, Muijs, and McAteer (2011, p. 38). It is also argued here that business decision makers would be more acceptable of the need to decide the direction of their answer.

Screening questions

The first two questions were designed to ensure that all the respondents are qualified to be involved in the survey. The first close-ended question asks the current place of residence and only those who chose either “China”, “Vietnam” or “Singapore” could proceed. The second part of the first question provides informants several options to choose multiple cities that they have travelled to for business purposes in the past three years, with only those who included “Melbourne” proceeding ahead.

Travel characteristic classification

The second section of Part A, aims to gather information about basic demographics and recent trips by the business travellers. Thirteen questions relate to traveller characteristics including: gender, age group, highest level of education, current employment and position, current working industry and the industry they are looking to invest in, their work experience, the source of funding for the trip, travel companions, and strategies for obtaining relevant tourism information. Category questions were designed to classify the respondents into groups. The questions include both open-ended questions (requiring instructions) to get deeper insight into respondent travel characteristics, and close-ended questions with a fixed response (Neuman, 2011).

Measuring motivations

The following section (Part B) explores the professional and personal motivations of travellers, where the variables have been selected from previous literature. Refer to Section 2.5 which summarises the items derived from the literature to be used to measure business traveller professional and personal motivations.

To measure professional motives, twenty-three items have been selected. The first eight describe the general motivations for the business trip overseas (market-seeking, efficiency-seeking, take advantage of available resources, follow competitors, exploit economies of scale and seek greater efficiencies in operation, source technology, business network and an

entrepreneurial aspect). The next six items are the particular motives for coming to Australia and Victoria to conduct a business activity (safe place, stable political climate, and the impact of national investment agency, Victorian Government policies, and Victorian Government post investment support).

Following on are specific variables related to Melbourne (high investment rates of return, quality investment advice, number of investment companies based in Melbourne, and the high rate of growth). The last five items are the supporting services available in Melbourne for foreign businessmen to invest in Melbourne (FinTech hub, fund management, banking, legal and accounting services).

For personal motives, fourteen motives are developed. Although the first six items (holiday, relaxation, escape from routine, visiting relatives and friends, shopping, and visiting new places) are general ones for any trip, the rest are more focused on the personal reasons for coming to Melbourne (festivals and events, lifestyle, night life and entertainment, natural attractions, cultural attractions, historic sites or museums and education purposes).

These questions are all measured by a six level Likert scale (1 not important to 6 very important).

Measuring destination attributes

One of the most important sections of Part B of the survey, is the section examining destination attributes from a business traveller's viewpoint. This does not only contribute to explaining pull factors related to visitor satisfaction, but also can be used as an indicator for return behaviour for leisure purposes in the future. A range of variables have been determined to assess the major constructs of the destination attributes in the tourism sector. Here a set of measurement items was chosen for calculating destination attributes based on the broad literature review (refer to Section 2.6).

Four questions were designed to examine the most relevant destination attributes: Melbourne's accessibility, accommodation, attractions, and food and beverage. For accessibility, both private car and public transport (taxi, train, tram, bus) are examined in

relation to convenience, facilities, and costs. For accommodation (hotel and own house or relative's house) ratings are based upon the helpfulness of staff, the facilities available, and prices. The following section rates the significant attractions in Melbourne such as Federation Square, Royal Botanic Gardens, Queen Victoria Market, Southbank and the Arts Centre, National Gallery, Museum and the Royal Exhibition Building. In terms of food and beverage, the types of amenity (Asia, Western, American, and Australian) are assessed for variety, quality, cost and freshness. These questions also applied a six-point Likert scale of importance, ranging from 1 (totally disagree) to 6 (totally agree).

Measuring satisfaction

As discussed in Section 2.8, the evaluation of business traveller satisfaction has been assumed to result from three main constructs: travel characteristics, push motivation, and pull motives. The main purpose of the last section of Part B is to understand the level of satisfaction by business travellers in relation to the degree of pleasure with the destination attributes, and their achievement of their professional and personal goals. These questions also applied the 6-point Likert-type scale that ranged from 1 (total disagree) to 6 (total agree) for seven selected satisfaction items.

Measuring behavioural intentions

The last Part C of the questionnaire contains three questions examining the future behaviour of business travellers after their trip to Melbourne. As mentioned in Section 2.9 of the thesis, the literature review indicates that the behavioural intentions can be measured by their plan to revisit, speak positively and recommendation for their friends and relatives. Hence, the last two questions use a six-point Likert scale (1=totally disagree; 6= totally agree) to measure the level of agreement with future recommendations about Melbourne to friends, colleagues or relatives, and the level of possible revisiting (1 = very slight possibility; 6 = certain).

4.4 SAMPLING

According to Teddlie and Tashakkori (2009, p. 171), the probability "sampling technique involves randomly selecting specific units or cases so that the probability of inclusion for every member of the population is determinable". Wretman (2010) pointed out the main characteristic of probability sampling is the use of some known randomization mechanism. Each unit in the population is to have a strictly positive inclusion probability and the probability of each possible sample is known when the procedure is used.

The three basic types of probability sampling include random sampling, stratified sampling and cluster sampling. Additionally, the mixture of at least two techniques is regarded as multiple probability (Teddlie & Tashakkori, 2009). According to Creswell (2014, p. 158) "… random sample, in which each individual in the population has an equal probability of being selected. With randomization, a representative sample from a population provides the ability to generalize to a population". Whereas "… stratification means that specific characteristics of individuals are presented in the sample and the sample reflects the true proportion in the population of individuals with certain characteristics" and "researchers should identify whether the study will involve stratification of the population before selecting the sample" (Creswell, 2014, p. 158). The advantage of this type of sampling is the assurance of the representation of all groups in the population needed, but it also requires accurate information on the proportions of each stratum (Acharya, Prakash, Saxena, & Nigam, 2013).

In this study, the sampling frame was made up by respondents from three countries selected from North East and South East Asia. Firstly, it is possible to stratify the population according to nationality (China, Singapore and Vietnam) so as to have an equal number of subjects (N=200) from each country. As such, the most appropriate sampling technique for the current quantitative research is stratified random sampling, combining stratified sampling with random sampling.

In terms of sample size, although there are no fixed rules for the exact number of respondents in a quantitative study, several recommendations have been suggested by researchers. According to Hair, Anderson, Babin, and Black (2010), the minimum size for data collection is 100 cases, and more should be applied in the case of multivariate

statistical analysis. Zikmund et al. (2013) suggest another way for calculating the number of respondents necessary for quantitative research based on the minimum ratio of response to items, for example, 10:1. Under this approach the sample obtained for this study should be a minimum of 220 as there are 22 items in the survey. Other researchers, such as Kline (2015) believes that in order to obtain reliable data for analysis, the sample size should be big enough if it is 200 cases or more. Comrey and Lee (2013) suggest that 500 participants are considered as a great size and 1,000 as outstanding for conducting studies. The above discussions suggest that the sample size depends on: (1) the analysis types, (2) the tolerance of margin of error, (3) the total population size and also (4) the level of confidence the research has in collecting the required data (Saunders, 2011). However, it would seem that confidence in data collection should not justify an inadequate sample size, and cannot be a justification for sample size selection.

Having considered the above points, in this study, the sample size is 600 participants, sufficient for further statistical analysis for a number of reasons. First, this number meets most of the above requirements. Second, as the sample was stratified by three countries, 200 respondents for each country is considered viable for multivariate analysis.

Before employing respondents to participate in the study, an Ethic application was sent and approved by Human Research Ethics Committee (application ID: HRE18-052). The application has been deemed to meet the requirements of the National Health and Medical Research Council (NHMRC) 'National Statement on Ethical Conduct in Human Research (2007)' by the Victoria University Human Research Ethics Committee.

The participants were required to be at least 18 years old. They were given an information paper to read through and a consent form to sign (refer to Appendix 2). The information paper provided the respondents with a brief of the study, and any risks they may face. As the survey was anonymous, the risks were very low. In addition, respondents had to sign a consent form to show they volunteered to be involved in the study. A professional agency that regularly undertakes University based survey work was responsible for the data collection. The survey questionnaires were distributed to the target sample. When the surveys were returned, the author promptly reviewed, to check if all sections were

completed, to reduce the problem of missing data. The role of the agency is discussed in detail in section 4.7.

4.5 PILOT STUDY

As discussed, the design of a questionnaire plays a significant role in the response rate, the reliability and validity of the data collected, according to Saunders et al. (2007). Hence, in collecting the data the following points were carefully considered. First, the design of individual questions should be clear not only for the explanation of the purpose of the questionnaire, but also the wording of the question. Second, pilot testing must be conducted.

Accordingly, one of the most significant parts of the pre data collection procedure is conducting a pilot study. The results from the pilot study can be an effective instrument to inform the researcher if the questionnaire is designed well enough to address the research questions (Neuman, 2011; Sekaran & Bougie, 2003). The pilot can help to reveal the questions that can cause any confusion for participants and help confirm if the questions are well understood. This procedure can also reduce potential biases from respondents completing questionnaires. The general objectives to guide the pilot testing concluded by Punch (2003, p. 34) are:

(1) Newly written items and questions need to be tested for comprehension, clarity, ambiguity and difficulty in responding. We need to ensure that our data collection questions "work" in the sense that people can quickly, easily and confidently respond to them.

(2) The whole questionnaire needs to be tested for length, and for time and difficulty to complete.

(3) The proposed data collection process itself, of which the questionnaire is the main feature, needs testing. This includes issues of access and approach, ethical issues, covering letters, and so on. Care taken during this stage is likely to help increase response rates.

The survey questionnaire was originally developed in English. It was then translated into Chinese and Vietnamese by professional translators for participants from China and

Vietnam respectively. English is applied for participants from Singapore. Although English is largely the second language in both Vietnam and China, the Chinese and Vietnamese versions were considered necessary for participants to feel confident enough to finish the surveys. The accuracy of the translated survey instrument for each country was reviewed and confirmed by two scholars, who are professionals in English-Vietnamese and English-Chinese. After this procedure, a pre-test prior to the main survey was undertaken to Chinese and Vietnamese participants to make sure that the language used in this questionnaire was easily read and understood. As discussed, translation was not considered necessary for business travellers from Singapore.

According to Blumberg, Cooper, and Schindler (2011), 20-50 participants is considered the adequate sample size in a pilot study to provide feedback and identify any potential weaknesses associated with a questionnaire. The principal benefit of conducting a pilot study is to provide researchers with an opportunity to make adjustments and revisions in the main study (Kim, 2011), it can also help to test and adjust the administration process.

In light of the above considerations, a pilot study was conducted. A stratified random sampling technique was applied to select the sample members. The pilot study was conducted with the three markets: China, Singapore and Vietnam with the target of thirty respondents for each market. It was carried out online in May 2018 by utilising a free online survey. The participants were asked to provide constructive feedback regarding the quality of the questionnaire as well as answer the questions. The focus was on whether the content and the language/wording used in each question was clear and the survey structure easily followed and completed. Despite the extent of the pilot survey no changes were actually made to the original survey, as no problems were identified in the pilot study.

4.6 RELIABILITY AND VALIDITY ANALYSIS

According to Askham et al. (2013), the six core dimensions of data quality are: completeness, uniqueness, timeliness, validity, accuracy, and consistency. In order to assess the completeness of data quality, the researcher should make sure that all data sets and data items are recorded. The consistency means that the author can match the data set across data stores. The validity of data quality happens when the data matches the rules.

To check the quality of data, pilot tests were carried out before the main surveys were distributed. As already discussed, the reason is that the design of a questionnaire plays a significant role in deciding not only the response rate, but also the reliability and validity of the data after it is collected (Hair et al., 2010).

Reliability

As defined by Punch (2003, p. 42) “reliability means stability of response. Would the same respondents answer the same questions in the same way if they were asked again? If they would, our questions provide data with high reliability”. Hence, "measurement reliability means that the numerical results produced by an indicator do not vary because of characteristics of the measurement process or the measurement instrument itself” (Neuman (2006, p. 189). Consequently, reliability refers to the consistency or stability of a measurement (Saunders, 2011). This is linked to the objectives of the research. Accordingly, having a reliable measurement empowers the instrument to work consistently well at different times and under different conditions. Reliability is a statistical measure of how reproducible the survey instrument’s data are (Litwin & Fink, 1995), and it is checked by literally measuring twice and looking at the agreement of the two measures. It is essential for validity: if you are not measuring reliably, then you cannot be measuring the desired item validly (Sapsford, 2006).

Given the importance of reliability and in order to obtain stable and reliable responses on all questions in the questionnaire, researchers should make significant effort to maximise the reliability of the responses. According to Collis and Hussey (2013), three ways could be used to: (1) test re-test method; (2) split-halves method; and (3) internal consistency method. In order to determine the internal consistency of the survey instrument and improve reliability, Cronbach's coefficient alpha is widely applied.

Nunnally (1978) believed that as Cronbach alpha values are quite sensitive to the number of items in the scale, and the alpha coefficient tends to be low for scales with fewer than ten items, the possibility of having a lower alpha often exists, the smallest value of Cronbach's coefficient alpha should not be less than 0.5. According to Tolmie et al. (2011, p. 148), “as a result, certain benchmark values have been proposed in order to interpret these: $\alpha<0.6$

poor; 0.6<α<0.7 adequate; 0.7<α<0.8 good; 0.8<α<0.9 very good; α>0.9 perhaps too good" Additionally, other researchers such as (Hair et al., 2010; Saunders, 2011) agree the cut-off value for Cronbach's alpha is higher at 0.70.

In this study, the estimated Cronbach alpha coefficient for the main constructs of benefits-based motivation, destination attribute, travel satisfaction and behavioural intentions are presented in Appendix 4. The results show that all Cronbach alpha coefficients are from .889 to .989, demonstrating very good results that indicate the measurement scales are highly suitable for collecting the sample data.

Validity

According to Neuman (2006, p. 192) "measurement validity is described as how well an empirical indicator and conceptual definition of the construct that the indicators are supposed to measure fit together". In other words, the main reasons for applying the validity scale are: (1) to examine if the questionnaire has been developed appropriately enough; (2) to undertake refinement of the questionnaire; and (3) to check for construct validity of the instrument (Neuman, 2006). Thus, validity is related to earlier pre-test and refinement stages so that misunderstandings about wording or expression in the questionnaire can be avoided if needed. Therefore, it shows how well it measures what it sets out to measure (Litwin & Fink, 1995). To clarify this issue, Punch (2003, p. 42) stated: "Validity means whether the data represent what we think they represent. The general validity question for survey questionnaire data is: Do the responses which I have, and which I will score, really measure the variables which I think they measure? The issue here is also whether respondents answer honestly and conscientiously?"

According to Tolmie et al. (2011), the formal definitions of different types of test validity illustrate the problem (concurrent validity, congruent validity, predictive validity, construct validity and face validity) while Creswell (2014, p. 160) suggested that there are three broad types of validity: "content validity, predictive or concurrent validity and construct validity". Content validity is used to measure if the content measures what is intended to be measured. The scores of predictive or concurrent validity predict a criterion measure.

The last type, construct validity questions if items measure hypothetical constructs or concepts.

In this study, the selection of two types of validity analysis: content validity and construct validity was implemented. As content validity illustrates how well a measurement assesses the subject matter, this requires the researcher to undertake a review of the relevant literature and also seek advice from expert scholars to gain feedback when developing and refining the instrument. In this study, first, the researcher carefully reviewed and discussed all items of the conceptual framework in Chapter 2. Second, the author also looked for advice from two experts in tourism and hospitality. Their expertise was used to confirm the suitability of the research instrument development, which were not solely linked to technical aspects such as wording, but also encompassed the development of each question to improve the content validity. Data collection methods and data analysis were also discussed. The next step after having advice from the experts to design the survey is undertaking a pilot study to test the reliability of the research instrument. A sample of each group of travellers (N=30) was used in the primary step of the pilot survey to recognise the weaknesses of the survey questionnaire, especially in language/wording. This also helped establish validity during the process of constructing the questionnaire.

Additionally, prior to the selection of items or empirical indicators, construct validity was also applied to verify the concepts, based on the careful review of relevant theoretical foundations. In a quantitative study, one of the most useful techniques to undertake construct validity analysis is the correlation calculation between individual items of the examined construct and the total score of each examined construct within the instrument (Zikmund et al., 2013). Accordingly, Pearson's bivariate correlation is used as the analysis technique of construct validity in this study (see Appendix 5).

The outcomes for using Pearson's bivariate correlation analysis show that most of the correlation coefficients between indicators of each item, and the relevant construct, were statistically significant (p value $\leq .05$). On this basis, the scale of validity is examined through testing the goodness of all items used to evaluate each dimension within the research model, and the results are displayed in Appendix 5.

4.7 DATA COLLECTION PROCEDURE

The use of Data Collection Company

Given the difficulties in finding participants for this study, (business travellers from China, Singapore and Vietnam), the researcher had to outsource an agent (AIP) who has the license, expertise, and own panel resources in data collection. This company has been a pioneer in online marketing research for the Asian region since 1999 and is one of the first companies to offer panels across Asia to international clients and provide industries with credible and quality responses that are representative of all demographics. This agent operates proprietary online panels in several countries, employing various recruiting methodologies to attract hard-to-reach demographic groups. These include IT decision-makers (ITDM), Business to Business (B2B), travellers, children, finance, automotive, and other difficult to reach audiences.

Particularly, when going into the field for this project, they invited panellists with the criteria: business people 18+, males and females nationwide, to take part in the online survey per country.

Sampling and the survey invitation process

The company's panel and mailing out system enables them to pre-select target groups according to the specified demographic profiles and apply randomized deployment within the target population to assure the representativeness of the sampling operation; in this case business travellers who have just returned from Melbourne to their home country having completed their business activity in the city. The company maintains the basic demographic and profile information for all members of their panels. In addition to general shared basic demographic profiles, all profiling questions, and the selection items are all localized to each country to assure the quality of the panel profiling.

The company's panellists are asked to provide their honest opinions for business and marketing purposes, and the community is based on the fundamental belief of the integrity of panellists. The panellists are typically invited to take part in a survey via an email invitation. The invitation includes the expected length of time required to answer the questionnaire, and links to the privacy policy, member agreement form, and Q&A portal.

Data quality and validation

The agent has formed exclusive and close partnerships with local sample providers, in carrying out surveys in these markets to prevent duplicate participation of members in the same surveys. The panels are sourced from portals that are not biased towards any particular demographic and are thus reflective of general market opinion. The partnerships with these sources are reviewed regularly in order to maintain a high level of quality.

As discussed, the company's mailing system randomly selects members to send invitations for participation, all data involving an individual member's participation in each survey are recorded. This is available upon request, conditional upon its relevance to a particular survey or client.

To ensure the quality of the surveys, the agent employs strict, on-going quality control practices to identify and remove questionable bad data, both upon registration and during periodic cleaning. These methods include but are not limited to (1) screening for registered information that is likely authored by the same individual; (2) comparing multiple sources of information to identify duplicate registrations; (3) noting suspicious data for future reference; (4) conducting 'trap' surveys to spot dishonest/click happy respondents; (5) conducting sign-up surveys upon registration to add as an extra layer of screening; (6) removing invalid e-mails and inactive members; (7) conducting sign-up surveys upon registration to add as an extra layer of screening; (8) cleaning data (data collection projects only). For example, when collecting the data from China, members are required to provide their ID number. Furthermore, methods to verify identity via SMS are also implemented to increase the verification authenticity for China. However, individual identification was not recorded as part of the final sample data for this research.

Policies and compliance

To join the company's online surveys, registrants must undergo a double opt-in process. Any registrant who wishes to join will be asked to fill in a preliminary registration form. A link is then sent to his or her registered e-mail address. A registrant will access the link, proceeding to the main registration page. Once this process has been completed, the

registrant becomes a member. The company complies with all regional, national and local laws with respect to privacy, confidentiality, and children. Personal information is stored in Japan, where stringent privacy laws are implemented.

The company employs strict data protection/security measures to safeguard respondent information. Different security measures are employed depending on when private information was acquired: (1) Registration: to ensures that information being supplied by new members is protected by Encryption Communication Technologies (SSL); Storage of private information: the company uses a Site Authentication System which prevents unauthorized access; (2) Private information management: the company appoints a privacy information officer who, together with panel managers, is tasked to managing the acquired private information of members. They are also in charge of dispensing private information to third parties such as clients. In rare circumstances, when clients require access to this information to ensure the validity of a survey, they will require clients to sign a non-disclosure agreement with the company; (3) in addition, all their employees who have access to panel members' private information undertake a privacy policy seminar and sign a non-disclosure agreement with the company as well. This was not required for this study.

The company's quality management system makes use of area-specific laws and local norms with Asia-focus and multi-lingual experts. Their specialist will always proactively give appropriate feedback on the project specifications based on the local online population's characteristics, and other necessary local insight, to make the survey more realistic and reasonable, as well as good representativeness of the target respondents. The multi-lingual experts could also help make sure the translation quality and feedback enhance the accuracy of the study.

After the project has finished, the company provides, upon request, metrics and variables that might be pertinent to the survey, including gross sample, start/access rate, participation/response rate, drop-out rate, and incidence rate at the conclusion of a survey.

4.8 DATA ANALYSIS PROCEDURE

Neuman (2006) believed that coding data, entering data, and cleaning data are three necessary steps when dealing with the data.

Coding

According to Neuman (2011, pp. 383, 384), data coding means "systematically reorganizing raw data into a format that is easy to analyse using statistical software on the computer" and the coding procedure "is a set of rules stating that certain numbers are assigned to variable attributes". It means that before the survey (pre-coding), or after the survey (post-coding), it is important to assign certain numbers to variable attributes and each case in a data set should have a recorded code. It is also significant to double check all coding from the initial source of the survey to reduce potential errors during the process of data coding (Neuman, 2006). In this study, potential errors were verified through the contingency cleaning of two variables which looked for unfeasible codes and incorrect data entry. After collection, the data was coded into SPSS software (Statistical Package for the Social Sciences) for statistical analysis. The use of SPSS has been widely applied for several decades for statistical analysis in social science by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. Moreover, a codebook was carefully organised to explain the code categories in the questionnaire and help improve the quality data for further analysis in the next steps.

Entering Data

Entering data is the second significant step. Four ways: *code sheet*, *direct-entry method*, *optical scan* and *bar code*, are often applied to enter raw quantitative data into a computer (Neuman, 2011). Since the accuracy in both coding and entering data can affect the validity of the measures and also can lead to misleading outcomes, it is crucial for researchers to exactly input the data at the beginning. As suggested by Saunders (2011), three main ways to check data for errors are: illegitimate codes, illogical relationships and consistency between the rules. Checking the illegitimate codes means examining if

numbers are correctly allocated or not. Illogical relationships measures the consistency of a respondent's answers between related questions. In this study, the process of entering data was carefully undertaken to ensure minimization of data errors.

Data Cleaning and missing data

The next step to deal with data is to check the accuracy of coding or clean the data. Once there is any error, researchers need to recheck all of the coding. According to Neuman (2011, p. 386), coding verification can be undertaken by two ways: "possible code cleaning which involves checking the categories of all variables for impossible codes" and "contingency cleaning involves cross-classifying two variables and looking for logically impossible combinations".

Dealing with missing data is another concern for every researcher. According to Chou, Hunt, Beckjord, Moser, and Hesse (2009), missing data happens when informants do not successfully answer questions with blank responses or "refuse" or "don't know". A number of reasons explain missing data situations. It is simply that some participants may have forgotten to answer, or they may not have understood the question (Tabachnick, Fidell, & Osterlind, 2001). Furthermore, they may be unwilling to disclose some private information, or the questions may be inapplicable (Soley-Bori, 2013). However, according to Churchill and Iacobucci (2006), less than 5% of missing data is a reasonable rate which can be accepted in a survey.

To deal with the missing data, two steps can be applied. First, a check to examine if the missing data happened with major variables or on the same items. Second, the amount of unsatisfactory responses in each case (less than 5%) can be checked. In this study, the missing values would make the survey redundant if they appeared at a rate over 5% for any completed questionnaire. However, because data was collected via the data collection agents, and all surveys must be fully filled in to meet the sample size required, there were no missing data.

Response Rate

The online questionnaire-based survey was conducted in May 2018. Singaporean participants were first surveyed, followed by those from China and Vietnam. For the Singaporean participants, the response rate was 12.9% (200 were randomly selected from 1546) and 19.7% (200 out of 1013) for Chinese respondents. The Vietnamese participants were the most difficult to reach with the response rate being only 9.4% (200 out of 2119).

For all countries, the eligible sample which was invited to participate in this study was a total of 4,778 people. Randomly from this number, 600 business people completely responded (the overall response rate is 12.8%).

After collection the agent checked the data against the questionnaire and produced an SPSS file which was shared with the author, for the author to check that the responses matched the document. During the data check from the completed responses the Panel agency also checked demographics, type of browser, and a range of measures to ensure that the responses were valid.

Analysis methods

Statistical Package for the Social Sciences (SPSS) is a widely used program for statistical analysis in a variety of research and is also used by market researchers and organizations, health researchers, survey companies, government, and education researchers (Field, 2013; Nie, Bent, & Hull, 1975). This software allows for : (1) Descriptive statistics: Cross tabulation, Frequencies, Descriptive, Explore, Descriptive Ratio Statistics; (2) Bivariate statistics: Means, t-test, ANOVA, Correlation (bivariate, partial, distances), Nonparametric tests, Bayesian; (3) Prediction for numerical outcomes: Linear regression (4) Prediction for identifying groups: Factor analysis, cluster analysis (two-step, K-means, hierarchical), Discriminant, (5) Geo spatial analysis, simulation, (6) R extension (GUI), Python. As the sample of this study is quite large, the use of SPSS was practical in producing accurate and timely results.

In terms of analysis methods, descriptive statistical analysis is applied as the first method to provide an initial summary of the data. The measures Mode, Median, Mean, and Skewness

are used. A t-test analysis with 0.05 level of significance is applied to compare differences in mean and standard error between two groups of countries (China/Vietnam; Singapore/China and Vietnam/Singapore) (refer to Section 5.3).

Additionally, discriminant analysis is used (refer to Section 5.3). This method does not test the conceptual model but allows the researcher to study the differences between two or more groups of objects, with respect to several variables simultaneously, and to provide a means to classify any case into the group which it most closely resembles. The characteristics used to distinguish among the groups are called "discriminating variables". These variables must be measured at the interval or ratio level of measurement and variances can be calculated, so that they can be legitimately employed in mathematical equations. In this study, the discriminant analysis is used to classify which motives link to the medium and high end of behavioural intention, that is, have a high probability of occurring. "The grouping variable may be one that can be manipulated in that the researcher has control in assigning levels of the grouping variable to the analysis units" (Huberty, Olejnik, & Huberty, 2006, p. 9). "Wilks lambda ranges from 0 – 1 and the lower the Wilks lambda, the larger the between group dispersion. A small (close to 0) value of Wilks' lambda means that the groups are well separated. A large (close to 1) value of Wilks' lambda means that the groups are poorly separated" (Patel & Bhavsar, 2013, p. 37).

In order to test the hypotheses outlined in Chapter 3, ordinal regression (refer to Section 6.2) applied. Ordinal Regression is proposed for analysis of multi-level ordinal response (Donald & Robert, 1994). In this case, it is used to test the first four hypotheses involving the relationships between satisfaction and travel party. Only significant estimates are of interest as measured by the Wald statistic. The Wald statistic is the ratio of the coefficient to its standard error.

The next statistical analysis approach used in the current study is multiple regression as opposed to ordinal regression (refer to Section 6.3) to test the next fourteen hypotheses. This statistical technique provides insights into understanding the complex interrelations between individual independent variables and the dependant variable in the research conceptual framework. The application of multiple regression analysis is considered an appropriate statistical technique to examine the influences of destination attributes,

professional and personal motivation on satisfaction which, in turn, links to future behaviour in the conceptual framework. The levels of R-square are measured, ranging from 0 to 100 percent. Some areas of study will always have a greater degree of unexplained variation, for example, studies trying to predict human behaviour. In this case, where there is a low R-Squared but the independent variables are still statistically significant, the relationships between the variables can still be made, and the regression model may be the best fit for a given dataset. As this study involves human behaviour, the range of R-square above 20 percent of explained variance can be used to compare the strength relatively between the tests for each of the hypotheses.

The final analysis method employed is Key Driver analysis (refer to Section 7.6). This technique is used for comparison purposes (Conklin, Powaga, & Lipovetsky, 2004). A list of priority factors are derived, which leads the analyst to a clearer understanding of which factors are most significant from the respondents' point of view. This technique is seldom used in tourism research, although it can assist to interpret the priority of the conceptual linkages in the resultant refined conceptual framework; resultant after the findings of the hypotheses testing. This analysis will be helpful for practical marketing and management considerations aimed at improving services to business travellers in the future.

4.9 CHAPTER SUMMARY

This chapter has discussed the significance of selecting a quantitative research approach as the methodology for the study. Several matters related to the data collection method, the sampling frame, the pilot study, the reliability and validity of the data have also been discussed. The data collection procedures including the use of a data collection company, the invitation process, policies and compliance are described. The data coding, entering data, data cleaning and missing data, response rate and analysis methods have also been discussed.

The next Chapter will outline the analysis methods which are applied for the primary descriptive analysis. The descriptive findings will also be presented in this chapter.

CHAPTER FIVE: PRELIMINARY ANALYSIS

5.1 INTRODUCTION

In the previous chapter, relevant issues regarding the research methodology have been discussed. This current chapter provides descriptive information about participants by categorising demographic characteristics of business travellers from the three different markets: China, Singapore and Vietnam.

Section 5.1 provides a brief introduction to this chapter. Section 5.2 further describes the demographic characteristics of respondents. Section 5.3 summarises the participant's motivations including primary, professional and personal motives. In Section 5.4, several components of destination attributes such as accessibility, accommodation, attraction and amenities are discussed. Following on, respondent satisfaction is examined in Section 5.5. Section 5.6 summarises future behavioural intentions, and finally Section 5.7 provides an overall conclusion.

5.2 DESCRIPTIVE STATISTICAL ANALYSIS – RESPONDENT DEMOGRAPHIC CHARACTERISTICS

Demographic Characteristics

As discussed in Section 4.8, the online questionnaire-based surveys were conducted in May 2018, and overall a total of 4,778 people of the eligible sample group were approached and asked to participate in the surveys. Of these, 600 respondents were randomly selected from the completed surveys, 200 for each country.

The first step is to describe the profiles of the participants from the three markets in order to provide an enhanced understanding of the sample, and potentially find issues requiring more in-depth comprehensive analysis, suitable for hypothesis testing in Chapter 6.

First, descriptive statistical analysis is used to provide a shorthand description of the data (Kerr, Hall, & Kozub, 2002). The measures Mode, Median, Mean, and Skewness are used.

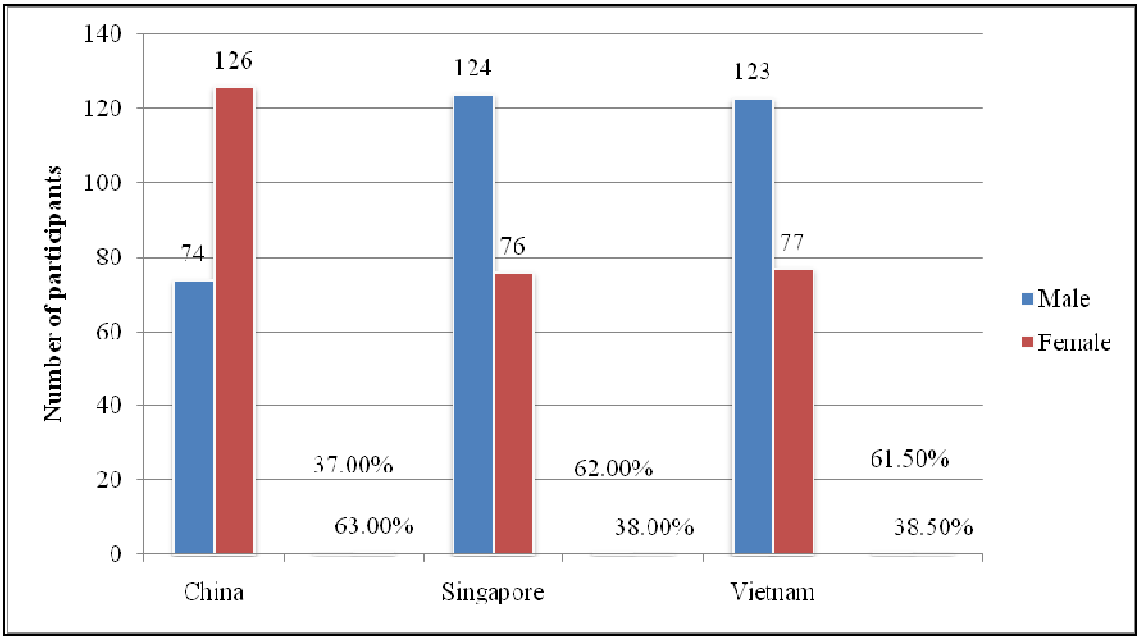
The reliability of the Mean can be confirmed by the Standard Deviation (SD), Skewness (Skew) and Standard Error (SE). While SD describes the shape of the distribution, and

how close the individual data values are from the mean value, the SE is an indication of the reliability of the mean. A small SE is an indication that the sample mean is a more accurate reflection of the actual population mean. A larger sample size will normally result in a smaller SE (while SD is not directly affected by sample size). Skewness is a measure of the asymmetry of the distribution of a variable. The skew value of a normal distribution is zero, usually implying a symmetric distribution. A positive skew value indicates that the tail on the right side of the distribution is longer than the left side and the bulk of the values lie to the left of the mean. In contrast, a negative skew value indicates that the tail on the left side of the distribution is longer than the right side and the bulk of the values lie to the right of the mean. The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to accept a normal univariate distribution (George, 2011; Ryu, 2011).

In this study, descriptive statistics are used to describe respondent travel characteristics (demographic profiles, funding source, travel party, the frequency of visit). These findings offer a general understanding as to the profiles of the business visitors.

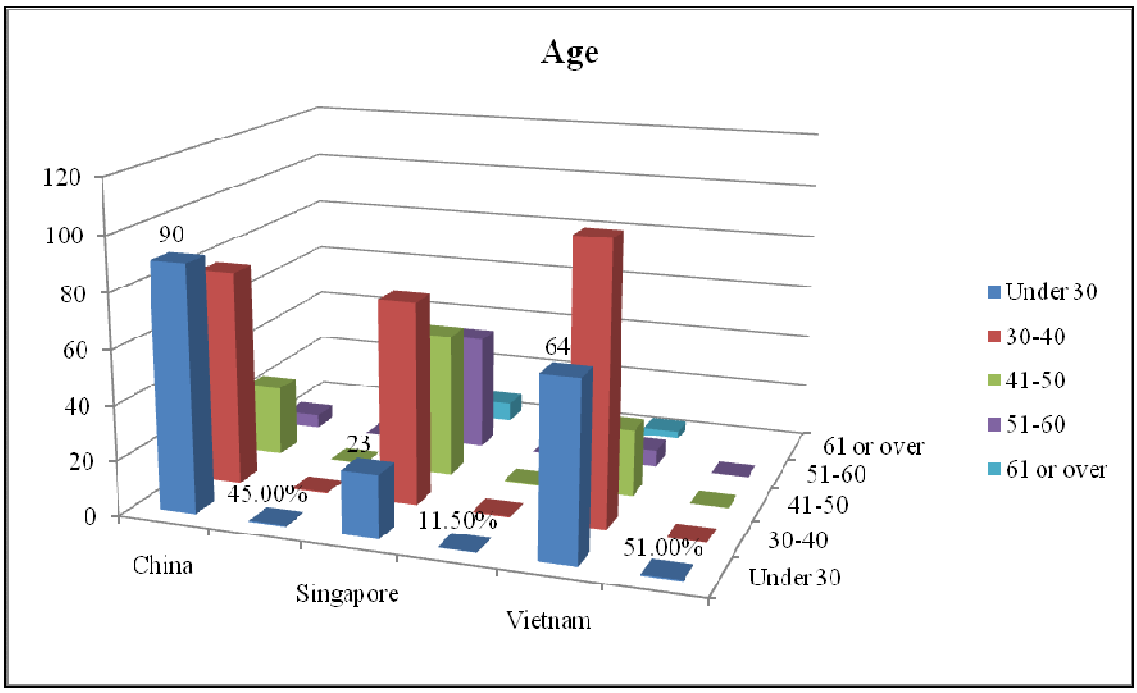
The socio-demographic profiles of business travellers from the three countries: China, Singapore and Vietnam indicate that generally, more businessmen than businesswomen participated in this study, 54% and 47% respectively. The Singaporean and Vietnamese respondents shared similar percentages of male and female participants with the majority males, nearly twice the females (refer to Figure 5.1). However, the majority of respondents from China were female. There is no known reason why this difference occurred, and it can only be assumed to be an important characteristic of the markets.

Figure 5.1: Gender



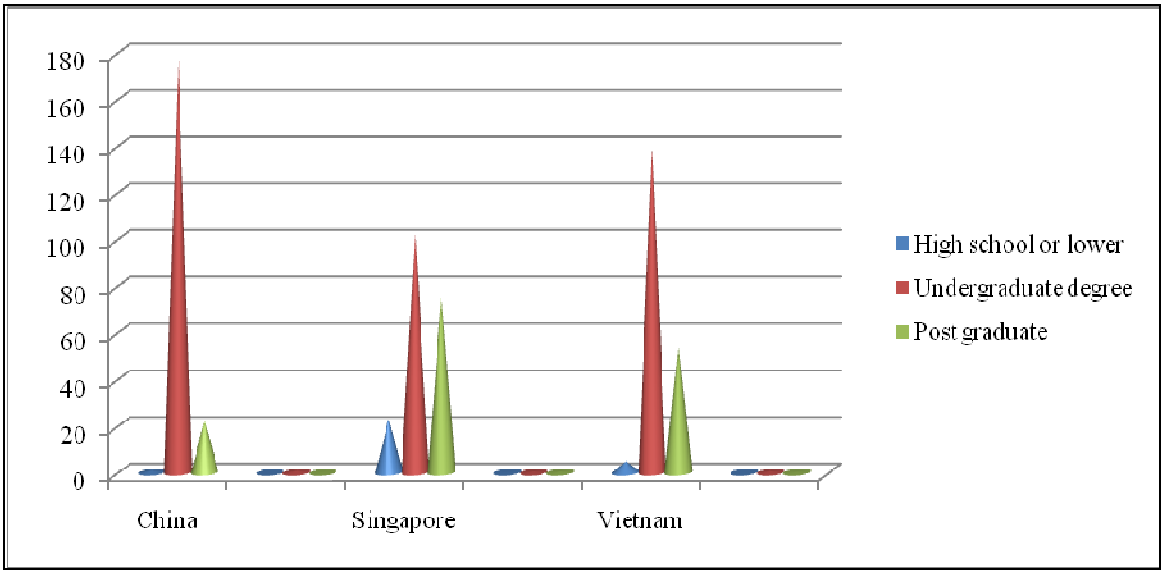
For age, the majority of respondents were aged between 30 to under 40 years (43%), followed by above 18 to under 30 (30%), 41-50 years (17%), 51-60 (9%) and people older than 60 years only accounted for 2%. Singapore and Vietnam are similar in that the major percentage lies between 30 to under 40 years (37% and 51%). However, the next highest proportion in the Singapore sample was the 41-50 age group (27%), followed by 51-60 (22%), under 30 (12%) and 61 or over (4%). The Vietnamese business people younger than 30 accounted for 32%, followed by 41-50 (13%). There is a very small proportion of participants over 51 in this market (5%). However, the majority of Chinese business people are under 30 (over 80%), younger than the other two markets. Therefore, the Chinese respondents are younger and more likely to be female. (refer to Figure 5.2).

Figure 5.2: Age



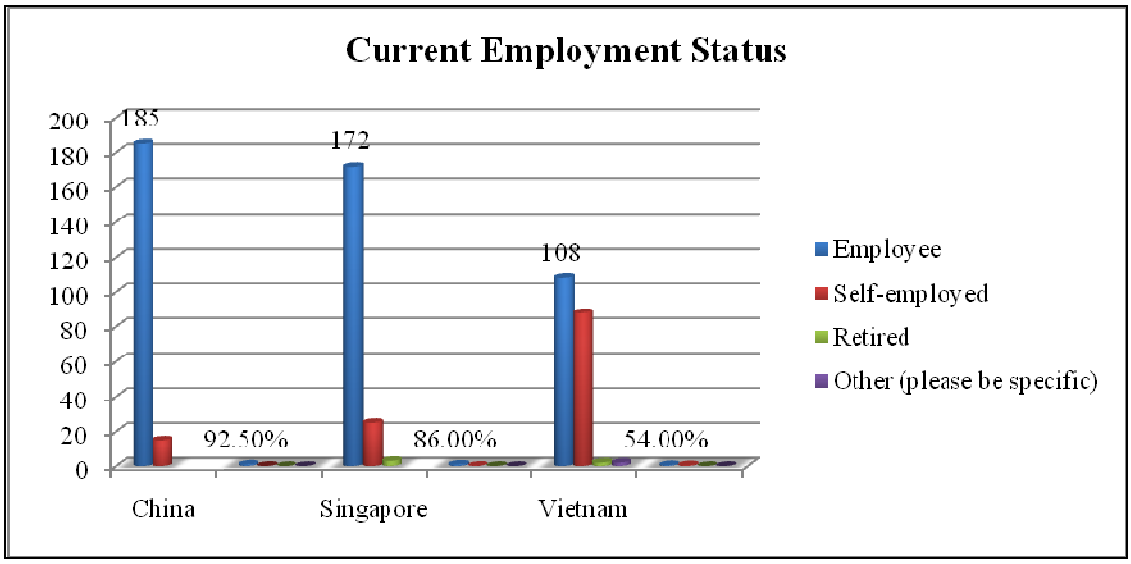
With regard to education levels (refer to Figure 5.3), undergraduate degree qualifications dominate with China (89%), Singapore (52%), and Vietnam (70%). For post graduate participants, China was markedly lower than Singapore and Vietnam. The lower education levels were poorly represented at around 5% to 11% for all markets.

Figure 5.3: Education



For current employment status (refer to Figure 5.4), the biggest group of respondents are employees (78%), followed by self-employed (22%), while retirees (1%) form the smallest group.

