Factors Influencing Consumers' Choice of Cruise Tourism

-- Based on Push-pull Relationships

Xiaoqin Yun

Shanghai Maritime University, Shanghai 200000, China

Abstract

Push-pull theory can effectively explain the relationship between tourists' motivation to travel and destination attributes, thus providing guidance for product development and marketing. Based on the Push-pull theory, this paper uses validated factor analysis and Pearson analysis to study the factors influencing consumers' choice of cru ise tourism in China, with a view to bridging the gap between market demand and product supply, as well as providing guidance for the opening or normalisation of coastal cruise tourism in China.

Keywords

Cruise Tourism; Motivation to Travel; Cruise Attributes; Onshore Attributes.

1. Introduction

The cruise industry is known as the "golden industry floating on the sea", and its development involves the construction of ports and related facilities, the purchase of products and services by port cities and surrounding areas, and the economic activities of the industry are passed through the chain of industrial links, which has a huge pulling effect on industries such as consumption, manufacturing and culture, and can bring a large number of jobs and promote economic development. It can bring a large number of jobs and promote economic development. The national strategy of strengthening the country's oceans, the "One Belt, One Road" strategy, the ASEAN Free Trade Area and other foreign cooperation strategies have made coastal ports an important gateway connecting inside and outside the country. 2018 saw the Ministry of Transport, the National Development and Reform Commission and ten other national departments jointly issue "Several Opinions on Promoting the Development of China's Cruise Ship Economy", proposing to foster the development of local cruise ships and market development, improve the level of cruise services and increase effective supply, in order to cultivate new momentum for economic development and build a beautiful China. At the same time, coastal provinces have also issued local cruise industry development-related implementation plans. China has entered the era of mass tourism, with the proportion of tourism for leisure and holiday purposes climbing year after year. 2020, in the face of the new global economic situation and the upgrading of China's consumer market, the Party Central Committee has proposed to accelerate the construction of a new development pattern with a large domestic cycle as the mainstay and dual domestic and international cycles promoting each other. To this end, the development of coastal cruise tourism has become necessary to support the strategy of strengthening the country by the sea, optimizing the development of coastal cruise ships nationwide, realizing the interactive development of the coast and the hinterland, and helping the development of the domestic double cycle. At present, coastal ports have taken shape, and local cruise ships are ready to take off. Under the background of a new round of consumption upgrade, it is urgent to study the influencing factors of China's consumers' choice of coastal cruise tourism in order to optimise market supply. Push-pull

theory combines the intrinsic motivation of consumer travel behaviour with external pull factors in micro and macro areas, and is the ideal theoretical framework for research.

2. Literature Review

2.1. Cruise Tourism

As China's cruise industry has entered a substantial stage of development, the literature on the study of macro and micro aspects of the cruise industry has been increasing and deepening in recent years. Xu, et al. took China Knowledge Network as a sample database and used key words in common to analyze the research on cruise tourism in China from 2004 to 2018, which mainly focused on the development countermeasures of cruise industry, the current problems of cruise industry, the competitiveness of ports, the development potential of cruise economy, and the relationship between cruise tourism and regional tourism [1]; Zhang, et al. analyzed the current situation of cruise industry development at home and abroad on the basis of On the basis of the analysis of the current situation of the cruise industry at home and abroad, Zhang, et al. concluded that the cruise industry has such characteristics as globalisation, aggregation, economies of scale, unbalanced regional development and seasonal fluctuations in cruise operations[2]. Zhang, et al.conducted a meticulous and comprehensive study of overseas cruise tourism market research by combing through foreign literature, and found that foreign scholars mostly adopt empirical research and use a variety of analytical methods to study tourist characteristics and market segmentation, cruise tourism motivations, cruise tourism decision-making and influencing factors, as well as cruise tourism experience quality and satisfaction, suggesting that cruise tourism belongs to a demand-driven industry, hoping that the industry On the basis of an accurate grasp of the demand for cruise tourism, it is hoped that the industry will carry out targeted product development, itinerary design, project investment and other recommendations[3]; Cai through a review and summary of previous literature, found that the current domestic micro-research results on the cruise tourism industry are mainly focused on two major aspects: cruise products and cruise tourists[4]. For example, Sun et al. used online review data from Ctrip to systematically analyse Chinese cruise tourists' image of cruise products and cruise brand image using text analysis methods, and proposed future differentiated marketing strategies for China's cruise product and brand image building[5]. Based on micro-analysis, Sun digs into the nature of cruise space, experience and generation methods to help readers deeply understand the nature of consumer cruise tourism experience[6].

