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The purpose of this study was to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism. Few research studies on tea tourism have been published in English literatures. This study reviewed related literatures in both English and Chinese, to integrate the body of knowledge of tea culture and tourism, contribute to understanding and transmission of tea cultures, and promote communications between English and Chinese tea tourism studies.

The researcher surveyed a total of 246 university faculty in U.S, China and Taiwan, using convenience sampling methods. The survey contained questions in four categories: tea drinking behaviors, tea cultural perceptions, attitudes, motivations and expectations of tea tourism, and demographics including country of residence, age, gender, education, annual income, and self-reported cultural backgrounds.

Data collection procedure was conducted through an online surveying tool, Qualtrics, using web-based surveying methodology. Data were analyzed through Statistical Package for the Social Sciences© version 18.0.

This study had five major findings in: (a) tea drinking behavioral profile, (b) the relation between demographic factors and tea drinking behaviors, (c) the relationship between tea drinking behaviors and tea culture, (d) the influence of cultural backgrounds on tea cultural perceptions, and (e) the factors influencing tea tourism expectations.

Based on the conclusions, recommendations were made for future research and tea related practical sectors.

EXPLORATION OF FACTORS ASSOCIATED WITH TEA CULTURE AND TEA
TOURISM IN UNITED STATES, CHINA, AND TAIWAN

by

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CHAPTER I

INTRODUCTION

Research Background

Worldwide tea production and consumption has increased over the past decades. According to statistics provided by the Food and Agriculture Organization of the United Nations (FAO) (2011), in 2009, China was the greatest tea production country, generating 1,375,780 million tons of tea, followed by India, Kenya, and Sri Lanka, which had also stayed in top four positions for more than twenty years. Meanwhile, in 2009, the United States became the fourth greatest tea importing country in the world, importing 110,861 million tons of tea, preceded by the European Union, Russia and the United Kingdom (FAO, 2011).

As tea drinking habits and tea cultures are transmitted worldwide, tea tourism is emerging as a new type of sustainable cultural tourism. In the US, a tea garden was opened in South Carolina that provided tea factory tours and trolley rides through the tea fields (Sanchez, 2008). In the UK, there are teapot trails that include a selected number of tea-serving establishments and also provide brief introductions to each town or village where those establishments were located (Hall & Boyne, 2007). In Sri Lanka, tea tourism has developed in conjunction with heritage tourism, eco-tourism, health tourism and rural tourism (Gunasekara & Momsen, 2007). Similarly, tea tourism in China was developed even more widely, including such attractions as tea festivals in Hunan province (Huang &

Hall, 2007), the National Tea Museum in Hangzhou (Dewar & Li, 2007), and tea arts and ceremonies in Fujian province (Xiao, 2007).

However, the academic research of tea tourism falls behind the industry. Only a few studies on tea tourism have been published in English literature. In the book “*Tea and Tourism*,” Jolliffe (2007) indicated that tea tourism and social change, tea tourist behavior, tea destination marketing, tea tourism development projects, and tea hospitality should be the five important areas for future tea tourism study. In Chinese literature, academic research studies on tea tourism had started since the 1990s, which included a wide range of topics, such as backgrounds and conditions of tea tourism development, the conception and attributes of tea tourism, benefits, and significances of tea tourism, development modes (Qian, Bao, Liu, He & Luo, 2008). But due to language barriers and cultural differences, the current studies in tea tourism are mono-cultural only. Information related to people’s tea drinking behaviors and motivations across cultural boundaries is rare. Grounded on English and Chinese tea literatures, this research aims to explore the factors associated with tea culture and tea tourists in US, China, and Taiwan.

Purpose Statement

The purpose of this study is to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism.

Research Questions

In the process of achieving the research objective, four detailed research questions were developed by the researcher to help enhance the justification:

Research Question 1: what demographic factors are associated with people's tea drinking behavior?

Research Question 2: will tea drinking behavior be associated with people's understanding of and attitudes towards tea culture?

Research Question 3: will people's self-identified cultural background be associated with people's understanding of and attitudes towards tea culture?

Research Question 4: what demographic, behavioral, or cultural factors will be associated with people's attitudes, expectations, and motivations towards tea tourism?

Definition of Terms

Tea culture: all the diverse and inheritable human creations related to tea, including: material dimension, such as tea producing tools and tea sets; behavioral dimension, such as tea processing, tea drinking, and tea festival; and spiritual dimension, such as tea arts, philosophies, and religions.

Tea tourism: "tourism that is motivated by an interest in the history, traditions and consumptions of tea" (Jolliffe, 2003, p.136), consisting of tea gardens where tea is planted, tea factories where it is produced, tea shops where it is for sale or served, and institutions that preserve and interpret the tea culture (Jolliffe, 2007).

Tea tourist: "a tourist experiencing history, culture, and traditions related to the consumption of tea" (Jolliffe, 2007, p.10).

Delimitations

There are two delimitations in this study. Firstly, although there are many tea cultures in the world, this study only selected the US, China, and Taiwan as sampling

geographical areas, since the researcher's interest is focusing on the differences between Western and Eastern tea cultures. The US contains European and American tea cultures, which well represents the Western tea cultures. Similarly, Eastern tea cultures are well represented by China and Taiwan. Thus, it is the researcher's intention to survey only samples from the US, China, and Taiwan, except from other countries. Secondly, this study was designed only focusing on university faculty. As a pilot study on tea drinkers, this study used a convenience sampling method. University faculty share some of the characteristics, such as higher education and stable income, demonstrated in persons interested in beverage tourism (Charters & Ali-Knight, 2002).

Significance of Study

This study will integrate the body of knowledge of tea culture and tourism, by reviewing both English and Chinese literatures. Few research studies on tea tourism have been published in English, and even though there are some published in Chinese, the language barriers still make the communication and integration in this field difficult. This study will introduce research ideas and results published in Chinese to enrich English literature in tea tourism study and to promote academic communications in the field.

Secondly, this study will reveal the demographics of tea drinkers and contribute to understanding their perceptions and expectations of tea tourism. In the few existing research studies on tea tourism, tea tourist study still lacks of much attention. Since tea tourism is a new and emerging market, identifying the potential market is critical. This study will provide demographic profiles of tea drinkers, through surveying samples in the US, China, and Taiwan, and will also gather more information about people's perceptions

and expectations of tea tourism from these different cultural perspectives. The findings gathered from this study will help tea tourism marketers develop strategies to cater to customers with different cultural backgrounds.

Thirdly, this study will contribute to the understanding and transmission of tea cultures, and promote communications among different tea researchers, especially in different Western and Eastern cultural context. In the literature review (Chapter 2), different tea cultures such as Chinese, European, and American tea culture were illustrated. In addition, tea drinkers' perceptions and expectations towards tea tourism were compared and analyzed from the cross-cultural perspectives.

This study will also gather tea drinkers' attitudes towards tea tourism and tea related products. Information generated from this study may be used to develop better products to meet the needs of tea tourists. Relevant sustainable development suggestions will be recommended to tea tourism destinations.

CHAPTER II

LITERATURE REVIEW

The purpose of this study is to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism. Thus, conducting a literature review on tea culture and tourism studies is very necessary. This chapter will review both English and Chinese literature on tea culture and tea tourism, methodologies used in previous research, and also provide theoretical foundations for tea tourist motivations.

Tea Culture

Jolliffe (2007) suggested that tea is not only a commodity but also had cultural attributes that could be transported through cultural adaptation. He also mentioned that there are diverse sub-cultures as the result of tea culture transformation, such as “art of tea” in China, “the way of tea” in Japan, “afternoon tea” in Great Britain, and “samovar” in Russia. Chinese scholar Yu defined tea culture as “all the inheritable, continual, sustainable and excellent material and spiritual creations on tea during human beings social practice” (as cited in Cheng, Xu, Zhang & Zhang, 2010, p. 239). Zhang (2004) categorized tea culture into three dimensions: material dimension, including methods of producing and drinking tea, and tea sets; behavior dimension, including tea house, tea exhibitions, tea events, and so on; and the spiritual dimension, including esthetic, religious and arts.

Chinese Tea Culture

The tea culture is originally from China (Han, 2007; Wang, 2001). In the book *Chinese Tea Culture: The Origin of Tea Drinking*, Wang (2001) demonstrated that the history of Chinese tea culture could be traced back to 2,700 B.C., when tea was normally used as medical herbs, and tea becoming a drink in China was not later than 59 B.C. In the Chinese Tang Dynasty (A.D.618-907), tea drinking in China achieved great popularity. Lu, Yu (A.D.733-804) was regarded as the “Saint of Tea” because of his book *Tea Classic*, which was the first book about tea in the world and had significant influence at that time and after, including tea origin and history, tea growing and producing process, methods of drinking tea, and tea ceremony (Cheng et al., 2010; Wang, 2001; Yang, 2007) China became a tea export country before the Tang Dynasty, first to Japan and Korea, then to India and Central Asian area, and it was exported to Europe in the 17th century (Wang, 2001). Accompanied with the prosperity of Chinese tea trade, the tea culture was transmitted to more and more areas in the world, and even accommodated to different cultures, developing diverse tea cultures.