Figure 5.4: Current Employment Status



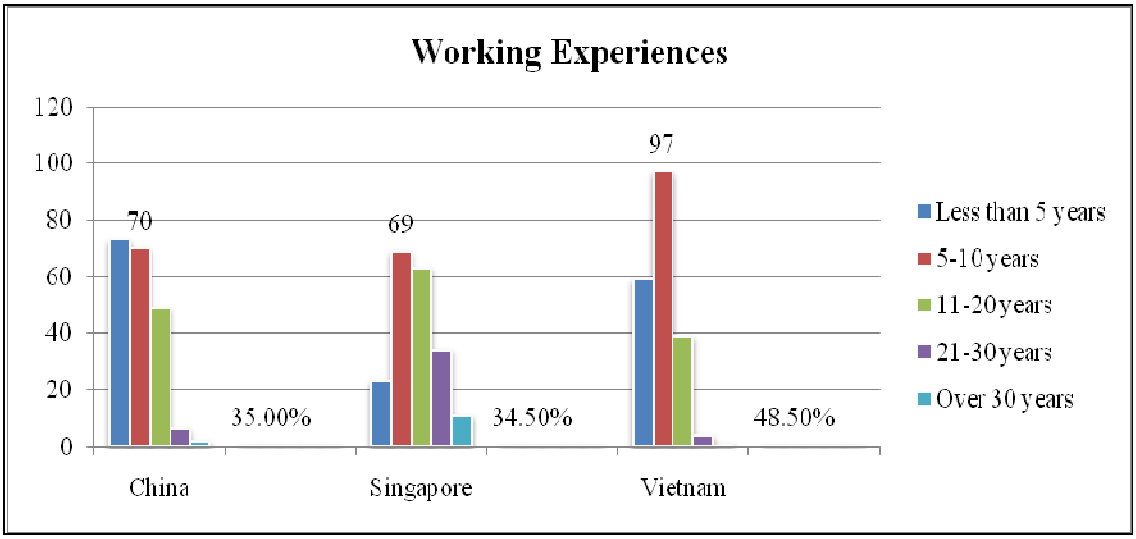
However, the level of employment favours the higher end with directors and CEOs. The largest overall single group (29%) of respondents are sale managers. China is particularly dominated by CEOs (refer to Table 5.1).

Table 5.1: Current Position

Position	China	Singapore	Vietnam
Business owner	10	31	58
Member of Directors or Board of Management	13	15	30
CEO	87	8	7
Sale Manager	50	61	62
Investment Adviser	12	9	13
Other	28	76	30

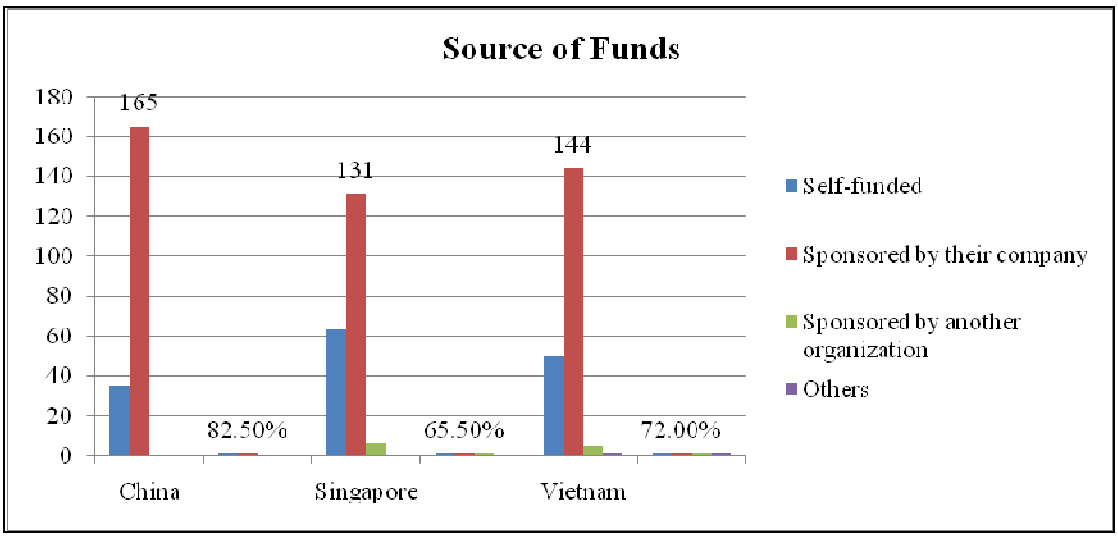
Regarding experience (refer to Figure 5.5), nearly half overall, have less than 10 years of experience and almost all under 20 years of experience. Those with more than 20 years of work experience accounted for only 10% overall. The results are consistent with the age of participants as 30-40-year-old participants usually have 5-10 years senior working exposure. The Vietnamese respondents have less working experience, and this likely relates to the lower economic development of Vietnam.

Figure 5.5: Working Experiences



With respect to the source of funds for the trip, Figure 5.6 shows that respondents were mostly sponsored by their company (74%), particularly the Chinese (83%), with 72% for Vietnamese and 66% for Singaporean respondents. This is followed by private funding, with a-third of Singapore participants using their own money to sponsor their trip, followed by the Vietnamese and Chinese, 25% and 18% respectively. So, there is a massive private market initiative also taking place, not just company-based expansion and development.

Figure 5.6: Source of Funds



Current working industry

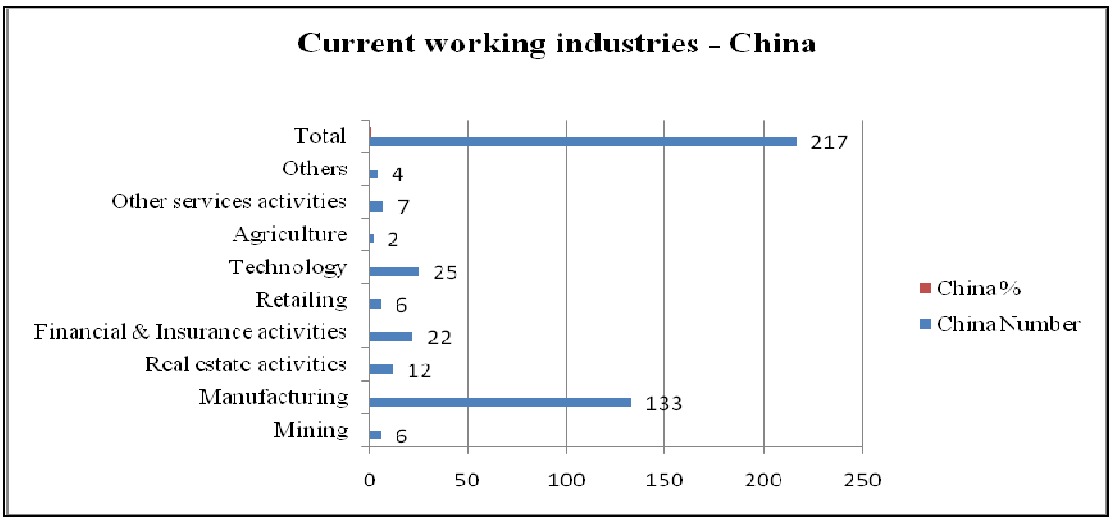
Table 5.2: Current Working Industry

Current Industry	Total	
	Number	%
Mining	29	4%
Manufacturing	265	35%
Real estate activities	65	8%
Financial & Insurance activities	73	10%
Retailing	86	11%
Technology	131	17%
Agriculture	25	3%
Other services activities	68	9%
Others	24	3%
Total	766	100%

When answering the questions related to current working industry, and the industry that participants are looking to invest in, they were allowed to choose more than one option. As shown in Table 5.2, generally, the majority of respondents worked in manufacturing (34%), followed by Technology (17%), and retailing (12%). Financial & Insurance (10%), Real Estate (8%) and other services (9%) were the next popular industries, while mining (4%) and Agriculture (3%) were the least common industries for the participants.

The Chinese respondents moved the manufacturing activity up to make it the highest rating, and this may well relate to selling manufactured products into Victoria, and the investment required to develop sales. Victoria is not noted as a manufacturing based economy, and so the nature of this investment needs further examination (refer to Figure 5.7).

Figure 5.7: Current Working Industries – China



Apart from manufacturing, the other areas do not differ substantially, and are evenly spread. The second highest area after manufacturing is technology with financial services a weaker third, although other service activities and real estate are somewhat stronger for Singapore (refer to Figure 5.8) and Vietnam (refer to Figure 5.9).

Figure 5.8: Current Working Industries – Singapore

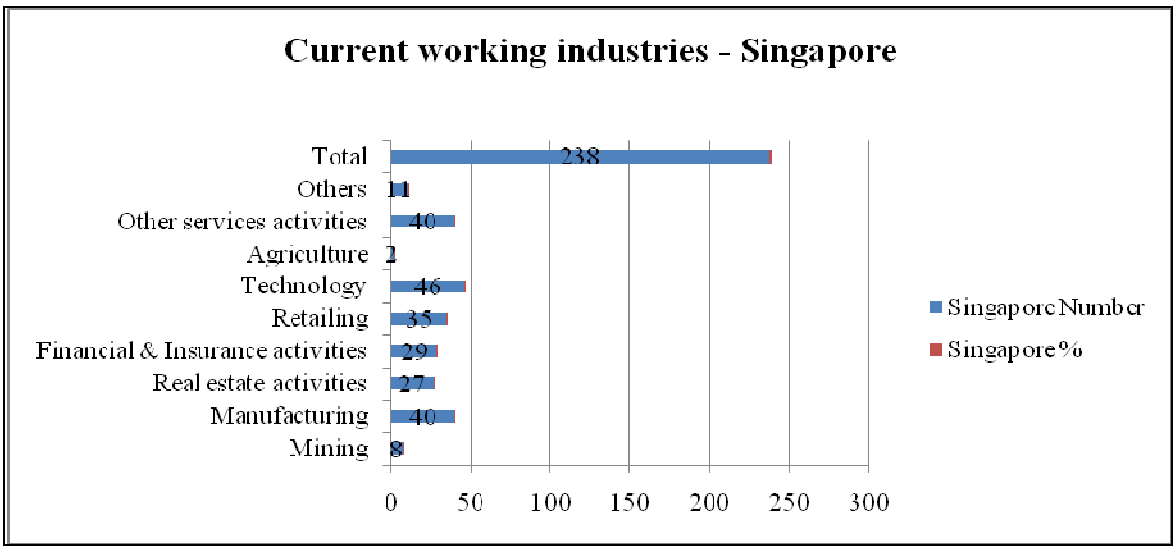
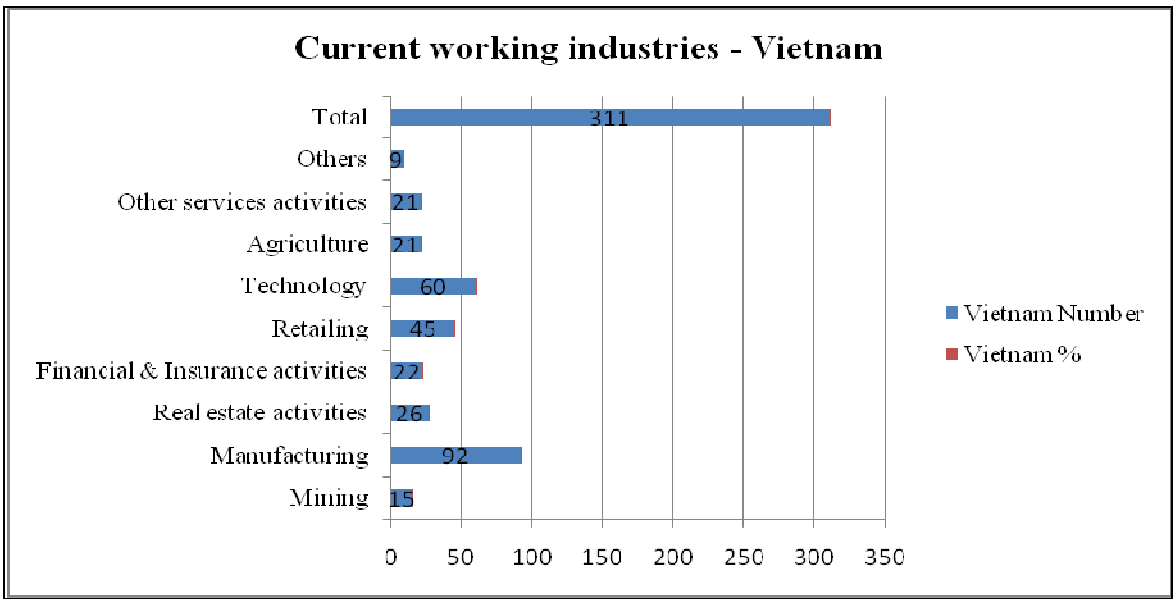


Figure 5.9: Current Working Industries - Vietnam

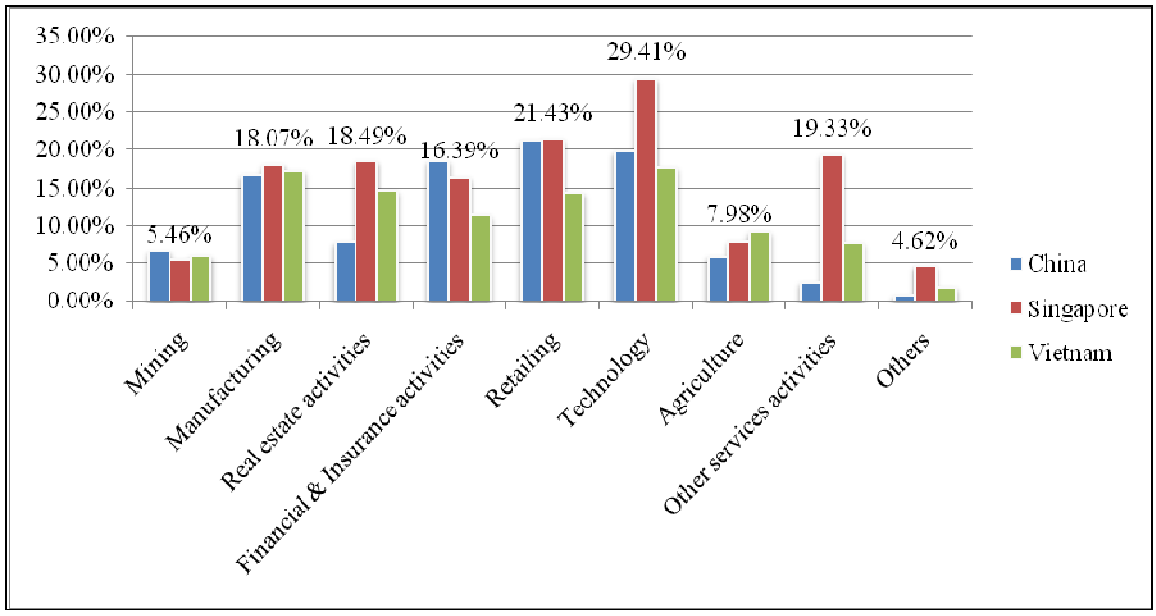


Participant potential industries to invest in Melbourne

There is a significant difference between where the investor works and where they want to spend funds. The most popular industry that people are looking to invest in is Technology

(19%). This industry was also the first choice for Singaporean and Vietnamese (29% and 18%), while the Chinese preferred Retailing (21%), (refer to Figure 5.10). However, there is a healthy spread across categories with Retailing and Manufacturing the next options at 17% and 16% respectively. These also were the subsequent choices of all three markets. Of the defined areas in the survey, Agriculture and Mining remain the lowest level of interest for respondents, for future investment.

Figure 5.10: Potential Industries to Invest



Companions for the trip

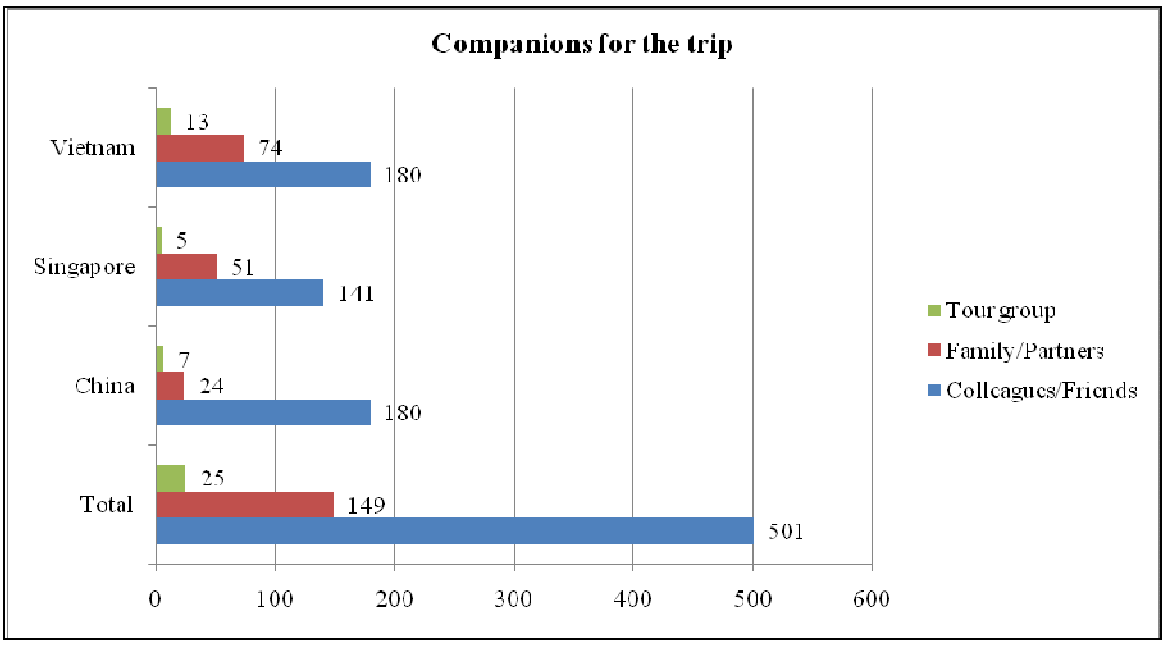
The statistics indicate that very few business visitors travelled alone (4%), with none for Vietnam. Most travelled with 1 to 3 companions, refer to Table 5.3.

Table 5.3: Number of Companions

Number of companion	Total	China	Singapore	Vietnam
0	21	7	14	
1	99	25	59	15
2	179	69	63	47
3	150	64	31	55
4	54	19	14	21
5	50	11	11	28
6	13	2	1	10
7	5			5
8	8	2	2	4
9	2			2
10	7	1	3	3
13	1			1
15	2		1	1
19	1			1
20	1			1
25	1			1
50	1			1
100	1		1	
500	2			2
800	2			2

In particular, the companions were mainly colleagues or friends (74%), followed by family members or partners (22%). Very few were involved in a tour group (4%), (refer to Figure 5.11). Overall, the markets are similar in regard to travelling companions with China lower in terms of travelling with family.

Figure 5.11: Companions for the Trip



The visit frequency

For visit frequency, Table 5.4 indicates that 55% of respondents travelled two or three times. Only 11% went to Melbourne for the first time. The number of first-time visitors is relatively small, and forms an issue suggesting room for a future increase.

Table 5.4: Frequency of Visit

Frequency to visit	Total		China (N=200)		Singapore (N=200)		Vietnam (N=200)	
	Number	%	Number	%	Number	%	Number	%
1	67	11%	22	11%	24	12%	21	11%
2	174	29%	69	35%	43	22%	62	31%
3	153	26%	59	30%	42	21%	52	26%
4	56	9%	20	10%	20	10%	16	8%
5	72	12%	17	9%	26	13%	29	15%
6	19	3%	7	4%	10	5%	2	1%
7	8	1%			6	3%	2	1%
8	12	2%	3	2%	8	4%	1	1%
9	3	1%	1	1%			2	1%
10	16	3%	1	1%	9	5%	6	3%
12	5	1%	1	1%	4	2%		
13	1	0%			1	1%		
14	1	0%			1	1%		
15	1	0%					1	1%
18	1	0%			1	1%		
20	6	1%			4	2%	2	1%
40	1	0%					1	1%
41	1	0%					1	1%
43	1	0%			1	1%		
80	1	0%					1	1%
100	1	0%					1	1%

Tourism Information Search Strategy

It is noticeable that before any trip, visitors often need destination information. They could seek internal advice from sources such as family members, friends, relatives, colleagues or require external advice such as from the media or travel agents. It can be argued that first-time travellers are those who lack connections with specific destinations and are more likely to search out tourism information from external sources. On the other hand, repeat visitors could gather information themselves or seek advice from their internal sources.

However, Table 5.5 indicates that business travellers considered all sources including family members, colleagues, media and travel agents important. (Appendix 6 describes the frequency count for the information sources).

Table 5.5: The Usefulness of Information Sources

	Friends/ relatives	Colleagues/ partners	Travel agents	Media	Others
China (N=200)					
Mean	4.79	5.22	4.81	5.03	4.75
Std. Deviation	1.154	.834	.889	.921	1.288
Skewness	-.710	-1.326	-.516	-.712	-.364
Singapore (N=200)					
Mean	4.10	4.26	4.10	4.29	3.79
Std. Deviation	1.199	1.108	1.156	1.073	1.320
Skewness	-.583	-.731	-.276	-.428	-.692
Vietnam (N=200)					
Mean	4.97	5.13	4.88	4.99	4.19
Std. Deviation	1.211	.977	1.046	1.017	1.327
Skewness	-1.245	-1.071	-.677	-.992	-.810
2 sample means unpaired t-test .05					
China/Vietnam	.129	.296	.471	.719	.248
China/Singapore	.000	.000	.000	.000	.040
Vietnam/Singapore	.000	.000	.000	.000	.300
Three market (N=600)					
Mean	4.62	4.87	4.59	4.77	4.11
Std. Deviation	1.244	1.069	1.092	1.060	1.344
Skewness	-.758	-1.002	-.560	-.701	-.589
Std. Error of Skewness	.100	.100	.100	.100	.304

To compare the differences in mean and standard error between two groups (Seliger, 1989), a t-test analysis was applied. The unique features of t-test analysis are found in the various methods for estimating the standard error of the mean difference, and in the fact that the sampling distribution of t departs from normality when small samples are used (Williams,

1992, p. 89). The value of t is interpreted relative to its probability of occurrence in testing a null hypothesis against an alternative research hypothesis. If this probability value is equal to or less than the set level of significance, the null hypothesis is rejected in favour of the alternative hypothesis. This author also indicates that F, t and linear regression analysis are all very similar in their underlying components.

As shown in Table 5.5 above, the t-test for the differences between China/Vietnam are .129 (friends/relatives sources), .296 (colleagues/partners sources), .471 (travel agents sources), .719 (media sources), showing no differences in means between respondents from China and Vietnam. However, the means unpaired t-test for the differences between China/Singapore and Vietnam/Singapore are all .000, which indicates that there are significant differences between the countries. Singapore stands out as having a different use of information sources to China and Vietnam. The mean use of information is significantly lower for all sources that is they found these sources less useful than China and Vietnam. This may be a result of a closer and longer link between business activities in Singapore and Australia requiring less second-hand search information.

5.3 DESCRIPTIVE STATISTICAL - T-TEST, DISCRIMINANT ANALYSES – PARTICIPANT MOTIVATIONS

This Section aims to identify the motivations of the North East and South East Asian business traveller coming to Melbourne, and their influences on satisfaction and future behaviour as stated in the Research objective RO2 and research question RQ2 (refer to Section 1.3, Chapter One).

Primary motives

In terms of primary motives to visit Melbourne for business activities, the four purposes: (1) expanding current business, (2) starting-up business, (3) new investment opportunities in other industries, and (4) meeting with potential/current business partners for investment are investigated. The findings (refer to Table 5.6) show that the most important reason is to "see potential or existing clients/partners" as it obtained the highest means (China: 5.24,

Singapore: 4.42), Vietnam (5.07). Followed by “expanding current business” (means: China: 5.21, Singapore: 4.06, Vietnam: 4.85). “New investment” is the next significant motive and to a slightly lesser extent “start-up”.

Interestingly, although at first glance the means seem similar, they are in fact statistically significantly different in most cases. Chinese and Vietnamese samples do not differ significantly for starting-up business, new investment in other industries or meeting with business partners.

China has a higher importance for expanding current business than the other two countries, which is symptomatic of the current business growth in China and the strong investment in Australia.

Table 5.6: The Level of Importance of the Primary Motivations to Choose Melbourne to Visit

	Expanding current business	Starting-up business	New investment opportunities in other industries	Meeting with business partners for investment opportunities	Others
China (N=200)					
Mean	5.21	4.66	4.86	5.24	4.28
Std. Deviation	1.005	1.226	.926	.814	1.447
Skew	-1.361	-1.148	-1.162	-.965	-.678
Singapore (N=200)					
Mean	4.06	3.77	3.98	4.42	3.33
Std. Deviation	1.317	1.434	1.369	1.237	1.814
Skew	-.565	-.239	-.584	-.832	-.131
Vietnam (N=200)					
Mean	4.85	4.47	4.67	5.07	4.32
Std. Deviation	1.415	1.396	1.245	1.110	1.364
Skew	-1.315	-.773	-.837	-1.521	-.403
2 sample means unpaired t test .05					
China/Vietnam	.003	.149	.093	.091	.911
China/Singapore	.000	.000	.000	.000	.063
Vietnam/Singapore	.000	.000	.000	.014	.014
Three markets (N=600)					
Mean	4.71	4.3	4.5	4.91	3.93
Std. Deviation	1.344	1.405	1.251	1.124	1.624
Skew	-1.022	-.675	-.908	-1.224	-.481

Participant Professional Motives

This section describes the findings regarding the professional motivational factors for the Melbourne trip.

Table 5.7 below provides more detail for each motivational factor. In particular, the China market has 13 out of 23 items selected at the 6-point Likert scale, where the belief that Australia is a safe place to invest is most important (5.24) and the least significant issue is to "Follow competitors". Vietnamese participants are similar, but they evaluated "Source technology, know-how or innovative capabilities" as the most important factor (mean = 5.19), and they also ranked "Follow competitors" as the least essential motive (mean = 4.71). The findings for the Singapore market are entirely different with lower means. The top three most crucial motivations are the safety of investing in the Australian business environment (4.61), the rapid growth of Melbourne (4.58) and business networks (4.57) while they considered efficiency-seeking (labour cost, labour quality, operating costs) less critical at 4.19.

Table 5.7: The Particular Professional Motives to Visit Melbourne

No	Professional Motives	China				Singapore				Vietnam				Three markets			
		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
1	Market-seeking motives (market size, market openness, market potential)	5.28	.925	-1.432	.172	4.29	1.087	-.385	.172	5.07	1.112	-1.435	.172	4.88	1.126	-.947	.100
2	Efficiency-seeking (labour cost, labour quality, operating costs)	5.12	.933	-.880	.172	4.19	1.089	-.327	.172	4.88	1.068	-.757	.172	4.73	1.104	-.626	.100
3	Take advantage of available resources	5.11	.882	-.695	.172	4.30	1.138	-.352	.172	4.94	1.033	-.616	.172	4.78	1.079	-.622	.100
4	Follow competitors	4.61	.982	-.780	.172	4.25	1.128	-.325	.172	4.71	1.110	-.742	.172	4.52	1.092	-.592	.100
5	Exploit economies of scale and seek greater efficiencies in operation	4.85	.878	-.691	.172	4.37	1.008	-.427	.172	5.00	.948	-.775	.172	4.74	.983	-.618	.100
6	Source technology, know-how or innovative capabilities	4.85	.869	-.808	.172	4.40	1.060	-.513	.172	5.19	.857	-.705	.172	4.81	.987	-.718	.100
7	Business networks	5.09	.831	-.744	.172	4.57	1.114	-.475	.172	5.03	.972	-.924	.172	4.90	1.004	-.780	.100
8	Entrepreneurial aspect (be independent/own boss, use own creative skills...)	4.92	1.158	-1.295	.172	4.40	1.022	-.467	.172	4.84	1.072	-.935	.172	4.72	1.108	-.842	.100
9	Australia is safe place to invest	5.24	.935	-1.082	.172	4.61	.977	-.184	.172	5.00	1.032	-.886	.172	4.95	1.014	-.663	.100
10	A stable political climate for investment in Australia	5.07	.927	-.790	.172	4.56	1.119	-.400	.172	5.05	.873	-.418	.172	4.89	1.006	-.631	.100

No	Professional Motives	China				Singapore				Vietnam				Three markets			
		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
11	The positive impact of national investment agency 'Invest Australia'	5.03	.905	-.625	.172	4.48	1.056	-.412	.172	4.96	1.036	-.905	.172	4.82	1.029	-.662	.100
12	The positive impact of Victoria investment agency	4.83	.865	-.500	.172	4.41	1.023	-.124	.172	4.90	.987	-.937	.172	4.71	.983	-.528	.100
13	Victoria Government policies (trade agreement, FDI promotes policies...)	4.81	.912	-.688	.172	4.47	1.088	-.441	.172	5.01	1.030	-1.154	.172	4.76	1.035	-.744	.100
14	The Victoria government provides a high level of post investment support	4.97	.982	-.744	.172	4.42	1.062	-.537	.172	4.93	1.025	-1.075	.172	4.77	1.053	-.757	.100
15	Melbourne has high investment rates of return	5.03	.850	-.603	.172	4.56	1.011	-.475	.172	5.01	1.000	-1.015	.172	4.87	.979	-.723	.100
16	Melbourne has high quality investment advice	5.08	.891	-1.053	.172	4.47	1.041	-.310	.172	4.98	.908	-.490	.172	4.84	.984	-.628	.100
17	A significant list of investment companies based in Melbourne	5.07	.908	-.942	.172	4.47	1.065	-.513	.172	5.02	.985	-1.115	.172	4.85	1.023	-.837	.100
18	Melbourne is growing rapidly	5.06	.941	-.767	.172	4.58	1.009	-.206	.172	5.06	.917	-.712	.172	4.90	.981	-.550	.100
19	Victoria's FinTech hub services	4.92	.918	-.658	.172	4.35	1.031	-.188	.172	4.83	.984	-.631	.172	4.70	1.008	-.492	.100
20	Funds management services	4.99	.899	-.766	.172	4.39	1.093	-.451	.172	4.93	.932	-.686	.172	4.77	1.013	-.683	.100
21	Banking services	4.96	.896	-.641	.172	4.49	1.032	-.375	.172	5.01	.924	-.714	.172	4.82	.979	-.596	.100

No	Professional Motives	China				Singapore				Vietnam				Three markets			
		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
22	Legal services	5.04	.901	-.828	.172	4.41	1.008	-.657	.172	5.11	.849	-.560	.172	4.85	.973	-.728	.100
23	Accounting services	5.09	.797	-.524	.172	4.37	.978	-.560	.172	5.00	.927	-.869	.172	4.82	.958	-.701	.100
24	Other	4.29	1.795	-.722	.550	3.80	1.537	-.525	.369	3.96	1.698	-.549	.448	3.95	1.632	-.511	.261

Specifically, Table 5.8 shows the differences in means when applying the t-test. Again, there are significant differences between the China/Singapore and Vietnam/Singapore markets, where the Sig. (2 tailed) statistics were .00 for all professional motivations. China and Vietnam have only 5 out of 23 significant differences (Market-seeking motives, Efficiency-seeking, Source technology, Australia is safe, Victorian policies).

There are a large number of similarities between China and Vietnam (18/23) but no similarities between China and Singapore, and Singapore and Vietnam. However, both China and Vietnam found all motivations more important than Singapore.

Table 5.8: The Differences in Professional Motivations

	2 sample means unpaired t test .05		
	China/ Vietnam	**China/ Singapore**	**Vietnam/ Singapore**
Q14. Market-seeking motives (market size, market openness, market potential)	.036	.000	.000
Q14. Efficiency-seeking (labour cost, labour quality, operating costs)	.017	.000	.000
Q14. Take advantage of available resources	.077	.000	.000
Q14. Follow competitors	.317	.001	.000
Q14. Exploit economies of scale and seek greater efficiencies in operation	.113	.000	.000
Q14. Source technology, know-how or innovative capabilities	.000	.000	.000
Q14. Business networks	.543	.000	.000
Q14. Entrepreneurial aspect (be independent/own boss, use own creative skills...)	.474	.000	.000
Q14. Australia is safe place to invest	.017	.000	.000
Q14. A stable political climate for investment in Australia	.824	.000	.000
Q14. The positive impact of national investment agency 'Invest Australia'	.504	.000	.000
Q14. The positive impact of Victoria investment agency	.420	.000	.000
Q14. Victoria Government policies (trade agreement, FDI promotes policies...)	.040	.001	.000

	2 sample means unpaired t test .05		
	China/ Vietnam	China/ Singapore	Vietnam/ Singapore
Q14. The Victoria government provides a high level of post investment support	.690	.000	.000
Q14. Melbourne has high investment rates of return	.788	.000	.000
Q14. Melbourne has high quality investment advice	.291	.000	.000
Q14. A significant list of investment companies based in Melbourne	.598	.000	.000
Q14. Melbourne is growing rapidly	.957	.000	.000
Q14. Victoria's FinTech hub services	.345	.000	.000
Q14. Funds management services	.549	.000	.000
Q14. Banking services	.583	.000	.000
Q14. Legal services	.425	.000	.000
Q14. Accounting services	.272	.000	.000

Discriminant Analysis Professional Motives

The objective of the thesis is to determine the way in which travel characteristics, motives and destination attributes influence satisfaction and subsequent behavioural intentions. This section attempts to test the dominant business-related motives as to the extent that they directly link to future intentions to invest, and to recommend Melbourne as a destination location; as distinguished to be the same or different between the three countries. Consequently, the analysis is simply descriptive in nature.

Therefore, the discriminant analysis does not test the conceptual model. In the first place the conceptual model has no direct link between motives and behavioural intention. Furthermore, discriminant analysis is a classificatory technique, not a causal methodology.

According to Klecka (1980), discriminant analysis allows the researcher to study the differences between two or more groups of objects with respect to several variables

simultaneously. Here the groups will be derived from the six Likert scales of measurement, into three groups, and described in detail below.

This statistical technique can be used to classify an observation into one of several groupings dependent upon the observation's individual characteristics. When these coefficients are applied to the actual ratio, a basis for classification into one of the mutually exclusive groupings exists (Altman, 1968). In the social sciences, there are a wide variety of situations in which this technique may be useful. Other areas in which this technique has been well employed include personnel placement testing, psychological testing of children, the effects of medical treatments, economic differences between geographic regions, predicting voting behavior, and many more Klecka (1980).

Discriminant analysis will help analyze the differences between the groups and/or provide a means to assign (classify) any case into the group which it most closely resembles. The characteristics used to distinguish among the groups are called “discriminating variables”. These variables must be measured at the interval or ratio level of measurement and variances can be calculated, so that they can be legitimately employed in mathematical equations.

However, there are some limits on the statistical properties which the discriminating variables are allowed to have. For one thing, no variable may be a linear combination of other discriminating variables. A “linear combination” is the sum of one or more variables which may have been weighted by constant terms. Thus, one may not use either the sum or the average of several variables along with all those variables. Likewise, two variables that are perfectly correlated cannot be used at the same time. This prohibition against linear combinations is the result of certain mathematical requirements of the technique, but it also makes sense intuitively. The variable defined by the linear combination does not contain any new information beyond what is contained in the components, so it is redundant.

In this study, the analysis is used to classify which motives link to the medium and high end of behavioural intention, that is have a high probability of occurring. The Likert measures from 1 to 6 in the survey are reclassified into 1 and 2 (low), 3 and 4 (medium), and 5 and 6 (high). Therefore, creating a smaller number of three categories or groups. The variables

are classified from question 21 (What are your future plans for visiting Melbourne?) consisting of five variables related to future intentions to invest:

- Undertake investment activities,
- Undertake other business activities,
- Holiday/leisure,
- VFR,
- Education, and :

For recommendations for investment question 22:

- I will speak positively about Melbourne as a good place to invest to other people.
- I will strongly recommend Melbourne as a good investment place to other people.
- I will strongly recommend Melbourne as a destination for leisure purposes to other people.

Discriminant analysis is similar to linear regression with a discriminant score calculated as:

$$D_i = a + b_1 X_1 + b_2 X_2 + \ldots + b_n X_n$$

Where: D_i is a predicted score (discriminant score),

X is the predictor and b is a discriminant coefficient.

The maximum likelihood technique is used.

The number of discriminate functions is one less than the number of groups; therefore two here, given there are only two divisions between three groups. The first discriminant function is the most powerful differentiating function.

The assumptions include that the cases are independent which has been met at the time of data collection, group membership is mutually exclusive (which it is by definition of the groups), the independent variables are normally distributed (tested earlier using a skewness measure), variances are homoscedastic, and the relationship is linear. The variances are independent and likely to be equal within a small range and the linear division is used to create the functions. A non-linear division would be difficult to envisage given the small range of measures.

Wilk's Lambda is used and ranges between 0 and 1. It measures the variance of the dependent variable that is not explained by the discriminant function, and also explains which variables contribute a significant amount of prediction in separating the groups.

The analysis is descriptive and therefore no analysis from a sub sample is used to validate the analysis. The outcome of the analysis is a subset of motives classified as the most likely to result in the behavioural intention analysed, with the objective focus on the motives classifying individuals into groups 2 or 3 (higher probability of undertaking the action). Group 1 is of less interest as it is the low group, and the classification is searching for the variables that distinguish between the middle and the high groups for each question in the survey sets of questions 21 and 22.

The values given in brackets in Tables 5.9 to 5.11 are the beta weights (>.5) in the partial regression. The beta values for the discriminant function have not been given, as there is no intention to forecast intentions using motives.

The results from the discriminant analysis narrow down the business motives for business travellers coming to Melbourne for business activities.

In this first case one is looking for positive standardized coefficients that indicate high investment (refer to Tables 5.9 to 5.11).

Table 5.9: Discriminant analysis for China

Variables	Beta Coefficients
Revisit intentions	
Undertake investment activities	
Efficiency-seeking (labour cost, labour quality, operating costs)	.576
Melbourne is growing rapidly	.610
Undertake holiday/leisure activities	
A stable political climate for investment in Australia	637
The Victoria Government provides a high level of post investment support	.678
VFR	No variables
Education	
Efficiency-seeking (labour cost, labour quality, operating costs)	.610
Recommendations	
I will speak positively about Melbourne as a good place to invest to other people	
A stable political climate for investment in Australia	.504
I will strongly recommend Melbourne as a good investment place to other people	No variables
I will strongly recommend Melbourne as a destination for leisure purposes to other people:	
Exploit economies of scale and seek greater efficiencies in operation	718
Business network	.712
The positive impact of Victoria's investment agency	.612
A significant list of investment companies based in Melbourne	.664
Accounting services	.517

Table 5.10: Discriminant analysis for Singapore

Variables	Beta Coefficients
Revisit intentions	
Undertake investment activities	
A stable political climate for investment in Australia	.977
The positive impact of Victoria's investment agency	.502
Undertake other business activities	
Business networks	.756
A stable political climate for investment in Australia	.758
Undertake holiday/leisure activities	
The positive impact of Victoria's investment agency	.723
Banking services	.758
VFR	
Business networks	.592
Education	
Market-seeking motives (market size, market openness, market potential)	.523
Business networks	.817
A stable political climate for investment in Australia	.639
Recommendations	
I will speak positively about Melbourne as a good place to invest to other people	
Follow competitors	.597
The positive impact of Victoria's investment agency	.547
I will strongly recommend Melbourne as a good investment place to other people	No variables
I will strongly recommend Melbourne as a destination for leisure purposes to other people	
Victorian government policies (trade agreement, FDI promotion policies, tax incentives, infrastructure, other policies)	.623
Accounting services	.524

Table 5.11: Discriminant analysis for Vietnam

Variables	Beta Coefficients
Revisit intentions	
Undertake investment activities	
The Victoria Government provides a high level of post investment support	.933
Victoria's Fin Tech Hub services	.533
Undertake other business activities:	
Business networks	.829
Undertake holiday/leisure activities	
Source technology, know-how or innovations capabilities	.684
Legal services	.785
VFR	
Follow competitors	.556
Source technology, know-how or innovative capabilities	.544
Entrepreneurial aspect (be independent/own boss, use own creative skills, do enjoyable work, frustrated with previous job)	.601
Education	
Follow competitors	.588
Exploit economies of scale and seek greater efficiencies in operation	.727
A significant list of investment companies based in Melbourne	.588
Recommendations	
I will speak positively about Melbourne as a good place to invest to other people	
Business networks	.684
The positive impact of Victoria's investment agency	.700
I will strongly recommend Melbourne as a good investment place to other people	
Business networks	.832
Melbourne is growing rapidly	.525
I will strongly recommend Melbourne as a destination for leisure purposes to other people:	
Efficiency-seeking (labour cost, labour quality, operating costs)	.620
Banking services	.611

From the Table 5.9 to 5.11, a summary for undertaking investment activities of respondents from Vietnam, Singapore and China is presented below:

Table 5.12: For Undertaking Investment Activities

For Undertaking Investment Activities	Beta Coefficients	Countries
The Victoria Government provides a high level of post investment support	.933	Vietnam
Victoria's Fin Tech Hub services	.533	Vietnam
Business networks	.829	Vietnam
A stable political climate for investment in Australia	.977	Singapore
The positive impact of Victoria's investment agency	.502	Singapore
Business networks	.756	Singapore
Efficiency-seeking (labour cost, labour quality, operating costs)	.576	China
Melbourne is growing rapidly	.610	China
The positive impact of Victoria's investment agency	.633	China

There is a strong similarity between the three countries and an emphasis on the Victorian State government support systems. For example, the item "The Victoria Government provides a high level of post investment support" has the beta weight at (.933) for the Vietnamese, and "A stable political climate for investment in Australia" is (.977) for Singaporeans or "The positive impact of Victoria's investment agency" is (.633) for the Chinese. However, each country has a unique structure to the main motivations, for

example “Victoria’s Fin Tech Hub services” and “Business networks” are significant for Vietnam while “impact of Victorian investment agency” and “efficiency seeking” are important for Singapore and China.

Table 5.13: For other-business activities

From the Tables 5.9 to 5.11, a summary for undertaking other business activities of respondents from Vietnam, Singapore and China is presented below:

For other-business activities	Beta Coefficients	Countries
Source technology, know-how or innovative capabilities Victoria’s Fin Tech Hub services	.684	Vietnam
Legal services	.785	Vietnam
Follow competitors	.556	Vietnam
Entrepreneurial aspect (be independent/own boss, use own creative skills, do enjoyable work, frustrated with previous job)	.601	Vietnam
Exploit economies of scale and seek greater efficiencies in operation	.727	Vietnam
A significant list of investment companies based in Melbourne	.588	Vietnam
The positive impact of Victoria’s investment agency	.723	Singapore
Banking services	.758	Singapore
Business networks	.592	Singapore

For other-business activities	Beta Coefficients	Countries
Market-seeking motives (market size, market openness, market potential)	.523	Singapore
A stable political climate for investment in Australia	.639	Singapore
A stable political climate for investment in Australia	.637	China
The Victorian government provides a high level of post investment support	.678	China
Efficiency-seeking (labour cost, labour quality, operating costs)	.610	China

Again, a significantly reduced list from 23 motives, although they are different between countries with Vietnam focussed on entrepreneurial activities, while Singapore and China are focused on a stable market with government support.