2.2. Push-pull Theory

The idea of Push-pull theory was first embodied in the 1880s by the British scholar E.G. Ravenstein, who studied the phenomenon of population movement and migration. He argued that the driving force of population migration consists of the push (repulsion) of the place of departure and the pull (attraction) of the place of entry, and that the pull created by one or more favourable factors in the place of entry motivates people to move in. Since then, scholars have continued to deepen the research of Push-pull theory in the field of population migration, and broadened its application to many areas of social life, such as education, tourism, social employment, juvenile delinquency, etc. [7]; DANN first applied Push-pull theory to the field of tourism research, arguing that Push-pull theory can effectively explain the mechanism of consumer tourist mobility. In the tourist mobility mechanism, the push factor is the need caused by internal imbalance or tension, such as escaping from the daily environment and engaging in social interaction, etc. All stimuli that can make the internal imbalance or tension relieved are the objects towards which the behaviour is directed and are non-selective. The pull factor is linked to the destination's own attributes and characteristic attractions, i.e. influencing which particular destination people choose, such as natural landscapes, famous places, etc. The pull

factor is external, and different destinations or attractions will have different characteristics, and thus are selective. Temporally and logically, the push factor is generated first, i.e. the travel demand is driven at the beginning of the decision making phase of tourism, where consumers start to gather information to satisfy their needs based on their previous experience, or the pull factor comes into play at the consumer destination selection phase, where the destination or product that satisfies their needs further strengthens consumer motivation, which in turn leads to consumer decision making and tourism activity behaviour. Push-pull theory is also supported by information integration theory, which suggests that the decision-making process of travelers is influenced by product attributes [7, 8, 10].

Push and pull theory has been applied more often in Chinese academia, especially in tourism-related research, and scholars have mostly combined empirical analysis to study the motivation of Chinese tourists to travel, ranging from inbound tourism, rural tourism, tourism of specific sectors such as elderly tourism, and tourism destination choice. For example, Liu Yan et al. used sample data to analyse the push, pull and resistance factors of parent-child tourism decisions in China [9]. Using Shennong Valley as the research object, Yang Xiaoya used a questionnaire to understand the tourism push and pull motivations of forest health tourists and their relationship with the willingness to revisit[7].

2.3. Cruise Destination Attribution

Cruise tourism differs from other forms of tourism in that while traditional leisure and holiday tourism activities involve two elements: the consumer and the destination, cruise tourism also involves a cruise ship (ship) element that combines consumption, experience and mobility characteristics, and the cruise ship itself is considered to be a destination. Xie's empirical analysis found that potential tourists with and without cruise experience focused differently on the attributes of the cruise ship when making cruise travel decisions, with potential tourists focusing on the entertainment and sporting attributes of the cruise ship (e.g. sports stadiums, climbing, mini-vessels). These three types of cruise attributes are relatively less important for those who have already experienced cruising[11]. For example, Whyte used typical correlation analysis to derive relationships between motivation and several destination attributes, identifying two market segments, namely social activity seekers (social and competence mastery motivators focusing on land-based activities, destination development, onboard social interaction and entertainment attributes) and relaxed pleasure seekers (stimulus avoidance motivators focusing on land-based visual environment and onboard environmental attributes) [12]; the CLIA study also indicated that the importance of onshore attributes has relatively declined in the minds of tourists and the importance of cruise ships (ships) has relatively increased [18].