Yang (2007) indicated that the principle of Chinese tea culture was “Harmony,” which was embodied in Chinese tea art, including aspects of the society-history, religion, ethics, music and dance, painting and calligraphy as well as food and cuisine. Wang (2001) suggested the core of Chinese tea culture is “visible art and invisible dao” (p. 51). “Dao” in Chinese has very abstractive meanings, indicated as the law of nature.

From philosophical perspectives, the spirit or dao of tea culture is influenced by three main philosophical schools in China. The first is Confucianism, which pursues the

moderation and harmony (Guo, 2006; Wang, 2001). In Chinese tea culture, harmony is the ideal tea drinking atmosphere. For example, hosts will serve guests a cup of tea to show friendship, and tea parties are held to promote communications. Also, moderation is embodied in the whole tea ceremony— water is never too hot or too cold, tea is never too much or too little. The second is Taoism. The Taoist school pursues the combination of human and nature (Wang, 2001). In tea culture, Taoist perspective suggests people should learn the natural law in tea making and drinking, such as planting and picking tea in best season. The third is Buddhism. The influence of Buddhism on Chinese tea culture is calm and self-reflection (Guo, 2006). Since tea drinking can bring calms and relief, Buddhists suggest people should pursue self-reflection while drinking tea.

In Chinese tea culture, there are a lot of factors in evaluating tea drinking, including tea color, smell, shape, taste, tea sets, water, time, and temperature (Wu, 2004). As to water, the “Saint of Tea,” Lu Yu suggested the water from mountain spring was the best, water from river was inferior, and water from well was in lower level (Wang, 2001). The most famous tea set is purple clay teapot made in Yixing, China. That kind of teapot not only has elegant appearance, but also can retain original tea flavor and enhance its aroma (Chuan & Lien, 2000).

As to Chinese literature and arts, tea culture also has significant influences. In Tang Dynasty, more than 500 poems related to tea culture had already been developed (Wu, 2004). Also, in ancient paintings, *Xiao Yi Zhuan Lan Ting Tu* was the earliest tea painting in the world, describing a scenery of Confucianists and monks drinking tea together (Wang, 2001; Wu, 2004). The Chinese calligraphy also has lots of relations to

tea culture. Since many calligraphers had tea drinking habits, tea poems and the word “tea” often appeared in great calligraphic works (Wang, 2001). Songs and dances related to tea culture are very popular in south and west tea origins in China, which usually describe the process of planting and making tea, or can be used in welcoming guests to show friendly (Wu, 2004).

European Tea Culture

Tea was brought into Europe in the early 17th century, and the Dutch East India Company played a very important role (Han, 2007). In the mid-17th century, tea was exported to England, and the earliest tea advertisement in England appeared in 1658 (Pettigrew, 2001). In the 18th century, tea became the most popular drink in England, and in the 19th century, afternoon tea came into English routine life (Pettigrew, 2001; Han, 2007). The first tea arrived in Russia as a gift from China to Tsar Alexis in 1618, and in the late 17th century, tea became a mass product imported from China to Russia (Han, 2007). In the beginning, tea exported from China to Europe was green tea. But because green tea always lost the quality during its transportation, black tea, a type of fully fermented tea which could be kept for a long time, was becoming popular in Europe until now (United Kingdom Tea Council, 2011).

In British tea culture, “afternoon tea” and “high tea” are very popular. According to Pettigrew (2001), afternoon tea was first invented between 1830s -1840s by the upper class, which was taken between the lunch and dinner. It was also called “low tea” because of people sitting in low chairs around low tables to drink. It was usually served with bread and butter, and added sugar, milk and cream. High tea was accompanied with

meals, firstly popular in lower classes, served with meats, potatoes, cheese, home-made bread and cakes. After the widespread of tea drinking, tea parties became a popular social event, and poems, novels related to tea, and even tea gowns were developed at that time.

In the 18th century, tea gardens were opened all over the country on Saturdays and Sundays, with tea serving. People enjoyed dancing in the tea gardens, until World War II, but nowadays, tea dances are still kept on in Great Britain. Tea shops have been widespread in the UK, since 19th century. At that time, they were the appropriate social communication place for women. But now, they have become famous because of its serving delicious food and drink, and its cultural traditions (United Kingdom Tea Council, 2011).

American Tea Culture

According to Yang (2007), tea was first brought to North America from China by the Dutch in mid-17th century. Later, the British controlled the trade of tea and much increased the tea tax, which led to the “Boston Tea Party”. After the revolution, the United States began to import tea from China in 1784. And tea drinking style changed from hot into cold when it was widely accepted in the US. The tea drinking habits was introduced to America by European immigrants, in two ways of preparation: plain drink and mixed drink. Nowadays, the mixed drink was seemed to become majority, with lemon, sugar and ice. And ice tea is one of the most popular tea drinks in American’s life, bottled or caned, which could be sold everywhere in supermarkets and restaurants. Another unique character in American tea culture is the significant invention the tea bag. It was invented in the beginning of 20th century by Thomas Sullivan, a New York tea

importer, who sent tea samples in small silk sacks. It was intended that the tea should be removed from the sack, but some customers had no idea about that, dipping the whole sack into the water. However, the ease of controlling the exact time of steeping and removing the leaves with minimal effort has made tea bags popular soon, not only in US, but also worldwide (United Kingdom Tea Council, 2011).

Tea Tourism

Jolliffe (2003) explained tea tourism as “tourism that is motivated by an interest in the history, traditions and consumptions of tea” (p.136), also indicated that tea tourism could basically consisted of tea garden where tea is planted, tea factories where it is produced, tea shops where it is for sale or served, and institutions that preserve and interpret the tea culture (Jolliffe, 2007).

Zhang (2004) indicated that tea tourism was developed based on tea planting areas with beautiful natural environment or special historical heritage, delivering the diversity of tea culture and local customs through sightseeing, learning and experiencing, entertaining activities, shopping and other tourism products.

Tea tourism in China has developed very fast in recent years. Ji (2006) demonstrated that tea tourism in China was developed in the term of tea museums, tea gardens, tea related activities, tea shops, tea events, tea folk performance, and tea related products. Zhang (2004) concluded four types of tea tourism attractions in China: natural landscape, which was relied on the beautiful landscape and good natural environment; special tea custom, which had distinguished tea cultural activities and performances; agricultural ecology, which was developed as rural tourism, providing tea planting and

plucking experience to tourists; and historical archaeology, which was developed based on historic heritages.

Tea tourism in Sri Lanka was normally followed by visiting tea gardens, watching tea plucking and tea leaves, tasting tea and snacks, and shopping for souvenirs (Gunasekara & Momsen, 2007). Jolliffe and Aslam (2009) suggested tea tourism supply in Sri Lanka included: retail, such as stores and boutiques; lodging, such as tea hotels and tea eco-lodges; tea factories; attractions, such as museums and interpretive centers; food service, such as cafes and restaurants; and recreational activities, such as high tea and tea trail hiking.

Previous Studies on Tea Tourism

In English Literature

A few researches have been done on tea tourism in English literatures. In the book “Tea and Tourism,” Jolliffe (2007) introduced the connection between tea and tourism from historical, cultural and industrial perspectives, suggesting that tea tourism and social change, tea tourist behavior, tea destination marketing, tea tourism development projects and tea hospitality should be the five important areas for future tea tourism study.

Another contribution of this book includes a lot of case studies of tea tourism in global areas: Huang and Hall (2007) evaluated a tea festival in Hunan, China, through interviewing different stakeholders, including hotels, tea production and export enterprises, tea-leaf sales companies, provincial government, and customers; Xiao (2007) analyzed tea tourism products in Fujian province from a tourist demand point of view, such as tea routes for sightseers, tea souvenirs for shoppers, tea ceremonies for cultural

tourists, and tea-related agri-tourism for rural tourists; Jolliffe and Zhuang (2007) did a case study of tea tourism development in Fuding, China, through surveying samples in local tea, tourism and hospitality industries ; Hannam (2007) analyzed the case in Assam, India, from political perspective, indicating tea tourism development in Assam was limited by its political environment; Gunasekara and Momsen (2007) conducted a case study in Sri Lanka, and suggested tea tourism in Sri Lanka should be developed into different directions, including heritage tourism, eco-tourism, health tourism, rural tourism, exclusive tourism and community-based tourism.