From the Tables 5.9 to 5.11, a summary for recommendations from the Vietnam, Singapore and China respondents is given below:

Table 5.14: For recommendations

For recommendations	Beta Coefficients	Countries
Business networks	.684	Vietnam
The positive impact of Victoria's investment agency	.700	Vietnam
Melbourne is growing rapidly	.525	Vietnam

For recommendations	Beta Coefficients	Countries
Efficiency-seeking (labour cost, labour quality, operating costs)	.620	Vietnam
Banking services	.611	Vietnam
Follow competitors	.597	Singapore
The positive impact of Victoria's investment agency	.547	Singapore
Victorian government policies (trade agreement, FDI promotion policies, tax incentives, infrastructure, other policies)	.623	Singapore
Accounting services	.524	Singapore
A stable political climate for investment in Australia	.504	China
Exploit economies of scale and seek greater efficiencies in operation	.718	China
Business networks	.712	
The positive impact of Victoria's investment agency	.612	China
A significant list of investment companies based in Melbourne	.664	China
Accounting services	.517	China

In regard to recommendations, the countries have a significantly reduced list of motives (Vietnam: 5, Singapore 4 and China 6 motives). "The positive impact of Victoria's investment agency" is the item that business travellers from the three countries all chose.

Additionally, “business networks” and “accounting services” are also significant for respondents.

The investment intentions are the most important in regard to the thesis objective, and overall focus on government support, the Melbourne business network (which would have a strong Asian link), and the rapid economic growth generated by high population growth in Melbourne are important. However, there is also a strong linkage between business activity and tourism into Melbourne and the non-business activities associated with holidays, visiting friends and family and education (which could be education for the traveller or for the immediate family).

Participant personal motives

Although the participants in this study are all business people, they may also consider other personal motives before choosing a destination to visit. Consequently, fourteen personal motives are also tested (refer to Table 5.12).

In Table 5.15, for the China market, two factors are evaluated very highly “Exploring Melbourne's lifestyle” and “Exploring Melbourne's natural attractions”. The lowest importance is placed on “Visiting Relatives and Friends”. For the Vietnamese the highest importance is placed upon “Career enhancement” and the lowest “Holiday”. For the Singaporeans the highest importance is “Visiting New Places” and the lowest “Visiting Relatives and Friends”.

These findings suggest that overall the means are quite high at mostly over 4 out of 6 on the Likert scale, indicating that personal motives do play a significant role in travel motivation

Table 5.15: The Particular Personal Motives to Visit Melbourne

No	Level of importance	China				Singapore				Vietnam				Three markets			
		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
1	Holiday	4.96	1.231	-1.082	.172	4.39	1.097	-.477	.172	4.44	1.359	-.789	.172	4.60	1.258	-.754	.100
2	Relaxation	4.92	1.192	-1.247	.172	4.51	1.173	-.559	.172	4.70	1.156	-.871	.172	4.71	1.184	-.861	.100
3	Escape from routine	4.54	1.381	-.899	.172	4.42	1.179	-.494	.172	4.70	1.152	-1.007	.172	4.55	1.245	-.816	.100
4	Visiting relatives and friends	4.26	1.277	-.908	.172	3.97	1.403	-.365	.172	4.55	1.251	-.931	.172	4.26	1.331	-.710	.100
5	Shopping	4.66	1.105	-.943	.172	4.06	1.204	-.456	.172	4.50	1.173	-.685	.172	4.40	1.187	-.670	.100
6	Visiting the new places	4.87	1.021	-1.043	.172	4.59	1.104	-.469	.172	4.93	.982	-.814	.172	4.79	1.045	-.767	.100
7	Career enhancement	4.91	1.212	-1.262	.172	4.25	1.238	-.765	.172	5.18	.927	-1.236	.172	4.78	1.198	-1.076	.100
8	Attending Melbourne's festivals and events	4.89	1.113	-.964	.172	4.22	1.304	-.567	.172	4.88	1.012	-1.068	.172	4.66	1.189	-.886	.100
9	Exploring Melbourne's lifestyle	5.06	1.001	-1.063	.172	4.53	1.079	-.586	.172	4.89	1.008	-.866	.172	4.82	1.052	-.807	.100
10	Exploring Melbourne's night life and entertainment	4.89	1.036	-.736	.172	4.20	1.206	-.295	.172	4.77	1.001	-.617	.172	4.62	1.125	-.587	.100
11	Exploring Melbourne's natural attractions	5.00	.883	-.921	.172	4.51	1.160	-.677	.172	4.95	1.013	-1.001	.172	4.82	1.046	-.918	.100

No	Level of importance	China				Singapore				Vietnam				Three maerkets			
		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
12	Exploring Melbourne's cultural attractions	4.84	.948	-1.068	.172	4.34	1.118	-.442	.172	4.92	1.006	-.993	.172	4.70	1.056	-.807	.100
13	Exploring Melbourne's historic sites/Museums	4.87	.937	-.627	.172	4.36	1.164	-.435	.172	4.93	.969	-.828	.172	4.72	1.059	-.689	.100
14	Looking for education institutions	4.73	1.199	-1.170	.172	4.03	1.352	-.560	.172	4.95	1.057	-.946	.172	4.57	1.268	-.909	.100
	Other	4.00	2.138	-.585	.752	3.93	1.685	-.500	.448	4.05	1.649	-.841	.524	3.98	1.710	-.581	.325

Notably, the t-test for the difference between means in Table 5.16 indicates there is strong similarity in the personal motives between China and Vietnam, with only 3 out of 14 being different ("holiday", "visiting relatives and friends" and "career enhancement"). In contrast there is a significant difference between China and Singapore and Vietnam and Singapore with 13 out of 14 differences. It is notable that the personal motivations for Singapore are the lowest overall, but still above 4 on the Likert scale ranging up to 6.

Table 5.16: The Significant Differences in Personal Motivations

	2 sample means unpaired t test .05		
	China/ Vietnam	**China/ Singapore**	**Vietnam/ Singapore**
Q14B. Holiday	.000	.000	.686
Q14B. Relaxation	.062	.001	.095
Q14B. Escape from routine	.195	.371	.017
Q14B. Visiting relatives and friends	.022	.031	.000
Q14B. Shopping	.148	.000	.000
Q14B. Visiting the new places	.549	.010	.001
Q14B. Attending Melbourne's festivals and events	.925	.000	.000
Q14B. Exploring Melbourne's lifestyle	.082	.000	.001
Q14B. Exploring Melbourne's night life and entertainment	.239	.000	.000
Q14B. Exploring Melbourne's natural attractions	.599	.000	.000
Q14B. Exploring Melbourne's cultural attractions	.443	.000	.000
Q14B. Exploring Melbourne's historic sites/Museums	.529	.000	.000
Q14B. Looking for education institutions	.052	.000	.000
Q14B. Career enhancement	.014	.000	.000

5.4 DESCRIPTIVE STATISTICAL – DESTINATION ATTRIBUTES FROM THE PARTICIPANT VIEW

As previously discussed in Chapter Two and Three, destination attributes play an important role in capturing the attention of travellers to visit a specific destination. In the present

section, the significant differences in destination attributes, comprising accessibility, accommodation, attractions, and amenities among the three business traveller groups are examined. This section aims to explore Melbourne's key destination attributes from the perspective of North East and South East Asian business travellers, and their influences on satisfaction and future behaviour, as outlined in the research objective RO3 and research questions RQ3A and RQ3B (refer to Section 1.3, Chapter One). The potential marketing implications arising from the findings are also discussed.

Melbourne Accessibility from participant view

In terms of Melbourne's accessibility, five types of transportation (private car, taxi, train, tram, bus) were investigated. Additionally, the "Facilities for disabled access", "Convenience of local transportation", "Transportation facilities", and "Cost/price levels of transportation to the venue" were also evaluated by using the six point Likert Scale.

The findings in Table 5.17 indicate that for China the highest level of importance is for the convenience of local transport (mean = 5.22) and the lowest, marginally train (mean = 4.61). For Singapore the highest mean is cost (mean = 4.76) and the lowest is disabled facilities (mean = 3.98). For Vietnam the highest is transport facilities (mean = 5.21) and the lowest disabled facilities (mean = 4.57).

Table 5.17: The Importance of Melbourne Accessibility on the Trip

Transportation	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Private Car	4.93	1.352	-1.267	.172	4.37	1.308	-.780	.172	4.58	1.246	-.677	.172	4.62	1.321	-.866	.100
Taxi	5.15	.904	-.826	.172	4.26	1.140	-.484	.172	4.78	1.094	-.808	.172	4.73	1.111	-.733	.100
Train	4.61	1.102	-.713	.172	4.45	.996	-.323	.172	4.67	1.109	-.848	.172	4.57	1.072	-.627	.100
Tram	4.63	.937	-.828	.172	4.28	1.057	-.168	.172	4.81	.937	-.463	.172	4.57	1.001	-.488	.100
Bus	4.67	1.058	-.892	.172	4.13	1.072	-.188	.172	4.79	.995	-.772	.172	4.53	1.079	-.585	.100
Facilities for disabled access	4.83	1.171	-1.342	.172	3.98	1.313	-.506	.172	4.57	1.172	-.594	.172	4.46	1.269	-.779	.100
Convenience of local transportation	5.22	.814	-.697	.172	4.72	1.003	-.439	.172	5.10	.913	-.879	.172	5.01	.936	-.709	.100
Transportation facilities	5.21	.830	-.996	.172	4.74	.964	-.398	.172	5.21	.793	-.760	.172	5.05	.893	-.737	.100
Cost/price levels of transportation to the venue	5.10	.985	-.861	.172	4.76	.999	-.450	.172	5.07	.932	-1.155	.172	4.98	.983	-.786	.100

In the t-test for the difference between means (refer to Table 5.18), it is again the case that there is not much difference between China and Vietnam (only 3 out of 9 differences), and extensive significant difference (8 out of 9 differences) between China and Singapore, and Vietnam and Singapore. Again, the mean importance for accessibility is lower for Singapore.

Table 5.18: The Significant Differences for Melbourne Accessibility

	2 sample means unpaired t test .05		
	China/ Vietnam	China/ Singapore	Vietnam/ Singapore
Q15. Private Car	.007	.000	.109
Q15. Taxi	.000	.000	.000
Q15. Train	.588	.141	.042
Q15. Tram	.055	.001	.000
Q15. Bus	.224	.000	.000
Q15. Facilities for disabled access	.027	.000	.000
Q15. Convenience of local transportation	.184	.000	.000
Q15. Transportation facilities	1.000	.000	.000
Q15. Cost/price levels of transportation to the venue	.795	.001	.001

Melbourne Accommodation from participant view

With regard to Melbourne's accommodation (refer to Table 5.19), nine issues are investigated. For China the highest motive is friendly people (mean = 5.12), and the least important issue is relatives and friend's house (mean = 4.29), which is consistent with the lowest motive to visit relatives and friends. The Singaporeans share the same evaluation on the highest and lowest importance as the Chinese with friendly people (mean = 4.85) and friend's house (mean = 3.84). For Vietnam, the highest significant factor is also "friendly people (mean = 5.17) and the lowest is "5 star hotel" (mean = 4.51). Again, the Singaporeans place the lowest level of importance on accommodation issues overall.

Table 5.19 : The Importance of Accommodation on the Trip

Accommodation	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
5 star Hotel	4.62	1.228	-.797	.100	4.24	1.107	-.791	.172	4.51	1.260	-.715	.172	4.62	1.228	-.797	.100
3-4 star Hotel	4.70	1.055	-.505	.100	4.46	1.055	-.334	.172	4.58	1.053	-.630	.172	4.70	1.055	-.505	.100
Own home/family house	4.38	1.336	-.704	.100	3.99	1.360	-.369	.172	4.66	1.293	-.977	.172	4.38	1.336	-.704	.100
Your friends/relatives house	4.29	1.281	-.706	.100	3.84	1.343	-.371	.172	4.74	1.096	-.939	.172	4.29	1.281	-.706	.100
Helpfulness of Accommodation staff	4.75	1.024	-.771	.100	4.66	.917	-.446	.172	4.96	1.009	-.799	.172	4.75	1.024	-.771	.100
Accommodation facilities available at destination	4.82	.975	-.682	.100	4.69	.954	-.453	.172	5.02	.954	-.908	.172	4.82	.975	-.682	.100
Accommodation availability	4.94	.931	-.608	.100	4.74	.952	-.304	.172	4.99	.962	-.802	.172	4.94	.931	-.608	.100
Accommodation rates	4.93	.945	-.616	.100	4.77	.951	-.292	.172	5.03	.916	-.565	.172	4.93	.945	-.616	.100
Friendly people	5.12	.917	-.905	.100	4.85	.972	-.644	.172	5.17	.880	-.741	.172	5.12	.917	-.905	.100

The t-test for the difference between means (refer to Table 5.20) indicates the means have wide ranging differences between the source markets, especially between China and Singapore (7 out of 9) and Vietnam and Singapore (8 out of 9). The similarities are limited to accommodation availability and rates for China and Vietnam (mean = .321 and mean = .708), and Accommodation staff and facilities for China and Singapore (mean = .806 and mean = .383). Vietnam seems to differ on three and four star hotel importance with Singapore (mean = .256) finding these hotels more important.

Table 5.20: The Significant Differences for Accommodation

	2 sample means unpaired t test .05		
	China/ Vietnam	China/ Singapore	Vietnam/ Singapore
Q16. 5 star Hotel	.000	.000	.021
Q16. 3-4 star Hotel	.000	.000	.256
Q16. Own home/family house	.161	.000	.000
Q16. Your friends/relatives house	.000	.001	.000
Q16. Helpfulness of Accommodation staff	.002	.806	.002
Q16. Accommodation facilities available at destination	.012	.383	.001
Q16. Accommodation availability	.321	.000	.009
Q16. Accommodation rates	.708	.018	.006
Q16. Friendly people	.041	.000	.001

Melbourne Attractions from the participant perspective

In Table 5.21 for the three source markets, the highest mean for China is Federation Square (mean = 5.06) and lowest means is National Gallery (mean = 4.76). While Singaporeans consider Queen Victoria Market the most important (mean = 4.38) and Royal Botanic Gardens the least important (mean = 3.91). For the Vietnamese, the most attractive sightseeing is Southbank and the Arts Centre Melbourne (mean = 4.86) while the lowest interest is the Yarra River Cruise (mean=4.70). This is a consistent outcome with

Singapore again having the lowest overall importance levels, followed by Vietnam and then China.

Table 5.21: The Importance of Melbourne Attractions on the Trip

Attractions	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Q17. Federation Square	5.06	1.166	-1.300	.172	3.94	1.214	-.446	.172	4.61	1.120	-.506	.172	4.54	1.252	-.650	.100
Q17. Royal Botanic Gardens	5.04	1.051	-1.078	.172	3.91	1.245	-.491	.172	4.71	1.026	-.622	.172	4.55	1.207	-.733	.100
Q17. Queen Victoria Market	4.95	1.102	-1.358	.172	4.38	1.238	-.440	.172	4.82	1.112	-.845	.172	4.71	1.176	-.843	.100
Q17. Southbank and Arts Centre Melbourne	4.78	1.029	-1.016	.172	4.21	1.293	-.515	.172	4.86	1.019	-.654	.172	4.61	1.156	-.797	.100
Q17. National Gallery of Victoria	4.76	.975	-.642	.172	4.09	1.206	-.460	.172	4.77	1.066	-.777	.172	4.53	1.130	-.679	.100
Q17. Melbourne Museum and Royal Exhibition Building	4.83	.978	-.532	.172	4.08	1.250	-.449	.172	4.82	1.061	-.668	.172	4.58	1.155	-.654	.100
Q17. Yarra River Cruise	4.96	.940	-.948	.172	4.25	1.333	-.584	.172	4.70	1.017	-.729	.172	4.64	1.146	-.872	.100
Q17. Seasonal events (such as Australian Tennis Open, Moomba, Formula One Race, Lunar New Year)	5.05	.950	-.954	.172	4.17	1.340	-.508	.172	4.81	1.050	-.970	.172	4.67	1.184	-.902	.100
Q17. Other (please be specific)	4.73	1.618	-1.366	.661	3.97	1.362	-.450	.393	4.05	1.627	-.700	.501	4.12	1.492	-.597	.291

The t-test is again applied to examine the differences between the means (refer to Table 5.22). The findings return to previous outcomes with a large degree of similarity of importance between China and Vietnam (4 out of 8), none between China and Singapore, and none between Vietnam and Singapore. The big events such as the Australian Open are the amongst the most important attractions for respondents from three markets, and perhaps surprisingly Southbank given its location is on the lower end of the attractions.

Table 5.22: The Significant Differences for Attractions

	2 sample means unpaired t test .05		
	China/ Vietnam	China/ Singapore	Vietnam/ Singapore
Q17. Federation Square	.000	.000	.000
Q17. Royal Botanic Gardens	.001	.000	.000
Q17. Queen Victoria Market	.223	.000	.000
Q17. Southbank and Arts Centre Melbourne	.435	.000	.000
Q17. National Gallery of Victoria	.922	.000	.000
Q17. Melbourne Museum and Royal Exhibition Building	.883	.000	.000
Q17. Yarra River Cruise	.008	.000	.000
Q17. Seasonal events (such as Australian Tennis Open, Moomba, Formula One Race, Lunar New Year)	.015	.000	.000

Melbourne Food and beverage attractions from the participants view

Besides the three significant factors: Accessibility, accommodation, and attractions, there is also Food and Beverage. Table 5.23 is divided into two parts: Type of food and beverage (including Asia, Western, American and Australian) and the characteristics of food and beverage (the variety, the Quality and the Cost/price).

As the business travellers are from Asian countries, it is not surprising they tend to prefer Asian food (overall mean = 4.90), followed by Australian food and drink (mean = 4.84). While Western food was acceptable (mean = 4.75), the respondents evaluated the type of food from America (mean = 4.53) as least important for their trip. Concerning the

characteristics, respondents highly suggested that freshness is the most important issue (overall mean = 5.24).

Table 5.23: The Importance of Food and Beverage on the Trip

Food and Beverage	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Asia food and beverage	5.26	.999	-1.276	.172	4.55	1.106	-.386	.172	4.89	1.057	-.619	.172	4.90	1.092	-.699	.100
Western food and beverage	5.04	.976	-1.030	.172	4.49	1.070	-.284	.172	4.72	1.077	-.728	.172	4.75	1.065	-.651	.100
American food and beverage	4.69	1.105	-.770	.172	4.29	1.162	-.438	.172	4.63	1.105	-.705	.172	4.53	1.136	-.627	.100
Australian food and beverage	4.89	.869	-.470	.172	4.61	1.002	-.474	.172	5.04	.955	-.674	.172	4.84	.959	-.548	.100
The variety of food and beverage	4.75	.972	-.828	.172	4.68	.982	-.595	.172	4.82	1.079	-.873	.172	4.75	1.012	-.756	.100
Quality of food and beverage	5.10	.848	-.632	.172	4.81	.984	-.409	.172	5.23	.871	-.824	.172	5.04	.918	-.631	.100
Cost/price levels of food and beverage	4.95	1.048	-1.161	.172	4.95	1.008	-.542	.172	5.15	.944	-1.028	.172	5.01	1.004	-.920	.100
The fresh of food and beverage	5.48	.814	-1.866	.172	5.00	1.042	-.916	.172	5.23	.878	-.737	.172	5.24	.935	-1.147	.100

For all three source markets the highest importance is food freshness and the lowest American food. The t-test (refer to Table 5.24) again indicates fewer differences in importance between China and Vietnam (3 out of 8) than between the other countries. Only 2 out of 8 similarities between China/Singapore and 1 out of 8 between Vietnam and Singapore.

Table 5.24: The Significant Differences for Food and Beverage

	2 sample means unpaired t test .05		
	China/ Vietnam	China/ Singapore	Vietnam/ Singapore
Q18. Asia food and beverage	.000	.000	.002
Q18. Western food and beverage	.002	.000	.037
Q18. American food and beverage	.587	.000	.003
Q18. Australian food and beverage	.090	.003	.000
Q18. The variety of food and beverage	.466	.474	.161
Q18. Quality of food and beverage	.131	.002	.000
Q18. Cost/price levels of food and beverage	.040	1.000	.037
Q18. The freshness of food and beverage	.004	.000	.017

5.5 DESCRIPTIVE STATISTICAL – PARTICIPANT SATISFACTION

This Section examines the relationships between traveller satisfaction and future travel and investment behavioural intentions, as stated in the research objective RO4 and research question RQ4 (refer to Section 1.3, Chapter One).

Satisfaction is one of the most significant indicators of future behaviour, especially in-service industries. In this study, the level of satisfaction is measured by comparing what respondents expected, again using the 6 point Likert scale. The variables “Attraction”, “Food and Beverage”, “Transportation”, “Accommodation”, “Victoria State Supports” “Business-related activates” and the “overall trip in Melbourne” are the chosen criteria.

Generally, participants are satisfied with their trip to Melbourne. The overall mean is 5.04 with Chinese respondents the highest (mean = 5.30), followed by the Vietnamese (mean = 5.14) and Singaporeans (mean = 4.68) (refer to Table 5.25).

For the Chinese, the highest mean is overall satisfaction (mean = 5.30) and the lowest Victoria State support (mean = 4.71). For the Singaporeans the highest mean is also overall satisfaction (mean = 4.68) and the lowest transportation (mean = 4.45), and for the Vietnamese the highest is again overall satisfaction (mean = 5.14), and the lowest shared between attractions (mean = 4.94) and food and beverage (mean = 4.94).

Table 5.25: Differences in Satisfaction

Satisfaction	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Attractions was better than expected	5.25	.934	-1.342	.172	4.47	1.007	-.424	.172	4.94	.967	-.542	.172	4.89	1.020	-.687	.100
Food and Beverage was better than expected	5.07	.894	-.693	.172	4.50	1.042	-.256	.172	4.94	.928	-.681	.172	4.84	.986	-.560	.100
Transportation was better than expected	4.97	.913	-.661	.172	4.45	1.021	-.208	.172	5.06	.875	-.698	.172	4.82	.975	-.541	.100
Accommodation was better than expected	4.85	.873	-.528	.172	4.52	.967	-.245	.172	5.02	.865	-.452	.172	4.79	.925	-.430	.100
Victoria State supports was better than expected	4.71	.906	-.459	.172	4.49	.982	-.631	.172	5.03	.910	-.575	.172	4.74	.957	-.552	.100
Business related activities on this trip was better than expected	5.04	.835	-.589	.172	4.56	.981	-.430	.172	5.06	.824	-.493	.172	4.88	.912	-.577	.100
Overall, I am satisfied with my trip in Melbourne	5.30	.873	-1.346	.172	4.68	.944	-.440	.172	5.14	.787	-.743	.172	5.04	.907	-.812	.100

The outcomes from the t-test (refer to Table 5.26) again show similarity in findings between the Chinese and the Vietnamese (5 out of 7), and significant differences between the other markets (none out of 7). Some detailed examination of the Singapore market is suggested from this result, as it is somewhat lower regarding satisfaction with the lowest means on all issues of satisfaction.

Table 5.26: The Significant Differences for Trip Satisfaction

	2 sample means unpaired t test .05		
	China/ Vietnam	**China/ Singapore**	**Vietnam/ Singapore**
Q19. Attractions was better than expected	.001	.000	.000
Q19. Food and Beverage was better than expected	.154	.000	.000
Q19. Transportation was better than expected	.342	.000	.000
Q19. Accommodation was better than expected	.058	.000	.000
Q19. Victoria State supports was better than expected	.001	.020	.000
Q19. Business related activities on this trip was better than expected	.763	.000	.000
Q19. Overall, I am satisfied with my trip in Melbourne	.055	.000	.000

5.6 DESCRIPTIVE STATISTICAL – PARTICIPANT FUTURE BEHAVIOURAL INTENTIONS

Following on from satisfaction which has been analysed in the recent section, this section assesses the participant's future behavioural intentions. The intentions were divided into two main behaviours: intended revisit activity and post visit recommendations. Future behaviours are crucial implications for marketing and tourism policymakers.

Revisit intention

The business traveller's revisit intention is summarised in Table 5.27 below. The findings show that 96.7% of the business travellers would consider revisiting Melbourne within the next few years.

Table 5.27: Frequency of Revisit

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	580	96.7	96.7	96.7
No	20	3.3	3.3	100.0
Total	600	100.0	100.0	

In regard to why they would revisit, the study aimed to understand if the respondents wanted to come back to "undertake investment activities" or "undertake other business activities" or for "holiday/leisure" or to "visit family/relatives", or "Education".

Interestingly, the findings in the Table 5.28 for China (mean = 5.22) and Vietnam (mean = 4.91) show the highest intention to be future investment, but for Singapore leisure activities (mean = 4.79). The lowest intention for China is to visit family and friends (which is consistent with earlier findings) (mean = 4.34) and for Singapore (mean = 3.79); and for Vietnam (mean = 4.72) it is to undertake education. Again, Singapore stands out to require the most policy attention, as it has the lower means, and particularly for undertaking future investment.

Table 5.28: Revisit Behavioural Intentions

The purposes of revisit	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Undertake investment activities	5.22	1.061	-1.476	.173	4.06	1.163	-.647	.180	4.91	1.123	-.934	.172	4.75	1.214	-.868	.101
Undertake other business activities	5.11	.851	-.953	.173	4.15	1.171	-.551	.180	4.87	.953	-.736	.172	4.73	1.072	-.855	.101
Holiday/leisure	5.04	.827	-.719	.173	4.79	1.139	-.666	.180	4.84	1.061	-1.007	.172	4.89	1.018	-.885	.101
Visit family, friends and relatives	4.34	1.418	-.929	.173	4.32	1.437	-.761	.180	4.74	1.138	-1.009	.172	4.47	1.347	-.944	.101
Education	4.45	1.566	-.728	.173	3.79	1.548	-.447	.180	4.72	1.172	-.874	.172	4.34	1.486	-.723	.101

Specifically, the t-test (refer to Table 5.29) indicates significant differences across the means in terms of intentions. For all markets, 4 out of 5 differences in revisit behavioural intentions and just one similarity.

Table 5.29: The Significant Differences in Revisit Behavioural Intentions

	2 sample means unpaired t test .05		
	China/ Vietnam	**China/ Singapore**	**Vietnam/ Singapore**
Q21. Undertake investment activities	.006	.000	.000
Q21. Undertake other business activities	.011	.000	.000
Q21. Holiday/leisure	.041	.017	.678
Q21. Visit family, friends and relatives	.002	.913	.002
Q21. Education	.053	.000	.000

Intention to Recommend

The respondents are also asked to evaluate the level of agreement with (1) "willing to speak positively about Melbourne as a good place to invest", (2) "strongly recommend Melbourne as a good investment place" and (3) "strongly recommend Melbourne as a destination for leisure purposes" (refer to Table 5.30).

Interestingly, the findings show that business travellers strongly recommend Melbourne as the place for leisure purposes, rather than other business-related activities (mean = 5.11 as compared to 5.03 and 4.89), and these are the highest means for all markets. There is a significant concern that the lowest intention for all three markets is to not strongly recommend Melbourne for investment, although the means are still quite high above 4.5.

Table 5.30: Behavioural Intentions – Recommendation

Level of agreement	China				Singapore				Vietnam				Three markets			
	Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness		Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Speak positively about Melbourne as a good place to invest	5.32	.923	-1.338	.172	4.64	.957	-.510	.172	5.13	1.012	-1.047	.172	5.03	1.005	-.860	.100
Strongly recommend Melbourne as a good investment place	5.08	.982	-.891	.172	4.57	1.068	-.547	.172	5.02	.967	-.985	.172	4.89	1.030	-.787	.100
Strongly recommend Melbourne as a destination for leisure purposes	5.42	.835	-1.601	.172	4.75	1.002	-.709	.172	5.17	.918	-1.162	.172	5.11	.961	-1.072	.100

The t-test for the difference between means (refer to Table 5.31) shows that there are significant differences between the countries with only China and Vietnam having a similarity in recommending Melbourne for investment.

Table 5.31: The Significant Differences for Recommendation Intentions

	2 sample means unpaired t test .05		
	China/ Vietnam	**China/ Singapore**	**Vietnam/ Singapore**
Q22. Speak positively about Melbourne as a good place to invest	.045	.000	.000
Q22. Strongly recommend Melbourne as a good investment place	.573	.000	.000
Q22. Strongly recommend Melbourne as a destination for leisure purposes	.004	.000	.000

5.7 CHAPTER SUMMARY

The descriptive analysis of the sample's socio-demographic characteristics, motivation and behavioural intentions for business travellers are described in this Chapter. The results indicate statistically significant differences between the markets on most of the questions surveyed. The descriptive analysis defines the sample characteristics and does indicate that further, more in depth, analysis is needed to assess the importance of the differences found between the markets, with the aim of informing future recommendations on how Melbourne might manage the investment markets in Asia, and how these findings may be generalised more widely. Further analysis is also needed to test the hypotheses outlined in Chapter 4. The more detailed causal analysis is conducted in the next chapter, Chapter 6.

CHAPTER SIX: MULTIVARIATE ANALYSIS – THE TESTING OF HYPOTHESES

6.1 INTRODUCTION

Chapter 5 used quantitative methods to describe the data and determine whether there are significant differences between the three business source countries. Chapter 6 is intended to analyse the hypotheses that are derived from the conceptual framework in Chapter 3. In so doing the conceptual model shown in Figure 3.5 is tested for its degree of accuracy.

Section One tests the relationship between travel characteristics and satisfaction and uses ordinal regression. Section Two tests the causal relationship between motives and satisfaction using multiple regression. Section Three tests the causal relationship between destination attributes and satisfaction using multiple regression, and Section Four examines the causal relationship between satisfaction and behavioural intentions, again using multiple regression.

6.2 SECTION ONE (TESTING OF HYPOTHESES 1, 2, 3 AND 4) – ORDINAL REGRESSION ANALYSIS

In examining the conceptual model to test the relationships between the demographics, the funding sources, the length of visit, the travel party, it is convenient to repeat the hypothesis to be tested (refer to Section 3.4 Chapter Three).

Hypothesis 1: The differences in demographic profile of business travellers do not have differing impacts on their travel satisfaction.

Hypothesis one examines the relationship between demographic profile and the level of satisfaction. Satisfaction as a concept is measured both indirectly and directly. The literature review argues that it is sometimes better to examine different elements of satisfaction as opposed to just overall satisfaction, and in so doing avoid just asking directly "are you satisfied?". Consequently, question 19 of the survey instrument divides overall satisfaction into the specific satisfaction with Attractions, Food and Beverage, Transportation, Accommodation, Victorian State government business support, Business related activities and places the questions into the concept of the difference between

expectations and outcomes. The questions do this by asking whether the respondent finds their experiences better than expected. There is also a general direct question of overall trip satisfaction.

The demographic variables measured include gender (question 3), age group (question 4), level of education (question 5), current employment status (question 6), occupational position (question 7) and numbers of years worked in the industry (question 9).

In order to test hypothesis one there is the common difficulty that the demographic variables are measured nominally and ordinally. The levels of satisfaction are measured continuously in terms of a Likert scale. The Likert scale can be related to the ratio scale of measurement using a six -point scale from Totally Disagree for zero and Totally Agree for level 6.

To determine whether there is a causal relationship between categorical variables it is not possible to use a common linear regression and it is necessary to use ordinal regression. A decision has to be made whether to measure the demographic variables independently (separately) or as a multiple regression (all demographic variable together as independent variables).

Ordinal Regression is proposed for analysis of multilevel ordinal responses (Donald & Robert, 1994). Many variables of interest are ordinal. The real distance between categories is unknown although the values can be ranked. The SPSS Ordinal Regression procedure, or PLUM (Polytomous Universal Model), is an extension of the general linear model to ordinal categorical data (Norusis, 2008).

In this case it was decided to use a multiple regression because any one individual survey respondent is not independent within their demographic character, and the hypothesis is structured in this way.

In any quantitative analysis there are assumptions, and, in this analysis, there are four main assumptions. First, the dependent variable (each measured separately for each separate analysis: attractions, food and beverage, transportation, accommodation, Victorian State government support, business related activities and overall satisfaction) can be considered

an ordinal measure. In this case the variables can be considered to be ratio level and at least ordinal in property.

Second, the independent variables are either continuous, ordinal or nominal in their level of measurement. In the survey instrument, gender is measured at the nominal scale, age is an ordinal scale, level of education is an ordinal scale, employment is a nominal scale, occupational position is a nominal scale, and number of years worked is an ordinal scale.

Third, there is an assumption there is no multicollinearity between the variables. There is some correlation as would be expected between age and years in the industry (Vietnam:.56; Singapore: .60; China: .75), and some negative correlation between being retired and occupational status, which would also be expected (Vietnam: -.60; Singapore: -.67; China: -.54). These correlations are not high enough to suggest the removal of one variable. The other correlations are very small and close to zero.

Fourth, there is an assumption that each independent variable has an identical effect on the categories of the dependent variable. The test for parallel lines in the SPSS analysis indicates issues for China (transport), and Vietnam (Accommodation, Attractions, Business activities and Victorian government support) while other categories meet this assumption. However, a test on the separate binomial logistic regressions on cumulative dichotomous dependent variables, show the parallel test to be incorrectly rejecting the null hypothesis in these cases. So, assumption four is met.

The results for calculating the estimates are given in Table 6.1 to 6.21. In the following tables China is discussed first, followed by Singapore and then Vietnam.

In the tables the intercept values do not require interpretation. In models with intercepts there are only the number of categories minus one that are relevant, because knowledge of the other categories leaves the final category odds ratio known. Although any category could be set to zero, SPSS always uses the last in the set of categories. Therefore q3=2 is zero by example below.

The only significant categories for the location variables are highlighted, the top measures being the intercept equivalents, except there is one intercept for each category. Only

significant estimates are of interest as measured by the Wald statistic. The Wald statistic is the ratio of the coefficient to its standard error.

Table 6.1: China Attractions

	Estimate	Std. Error	Wald	df	Sig.
[q19_1 = 2] (*)	-8.306	3.136	7.013	1	.008
[q19_1 = 3]	-6.438	3.003	4.596	1	.032
[q19_1 = 4]	-4.417	2.961	2.225	1	.136
[q19_1 = 5]	-2.361	2.938	.645	1	.422
[q3=1] (*)	**-.766**	**.420**	**3.322**	**1**	**.068**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-3.517**	**1.575**	**4.988**	**1**	**.026**
[q4=2]	**-2.839**	**1.418**	**4.010**	**1**	**.045**
[q4=3]	**-1.146**	**1.486**	**.595**	**1**	**.441**
[q4=4]	**0[a]**			**0**	
[q5=1] (*)	**-2.851**	**2.325**	**1.504**	**1**	**.220**
[q5=2]	**.713**	**.560**	**1.620**	**1**	**.203**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-.417**	**.963**	**.188**	**1**	**.665**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**.748**	**1.238**	**.365**	**1**	**.546**
[q7a=2]	**-.079**	**.912**	**.008**	**1**	**.931**
[q7a=3]	**2.193**	**.675**	**10.570**	**1**	**.001**
[q7a=4]	**.072**	**.608**	**.014**	**1**	**.906**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**.800**	**2.084**	**.147**	**1**	**.701**
[q9=2]	**-.734**	**2.000**	**.135**	**1**	**.714**
[q9=3]	**-1.465**	**2.008**	**.532**	**1**	**.466**
[q9=4]	**-.225**	**2.309**	**.010**	**1**	**.922**
[q9=5]	**0[a]**			**0**	

Younger males find less satisfaction than older females (Wald = 3.322 and 4.988) with experiences of non-business attractions (q.3 and 4).

CEOs have less satisfaction with non-business attraction experiences than other occupational positions (q.7, Wald = 10.570).

Table 6.2: China Food and Beverage

	Estimate	Std. Error	Wald	df	Sig.
[q19_2 = 2] (*)	-5.781	2.900	3.974	1	.046
[q19_2 = 3]	-3.344	2.745	1.484	1	.223
[q19_2 = 4]	-1.468	2.735	.288	1	.591
[q19_2 = 5]	.503	2.733	.034	1	.854
[q3=1] (*)	**-.308**	**.402**	**.589**	**1**	**.443**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-1.840**	**1.374**	**1.793**	**1**	**.181**
[q4=2]	**-.958**	**1.227**	**.610**	**1**	**.435**
[q4=3]	**.084**	**1.276**	**.004**	**1**	**.948**
[q4=4]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q5=1] (*)	**-1.337**	**2.193**	**.372**	**1**	**.542**
[q5=2]	**.204**	**.547**	**.139**	**1**	**.709**
[q5=3] (*)	**0[a]**			**0**	
[q6=1] (*)	**-1.347**	**.917**	**2.157**	**1**	**.142**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**.338**	**1.196**	**.080**	**1**	**.777**
[q7a=2]	**.004**	**.867**	**.000**	**1**	**.996**
[q7a=3]	**1.547**	**.635**	**5.941**	**1**	**.015**
[q7a=4]	**.329**	**.599**	**.300**	**1**	**.584**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**2.377**	**2.037**	**1.362**	**1**	**.243**
[q9=2]	**1.150**	**1.963**	**.344**	**1**	**.558**
[q9=3]	**.258**	**1.965**	**.017**	**1**	**.896**
[q9=4]	**.809**	**2.179**	**.138**	**1**	**.710**
[q9=5]	**0[a]**			**0**	

Again CEOs (q.7 Wald = 5.941) can be singled out as the demographic of significant difference. Here they are less satisfied with the food and beverage offering in Melbourne than the other occupational categories.

Table 6.3: Transportation

	Estimate	Std. Error	Wald	df	Sig.
[q19_3 = 3] (*)	-2.343	2.731	.736	1	.391
[q19_3 = 4]	-.226	2.724	.007	1	.934

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q19_3 = 5]	1.674	2.725	.377	1	.539
[q3=1] (*)	**-.819**	**.403**	**4.125**	**1**	**.042**
[q3=2]	**0**[a]			**0**	
[q4=1]	**-.261**	**1.389**	**.035**	**1**	**.851**
[q4=2]	**-.390**	**1.263**	**.095**	**1**	**.757**
[q4=3]	**.047**	**1.311**	**.001**	**1**	**.971**
[q4=4]	**0**[a]			**0**	
[q5=1]	**-1.365**	**2.243**	**.370**	**1**	**.543**
[q5=2]	**.206**	**.538**	**.147**	**1**	**.701**
[q5=3]	**0**[a]			**0**	
[q6=1] (*)	**.546**	**.767**	**.507**	**1**	**.476**
[q6=2]	**0**[a]			**0**	
[q7a=1] (*)	**.938**	**1.105**	**.721**	**1**	**.396**
[q7a=2]	**-.828**	**.863**	**.922**	**1**	**.337**
[q7a=3]	**.132**	**.628**	**.044**	**1**	**.833**
[q7a=4]	**-.367**	**.606**	**.367**	**1**	**.545**
[q7a=5]	**0**[a]			**0**	
[q9=1] (*)	**.456**	**2.057**	**.049**	**1**	**.825**
[q9=2]	**1.064**	**1.991**	**.286**	**1**	**.593**
[q9=3]	**.720**	**1.997**	**.130**	**1**	**.718**
[q9=4]	**2.323**	**2.256**	**1.060**	**1**	**.303**
[q9=5]	**0**[a]			**0**	

In regard to satisfaction with transportation the only significant finding is that males find transportation contributes less to their satisfaction than females (Wald = 4.125).

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

Table 6.4: China Accommodation

	Estimate	Std. Error	Wald	df	Sig.
[q19_4 = 2] (*)	-1.177	2.827	.173	1	.677
[q19_4 = 3]	1.438	2.828	.259	1	.611
[q19_4 = 4]	3.626	2.853	1.615	1	.204
[q19_4 = 5]	5.892	2.862	4.240	1	.039
[q3=1] (*)	**.095**	**.405**	**.055**	**1**	**.815**
[q3=2]	**0**[a]			**0**	
[q4=1] (*)	**-1.851**	**1.413**	**1.717**	**1**	**.190**
[q4=2]	**-1.143**	**1.286**	**.790**	**1**	**.374**
[q4=3]	**.354**	**1.324**	**.071**	**1**	**.789**
[q4=4]	**0**[a]			**0**	
[q5=1] (*)	**-2.788**	**2.262**	**1.520**	**1**	**.218**
[q5=2]	**-.850**	**.554**	**2.360**	**1**	**.124**
[q5=3]	**0**[a]			**0**	
[q6=1] (*)	**.432**	**.787**	**.302**	**1**	**.583**
[q6=2]	**0**[a]			**0**	
[q7a=1] (*)	**1.688**	**1.124**	**2.254**	**1**	**.133**
[q7a=2]	**1.597**	**.876**	**3.320**	**1**	**.068**
[q7a=3]	**1.517**	**.640**	**5.618**	**1**	**.018**
[q7a=4]	**.511**	**.609**	**.705**	**1**	**.401**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**5.691**	**2.226**	**6.538**	**1**	**.011**
[q9=2]	**4.946**	**2.154**	**5.275**	**1**	**.022**
[q9=3]	**4.282**	**2.154**	**3.953**	**1**	**.047**
[q9=4]	**4.685**	**2.360**	**3.941**	**1**	**.047**
[q9=5]	**0[a]**			**0**	

Given the number of estimates that are significant is limited, the immediate indication is that the demographics do not widely influence satisfaction with accommodation. The significant values suggest less experienced business travellers (q.9 Wald = 6.538 for respondents with less than 5 years working experience) and again CEOs (q.7 Wald = 5.618) are more concerned about accommodation than more experienced non-CEOs.

These estimates are all positive, so they are related to higher scores for satisfaction with accommodation. Therefore, for CEOs, the level of satisfaction with accommodation is scored higher than for the other employment categories. Also, for people who have worked longer in their industry they score accommodation satisfaction higher than for those who have not worked as long.