Chinese scholars have also analysed the influencing factors of cruise tourists' travel behaviour from different perspectives. Based on online text data and from the perspective of cruise lines, Huang identified that Chinese cruise tourists' perceived dimensions of cruise ships include four main categories: cruise environment, cruise facilities, cruise services and cruise activities, with cruise accommodation, entertainment activities and room services being the main focus of tourists' attention[13].

3. Research Methodology

3.1. Questionnaire Design

Through reading relevant literature at demostic and abroad, the current questionnaire was designed on the basis of reference to the Introduction to Tourism, the scholar Kiichiro Tanaka's classification of travel motivation, with emphasis on the foreign Lincoln James Whyte's (2017) questionnaire design paradigm, and the expression of relevant vocabulary in the Chinese

context. The questionnaire is divided into four parts: (i) consumers' Socio-demographic characteristics, including gender, age, education, monthly income and job nature; (ii) consumers' willingness to travel for coastal cruise tourism and the motivation affecting consumers' choice of coastal cruise tourism, i.e. 14 thrust indicators; (iii) cruise attributes affecting consumers' choice of coastal cruise tourism, i.e. 15 pull indicators concerning cruise attributes; (iv) coastal cruise tourism, i.e. 14 pull indicators concerning shore attributes. ② ③ ④ are constructed on a 5-point Likert scale and are given a score of 1, 2, 3, 4 and 5 according to their level of importance, where 1 is very unimportant and 5 is very important.

3.2. Data Collection and Survey Objectives

Table 1. Respondents' Socio-demographic characteristics

Socio-demographic Statistical ratio variables		Percentage	Socio-demographic Statistical variables		Percentage
Gender	male	48.6%	**Monthly income**	≤5000	16.1%
	female	51.4%		5001-10000	29.6%
age	<30	25.3%		10001-20000	30.4%
	31-40	30.4%		20000-40000	19.1%
	41-55	22.8%		>40000	4.9%
	56-65	15.2%	**Nature of work**	Government employees	9.5%
	>65	6.4%		Private business owners	12.1%
Level of education	Junior Secondary and below	6.2%		Middle and senior management	14.4%
	High school or post-secondary	17.2%		General employees	16.1%
	Tertiary	26.5%		Civilian staff	9.5%
	Undergraduate	38.5%		Workers in educational institutions	13.8%
	Master's degree and above	12.5%		Technical staff	13.6%
				Freelance	8.6%
				Student	2.3%

The questionnaire was distributed mainly online, and the geographical area involved coastal and inland. 576 questionnaires were collected, and with the time set (>30 seconds) and the scale questions answered (>3 items selected), 62 invalid questionnaires were excluded, making a total of 514 valid questionnaires, with an efficiency rate of 89.2%.

The objectives of this survey were twofold: (i) to clarify the willingness of Chinese consumers to travel on coastal cruises; (ii) to clarify the push factors (motivation to travel), pull factors (destination attributes) and the relationship between them, and to identify the combination of cruise attributes and shore attributes that consumers prefer under different motivations to travel, so as to facilitate product development and marketing by cruise lines, shore operators, travel agencies and other operating entities Material design.

4. Data Analysis

4.1. Socio-demographic Characteristics and Willingness to Travel

The results of the questionnaire showed that 48.6% of the total sample were male and 51.4% were female, with a slightly higher percentage of females. 31-40 year olds accounted for a higher percentage of the total sample size, 30.4%, followed by those under 30 years old at 25.3%, 41-55 year olds at 22.8%, 56-65 year olds at 15.2% and those over 65 years old at the lowest percentage of only 6.4%. In terms of education level, the majority of the survey respondents were mainly college and bachelor's degree holders, accounting for 55% of the total sample size. In terms of monthly income, those earning RMB 5001-10,000 and RMB 10,001-20,000 are basically the same, and account for 60% of the total sample size; regarding the nature of work, except for students, there is little difference in the proportion of people working in various types of jobs, both accounting for nearly 9%-14%.