Besides that book, Jolliffe and Aslam (2009) also conducted a case study of tea heritage tourism in Sri Lanka, using participant observation and semi-structured informal interviews, to analyze and compare three supply components in local tea heritage tourism: tea character accommodations, tea factories, and local tea sale centers.

However, those case studies are mostly qualitative analyzed from the supply side, focusing on tourism development in tea tourist destinations, without adequate quantitative analysis in tourist demands. A significant case study on tea tourists has been conducted by Cheng, Xu, Zhang and Zhang (2010). They surveyed tourists in Xinyang, China, where was a tourism destination and also a tea origin, to explore the tourists' attitude and perceptions towards tea and tea tourism, and identify the profile of the potential tea tourists. The major findings included tourists' age between 31 and 40 were more likely to be potential tea tourists; and tea drinking habits had significant influences on people's attitude towards tea tourism. The limitation of this research is not paying much attention to cultural effects on tourists.

Beside limited tea tourism research, wine tourism studies in English literature have more occupations, which could also provide a valid reference in methodology. Alant and Bruwer (2004) researched on wine tourist motivations through cellar door surveys in South Australia, finding out the main purpose of tourist visit to the wine region was visiting wineries and tasting/buying wine, and the primary motivation for people visiting the cellar door was to taste wine, and also build up a conceptual motivational framework for wine tourism based on the survey analysis.

Charters and Ali-Knight (2002) conducted site surveys on wine tourists in western Australia, researching on wine tourist demographic profiles and their knowledge of and interest in wine, experience and expectations at wineries, motivations to visit, and factors influencing their decision to buy wine at the cellar door. The finding results suggested the regional and cultural variations had significant influence on wine tourist perceptions and expectations.

Marzo-Navarro and Pedraja-Iglesias (2009) conducted a survey on potential and real wine tourists in Spain, revealing potential Spanish wine tourist profiles and the relation between the origin of preferred wine and the destination selection in wine tourism.

In addition to the survey research, Ravenscroft and Van Westering (2001) also used literature research methodology in researching on the relationship between people's consumption of wine and their leisure and tourism behaviors.

In Chinese Literature

Since tea culture is originally from China, and tea tourism has fast developed in recent years, tea culture and tea tourism are gaining more and more attention in Chinese tourism researches. As calculated in the literature research by Qian et al., (2008) there were 57 valuable researches on tea cultural tourism published in China from 1994 to 2007, containing a wide range of topics, such as the background and requirements of tea tourism development, the conception and characters of tea tourism, significances and benefits of tea tourism development, tea tourism products and developing modes, and other problems and issues in tea tourism. However, in various Chinese tea tourism researches, quantitative researches on tea tourists are still deficient, which need much more academic attention (Qian et al., 2008).

Zhang (2004) researched on the relationship between tea culture and tea tourism in the master's thesis. She used multiple cases study and comparison method, to indicate that the implication of tea culture in tourism could bring social and economic benefits, while sustainable tea tourism development would promote the transmission of tea culture, protect and enrich traditional Chinese tea cultures.

Ji (2006) also studied tea tourism development in his master's thesis. He stated the history of Chinese tea culture, and compared with Japanese and British tea cultures. A single case study method was used in his research. He analyzed tea tourism development in Shandong province, and made recommendations for future tea tourism industry.

Tourism Motivation Theories

This research studies tea tourists based on theories of tourist motivations.

According to the literature, motivations of tea tourists are varied. Jolliffe (2007) used Iso-Ahola's (1982) Seeking/Escaping Model to explain tea tourist motivation. Kay (2009) also suggested several theories could explain cultural tourist motivations, such as Push and Pull Tourist Motivation Theory developed by Crompton, 1979; the hedonic consumer motivation theory introduced by Hirschman and Holbrook, 1982; and the hedonic tourism motivation model developed by Goossens, 2000. Each of these theories as it applies to this study is described here.

The Seeking/Escaping Model developed by Iso-Ahola (1982) demonstrates two critical recreational motivations: (a) escaping from everyday routine environment, including personal environment, and interpersonal environment; and (b) seeking personal and interpersonal intrinsic rewards, such as feelings of mastery and competence. Snepenger, King, Marshall and Uysal (2006) tested Iso-Ahola's motivation theory, specified escaping from personal environment as to get away from normal environment, to have a change in everyday life, and to overcome a bad mood; explained interpersonal environment as avoiding people, getting away from a stressful social environment, and avoiding interaction with others; interpreted personal seeking as to tell others about self-experiences, to feel good about oneself, and to experience new things; and specified interpersonal seeking as to be with people of similar interests, to bring friends/family closer, and to meet with new people. The research also found that travel behaviors were

more likely driven by seeking/escaping motivations, and tourism experiences would provide greater personal escape and personal seeking opportunities.

The Push/Pull Theory was developed by Dann (1977), suggesting that “Pull” factors were those which attract the tourist to a destination, and "Push" factors, referred to “the tourist as subject and deal with those factors predisposing him to travel ” (Dann, 1977, p. 186). Crompton (1979) explained the push factors in tourist motivation as social-psychological motives, such as escaping from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction; and pull factors as those attractions aroused by tourist destinations, such as novelty and education. According to Kay’s (2009) research on cultural tourist motivations, cultural tourists are most pulled by novelty and learning, and also pushed by relaxation, social prestige and word-of-mouth psychologically-based motives.

The Hedonic Motivation Theory was emphasized on personal intrinsic rewards of consumer. It applied in tourism was explained as tourists were pushed by their emotional needs and pulled by the emotional benefits (Goossens, 2000). In Kay’s (2009) research, a combination of learning and hedonic- entertainment-consumption was found significant in cultural tourist motivations. Also in wine tourism researches, Beverland (1998), Dodd (1995), and Hall (2000) indicated wine tourist behaviors were recognized to have an inherent element of hedonism, because it was related to food, socializing and relaxation, which all results in indulgence (as cited in Alant & Bruwer, 2004).

This study modified Snepenger's et al. (2006) motivation scale of Seeking/Escaping Theory, to measure potential tea tourist motivations. The Push/Pull Theory was applied to measuring people's perceptions of tea culture, such as learning tea from family heritage (enhancement of kinship relationships), and through social communications (enhancement of kinship relationships); and tourist expectations in tea tourism, such as learning original tea preparation and drinking style (education). The Hedonic Motivation Theory was used to explain the relation between people's perceptions of tea culture and their expectations in tea tourism. The tea cultural perceptions reflected some of the potential tourist needs, such as seeing images of where the tea come from, and experiencing the traditional tea culture in its origin. The expectations in tea tourism reflected tourist expected benefits from tea tourism, such as tea garden viewing tour and learning original tea drinking styles. The Hedonic motivation theory can explain the coherence of them.

Summary

In English literatures, researches on tea tourism are very lacking. Most methods used in previous tea tourism researches are case studies, and are majorly from supplier's perspective. While in Chinese literatures, a lot of studies have been done on tea tourism, but few have quantitative analysis. Wine tourism researches, as studies in similar fields, have much more theories and methodologies provided to tea tourist researches. Tea cultures in the world are diversified, and according to previous researches, tourist perceptions and expectations in cultural tourism are varied by different cultural groups.

Thus, a cross-cultural study on tea tourist from different cultural background, using quantitative survey method, has great significances in this academic field.

Hypothesis

According to the purpose of this study, and relevant previous literatures, the following hypotheses were constructed by the researcher in order to specify research questions:

H1: Respondents' tea drinking behaviors are associated with demographic factors.

H2: Tea drinking behavior will be associated with people's understanding of and attitudes towards tea culture.

H3: People's self-identified cultural background will be associated with people's understanding of and attitudes towards tea culture.

H4: Demographic, behavioral, or cultural factors will be associated with respondent attitudes, expectations and motivations towards tea tourism.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this study is to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism. To accomplish this, this research study will adopt a quantitative approach to collect data and answer proposed research questions.

Research Question 1: what demographic factors are associated with people's tea drinking behavior?

Research Question 2: will tea drinking behavior be associated with people's understanding of and attitudes towards tea culture?

Research Question 3: will people's self-identified cultural background be associated with people's understanding of and attitudes towards tea culture?

Research Question 4: what demographic, behavioral, or cultural factors will be associated with people's attitudes, expectations and motivations towards tea tourism?

Population and Sample

Tea tourism, as a new type of cultural tourism in modern society, currently takes up a limited portion of the tourist market, but a large potential visitor market in tea-drinking consumers exists. These tea drinking consumers are world-wide, including a wide range of ages, occupations, and other demographic attributes.

As a type of pilot research in this field, this study researched the population of faculties in universities. South Australian Tourism Commission indicated that wine tourists are people “with higher education and incomes in professional occupations” (as cited in Charters & Ali-Knight, 2000, p. 312). Faculty in universities share some of the characteristics in wine tourists, such as higher education levels, stable incomes, and higher social status. Thus, researching university faculty in a pilot tea tourism study is reasonable.