Table 6.5: China Victorian Government Support

	Estimate	Std. Error	Wald	df	Sig.
[q19_5 = 1] (*)	-3.557	2.756	1.666	1	.197
[q19_5 = 2]	-2.433	2.661	.836	1	.361
[q19_5 = 3]	-1.166	2.662	.192	1	.661
[q19_5 = 4]	1.692	2.677	.399	1	.527

(*) *Q19: Satisfaction*
Q3: Gender
Q4: Age
Q5: Education
Q6: Employment
Q7: Position
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q19_5 = 5]	3.412	2.676	1.626	1	.202
[q3=1] (*)	**-1.252**	**.414**	**9.125**	**1**	**.003**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-1.935**	**1.360**	**2.025**	**1**	**.155**
[q4=2]	**-1.076**	**1.224**	**.773**	**1**	**.379**
[q4=3]	**-.845**	**1.260**	**.449**	**1**	**.503**
[q4=4]	**0[a]**			**0**	
[q5=1] (*)	**-.121**	**2.186**	**.003**	**1**	**.956**
[q5=2]	**-.162**	**.544**	**.089**	**1**	**.765**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**.427**	**.776**	**.302**	**1**	**.582**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**1.291**	**1.117**	**1.337**	**1**	**.248**
[q7a=2]	**.263**	**.865**	**.093**	**1**	**.761**
[q7a=3]	**-.010**	**.631**	**.000**	**1**	**.988**
[q7a=4]	**.328**	**.612**	**.287**	**1**	**.592**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**3.751**	**2.041**	**3.379**	**1**	**.066**
[q9=2]	**3.040**	**1.965**	**2.395**	**1**	**.122**
[q9=3]	**3.170**	**1.972**	**2.582**	**1**	**.108**
[q9=4]	**3.408**	**2.174**	**2.457**	**1**	**.117**
[q9=5]	**0[a]**			**0**	

Males (q.1 category 1 in gender Wald = 9.13) and business travellers with less experience Wald = 3.38) have significantly less satisfaction than females for Victorian Government support.

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

Table 6.6: China Business Activities

	Estimate	Std. Error	Wald	df	Sig.
[q19_6 = 3] (*)					
[q19_6 = 4]	-2.512	2.786	.813	1	.367
[q19_6 = 5]	-.016	2.780	.000	1	.995
[q3=1] (*)	**-1.612**	**.435**	**13.704**	**1**	**.000**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-3.879**	**1.458**	**7.082**	**1**	**.008**
[q4=2]	**-2.920**	**1.316**	**4.920**	**1**	**.027**
[q4=3] (*)	**-1.251**	**1.346**	**.864**	**1**	**.353**
[q4=4]	**0[a]**			**0**	
[q5=1] (*)	**-1.445**	**2.301**	**.395**	**1**	**.530**
[q5=2]	**-.280**	**.572**	**.240**	**1**	**.624**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**.656**	**.807**	**.660**	**1**	**.416**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**4.161**	**1.219**	**11.651**	**1**	**.001**
[q7a=2]	**.506**	**.884**	**.328**	**1**	**.567**
[q7a=3]	**1.821**	**.657**	**7.690**	**1**	**.006**
[q7a=4]	**1.725**	**.635**	**7.378**	**1**	**.007**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**1.362**	**2.090**	**.425**	**1**	**.515**
[q9=2]	**.803**	**2.018**	**.158**	**1**	**.691**
[q9=3]	**-.588**	**2.023**	**.084**	**1**	**.771**
[q9=4]	**-.973**	**2.234**	**.190**	**1**	**.663**
[q9=5]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

In terms of general business-related activities there are also some demographic influences. Category 1 for gender is males, and the finding is significant, but the relationship is negative. Males find less satisfaction with business activities than females (Wald = 13.704).

In terms of age (q. 4) categories 1 and 2 are the younger business visitors and their signs are also negative. Younger travellers find less satisfaction with other business activities than older travellers (Wald = 7.082).

In the employment categories, business owners are less satisfied than the other occupational positions (q.7 Wald = 11.651).

Table 6.7: China Overall Satisfaction

	Estimate	Std. Error	Wald	df	Sig.
[q19_7 = 2] (*)	-2.378	2.899	.673	1	.412
[q19_7 = 3]	-.299	2.897	.011	1	.918
[q19_7 = 4]	1.363	2.919	.218	1	.640
[q19_7 = 5]	3.805	2.920	1.698	1	.193
[q3=1] (*)	**-.957**	**.424**	**5.108**	**1**	**.024**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-.942**	**1.465**	**.413**	**1**	**.520**
[q4=2]	**-.503**	**1.310**	**.147**	**1**	**.701**
[q4=3]	**-.138**	**1.372**	**.010**	**1**	**.920**
[q4=4]	**0[a]**			**0**	
[q5=1] (*)	**.504**	**2.299**	**.048**	**1**	**.826**
[q5=2]	**.545**	**.565**	**.933**	**1**	**.334**
[q5=3]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q6=1] (*)	-.838	.945	.786	1	.375
[q6=2]	0[a]			0	
[q7a=1] (*)	-.132	1.231	.011	1	.915
[q7a=2]	.414	.904	.210	1	.647
[q7a=3]	1.990	.667	8.898	1	.003
[q7a=4]	.674	.620	1.181	1	.277
[q7a=5]	0[a]			0	
[q9=1] (*)	4.789	2.175	4.847	1	.028
[q9=2]	3.663	2.092	3.066	1	.080
[q9=3]	3.202	2.093	2.340	1	.126
[q9=4]	4.294	2.347	3.346	1	.067
[q9=5]	0[a]			0	

There is a general belief in the cultural tourism literature as reviewed in Chapter 2 that travellers should not be asked “are you satisfied”, especially when they are of an Asian culture because they are likely to not want to offend or seem rude, and will at least qualify their answer and bias the result.

This may or may not be the case. However, with business men and women, largely in senior employment roles, this seems to be unlikely to be a significant issue.

The results here tend to be somewhat consistent with the previous satisfaction analyses in that males (q.3 Wald = 5.108) again tend to have less overall satisfaction than females, CEOs (q.7 Wald = 8.898) tend to have less overall satisfaction than other employment groups and people with a short employment period (q.9) seem to be less satisfied than those who have a longer employment timeframe (Wald = 4.847).

Table 6.8: Singapore Attractions

	Estimate	Std. Error	Wald	df	Sig.
[q19_1 = 1] (*)	-4.732	1.702	7.732	1	.005
[q19_1 = 2]	-3.066	1.446	4.494	1	.034
[q19_1 = 3]	-1.665	1.400	1.414	1	.234
[q19_1 = 4]	.314	1.395	.051	1	.822
[q19_1 = 5]	2.341	1.407	2.768	1	.096
[q3=1] (*)	**.754**	**.374**	**4.066**	**1**	**.044**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**1.458**	**1.749**	**.695**	**1**	**.404**
[q4=2]	**.096**	**1.224**	**.006**	**1**	**.937**
[q4=3]	**.213**	**1.203**	**.031**	**1**	**.860**
[q4=4]	**.326**	**1.121**	**.084**	**1**	**.771**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**1.394**	**.828**	**2.830**	**1**	**.093**
[q5=2]	**.144**	**.389**	**.136**	**1**	**.712**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-1.726**	**.728**	**5.629**	**1**	**.018**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**-.338**	**.879**	**.148**	**1**	**.700**

Singaporean males are less satisfied with attractions than females (q.3 Wald = 4.066), while employees (q.6) are less satisfied than the self-employed and retirees with attractions (Wald = 5.629).

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

Table 6.9: Singapore Food and Beverage

	Estimate	Std. Error	Wald	df	Sig.
[q19_2 = 2] (*)	-2.896	1.415	4.189	1	.041
[q19_2 = 3]	-1.013	1.368	.548	1	.459
[q19_2 = 4]	.279	1.366	.042	1	.838
[q19_2 = 5]	1.891	1.373	1.897	1	.168
[q3=1] (*)	**-.054**	**.362**	**.022**	**1**	**.881**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**1.503**	**1.704**	**.778**	**1**	**.378**
[q4=2]	**1.007**	**1.197**	**.707**	**1**	**.400**
[q4=3]	**.958**	**1.175**	**.665**	**1**	**.415**
[q4=4]	**1.251**	**1.097**	**1.302**	**1**	**.254**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**1.085**	**.811**	**1.787**	**1**	**.181**
[q5=2]	**-.120**	**.381**	**.100**	**1**	**.752**
[q5=3]	**0[a]**			**0**	
[q6=1](*)	**-1.016**	**.699**	**2.114**	**1**	**.146**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**-1.021**	**.869**	**1.383**	**1**	**.240**
[q7a=2]	**.190**	**.791**	**.058**	**1**	**.810**
[q7a=3]	**-1.125**	**.929**	**1.466**	**1**	**.226**
[q7a=4]	**-.496**	**.677**	**.537**	**1**	**.464**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**-.161**	**1.503**	**.012**	**1**	**.915**
[q9=2]	**.281**	**.922**	**.093**	**1**	**.761**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q9=3]	**1.643**	**.887**	**3.427**	**1**	**.064**
[q9=4]	**1.117**	**.867**	**1.662**	**1**	**.197**
[q9=5]	**0[a]**			**0**	

There is no significant satisfaction or relative dissatisfaction with food and beverage by the Singaporean business travellers, except that people in the middle length of employment time are less satisfied than the other groups (q.9 Wald = 3.427).

Table 6.10: Singapore Transportation

	Estimate	Std. Error	Wald	df	Sig.
[q19_3 = 1] (*)	-5.642	1.685	11.205	1	.001
[q19_3 = 2]	-4.206	1.459	8.316	1	.004
[q19_3 = 3]	-1.906	1.389	1.884	1	.170
[q19_3 = 4]	-.366	1.383	.070	1	.792
[q19_3 = 5]	1.419	1.384	1.052	1	.305
[q3=1] (*)	**-.071**	**.365**	**.038**	**1**	**.846**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**.560**	**1.722**	**.106**	**1**	**.745**
[q4=2]	**1.378**	**1.211**	**1.296**	**1**	**.255**
[q4=3]	**.965**	**1.186**	**.662**	**1**	**.416**
[q4=4]	**1.558**	**1.110**	**1.970**	**1**	**.160**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**.888**	**.811**	**1.198**	**1**	**.274**
[q5=2]	**.272**	**.384**	**.501**	**1**	**.479**
[q5=3]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q6=1] (*)	**-1.447**	**.712**	**4.126**	**1**	**.042**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**-1.362**	**.881**	**2.392**	**1**	**.122**
[q7a=2]	**-.734**	**.796**	**.850**	**1**	**.357**
[q7a=3]	**-1.151**	**.940**	**1.500**	**1**	**.221**
[q7a=4]	**-1.153**	**.689**	**2.798**	**1**	**.094**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**-1.111**	**1.523**	**.532**	**1**	**.466**
[q9=2]	**-.343**	**.929**	**.137**	**1**	**.712**
[q9=3]	**1.044**	**.886**	**1.389**	**1**	**.239**
[q9=4]	**1.029**	**.873**	**1.389**	**1**	**.239**
[q9=5]	**0[a]**			**0**	

Employees are less satisfied with transportation (q.6 Wald = 4.126) than employers and the retired employment positions for Singaporeans.

Table 6.11: Singapore Accommodation

	Estimate	Std. Error	Wald	df	Sig.
[q19_4 = 2]	-4.390	1.509	8.461	1	.004
[q19_4 = 3] (*)	-2.594	1.414	3.365	1	.067
[q19_4 = 4]	-.530	1.394	.145	1	.704
[q19_4 = 5]	1.427	1.400	1.039	1	.308
[q3=1] (*)	**-.191**	**.370**	**.267**	**1**	**.605**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-1.041**	**1.746**	**.356**	**1**	**.551**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q4=2]	.075	1.224	.004	1	.951
[q4=3]	-.320	1.201	.071	1	.790
[q4=4]	.476	1.121	.180	1	.671
[q4=5]	0[a]			0	
[q5=1] (*)	1.408	.828	2.895	1	.089
[q5=2]	.633	.393	2.596	1	.107
[q5=3]	0[a]			0	
[q6=1] (*)	-1.830	.729	6.306	1	.012
[q6=2]	0[a]			0	
[q7a=1]	-1.410	.890	2.508	1	.113
[q7a=2] (*)	.004	.799	.000	1	.996
[q7a=3]	-.493	.945	.272	1	.602
[q7a=4]	-.043	.686	.004	1	.950
[q7a=5]	0[a]			0	
[q9=1] (*)	.827	1.546	.286	1	.593
[q9=2]	.535	.947	.319	1	.572
[q9=3]	2.112	.917	5.309	1	.021
[q9=4]	1.283	.892	2.068	1	.150
[q9=5]	0[a]			0	

Again, Singaporean employees (q.6 Wald = 6.306) are less satisfied with accommodation than the self-employed and retirees, and people in the middle length of employment time (q.9 Wald = 5.309) are more satisfied than shorter and longer employment period travellers, with accommodation.

Table 6.12: Singapore Victorian State Support

	Estimate	Std. Error	Wald	df	Sig.
[q19_5 = 1] (*)	-5.776	1.724	11.224	1	.001
[q19_5 = 2]	-3.586	1.453	6.092	1	.014
[q19_5 = 3]	-3.125	1.438	4.719	1	.030
[q19_5 = 4]	-1.021	1.414	.522	1	.470
[q19_5 = 5]	1.265	1.413	.803	1	.370
[q3=1] (*)	**.049**	**.374**	**.017**	**1**	**.896**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-.963**	**1.760**	**.299**	**1**	**.584**
[q4=2]	**-.190**	**1.237**	**.023**	**1**	**.878**
[q4=3]	**-.153**	**1.215**	**.016**	**1**	**.899**
[q4=4]	**.071**	**1.132**	**.004**	**1**	**.950**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**.680**	**.828**	**.673**	**1**	**.412**
[q5=2]	**.706**	**.398**	**3.141**	**1**	**.076**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-1.493**	**.733**	**4.148**	**1**	**.042**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**-1.081**	**.899**	**1.448**	**1**	**.229**
[q7a=2]	**.048**	**.812**	**.004**	**1**	**.953**
[q7a=3]	**-.836**	**.960**	**.759**	**1**	**.384**
[q7a=4]	**-.582**	**.698**	**.695**	**1**	**.405**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**1.111**	**1.560**	**.507**	**1**	**.476**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q9=2]	**.137**	**.953**	**.021**	**1**	**.886**
[q9=3]	**1.597**	**.917**	**3.032**	**1**	**.082**
[q9=4]	**1.127**	**.898**	**1.576**	**1**	**.209**
[q9=5]	**0[a]**			**0**	

Again, the focus is undergraduate degrees and respondents (Wald = 3.141) are less satisfied than those with lower or higher degrees. Additionally, employees (q.6 Wald = 4.148), are less satisfied than the self-employed, and retirees, with Victorian State support.

Table 6.13: Singapore Business Activities

	Estimate	Std. Error	Wald	df	Sig.
[q19_6 = 2] (*)	-5.135	1.583	10.515	1	.001
[q19_6 = 3]	-3.275	1.447	5.120	1	.024
[q19_6 = 4]	-1.105	1.422	.604	1	.437
[q19_6 = 5]	1.184	1.417	.698	1	.403
[q3=1] (*)	**.166**	**.376**	**.194**	**1**	**.659**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**1.918**	**1.780**	**1.161**	**1**	**.281**
[q4=2]	**1.174**	**1.247**	**.887**	**1**	**.346**
[q4=3]	**.235**	**1.220**	**.037**	**1**	**.847**
[q4=4]	**.795**	**1.138**	**.489**	**1**	**.485**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**2.551**	**.884**	**8.323**	**1**	**.004**
[q5=2]	**.231**	**.395**	**.343**	**1**	**.558**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-1.984**	**.741**	**7.161**	**1**	**.007**
[q6=2]	**0[a]**			**0**	
[q7a=1] (*)	**-1.489**	**.904**	**2.711**	**1**	**.100**
[q7a=2]	**-.511**	**.814**	**.394**	**1**	**.530**
[q7a=3]	**-1.769**	**.970**	**3.324**	**1**	**.068**
[q7a=4]	**-.479**	**.700**	**.467**	**1**	**.494**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**-2.269**	**1.581**	**2.059**	**1**	**.151**
[q9=2]	**-.139**	**.957**	**.021**	**1**	**.885**
[q9=3]	**1.248**	**.915**	**1.860**	**1**	**.173**
[q9=4]	**1.422**	**.904**	**2.475**	**1**	**.116**
[q9=5]	**0[a]**			**0**	

People who are employees (q.6 Wald = 7.161) are again less satisfied with other business activities, while the less educated (q.5 Wald = 8.323) are less satisfied than higher educated Singapore travellers.

Table 6.14: Singapore Overall Satisfaction

	Estimate	Std. Error	Wald	df	Sig.
[q19_7 = 2] (*)	-5.484	1.618	11.483	1	.001
[q19_7 = 3]	-3.747	1.490	6.325	1	.012
[q19_7 = 4]	-1.863	1.457	1.634	1	.201
[q19_7 = 5]	.431	1.448	.089	1	.766

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q3=1] (*)	.467	.377	1.533	1	.216
[q3=2]	0[a]			0	
[q4=1] (*)	-1.429	1.836	.606	1	.436
[q4=2]	-.614	1.306	.221	1	.638
[q4=3]	-.824	1.286	.411	1	.522
[q4=4]	-.271	1.199	.051	1	.821
[q4=5]	0[a]			0	
[q5=1] (*)	.963	.840	1.314	1	.252
[q5=2]	.167	.398	.176	1	.675
[q5=3]	0[a]			0	
[q6=1] (*)	-1.695	.744	5.192	1	.023
[q6=2]	0[a]			0	
[q7a=1] (*)	-.387	.894	.187	1	.665
[q7a=2]	1.052	.821	1.643	1	.200
[q7a=3]	-.337	.956	.124	1	.724
[q7a=4]	.121	.695	.031	1	.861
[q7a=5]	0[a]			0	
[q9=1] (*)	.912	1.620	.317	1	.573
[q9=2]	-.353	.969	.133	1	.716
[q9=3]	1.344	.933	2.078	1	.149
[q9=4]	.477	.907	.277	1	.599
[q9=5]	0[a]			0	

Again, the focus is the employed traveller (q.6 Wald = 5.129) and given the previous specific results for satisfaction for Singapore, it would be expected employee travellers are less satisfied overall, compared to self-employed and retired travellers.

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

Table 6.15: Vietnam Attractions

	Estimate	Std. Error	Wald	df	Sig.
[q19_1 = 2] (*)	-3.943	3.555	1.230	1	.267
[q19_1 = 3]	-1.864	3.476	.287	1	.592
[q19_1 = 4]	.051	3.464	.000	1	.988
[q19_1 = 5]	1.451	3.468	.175	1	.676
[q3=1] (*)	**.310**	**.309**	**1.011**	**1**	**.315**
[q3=2]	**0**[a]			**0**	
[q4=1] (*)	**-1.198**	**2.512**	**.227**	**1**	**.634**
[q4=2]	**-1.423**	**2.500**	**.324**	**1**	**.569**
[q4=3]	**-2.205**	**2.490**	**.785**	**1**	**.376**
[q4=4]	**-1.623**	**2.476**	**.430**	**1**	**.512**
[q4=5]	**0**[a]			**0**	
[q5=1] (*)	**-.032**	**1.030**	**.001**	**1**	**.975**
[q5=2]	**-.003**	**.330**	**.000**	**1**	**.992**
[q5=3]	**0**[a]			**0**	
[q6=1] (*)	**.375**	**1.356**	**.076**	**1**	**.782**
[q6=2]	**.213**	**1.369**	**.024**	**1**	**.876**
[q6=4]	**0**[a]			**0**	
[q7a=1] (*)	**.194**	**.684**	**.080**	**1**	**.777**
[q7a=2]	**-.113**	**.664**	**.029**	**1**	**.865**
[q7a=3]	**.237**	**.927**	**.065**	**1**	**.798**
[q7a=4]	**-.237**	**.583**	**.165**	**1**	**.685**
[q7a=5]	**0**[a]			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q9=1] (*)	**2.572**	**2.142**	**1.442**	**1**	**.230**
[q9=2]	**1.372**	**2.114**	**.421**	**1**	**.516**
[q9=3]	**1.998**	**2.101**	**.905**	**1**	**.342**
[q9=4]	**-.168**	**2.363**	**.005**	**1**	**.943**
[q9=5]	**0[a]**			**0**	

For Vietnam, demographics have no significant influence in regard to satisfaction with attractions.

Table 6.16: Vietnam Food and Beverage

	Estimate	Std. Error	Wald	df	Sig.
[q19_2 = 1] (*)	-23.795	2.751	74.799	1	.000
[q19_2 = 3]	-21.665	2.595	69.695	1	.000
[q19_2 = 4]	-19.278	2.591	55.380	1	.000
[q19_2 = 5]	-17.544	2.589	45.930	1	.000
[q3=1] (*)	**.381**	**.311**	**1.502**	**1**	**.220**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**1.219**	**2.573**	**.224**	**1**	**.636**
[q4=2]	**1.566**	**2.561**	**.374**	**1**	**.541**
[q4=3]	**1.371**	**2.546**	**.290**	**1**	**.590**
[q4=4]	**1.692**	**2.537**	**.445**	**1**	**.505**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**-1.703**	**1.023**	**2.771**	**1**	**.096**
[q5=2]	**-.447**	**.336**	**1.764**	**1**	**.184**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-.232**	**1.371**	**.029**	**1**	**.866**
[q6=2]	**-.182**	**1.386**	**.017**	**1**	**.896**
[q6=4]	**0[a]**			**0**	
[q7a=1] (*)	**-.622**	**.704**	**.779**	**1**	**.377**
[q7a=2]	**-.722**	**.683**	**1.119**	**1**	**.290**
[q7a=3]	**-1.553**	**.948**	**2.686**	**1**	**.101**
[q7a=4]	**-1.323**	**.606**	**4.772**	**1**	**.029**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**-17.835**	**1.524**	**136.875**	**1**	**.000**
[q9=2]	**-18.979**	**1.485**	**163.285**	**1**	**.000**
[q9=3]	**-18.921**	**1.454**	**169.360**	**1**	**.000**
[q9=4]	**-18.621**	**0.000**		**1**	
[q9=5]	**0[a]**			**0**	

The analysis is not stable for length of employment (q.9) and this is shown in the table for Food and Beverage, so the results cannot be interpreted accurately. This probably also relates to the issue of requiring a parallel gap between the logit categories, which appeared to be in doubt in the discussion earlier. In regard to the other demographics, sales managers (q.7 Wald = 4.772) have less satisfaction with food and beverage than other occupational positions for Vietnam.

Table 6.17: Vietnam Transportation

	Estimate	Std. Error	Wald	df	Sig.
[q19_3 = 2] (*)	-3.419	3.606	.899	1	.343

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*

	Estimate	Std. Error	Wald	df	Sig.
[q19_3 = 3]	-1.292	3.490	.137	1	.711
[q19_3 = 4]	.550	3.489	.025	1	.875
[q19_3 = 5]	2.576	3.493	.544	1	.461
[q3=1] (*)	-.023	.312	.005	1	.942
[q3=2]	0[a]			0	
[q4=1] (*)	.646	2.527	.065	1	.798
[q4=2]	.530	2.516	.044	1	.833
[q4=3]	.390	2.502	.024	1	.876
[q4=4]	-.132	2.491	.003	1	.958
[q4=5]	0[a]			0	
[q5=1] (*)	-.873	1.013	.742	1	.389
[q5=2]	.164	.335	.240	1	.624
[q5=3]	0[a]			0	
[q6=1] (*)	1.354	1.345	1.014	1	.314
[q6=2]	2.026	1.363	2.209	1	.137
[q6=4]	0[a]			0	
[q7a=1] (*)	-.307	.690	.199	1	.656
[q7a=2]	-.167	.671	.062	1	.803
[q7a=3]	-1.385	.936	2.190	1	.139
[q7a=4]	-.194	.587	.109	1	.741
[q7a=5]	0[a]			0	
[q9=1] (*)	-.029	2.162	.000	1	.989
[q9=2]	-.256	2.139	.014	1	.905
[q9=3]	.066	2.122	.001	1	.975
[q9=4]	-.481	2.390	.041	1	.840

Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q9=5]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

There are no significant causal links to satisfaction with transportation services in Melbourne, and business travellers from Vietnam.

Table 6.18: Vietnam Accommodation

	Estimate	Std. Error	Wald	df	Sig.
[q19_4 = 3] (*)	.332	3.529	.009	1	.925
[q19_4 = 4]	2.574	3.549	.526	1	.468
[q19_4 = 5]	4.291	3.554	1.458	1	.227
[q3=1] (*)	**.291**	**.310**	**.882**	**1**	**.348**
[q3=2]	**0[a]**			**0**	
[q4=1](*)	**.339**	**2.557**	**.018**	**1**	**.895**
[q4=2]	**.221**	**2.545**	**.008**	**1**	**.931**
[q4=3]	**.443**	**2.532**	**.031**	**1**	**.861**
[q4=4]	**.384**	**2.520**	**.023**	**1**	**.879**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**-.615**	**1.010**	**.370**	**1**	**.543**
[q5=2]	**-.122**	**.334**	**.133**	**1**	**.716**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**1.124**	**1.359**	**.684**	**1**	**.408**
[q6=2]	**1.385**	**1.373**	**1.018**	**1**	**.313**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q6=4]	**0[a]**			**0**	
[q7a=1] (*)	**-.608**	**.704**	**.745**	**1**	**.388**
[q7a=2]	**-.549**	**.683**	**.646**	**1**	**.421**
[q7a=3]	**-1.350**	**.942**	**2.056**	**1**	**.152**
[q7a=4]	**-1.256**	**.605**	**4.314**	**1**	**.038**
[q7a=5]	**0[a]**			**0**	
[q9=1] (*)	**3.236**	**2.199**	**2.166**	**1**	**.141**
[q9=2]	**2.677**	**2.172**	**1.519**	**1**	**.218**
[q9=3]	**2.584**	**2.154**	**1.439**	**1**	**.230**
[q9=4]	**1.509**	**2.406**	**.394**	**1**	**.530**
[q9=5]	**0[a]**			**0**	

There is less satisfaction for Vietnamese sales managers (q.7 Wald = 4.314) with accommodation, than other occupational groups.

Table 6.19: Vietnam Victorian State Support

	Estimate	Std. Error	Wald	df	Sig.
[q19_5 = 3] (*)	-.667	3.473	.037	1	.848
[q19_5 = 4]	1.389	3.475	.160	1	.689
[q19_5 = 5]	2.987	3.479	.737	1	.391
[q3=1] (*)	**.066**	**.308**	**.046**	**1**	**.830**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**.472**	**2.532**	**.035**	**1**	**.852**

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q4=2]	.038	2.521	.000	1	.988
[q4=3]	.216	2.508	.007	1	.931
[q4=4]	.382	2.497	.023	1	.879
[q4=5]	0[a]			0	
[q5=1] (*)	-1.158	1.002	1.337	1	.248
[q5=2]	-.122	.330	.135	1	.713
[q5=3]	0[a]			0	
[q6=1] (*)	1.013	1.341	.570	1	.450
[q6=2]	1.584	1.357	1.361	1	.243
[q6=4]	0[a]			0	
[q7a=1] (*)	.157	.675	.054	1	.816
[q7a=2]	.591	.659	.803	1	.370
[q7a=3]	.338	.923	.134	1	.715
[q7a=4]	.183	.574	.101	1	.750
[q7a=5]	0[a]			0	
[q9=1] (*)	.796	2.129	.140	1	.708
[q9=2]	.690	2.106	.107	1	.743
[q9=3]	.686	2.090	.108	1	.743
[q9=4]	-.934	2.353	.158	1	.691
[q9=5]	0[a]			0	

There is no significant causal relationship between satisfaction and demographics, for business travellers from Vietnam.

Table 6.20: Vietnam Business Activities

	Estimate	Std. Error	Wald	df	Sig.
[q19_6 = 3] (*)	-5.807	3.580	2.632	1	.105
[q19_6 = 4]	-3.398	3.546	.918	1	.338
[q19_6 = 5]	-1.322	3.537	.140	1	.708
[q3=1] (*)	**-.307**	**.318**	**.927**	**1**	**.336**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-1.197**	**2.564**	**.218**	**1**	**.641**
[q4=2]	**-1.685**	**2.554**	**.435**	**1**	**.509**
[q4=3]	**-.991**	**2.538**	**.152**	**1**	**.696**
[q4=4]	**-2.343**	**2.530**	**.858**	**1**	**.354**
[q4=5]	**0[a]**			**0**	
[q5=1] (*)	**-1.104**	**1.028**	**1.154**	**1**	**.283**
[q5=2]	**.103**	**.341**	**.091**	**1**	**.763**
[q5=3]	**0[a]**			**0**	
[q6=1] (*)	**-.085**	**1.371**	**.004**	**1**	**.951**
[q6=2]	**.962**	**1.389**	**.480**	**1**	**.489**
[q6=4]	**0[a]**			**0**	
[q7a=1] (*)	**-.673**	**.722**	**.869**	**1**	**.351**
[q7a=2]	**-.372**	**.693**	**.288**	**1**	**.592**
[q7a=3]	**-1.000**	**.953**	**1.101**	**1**	**.294**
[q7a=4]	**-.592**	**.608**	**.949**	**1**	**.330**
[q7a=5]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q9=1](*)	**.292**	**2.179**	**.018**	**1**	**.893**
[q9=2]	**-.365**	**2.153**	**.029**	**1**	**.866**
[q9=3]	**-.833**	**2.137**	**.152**	**1**	**.697**
[q9=4]	**-1.072**	**2.404**	**.199**	**1**	**.656**
[q9=5]	**0[a]**			**0**	

There is no significant causal relationship between satisfaction for other business activities and demographics for business travellers from Vietnam.

Table 6.21: Vietnam Overall satisfaction

	Estimate	Std. Error	Wald	df	Sig.
[q19_7 = 2] (*)	-8.492	3.773	5.064	1	.024
[q19_7 = 3]	-6.846	3.662	3.494	1	.062
[q19_7 = 4]	-4.688	3.625	1.672	1	.196
[q19_7 = 5]	-2.328	3.611	.416	1	.519
[q3=1] (*)	**.296**	**.319**	**.862**	**1**	**.353**
[q3=2]	**0[a]**			**0**	
[q4=1] (*)	**-3.103**	**2.600**	**1.425**	**1**	**.233**
[q4=2]	**-3.056**	**2.588**	**1.395**	**1**	**.238**
[q4=3]	**-3.425**	**2.577**	**1.766**	**1**	**.184**
[q4=4]	**-2.773**	**2.563**	**1.170**	**1**	**.279**
[q4=5]	**0[a]**			**0**	

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

	Estimate	Std. Error	Wald	df	Sig.
[q5=1] (*)	-.809	1.039	.606	1	.436
[q5=2]	.112	.341	.107	1	.743
[q5=3]	0[a]			0	
[q6=1] (*)	-1.110	1.473	.567	1	.451
[q6=2]	-.244	1.490	.027	1	.870
[q6=4]	0[a]			0	
[q7a=1] v	-.788	.713	1.221	1	.269
[q7a=2]	-.283	.691	.167	1	.683
[q7a=3]	-1.782	.961	3.441	1	.064
[q7a=4]	-.700	.606	1.337	1	.248
[q7a=5]	0[a]			0	
[q9=1] (*)	1.508	2.216	.463	1	.496
[q9=2]	.893	2.191	.166	1	.684
[q9=3]	.973	2.174	.200	1	.654
[q9=4]	-1.024	2.435	.177	1	.674
[q9=5]	0[a]			0	

There is no significant causal relationship between overall satisfaction with Melbourne and demographics for business travellers from Vietnam. It was found that CEOs are less satisfied with overall satisfaction than other groups (Wald = 3.441).

The question arises now as to whether hypothesis one can be rejected. The answer is yes because there are various demographic effects on satisfaction. However, they are quite limited in scope. Most occur with the Chinese business traveller, followed by Singapore

(*) *Q19: Satisfaction* *Q3: Gender* *Q4: Age*
Q5: Education *Q6: Employment* *Q7: Position*
Q9: Working Experience

whereas for Vietnam the effects are generally non-existent and where they do occur it is just with occupational position.

Younger Chinese males have less satisfaction with attractions than older females, and less satisfaction with transport, Victorian State support and other business activities than females; and CEOs are less satisfied with attractions, food and beverage, and accommodation and overall satisfaction; while less experienced business travellers are less satisfied with accommodation, and business activities. Younger travellers and business owners are less satisfied with other business activities. Additionally, males, CEOs and the less working experienced respondents are less satisfied with overall satisfaction.

Overall for China, as would be expected from the above, males are less satisfied than females, CEOs are less satisfied than other occupational groups and more recent employees less satisfied than longer term employment business travellers. The gender issue also needs to be somewhat weighted, in that from the earlier descriptive we know that far fewer business travellers from China are males than females, so their dissatisfaction is weighted less.

Singaporean males are less satisfied with attractions while employees are less satisfied than the self-employed and retirees with attractions, transportation, accommodation, Victorian State support and other business activities. However, people in the mid-range of employment time are less satisfied with food and beverage than the shorter and longer employment time periods. Finally, the less educated Singaporean business traveller is more satisfied with other business activities. Consequently, Singaporean employees are less satisfied overall.

Vietnamese sale managers are less satisfied with food and beverage, accommodation than the other groups. Also, less satisfaction occurs with CEOs than the other occupations.

The second hypothesis generated from the conceptual model in Chapter 3 is the theoretical causal link between funding source and satisfaction.

Hypothesis 2: The differences in funding source of business travellers do not have differing impacts on their travel satisfaction.

This causal path is tested using ordinal regression. However, there are few significant paths for any of the elements of satisfaction for any of the three countries. Only self-funded people in China and Singapore are less satisfied with overall satisfaction (Wald = 3.557 and 4.764, respectively). Consequently, the theoretical link between funding source and satisfaction is not found to exist (Refer to Appendix 11). This is not particularly surprising as business traveller funding source, and subsequent intentions to invest or recommendation to invest and satisfaction with their visit to Melbourne, are likely to be independent, and found to be so here.

Consequently, there is insufficient evidence to reject hypothesis two.

The conceptual model hypothesizes a relationship between the number of visits to Melbourne and satisfaction.

Hypothesis 3: The differences in the number of times the business traveller has visited Melbourne do not have differing impacts on their travel satisfaction.

It might be expected that as business travellers visit Melbourne more often, their satisfaction may increase or decrease with increased knowledge and experience of the city. One graphic example of the difference between the number of visits and overall satisfaction is displayed in Figure 6.1 for Vietnam. Outliers have been removed for the number of visits varying greatly between 20 and 180, leaving 181 of the 200 cases. The comparison is similar for all countries and all forms of satisfaction such as satisfaction with accommodation to transport, for example (Refer to Appendix 12). Consequently, there is no evidence to reject hypothesis 3.

Hypothesis 4: The differences in travel party of business travellers does not have differing impacts on their travel satisfaction.

Hypothesis four states that there is no relationship between differences in the travel party and satisfaction. There are two parts to travel party, one being the size of the party and the

other its composition. The composition is divided between Colleagues and friends, Family and partners, and Tour group.

Ordinal regression is again used to determine whether there is any causal relationship between the three nominal groups Colleagues and friends, Family and partners and Tour group and any form of satisfaction. Again, there is only a limited relationship found for China and Singapore (Refer to Appendix 13). So, no matter whether the business traveller respondent is travelling with colleagues, or friends or partners, there is little evidence to reject hypothesis four.

6.3 SECTION TWO (TESTING OF HYPOTHESES 5 AND 6) – MULTIPLE REGRESSION ANALYSIS

The next statistical analysis approach used in the current study is multiple regression as opposed to ordinal regression. According to Neuman (2011, p. 410), "multiple regression's great advantage is its ability to adjust for several control variables". In other words, this method helps the researcher better understand the variables by reducing the number of variables. "The results from multiple regression could provide the overall predictive power of the set of independent and control variables on the dependent variable. Additionally, the outcome from this type of analysis method also gives the direction and size of the effect of each variable on a dependent variable" (Neuman, 2011, p. 411). The two frequent reasons to apply multiple regression analysis are (1) this statistical method provides a deeper understanding of the complexity of the relationships between individual independent variables, and the dependant variables in the conceptual framework, (2) Consequently, the overall interrelations can be explained from the results of the multiple regressions. Notably, the researcher can better understand the strength of proposed relationships (Hair et al., 2010).

As a result, the application of the multiple regression technique is not only valid but also appropriate to explain and predict the impact of each independent variable on the dependent one. Particularly, in this study, the use of multiple regression analysis is considered an appropriate statistical technique to examine the influences of the independent predictor

variables (destination attributes, professional and personal motivation) on satisfaction which, in turn, links to the future behavioural intention factor in the conceptual framework.

Section Two examines the causal relationship between motives and satisfaction. There are two separate analyses one for professional motives, and another for personal motives. There are also three overall analyses, one for each country (refer to Section 3.4 Chapter Three).

There are 23 professional motives to explain each of the seven dimensions of satisfaction including overall satisfaction. A multiple regression is used to identify whether there is any significant explanation by professional motives of satisfaction. The multiple regression identifies the strength of the overall level of explanation, and the individual variables that contribute significantly to that explanation.

It has already been determined that there is no significant multicollinearity between the independent variables. There is an assumption that the relationship is linear between motives and satisfaction. However, a test will be included to check for any non-linear relationship as well. It is also assumed that the variances are homoscedastic and a simple comparison of variance test is done to ensure this assumption has been met.

It is hypothesised and conceptualised in Figure 3.5 that professional motivation would potentially lead to the questions of satisfaction with Victorian State support, other business-related activities and overall satisfaction. Personal motives would potentially lead to satisfaction with attractions, food and beverage, transport, accommodation and overall satisfaction.

Hypothesis 5: Professional motivations do not cause varying levels of travel satisfaction.

Multiple regressions have been applied to test hypothesis 5. The results from the analyses are given in Tables 6.22 to 6.29 below with each table showing the comparison between each country.

Table 6.22: Multiple Regression for Professional Motives on Victoria State Support Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.310	-.205	-2.203	.029	A stable political climate for investment in Australia
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.349	.229	2.110	.036	The positive impact of national investment agency 'Invest Australia'
	.249	2.656	.009	The Victoria government provides a high level of post investment support
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.500	.254	2.349	.020	Victorian Government policies (Trade agreement, FDI promotion policies)
	.215	2.241	.026	Banking services

In Table 6.22 various professional motives are found to significantly influence Victorian State support for all three countries. Singapore (R-square = .349) and Vietnam (R-square = .500) find state institutional initiatives important, and to some extent that includes banking through international banking regulations. However, the Chinese just consider the support a significant reflection of a stable political environment (R-square = .310).

Table 6.23: Multiple Regression for Professional Motives on Business Activities Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.460	.178	2.421	.016	Efficiency-seeking (Labour cost, labour quality, operating costs)
	.199	2.704	.008	Business networks
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.359	.210	2.088	.038	Entrepreneurial aspect (be independent/own boss, use own creative skills)
	.218	2.192	.030	Funds management services
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.483	.229	2.085	.038	Victorian Government policies (Trade agreement, FDI promotion policies)
	-.243	-2.658	.009	A significant list of investment companies based in Melbourne
	.200	1.999	.047	Funds management services
	.192	1.970	.050	Banking services
	.206	2.092	.038	Legal services

In Table 6.23 there is further significant evidence of professional motives influencing satisfaction, this time with other business activities. Vietnamese travellers focus on the level of business-related services provided (R-square = .483). Singaporeans have a focus on independent funding arrangements (R-square = .359), while the Chinese focus on the efficiency of labour costs and quality, along with overall business networks (R-square = .460). The Vietnamese also have a negative rating for the list of investment companies as this detracts from the level of satisfaction on Business Activities.

In Table 6.24 below, the overall satisfaction repeats some individual measures but has a different overall focus. The Chinese are again more limited in the impact on satisfaction with an overall market concern (which is detailed more clearly in the individual tables earlier) (R-square = .503), while Singaporeans have wider view of the focus on individual business investment in a rapidly growing market (R-square = .454). The Vietnamese have a mix of positive and negative issues with the positive issues extended from services to the broader issue of networks, efficiency and high rates of return in a growing market (R-square = .498).

Table 6.24: Multiple Regression for Professional Motives on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.503	.227	2.806	.006	Market seeking motives (market size, market openness, market potential)
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.454	-.198	-2.016	.045	Melbourne has high investment rates of return
	.212	2.213	.028	Melbourne is growing rapidly

	.237	2.581	.011	Fund management services
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.498	.198	2.291	.023	Efficiency-seeking (Labour cost, labour quality, operating costs)
	.228	2.540	.012	Business networks
	-.282	-2.749	.007	Entrepreneurial aspect (be independent/own boss, use own creative skills)
	-.242	-2.445	.015	The positive impact of national investment agency 'Invest Australia'
	.524	4.828	.000	Victorian Government policies (Trade agreement, FDI promotion policies)
	-.302	-2.780	.006	The Victoria government provides a high level of post investment support
	.233	2.212	.028	Melbourne has high investment rates of return
	.221	2.528	.012	Melbourne is growing rapidly
	.222	2.316	.022	Banking services
	.248	2.555	.011	Legal services

It can be noted that although the levels of R-square are statistically significant, they range between 30 to 50 percent of explained variance which is not particularly high, and the R-square value can be used to compare the strength relatively between the tests for each of the hypotheses.

From the findings above (R-square = .503 for China, R-square = .454 for Singapore and R-square = .498 for Vietnam), it is clear that professional motivations do have varying effects upon travel satisfaction for all three countries. Consequently, hypothesis 5 is rejected and it is concluded that professional motives do influence travel satisfaction.

The other aspect of motivation measured is personal motivation. Although the focus of the thesis is upon business related aspects, personal motivations, if fulfilled, could lead to travel satisfaction, which quite separately could lead to other holiday, VFR and educational visits and recommendations.

Hypothesis 6: Personal motivations do not have differing impacts on travel satisfaction.

In Table 6.25 personal motives are found to significantly influence satisfaction with attractions in Melbourne (R-square = .753 for China, R-square = .274 for Singapore and R-square = .377 for Vietnam). For all three countries exploring various lifestyle, festivals and natural attractions influence their satisfaction with attractions, as does the motive to holiday. These are not surprising issues to influence satisfaction with attractions, but do suggest the attractions in Melbourne were significant enough to be influencing in themselves. However, the Vietnamese again have one negative relationship for historic sites and museums, as derived from personal motives (Significant Beta = -.297).