4.2. Analysis of Respondents' Motivation to Travel

The motivational factors were set by referring to the well-developed Leisure Motivation Scale (LMS), which was developed by Beard and Ragheb based on leisure and recreation research and basic psychological theories on motivation:(1) relaxation motivation, which consists of four measures: the pursuit of a quiet and relaxing atmosphere, physical exercise related activities in different environments, enjoying the sea and relaxing and relieving stress; (2) social motivation, which consists of four measures: meeting people in different places, meeting new people, spending relaxing and happy time with friends, and spending time with family and partners; (3) prestige motivation, which consists of three measures: reflecting one's personality and fashion, increasing the sense of achievement from the travel experience, and spending time with family and partners. (4) Exploration motivation, which consists of three measures, namely curiosity, tasting different regional cuisines and experiencing different lifestyles. Validation factor analysis was conducted using AMOS, and it was found that the factor loadings of the measurement items were all above 0.7, indicating a good correspondence between the factors and the measurement items, i.e. a strong correlation, while all other relevant indicators indicated a good fit. The reliability analysis of the inferential scale using SPSS showed that the Cronbach's alpha values for all four factors were above 0.8, indicating that the questionnaire was a reliable measure with good internal consistency.

Looking at Table 2, it appears that overall there is little difference in the scores for the four motivational factors, indicating that Chinese consumers have diverse needs when choosing coastal cruise travel as a way to travel, with relaxation being the highest scoring motivation for all respondents, followed by prestige motivation, social motivation and exploration motivation. The top-ranked measures chosen by respondents were physical exercise related activities in different environments, expressing one's personality and fashion, accompanying family or partner, seeking a quiet and relaxing atmosphere and tasting different regional cuisines.

Table 2. Analysis of push factors

Motivation for the trip	Factor loadings	Average value	Standard deviation	Alpha
Relaxation motivation		**3.85**		**0.854**
Seeking a quiet, relaxed atmosphere	0.799	3.88	1.204	
Activities related to physical exercise in different environments	0.782	3.96	1.186	
Enjoying the sea view	0.771	3.77	1.124	
Relaxation and stress relief	0.730	3.78	1.117	
Social motivation		**3.81**		**0.841**
Exposure to people in different places	0.797	3.75	1.216	
Making new friends	0.757	3.75	1.151	
Relaxed, fun time with friends	0.756	3.78	1.111	
Spending time with your family and partner	0.716	3.94	1.183	
Reputation motive		**3.83**		**0.847**
Reflect your own individual fashion	0.821	3.95	1.306	
Increasing travel experience and sense of accomplishment	0.820	3.76	1.100	
Learning about your surroundings and broadening your horizons	0.788	3.77	1.178	
Motivation to explore		**3.77**		**0.826**
Curiosity driven	0.806	3.74	1.225	
Tasting the different regional cuisines	0.776	3.85	1.182	
Experiencing a different way of life	0.767	3.73	1.169	

4.3. Analysis of Cruise Ship Attributes

The author has divided the cruise attributes into 3 factors according to the categories to which they may belong: ① Cruise environment, containing 7 measures, namely the comfort of the staterooms on board, not feeling crowded and busy on board, the attractiveness of the main style of the cruise ship (American, Italian style, themed, Chinese, etc.), the high level of safety on board, the clean and tidy space environment of the cruise ship, the unique atmosphere of the cruise ship, the variety of food on board (2) social interaction, comprising four measures, namely the possibility of meeting visitors from many regions, good group building on board (invitations from work units, business events), attentive service on board, friendly crew and the possibility of meeting new friends in the unique atmosphere of the cruise ship; (3) leisure and entertainment activities, comprising four measures, namely the interactive family

programmes on board (children's club, water park bar, cartoon dream factory, etc.) (3) leisure and entertainment activities, which include four measures: onboard family interaction programmes (kids' club, water park bar, cartoon dream factory, etc.), onboard unique shows, themed activities (movie-themed parties, festival parties, celebrity speakers, etc.), onboard leisure programmes, a wide range of experiential facilities (gym, spa, pool, rock climbing, sports courts, bars, theatres, etc.) and free shopping onboard. Using the same method for their analysis, the factor loadings of the measurement terms were all above 0.7, with good correspondence and strong correlations between the factors and the measurement terms. The Cronbach's alpha values for all three factors were above 0.8, indicating reliable questionnaire measurement and good internal consistency.