The University of North Carolina at Greensboro (UNCG) is a public university in the United States, which has 1,060 academic faculty, 85 undergraduate, 61 master’s, and 26 doctoral programs. Shanghai Normal University (SHNU) is a public university in Shanghai, China. It is a comprehensive local university with salient features of teacher training and particular strength in liberal arts, tourism management, and music. It has 1,722 academic faculty in 84 undergraduate programs and 126 graduate programs. Since the universities have similar academic structure and ranking, SHNU is a good sample to compare with UNCG for a cross-cultural study.

As an exploratory research, the convenient sampling method was used to identify eligible respondents from each population unit with an interest in this research. The researcher obtained 871 UNCG faculty email addresses through the Office of Institutional Research (OIR) and 300 faculty email addresses directly from the SHNU websites.

Data Collection

This study used an online survey method through Qualtrics, which was a web-based software that enables users to conveniently develop, publish, and collect survey responses to surveys. An online survey method was adopted for efficiency in both time and economic considerations. A Chinese version of the questionnaire was translated from English into Simplified Chinese, which is the official language in China, making it convenient for Chinese respondents to understand. The Chinese translation was revised by a UNCG faculty member, who is fluent in Chinese, and a graduate student from China who translated it back to English to check the consistency of the survey questions.

A pilot test was conducted among 34 faculty members and graduate students in Department of Community and Therapeutic Recreation in UNCG, before officially sending out surveys. Subsequently, some modifications were made to the wording to improve the readability of the survey questions.

Data were collected through three phases. During phase 1, an email invitation with the survey was sent out to the target population, including 871 UNCG faculty members and 300 SHNU faculty members, and 68 responses came back in a week. A week after, the first reminder was sent to all subjects, yielding 131 responses. However, the response rate from SHNU was still very low. In order to increase the response rate, during phase 2, a snowball sampling method was used. The second email reminder was sent to SHNU, requesting respondents to forward the survey email to other faculty in SHNU. That method tripled the response rate in SHNU. For the purpose of increasing response rate, during phase 3, data were also collected at Dong Haw University. Dong

Haw University is a public university in Taiwan. It consists of eight colleges, thirty-five academic programs, forty-eight graduate institutes, and seventeen doctoral programs. The total number of faculty members is 500. It is compatible with UNCG and SHNU in terms of academic ranking and scale. Through a personal contact at Dong Haw University, 57 e-mail invitations were sent to faculty members at the business school. Each of them was encouraged to forward the survey link to other faculty members who might be interested in taking part in this study.

Measurement Instrument

A quantitative questionnaire was developed based on the literature in tea and tea tourism (e.g., Cheng et al., 2010; Kay, 2009; Shehata et al., 2004; Snepenger et al., 2006). The survey instrument consisted of 38 questions which were divided into four sections: (I) Tea drink preference, (II) Tea culture, (III) Tea tourism, and (IV) Demographics.

Before the beginning of survey, there was a consent form of this study. It included a statement with regard to the confidentiality of the survey, benefits, and risks of participating in this study.

Section I included questions related to respondents' tea drinking preferences with regard to hot tea and cold tea (e.g., tea drinking frequency, time and place of tea drinking, tea type preference, the way of purchasing tea, and the reason for drinking tea), (Cheng et al., 2010; Shehata et al., 2004). Examples of the questions were: (a) which your favorite type of tea is, and (b) where do you drink tea most often.

Section II asked questions about respondents' perceptions of tea culture, such as tea origin preference, familiarity and interests about tea cultures, and perceptions of the

importance of each tea cultural elements. For instance, which tea leaf origin do you prefer, and how familiar are you with the following tea cultures?

Section III asked questions about respondents' attitudes and expectations towards tea tourism. Questions included awareness of tea tourism, the possibility of travelling to tea tourist destinations, assessment of tea tourism products, and motivations of tea tourists. Examples of the questions were how likely it is you will visit the following areas with a purpose related to tea, and how interesting you find each of the following activities in tea tourism.

Section IV included demographics questions such as gender, age, cultural background, education level, and annual income. For an example, how do you define your primary cultural background?

Data Analysis

Data were analyzed by using Statistical Package for the Social Sciences© (SPSS) 18. Descriptive statistics was run to reveal respondents' profiles and their tea drinking behaviors. Chi-square, T-test, and ANOVA analysis were employed for cross-cultural comparison. Correlation analysis was adopted to test the relationship between tea cultural perceptions and tourism expectations.

For H_1 , *Respondents' tea drinking behaviors are associated with demographic factors*, Chi-square and T-test was used in testing if gender will have effects on respondents' tea drinking behaviors, and ANOVA was conducted in more than two subgroups, such as cultural backgrounds, age and other demographic factors.

For *H₂*, *Tea drinking behavior will be associated with people's understanding of and attitudes towards tea culture*, T-test was run between cold tea and non-cold tea drinkers on tea cultural familiarity and interests. ANOVA was used in testing the relationship between tea drinking frequency and methods of learning tea cultures. In addition, correlations were tested between reasons of drinking tea and the perceptions of important elements in tea culture.

For *H₃*, *People's self-identified cultural background will be associated with people's understanding of and attitudes towards tea culture*, ANOVA tests were used to examine the relations between cultural backgrounds and familiarity with tea cultures, interest in tea cultures, importance of elements in tea culture, methods of learning about tea cultures, and interest in components of tea cultures.

For *H₄*, *Demographic, behavioral, or cultural factors will be associated with respondent attitudes, expectations and motivations towards tea tourism*, ANOVA was conducted among different countries of residence, to find the differences in the possibility of visiting tea destinations. In addition, ANOVA tests were also used in examining differences in people's expectations and motivations for tea tourism and tea cultural perceptions among different cultural backgrounds. In the last, correlations were tested to identify the relationships between tea drinking behaviors and tea tourist expectations, and between tea cultural perceptions and tea tourism expectations.

CHAPTER IV

RESULTS

The purpose of this study is to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism. This chapter will report the results of an online survey administered to university faculty in three different regions: the United States, China, and Taiwan. The survey response rate and descriptive statistics of sample will be provided here, and results of relevant statistical tests will also be presented and interpreted to answer the following research questions:

Research Question 1: what demographic factors are associated with people's tea drinking behavior?

Research Question 2: will tea drinking behavior be associated with people's understanding of and attitudes towards tea culture?

Research Question 3: will people's self-identified cultural background be associated with people's understanding of and attitudes towards tea culture?

Research Question 4: what demographic, behavioral, or cultural factors will be associated with respondents' attitudes, expectations and motivations towards tea tourism?

Survey Response Rate

The web-based survey was directly emailed to a total number of 1228 faculty in three different universities: 871 to University of North Carolina at Greensboro (in the US), 300 to Shanghai Normal University (in China), and 57 to Dong Haw University (in Taiwan). Sampling frames were provided through the Institutional Research office at UNCG, Shanghai Normal University website, and the email list of Dr. Jerome Zhu in Dong Haw University. According to *Qualtrics* survey statistics, a total of 246 surveys were returned and 88% of them were fully completed surveys. In the first sampling stage, a total of 133 surveys were returned from the US, giving a response rate of 15%; a total of 17 surveys were returned from China with response rate of 6%. In the second sampling stage, a snowball technique was implemented, asking subjects in SHNU forward the survey link to other faculty they know may be interested in the project. As a result, 70 responses were returned. But, since the final sampling frame in China was unknown, the actual response rate was under 23% of total Chinese samples. In addition, 13 surveys were returned from Taiwan after an third wave of data collection was initiated through a personal contact there, providing a response rate at 21% of total samples in Taiwan.

Descriptive Results

Demographic Findings

The demographic information collected in this study included: country of residence (US, China, or Taiwan), gender, age, education level, personal annual income, and primary self-identified cultural background. Most respondents were from US (61.9%), due to different sampling frame sizes; female respondents (57%) were more prevalent

than male respondents; nearly 40% of respondents were 35 years old or younger, while the number of respondents in age ranges 35 to 45, 46 to 55, and 56 to 65 were almost same, approximately 20%; half of the respondents had doctoral degrees (50%); more than half of the respondents had annual incomes over \$45,000 (50.1%), while 16.5% were below \$20,000; 21.1% of the respondents identified themselves from European backgrounds, 31% considered themselves from North American backgrounds, while 40.8% respondents self-reported Asian cultural backgrounds, which might include both respondents in China and Taiwan. The following Table 1 provides a detailed respondent profile.