Table 6.25: Multiple Regression for Personal Motives on Attraction Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.753	.150	2.067	.040	Attending Melbourne's festivals and events
	.185	2.322	.021	Exploring Melbourne's lifestyle
	.190	3.076	.002	Exploring Melbourne's cultural attractions

Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.274	.261	2.294	.023	Holiday
	.222	2.161	.032	Exploring Melbourne's lifestyle
	.203	2.286	.023	Career enhancement
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.377	.332	3.391	.001	Holiday
	.413	3.798	.000	Exploring Melbourne's natural attractions
	-.297	-2.846	.005	Exploring Melbourne's historic sites/museums

In Table 6.26 below (R-square = .359 for China, R-square = .297 for Singapore and R-square = .458 for Vietnam), career enhancement recurs, and this is more difficult to explain, but may relate to the experiences with attraction and food and beverage enhancing the person's worldliness on return home to their business environment and colleagues.

Improving satisfaction from the point of view of VFR for food and beverage, for China is negative (Significant Beta = -.170) (which is consistent with the lack of interest in VFR in Melbourne generally); and for Vietnam it is positive (Significant Beta = .223), and this relates to the issue where Food and Beverage are not attractions for the Vietnamese generally, but are when visiting friends and family. The Vietnamese and Chinese see issues positively that allow time for exploration (Significant Beta = .242 for Vietnam and Significant Beta = .207 for China).

Table 6.26: Multiple Regression for Personal Motives on Food and Beverage Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.359	-.170	-2.024	.044	Visiting relatives and friends
	.207	2.138	.034	Exploring Melbourne's lifestyle and entertainment
	.173	2.089	.038	Career enhancement
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.297	.259	2.966	.003	Career enhancement
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.458	.282	3.092	.002	Holiday
	-.251	-2.518	.013	Escape from routine
	.223	2.601	.010	Visiting friends and relatives
	.242	2.499	.013	Exploring Melbourne's nightlife and entertainment

In Table 6.27 below personal motives of exploring Melbourne for the Chinese and Singaporeans are important in regard to satisfaction with transport (Significant Beta = .232 for China and Significant Beta = .290 for Singapore), but not significant for the Vietnamese. However, the Chinese have no interest in historic sites and museums (Significant Beta = -.168).

Table 6.27: Multiple Regression for Personal Motives on Transport Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.310	.232	2.927	.004	Exploring Melbourne's natural attractions
	-.168	-2.167	.032	Exploring Melbourne's historic sites/museums
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.314	.290	2.900	.004	Exploring Melbourne's lifestyle
	.263	2.732	.007	Looking for education institutions
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.277	None			

In Table 6.28 below for the Chinese and Singaporeans looking for education opportunities (which would be for family, not just themselves) relates to satisfaction with accommodation, which is of course a large cost involved in offshore education (Significant Beta = .205 for China and Significant Beta = .203 for Singapore). For the Vietnamese shopping (Significant Beta = .201) and exploring relates to satisfaction with accommodation (Significant Beta = .225). Again VFR does not motivate the Chinese (Significant Beta = -.236), and the Vietnamese do not see accommodation as relating to an escape from routine (Significant Beta = -.298).

Table 6.28: Multiple Regression for Personal Motives on Accommodation Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.206	-.236	-2.521	.013	Visiting relatives and friends
	.205	2.146	.033	Looking for education institutions
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.288	.203	2.068	.040	Looking for education institutions
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.406	-.298	-2.854	.005	Escape from routine
	.201	2.217	.028	Shopping
	.225	2.224	.027	Exploring Melbourne's nightlife and entertainment

In Table 6.29 below overall satisfaction is influenced by personal motives which relate to a summary of the specific motives discussed above, especially for the Chinese and Singaporeans (Significant Beta = .205 and .203, respectively). The business traveller is personally travelling for motives not just related to themselves in the case of China and Singapore but is thinking of satisfaction for others close to them, most likely in future travel.

It also highlights the importance of relatives and friends for the Vietnamese (Significant Beta = .225).

Table 6.29: Multiple Regression for Personal Motives on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.449	.240	2.630	.009	Holiday
	-.292	-3.747	.000	Visiting friends and relatives
	.229	3.286	.001	Exploring Melbourne's cultural attractions
	.177	2.226	.027	Looking for education institutions
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.296	.369	3.650	.000	Escape from routine
	.202	1.996	.047	Exploring Melbourne's lifestyle
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.306	.233	2.403	.017	Visiting relatives and friends

The R-square values range between more than 20 and close to 80 percent for three markets and are somewhat higher than the values found for professional motives. In conclusion there is evidence to reject hypothesis 6.

6.4 SECTION THREE (TESTING OF HYPOTHESES 7, 8, 9 AND 10) – MULTIPLE REGRESSION ANALYSIS

In this section the relationship between destination attributes and satisfaction is analysed using multiple regression (refer to Section 3.4 Chapter Three). The conceptual framework hypothesises that five aspects of destination attributes (tourist attractions, amenities, accessibility, and accommodation) influence satisfaction, while satisfaction is measured with seven different aspects, including overall satisfaction. Hypothesis seven is the first of the five aspects analysed.

Hypothesis 7: Melbourne's visitor attractions do not have differing impacts on business traveller satisfaction.

The importance of eight (there were no responses for the "other" category) major Melbourne attractions is measured in question 17 of the survey instrument, and these form the independent variables in the multiple regression against each of the seven aspects of satisfaction. Again, any relationship is assumed to be linear.

The dependent variable relates to the question "In general my experiences associated with Melbourne Attractions was better than I expected" which measures a level of satisfaction, whereas the attraction independent variables are the list of eight major Melbourne attractions.

Table 6.30: Multiple Regression for Attractions on Attraction Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.746	.510	6.752	.000	Federation Square
	.182	2.565	.011	Royal Botanic Gardens
	.163	2.896	.004	Royal Exhibition building
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.537	.385	4.052	.000	Federation Square
	.254	2.236	.027	National Gallery of Victoria
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.567	.342	3.519	.001	Federation Square
	.214	2.104	.037	Royal Botanic Gardens

Table 6.30 finds a variety of Melbourne's attractions were found to be satisfying. Federation Square" appears across all three groups (Significant Beta = .510 for China, Significant Beta = .385 for Singapore and Significant Beta = .342 for Vietnam). There is less reason to consider differences between groups to be very strong, and this is the case here.

In Table 6.31 it would intuitively seem unlikely that different major Melbourne attractions would cause satisfaction with Food and Beverage. However, this might be the case if the food and beverage was particularly enjoyed at that attraction. Indeed, this is the case for the Chinese who again focus on the same set of attractions (Federation Square, Royal Botanic Gardens and Royal Exhibition Building).

Table 6.31: Multiple Regression for Attractions on Food and Beverage Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.612	.192	2.141	.034	Federation Square
	.313	3.729	.000	Royal Botanic Gardens
	.149	2.232	.027	Royal Exhibition Building
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.479	None			
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.598	None			

The attractions related to satisfaction with transport (refer to Table 6.32) are more dependent on transport for access than those listed in the previous two tables, with the exception of Federation square, although that also depends upon the issue of the size of Melbourne's CBD which is large. However, the Vietnamese attraction has a negative coefficient which presumably relates to the attraction also being a form of transport (Significant Beta = .247).

Table 6.32: Multiple Regression for Attractions on Transport Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.514	.160	2.036	.043	Queen Victoria Market
	.211	2.881	.004	Seasonal Event
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.554	.232			Federation Square
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.517	-.247	-2.397	.018	Yarra River Cruise

In Table 6.33 certain attractions lead to satisfaction with accommodation, although not for Singaporeans. Again, it tends to be a similar list of attractions (for example "Queen Victoria Market" for China).

Table 6.33: Multiple Regression for Attractions on Accommodation Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.455	.177	2.167	.031	Queen Victoria Market
	.250	3.316	.001	Melbourne museum and Royal Exhibition Building
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.502	None			
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.590	.251	2.686	.008	Melbourne museum and Royal Exhibition Building
	.199	2.279	.024	Seasonal Event

It is more difficult to see the links meaningfully between attractions and satisfaction for Victorian State support (refer to Table 6.34), and other business activities (refer to Table 6.35) although they do occur. Again, there is a similar set of attractions ("Queen Victoria Market", "Melbourne museum and Royal Exhibition Building" and "Federation Square").

Table 6.34: Multiple Regression for Attractions on Victorian State Support Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.451	.242	2.964	.003	Queen Victoria Market
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.536	.272	2.873	.005	Federation Square
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.663	.254	2.877	.004	Federation Square
	.202	2.355	.020	Queen Victoria Market
	.374	4.321	.000	Melbourne museum and Royal Exhibition Building

Table 6.35: Multiple Regression for Attractions on Business Related Activities Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.641	.327	4.643	.000	Queen Victoria Market
	-.151	-2.104	.037	South Bank and Arts Centre
	.132	2.033	.043	Melbourne museum and Royal Exhibition Building
	.174	2.664	.008	Seasonal Event
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.461	.203	2.030	.044	Federation Square
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.621	.247	2.725	.007	Melbourne museum and Royal Exhibition Building
	.273	3.221	.002	Seasonal Event

Overall, the attractions are a shortened list from the previous tables (refer to Table 6.36). Although the Chinese are negative with “South Bank and Arts Centre “ (Significant Beta = -.151), there is again a similar set of attractions (“Queen Victoria Market”, “Melbourne museum and Royal Exhibition Building”, “Federation Square” and “Seasonal Event”).

Table 6.36: Multiple Regression for Attractions on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.633	.247	2.814	.005	Federation Square
	.290	4.089	.000	Queen Victoria Market
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.475	.240	2.426	.016	Federation Square
	.343	3.069	.002	Yarra River Cruise
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.493	.240	2.234	.027	Royal Botanic Gardens

The results from the analysis on attractions do show attractions having a varying impact on travel satisfaction, so hypothesis 7 can be rejected. The findings also generally support the conclusion that Melbourne’s attractions do aid in travel satisfaction for business travellers. They are not as wide ranging as motivations, and that is largely because they are limited in number to start with, as only the most outstanding attractions were used in the analysis.

The R-square values for attractions range is more consistent ranging between 50 to 60 percent of explained variance which is quite strong.

Hypothesis 8 tests the relationship between Melbourne’s amenities and travel satisfaction for the business traveller.

Hypothesis 8: Melbourne's amenities do not cause differing impacts on business traveller satisfaction.

As stated earlier there is no conflict in the comparison between the importance of food and beverage, and the satisfaction with it in Melbourne.

Table 6.37 finds a variety of Melbourne's food and beverage are found to be satisfying. "Asian Food and Beverage" is important for the Chinese and Vietnamese as the Significant Beta is .356 and .301, respectively. Singaporean and Vietnamese share the same satisfaction on "The freshness of Food and Beverage" (Significant Beta = .253 and .208, respectively).

Table 6.37: Multiple Regression for Amenities on Attractions Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.535	.356	5.545	.000	Asian Food and Beverage
	.234	3.683	.000	Western Food and Beverage
	.141	2.214	.028	Cost/price Levels of Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.652	.180	2.453	.015	Australian Food and Beverage
	.289	3.357	.001	Quality of Food and Beverage
	.253	2.849	.005	The freshness of Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.582	.301	3.615	.000	Asian Food and Beverage
	.208	2.381	.018	The freshness of Food and Beverage

The food and beverage category is not just about the different types, but also includes the quality and the freshness (refer to Table 6.38). The only clear difference between the countries is that the more economically advanced, and more westernised market of Singapore is more focussed upon quality and freshness.

Table 6.38: Multiple Regression for Amenities on Food and Beverage Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.648	.221	3.018	.003	Asian Food and Beverage
	.375	5.179	.000	Western Food and Beverage
	.151	2.265	.025	Different Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.625	.164	2.233	.027	Different Food and Beverage
	.343	3.871	.000	Quality of Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.669	.296	3.019	.003	Western Food and Beverage
	.252	3.158	.002	The freshness of Food and Beverage

In Table 6.39 certain food and beverages lead to satisfaction with transportation, although not for Singaporeans. It tends to be a similar list of amenities (for example "Australian Food and Beverage" for China and Vietnam).

Table 6.39: Multiple Regression for Amenities on Transport Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.537	.162	2.002	.047	Asian Food and Beverage
	.295	3.679	.000	Western Food and Beverage
	.218	3.084	.002	Australian Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.483	None			
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.622	.329	4.028	.000	Australian Food and Beverage
	.257	3.162	.002	Quality of Food and Beverage

Table 6.40 below shows that Singaporean are more focused upon quality of food and beverage (Significant Beta = .272). Vietnamese not only pay attention to the "quality" issue but also "the freshness". While the Chinese are more interested in the variety of food and beverage (Significant Beta = .228).

Table 6.40: Multiple Regression for Amenities on Accommodation Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.510	.228	3.034	.003	Different Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.564	.272	2.902	.004	Quality of Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.616	.230	2.216	.028	Western Food and Beverage
	.286	3.503	.001	Quality of Food and Beverage
	.195	2.300	.023	The freshness of Food and Beverage

Table 6.41 shows the link between amenities and the satisfaction with Victorian State Support. Again, the different food and beverage, the cost and the quality are the most important focus of business travellers from three countries.

Table 6.41: Multiple Regression for Amenities on Victorian State Support Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.534	.161	2.270	.024	Australian Food and Beverage
	.215	2.904	.004	Different Food and Beverage
	.228	2.839	.005	Cost/price Levels of Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.492	.210	2.555	.011	Different Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.594	.205	2.224	.027	American Food and Beverage
	.251	3.014	.003	Quality of Food and Beverage

Table 6.42 illustrates the relationship between amenities and the satisfaction with business activity. Again, the different food and beverage, the cost and the quality are of the most interest by business travellers from the three markets.

Table 6.42: Multiple Regression for Amenities on Business Activity Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.526	.258	2.934	.004	Western Food and Beverage
	.158	1.967	.051	Different Food and Beverage
	.294	2.953	.004	The freshness of Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.526	.258	2.934	.004	Western Food and Beverage
	.294	2.953	.004	The freshness of Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.660	.159	2.222	.027	Different Food and Beverage
	.310	3.986	.000	Quality of Food and Beverage

Table 6.43 shows the link between amenities and overall satisfaction. Again, the different food and beverage, the cost and the quality are the greatest focus of the Vietnamese, Chinese and Singaporeans.

Table 6.43: Multiple Regression for Amenities on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.703	.240	3.521	.001	Asian Food and Beverage
	.197	2.913	.004	Cost/price Levels of Food and Beverage
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.543	.232	2.433	.016	Quality of Food and Beverage
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.613	.162	1.999	.047	Asian Food and Beverage
	.223	2.715	.007	Australian Food and Beverage

The interesting finding here is the almost total dominance of food and beverage on influencing traveller satisfaction (refer to Tables 6.37 to 6.43). Melbourne is known to have a huge variety of restaurants and food outlets, many of the highest international standard, and many offering Asian cuisine. This has resulted primarily from international immigration since the second world war with waves of migrants, first from Europe, then from different parts of Asia and now from Africa and the Middle East.

The conclusion in relation to hypothesis 8 from an examination of Tables 6.37 to 6.43 is that amenities do cause varying levels of business traveller satisfaction. Although, this is more highly concentrated on food and beverage.

The R-square values range between 50 and 70 percent of explained variance and are quite strong. Consequently, hypothesis 8 can be rejected.

Hypothesis 9: Melbourne's levels of accessibility do not cause differing impacts on business traveller satisfaction.

Hypothesis 9 is focussed upon the destination attribute of accessibility, and its impact on business travel satisfaction.

Accessibility is focussed upon transport and the different aspects of transport and includes the facility for disabled access.

Table 6.44 below explains how accessibility impacts on the satisfaction of attractions. As the respondents are all business travellers, the type of transportation they prefer is "private car" to save on their limited time. The Chinese and Vietnamese also look for convenience of local transport.

Table 6.44: Multiple Regression for Accessibility on Attractions Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.727	.212	3.221	.002	Private Car
	.246	3.784	.000	Taxi
	.116	2.004	.047	Convenience of Local Transport
	.253	4.128	.000	Transportation Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.549	.243	3.480	.001	Private Car
	.185	2.517	.013	Bus
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.641	.299	4.192	.000	Private Car
	.163	2.124	.035	Tram
	.188	1.999	.047	Convenience of Local Transport
	.228	2.997	.003	Cost/Price Levels of Transportation to the Venue

Table 6.45 shows how accessibility impacts on the satisfaction of food and beverage. The results are mixed, as taxi and tram are the most popular choices of business travellers from the three markets. The findings are explained as the convenience of the tram system in Melbourne city differentiates Melbourne from other cities in Australia.

Table 6.45: Multiple Regression for Accessibility on Food and Beverage Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.606	.164	2.185	.030	Taxi
	.230	2.760	.006	Train
	.167	2.358	.019	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.557	.192	2.762	.006	Private Car
	.225	2.929	.004	Tram
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.606	.296	4.091	.000	Taxi
	.186	2.336	.021	Tram

Table 6.46 illustrates how accessibility impacts on the satisfaction with transport. Again, tram, taxi and private care are on the list.

Table 6.46: Multiple Regression for Accessibility on Transport Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.493	.199	2.412	.017	Taxi
	.173	2.230	.027	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.521	.162	2.271	.024	Private Car
	.222	2.468	.014	Train
	.159	2.285	.023	Facilities for Disabled Access
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.607	.358	4.509	.000	Tram
	.295	3.028	.003	Convenience of Local Transport

Table 6.47 shows how accessibility impacts on the satisfaction with accommodation. While Chinese and Vietnamese consider the facilities important, there is no link for Singaporeans.

Table 6.47: Multiple Regression for Accessibility on Accommodation Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.464	.204	2.375	.019	Facilities for Disabled Access
	.255	3.229	.001	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.533	None			
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.600	.148	2.035	.043	Taxi
	.224	2.806	.006	Tram
	.241	2.419	.016	Transport Facilities

Table 6.48 shows how accessibility impacts on the satisfaction with Victorian State support. No relationship is found for the Vietnamese, and there is a wide mix of significant forms of transport leading to satisfaction for the Chinese and Singaporeans, including types of transport, the cost, facilities and convenience.

Table 6.48: Multiple Regression for Accessibility on Victorian State Support Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.471	.189	2.451	.015	Bus
	.246	3.295	.001	Convenience of Local Transport
	.176	2.229	.027	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.494	.150	1.966	.051	Bus
	.167	2.353	.020	Facilities for Disabled Access
	.175	2.083	.039	Cost/Price Levels of Transportation to the Venue
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.607	None			

Table 6.49 explains how accessibility impacts on the satisfaction with business activity. Taxi and transport facilities are the most popular items for business travellers from the three markets.

Table 6.49: Multiple Regression for Accessibility on Business Activities Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.629	.182	2.476	.014	Taxi
	.166	2.194	.029	Facilities for Disabled Access
	.157	2.394	.018	Convenience of Local Transport
	.277	3.986	.000	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.530	.223	3.218	.002	Facilities for Disabled Access
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.572	.173	2.313	.022	Taxi
	.211	2.745	.007	Facilities for Disabled Access
	.257	2.517	.013	Transport Facilities

Table 6.50 illustrates how accessibility impacts on overall satisfaction. The result is a wide mix of significant forms of transport, and also the facilities and the convenience of the local transport.

Table 6.50: Multiple Regression for Accessibility on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.683	.297	4.236	.000	Private Car
	.280	4.057	.000	Taxi
	.207	3.237	.001	Bus
	.226	3.459	.001	Transport Facilities
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.563	.138	2.038	.043	Facilities for Disabled Access
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.611	.176	2.448	.015	Taxi
	.198	2.505	.013	Tram
	.280	2.887	.004	Convenience of Local Transport

There is a wide mix of significant forms of transport leading to satisfaction, and if there is a difference it tends to be Singapore as different to China and Vietnam. Singaporeans have a narrower band of types of transport, and more emphasis on disabled access. Vietnamese have a slightly stronger focus on the use of trams (refer to Tables 6.44 to 6.50). There is an interesting focus on disabled access across several groups and particularly with Singapore. Whereas Singaporeans are not concerned with taxi travel and more satisfied with private

car transport. China and Vietnam have a similar and wider level of satisfaction with mostly public transport.

As the R-square values range between 50 and 70 percent so they are quite strong and the finding for the ninth hypothesis is that varying accessibility issues do influence, and traveller satisfaction and consequently, hypothesis nine is rejected.

The third aspect of destination attributes hypothesised to influence traveller satisfaction is accommodation. Accommodation includes types of accommodation as well as issues such availability, rates and staff service.

Hypothesis 10: Melbourne's accommodation attributes do not cause differing impacts on business traveller satisfaction.

Table 6.51 shows how accommodation impacts on the satisfaction with attractions. Respondents from three countries all agree that “friendly people” is an important factor. They also prefer 3-4 star or above hotels.

Table 6.51: Multiple Regression for Accommodation on Attractions Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.767	.390	6.579	.000	5 Star Hotel
	.140	2.444	.015	3-4 Star Hotel
	.207	3.109	.002	Own home/family house
	.184	3.316	.001	Accommodation Facilities Available at Destination
	.156	2.555	.011	Friendly People
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.348	.151	2.097	.037	3-4 Star Hotel
	.154	1.898	.059	Friendly people
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.619	.374	5.307	.000	5 Star Hotel
	.210	2.096	.037	Accommodation Rates
	.176	2.093	.038	Friendly People

Table 6.52 examines how accommodation impacts on the satisfaction with food and beverage. Aside from star hotels, travellers also care about the rates and facilities.

Table 6.52: Multiple Regression for Accommodation on Food and Beverage Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.603	.175	2.372	.019	5 Star Hotel
	.319	4.461	.000	3-4 Star Hotel
	.146	2.150	.033	Accommodation Availability
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.569	.167	2.359	.019	3-4 Star Hotel
	.164	1.984	.049	Accommodation Rates
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.649	.293	4.301	.000	5 Star Hotel
	.311	3.224	.001	Accommodation Facilities Available at Destination
	.246	2.533	.012	Accommodation Rates

Table 6.53 illustrates how accommodation impacts on satisfaction with transport. The results are different from the three countries. The Chinese continue with 5 star hotels, Singapore choose relatives or friends' houses, and Vietnam have most concern about accommodation availability.

Table 6.53: Multiple Regression for Accommodation on Transport Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.491	.240	2.983	.003	5 Star Hotel
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.519	.156	1.747	.082	Your Friends/Relatives House
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.601	.284	2.807	.006	Accommodation Availability

Table 6.54 shows how accommodation impacts on accommodation satisfaction. Again, hotel type and rates are the greatest concern.

Table 6.54: Multiple Regression for Accommodation on Accommodation Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.518	.153	1.992	.048	3-4 Star Hotel
	.256	3.467	.001	Accommodation Facilities Available at Destination
	.263	3.323	.001	Friendly People
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.518	.171	2.327	.021	3-4 Star Hotel
	.179	2.084	.039	Accommodation Rates
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.610	.146	2.060	.041	5 Star Hotel
	.203	2.006	.046	Accommodation Rates

Table 6.55 explains how accommodation impacts on the satisfaction with Victorian State support. There is no connection for the Chinese while Vietnam and Singapore consider hotel star rating and rates significant.

Table 6.55: Multiple Regression for Accommodation on Victorian State Support Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.404	None			
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.541	.198	2.740	.007	3-4 Star Hotel
	.304	3.447	.001	Your Friends/Relatives House
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.635	.274	3.963	.000	5 Star Hotel
	.195	1.978	.049	Accommodation Rates

Table 6.56 shows the relationship between accommodation and the satisfaction with business activities. Besides the hotel star level, respondents from the three countries choose friendly people, facilities and rates as important.

Table 6.56: Multiple Regression for Accommodation on Business Activities Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.603	.195	2.863	.005	Accommodation Availability
	.244	3.218	.002	Friendly People
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.613	.159	2.329	.021	3-4 Star Hotel
	.350	4.229	.000	Your Friends/Relatives House
	.218	2.835	.005	Friendly People
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.659	.160	2.371	.019	5 Star Hotel
	.228	2.745	.007	Your friends/Relatives House
	.345	3.622	.000	Accommodation Facilities Available at Destination
	.236	2.465	.015	Accommodation Rates

The link between accommodation and overall satisfaction is shown in Table 6.57. Again, types of accommodation and friendly people are the most significant items.

Table 6.57: Multiple Regression for Accommodation on Overall Satisfaction

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.704	.249	3.789	.000	5 Star Hotel
	.143	2.325	.021	Accommodation Rates
	.349	5.165	.000	Friendly People
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.614	.176	2.587	.010	3-4 Star Hotel
	.163	1.975	.050	Helpfulness of Accommodation Staff
	.300	3.910	.000	Friendly People
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.619	.158	2.245	.026	5 Star Hotel
	.244	2.908	.004	Friendly People

There is a tendency for accommodation rates to be more important for the Vietnamese which is commensurate with the developing economic status of the country, relative to China and Singapore. There is a fairly strong emphasis on friendly people for all countries. There is more emphasis on 3-4-star hotels for Singapore as opposed to 5-star hotels.

The R-square values range between 30 to 80 percent but are more toward the higher side and could be considered very strong, with the strongest levels for destination attributes

(refer to Tables 6.51 to 6.57). Also, there are varying levels of satisfaction as a result of the accommodation destination attribute, and consequently hypothesis 10 is rejected.

6.5 SECTION FOUR (TESTING OF HYPOTHESES 11, 12, 13, 14, 15, 16, 17 AND 18) – MULTIPLE REGRESSION ANALYSIS

Section Four examines the relationship between satisfaction with the business trip and future behavioural intentions (refer to Section 3.4 Chapter Three), which themselves are divided between future intentions to revisit and future intentions to recommend Melbourne to others on the return home.

Hypothesis 11: Business traveller satisfaction does not determine revisit intention for investment.

Multiple regression is used to determine if there is a causal relationship between any of the satisfaction elements (satisfaction with attractions, food and beverage, transport, accommodation, Victorian State support, general business-related activities and overall satisfaction) and behavioural intentions. Again, the analysis examines each country separately (refer to Table 6.58).

Table 6.58: Multiple Regression for Satisfaction on Future Intention to Undertake Investment Activities

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.468	.503	6.174	.000	Melbourne Attractions were better than I expected
	.137	2.257	.025	My experiences with Transportation were better than expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.135	None			
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.402	.387	4.634	.000	Melbourne Attractions were better than I expected

Although there is a link between the traveller characteristics, motives and destination attributes for business traveller satisfaction, this does not pass on strongly to have a causal link between satisfaction and the intention to invest overall. The R-square values are between 40 and 47 percent, so it is possible to reject for China and Vietnam. However, the results are only based on weak and limited causal findings. Additionally, the result for Singapore (no significance and R-square of only 13.5%) is to not reject hypothesis 11. Consequently, the decision is to accept hypothesis 11.

Hypothesis 12: Business traveller professional satisfaction does not determine revisit intention for other business activities.

In the case of other business activities, the relationship between satisfaction and behavioural intent is significant but it is not overly strong. The R-square values range between 13 and 40 percent only. There are varying aspects of satisfaction related to transport, accommodation, business activities and food and beverage across the countries, but the intent to take future business opportunities is weak as a result of satisfaction with Melbourne. There is an argument to say that the hypothesis could be rejected for China and Singapore only (refer to Table 6.59).

Consequently, it is considered that the evidence is low for the conclusion that hypothesis 12 can be rejected, and so it is accepted.

Table 6.59: Multiple Regression for Satisfaction on Future Intention to Undertake Other Business Activities

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.326	.166	2.441	.016	My experiences associated with Transportation were better than I expected
	.173	2.590	.010	My experiences associated with Melbourne Accommodation were better than I expected
	.188	2.435	.016	My experiences associated with Business Related activities on this trip were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.133	.247	2.329	.021	My experiences associated with Business Related activities on this trip were better than I expected
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.397	.335	3.941	.000	My experiences associated with Food and Beverage were better than I expected

Hypothesis 13: Business traveller professional satisfaction does not determine the level of speaking positively about Melbourne as a good place to invest.

As shown in Table 6.60, there is a stronger emphasis upon recommending Melbourne for investment than a direct intention for the business travellers to invest themselves. This could well relate to the fact that a large number of business visitors are not final decision makers but employees, so they do not necessarily make the decision to invest by themselves. The explained variance is higher at 50 percent and includes overall satisfaction for Singapore (Significant Beta = .276). Again, Food and Beverage is apparent as a satisfaction cause (Significant Beta = .269 for China and Significant Beta = .287 for Vietnam).

There is evidence that professional satisfaction does lead to speaking positively about investing in Melbourne, and consequently hypothesis 13 is rejected (refer to Table 6.60).

Table 6.60: Multiple Regression for Satisfaction on Future Intention to Strongly Recommend Melbourne as a Good Place to Invest

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.468	.202	2.506	.013	Melbourne Attractions were better than I expected
	.269	4.021	.000	My experiences associated with Food and Beverage were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.479	.276	3.466	.001	Overall, I am satisfied with my trip to Melbourne
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.506	.287	3.734	.000	My experiences associated with Food and Beverage were better than I expected
	.326	4.077	.000	My experiences associated with Melbourne Accommodation were better than I expected

Hypothesis 14: Business traveller professional satisfaction does not determine how strongly Melbourne is recommended for other people to invest.

The analysis results for recommending for other people to invest, is similar to speaking positively about investing in Melbourne. The explained variance is about 50 percent (R-square = .562 for China, R-square = .422 for Singapore and R-square = .479 for Vietnam) which is quite high. Moreover, several aspects of satisfaction are significant (refer to Table 6.61). The Singaporean and Vietnamese have overall satisfaction. Melbourne attractions, transportation, accommodation and food and beverage are apparent as satisfaction causes.

There is a wider range of satisfaction drivers, and consequently there is sufficient evidence to suggest the rejection of hypothesis 14.

Table 6.61: Multiple Regression for Satisfaction on Future Intention to Speak Positively about Melbourne as a Good Place to Invest

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.562	.450	6.250	.000	Melbourne Attractions were better than I expected
	.142	2.640	.009	My experiences associated with Transportation were better than I expected
	.123	2.327	.021	My experiences associated with Melbourne Accommodation were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.422	.186	2.085	.038	Melbourne Attractions were better than I expected
	.194	2.385	.018	My experiences associated with Food and Beverage were better than I expected
	.220	2.627	.009	Overall, I am satisfied with my trip to Melbourne
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.479	.359	4.692	.000	Melbourne Attractions were better than I expected
	.211	2.672	.008	My experiences associated with Food and Beverage were better than I expected
	.203	2.553	.011	Overall, I am satisfied with my trip to Melbourne

The intention to visit for non-business activities is also important. The literature suggests there is a link between business travel and leisure purposes, and it is hypothesised that future travel may well be for leisure travel. This issue is tested with hypothesis 15 below.

Hypothesis 15: Business traveller personal satisfaction does not determine revisit intentions for holiday.

Table 6.62 below shows several items as the satisfaction causes such as transportation, Victoria State support, and business related activities but the link between travel satisfaction and the intent to holiday in future is not strong. Moreover, the explained variance ranges between 16 and 31 percent (refer to Table 6.62). Hence, it is concluded that there is insufficient evidence to reject hypothesis 15.

Table 6.62: Multiple Regression for Satisfaction on Future Intention to Undertake Holiday Activities

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.158	.245	3.223	.001	My experiences associated with Transportation were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.311	.243	2.760	.006	My experiences associated with Transportation were better than I expected
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.234	.233	2.403	.017	My experiences associated with Victoria State Support were better than I expected
	.168	1.816	.071	My experiences associated with Business Related activities on this trip were better than I expected

Hypothesis 16: Business traveller personal satisfaction does not determine revisit intentions for visiting relatives and friends.

There is also evidence in the literature of a link between business travel and visiting friends and relatives, which is tested in hypothesis 16.

Table 6.63: Multiple Regression for Satisfaction on Future Intention to Undertake Visiting Friends and Family

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.149	.256	2.486	.014	Melbourne Attractions were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.215	.194	2.062	.041	My experiences associated with Transportation were better than I expected
	.206	2.045	.042	My experiences associated with Business Related activities on this trip were better than I expected
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.240	.190	2.092	.038	My experiences associated with Business Related activities on this trip were better than I expected

This link is also weak with an explained variance between 15 and 24 percent. So, although there is a significant link with some caused factors (attractions, transportation, business

related activities), the relationship is not strong. Consequently, it is concluded that hypothesis 16 cannot be rejected (refer to Table 6.63).

Hypothesis 17: Business traveller personal satisfaction does not determine revisit intentions for education.

Melbourne has a very high level of offshore education provision (particularly to Asia), and so it is considered possible that business traveller satisfaction may result in future use of the education facilities in Melbourne, primarily for family members. However, revisit intentions for education are weak with R square values ranging between 17 to 24 percent (refer to Table 6.64). Despite that fact that there are some significant variables (such as attractions, business related activities), the conclusion is that hypothesis 17 is accepted and there is insufficient evidence to reject it.

Table 6.64: Multiple Regression for Satisfaction on Future Intention to Undertake Education

China				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.172	.203	2.000	.047	Melbourne Attractions were better than I expected
Singapore				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.178	.278	2.696	.008	My experiences associated with Business Related activities on this trip were better than I expected
Vietnam				
Total R-square	Significant Beta	t	Sig.	Significant variable/s
.241	.217	2.349	.020	My experiences associated with Business Related activities on this trip were better than I expected

Hypothesis 18: Business traveller personal satisfaction does not determine how strongly Melbourne is recommended as a destination for leisure purposes.

The intent to revisit for holiday purposes has been tested (refer to Hypothesis 15 and Table 6.62). Table 6.65 shows the relationship between business travellers' satisfaction and the recommendation Melbourne as a leisure destination. Several factors are considered as the causes (such as business related activities, attractions, transportation, Victorian State support and overall satisfaction).

Although R-square for the Vietnamese (.283) is not as high as for the Chinese (.474) and Singapore (.528), overall hypothesis 18 can be rejected. The broader definition relating to leisure as opposed to holiday is somewhat unclear, and unclear why the term holiday led to acceptance of hypothesis 15 but leisure led to rejection in hypothesis 18. It is possible to argue that a business trip might include leisure but not the term "holiday". So, Melbourne is seen as more suitable for leisure whilst on business, but not holiday. Also, hypothesis 15 is about revisit intention, which is different from behaviour to recommend.

Table 6.65: Multiple Regression for Satisfaction on Future Intention to strongly Recommend Melbourne as a Leisure Destination

China				
Total R-square	Significant Beta	T	Sig.	Significant variable/s
.474	.146	2.169	.031	My experiences associated with Business Related activities on this trip were better than I expected
	.452	6.178	.000	Overall, I am satisfied with my trip to Melbourne
Singapore				
Total R-square	Significant Beta	T	Sig.	Significant variable/s
.528	.208	2.571	.011	Melbourne Attractions were better than I expected
	.143	2.044	.042	My experiences associated with Transportation were better than I expected
	.370	4.888	.000	Overall, I am satisfied with my trip to Melbourne
Vietnam				
Total R-square	Significant Beta	T	Sig.	Significant variable/s
.283	.244	2.637	.009	My experiences associated with Victoria State Support were better than I expected

6.6 CHAPTER SUMMARY

This chapter has used quantitative methods to test the eighteen hypotheses proposed in Chapter 3. Chapter 3 established a conceptual framework to explain the motives and other factors behind satisfaction with business travel, in this case to Melbourne, and test whether satisfaction led to specific behavioural intentions for business travellers. Much of the theory behind the conceptual model was developed from the literature relating to holiday travel, to provide a sound base of previous research, upon which to build a specific analysis relating to business travel.

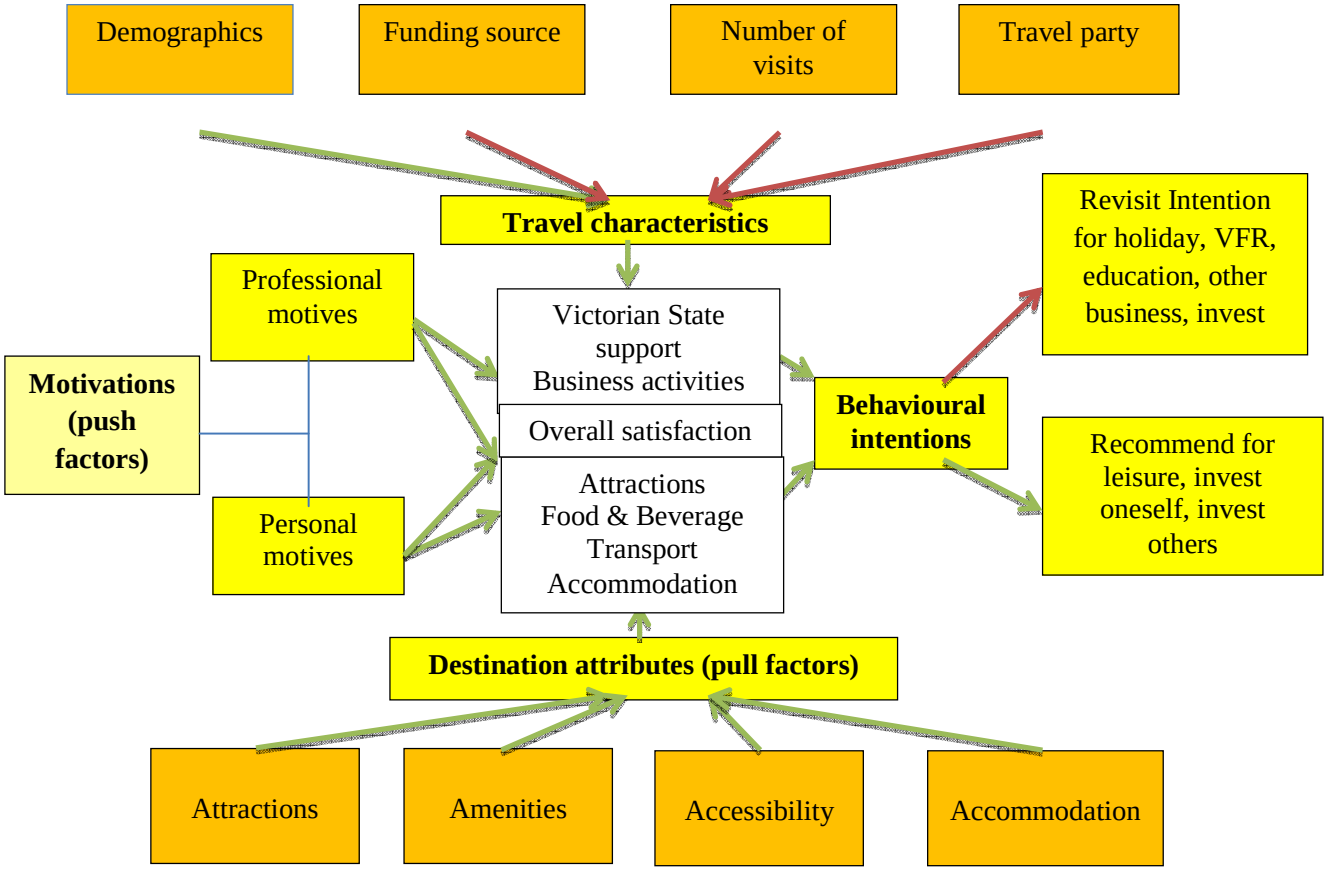
The analysis has tended to reject more than accept the hypotheses tested, and hence to support a particular set of causal relationships within the conceptual framework. Seven of the eighteen hypotheses are not rejected and do not confirm causal paths, and eleven hypotheses are rejected to confirm the conceptual model.

For clarity of the discussion the conceptual model is redrawn from Figure 3.5 as Figure 6.1 below.

The testing finds limited influence on business travel satisfaction from travel characteristics, although there are some significant demographic factors. As such issues of frequency of visit, funding source and travel party type are not significant.

Additionally, the motives and the destination attributes are all found to be significant and important influences on travel satisfaction for business travellers.

Figure 6.1: Analysis result from the hypothesis testing of the conceptual framework



The issues of future investment are mixed. There is insufficient evidence to state that satisfaction measures result in positive investment intentions by business travellers. Nor do they make committed statements of intent to holiday or visit friends and relatives or undertake education. However, they do state they intend to recommend Melbourne to their own business people for investment, recommend to others to invest and recommend future leisure travel.

Since many of the business travellers are probably not in a position to decide upon direct intentions to invest, or even future holidays, it is probably not surprising they don't state

they will in fact do these things. What is important is that they leave with a positive intent to recommend investment, and leisure activities broadly.

Chapter 7 will examine these results in more detail and discuss the findings in relation to the objectives of the study and provide a more comprehensive conclusion, including directions for both business and government in terms of managing future business travellers.

CHAPTER SEVEN: DISCUSSION AND CONCLUSION

7.1 INTRODUCTION

The major aim of this research is the investigation of factors influencing the satisfaction and future behavioural intentions of Asian business travellers visiting Melbourne. The study began with the relevant literature review in order to determine gaps in the existing knowledge base. Whilst there has been an increase in acknowledgement by destination managers and researchers in terms of the significance of traveller satisfaction and the relationships with future behaviours, there is a lack of research which focuses on travel characteristics, professional motivation, personal motivation and destination attributes relating to business travellers. This study examines the relationship with a focus upon North and Southeast Asian business traveller satisfaction, and their future investment intentions. The findings from the literature review have given the direction for the study to focus upon to obtain a deeper understanding of these factors, and in the Australian context particularly Asian business travellers. The selected context is travel to Melbourne as a major Australian business hub. The chosen countries of origin of the survey participants were selected to cover a range of countries with different levels of economic development, and high business interaction with Melbourne or significant potential future business interaction growth. As such within North and Southeast Asia: Singapore (developed and high interaction), China (developing with high interaction) and Vietnam (under-developed strongly growing interaction) have been selected.

A comprehensive framework was proposed in Chapter 3 based upon an extensive literature review (Chapter 2), with the framework identifying eighteen hypotheses to be tested. The conceptual framework hypothesises that satisfaction and future behavioural intentions are the result of several components based upon travel characteristics, professional and personal motives and destination attributes. The empirical research was undertaken to examine the validity of the conceptual framework.

The study applied a quantitative research method described in Chapter 5 with a total of 600 completed online surveys (200 for each country). The results of the study have been reported and analysed in detail in Chapters 5 and 6. A wide range of analytical methods

such as descriptive analysis, t-testing, discriminant regressions, ordinal regressions, and multiple regressions were applied.

This concluding chapter includes nine sections. The first section of this Chapter is the introduction. Following is a brief revisit of the main literature, the conceptual model and the approach to the analysis. The third section (7.3) summarises the major study findings, highlighting how they deal with the research hypotheses, and provides a basis for examining the applicability of the proposed conceptual framework. The fourth section (7.4) is the refinement of the conceptual framework based on the results of the hypotheses testing. The revisit of the research aims, research objectives and research questions is organized in the fifth section (7.5). Section 7.6 identifies the application of Key Drivers in the constructs of the refined conceptual framework. Section 7.7 summarises the significance of the study from a theoretical, methodological, and managerial perspectives. Section 7.8 outlines the limitations of the study, and makes some suggestions for further research. Section 7.9 provides concluding remarks.