Table 3. Pull Factor - Cruise Ship Attribute Analysis

Cruise properties	Factor loadings	Average value	Standard deviation	Alpha
Onboard environment		**3.87**		**0.918**
stateroom comfort	0.801	3.85	1.166	
No crowding or busyness	0.795	3.83	1.169	
Appeal of the main style of the cruise ship (American, Italian, Juche, Chinese, etc.)	0.790	3.75	1.151	
High safety on a cruise	0.782	4.00	1.225	
The clean and tidy space environment of the cruise ship	0.778	3.90	1.148	
A unique atmosphere on board a cruise ship	0.777	3.94	1.174	
Cruise ship cuisine is varied	0.767	3.84	1.125	
Social interaction		**3.77**		**0.851**
Access to visitors from many regions	0.820	3.73	1.147	
Good group building on a cruise ship (unit invitation, organization)	0.768	3.77	1.116	
Excellent service and friendly crew on board	0.763	3.75	1.088	
You can take advantage of the unique atmosphere of the cruise to meet new people	0.727	3.83	1.261	
Activities on board		**3.82**		**0.872**
Many interactive family activities on board (children's club, cute pet activities)	0.811	3.69	1.237	
Unique performances and themed events on board (movie-themed parties, festival parties, celebrity speakers, etc.)	0.801	3.89	1.241	
Variety of facilities and equipment on board (gym, spa, pool, etc.)	0.793	3.78	1.217	
Duty-free shopping on board	0.774	3.92	1.220	

Looking at Table 3, it appears that overall, the cruise environment scores the highest, indicating that the safe environment, spatial environment and the unique ambience of the cruise have a greater influence on current consumer decisions, followed by leisure and recreational activities and finally social interaction. The top-ranking factors for measurement were high safety on the cruise, unique atmosphere on the cruise, availability of duty-free shopping shops on board, clean and tidy spatial environment of the cruise, unique shows on board, themed events (movie-themed parties, festival parties, celebrity speakers, etc.)

4.4. Analysis of Onshore Attributes

Table 4. Analysis of pull factors - onshore attributes

Onshore attributes	Factor loadings	Average value	Standard deviation	Alpha
Onshore activities		**3.82**		**0.846**
Visiting famous sites and famous/internet attractions	0.794	3.80	1.176	
Tasting the cuisine of the destination	0.768	3.85	1.148	
Duty-free shopping at destination/port	0.764	3.85	1.173	
Enjoying water activities such as beach, diving, sailing and sea fishing	0.734	3.79	1.113	
Nature / Humanities		**3.84**		**0.866**
Cruise ships can call at multiple destinations	0.795	3.90	1.196	
Destinations/ports of unique natural beauty (islands, famous mountains, forests, parks, rivers, etc.)	0.794	3.83	1.227	
Enjoy the different seasons of the destination (ice sculptures, snow scenes, cherry blossom season, etc.)	0.789	3.83	1.056	
Experiencing the culture and folklore of the destination	0.771	3.79	1.122	
safety/ Convenience		**3.81**		**0.785**
Clearly marked entry and exit ports	0.752	3.76	1.117	
Easy embarkation and disembarkation	0.743	3.83	1.223	
Good port infrastructure and sanitary conditions	0.731	3.85	1.128	
Destination Development		**3.83**		**0.834**
Better development of the destination city (economy, environment, education, infrastructure)	0.809	3.88	1.304	
High visibility of the destination/port	0.793	3.82	1.120	
Well-connected destinations	0.781	3.79	1.152	