Table 1

Respondents' Profile

| | | Frequency | Percent |
|-------------------|-----------------|-----------|---------|
| Country (n=215) | US | 133 | 61.8% |
| | China | 70 | 32.6% |
| | Taiwan | 12 | 5.6% |
| Gender(n=214) | Male | 92 | 43.0% |
| | Female | 122 | 57.0% |
| Age (n=215) | 35 or younger | 84 | 39.1% |
| | 36-45 | 44 | 20.5% |
| | 46-55 | 42 | 19.5% |
| | 55-65 | 40 | 18.6% |
| | Older than 65 | 5 | 2.3% |
| Education (n=216) | College Degree | 24 | 11.1% |
| | Master's Degree | 73 | 33.8% |

| | | | |
|-----------------------------|------------------------------|-----|-------|
| | Doctoral Degree | 108 | 50.0% |
| | Professional Degree (JD, MD) | 11 | 5.1% |
| Annual income (n=212) | \$20,000 or less | 35 | 16.5% |
| | \$20,000 - \$29,999 | 15 | 7.1% |
| | \$30,000 - \$44,999 | 12 | 5.7% |
| | \$45,000 - \$59,999 | 26 | 12.3% |
| | \$60,000 - \$84,999 | 43 | 20.3% |
| | \$85,000 or more | 37 | 17.5% |
| | Prefer not to answer | 44 | 20.8% |
| Cultural background (n=231) | African | 3 | 1.4% |
| | Asian | 87 | 40.8% |
| | European | 45 | 21.1% |
| | Other | 6 | 2.8% |
| | Prefer not to answer | 6 | 2.8% |
| | North American | 66 | 31.0% |
| | South American | 0 | 0% |

Tea Drinking Behaviors

Information about respondents' tea drinking behaviors was also obtained from the survey. A total of 215 respondents claimed they were tea drinkers (91.6% drank hot tea, and 66.8% drank cold tea). These numbers indicate that hot tea is generally more popular than cold tea in this sample of faculty respondents. Most respondents had tea once a week; while more than 30 percent of the hot tea drinkers had tea more than once a day. The major tea drinking time was in the afternoon, but hot tea drinkers could have hot tea from early morning to late night, while cold tea drinkers rarely had cold tea in the morning. Loose tea leaves and tea bags were both favored by hot tea drinkers, but most cold tea

drinkers liked only tea bags. In hot tea drinking, green tea was the most popular one, but in cold tea drinking, black tea was the favorite type. Most respondents had tea at home or at work, however, near 20 percent of the cold tea drinkers indicated they often had cold tea in restaurants. Most respondents bought tea from supermarkets, but more than 20 percent of the respondents also bought tea from tea specialty shops. The detailed data are provided below in Table 2 *Respondents' Tea Drinking Behavior*.

Table 2 (a)

Respondents' Hot Tea Drinking Behavior

| | Tea drinker ($p=90.3\%$, $n=246$) | |
|--|--------------------------------------|------------|
| | Hot tea drinker ($p=91.6\%$) | |
| | Frequency | Percentage |
| How often do you drink tea? | | |
| Less than once a Month | 17 | 6.9% |
| Once or twice a Month | 35 | 14.2% |
| Once a Week | 56 | 22.7% |
| Several times a Day | 39 | 15.8% |
| Once every Day | 45 | 18.2% |
| When do you drink tea? (Multiple answers) | | |
| Early morning | 57 | 23.1% |
| Mid-morning | 90 | 36.4% |
| Mid-day | 70 | 28.3% |
| In the afternoon | 110 | 44.5% |
| At night | 90 | 36.4% |
| Which is your preference for tea? | | |
| Loose tea leaves | 88 | 35.6% |
| Tea bag | 94 | 38.1% |
| Liquid tea concentrate (add water) | 1 | 0.4% |
| Pre-made bottles of tea | 2 | 0.8% |
| Other (please specify) | 3 | 1.2% |
| Which is your favorite type of tea? | | |
| White | 2 | 0.8% |

| | | |
|---|-----|-------|
| Green | 73 | 29.6% |
| Black | 44 | 17.8% |
| Oolong | 17 | 6.9% |
| Puerth | 8 | 3.2% |
| Flavored tea (with caffeine) | 6 | 2.4% |
| Decaffeinated (herbal tea or fruit tea) | 29 | 11.7% |
| Other(please specify) | 12 | 4.9% |
| Where do you drink tea most often? | | |
| At home | 125 | 50.6% |
| At work | 57 | 23.1% |
| Tea specialty shop | 1 | 0.4% |
| Coffee shop | 1 | 0.4% |
| Afternoon tea location (hotel, social club, etc.) | 1 | 0.4% |
| Other (please specify) | 5 | 2.0% |
| Where do you usually purchase materials to make tea? | | |
| Supermarket | 95 | 38.5% |
| Specialty store | 59 | 23.9% |
| Natural food store | 21 | 8.5% |
| Internet | 4 | 1.6% |
| Catalog (mail order) | 3 | 1.2% |
| Other (please specify) | 9 | 3.6% |

Table 2 (b)

Respondents' Cold Tea Drinking Behavior

| | Tea drinker ($p=90.3%$, $n=246$) | |
|---|-------------------------------------|------------|
| | Cold tea drinker ($p =66.8%$) | |
| | Frequency | Percentage |
| How often do you drink tea? | | |
| Less than once a Month | 29 | 11.7% |
| Once or twice a Month | 35 | 14.2% |
| Once a Week | 46 | 18.6% |
| Several times a Day | 7 | 2.8% |
| Once every Day | 18 | 7.3% |
| When do you drink tea? (Multiple | | |

| | | |
|---|----|-------|
| answers) | | |
| Early morning | 12 | 4.9% |
| Mid-morning | 20 | 8.1% |
| Mid-day | 78 | 31.6% |
| In the afternoon | 82 | 33.2% |
| At night | 30 | 12.1% |
| Which is your preference for tea? | | |
| Loose tea leaves | 9 | 3.6% |
| Tea bag | 62 | 25.1% |
| Liquid tea concentrate (add water) | 7 | 2.8% |
| Pre-made bottles of tea | 5 | 2.0% |
| Other (please specify) | 31 | 12.6% |
| Which is your favorite type of tea? | | |
| White | 0 | 0.0% |
| Green | 31 | 12.6% |
| Black | 63 | 25.5% |
| Oolong | 4 | 1.6% |
| Puerth | 1 | 0.4% |
| Flavored tea (with caffeine) | 17 | 6.9% |
| Decaffeinated (herbal tea or fruit tea) | 13 | 5.3% |
| Other(please specify) | 7 | 2.8% |
| Where do you drink tea most often? | | |
| At home | 46 | 18.6% |
| At work | 26 | 10.5% |
| Tea specialty shop | 2 | 0.8% |
| Coffee shop | 11 | 4.5% |
| Afternoon tea location (hotel, social club, etc.) | 6 | 2.4% |
| Other (please specify) | 45 | 18.2% |
| Where do you usually purchase materials to make tea? | | |
| Supermarket | 84 | 34.0% |
| Specialty store | 13 | 5.3% |
| Natural food store | 7 | 2.8% |
| Internet | 1 | 0.4% |
| Catalog (mail order) | 3 | 1.2% |
| Other (please specify) | 21 | 8.5% |

Analysis of Specific Research Questions

Research Question 1: What Demographic Factors Are Associated with People’s Tea Drinking Behavior?

Respondent tea drinking behavior was examined from perspectives of cold/hot preference, drinking frequency, time and place of tea drinking, favorite tea types, tea packaging preference, channels of tea purchase, and reasons for drinking tea (see details in Table 3). In order to identify what factors will affect respondent tea drinking behaviors, several statistical tests were calculated, between respondent demographic data and drinking behavior data.

Table 3 (a)

Respondents’ Reasons for Drinking Hot Tea

| | N | Mean | SD |
|----------------------------|-----|------|------|
| Health benefits | 190 | 3.71 | 1.01 |
| Keep awake | 186 | 3.15 | 1.20 |
| Like the taste | 190 | 4.29 | 0.77 |
| Follow cultural traditions | 186 | 2.47 | 1.14 |
| Interested in tea culture | 185 | 2.63 | 1.21 |
| Religion belief | 183 | 1.43 | 0.74 |
| Family traditions | 184 | 2.28 | 1.25 |
| Other | 28 | 3.11 | 1.31 |

Table 3 (b)

Respondents' Reasons for Drinking Cold Tea

| | N | Mean | SD |
|----------------------------|-----|------|------|
| Health benefits | 130 | 2.56 | 1.28 |
| Keep awake | 130 | 2.74 | 1.30 |
| Like the taste | 136 | 4.27 | 0.85 |
| Follow cultural traditions | 126 | 1.87 | 1.04 |
| Interested in tea culture | 130 | 1.80 | 0.92 |
| Religion belief | 129 | 1.39 | 0.73 |
| Family traditions | 128 | 1.79 | 1.03 |
| Other | 23 | 2.74 | 1.45 |

Firstly, the relationship between respondent country of residence and cold/non-cold tea drinking preferences was examined through Chi-Square test (see Table 4 for details). Because respondents from Taiwan reported that no one drank cold tea, Chi-Square test only compared US and Chinese responses. The test result showed there was a significant difference between American and Chinese respondents in cold tea drinking $\chi^2(1, N = 185) = 93.564, p < .001$; cold tea drinking is much more evident in the US, but still not widely prevalent in China. Yang (2007) suggested the reason that cold tea instead of hot tea became the most popular tea drinking style in America might be due to different eating habits and lifestyles.