7.2 A BRIEF REVISIT OF THE MAIN LITERATURE

As discussed in Chapter 2, business tourism is an important sector of tourism in every country and is considered one of the main contributors to the economic development of a country or city (Dwyer, Forsyth, Madden, & Spur, 2000; Katircioglu, 2009). International business visitors may lead to a significant increase in international trade volume (Oh, 2005). Hence, understanding the motivations of overseas business travellers is important for any host country to develop more strategic policies to sell their products or services, and therefore, increase their competitiveness in the market.

Motivations are associated with human needs and wants that energise behaviour and direct one towards a goal (Chiang, 2009; Martin, Ian, Noel, & Chung, 2008; Yoon & Uysal, 2005). There are two types of motivations in this respect, professional and personal. While professional motives involve work-related purposes (Tani, 2005; Welch, Welch, & Worm, 2007), personal motivations are non-work-related such as escaping a regular routine, and sightseeing. These are central constructs of push motivation in assessing satisfaction, and consequent future travel behaviour.

Destination attributes or pull factors are connected to external, situational, or cognitive aspects (Ah Keng & Pei Shan, 2005; Pearce & Lee, 2005) which play vital roles in the overall evaluation of travellers when they visit a destination (Chen & Tsai, 2007). "Accommodation" is a significant destination attribute for business travellers as their hotel usage is higher than that of holiday makers (Fawzy, 2010). "Amenities" is also considered an essential factor for any traveller (Garretsen & Marlet, 2017; Green, 2001) as this makes the destination more attractive for living and working (Power, 1988, p. 142). "Accessibility" includes factors measuring the quality of transportation infrastructure, and traffic congestion, which have potential impacts on the timeframe and timetable of business travellers (Eusébio & Vieira, 2013). "Tourist attractions" make destinations different from other places, and travellers often spend time visiting unique attractions (Eusébio & Vieira, 2013; Fredline, Jago, & Deery, 2003; Mair & Thompson, 2009; Rogers, 2013). "Satisfaction" is another significant item reviewed in the literature as it is considered one of the most powerful predictors influencing future travel (Bargi & Devkant, 2015; Kakyom, 2008) and customer repurchasing (Chiang, 2009). "Behavioural intentions" are what people intend to do in a particular situation due to their beliefs or attitudes (Ajzen & Fishbein, 1980), and this factor has a very close relationship to customer loyalty, influencing positive statements about products or services at the destination, and increases the chance that people will pay more for a product.

In order to explain the relationships among these key items as reviewed in the literature, a proposed conceptual framework has been developed in Chapter 3, based upon the three theories of: means-end theory (Gutman, 1982; Pizam, Neumann, & Reichel, 1978), expectation-disconfirmation (Jessie & Neil, 2004; Oliver, 1980) and tourism consumption (Woodside & Dubelaar, 2002). The means-end theory and the theory of tourism consumption system have been integrated, comprising the impact on travel patterns of demographics, funding, length of visit, travel party and experience in visiting. The conceptual framework also includes the impact of destination attributes (including tourist attractions, food and beverage, transportation, and accommodation) and the way in which the effects of personal travel characteristics; professional and personal motivation; and destination attributes have a causal relationship with satisfaction, which leads to future travel decision-making. The Expectancy-Disconfirmation model, which is often used in

investigating tourist satisfaction, focusing on the comparison of their prior expectations and their actual experience (Jessie & Neil, 2004) has been applied. What tourists experience will lead them to reflect upon their level of satisfaction. Consequently, satisfied consumers are more likely to revisit the same destination or to refer their friends and relatives to the places where they received high-quality experiences (Bargi & Devkant, 2015).

Following the conceptual model, eighteen hypotheses have been formulated to explain the causal relationships among the constructs as below:

H1: The differences in demographic profile of business travellers do not have differing impacts on their travel satisfaction.

H2: The differences in funding source of business travellers do not have differing impacts on their travel satisfaction.

H3: The differences in the number of times the business traveller has visited Melbourne do not have differing impacts on their travel satisfaction.

H4: The differences in the travel party of business travellers do not have differing impacts on their travel satisfaction.

H5: Professional motivations do not have differing impacts on travel satisfaction. H6: Personal motivations do not have differing impacts on travel satisfaction. H7: Melbourne's visitor attractions do not have differing impacts on business traveller satisfaction. H8: Melbourne's amenities do not cause differing impacts on business traveller satisfaction.

H9: Melbourne's levels of accessibility do not cause differing impacts on business traveller satisfaction.

H10: Melbourne's accommodation attributes do not cause differing impacts on business traveller satisfaction

H11: Business traveller professional satisfaction does not determine revisit intention for investment.

H12: Business traveller professional satisfaction does not determine revisit intention for other business activities.

H13: Business traveller professional satisfaction does not determine the level of speaking positively about Melbourne as a good place to invest.

H14: Business traveller professional satisfaction does not determine how strongly Melbourne is recommended as a place for other people to invest.

H15: Business traveller personal satisfaction does not determine revisit intentions for holiday.

H16: Business traveller personal satisfaction does not determine revisit intentions for visiting relatives and friends.

H17: Business traveller personal satisfaction does not determine revisit intentions for education.

H18: Business traveller personal satisfaction does not determine how strongly Melbourne is recommended as a destination for leisure purposes.

In order to test the hypotheses, 600 online surveys were completed, collected and analysed. First, descriptive statistical analysis was used to describe respondent travel characteristics (demographic profiles, funding source, the length of visit, travel party, the frequency of visit). The reliability of the Mean can be confirmed by Standard Deviation (SD), Skewness (Skew) and Standard Error (SE). In addition, unpaired t-test (at .05 significance) analysis was applied to compare differences in mean and standard error between two groups: China/Singapore; Singapore/Vietnam and Vietnam/China.

Following the descriptive statistical analysis and t-test, discriminant analysis was used to measure professional motivations. These analysis methods were presented in Chapter 5 for the preliminary analysis of the collected data. Deeper analyses and testing of the hypotheses using ordinal regressions and multiple regressions were undertaken in Chapter 6. These statistical techniques provide insights into the understanding of the complex interrelations between individual independent variables, and the dependant variables studied in the research model.

7.3 A SUMMARY OF MAJOR FINDINGS

In Chapter 5, the descriptive analysis of the sample's socio-demographic characteristics, motivation and behavioural intentions for business travellers are described. Chapter 6 analyses the eighteen hypotheses derived from the proposed conceptual framework in Chapter 3 to confirm the relationships between three factors (travel characteristics, professional and personal motivations, and destination attributes) with satisfaction and ultimately future intentions. In summary, the findings are:

Summary of travel patterns

The first descriptive analysis was conducted to provide the primary information regarding the participants, including: demographics; source of funds, travel companions and the frequency of visit.

- In terms of gender, more businessmen than businesswomen participated in this study. The number of male Singaporean and Vietnamese was twice that of female participants. However, for the Chinese subjects the majority of participants were female.
- In terms of age, the ages of the majority of respondents were from 30 to under 40 years, followed by above 18 to under 30, 41 to 50 and then 51 to 60. The outstanding feature was that Chinese participants were younger than the other two groups.
- University graduates accounted for a high proportion of the survey participants. The number of post graduate participants from China was markedly lower than the number from Singapore and Vietnam.
- For current employment status, the biggest group of respondents are employees, followed by the self-employed. The largest overall single group of respondents are sales managers and the level of employment favours the higher end, with directors and CEOs. Respondents from China have the highest number of CEOs.

- In relation to experience, the most common result across all countries was the category of ‘under 20 years of experience’. Vietnamese respondents have less working experience and this likely relates to the slower economic development of this market, or the lower average age of the Vietnamese population.
- With respect to the source of funds used to pay for the trip, although respondents were mostly sponsored by their employer, one-third of Singapore participants used their own money to pay for their trip. So, there is a large private market trend taking place, not just company-based expansion and development.
- In terms of frequency of visit, most participants have visited Melbourne two or three times.
- Concerning the number of companions, visitors often went with two or three colleagues or friends.
- The three most common industries the business travellers worked in are manufacturing, retail and technology. Participants looked for investment opportunities in manufacturing, technology, retail and financial services.
- In term of information search strategy, business travellers considered all sources including family members, colleagues, media and travel agents important, regardless of whether they were first-time or repeat visitors. Singapore stands out as having a different use of information sources to China and Vietnam. The mean use of information is for Singapore is significantly lower for all sources except other media, that is, they found these sources less useful than China and Vietnam.

The influence of Travel Characteristics on Satisfaction and the testing of hypotheses H1, H2, H3, H4

In order to examine the impact of travel patterns on ‘satisfaction’- gender, employment and occupational position are measured using nominal scales, while ordinal scales were used to analyse age, the level of education, and number of years worked (refer to Section 2, Chapter 6). There is some low correlation as would be expected between age and years in the industry, and some low negative correlation between being retired and occupational

status, which would also be expected. The other correlations are very small and close to zero.

For the first item of destination attributes, 'attractions', the findings for China showed that younger males have less satisfaction than older females, while CEOs have less satisfaction than other occupational positions, including the experiences of non-business attractions. For Singaporean business travellers, males are less satisfied with attractions than females, and employees are less satisfied than the self-employed. On the other hand, the demographics of Vietnamese participants have no significant relationship to satisfaction with attractions.

In terms of "food and beverage", Chinese CEOs can be singled out as the demographic where the food and beverage offering in Melbourne was important. For Vietnamese participants, sales managers have less satisfaction with food and beverage than other occupational positions. There is no significant satisfaction or relative dissatisfaction with food and beverage by the Singaporean business traveller.

In relation to satisfaction with transportation, the only significant finding is that Chinese males find transportation contributes less to their satisfaction than females. Singaporean employees are less satisfied with transportation than employers, and the retired. For the Vietnamese business traveller, there are no significant links to satisfaction with transportation services in Melbourne.

For accommodation, the findings suggest that less experienced Chinese business travellers and CEOs are more concerned about accommodation than more experienced non-CEOs. Singaporean employees are less satisfied with accommodation than the self-employed and retirees. People in the middle length of employment years are more satisfied than those travellers with shorter and longer employment periods. Vietnamese sales managers are less satisfied with accommodation than other occupational groups.

In terms of satisfaction with Victorian Government support, Chinese business males have significantly less satisfaction than females. Younger travellers find less satisfaction with other business activities than older travellers. In the employment categories, Board directors are less satisfied than the other occupational groups. For the Singaporean participants, employees were less satisfied with Victorian State support and other business

activities than the self-employed and retirees. The level of education also has some impact on satisfaction, as the undergraduate and higher degree holders are less satisfied than lower educated Singaporean travellers.

The results here tend to be somewhat consistent with the previous satisfaction analyses in that males tend to have less overall satisfaction than females, CEOs tend to have less overall satisfaction than other employment groups and people with a short employment period seem to be more satisfied than those who have a longer employment timeframe.

The findings showed that differences in demographic profiles lead to various levels of satisfaction with Melbourne attractions, food and beverage, transportation, accommodations and Victorian Government support. These findings lead to the rejection of Hypothesis 1.

The preceding discussion has shown that the participants, with respect to their differences of gender, age, country of residence, educational attainment, occupation, frequency of visit, travel party – had significant distinct levels of satisfaction with the Melbourne attributes of attractions, food and beverage, transportation, accommodation and Victorian Government support.

Whilst this study confirms the significant contribution of demographic profiles in influencing satisfaction, this is not the case with regard to ***funding source, frequency of visit, number of companions and their satisfaction.*** The outcome from ordinal regression showed that there is no linear or nonlinear relationship found in this sample data for any country, in terms of the link between these factors and business traveller satisfaction. This leads to the acceptance of Hypotheses 2, 3 and 4.

The influence of professional motivations on satisfaction and the testing of hypothesis H5

In order to examine the influence of motivations on satisfaction, multiple regression was applied (refer to Section 6.3, Chapter 6). Various professional motives of participants from all three countries were found to be significantly influenced by Victorian State support. Singaporean and Vietnamese participants found, to some extent, the state institutional

initiatives as important as banking through international banking regulations. However, Chinese participants consider the support a significant reflection of a stable political environment.

In terms of the satisfaction with other business activities, Vietnamese travellers focus on the level of business-related services provided. Singaporeans have a focus on independent funding arrangements, while the Chinese consider the efficiency of labour costs and quality, along with overall business networks.

The overall satisfaction measure repeats some of the individual findings, but has a different focus overall. Chinese participants again have an overall market concern (which is detailed more clearly in the individual tables earlier), while Singaporeans have a wider view of the focus on individual business investment in a rapidly growing market. Vietnamese participants have a mix of the service support stated earlier, but extended to the broader issues of networks, efficiency and high rates of return in a growing market.

From the findings above it is clear that professional motivations do have varying effects upon travel satisfaction for all three groups of participants. Consequently, ***hypothesis 5 is rejected*** and it is concluded that professional motives do influence travel satisfaction.

The influence of personal motivations on satisfaction and the testing of hypothesis H6

Personal motives (exploring various lifestyle, festival and natural attractions, as does the motive to holiday) are found to significantly influence satisfaction with attractions in Melbourne (refer to Section 6.3, Chapter 6). In relation to food and beverage, Chinese and Vietnamese participants when visiting their friends and relatives were satisfied with the culinary requirements of Melbourne. The overall satisfaction is influenced by personal motives linked to a summary of the specific motives discussed above, especially for the Chinese and Singaporeans who seem to value more the importance of relatives and friends.

As such, the business traveller is personally travelling for motives not just related to themselves, in the case of Chinese and Vietnamese, but is also considering the satisfaction of others close to them.

There is sufficient evidence to reject hypothesis 6.

The influence of destination attributes on satisfaction and the testing of hypotheses H7, H8, H9, and H10

The relationships between pull motives (destination attributes: tourist attractions, amenities, accessibility, and accommodation) and satisfaction have been tested via four hypotheses (refer to Section 6.4, Chapter 6).

The first hypothesises the link between attractions and satisfaction, and the findings generally support the conclusion that Melbourne's attractions do aid in travel satisfaction for business travellers, with R-square values for attractions ranging consistently between 50 to 60 percent of explained variance.

In terms of Melbourne's amenities and travel satisfaction, the finding in relation to hypothesis eight is that amenities do cause varying levels of business traveller satisfaction, with the percentage of the R-square values ranging between 50 and 70 percent.

The results in relation to the destination attribute of accessibility and its impact on business travel satisfaction, also confirms that varying accessibility issues do influence traveller satisfaction with R square values ranging between 50 and 70 percent.

The last factor of destination attributes, accommodation, also contributes to travel satisfaction as the R-square values range between 30 to 80 percent, and are more toward the higher side.

In summary, all four destination attributes cause various levels of satisfaction, so that the hypotheses 7, 8,9,10 are rejected.

The influence of professional satisfaction on behavioural intentions for investment and for other business activities and the testing of hypotheses H11, H12, H13, and H14

In relation to the future business behavioural intentions, four intentions were tested: (1) revisit for investment purposes (2) revisit for other business activities (3) positive statement about Melbourne as a place to invest and (4) recommending Melbourne as a place to invest (refer to Section 6.5, Chapter 6). For the first two future behavioural intentions, the findings show that professional satisfaction does not lead to increased revisit intention for investment or other business. Hence, hypotheses 11 and 12 are accepted. However, there is

a causal link between professional satisfaction and positively speaking about and recommending Melbourne as a good place to invest to others - the explained variance is higher at around 50 percent. Therefore, hypotheses 13 and 14 are rejected.

The influence of personal satisfaction on non-business behavioural intentions and the testing of hypotheses H15, H16, H17, and H18

The intention to visit for non-business activities is also important (refer to Section 6.5, Chapter 6). The assumption is that there is a link between business travel and leisure purposes, and it is hypothesised that future travel may well be for leisure purposes. However, the finding from this study shows that there is no relationship between business traveller personal satisfaction and revisit for holiday, VFR or education. The explained variance ranges are lower between 16-31, 15-24, 15-45 percent, respectively. This leads to the acceptance of Hypotheses 15, 16, and 17. However, the business travellers strongly recommend Melbourne as a destination for leisure purposes and the last Hypothesis 18 is rejected.

In summary, the outcome of hypotheses testing is given below in Table 7.1.

Table 7.1: The Summary of Hypotheses Testing

Hypotheses testing	Analysis methods	Status
H1: The differences in demographic profiles of business travellers do not have differing impacts on their travel satisfaction.	Ordinal Regression	Rejected
H5: Professional motivations do not have differing impacts on travel satisfaction.	Multiple Regression	Rejected
H6: Personal motivations do not have differing impacts on travel satisfaction.	Multiple Regression	Rejected
H7: Melbourne's visitor attractions do not have differing impacts on business traveller satisfaction.	Multiple Regression	Rejected
H8: Melbourne's amenities do not cause differing impacts on business traveller satisfaction.	Multiple Regression	Rejected
H9: Melbourne’s levels of accessibility do not cause differing impacts on business traveller satisfaction.	Multiple Regression	Rejected
H10: Melbourne's accommodation attributes do not cause differing impacts on business traveller satisfaction	Multiple Regression	Rejected
H13: Business traveller professional satisfaction does not determine the level of speaking positively about Melbourne as a good place to invest.	Multiple Regression	Rejected
H14: Business traveller professional satisfaction does not determine how strongly Melbourne is recommended as a place for other people to invest.	Multiple Regression	Rejected
H18: Business traveller personal satisfaction does not determine how strongly Melbourne is recommended as a destination for leisure purposes.	Multiple Regression	Rejected
H2: The differences in funding sources of business travellers do not have differing impacts on their travel satisfaction.	Ordinal Regression	Accepted
H3: The differences in the number of times the business traveller has visited Melbourne do not have differing impacts on their travel satisfaction.	Ordinal Regression	Accepted
H4: The differences in the travel party of business travellers does not have differing impacts on their travel	Ordinal Regression	Accepted

satisfaction.		
H11: Business traveller professional satisfaction does not determine revisit intention for investment.	Multiple Regression	Accepted
H12: Business traveller professional satisfaction does not determine revisit intention for other business activities.	Multiple Regression	Accepted
H15: Business traveller personal satisfaction does not determine revisit intentions for holiday.	Multiple Regression	Accepted
H16: Business traveller personal satisfaction does not determine revisit intentions for visiting relatives and friends.	Multiple Regression	Accepted
H17: Business traveller personal satisfaction does not determine revisit intentions for education.	Multiple Regression	Accepted

7.4 REFINEMENT OF THE CONCEPTUAL FRAMEWORK

Based on the major findings discussed in Sections 7.3, there is a need to make an adjustment to the proposed theory behind the study as described by the conceptual framework. For the purposes of clarity of discussion, Figure 7.1 is repeated and contains the original version of the conceptual framework, showing the hypothesis testing outcomes. This is followed by the revised theoretical structure in Figure 7.2. The revised framework consists of fewer factors than initially theorised.

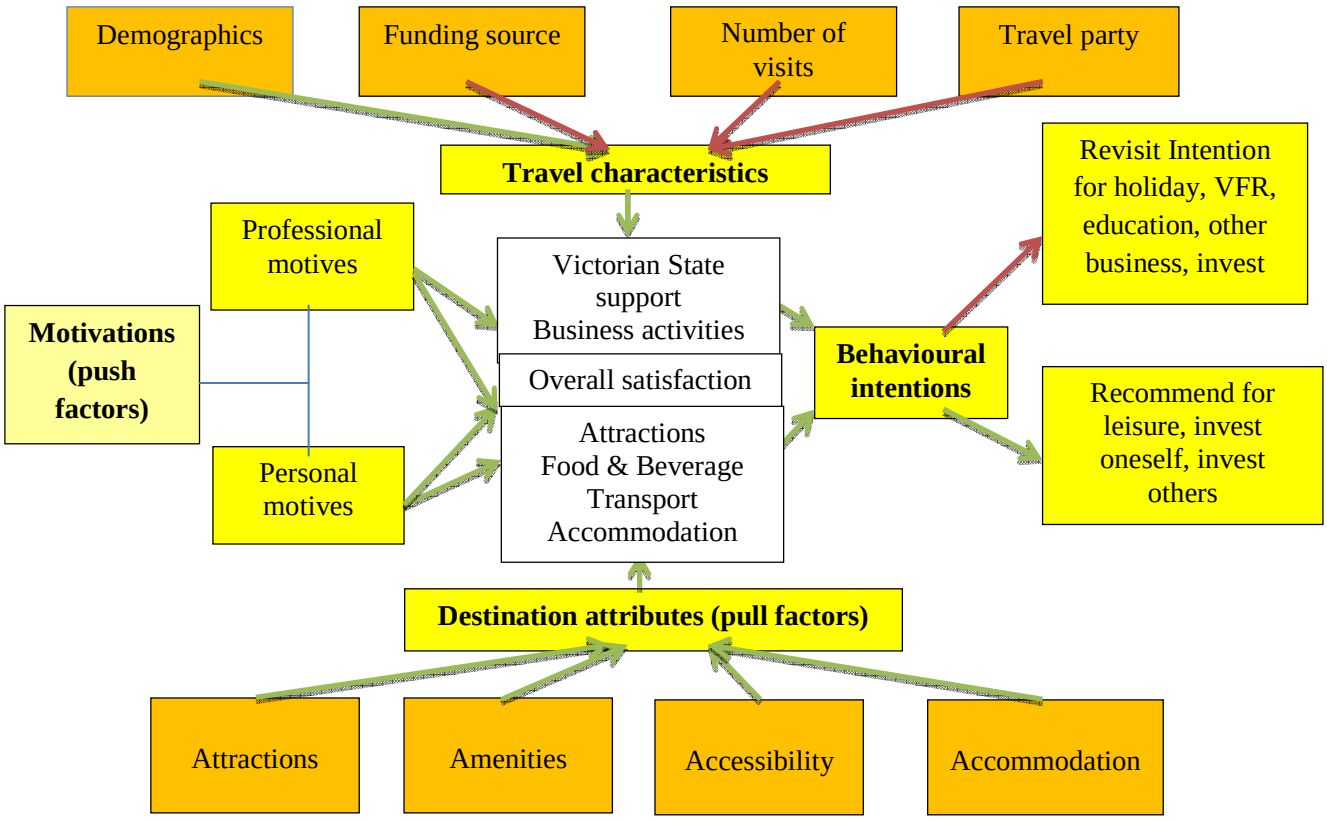
Based on the research findings discussed in Section 7.3, the first key difference between the proposed and the revised framework is the exclusion of the source of funding as it had no significant influence on traveller satisfaction.

Second, the revised framework has also removed the "number of visits" variable as there is no causal linkage between this factor and satisfaction.

Third, another internal factor of travel patterns, travel party, has also been deleted in the refined model. The finding from Section 7.3 shows that there is no significant contribution of this element on business traveller's satisfaction.

Lastly, the revisit intentions for undertaking investment or other business activities, for holiday and visiting relatives/friends are also removed based on the summary in Section 7.3. The new suggested conceptual framework now includes three types of future intentions: (1) speaking positively for investment, (2) recommendation for investment and other business activities and (3) recommendation for leisure/education purposes.

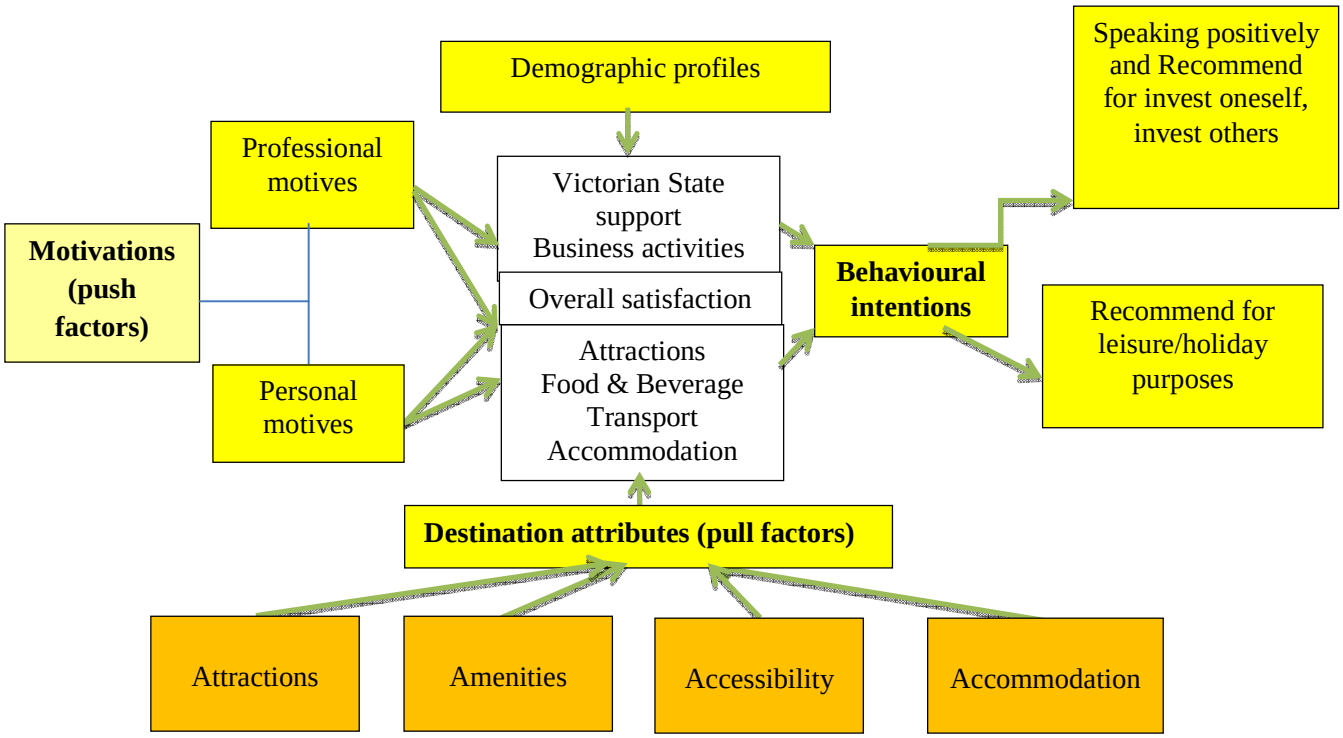
Figure 7.1: Proposed Conceptual Framework



Reject Hypothesis and accept alternative

Accept Hypothesis and reject alternative

Figure 7.2: The Revised Conceptual Framework



7.5 REVISITING RESEARCH AIMS, RESEARCH OBJECTIVES, AND RESEARCH QUESTIONS

This section is designed to describe how the findings of this study have addressed the aims of the study, the research objectives, and the research questions. Table 7.3 below outlines the major points.

The first objective has been achieved and the RQ1 has been answered by the findings from the descriptive and ordinal analysis. It is apparent that the demographic profiles (age, gender, educational attainment, occupation) contributed to the differences in business traveller' satisfaction. However, the differences in other patterns such as the source of funding, the number of visits and the size of travel party did not cause differences in visitor's satisfaction.

Further, as an attempt to explain the second objective and answer RQ2, the relationship between motivations and satisfaction the findings were that both professional and personal motives have various influences on the satisfaction of business travellers.

With reference to the third objective, RQ3A and RQ3B, the outcomes revealed that all four components of destination attributes: attractions, food and beverage, transportation, accommodation have a causal link to traveller satisfaction.

Moreover, in regard to the relationship between professional - personal satisfaction and future behavioural intentions. The findings showed that although there was no linkage between business traveller professional satisfaction and the revisit intentions for investment or other business activities, the positive statement and recommendation of Melbourne as a good place to do business were made. As such it could be interpreted that the survey was not timed to gather information about what future investment might be and this decision may not occur until sometime after the travel, in the confines of the business; and not be made by the individual survey respondent. However, there is a positive recommendation to undertake such investment. Additionally, while business traveller personal satisfaction also did not determine the revisit intentions for holiday, VRF or education, the participants were willing to recommend Melbourne for leisure purposes to their friends or relatives. This finding is similar to the finding for investment, as family or relatives need to be consulted before any planning of future leisure travel.

Table 7.2: Summary of Key Findings Addressing Aims of the Study, Research Objectives, and Research Questions

Aim of study: to improve understanding of the influential factors on Asia business traveller satisfaction and future behavioural intentions when visiting Melbourne		
Research Objectives	**Research Questions**	**Key Findings**
RO1/ Investigate the influences of travel patterns on their travel satisfaction.	RQ1: To what extent do travel patterns affect Asia business traveller satisfaction?	- Demographic profiles cause the differences in the level of satisfaction. - The sources of funds, the travel party and the frequency of visit do not cause differences in the level of satisfaction.
RO2/ Identify influences of the motivations of the Asian business traveller coming to Melbourne on satisfaction and future behaviours.	RQ2: How do the professional and personal motivations influence Asia business traveller satisfaction?	- Both professional and personal motives have influences on traveller satisfaction.
RO3/ Examine Melbourne's key destination attributes from the perspective of Asian business travellers and their influences on satisfaction and future behaviours.	RQ3A: What are the key destination components affecting the experience of Asia business travellers during their trip? RQ3B: How do destination components influence Asia business traveller satisfaction?	- The four destination attributes are attractions, food and beverage, transportation, accommodation. - These factors do impact satisfaction.
RO4/ Determine the relationships between the traveller's	RQ4: How does the Asian traveller satisfaction affect their investment	- Business traveller professional satisfaction determines the level of speaking positively and

satisfaction and their future travel and investment behavioural intentions.	behavioural intentions in the future?	the recommendation of Melbourne as a good place to invest. - Business traveller professional satisfaction does not determine revisit intentions for investment or other business activities. - Business traveller personal satisfaction determines that Melbourne is highly recommended as a destination for leisure purposes. - Business traveller personal satisfaction does not determine revisit intentions for holiday, for VRF and education.

7.6 THE APPLICATION OF KEY DRIVERS ANALYSIS IN THE CONSTRUCTS OF THE REFINED CONCEPTUAL FRAMEWORK

The significance of Key Drivers

According to Conklin et al. (2004), Key Drivers are used as an analysis to help prioritize activities or items. In other words, they are applied for the purpose of comparison. Key Drivers are derived using one of two statistical analyses - Stepwise Multiple Regression, or Discriminant Analysis. Initially, Key Drivers are analyzed using the Stepwise Multiple Regression method and Discriminant Analysis to further repeat the analysis. The outcome, though, which is a list of priorities for understanding what drives the participants' perceptions, is exactly the same. With both analyses, the analyst learns what issue(s) is most predictive of how their respondents answered the questions.

Key Drivers are applied in many fields of research, especially in measuring satisfaction of clients. Chang and Chang (2013) conducted a study, focusing on identifying key drivers of patient satisfaction and prioritizing service elements to enhance service quality in dentistry.

In this study, Key Drivers can be used to interpret the priority of the factors in the particular questionnaire groups. Based on the refined conceptual framework (refer Figure 7.2), the variables: "Demographics", "Professional Motives", "Personal Motives", "Attractions", "Accommodation", "Transportation", "Food and Beverages", "Satisfaction" and "Future behavioural intentions" are the groups. The analysis classifies the group variables into four levels of importance and rating: "Important and highly rated", "Important but poorly rated", "Not important but highly rated" and "Not important and poorly rated". The marketing focus is upon the variables in each group which are marked as "Important but poorly rated" in order to improve (fix) the quality of the relevant services. These are the areas where the local market (Melbourne) planners, government and business managers have the best opportunity to improve business satisfaction.

However, of the variables, it would not be possible, or at least not easy, to change the demographics of the visitors or their personal and professional motives for visiting. So the focus has to be the other variables. Although with other variables it is not fully clear from the analysis exactly how the items can be fixed although some indications can be discerned.

Table 7.3 shows that the most important highly rated professional motives were “market seeking”, “safety”, “resources”, “accounting services”, “networks”, “political climate”, “follow other companies”, “return rate of investment” and “Invest Australia agency”.

They also selected “available resources”, “legal services”, “entrepreneur”, “technology” and “fund management” as significant reasons but they were poorly rated.

Table 7.3: Professional Motives

	Market Seeking	Safety	Resources	Accounting Services	Networks	Political Climate	Other companies	Legal Services	Return rate	IA agency
Important and highly rated										
China	√	√	√	√	√	√	√	√	√	√
Singapore		√			√	√	√			√
Vietnam	√				√			√	√	
Important but poorly rated										
China										
Singapore			√					√		
Vietnam										
Not important but highly rated										
China										
Singapore									√	
Vietnam										
Not important and poorly rated										
China										
Singapore	√			√						
Vietnam		√	√	√		√	√			√

Table 7.3 Professional Motives (continuous)

	Entre Aspect	Technology	Fund management	Banking services	FinTech Services	Efficient operation	Follow competitors	Efficiency Seeking	Investment advice
Important and highly rated									
China									
Singapore									√
Vietnam				√		√			
Important but poorly rated									
China	√	√							
Singapore	√	√	√						
Vietnam			√						
Not important but highly rated									
China								√	√
Singapore				√					
Vietnam									
Not important and poorly rated									
China			√	√	√	√	√		
Singapore					√	√	√	√	
Vietnam	√	√			√		√	√	√

Table 7.4 shows that apart from the major professional motives, the significant personal reasons for participants to visit Melbourne were to "enjoy Melbourne's lifestyle", "holiday", "relaxation", "attending events", "visiting historic sites", "cultural attractions", "career enhancement", "visiting new places" and "escape from the normal routine". Vietnamese people did not rate holiday and VFR purposes highly, while Chinese business travellers did not highly evaluate Melbourne as the place for escape and education purposes.

Table 7.4: Personal Motives

	Lifestyle	**Holiday**	**Relaxation**	**Events**	**Historic sites**	**Cultural attractions**	**Career Enhancement**
Important and highly rated							
China	√	√	√	√	√	√	
Singapore			√			√	√
Vietnam	√			√		√	√
Important but poorly rated							
China							
Singapore							
Vietnam		√					
Not important but highly rated							
China							√
Singapore	√	√			√		

	Lifestyle	Holiday	Relaxation	Events	Historic sites	Cultural attractions	Career Enhancement
Vietnam					√		
Not important and poorly rated							
China							
Singapore				√			

Table 7.5: Personal Motives (continuous)

	New places	Escape	Education	Shopping	VFR	Natural attractions	Entertainments
Important and highly rated							
China							
Singapore		√					
Vietnam	√						
Important but poorly rated							
China		√	√				
Singapore					√		
Vietnam					√		
Not important but highly rated							
China	√					√	
Singapore	√					√	

	New places	Escape	Education	Shopping	VFR	Natural attractions	Entertainments
Vietnam			√			√	
Not important and poorly rated							
China				√	√		
Singapore			√	√			
Vietnam		√		√			

Regarding destination attributes, the most important attractions of Melbourne were Queen Victoria Market, the Arts Centre, followed by the Yarra River and National Gallery of Victoria (NGV) (refer to Table 7.5). Federation Square, the Museum and Botanic Gardens were counted as important attractions for travellers but poorly rated. It is particularly unclear how attractions can be improved. For example, the Singaporeans find Federation Square important, while the Botanic Gardens is significant for the Vietnamese and the Museum and Royal Exhibition Building (REB) are poorly rated, but the reason why is not analysed.

Table 7.5: Attractions

	Queen Market	Yarra River	Arts Centre	Federation Square	NGV	Museum and REB	Botanic Garden	Seasonal Events
Important and highly rated								
China	√			√			√	
Singapore	√	√	√					
Vietnam			√		√	√		
Important but poorly rated								

	Queen Market	Yarra River	Arts Centre	Federation Square	NGV	Museum and REB	Botanic Garden	Seasonal Events
China						√		
Singapore				√				
Vietnam							√	
Not important but highly rated								
China		√						√
Singapore								√
Vietnam	√							√
Not important and poorly rated								
China			√		√			
Singapore					√	√	√	
Vietnam		√		√				

For transport the findings are given in Table 7.6. All visitors considered taxis important but had difficulties with them, so there is a need to look at the issue and further examine why this is the case. There may also be issues with the trams that need further investigation.

Table 7.6: Transportation

	Tram	Taxi	Bus	Train	Private Car	Convenience	Disabled access	Facilities	Cost

	Tram	Taxi	Bus	Train	Private Car	Convenience	Disabled access	Facilities	Cost
Important and highly rated									
China						√			
Singapore				√		√		√	√
Vietnam						√			
Important but poorly rated									
China	√	√							
Singapore		√					√		
Vietnam	√	√							
Not important but highly rated									
China								√	√
Singapore									
Vietnam								√	√
Not important and poorly rated									
China			√	√	√		√		
Singapore	√		√		√				
Vietnam			√	√	√		√		

In regard to accommodation (refer to Table 7.7) availability is an issue needing further study. The Vietnamese had trouble with help, and that may relate to a lack of Vietnamese language assistance, and for Singaporeans there is a facility issue to investigate, and for the Chinese it is cost.

Table 7.7: Accommodation

	5 star	3-4 star	Own home	Relatives	Friendliness	Rates	Facilities	Helpfulness	Availability
Important and highly rated									
China	√	√			√	√			
Singapore					√			√	
Vietnam					√	√	√		
Important but poorly rated									
China			√				√		
Singapore		√							
Vietnam	√								
Not important but highly rated									
China									√
Singapore						√	√		√
Vietnam								√	√
Not important and poorly rated									

	5 star	3-4 star	Own home	Relatives	Friendliness	Rates	Facilities	Helpfulness	Availability
China				√				√	
Singapore	√		√	√					
Vietnam		√	√	√					

Food and beverage is also difficult to change (refer to Table 7.8). However, there may be more need to advertise Vietnamese restaurants in the city to Vietnamese travellers as an example, or the lower cost Chinese establishments in the near but outer CBD suburbs.

Table 7.8: Food and Beverage

	Asia FB	American FB	Australia FB	Western FB	Freshness	Cost	Variety	Quality
Important and highly rated								
China	√				√			
Singapore					√			√
Vietnam			√		√			
Important but poorly rated								
China		√				√		
Singapore		√						

	Asia FB	American FB	Australia FB	Western FB	Freshness	Cost	Variety	Quality
Vietnam	√							
Not important but highly rated								
China				√				√
Singapore						√	√	
Vietnam						√		√
Not important and poorly rated								
China			√				√	
Singapore	√		√	√				
Vietnam		√		√			√	

In regard to overall satisfaction (refer to Table 7.9) the main issue is that Singaporeans are not finding state support services adequate and this needs examination. There is not a great deal that could be done for attractions for the Vietnamese, but this might need further study.

Table 7.9: Overall Satisfaction

	Attractions	Transportation	Accommodation	VIC support	Food and Beverage	Business related
Important and highly rated						
China	√					

	Attractions	Transportation	Accommodation	VIC support	Food and Beverage	Business related
Singapore					√	√
Vietnam		√				√
Important but poorly rated						
China						
Singapore				√		
Vietnam	√					
Not important but highly rated						
China					√	√
Singapore			√			
Vietnam			√	√		
Not important and poorly rated						
China		√	√	√		
Singapore	√	√				
Vietnam					√	

For behavioural intentions the findings are interesting. Victoria has a large offshore education market but for the business travellers from China and Singapore there is a lack of information, possibly about quality, and a definite need to examine why this occurs. Also for Singaporeans the investment potential is not rated highly, which could relate to their poor assessment of state support or other factors that need further study.

Table 7.10: Intentions Oneself

	Investment	**Education**	**VFR**	**Other business**	**Leisure**
Important and highly rated					
China	√				
Singapore					√
Vietnam	√				
Important but poorly rated					
China		√			
Singapore	√				
Vietnam		√			
Not important but highly rated					
China				√	√
Singapore			√		
Vietnam				√	√
Not important and poorly rated					
China			√		
Singapore		√		√	
Vietnam			√		

In regard to positive recommendations there is a known inclination to not recommend investment, and this possibly interlinks with the poor rating for State support.

Table 7.11: Recommendation and Positive Speaking Behaviour

	Recommendation (leisure)	Recommendation (invest)	Positive speaking
Important and highly rated			
China	√		
Singapore	√		
Vietnam			√
Important but poorly rated			
China			
Singapore		√	
Vietnam			
Not important but highly rated			
China			√
Singapore			
Vietnam	√		
Not important and poorly rated			
China		√	
Singapore			√
Vietnam		√	

7.7 SIGNIFICANCE OF THE RESEARCH

The present study makes several noteworthy contributions to a growing body of literature on the theoretical, methodological, and managerial aspects of business travel.

Theoretical Implications

This study has made three significant contributions in business tourism literature. It has improved the understanding of the relationships between motivations, satisfaction and future behavioural intentions. First, the development of a systematic conceptual framework has addressed the role of tourism motivation and satisfaction and its influence on traveller's behavioural intentions in the context of business tourism. It also acknowledges the differences and complexities of the nature of the business visitor.

Based on the literature, the initial conceptual framework was proposed but has been revised after the findings from the empirical research, so that a firm foundation for undertaking subsequent empirical research in other destination contexts, and with different test subjects, has been offered. As such the findings have wider implications than just the city of Melbourne, and extend to other major investment destinations where Asian investment is important.

Additionally, the research model has identified some substantial effects of travel patterns, motivations, destination attributes on satisfaction, which predict behavioural intentions in the business tourism setting. The findings have provided evidence supporting an integrated research approach, suggesting further opportunities for business tourism research in the future. The findings also strongly suggest that business travel satisfaction is based on personal and business issues that differ from those of leisure travellers.

Lastly, in terms of the geographical aspect, this study has added to the body of literature by providing a deeper insight into Asian international business tourism in Melbourne, providing a more thorough discussion regarding business tourism from the point of view of Asian travellers.

Methodological Implications

This study has contributed several methodological implications. First, it has offered a better understanding of the constructs of motivations (professional and personal), Melbourne's destination attributes and the relationships between these factors and satisfaction and behavioural intentions, based on a quantitative research approach. The design of the questionnaire was built on a comprehensive review of previous literature. Furthermore, the sample data is collected from three different countries and with a sample size large enough to be free of bias. This has allowed for an examination of the differences in the many aspects of attitudes related to business travel by Chinese, Singaporean and Vietnamese business travellers.

This methodology can assist with the marketing and management strategies for future business travel. The study has provided a deeper understanding of business traveller behaviour, by investigating the relationships between motivations and satisfaction which lead to future investment behavioural intentions, other business activities and also leisure travel.

Managerial and Marketing Implications

This study has successfully provided a more solid understanding of the business visitor behavioural intentions after their trip to Melbourne, Australia. It has made six significant contributions in managerial and marketing fields to which relevant stakeholders in Australia should pay attention, in order to deliver local experiences for the international markets.