Based on reading the relevant literature and reviewing coastal cities and tourism resources, the author divided the onshore attributes into three factors according to the categories to which they may be attributed: ① onshore activities, containing four measures, namely, hitting famous sites and internet attractions, tasting destination cuisine, duty-free shopping at the destination/port, and experiencing water activities such as beach, diving, sailing and sea fishing; ② nature/humanities, containing four measures The cruise ship can call at several destinations, the unique natural scenery of the destination/port (islands, famous mountains, forests, parks, rivers, etc.), enjoying the different seasons of the destination (ice sculptures, snow scenes, cherry blossom season, etc.), and experiencing the humanities and folklore activities of the destination; ③Safety/Convenience, which includes three measures, namely clear signage in and out of the port, convenient embarkation and disembarkation, good port infrastructure and good hygiene conditions; ④Destination development, which includes four measures ④Destination development, which contains three measures, namely good development of the destination city (economy, environment, education, infrastructure, etc.), high reputation of the destination/port, and well-developed transportation of the destination. The factor loadings for the same measures were all above 0.7, with good correspondence and strong correlations between the factors and the measures. All four factor Cronbach's alpha values were above 0.7, indicating reliable questionnaire measurement and good internal consistency.

Looking at Table 4, it appears that overall there is a slight difference in the scores of the four factor categories, with natural/human attributes scoring the highest, followed by destination development, onshore activities, safety and convenience. The top-ranking factors for the measures are the ability to call at multiple destinations, better development of the destination city (economy, environment, education, infrastructure), tasting the destination cuisine, duty-free shopping at the destination/port, good port infrastructure and good hygiene.

5. Conclusions and Recommendations

Using push and pull theory, this paper has conducted a preliminary investigation into the factors that may influence consumers' cruise tourism decisions and has come to the following conclusions: (i) a preliminary exploration of Chinese consumers' willingness to travel to China for coastal cruise tourism; (ii) validation of the push and pull factors for each dimension factor; (iii) measurement of the correlation between the push and pull factors; and (iv) measurement of the relationship between the push and pull factors for each dimension factor across different groups of Socio-demographic variables.

Among the verified push factor dimensions, relaxation motivation scored the highest of all motivations (mean = 3.85) and the more important push influences were going to different environments for activities related to physical exercise, reflecting one's personality fashion, accompanying one's family or partner, pursuing a quiet and relaxing atmosphere, and tasting different regional cuisines, which were attributed to different dimensional factors; among the pull factor dimensions, the For the cruise attributes, the onboard environment scored the highest (mean = 3.87), with the more important pull factors being the high safety factor of taking a cruise, the unique atmosphere on board, the availability of duty-free shopping outlets on board, the clean and tidy space environment of the cruise ship, and the unique performances and themed events on board (movie-themed parties, festival parties, celebrity speakers, etc.). For the onshore attributes, the four dimensional factor scores differed slightly, with the relatively important onshore attribute being nature/humanity and the more important pull influences being the ability to call at multiple destinations on the cruise ship, better development of the destination city (economy, environment, education, infrastructure), tasting the destination cuisine, duty-free shopping at the destination/port, good port infrastructure

and good hygiene conditions. As can be seen, duty-free shopping is an important driver both on the cruise ship and during shore excursions.

An analysis of the correlations between the factors of the push and pull dimensions shows that all factors of the pull dimension are correlated with all factors of the pull dimension, indicating that the destination attributes that consumers care about strengthen their motivation to travel, and further indicating that the opening of coastal cruise tourism, i.e. new launches, is always the most anticipated, and that the "parties" involved in the pull factor "It is important to be prepared to make a "good start".

Finally, when comparing the dimensions of the push and pull factors between groups with different demographic variables, there are differences between the factors of the push and pull factor dimensions for different groups. Cruise ship and shore-based operators need to do a better job of managing the relevant aspects and vertically integrating resources to give consumers the maximum satisfaction experience. For example, different groups are concerned about the safety factor of taking a cruise.

In addition, China's coastal port layout is taking shape, tourism resources are abundant, coupled with diversified consumer demand, while coastal cruise tourism is slowly getting off the ground, marketing will largely affect the recruitment of coastal cruise tourism tourists and audience levels, by grasping consumer preferences for destination attributes, positioning the cruise tourism market and developing marketing strategies around market segments and potential markets.

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