Table 4

Cold Tea Drinking Preferences in US and China

| | | Country of Residence | | Total |
|---|-----|----------------------|-------|-------|
| | | U.S. | China | |
| Do you drink any form of tea as cold beverages? | Yes | 110 | 12 | 122 |
| | No | 12 | 51 | 63 |
| Total | | 122 | 63 | 185 |

Secondly, One-Way ANOVA tests were conducted among the different age groups to examine the influence of respondent age on tea drinking behaviors. Significant differences appeared in several of the behavioral items; keeping awake $F(4,170) = 3.181$, $p = .015$, following cultural traditions $F(4,170) = 6.224$, $p < .001$, being interested in tea culture $F(4,169) = 4.155$, $p = .003$, and family traditions $F(4,168) = 2.590$, $p = .039$ were important reasons for drinking hot tea. After Tukey's post-hoc tests, statistical results showed that the age group of 35 or younger had higher evaluations than other groups on each of the aforementioned reasons for drinking hot tea.

Table 5

Tea Drinking Reasons among Different Age Groups

| | 35 or younger N=64 | 36-45 N=38 | 46-55 N=37 | 56-65 N=33 | Older than 65 N=3 |
|----------------------------|-----------------------|-------------------|-------------------|-------------------|----------------------|
| Keep awake | M=3.47* SD=.94 | M=3.24 SD=1.32 | M=2.84 SD=1.32 | M=2.73 SD=1.31 | M=2.33 SD=1.53 |
| Follow cultural traditions | M=2.86* SD=1.01 | M=2.54 SD=1.07 | M=2.03 SD=1.09 | M=2.03 SD=1.28 | M=1.00 SD=.00 |

| | | | | | |
|---------------------------|--------------------|-------------------|-------------------|-------------------|-------------------|
| Interested in tea culture | M=2.98* SD=1.15 | M=2.72 SD=1.19 | M=2.08 SD= .94 | M=2.44 SD=1.44 | M=1.67 SD=1.16 |
| Family traditions | M=2.61* SD=1.28 | M=2.23 SD=1.09 | M=1.97 SD=1.24 | M=1.90 SD=1.32 | M=1.67 SD=1.16 |

Note: * indicates significantly higher value than other groups.

One-Way ANOVA tests were also used to examine the influence of cultural backgrounds on people's tea drinking motivations. The test results showed significant differences in "keep awake," $F(5,168) = 4.123, p = .001$; "like the taste," $F(5,168) = 2.546, p = .030$; "follow cultural traditions," $F(5, 167) = 12.739, p < .001$; "interested in tea culture," $F(5,166) = 5.343, p < .001$; and "family traditions," $F(5, 172) = 3.941, p = .002$. Tukey's post-hoc tests results showed that Asian respondents had higher evaluations than North American, European and other groups on each of those reasons.

Table 6

Tea Drinking Motivations among Different Cultural Backgrounds

| | European | Asian | North American |
|----------------------------|-------------------|--------------------|--------------------|
| Keep awake | M=2.84 SD=1.39 | M=3.54* SD= .94 | M=2.70 SD=1.31 |
| Like the taste | M=4.42 SD= .89 | M=4.10* SD= .78 | M=4.41 SD= .622 |
| Follow cultural traditions | M=2.11 SD=1.22 | M=3.08* SD= .89 | M=1.79 SD= .97 |
| Interested in tea culture | M=2.28 SD=1.34 | M=3.10* SD=1.05 | M=2.18 SD= 1.15 |
| Family traditions | M=2.03 SD=1.30 | M=2.69* SD=1.23 | M=1.82 SD=1.16 |

Note: * indicates significantly higher value than other groups.

Research Question 2: Will Tea Drinking Behavior Be Associated with People’s Understanding of and Attitudes towards Tea Culture?

Information on respondents’ tea culture perceptions was obtained, (i.e., tea origin preferences, familiarity with tea cultures of different regions, interest in tea cultures, importance of various elements in tea culture, and methods of learning about tea culture). Table 7 and Table 8 provide detailed information about responses related to perceptions about tea cultures.

Table 7

Respondent Perceptions of Tea Cultures (1)

| | How familiar are you with following tea culture? | | | How interested are you in the following tea culture? | | |
|---------------------------|--|------|-----|--|------|-----|
| | Mean | SD | N | Mean | SD | N |
| Chinese art of tea | 2.72 | 1.26 | 217 | 3.51 | 1.20 | 217 |
| Japanese tea ceremony | 2.50 | 1.19 | 216 | 3.37 | 1.22 | 214 |
| British tea service | 2.95 | 1.25 | 217 | 3.23 | 1.20 | 213 |
| Middle east tea culture | 1.87 | 1.03 | 215 | 3.07 | 1.23 | 212 |
| Indian tea festival | 1.74 | .95 | 214 | 3.06 | 1.20 | 212 |
| Russian tea serving style | 1.78 | .99 | 214 | 2.97 | 1.23 | 212 |

Table 8

Respondent Perceptions of Tea Culture (2)

| | Mean | SD | N |
|---|------|------|-----|
| How important is each of the following? | | | |
| Drinking a high quality tea product | 4.05 | 1.01 | 220 |
| Knowing the origin or source of the tea ingredients | 3.29 | 1.21 | 219 |
| Learning about the original tea culture | 3.21 | 1.15 | 219 |

| | | | |
|--|------|------|-----|
| Experiencing the traditional tea culture in its origin | 3.07 | 1.18 | 219 |
| Seeing images of where the tea come from | 2.81 | 1.14 | 219 |
| How did you become familiar with tea culture? | | | |
| From book, TV, Internet or other media | 3.28 | 1.21 | 209 |
| Through travel experience | 3.28 | 1.29 | 209 |
| Through social communication | 2.99 | 1.25 | 206 |
| Influenced by friends | 2.93 | 1.21 | 209 |
| Other | 2.92 | 1.33 | 48 |
| Cultural tradition | 2.91 | 1.33 | 209 |
| Family heritage | 2.70 | 1.31 | 210 |
| How interesting is each of following components of tea culture? | | | |
| Tea drinking style | 3.74 | 1.17 | 216 |
| Tea preparation | 3.60 | 1.19 | 215 |
| Tea set | 3.54 | 1.27 | 217 |
| Tea related arts (poetry, art, etc.) | 3.13 | 1.25 | 212 |
| Tea processing | 3.12 | 1.22 | 217 |
| Tea planting | 2.96 | 1.20 | 216 |

To determine the relationship between respondent tea drinking behaviors and their perceptions of tea culture, several T-Tests, ANOVA, and Correlation tests were calculated as follows.

Firstly, cold/hot tea drinking preference was tested as an independent variable in T-Tests. Results indicated that there were significant differences between cold tea drinkers and non-cold tea drinkers in familiarity of Japanese, $t(195) = -.299, p < .001$; and Chinese tea cultures, $t(197) = -3.684, p < .001$. That suggested that cold tea drinkers' familiarities of Japanese and Chinese tea cultures were significantly lower than non-cold tea drinkers'. In addition, non-cold tea drinkers were found to be more interested in

Chinese tea culture, $t(196) = -2.714, p < .001$; Middle East tea culture, $t(191) = -.387, p = .011$; British tea culture, $t(192) = -.845, p = .028$; Indian tea culture $t(191) = -.866, p = .010$; and Russian tea culture $t(191) = -.534, p = .007$.

Table 9

Tea Cultural Perception Differences between Cold and Non-cold Tea drinker

| | Cold tea drinker | Non-cold tea drinker |
|---|------------------|----------------------|
| How familiar are you with the following tea cultures? | | |
| Japanese tea ceremony | M=2.55 SD=1.28 | M=2.62* SD= .93 |
| Chinese art of tea | M=2.44 SD=1.33 | M=3.21* SD= .95 |
| How interested are you in the following perspectives of tea culture? | | |
| Chinese art of | M=3.38 SD=1.26 | M=3.88* SD= .87 |
| Middle east tea culture | M=3.14 SD=1.27 | M=3.19* SD=1.04 |
| British tea service | M=3.23 SD=1.25 | M=3.42* SD=1.03 |
| Indian tea festival | M=3.09 SD=1.27 | M=3.21* SD= .99 |
| Russian tea serving style | M=3.06 SD=1.30 | M=3.11* SD=1.03 |

Note: * indicates significantly higher value than other group.