First, the motives and the destination attributes are all found to be significant and important influences on travel satisfaction for business travellers. As the participants of this study indicated satisfaction with accommodation, transportation, attractions, food and beverage, and Victoria State support, it may be suggested that tourism stakeholders should note these attributes as strengths for Melbourne tourism. The expansion of marketing in the areas of government and private investment support are very important and in the case of Melbourne need to be maintained. In the case of other cities, they may need further

development. The point of view that more amenities such as food, transport and accessibility need to be incorporated into marketing for the business traveller has been supported by the empirical evidence. For example, the use of a well-known personalities, through a TV-based or radio advertising should be used and directed to introduce tourism attractions in the host city, specifically to the business investor acknowledging the differences in gender, and focussing upon professional motivations and amenities.

Second, understanding the future business-related behavioural intentions are significant for the destination makers. The findings show that the issue of future investment is unlikely to fall upon initial decisions that are long-term, and not made during the travel, but on impression and future recommendations. Nor do they make committed statements of intent to holiday or visit friends and relatives or undertake education. Since many of the business travellers are probably not in a position to decide upon direct intentions to invest, or future holidays, it is probably not surprising they don't state they will in fact do these things. What is important is that they leave with a positive intent to recommend investment, and leisure activities broadly. Therefore, the focus for the destination policy maker is to encourage a positive environment to recommend rather than explicit future intentions.

Third, since the majority of business travellers worked in three industries: manufacturing, retail and technology and looked for investment opportunities in manufacturing, technology, retail and financial services, the focus of attention and marketing of Melbourne policy makers may be in these areas. It also indicates that a narrowing of business focus may be useful wherever the travel takes place. Accordingly, the Victorian Government should focus on policies with this in mind, and a similar narrowing of focus may be relevant in other cities. However, the alternative view could also be considered, if there is a particular investment potential that is being missed, for example commodities trade in the case of Melbourne, and possibly other issues in other cities.

In terms of information search strategy, business travellers considered all sources including family members, colleagues, media and travel agents important regardless of whether they are first-time or repeat visitors. Singapore stands out as having a different use of information sources to China and Vietnam. The mean use of information is significantly

lower for all sources except other media that is they found these sources less useful than China and Vietnam.

Fifth, as the data were collected from participants from three countries, the findings for each market appeared to be different. Although there are some similarities between Chinese and Vietnamese business travellers, the comparison between China/Singapore and Singapore/Vietnam showed many differences. In terms of the original conceptual thinking that the countries represented different levels of economic development, there was no real indication that the level of economic development of the source country influenced travel satisfaction. There is some evidence that Singapore differed, and this may be a result of higher economic development, or greater international business experience over a longer period, and possibly higher levels of business education.

Additionally, the findings from Key Drivers analysis presented in Section 7.6 have prioritised specific issues. Marketers should focus more on the elements which were chosen "important but poorly rated" as these aspects were considered significant for business travellers, but did not satisfy their needs. These factors should contribute to aiding Victorian Government policy makers and managers in developing suitable strategies to target business travellers from each market.

Particularly, in order to satisfy Chinese business clients, marketing and policy makers could improve add-on services such as education, and also pay attention to some features of destination attributes, such as the Museum and Royal Exhibition Building amongst the attractions; tram and taxi services for transportation, the cost of the food and also the variety of American food and beverages. For Singaporeans, the current available resources, the legal services, technology sources and Fund management services are significant aspects that need to be improved for business purposes. The poor rating that Singaporean people noted for these business related factors are consistent and show less satisfaction with Victorian Government support compared to the other two markets. Additionally, the quality of the 4-star hotel system needs attention. Lastly, for the Vietnamese business visitors, access to fund management services need to be investigated for improvement.

7.8 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

Addressing disadvantages or limitations is necessary to offer further direction and encourage more research to be undertaken effectively in the future. Hence, despite the significant contributions to the understanding of business traveller satisfaction and behavioural intentions in destination settings found here, this study has acknowledged two limitations.

First, the empirical investigation was only conducted in Melbourne city in the State of Victoria, which might have resulted in possible cultural setting bias due to the limitation in the geographical base. Therefore, the findings of this study do not represent the whole of Australia or elsewhere where investment and business environments and policies are different. Accordingly, this research cannot be interpreted in an unqualified manner to be representative of international business travel elsewhere. Therefore, a recommendation is that future studies should be undertaken in other destinations and/or in other cultural settings to increase the transferability and validity of the conceptual framework, preferably following the same methodology.

Second, regarding the methodology, it is possible a deeper understanding could be gained using more qualitative techniques since this study has applied only quantitative methods. Further research using the same theoretical approach can also be repeated to enhance the validity of the conceptual framework. This would allow for a more holistic understanding of international visitor experiences with local tourism and business-related activities in the destination settings, and potentially more detailed explanations of why issues need improvement. Particularly, using the open-ended questions with the existing groups of foreign investors located in Melbourne would have provided an opportunity to test some of the opinions of potential business investors with those who had already made this decision. Also, the other analysis methods such as cluster analysis and focus groups should be used to test many of the claims arising from the study.

Furthermore, the data collected here is soon after the business person returns home and not whilst in Melbourne. This is appropriate for this study as it is aimed at measuring the impact of satisfaction upon investment intention. However, it may be of interest to see whether opinions differ between those obtained in the destination and those held after

returning home. This could potentially focus on explaining the conclusion to not return (or return) for investment, other business-related activities or holiday; and the role or influence of external recommendations.

7.9 CONCLUDING STATEMENT

The current study has made significant contributions not only to the literature but also to the marketing and management in the business tourism industry. By theoretically proposing a research framework model and undertaking an initial empirical testing of research hypotheses, the study has brought a better understanding of the influences of the key determinant constructs on behavioural intentions of travellers in the business tourism market generally, and Asian business travel specifically. This study also provides substantial support for the constructs and relationships within the proposed conceptual framework and justifies the use of the tourism consumption system to provide a better understanding of the travel experiences of business people. Additionally, it has indicated that the issues concerning business travellers differ significantly to that of other travel groups. The study and its findings provide potential value to marketers and managers of tourism activities.

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APPENDICES

Appendix 1: Information to survey Participants

INFORMATION TO SURVEY PARTICIPANTS INVOLVED IN RESEARCH

You are invited to participate

You are invited to participate in a research project entitled **International Business Traveller satisfaction and investment behavioural intentions - An analysis of North and South East Asian visitors to Melbourne.** This project is being conducted by a student researcher **Ms Doan, Thi Thanh Thuy** as part of a PhD study at Victoria University under the supervision of Professor Lindsay Turner and Dr Thu Huong Nguyen from College of Business, Victoria University.

Project explanation

The aim of this study the study aims are to (1) identify the motivations of the North and South East Asian business traveller coming to Melbourne, (2) examine Melbourne's key destination attributes from the perspective of North and South East Asian business travellers, (3) investigate the influences of motivations and destination attributes on their travel satisfaction, (4) determine the relationships between their travel satisfaction, and their future travel and investment behavioural intentions.

What will I be asked to do?

As a participant in this study, you will be invited to participate in a survey which will take from 10 to 15 minutes to complete. You will be asked about factors which have a considerable impact on your satisfaction and future investment intentions in Melbourne. You will be required to sign a Consent Form for Interview Participants as an evidence of your consent to participate in the interview before it starts.

What will I gain from participating?

Your sharing and views are valuable for the study. Your participation will make a significant contribution to the development of knowledge about tourist satisfaction and future travel intentions, especially in business travel industry. The findings of this study will contribute to the study of policy making in Melbourne and other cities where policy makers expect to improve the levels of satisfaction for tourists, and hopefully, influence their re-visit intentions for investment.

How will the information I give be used?

The information that participants provide will be analysed and used for a Doctoral thesis completion. The raw collected data will be confidentially kept in a safe place at all stages of the project and only accessed by the researcher and her supervisors. The information may be used for the purpose of academic publication.

What are the potential risks of participating in this project?

There are no expected risks for participants.

How will this project be conducted?

The quantitative study will be applied, and the questionnaire survey is chosen as the data collection method.

Who is conducting the study?

The study is being conducted through College of Business, Victoria University, Melbourne, Australia. The researcher's details are as follows:

Principle Researcher : Professor Lindsay Turner

Email: lindsay.turner@vu.edu.au

Associate Researcher : Dr Thu Huong Nguyen;

Email:thu-huong.nguyen@vu.edu.au

Student Researcher : Doan, Thi Thanh Thuy

Email: thi.doan22@students.vu.edu.au

Any queries about your participation in this project may be directed to the Chief Investigator listed above. If you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email lindsay.turner@vu.edu.au or phone +61 399 192 885.

Your participation and precious time are highly appreciated

Thank you

Doan,Thi Thanh Thuy

PhD Candidate

Appendix 2: Consent Form for Survey

CONSENT FORM FOR SURVEY PARTICIPANTS INVOLVED IN RESEARCH

INFORMATION TO PARTICIPANTS:

We would like to invite you to be a part of a study entitled **"International Business Traveller satisfaction and investment behavioural intentions - An analysis of North and South East Asian visitors to Melbourne".** Full details of the projects and your involvement are provided in the accompanying sheet titled **"Information to Survey Participants Involved in Research"**

CERTIFICATION BY PARTICIPANT

I, ... *(Please write your name)*

certify that I am at least 18 years old and that I am voluntarily giving my consent to participate in the study:

"International Business Traveller satisfaction and investment behavioural intentions - An analysis of North and South East Asian visitors to Melbourne" being conducted at Victoria University by: Professor Lindsay Turner

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by: Doan, Thi Thanh Thuy

and that I freely consent to participation involving the below mentioned procedures:

Survey

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time and that this withdrawal will not jeopardise me in any way.

I have been informed that the information I provide will be kept confidential.

Signed:..... Date: .....

Any queries about your participation in this project may be directed to the researcher

Professor Lindsay Turner

If you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email lindsay.turner@vu.edu.au or phone +61 399 192 885

Appendix 3: Questionnaire

QUESTIONNAIRE

Screening questions

1. **Where is your current place of residence?**

☐China ☐Vietnam ☐Singapore

2. **Please rate each of the following purposes, in terms of their importance to you when selecting Melbourne for this business trip**

1 =totally disagree; 6= totally agree (Please circle a number from 1 to 6)

Look for investment opportunities for expanding your current business	**1**	**2**	**3**	**4**	**5**	**6**
Look for investment opportunities for starting-up business	1	2	3	4	5	6
Look for new investment opportunities in other industries	1	2	3	4	5	6
Meeting with your potential/current business partners for investment opportunities	1	2	3	4	5	6
Others (please be specific)	1	2	3	4	5	6

PART A: TRAVEL CHARACTERISTICS QUESTIONS

3. **Please indicate your gender**
   ☐Male ☐Female ☐Other……

4. **What is your age group?**
   ☐Under 30 ☐30-40 ☐41-50 ☐51-60 ☐61 or over

5. **Please indicate your highest level of education?**
   ☐High school or lower ☐Undergraduate degree ☐Post graduate

6. **Please indicate your current employment and position:**
   ☐Employee ☐ Self-employed ☐Retired ☐Other……

7. **Please indicate your current occupational position.....**
(For example: ☐Business owner ☐Member of Board of Director or Board of Management ☐CEO ☐Sale Manager ☐Investment Adviser)

8. **What is your current industry and the industry you are looking for investment in Melbourne?**

Your current industry	**The industry you are looking for investment in Melbourne**
☐**Mining**	☐Mining
☐**Manufacturing**	☐Manufacturing
☐**Real estate activities**	☐Real estate activities
☐**Financial & insurance activities**	☐Financial & insurance activities
☐**Retailing**	☐Retailing
☐**Technology**	☐Technology
☐**Agriculture**	☐Agriculture
☐**Other services activities**	☐Other services activities
☐**Other……**	☐Other……

9. **How many years have you worked in your industry?**
☐Less than 5 years ☐5-10 years ☐11-20 years ☐21-30 years ☐Over 30 years

10. **How many times have you visited Melbourne?.....**

11. **Who funded your current trip?**
☐Self-funded ☐My company ☐Sponsored by another organization ☐Other……

12. **How many people are you travelling with?.....**
Are they?
☐Colleagues/Friends ☐Family/partner ☐Tour group

13. **How useful was information about Melbourne from the following sources?**

1 =totally not useful; 6= totally useful (Please circle a number from 1 to 6)

Friends/relatives	**1**	**2**	**3**	**4**	**5**	**6**
Colleagues/partners	1	2	3	4	5	6
Travel agent information	1	2	3	4	5	6
Media (internet/newspapers)	1	2	3	4	5	6
Other (please be specific)	1	2	3	4	5	6

PART B: YOUR CURRENT TRIP

14. **Below are some motivational factors which could describe why you visited Melbourne. Please rate each of the following attributes, in terms of their importance to you when selecting Melbourne for this business trip**
1 =not important; 6=very important (Please circle a number from 1 to 6)

Professional motives						
Market-seeking motives (market size, market openness, market potential)	1	2	3	4	5	6
Efficiency-seeking (labour cost, labour quality, operating costs)	1	2	3	4	5	6
Take advantage of available resources	1	2	3	4	5	6
Follow competitors	1	2	3	4	5	6
Exploit economies of scale and seek greater efficiencies in operation	1	2	3	4	5	6
Source technology, know-how or innovative capabilities	1	2	3	4	5	6
Business networks	1	2	3	4	5	6
Entrepreneurial aspect (be independent/own boss, use own creative skills, do enjoyable work, frustrated with previous job)	1	2	3	4	5	6
Australia is safe place to invest	1	2	3	4	5	6
A stable political climate for investment in	1	2	3	4	5	6

Australia						
The positive impact of national investment agency 'Invest Australia'	1	2	3	4	5	6
The positive impact of Victoria investment agency						
Victoria Government policies (trade agreement, FDI promotes policies, tax intensives, infrastructure, other policies)	1	2	3	4	5	6
The Victoria government provides a high level of post investment support	1	2	3	4	5	6
Melbourne has high investment rates of return	1	2	3	4	5	6
Melbourne has high quality investment advice	1	2	3	4	5	6
A significant list of investment companies based in Melbourne	1	2	3	4	5	6
Melbourne is growing rapidly	1	2	3	4	5	6
Victoria's FinTech hub services	1	2	3	4	5	6
Funds management services	1	2	3	4	5	6
Banking services	1	2	3	4	5	6
Legal services	1	2	3	4	5	6
Accounting services	1	2	3	4	5	6
Other …… ……...	1	2	3	4	5	6
Personal motives						
Holiday	1	2	3	4	5	6

Relaxation	1	2	3	4	5	6
Escape from routine	1	2	3	4	5	6
Visiting relatives and friends	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Visiting the new places	1	2	3	4	5	6
Attending Melbourne's festivals and events	1	2	3	4	5	6
Exploring Melbourne's lifestyle	1	2	3	4	5	6
Exploring Melbourne's night life and entertainment	1	2	3	4	5	6
Exploring Melbourne's natural attractions	1	2	3	4	5	6
Exploring Melbourne's cultural attractions	1	2	3	4	5	6
Exploring Melbourne's historic sites/Museums	1	2	3	4	5	6
Looking for education institutions	1	2	3	4	5	6
Career enhancement	1	2	3	4	5	6
Other …… ……...	1	2	3	4	5	6

15. Please indicate how important are the following Melbourne accessibility

1 =totally not important; 6= totally important (Please circle a number from 1 to 6)

Private Car	**1**	**2**	**3**	**4**	**5**	**6**
Taxi	1	2	3	4	5	6
Train	1	2	3	4	5	6
Tram	1	2	3	4	5	6
Bus	1	2	3	4	5	6

Facilities for disabled access	1	2	3	4	5	6
Convenience of local transportation	1	2	3	4	5	6
Transportation facilities	1	2	3	4	5	6
Cost/price levels of transportation to the venue	1	2	3	4	5	6

16. Please indicate how important are the following Melbourne accommodation

1 =totally not important; 6= totally important (Please circle a number from 1 to 6)

5 star Hotel	**1**	**2**	**3**	**4**	**5**	**6**
3-4 star Hotel	1	2	3	4	5	6
Own home/family house	1	2	3	4	5	6
Your friends/relatives house	1	2	3	4	5	6
Helpfulness of Accommodation staff	1	2	3	4	5	6
Accommodation facilities available at destination	1	2	3	4	5	6
Accommodation availability	1	2	3	4	5	6
Accommodation rates	1	2	3	4	5	6
Friendly people	1	2	3	4	5	6

17. Please indicate how important are the following Melbourne attraction to your trip

1 =totally not important; 6= totally important (Please circle a number from 1 to 6)

Federation Square	**1**	**2**	**3**	**4**	**5**	**6**
Royal Botanic Gardens	1	2	3	4	5	6
Queen Victoria Market	1	2	3	4	5	6
Southbank and Arts Centre Melbourne	1	2	3	4	5	6

National Gallery of Victoria	1	2	3	4	5	6
Melbourne Museum and Royal Exhibition Building	1	2	3	4	5	6
Yarra River Cruise	1	2	3	4	5	6
Seasonal events (such as Australian Tennis Open, Moomba, Formula One Race, Lunar New Year)	1	2	3	4	5	6
Other …… ……...	1	2	3	4	5	6

18. Please indicate how important are the following Melbourne amenity

1 =totally not important; 6= totally important (Please circle a number from 1 to 6)

Asia food and beverage	**1**	**2**	**3**	**4**	**5**	**6**
Western food and beverage	1	2	3	4	5	6
American food and beverage	1	2	3	4	5	6
Australian food and beverage	1	2	3	4	5	6
Different food and beverage	1	2	3	4	5	6
Quality of food and beverage	1	2	3	4	5	6
Cost/price levels of food and beverage	1	2	3	4	5	6
The fresh of food and beverage	1	2	3	4	5	6

19. Please indicate your level of agreement with each of the following statements in relation to your level of overall satisfaction.
1 =totally disagree; 6= totally agree (Please circle a number from 1 to 6)

In general, my experiences associated with Melbourne Attractions was better than I expected	**1**	**2**	**3**	**4**	**5**	**6**

In general, my experiences associated with Melbourne Food and Beverage was better than I expected	1	2	3	4	5	6
In general, my experiences associated Melbourne Transportation was better than I expected	1	2	3	4	5	6
In general, my experiences associated with Melbourne Accommodation was better than I expected	1	2	3	4	5	6
In general, my experience associated with Victoria State supports was better than I expected	1	2	3	4	5	6
In general, my experience associated with business related activities on this trip was better than I expected	1	2	3	4	5	6
Overall, I am satisfied with my trip in Melbourne	1	2	3	4	5	6

PART C: YOUR FUTURE TRIP

20. Will you consider revisit Melbourne within the next years?

☐Yes ☐No (go to Question 22)

21. What are your future plans for visiting Melbourne? (Please indicate the importance of each of the following reasons for your future travel to Melbourne)

1 =very slight possibility; 6= certain (Please circle a number from 1 to 6)

Undertake investment activities	**1**	**2**	**3**	**4**	**5**	**6**
Undertake other business activities	1	2	3	4	5	6
Holiday/leisure	1	2	3	4	5	6
Visit family, friends and relatives	1	2	3	4	5	6
Education	1	2	3	4	5	6

22. Please indicate your level of agreement with each of the following statements in relation to Melbourne.

1 =totally disagree; 6= totally agree (Please circle a number from 1 to 6)

(You can tick more than ONE option here)

I will speak positively about Melbourne as a good place to invest to other people	**1**	**2**	**3**	**4**	**5**	**6**
I will strongly recommend Melbourne as a good investment place to other people	1	2	3	4	5	6
I will strongly recommend Melbourne as a destination for leisure purposes to other people	1	2	3	4	5	6

Appendix 4: Pilot Study Findings - Reliability Test

Construct	Empirical Indicators	Cronbach's Alphas
Professional Motives	Q14A Accounting services	**0.97**
	Q14A Legal services	
	Q14A Banking services	
	Q14A Funds management services	
	Q14A Victoria's FinTech hub services	
	Q14A Melbourne is growing rapidly	
	Q14A Significant list of investment companies based in Melbourne	
	Q14A Melbourne has high quality investment advice	
	Q14A Melbourne has high investment rates of return	
	Q14A The Victoria government provides a high level of post investment support	
	Q14A Victoria Government policies (trade agreement, FDI promotes policies...)	
	Q14A The positive impact of Victoria investment agency	
	Q14A The positive impact of national investment agency 'Invest Australia'	
	Q14A A stable political climate for investment in Australia	
	Q14A Australia is safe place to invest	
	Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	
	Q14A Business networks	
	Q14A Source technology, know-how or innovative capabilities	
	Q14A Exploit economies of scale and seek greater efficiencies in operation	
	Q14A Follow competitors	
	Q14A Take advantage of available resources	
	Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	
	Q14A Market-seeking motives (market size, market openness, market potential)	
Personal Motives	Q14B Career enhancement	**0.974**
	Q14B Looking for education institutions	
	Q14B Exploring Melbourne's historic sites/Museums	
	Q14B Exploring Melbourne's cultural attractions	
	Q14B Exploring Melbourne's natural attractions	
	Q14B Exploring Melbourne's night life and entertainment	
	Q14B Exploring Melbourne's lifestyle	
	Q14B Attending Melbourne's festivals and events	
	Q14B Visiting the new places	
	Q14B Shopping	
	Q14B Visiting relatives and friends	
	Q14B Escape from routine	
	Q14B Relaxation	

Construct	Empirical Indicators	Cronbach's Alphas
	Q14B Holiday	
Destination Attributes	Q18. The fresh of FB	**0.981**
	Q18. Cost/price of FB	
	Q18. Quality of FB	
	Q18. Variety of FB	
	Q18. Australian FB	
	Q18. American FB	
	Q18. Western FB	
	Q18. Asia FB	
	Q17. Museum and Royal Exhibition Building	
	Q17. National Gallery of Victoria	
	Q17. Southbank and Arts Centre	
	Q17. Queen Victoria Market	
	Q17. Royal Botanic Gardens	
	Q17. Federation Square	
	Q16. Friendly people	
	Q16. Rates	
	Q16. Availability	
	Q16. Facilities	
	Q16. Helpfulness of staffs	
	Q16. Friends/relatives house	
	Q16. Own home/family house	
	Q16. 3-4-star Hotel	
	Q16. 5-star Hotel	
	Q15. Cost/price	
	Q15. Facilities	
	Q15. Convenience	
	Q15. Facilities for disabled access	
	Q15. Bus	
	Q15. Tram	
	Q15. Train	
	Q15. Taxi	
	Q15. Private Car	
	Q17. Seasonal events	
	Q17. Yarra River Cruise	
Satisfaction	Q19. Overall satisfaction	**0.926**
	Q19. Business related activities satisfaction	
	Q19. Victoria State supports related satisfaction	
	Q19. Accommodation satisfaction	
	Q19. Transportation satisfaction	

Construct	Empirical Indicators	Cronbach's Alphas
	Q19. Food and Beverage satisfaction	
	Q19. Attractions satisfaction	
Behavioural Intentions	Q21. Education	**0.889**
	Q21. Visit family, friends and relatives	
	Q21. Holiday/leisure	
	Q21. Undertake other business activities	
	Q21. Undertake investment activities	
	Q22. Recommendation for leisure purposes	
	Q22. Recommendation for investment purposes	
	Q22. Speak positively for investment purposes	
Total Cronbach's Alphas for all constructs		**0.989**

Appendix 5: Pilot Study Findings -Validity

Pearson Correlation of the Measured Constructs – Professional Motives

		Q14A Accounting services	Q14A Legal services	Q14A Banking services	Q14A Funds management services	Q14A Victoria's FinTech hub services	Q14A Melbourne is growing rapidly	Q14A Significant list of investment companies based in Melbourne	Q14A Melbourne has high quality investment advice	Q14A Melbourne has high investment rates of return	Q14A The Victoria government provides a high level of post investment support	Q14A Victoria Government policies (trade agreement, FDI promotes policies...)
Q14A Accounting services	Pearson Correlation	1	.834**	.772**	.773**	.572**	.470**	.847**	.769**	.803**	.661**	.499**
	Sig. (2-tailed)		.000	.000	.000	.001	.009	.000	.000	.000	.000	.005
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Legal services	Pearson Correlation	.834**	1	.875**	.789**	.515**	.547**	.709**	.739**	.764**	.649**	.526**
	Sig. (2-tailed)	.000		.000	.000	.004	.002	.000	.000	.000	.000	.003
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Banking services	Pearson Correlation	.772**	.875**	1	.712**	.554**	.540**	.686**	.645**	.676**	.616**	.623**
	Sig. (2-tailed)	.000	.000		.000	.002	.002	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Funds management services	Pearson Correlation	.773**	.789**	.712**	1	.671**	.729**	.691**	.685**	.657**	.734**	.562**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Victoria's FinTech hub services	Pearson Correlation	.572**	.515**	.554**	.671**	1	.698**	.570**	.467**	.589**	.657**	.502**
	Sig. (2-tailed)	.001	.004	.002	.000		.000	.001	.009	.001	.000	.005
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Melbourne is growing rapidly	Pearson Correlation	.470**	.547**	.540**	.729**	.698**	1	.494**	.469**	.453*	.580**	.484**
	Sig. (2-tailed)	.009	.002	.002	.000	.000		.006	.009	.012	.001	.007
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Significant list of investment	Pearson Correlation	.847**	.709**	.686**	.691**	.570**	.494**	1	.831**	.890**	.778**	.528**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.006		.000	.000	.000	.003

		Q14A Accounting services	Q14A Legal services	Q14A Banking services	Q14A Funds management services	Q14A Victoria's FinTech hub services	Q14A Melbourne is growing rapidly	Q14A Significant list of investment companies based in Melbourne	Q14A Melbourne has high quality investment advice	Q14A Melbourne has high investment rates of return	Q14A The Victoria government provides a high level of post investment support	Q14A Victoria Government policies (trade agreement, FDI promotes policies...)
companies based in Melbourne	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Melbourne has high quality investment advice	Pearson Correlation	.769**	.739**	.645**	.685**	.467**	.469**	.831**	1	.813**	.849**	.685**
	Sig. (2-tailed)	.000	.000	.000	.000	.009	.009	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Melbourne has high investment rates of return	Pearson Correlation	.803**	.764**	.676**	.657**	.589**	.453*	.890**	.813**	1	.816**	.569**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.012	.000	.000		.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A The Victoria government provides a high level of post investment support	Pearson Correlation	.661**	.649**	.616**	.734**	.657**	.580**	.778**	.849**	.816**	1	.697**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Victoria Government policies (trade agreement, FDI promotes policies...)	Pearson Correlation	.499**	.526**	.623**	.562**	.502**	.484**	.528**	.685**	.569**	.697**	1
	Sig. (2-tailed)	.005	.003	.000	.001	.005	.007	.003	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A The positive impact of Victoria investment agency	Pearson Correlation	.544**	.633**	.556**	.694**	.640**	.594**	.651**	.710**	.669**	.850**	.775**
	Sig. (2-tailed)	.002	.000	.001	.000	.000	.001	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A The positive impact of national investment agency 'Invest Australia'	Pearson Correlation	.500**	.514**	.588**	.624**	.590**	.662**	.465**	.603**	.508**	.682**	.885**
	Sig. (2-tailed)	.005	.004	.001	.000	.001	.000	.010	.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A A stable political climate for	Pearson Correlation	.492**	.613**	.566**	.671**	.469**	.682**	.545**	.628**	.582**	.641**	.634**
	Sig. (2-tailed)	.006	.000	.001	.000	.009	.000	.002	.000	.001	.000	.000

		Q14A Accounting services	Q14A Legal services	Q14A Banking services	Q14A Funds management services	Q14A Victoria's FinTech hub services	Q14A Melbourne is growing rapidly	Q14A Significant list of investment companies based in Melbourne	Q14A Melbourne has high quality investment advice	Q14A Melbourne has high investment rates of return	Q14A The Victoria government provides a high level of post investment support	Q14A Victoria Government policies (trade agreement, FDI promotes policies...)
investment in Australia	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Australia is safe place to invest	Pearson Correlation	.474**	.471**	.505**	.670**	.573**	.667**	.468**	.472**	.531**	.588**	.615**
	Sig. (2-tailed)	.008	.009	.004	.000	.001	.000	.009	.008	.003	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Pearson Correlation	.603**	.622**	.595**	.496**	.402*	.197	.591**	.774**	.644**	.767**	.745**
	Sig. (2-tailed)	.000	.000	.001	.005	.028	.298	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Business networks	Pearson Correlation	.569**	.439*	.443*	.446*	.422*	.179	.624**	.680**	.682**	.731**	.670**
	Sig. (2-tailed)	.001	.015	.014	.013	.020	.343	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Source technology, know-how or innovative capabilities	Pearson Correlation	.526**	.511**	.492**	.516**	.585**	.467**	.650**	.673**	.629**	.848**	.686**
	Sig. (2-tailed)	.003	.004	.006	.004	.001	.009	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Exploit economies of scale and seek greater efficiencies in operation	Pearson Correlation	.493**	.444*	.616**	.477**	.618**	.452*	.603**	.658**	.536**	.778**	.766**
	Sig. (2-tailed)	.006	.014	.000	.008	.000	.012	.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Follow competitors	Pearson Correlation	.625**	.594**	.548**	.618**	.560**	.393*	.430*	.669**	.510**	.718**	.624**
	Sig. (2-tailed)	.000	.001	.002	.000	.001	.032	.018	.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Take advantage of available resources	Pearson Correlation	.636**	.588**	.593**	.595**	.632**	.406*	.530**	.646**	.648**	.770**	.710**
	Sig. (2-tailed)	.000	.001	.001	.001	.000	.026	.003	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30

		Q14A Accounting services	Q14A Legal services	Q14A Banking services	Q14A Funds management services	Q14A Victoria's FinTech hub services	Q14A Melbourne is growing rapidly	Q14A Significant list of investment companies based in Melbourne	Q14A Melbourne has high quality investment advice	Q14A Melbourne has high investment rates of return	Q14A The Victoria government provides a high level of post investment support	Q14A Victoria Government policies (trade agreement, FDI promotes policies...)
Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Pearson Correlation	.314	.407*	.315	.444*	.540**	.379*	.292	.435*	.407*	.526**	.539**
	Sig. (2-tailed)	.091	.026	.090	.014	.002	.039	.117	.016	.026	.003	.002
	N	30	30	30	30	30	30	30	30	30	30	30
Q14A Market-seeking motives (market size, market openness, market potential)	Pearson Correlation	.269	.390*	.453*	.418*	.552**	.553**	.273	.454*	.472**	.593**	.729**
	Sig. (2-tailed)	.150	.033	.012	.021	.002	.002	.145	.012	.009	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30

		Q14A The positive impact of Victoria investment agency	Q14A The positive impact of national investment agency 'Invest Australia'	Q14A A stable political climate for investment in Australia	Q14A Australia is safe place to invest	Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Q14A Business networks	Q14A Source technology, know-how or innovative capabilities	Q14A Exploit economies of scale and seek greater efficiencies in operation	Q14A Follow competitors	Q14A Take advantage of available resources	Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Q14A Market-seeking motives (market size, market openness, market potential)
Q14A Accounting services	Pearson Correlation	.544**	.500**	.492**	.474**	.603**	.569**	.526**	.493**	.625**	.636**	.314	.269
	Sig. (2-tailed)	.002	.005	.006	.008	.000	.001	.003	.006	.000	.000	.091	.150
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Legal services	Pearson Correlation	.633**	.514**	.613**	.471**	.622**	.439*	.511**	.444*	.594**	.588**	.407*	.390*
	Sig. (2-tailed)	.000	.004	.000	.009	.000	.015	.004	.014	.001	.001	.026	.033
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Banking services	Pearson Correlation	.556**	.588**	.566**	.505**	.595**	.443*	.492**	.616**	.548**	.593**	.315	.453*
	Sig. (2-tailed)	.001	.001	.001	.004	.001	.014	.006	.000	.002	.001	.090	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Funds management services	Pearson Correlation	.694**	.624**	.671**	.670**	.496**	.446*	.516**	.477**	.618**	.595**	.444*	.418*
	Sig. (2-tailed)	.000	.000	.000	.000	.005	.013	.004	.008	.000	.001	.014	.021
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Victoria's FinTech hub services	Pearson Correlation	.640**	.590**	.469**	.573**	.402*	.422*	.585**	.618**	.560**	.632**	.540**	.552**
	Sig. (2-tailed)	.000	.001	.009	.001	.028	.020	.001	.000	.001	.000	.002	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Melbourne is growing rapidly	Pearson Correlation	.594**	.662**	.682**	.667**	.197	.179	.467**	.452*	.393*	.406*	.379*	.553**
	Sig. (2-tailed)	.001	.000	.000	.000	.298	.343	.009	.012	.032	.026	.039	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Significant list of investment companies based in	Pearson Correlation	.651**	.465**	.545**	.468**	.591**	.624**	.650**	.603**	.430*	.530**	.292	.273
	Sig. (2-tailed)	.000	.010	.002	.009	.001	.000	.000	.000	.018	.003	.117	.145
	N	30	30	30	30	30	30	30	30	30	30	30	30

		Q14A The positive impact of Victoria investment agency	Q14A The positive impact of national investment agency 'Invest Australia'	Q14A A stable political climate for investment in Australia	Q14A Australia is safe place to invest	Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Q14A Business networks	Q14A Source technology, know-how or innovative capabilities	Q14A Exploit economies of scale and seek greater efficiencies in operation	Q14A Follow competitors	Q14A Take advantage of available resources	Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Q14A Market-seeking motives (market size, market openness, market potential)
Melbourne													
Q14A Melbourne has high quality investment advice	Pearson Correlation	.710**	.603**	.628**	.472**	.774**	.680**	.673**	.658**	.669**	.646**	.435*	.454*
	Sig. (2-tailed)	.000	.000	.000	.008	.000	.000	.000	.000	.000	.000	.016	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Melbourne has high investment rates of return	Pearson Correlation	.669**	.508**	.582**	.531**	.644**	.682**	.629**	.536**	.510**	.648**	.407*	.472**
	Sig. (2-tailed)	.000	.004	.001	.003	.000	.000	.000	.002	.004	.000	.026	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A The Victoria government provides a high level of post investment support	Pearson Correlation	.850**	.682**	.641**	.588**	.767**	.731**	.848**	.778**	.718**	.770**	.526**	.593**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.003	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Victoria Government policies (trade agreement, FDI promotes policies...)	Pearson Correlation	.775**	.885**	.634**	.615**	.745**	.670**	.686**	.766**	.624**	.710**	.539**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A The positive impact of Victoria investment agency	Pearson Correlation	1	.804**	.709**	.646**	.692**	.602**	.852**	.714**	.666**	.732**	.588**	.615**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A The positive impact of national investment agency 'Invest Australia'	Pearson Correlation	.804**	1	.713**	.758**	.557**	.518**	.652**	.731**	.703**	.760**	.561**	.787**
	Sig. (2-tailed)	.000		.000	.000	.001	.003	.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A A stable	Pearson Correlation	.709**	.713**	1	.864**	.403*	.249	.499**	.473**	.407*	.396*	.401*	.546**

		Q14A The positive impact of Victoria investment agency	Q14A The positive impact of national investment agency 'Invest Australia'	Q14A A stable political climate for investment in Australia	Q14A Australia is safe place to invest	Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Q14A Business networks	Q14A Source technology, know-how or innovative capabilities	Q14A Exploit economies of scale and seek greater efficiencies in operation	Q14A Follow competitors	Q14A Take advantage of available resources	Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Q14A Market-seeking motives (market size, market openness, market potential)
political climate for investment in Australia	Sig. (2-tailed)	.000	.000		.000	.027	.184	.005	.008	.025	.030	.028	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Australia is safe place to invest	Pearson Correlation	.646**	.758**	.864**	1	.253	.236	.377*	.454*	.462*	.483**	.378*	.601**
	Sig. (2-tailed)	.000	.000	.000		.177	.209	.040	.012	.010	.007	.040	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Pearson Correlation	.692**	.557**	.403*	.253	1	.843**	.769**	.679**	.750**	.773**	.510**	.501**
	Sig. (2-tailed)	.000	.001	.027	.177		.000	.000	.000	.000	.000	.004	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Business networks	Pearson Correlation	.602**	.518**	.249	.236	.843**	1	.738**	.647**	.629**	.740**	.379*	.468**
	Sig. (2-tailed)	.000	.003	.184	.209	.000		.000	.000	.000	.000	.039	.009
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Source technology, know-how or innovative capabilities	Pearson Correlation	.852**	.652**	.499**	.377*	.769**	.738**	1	.827**	.620**	.699**	.496**	.492**
	Sig. (2-tailed)	.000	.000	.005	.040	.000	.000		.000	.000	.000	.005	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Exploit economies of scale and seek greater efficiencies in operation	Pearson Correlation	.714**	.731**	.473**	.454*	.679**	.647**	.827**	1	.630**	.681**	.378*	.564**
	Sig. (2-tailed)	.000	.000	.008	.012	.000	.000	.000		.000	.000	.039	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Follow competitors	Pearson Correlation	.666**	.703**	.407*	.462*	.750**	.629**	.620**	.630**	1	.909**	.537**	.612**
	Sig. (2-tailed)	.000	.000	.025	.010	.000	.000	.000	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Take advantage of	Pearson Correlation	.732**	.760**	.396*	.483**	.773**	.740**	.699**	.681**	.909**	1	.601**	.707**

		Q14A The positive impact of Victoria investment agency	Q14A The positive impact of national investment agency 'Invest Australia'	Q14A A stable political climate for investment in Australia	Q14A Australia is safe place to invest	Q14A Entrepreneurial aspect (be independent/own boss, use own creative skills...)	Q14A Business networks	Q14A Source technology, know-how or innovative capabilities	Q14A Exploit economies of scale and seek greater efficiencies in operation	Q14A Follow competitors	Q14A Take advantage of available resources	Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Q14A Market-seeking motives (market size, market openness, market potential)
available resources	Sig. (2-tailed)	.000	.000	.030	.007	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Efficiency-seeking (labour cost, labour quality, operating costs)	Pearson Correlation	.588**	.561**	.401*	.378*	.510**	.379*	.496**	.378*	.537**	.601**	1	.604**
	Sig. (2-tailed)	.001	.001	.028	.040	.004	.039	.005	.039	.002	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Q14A Market-seeking motives (market size, market openness, market potential)	Pearson Correlation	.615**	.787**	.546**	.601**	.501**	.468**	.492**	.564**	.612**	.707**	.604**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.005	.009	.006	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation of the Measured Constructs – Personal Motives

		Q14B Career enhancement	Q14B Looking for education institutions	Q14B Exploring Melbourne's historic sites/ Museums	Q14B Exploring Melbourne's cultural attractions	Q14B Exploring Melbourne's natural attractions	Q14B Exploring Melbourne's night life and entertainment	Q14B Exploring Melbourne's lifestyle	Q14B Attending Melbourne's festivals and events	Q14B Visiting the new places	Q14B Shopping	Q14B Visiting relatives and friends	Q14B Escape from routine	Q14B Relaxation	Q14B Holiday
Q14B Career enhancement	Pearson Correlation	1	.835**	.720**	.763**	.727**	.742**	.785**	.653**	.659**	.686**	.672**	.670**	.614**	.528**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Looking for education institutions	Pearson Correlation	.835**	1	.738**	.706**	.589**	.771**	.694**	.528**	.595**	.654**	.666**	.633**	.693**	.546**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000	.003	.001	.000	.000	.000	.000	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Exploring Melbourne's historic sites/Museums	Pearson Correlation	.720**	.738**	1	.890**	.843**	.838**	.847**	.675**	.871**	.854**	.906**	.804**	.874**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Exploring Melbourne's cultural attractions	Pearson Correlation	.763**	.706**	.890**	1	.873**	.841**	.796**	.703**	.830**	.866**	.838**	.863**	.740**	.570**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Exploring Melbourne's natural attractions	Pearson Correlation	.727**	.589**	.843**	.873**	1	.703**	.817**	.658**	.783**	.778**	.766**	.836**	.673**	.636**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Exploring Melbourne's night life and entertainment	Pearson Correlation	.742**	.771**	.838**	.841**	.703**	1	.890**	.777**	.852**	.821**	.785**	.761**	.736**	.561**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Exploring Melbourne's	Pearson Correlation	.785**	.694**	.847**	.796**	.817**	.890**	1	.820**	.909**	.737**	.804**	.745**	.699**	.615**
	Sig. (2-	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000

		Q14B Career enhancement	Q14B Looking for education institutions	Q14B Exploring Melbourne's historic sites/ Museums	Q14B Exploring Melbourne's cultural attractions	Q14B Exploring Melbourne's natural attractions	Q14B Exploring Melbourne's night life and entertainment	Q14B Exploring Melbourne's lifestyle	Q14B Attending Melbourne's festivals and events	Q14B Visiting the new places	Q14B Shopping	Q14B Visiting relatives and friends	Q14B Escape from routine	Q14B Relaxation	Q14B Holiday
lifestyle	tailed)														
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Attending Melbourne's festivals and events	Pearson Correlation	.653**	.528**	.675**	.703**	.658**	.777**	.820**	1	.794**	.688**	.633**	.730**	.528**	.546**
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	.000		.000	.000	.000	.000	.003	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Visiting the new places	Pearson Correlation	.659**	.595**	.871**	.830**	.783**	.852**	.909**	.794**	1	.801**	.860**	.739**	.705**	.583**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Shopping	Pearson Correlation	.686**	.654**	.854**	.866**	.778**	.821**	.737**	.688**	.801**	1	.855**	.888**	.844**	.727**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Visiting relatives and friends	Pearson Correlation	.672**	.666**	.906**	.838**	.766**	.785**	.804**	.633**	.860**	.855**	1	.818**	.870**	.708**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Escape from routine	Pearson Correlation	.670**	.633**	.804**	.863**	.836**	.761**	.745**	.730**	.739**	.888**	.818**	1	.804**	.710**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Relaxation	Pearson Correlation	.614**	.693**	.874**	.740**	.673**	.736**	.699**	.528**	.705**	.844**	.870**	.804**	1	.802**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Q14B Holiday	Pearson Correlation	.528**	.546**	.780**	.570**	.636**	.561**	.615**	.546**	.583**	.727**	.708**	.710**	.802**	1
	Sig. (2-tailed)	.003	.002	.000	.001	.000	.001	.000	.002	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