Secondly, respondent tea drinking frequency was used as an independent variable in a one-way ANOVA test to determine the relationship between drinking frequency and methods of learning tea cultures, $F(4,175) = 4.085, p = .003$. Results from Tukey's post-hoc tests indicated that respondents drinking tea once every day had higher agreement with learning tea culture from family traditions than respondents having tea less than once a month or once or twice a month. However, there was no significant difference found among cold tea drinkers grouped by frequency of tea drinking.

Table 10

Methods of Learning Tea Culture in Different Tea Drinking Groups

| | Family heritage | | Cultural tradition | | Book, TV, and Internet | | Influenced by friends | | Travel experience | | Social communication | |
|------------------------|-----------------|------|--------------------|------|------------------------|------|-----------------------|------|-------------------|------|----------------------|------|
| | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD |
| Less than once a Month | 2.13 | 1.19 | 2.14 | 1.10 | 2.93 | 1.59 | 2.64 | 1.22 | 2.86 | 1.17 | 2.80 | 1.27 |
| Once or twice a Month | 2.21 | 1.15 | 2.71 | 1.40 | 3.17 | 1.20 | 2.88 | 1.23 | 3.14 | 1.38 | 2.91 | 1.29 |
| Once a Week | 2.84 | 1.48 | 2.98 | 1.42 | 3.33 | 1.35 | 2.96 | 1.29 | 3.65 | 1.20 | 3.08 | 1.33 |
| Several times a Day | 2.69 | 1.17 | 3.00 | 1.40 | 3.32 | 1.07 | 2.85 | 1.16 | 2.97 | 1.28 | 2.63 | 1.10 |
| Once every Day | 3.23* | 1.19 | 3.28 | 1.10 | 3.56 | 0.98 | 3.26 | 1.22 | 3.53 | 1.24 | 3.40 | 1.19 |

Note: * indicates a significantly high value.

Thirdly, correlation tests were conducted to determine the relations between respondent tea drinking motivations and their perceptions of important elements in tea cultures. The results were showed in Table 11.

Table 11

Correlations between Tea Drinking Motivations and Tea Cultural Perceptions

| Tea drinking motivations | Important elements in tea cultures | | | |
|-------------------------------|-------------------------------------|---|--|--|
| | Knowing the origin of the tea drink | Learning about the original tea culture | Experiencing the traditional tea culture in its origin | Seeing images of where the tea come from |
| Following cultural traditions | | $r(178) = .505, p < .001$ | $r(179) = .435, p < .001$ | |
| Interested in tea | $r(178) = .490,$ | $r(177) = .597,$ | | $r(178) = .407$ |

| | | | | |
|---------|------------|------------|--|------------|
| culture | $p < .001$ | $p < .001$ | | $p < .001$ |
|---------|------------|------------|--|------------|

Research Question 3: Will People’s Self-identified Cultural Background Be Associated with People’s Understanding of and Attitudes towards Tea Culture?

To determine if respondent cultural backgrounds have significant influences on respondent perceptions of tea culture, ANOVA tests were conducted as following (See Figure 1).

Firstly, the relationship between respondent cultural backgrounds and their familiar tea cultures was examined by one-way ANOVA tests. The results showed significant differences among different cultural groups in respondent familiarity with Chinese art of tea, $F(5,202) = 12.323, p < .001$; and British tea service, $F(5,201) = 5.343, p < .001$. Tukey’s post-hoc tests indicated that Asian respondents had higher familiarity with the Chinese art of tea, but were less familiar with British tea cultures than were European and North American respondents.

Table 12

Familiarity of Tea Cultures among Different Cultural Groups

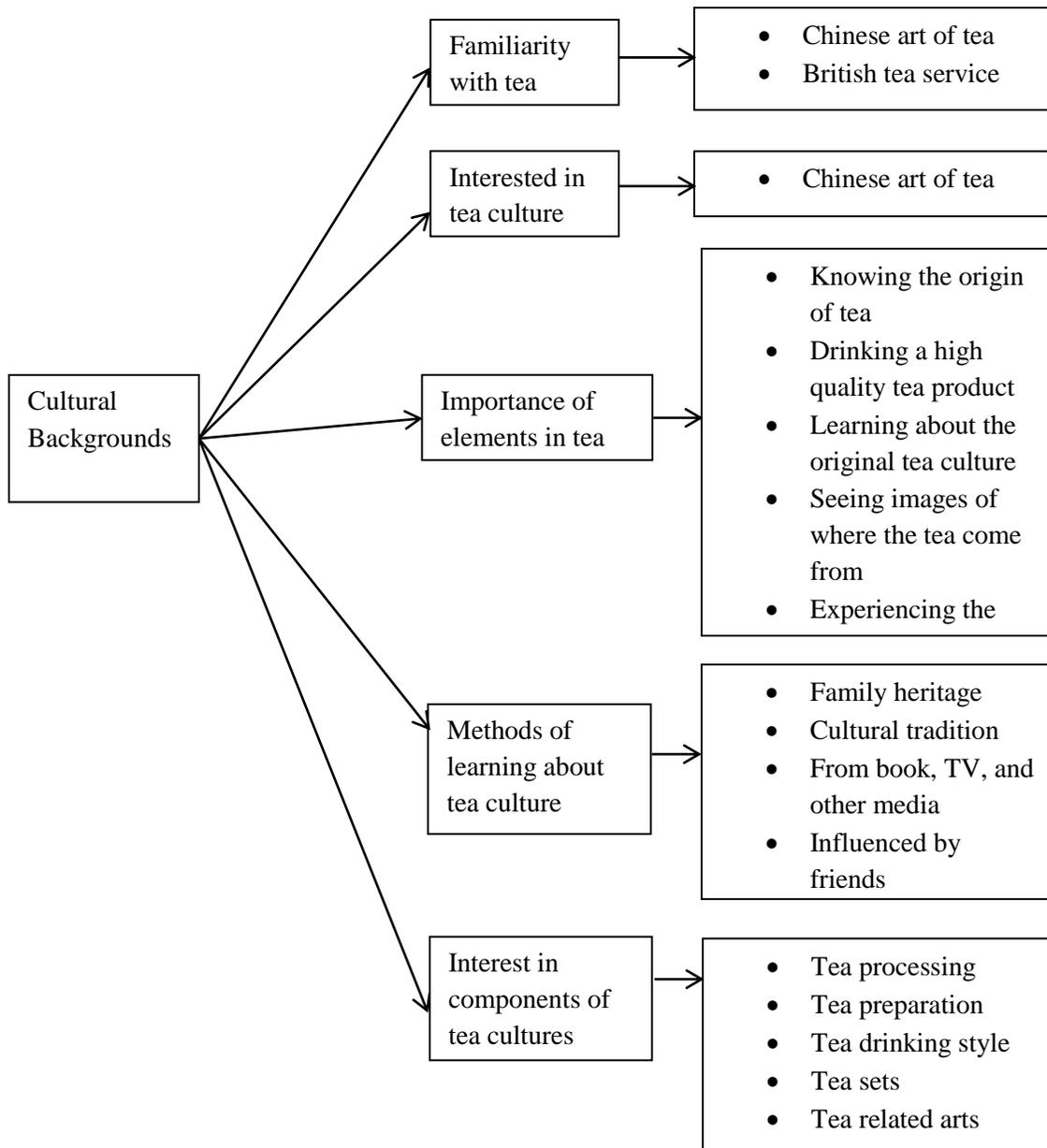
| | European | Asian | North American |
|---------------------------|---------------------|---------------------|---------------------|
| Japanese tea ceremony | M=2.48, SD=1.37 | M=2.53, SD= .98 | M=2.48, SD=1.36 |
| British tea service | M=3.56*, SD=1.29 | M=2.51, SD=1.01 | M=3.18*, SD=1.27 |
| Chinese art of tea | M=2.16, SD=1.24 | M=3.37*, SD= .98 | M=2.19, SD=1.25 |
| Russian tea serving style | M=2.14, SD=1.36 | M=1.55, SD= .67 | M=1.86, SD=1.07 |
| Indian tea festival | M=1.82, | M=1.74, | M=1.68, |

| | | | |
|-------------------------|--------------------|--------------------|--------------------|
| | SD=1.21 | SD= .85 | SD= .93 |
| Middle east tea culture | M=2.13, SD=1.31 | M=1.63, SD= .74 | M=1.97, SD=1.08 |

Note: * indicates a significantly higher value than other groups.