	Q14B Career enhancement	Q14B Looking for education institutions	Q14B Exploring Melbourne's historic sites/ Museums	Q14B Exploring Melbourne's cultural attractions	Q14B Exploring Melbourne's natural attractions	Q14B Exploring Melbourne's night life and entertainment	Q14B Exploring Melbourne's lifestyle	Q14B Attending Melbourne's festivals and events	Q14B Visiting the new places	Q14B Shopping	Q14B Visiting relatives and friends	Q14B Escape from routine	Q14B Relaxation	Q14B Holiday

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation of the Measured Constructs - Transportation

		Q15. Cost/price	Q15. Facilities	Q15. Convenience	Q15. Facilities for disabled access	Q15. Bus	Q15. Tram	Q15. Train	Q15. Taxi	Q15. Private Car
Q15. Cost/price	Pearson Correlation	1	.903**	.874**	.335	.782**	.733**	.623**	.538**	.593**
	Sig. (2-tailed)		.000	.000	.070	.000	.000	.000	.002	.001
	N	30	30	30	30	30	30	30	30	30
Q15. Facilities	Pearson Correlation	.903**	1	.848**	.411*	.678**	.733**	.618**	.538**	.565**
	Sig. (2-tailed)	.000		.000	.024	.000	.000	.000	.002	.001
	N	30	30	30	30	30	30	30	30	30
Q15. Convenience	Pearson Correlation	.874**	.848**	1	.438*	.799**	.731**	.633**	.608**	.638**
	Sig. (2-tailed)	.000	.000		.015	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q15. Facilities for disabled access	Pearson Correlation	.335	.411*	.438*	1	.580**	.723**	.452*	.313	.418*
	Sig. (2-tailed)	.070	.024	.015		.001	.000	.012	.092	.021
	N	30	30	30	30	30	30	30	30	30
Q15. Bus	Pearson Correlation	.782**	.678**	.799**	.580**	1	.719**	.681**	.506**	.564**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000	.004	.001
	N	30	30	30	30	30	30	30	30	30
Q15. Tram	Pearson Correlation	.733**	.733**	.731**	.723**	.719**	1	.644**	.572**	.536**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.001	.002

		Q15. Cost/price	Q15. Facilities	Q15. Convenience	Q15. Facilities for disabled access	Q15. Bus	Q15. Tram	Q15. Train	Q15. Taxi	Q15. Private Car
	N	30	30	30	30	30	30	30	30	30
Q15. Train	Pearson Correlation	.623**	.618**	.633**	.452*	.681**	.644**	1	.679**	.564**
	Sig. (2-tailed)	.000	.000	.000	.012	.000	.000		.000	.001
	N	30	30	30	30	30	30	30	30	30
Q15. Taxi	Pearson Correlation	.538**	.538**	.608**	.313	.506**	.572**	.679**	1	.640**
	Sig. (2-tailed)	.002	.002	.000	.092	.004	.001	.000		.000
	N	30	30	30	30	30	30	30	30	30
Q15. Private Car	Pearson Correlation	.593**	.565**	.638**	.418*	.564**	.536**	.564**	.640**	1
	Sig. (2-tailed)	.001	.001	.000	.021	.001	.002	.001	.000	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation of the Measured Constructs - Accommodation

		Q16. Friendly people	Q16. Rates	Q16. Availability	Q16. Facilities	Q16. Helpfulness of staffs	Q16. Friends/ relatives house	Q16. Own home/ family house	Q16. 3-4 star Hotel	Q16. 5 star Hotel
Q16. Friendly people	Pearson Correlation	1	.832**	.763**	.750**	.754**	.541**	.697**	.636**	.569**
	Sig. (2-tailed)		.000	.000	.000	.000	.002	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30
Q16. Rates	Pearson Correlation	.832**	1	.863**	.837**	.749**	.636**	.626**	.590**	.479**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.007
	N	30	30	30	30	30	30	30	30	30
Q16. Availability	Pearson Correlation	.763**	.863**	1	.890**	.829**	.789**	.762**	.600**	.678**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q16. Facilities	Pearson Correlation	.750**	.837**	.890**	1	.860**	.691**	.707**	.675**	.682**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q16. Helpfulness of staffs	Pearson Correlation	.754**	.749**	.829**	.860**	1	.675**	.768**	.699**	.733**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Q16. Friends/relatives house	Pearson Correlation	.541**	.636**	.789**	.691**	.675**	1	.741**	.539**	.745**
	Sig. (2-tailed)	.002	.000	.000	.000	.000		.000	.002	.000
	N	30	30	30	30	30	30	30	30	30
Q16. Own home/family house	Pearson Correlation	.697**	.626**	.762**	.707**	.768**	.741**	1	.611**	.761**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
Q16. 3-4 star Hotel	Pearson Correlation	.636**	.590**	.600**	.675**	.699**	.539**	.611**	1	.658**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.002	.000		.000
	N	30	30	30	30	30	30	30	30	30
Q16. 5 star Hotel	Pearson Correlation	.569**	.479**	.678**	.682**	.733**	.745**	.761**	.658**	1
	Sig. (2-tailed)	.001	.007	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation of the Measured Constructs - Attractions

		Q17. Seasonal events	Q17. Yarra River Cruise	Q17. Museum and Royal Exhibition Building	Q17. National Gallery of Victoria	Q17. Southbank and Arts Centre	Q17. Queen Victoria Market	Q17. Royal Botanic Gardens	Q17. Federation Square
Q17. Seasonal events	Pearson Correlation	1	.709**	.712**	.707**	.737**	.805**	.829**	.641**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q17. Yarra River Cruise	Pearson Correlation	.709**	1	.895**	.819**	.535**	.767**	.779**	.749**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q17. Museum and Royal Exhibition Building	Pearson Correlation	.712**	.895**	1	.812**	.603**	.790**	.769**	.686**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q17. National Gallery of Victoria	Pearson Correlation	.707**	.819**	.812**	1	.697**	.837**	.665**	.725**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q17. Southbank and Arts Centre	Pearson Correlation	.737**	.535**	.603**	.697**	1	.747**	.707**	.683**
	Sig. (2-tailed)	.000	.002	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
Q17. Queen Victoria Market	Pearson Correlation	.805**	.767**	.790**	.837**	.747**	1	.821**	.734**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
Q17. Royal Botanic Gardens	Pearson Correlation	.829**	.779**	.769**	.665**	.707**	.821**	1	.687**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
Q17. Federation Square	Pearson Correlation	.641**	.749**	.686**	.725**	.683**	.734**	.687**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation of the Measured Constructs – Food and Beverage

		Q18. The fresh of FB	Q18. Cost/price of FB	Q18. Quality of FB	Q18. Variety of FB	Q18. Australian FB	Q18. American FB	Q18. Western FB	Q18. Asia FB
Q18. The fresh of FB	Pearson Correlation	1	.771**	.730**	.533**	.452*	.468**	.581**	.300
	Sig. (2-tailed)		.000	.000	.002	.012	.009	.001	.107
	N	30	30	30	30	30	30	30	30
Q18. Cost/price of FB	Pearson Correlation	.771**	1	.767**	.678**	.593**	.590**	.589**	.618**
	Sig. (2-tailed)	.000		.000	.000	.001	.001	.001	.000
	N	30	30	30	30	30	30	30	30
Q18. Quality of FB	Pearson Correlation	.730**	.767**	1	.524**	.629**	.442*	.661**	.720**
	Sig. (2-tailed)	.000	.000		.003	.000	.014	.000	.000
	N	30	30	30	30	30	30	30	30
Q18. Variety of FB	Pearson Correlation	.533**	.678**	.524**	1	.616**	.656**	.598**	.508**
	Sig. (2-tailed)	.002	.000	.003		.000	.000	.000	.004
	N	30	30	30	30	30	30	30	30
Q18. Australian FB	Pearson Correlation	.452*	.593**	.629**	.616**	1	.690**	.741**	.582**
	Sig. (2-tailed)	.012	.001	.000	.000		.000	.000	.001
	N	30	30	30	30	30	30	30	30
Q18. American FB	Pearson Correlation	.468**	.590**	.442*	.656**	.690**	1	.789**	.492**
	Sig. (2-tailed)	.009	.001	.014	.000	.000		.000	.006
	N	30	30	30	30	30	30	30	30
Q18. Western FB	Pearson Correlation	.581**	.589**	.661**	.598**	.741**	.789**	1	.607**
	Sig. (2-tailed)	.001	.001	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
Q18. Asia FB	Pearson Correlation	.300	.618**	.720**	.508**	.582**	.492**	.607**	1
	Sig. (2-tailed)	.107	.000	.000	.004	.001	.006	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation of the Measured Constructs - Satisfaction

		Q19. Overall satisfaction	Q19. Business related activities satisfaction	Q19. Victoria State supports related satisfaction	Q19. Accommodation satisfaction	Q19. Transportation satisfaction	Q19. Food and Beverage satisfaction	Q19. Attractions satisfaction
Q19. Overall satisfaction	Pearson Correlation	1	.619**	.859**	.547**	.664**	.602**	.799**
	Sig. (2-tailed)		.000	.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30
Q19. Business related activities satisfaction	Pearson Correlation	.619**	1	.576**	.401*	.376*	.606**	.592**
	Sig. (2-tailed)	.000		.001	.028	.040	.000	.001
	N	30	30	30	30	30	30	30
Q19. Victoria State supports related satisfaction	Pearson Correlation	.859**	.576**	1	.669**	.659**	.698**	.745**
	Sig. (2-tailed)	.000	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Q19. Accommodation satisfaction	Pearson Correlation	.547**	.401*	.669**	1	.779**	.704**	.580**
	Sig. (2-tailed)	.002	.028	.000		.000	.000	.001
	N	30	30	30	30	30	30	30
Q19. Transportation satisfaction	Pearson Correlation	.664**	.376*	.659**	.779**	1	.693**	.673**
	Sig. (2-tailed)	.000	.040	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Q19. Food and Beverage satisfaction	Pearson Correlation	.602**	.606**	.698**	.704**	.693**	1	.625**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Q19. Attractions satisfaction	Pearson Correlation	.799**	.592**	.745**	.580**	.673**	.625**	1
	Sig. (2-tailed)	.000	.001	.000	.001	.000	.000	
	N	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation of the Measured Constructs – Behavioural Intentions

		Q22. Recommendation for leisure purposes	Q22. Recommendation for investment purposes	Q22. Speak positively for investment purposes	Q21. Education	Q21. Visit family, friends and relatives	Q21. Holiday/ leisure	Q21. Undertake other business activities	Q21. Undertake investment activities
Q22. Recommendation for leisure purposes	Pearson Correlation	1	.807**	.868**	.501**	.441*	.496**	.442*	.627**
	Sig. (2-tailed)		.000	.000	.005	.015	.005	.015	.000
	N	30	30	30	30	30	30	30	30
Q22. Recommendation for investment purposes	Pearson Correlation	.807**	1	.873**	.407*	.383*	.432*	.589**	.700**
	Sig. (2-tailed)	.000		.000	.026	.037	.017	.001	.000
	N	30	30	30	30	30	30	30	30
Q22. Speak positively for investment purposes	Pearson Correlation	.868**	.873**	1	.591**	.463*	.403*	.542**	.749**
	Sig. (2-tailed)	.000	.000		.001	.010	.027	.002	.000
	N	30	30	30	30	30	30	30	30
Q21. Education	Pearson Correlation	.501**	.407*	.591**	1	.489**	.421*	.291	.479**
	Sig. (2-tailed)	.005	.026	.001		.006	.021	.119	.007
	N	30	30	30	30	30	30	30	30
Q21. Visit family, friends and relatives	Pearson Correlation	.441*	.383*	.463*	.489**	1	.426*	.181	.226
	Sig. (2-tailed)	.015	.037	.010	.006		.019	.339	.229
	N	30	30	30	30	30	30	30	30
Q21. Holiday/leisure	Pearson Correlation	.496**	.432*	.403*	.421*	.426*	1	.447*	.428*
	Sig. (2-tailed)	.005	.017	.027	.021	.019		.013	.018
	N	30	30	30	30	30	30	30	30
Q21. Undertake other business activities	Pearson Correlation	.442*	.589**	.542**	.291	.181	.447*	1	.799**
	Sig. (2-tailed)	.015	.001	.002	.119	.339	.013		.000
	N	30	30	30	30	30	30	30	30
Q21. Undertake investment activities	Pearson Correlation	.627**	.700**	.749**	.479**	.226	.428*	.799**	1
	Sig. (2-tailed)	.000	.000	.000	.007	.229	.018	.000	
	N	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 6: The frequency count for the information sources

Country	Friends/ relatives		Colleagues/ partners		Travel agents		Media (internet/ newspapers)		Other	
	No	%	No	%	No	%	No	%	No	%
China (N=200)										
Totally not useful	3	1.50%	1	0.50%						
2	0	0.00%	1	0.50%	1	0.50%	2	1.00%		
3	27	13.50%	3	1.50%	17	8.50%	9	4.50%	3	1.50%
4	47	23.50%	27	13.50%	45	22.50%	43	21.50%	2	1.00%
5	52	26.00%	84	42.00%	94	47.00%	74	37.00%	2	1.00%
Totally useful 6	71	35.50%	84	42.00%	43	21.50%	72	36.00%	5	2.50%
Singapore (N=200)										
Totally not useful	9	4.50%	5	2.50%	5	2.50%	2	1.00%		
2	8	4.00%	9	4.50%	8	4.00%	9	4.50%		
3	34	17.00%	26	13.00%	46	23.00%	31	15.50%	3	1.50%
4	74	37.00%	69	34.50%	68	34.00%	69	34.50%	1	0.50%
5	53	26.50%	71	35.50%	49	24.50%	65	32.50%	5	2.50%
Totally useful 6	22	11.00%	20	10.00%	24	12.00%	24	12.00%	12	6.00%
Vietnam (N=200)										
Totally not useful	5	2.50%	1	0.50%	1	0.50%	1	0.50%	1	0.50%
2	2	1.00%	2	1.00%	1	0.50%	4	2.00%	1	0.50%
3	18	9.00%	7	3.50%	21	10.50%	9	4.50%	5	2.50%
4	33	16.50%	41	20.50%	44	22.00%	43	21.50%	2	1.00%
5	53	26.50%	59	29.50%	65	32.50%	68	34.00%	10	5.00%
Totally useful 6	89	44.50%	90	45.00%	68	34.00%	75	37.50%	2	1.00%
Three markets										
Totally not useful	17	2.83%	7	1.17%	7	1.17%	3	0.50%	1	0.17%
2	10	1.67%	12	2.00%	26	4.33%	15	2.50%	1	0.17%
3	79	13.17%	36	6.00%	112	18.67%	49	8.17%	11	1.83%
4	154	25.67%	137	22.83%	206	34.33%	155	25.83%	5	0.83%
5	158	26.33%	214	35.67%	157	26.17%	207	34.50%	17	2.83%
Totally useful 6	182	30.33%	194	32.33%	92	15.33%	171	28.50%	19	3.17%

Appendix 7: The frequency of Professional Motives

Market-seeking motives (market size, market openness, market potential)

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	3	1.5	5	2.5	9	1.5
2	1	.5	6	3.0			7	1.2
3	8	4.0	34	17.0	9	4.5	51	8.5
4	25	12.5	71	35.5	40	20.0	136	22.7
5	61	30.5	59	29.5	55	27.5	175	29.2
Very important6	104	52.0	27	13.5	91	45.5	222	37.0
Total	200	100.0	200	100.0	200	100.0	600	100.0

Efficiency-seeking (labour cost, labour quality, operating costs)

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0			2	.3
2	2	1.0	12	6.0	7	3.5	21	3.5
3	9	4.5	33	16.5	12	6.0	54	9.0
4	37	18.5	75	37.5	49	24.5	161	26.8
5	67	33.5	56	28.0	62	31.0	185	30.8
Very important6	85	42.5	22	11.0	70	35.0	177	29.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Take advantage of available resources

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0	1	.5	3	.5
2	1	.5	9	4.5	1	.5	11	1.8
3	7	3.5	40	20.0	13	6.5	60	10.0

4	41	20.5	55	27.5	58	29.0	154	25.7
5	72	36.0	65	32.5	49	24.5	186	31.0
Very important6	79	39.5	29	14.5	78	39.0	186	31.0
Total	200	100.0	200	100.0	200	100.0	600	100.0

Follow competitors

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	2	1.0	3	1.5	3	1.5	8	1.3
2	3	1.5	9	4.5	2	1.0	14	2.3
3	19	9.5	34	17.0	22	11.0	75	12.5
4	56	28.0	73	36.5	52	26.0	181	30.2
5	88	44.0	52	26.0	65	32.5	205	34.2
Very important6	32	16.0	29	14.5	56	28.0	117	19.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploit economies of scale and seek greater efficiencies in operation

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	2	1.0	1	.5	4	.7
2	1	.5	4	2.0	1	.5	6	1.0
3	8	4.0	30	15.0	8	4.0	46	7.7
4	54	27.0	71	35.5	50	25.0	175	29.2
5	89	44.5	69	34.5	68	34.0	226	37.7
Very important6	47	23.5	24	12.0	72	36.0	143	23.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

Source technology, know-how or innovative capabilities

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	3	1.5			4	.7
2	2	1.0	5	2.5			7	1.2
3	6	3.0	25	12.5	7	3.5	38	6.3
4	53	26.5	74	37.0	37	18.5	164	27.3
5	94	47.0	63	31.5	68	34.0	225	37.5
Very important6	44	22.0	30	15.0	88	44.0	162	27.0
Total	200	100.0	200	100.0	200	100.0	600	100.0

Business networks

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0	1	.5	3	.5
2	1	.5	4	2.0	2	1.0	7	1.2
3	7	3.5	27	13.5	8	4.0	42	7.0
4	34	17.0	60	30.0	45	22.5	139	23.2
5	90	45.0	59	29.5	67	33.5	216	36.0
Very important6	68	34.0	48	24.0	77	38.5	193	32.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Entrepreneurial aspect (be independent/own boss, use own creative skills...)

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	4	2.0	2	1.0	2	1.0	8	1.3
2	5	2.5	4	2.0	4	2.0	13	2.2
3	14	7.0	30	15.0	15	7.5	59	9.8
4	30	15.0	66	33.0	44	22.0	140	23.3
5	74	37.0	72	36.0	73	36.5	219	36.5
Very important6	73	36.5	26	13.0	62	31.0	161	26.8

Total	200	100.0	200	100.0	200	100.0	600	100.0

Australia is a safe place to invest

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1					1	.5	1	.2
2	2	1.0	2	1.0	3	1.5	7	1.2
3	8	4.0	24	12.0	10	5.0	42	7.0
4	33	16.5	66	33.0	48	24.0	147	24.5
5	55	27.5	67	33.5	57	28.5	179	29.8
Very important6	102	51.0	41	20.5	81	40.5	224	37.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

A stable political climate for investment in Australia

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5			1	.2
2	2	1.0	6	3.0			8	1.3
3	9	4.5	28	14.0	7	3.5	44	7.3
4	40	20.0	59	29.5	50	25.0	149	24.8
5	71	35.5	58	29.0	69	34.5	198	33.0
Very important6	78	39.0	48	24.0	74	37.0	200	33.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

The positive impact of national investment agency 'Invest Australia'

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5	2	1.0	3	.5
2	1	.5	6	3.0	1	.5	8	1.3
3	10	5.0	27	13.5	12	6.0	49	8.2
4	43	21.5	63	31.5	49	24.5	155	25.8
5	75	37.5	68	34.0	60	30.0	203	33.8
Very important 6	71	35.5	35	17.5	76	38.0	182	30.3

Total	200	100.0	200	100.0	200	100.0	600	100.0

The positive impact of Victoria investment agency

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5	2	1.0	3	.5
2	1	.5	3	1.5	2	1.0	6	1.0
3	14	7.0	31	15.5	8	4.0	53	8.8
4	47	23.5	77	38.5	52	26.0	176	29.3
5	95	47.5	54	27.0	74	37.0	223	37.2
Very important6	43	21.5	34	17.0	62	31.0	139	23.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Victoria Government policies (trade agreement, FDI promotes policies...)

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	2	1.0	3	1.5	6	1.0
2	1	.5	6	3.0	1	.5	8	1.3
3	13	6.5	25	12.5	7	3.5	45	7.5
4	51	25.5	69	34.5	48	24.0	168	28.0
5	89	44.5	60	30.0	63	31.5	212	35.3
Very important6	45	22.5	38	19.0	78	39.0	161	26.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

The Victoria government provides a high level of post investment support

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0	2	1.0	4	.7
2	3	1.5	8	4.0	3	1.5	14	2.3
3	13	6.5	22	11.0	11	5.5	46	7.7
4	42	21.0	71	35.5	41	20.5	154	25.7
5	71	35.5	67	33.5	77	38.5	215	35.8
Very important6	71	35.5	30	15.0	66	33.0	167	27.8

Total	200	100.0	200	100.0	200	100.0	600	100.0

Melbourne has high investment rates of return

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5	2	1.0	3	.5
2	1	.5	4	2.0	2	1.0	7	1.2
3	7	3.5	23	11.5	5	2.5	35	5.8
4	42	21.0	62	31.0	52	26.0	156	26.0
5	85	42.5	74	37.0	62	31.0	221	36.8
Very important6	65	32.5	36	18.0	77	38.5	178	29.7
Total	200	100.0	200	100.0	200	100.0	600	100.0

Melbourne has high quality investment advice

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	1	.5			2	.3
2	1	.5	5	2.5	2	1.0	8	1.3
3	7	3.5	26	13.0	5	2.5	38	6.3
4	35	17.5	71	35.5	57	28.5	163	27.2
5	85	42.5	61	30.5	67	33.5	213	35.5
Very important6	71	35.5	36	18.0	69	34.5	176	29.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

A significant list of investment companies based in Melbourne

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	2	1.0	2	1.0	5	.8
2	1	.5	6	3.0	2	1.0	9	1.5
3	6	3.0	24	12.0	6	3.0	36	6.0
4	42	21.0	67	33.5	45	22.5	154	25.7
5	76	38.0	67	33.5	71	35.5	214	35.7
Very important6	74	37.0	34	17.0	74	37.0	182	30.3

Total	200	100.0	200	100.0	200	100.0	600	100.0

Melbourne is growing rapidly

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1					1	.5	1	.2
2	2	1.0	4	2.0			6	1.0
3	10	5.0	22	11.0	5	2.5	37	6.2
4	41	20.5	71	35.5	53	26.5	165	27.5
5	69	34.5	60	30.0	62	31.0	191	31.8
Very important6	78	39.0	43	21.5	79	39.5	200	33.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

Victoria's FinTech hub services

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	1	.5	2	1.0	4	.7
2	1	.5	5	2.5			6	1.0
3	7	3.5	33	16.5	11	5.5	51	8.5
4	56	28.0	74	37.0	64	32.0	194	32.3
5	75	37.5	58	29.0	64	32.0	197	32.8
Very important6	60	30.0	29	14.5	59	29.5	148	24.7
Total	200	100.0	200	100.0	200	100.0	600	100.0

Funds management services

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5	1	.5	2	.3
2	2	1.0	11	5.5	1	.5	14	2.3
3	11	5.5	25	12.5	8	4.0	44	7.3
4	37	18.5	66	33.0	54	27.0	157	26.2
5	88	44.0	66	33.0	73	36.5	227	37.8
Very important6	62	31.0	31	15.5	63	31.5	156	26.0

Total	200	100.0	200	100.0	200	100.0	600	100.0

Banking services

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			1	.5	1	.5	2	.3
2	1	.5	6	3.0			7	1.2
3	13	6.5	21	10.5	8	4.0	42	7.0
4	39	19.5	74	37.0	50	25.0	163	27.2
5	87	43.5	62	31.0	69	34.5	218	36.3
Very important6	60	30.0	36	18.0	72	36.0	168	28.0
Total	200	100.0	200	100.0	200	100.0	600	100.0

Legal services

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0			2	.3
2	2	1.0	7	3.5			9	1.5
3	10	5.0	21	10.5	7	3.5	38	6.3
4	35	17.5	70	35.0	41	20.5	146	24.3
5	84	42.0	77	38.5	75	37.5	236	39.3
Very important6	69	34.5	23	11.5	77	38.5	169	28.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Accounting services

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0	1	.5	3	.5
2	1	.5	7	3.5	1	.5	9	1.5
3	2	1.0	17	8.5	9	4.5	28	4.7
4	43	21.5	86	43.0	43	21.5	172	28.7
5	86	43.0	66	33.0	79	39.5	231	38.5
Very important6	68	34.0	22	11.0	67	33.5	157	26.2

Total	200	100.0	200	100.0	200	100.0	600	100.0

Others

The level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	2	1.0	6	3.0	4	2.0	12	2.0
2	1	.5	1	.5	2	1.0	4	.7
3	3	1.5	8	4.0	2	1.0	13	2.2
4	1	.5	11	5.5	8	4.0	20	3.3
5	4	2.0	10	5.0	5	2.5	19	3.2
Very important6	6	3.0	5	2.5	6	3.0	17	2.8
Total	17	8.5	41	20.5	27	13.5	85	14.2
System	183	91.5	159	79.5	173	86.5	515	85.8
	200	100.0	200	100.0	200	100.0	600	100.0

Appendix 8: The frequency of Personal motives

Holiday

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	2	1.0	3	1.5	10	5.0	15	2.5
2	9	4.5	6	3.0	9	4.5	24	4.0
3	15	7.5	27	13.5	19	9.5	61	10.2
4	36	18.0	71	35.5	60	30.0	167	27.8
5	45	22.5	60	30.0	49	24.5	154	25.7
Very important6	93	46.5	33	16.5	53	26.5	179	29.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

Relaxation

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	4	2.0	3	1.5	4	2.0	11	1.8
2	6	3.0	7	3.5	5	2.5	18	3.0
3	14	7.0	27	13.5	15	7.5	56	9.3
4	32	16.0	58	29.0	57	28.5	147	24.5
5	66	33.0	59	29.5	61	30.5	186	31.0
Very important6	78	39.0	46	23.0	58	29.0	182	30.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

Escape from routine

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	9	4.5	3	1.5	5	2.5	17	2.8
2	11	5.5	8	4.0	4	2.0	23	3.8
3	20	10.0	32	16.0	15	7.5	67	11.2
4	42	21.0	56	28.0	52	26.0	150	25.0
5	60	30.0	61	30.5	70	35.0	191	31.8
Very important6	58	29.0	40	20.0	54	27.0	152	25.3
Total	200	100.0	200	100.0	200	100.0	600	100.0

Visiting relatives and friends

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	10	5.0	13	6.5	8	4.0	31	5.2
2	10	5.0	17	8.5	5	2.5	32	5.3
3	31	15.5	39	19.5	18	9.0	88	14.7
4	38	19.0	56	28.0	57	28.5	151	25.2
5	89	44.5	44	22.0	62	31.0	195	32.5
Very important6	22	11.0	31	15.5	50	25.0	103	17.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Shopping

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	3	1.5	8	4.0	4	2.0	15	2.5
2	6	3.0	11	5.5	8	4.0	25	4.2
3	19	9.5	35	17.5	21	10.5	75	12.5
4	44	22.0	77	38.5	62	31.0	183	30.5
5	84	42.0	46	23.0	62	31.0	192	32.0
Very important6	44	22.0	23	11.5	43	21.5	110	18.3

Total	200	100.0	200	100.0	200	100.0	600	100.0

Visiting new places

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	2	1.0	1	.5	1	.5	4	.7
2	4	2.0	6	3.0	3	1.5	13	2.2
3	10	5.0	25	12.5	8	4.0	43	7.2
4	45	22.5	58	29.0	52	26.0	155	25.8
5	81	40.5	62	31.0	70	35.0	213	35.5
Very important6	58	29.0	48	24.0	66	33.0	172	28.7
Total	200	100.0	200	100.0	200	100.0	600	100.0

Attending Melbourne's festivals and events

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	3	1.5	8	4.0	2	1.0	13	2.2
2	2	1.0	13	6.5	4	2.0	19	3.2
3	16	8.0	31	15.5	9	4.5	56	9.3
4	46	23.0	57	28.5	45	22.5	148	24.7
5	60	30.0	57	28.5	82	41.0	199	33.2
Very important6	73	36.5	34	17.0	58	29.0	165	27.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploring Melbourne's lifestyle

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	3	1.5	2	1.0	6	1.0
2	3	1.5	5	2.5	2	1.0	10	1.7
3	9	4.5	17	8.5	9	4.5	35	5.8
4	39	19.5	75	37.5	55	27.5	169	28.2
5	66	33.0	59	29.5	68	34.0	193	32.2
Very important6	82	41.0	41	20.5	64	32.0	187	31.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploring Melbourne's night life and entertainment

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	4	2.0	2	1.0	7	1.2
2	2	1.0	11	5.5			13	2.2
3	17	8.5	40	20.0	16	8.0	73	12.2
4	46	23.0	64	32.0	60	30.0	170	28.3
5	66	33.0	49	24.5	68	34.0	183	30.5
Very important6	68	34.0	32	16.0	54	27.0	154	25.7
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploring Melbourne's natural attractions

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			3	1.5	2	1.0	5	.8
2	4	2.0	9	4.5	2	1.0	15	2.5
3	5	2.5	22	11.0	10	5.0	37	6.2
4	39	19.5	57	28.5	46	23.0	142	23.7
5	92	46.0	67	33.5	71	35.5	230	38.3
Very important6	60	30.0	42	21.0	69	34.5	171	28.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploring Melbourne's cultural attractions

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	1	.5	2	1.0	2	1.0	5	.8
2	5	2.5	11	5.5	2	1.0	18	3.0
3	9	4.5	26	13.0	11	5.5	46	7.7
4	41	20.5	70	35.0	45	22.5	156	26.0
5	98	49.0	60	30.0	76	38.0	234	39.0
Very important6	46	23.0	31	15.5	64	32.0	141	23.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Exploring Melbourne's historic sites/Museums

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1			2	1.0	1	.5	3	.5
2	3	1.5	13	6.5	2	1.0	18	3.0
3	12	6.0	25	12.5	11	5.5	48	8.0
4	48	24.0	68	34.0	46	23.0	162	27.0
5	82	41.0	56	28.0	76	38.0	214	35.7
Very important6	55	27.5	36	18.0	64	32.0	155	25.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

Looking for education institutions

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	6	3.0	13	6.5	2	1.0	21	3.5
2	5	2.5	14	7.0	2	1.0	21	3.5
3	17	8.5	34	17.0	13	6.5	64	10.7
4	37	18.5	57	28.5	46	23.0	140	23.3
5	80	40.0	57	28.5	62	31.0	199	33.2
Very important6	55	27.5	25	12.5	75	37.5	155	25.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

Career enhancement

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	3	1.5	10	5.0	1	.5	17	2.8
2	12	6.0	7	3.5	2	1.0	12	2.0
3	42	21.0	24	12.0	5	2.5	41	6.8
4	56	28.0	71	35.5	34	17.0	147	24.5
5	81	40.5	59	29.5	69	34.5	184	30.7
Very important6			29	14.5	89	44.5	199	33.2
Total	200	100.0	200	100.0	200	100.0	600	100.0

Others

Level of importance	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not important1	2	1.0	4	2.0	3	1.5	9	1.5
2			1	.5			1	.2
3	1	.5	6	3.0	3	1.5	10	1.7
4	1	.5	3	1.5	3	1.5	7	1.2
5	1	.5	8	4.0	7	3.5	16	2.7
Very important6	3	1.5	5	2.5	3	1.5	11	1.8
Total	8	4.0	27	13.5	19	9.5	54	9.0
System	192	96.0	173	86.5	181	90.5	546	91.0
	200	100.0	200	100.0	200	100.0	600	100.0

Appendix 9: The frequency of Revisit behavioural Intentions

Undertake investment activities

Possibility	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very slight possibility1	1	.5	9	4.5	3	1.5	13	2.2
2	5	2.5	6	3.0	2	1.0	13	2.2
3	10	5.0	29	14.5	13	6.5	52	8.7
4	24	12.0	77	38.5	53	26.5	154	25.7
5	52	26.0	45	22.5	48	24.0	145	24.2
Certain6	106	53.0	17	8.5	80	40.0	203	33.8
Total	198	99.0	183	91.5	199	99.5	580	96.7
System	2	1.0	17	8.5	1	.5	20	3.3

Undertake other business activities

Possibility	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very slight possibility1			5	2.5	1	.5	6	1.0
2	3	1.5	12	6.0	2	1.0	17	2.8
3	3	1.5	27	13.5	10	5.0	40	6.7
4	35	17.5	65	32.5	52	26.0	152	25.3
5	86	43.0	54	27.0	77	38.5	217	36.2
Certain6	71	35.5	20	10.0	57	28.5	148	24.7
Total	198	99.0	183	91.5	199	99.5	580	96.7
System	2	1.0	17	8.5	1	.5	20	3.3

Holiday/leisure

Possibility	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very slight possibility1			1	.5	3	1.5	4	.7
2	1	.5	4	2.0	2	1.0	7	1.2
3	8	4.0	22	11.0	14	7.0	44	7.3
4	34	17.0	41	20.5	46	23.0	121	20.2
5	95	47.5	52	26.0	74	37.0	221	36.8
Certain6	60	30.0	63	31.5	60	30.0	183	30.5
Total	198	99.0	183	91.5	199	99.5	580	96.7
System	2	1.0	17	8.5	1	.5	20	3.3

Visit family, friends and relatives

Possibility	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very slight possibility1	14	7.0	12	6.0	5	2.5	31	5.2
2	10	5.0	11	5.5	1	.5	22	3.7
3	25	12.5	20	10.0	20	10.0	65	10.8
4	32	16.0	46	23.0	45	22.5	123	20.5
5	80	40.0	51	25.5	72	36.0	203	33.8
Certain6	37	18.5	43	21.5	56	28.0	136	22.7
Total	198	99.0	183	91.5	199	99.5	580	96.7
System	2	1.0	17	8.5	1	.5	20	3.3

Education

Possibility	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very slight possibility1	13	6.5	24	12.0	4	2.0	41	6.8
2	14	7.0	15	7.5	3	1.5	32	5.3
3	24	12.0	30	15.0	23	11.5	77	12.8
4	39	19.5	42	21.0	44	22.0	125	20.8
5	35	17.5	50	25.0	65	32.5	150	25.0
Certain6	73	36.5	22	11.0	60	30.0	155	25.8

Total	198	99.0	183	91.5	199	99.5	580	96.7
System	2	1.0	17	8.5	1	.5	20	3.3

Appendix 10: The frequency of Recommendation Behavioural Intentions

Speak positively about Melbourne as a good place to invest

Level of agreement	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Totally disagree1			1	.5	1	.5	2	.3
2	2	1.0	3	1.5	2	1.0	7	1.2
3	9	4.5	15	7.5	9	4.5	33	5.5
4	24	12.0	67	33.5	42	21.0	133	22.2
5	53	26.5	76	38.0	51	25.5	180	30.0
Totally agree6	112	56.0	38	19.0	95	47.5	245	40.8
Total	200	100.0	200	100.0	200	100.0	600	100.0

Strongly recommend Melbourne as a good investment place

Level of agreement	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Totally disagree1			1	.5	2	1.0	3	.5
2	2	1.0	6	3.0			8	1.3
3	15	7.5	25	12.5	8	4.0	48	8.0
4	32	16.0	54	27.0	47	23.5	133	22.2
5	68	34.0	74	37.0	68	34.0	210	35.0
Totally agree6	83	41.5	40	20.0	75	37.5	198	33.0
Total	200	100.0	200	100.0	200	100.0	600	100.0

Strongly recommend Melbourne as a destination for leisure purposes

Level of agreement	China		Singapore		Vietnam		Three markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Totally disagree1			2	1.0	1	.5	3	.5
2	2	1.0	2	1.0	1	.5	5	.8
3	5	2.5	13	6.5	7	3.5	25	4.2

4	18	9.0	61	30.5	33	16.5	112	18.7
5	57	28.5	72	36.0	71	35.5	200	33.3
Totally agree6	118	59.0	50	25.0	87	43.5	255	42.5
Total	200	100.0	200	100.0	200	100.0	600	100.0

Appendix 11: The differences in funding source of business travellers do not have differing impacts on their travel satisfaction

China Funding Sources and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-4.747	.717	43.805	1	.000
	[q19_7 = 3]	-3.092	.336	84.477	1	.000
	[q19_7 = 4]	-1.912	.217	77.698	1	.000
	[q19_7 = 5]	-.112	.155	.525	1	.469
Location	[q11=1]	-.657	.348	3.557	1	.059
	[q11=2]	0[a]			0	

Singapore Funding Sources and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-2.940	.912	10.395	1	.001
	[q19_7 = 3]	-.838	.751	1.247	1	.264
	[q19_7 = 4]	.847	.751	1.272	1	.259
	[q19_7 = 5]	2.762	.769	12.914	1	.000
Location	[q11=1]	1.717	.787	4.764	1	.029
	[q11=2]	1.181	.764	2.388	1	.122
	[q11=3]	0[a]			0	

Vietnam Funding Sources and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-4.869	2.113	5.309	1	.021
	[q19_7 = 3]	-3.238	1.915	2.859	1	.091
	[q19_7 = 4]	-1.053	1.871	.317	1	.574
	[q19_7 = 5]	1.053	1.871	.317	1	.574
Location	[q11=1]	.259	1.887	.019	1	.891
	[q11=2]	.486	1.875	.067	1	.795
	[q11=3]	.563	2.049	.075	1	.784

		Estimate	Std. Error	Wald	df	Sig.
	[q11=4]	0[a]			0	

Appendix 12: The differences in the number of times the business traveller has visited Melbourne do not have differing impacts on their travel satisfaction

China Frequency of Visit and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-4.085	1.994	4.198	1	.040
	[q19_7 = 3]	-2.298	1.872	1.508	1	.219
	[q19_7 = 4]	-.991	1.852	.286	1	.593
	[q19_7 = 5]	.991	1.852	.286	1	.593
Location	[q10=1]	-.219	1.890	.013	1	.908
	[q10=2]	.754	1.864	.164	1	.686
	[q10=3]	1.679	1.871	.805	1	.370
	[q10=4]	1.642	1.909	.740	1	.390
	[q10=5]	.895	1.907	.220	1	.639
	[q10=6]	-.037	1.976	.000	1	.985
	[q10=8]	1.242	2.169	.328	1	.567
	[q10=9]	-3.192	2.637	1.465	1	.226
	[q10=10]	-1.644	2.583	.405	1	.524
	[q10=12]	0[a]			0	

Singapore Frequency of Visit and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-4.872	1.946	6.270	1	.012
	[q19_7 = 3]	-2.706	1.863	2.109	1	.146
	[q19_7 = 4]	-.979	1.852	.279	1	.597
	[q19_7 = 5]	.979	1.852	.279	1	.597
Location	[q10=1]	-.705	1.888	.140	1	.709
	[q10=2]	-.474	1.871	.064	1	.800
	[q10=3]	-.477	1.872	.065	1	.799
	[q10=4]	-.831	1.895	.192	1	.661
	[q10=5]	-.102	1.885	.003	1	.957
	[q10=6]	-.509	1.939	.069	1	.793
	[q10=7]	-1.400	1.996	.492	1	.483
	[q10=8]	-1.136	1.960	.335	1	.562

		Estimate	Std. Error	Wald	df	Sig.
	[q10=10]	.533	1.952	.074	1	.785
	[q10=12]	-.737	2.064	.127	1	.721
	[q10=13]	-1.842	2.600	.502	1	.479
	[q10=14]	-3.789	2.655	2.037	1	.154
	[q10=18]	19.634	0.000		1	
	[q10=20]	-.192	2.067	.009	1	.926
	[q10=43]	0[a]			0	

Vietnam Frequency of Visit and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-25.017	5792.267	.000	1	.997
	[q19_7 = 3]	-23.384	5792.267	.000	1	.997
	[q19_7 = 4]	-21.187	5792.267	.000	1	.997
	[q19_7 = 5]	-18.938	5792.267	.000	1	.997
Location	[q10=1]	-19.682	5792.267	.000	1	.997
	[q10=2]	-19.984	5792.267	.000	1	.997
	[q10=3]	-19.962	5792.267	.000	1	.997
	[q10=4]	-18.768	5792.267	.000	1	.997
	[q10=5]	-19.349	5792.267	.000	1	.997
	[q10=6]	-1.844E-06	10836.332	.000	1	1.000
	[q10=7]	-18.773	5792.267	.000	1	.997
	[q10=8]	-1.844E-06	0.000		1	
	[q10=9]	-18.773	5792.267	.000	1	.997
	[q10=10]	-19.458	5792.267	.000	1	.997
	[q10=15]	-1.844E-06	0.000		1	
	[q10=20]	-1.844E-06	10836.332	.000	1	1.000
	[q10=40]	-1.844E-06	0.000		1	
	[q10=41]	-20.062	5792.267	.000	1	.997
	[q10=80]	-1.844E-06	0.000		1	
	[q10=100]	0[a]			0	

Appendix 13: The differences in travel party of business travellers does not have differing

China Travel Party and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-5.515	.968	32.451	1	.000
	[q19_7 = 3]	-3.865	.732	27.889	1	.000
	[q19_7 = 4]	-2.688	.684	15.440	1	.000
	[q19_7 = 5]	-.911	.660	1.903	1	.168
Location	[q12b_1=0]	.140	.911	.024	1	.878
	[q12b_1=1]	0[a]			0	
	[q12b_2=0]	-1.040	.677	2.363	1	.124
	[q12b_2=1]	0[a]			0	
	[q12b_3=0]	0[a]			0	

Singapore Travel Party and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-3.924	1.310	8.967	1	.003
	[q19_7 = 3]	-1.807	1.199	2.268	1	.132
	[q19_7 = 4]	-.164	1.193	.019	1	.891
	[q19_7 = 5]	1.722	1.197	2.071	1	.150
Location	[q12b_1=0]	-.191	.658	.084	1	.771
	[q12b_1=1]	0[a]			0	

	[q12b_2=0]	-.748	.628	1.419	1	.234
	[q12b_2=1]	0[a]			0	
	[q12b_3=0]	.848	.873	.943	1	.332
	[q12b_3=1]	0[a]			0	

Vietnam Travel Party and Satisfaction

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[q19_7 = 2]	-5.723	1.129	25.684	1	.000
	[q19_7 = 3]	-4.094	.688	35.361	1	.000
	[q19_7 = 4]	-1.909	.547	12.181	1	.000
	[q19_7 = 5]	.206	.528	.152	1	.697
Location	[q12b_1=0]	.422	.515	.672	1	.412
	[q12b_1=1]	0[a]			0	
	[q12b_2=0]	-.016	.337	.002	1	.963
	[q12b_2=1]	0[a]			0	
	[q12b_3=0]	-.479	.603	.630	1	.427
	[q12b_3=1]	0[a]			0	