Figure 1

Relationships between Cultural Backgrounds and Perceptions of Tea Culture



Secondly, the relationship between cultural backgrounds and respondents' interest in tea cultures was tested. One-way ANOVA results indicated that there was a significant difference among Asian, European, and American respondents' interests in Chinese tea culture $F(5,201) = 5.308, p < .001$, and Tukey's post-hoc test indicated Asian respondents had significantly higher interests in the Chinese art of tea.

Table 13

Interests of Tea Cultures among Different Cultural Groups

| | European | Asian | North American |
|---------------------------|--------------------|--------------------|--------------------|
| Japanese tea ceremony | M=3.04, SD=1.31 | M=3.62, SD=1.15 | M=3.31, SD=1.21 |
| British tea service | M=3.02, SD=1.36 | M=3.45, SD=1.03 | M=3.11, SD=1.27 |
| Chinese art of tea | M=2.98, SD=1.36 | M=3.94*, SD=.92 | M=3.31, SD=1.25 |
| Russian tea serving style | M=2.91, SD=1.41 | M=2.91, SD=1.14 | M=3.06, SD=1.25 |
| Indian tea festival | M=3.02, SD=1.37 | M=3.00, SD=1.06 | M=3.11, SD=1.26 |
| Middle east tea culture | M=3.07, SD=1.35 | M=2.95, SD=1.18 | M=3.17, SD=1.23 |

Note: * indicates a significantly higher value than other groups.

Thirdly, one-way ANOVA tests were used to examine differences in perceptions of important elements in tea culture among respondents of different cultural backgrounds. Significant differences were found in all five elements: "knowing the origin or source of tea drink," $F(5,203) = 6.040, p < .001$; "drinking a high quality tea product," $F(5,204) = 4.612, p = .001$; "learning about the original tea culture," $F(5,203) = 5.535, p < .001$; "seeing images of where the tea come from," $F(5,203) = 6.948, p < .001$; "experiencing

the traditional tea culture in its origin,” $F(5,203) = 4.116, p = .001$. Through Tukey’s post-hoc tests, the Asian group was found to have higher evaluations of each tea cultural elements than European and American respondents.

Table 14

Important Elements of Tea Cultures among Different Cultural Groups

| | European | Asian | North American |
|---|-----------------|------------------|-----------------|
| Knowing the origin of tea | M=2.82, SD=1.44 | M=3.78*, SD= .93 | M=2.94, SD=1.21 |
| Drinking a high quality tea product | M=3.93, SD=1.17 | M=4.35*, SD= .84 | M=3.83, SD= .97 |
| Learning about the original tea culture | M=2.75, SD=1.35 | M=3.58*, SD= .85 | M=2.92, SD=1.17 |
| Seeing images of where the tea come from | M=2.20, SD=1.23 | M=3.26*, SD= .95 | M=2.61, SD=1.08 |
| Experiencing the traditional tea cultures | M=2.55, SD=1.30 | M=3.40*, SD= .99 | M=2.98, SD=1.22 |

Note: * indicates a significantly higher value than other groups.

Fourthly, ANOVA was used to test the influence of cultural backgrounds on respondents’ methods of learning about tea cultures. The test results showed significant differences in becoming familiar with tea cultures through “family heritage,” $F(5,195) = 13.410, p < .001$; “cultural traditions,” $F(5,194) = 27.050, p < .001$; “book, TV, Internet or other media,” $F(5,194) = 6.765, p < .001$; “influenced by friends,” $F(5,194) = 5.263, p < .001$; and “social communications,” $F(5,191) = 11.637, p < .001$. Tukey’s post-hoc tests indicated Asian respondents gave higher ratings than other respondents for each method of learning about tea cultures.

Table 15

Methods of Learning Tea Culture among Different Cultural Groups

| | European | Asian | North American |
|-----------------------------------|--------------------|---------------------|--------------------|
| Family heritage | M=2.05, SD=1.26 | M=3.31*, SD= .98 | M=2.03, SD=1.29 |
| Cultural tradition | M=2.18, SD=1.26 | M=3.79*, SD= .79 | M=2.02, SD=1.19 |
| From book, TV, and other media | M=2.85, SD=1.39 | M=3.73*, SD= .86 | M=2.95, SD=1.29 |
| Influenced by friends | M=2.60, SD=1.32 | M=3.35*, SD= .89 | M=2.58, SD=1.37 |
| Through travel experience | M=3.30, SD=1.45 | M=3.36, SD= .96 | M=3.18, SD=1.55 |
| Through social communication | M=2.46, SD=1.30 | M=3.56*, SD= .78 | M=2.43, SD=1.35 |
| Other | M=3.40, SD=1.51 | M=2.94, SD=1.20 | M=2.36, SD=1.43 |

Note: * indicates a significantly higher value than other groups.

Fifthly, the association between cultural backgrounds and respondent interest in various tea cultural components was also examined using ANOVA tests. Results showed significant differences in five out of total six components: “tea processing,” $F(5,201) = 3.707, p = .003$; “tea preparation,” $F(5,199) = 2.583, p = .027$; “tea drinking style,” $F(5,200) = 4.706, p < .001$; “tea sets” $F(5,201) = 3.378, p = .006$; and “tea related arts,” $F(5,196) = 3.432, p = .005$. But there was no significant difference in “tea planting”. The Tukey’s post-hoc results showed Asian respondents gave higher evaluations on each component than did other cultural groups.

Table 16

Interests of Tea Cultural Components among Different Cultural Groups

| | European | Asian | North American |
|--------------------|--------------------|----------------------|--------------------|
| Tea planting | M=2.77, SD=1.38 | M=3.12, SD= .99 | M=2.82, SD=1.32 |
| Tea processing | M=2.73, SD=1.37 | M=3.46*, SD= 1.00 | M=2.88, SD=1.27 |
| Tea preparation | M=3.18, SD=1.35 | M=3.81*, SD=1.05 | M=3.57, SD=1.19 |
| Tea drinking style | M=3.19, SD=1.48 | M=4.14*, SD= .85 | M=3.60, SD=1.14 |
| Tea set | M=3.20, SD=1.52 | M=3.95*, SD= .97 | M=3.27, SD=1.32 |
| Tea related arts | M=2.59, SD=1.37 | M=3.41*, SD= .99 | M=3.03, SD=1.34 |

Note: * indicates a significantly higher value than other groups.

Research Question 4: What Demographic, Behavioral, or Cultural Factors Will Be Associated with People’s Attitudes, Expectations, and Motivations towards Tea Tourism?

A series of statistical tests were conducted to identify what factors will influence people’s attitudes, expectations and motivations towards tea tourism; demographic factors, tea drinking behaviors, and tea cultural factors were treated as independent variables.

One-way ANOVA test was used in comparing differences in visiting possible tea tourist destinations among respondents from different countries of residence. The results showed that respondents from China and Taiwan indicated a significantly higher possibility of visiting all the six tea tourism destinations listed in the survey in

comparison to respondents from the US. The statistical results are showed as below:
 China, Taiwan or Japan, $F(2,209) = 69.656, p < .001$; India or Sri Lanka, $F(2,209) = 25.044, p < .001$; Turkey, $F(2,205) = 20.338, p < .001$; Kenya, $F(2,206) = 17.188, p < .001$; Brazil or Argentina, $F(2,207) = 15.914, p < .001$; and British, $F(2,207) = 9.211, p < .001$.

Table 17

Possibility of Visiting Tea Tourist Destination among Different Countries of Residence

| | US | China | Taiwan |
|-------------------------|--------------------|----------------------|---------------------|
| China, Taiwan, or Japan | M=2.08, SD=1.27 | M=3.64*, SD=1.06 | M=4.27*, SD= .79 |
| India or Sri Lanka | M=1.80, SD=1.06 | M=2.93*, SD= 1.16 | M=2.73*, SD=1.19 |
| Turkey | M=1.65, SD= .94 | M=2.55*, SD=1.00 | M=2.45*, SD=1.13 |
| Kenya | M=1.58, SD= .83 | M=2.37*, SD= .96 | M=2.00, SD=1.18 |
| Brazil or Argentina | M=1.63, SD= .90 | M=2.40*, SD= .96 | M=2.09, SD= .94 |
| British | M=2.12, SD=1.36 | M=2.84*, SD=1.22 | M=3.27*, SD=1.35 |

Note: * indicates a significantly higher value than other groups.

Another independent T-test was calculated on gender as an independent variable, with respondent motivation for tea tourism as a dependent variable. The results indicated significant differences between male and female respondents were found in the following motivations for tea tourism: “to avoid interaction with others,” $t(201) = -.812, p = .033$; “to experience new things,” $t(201) = -2.431, p = .009$; and “to bring friends or family closer,” $t(200) = .448, p = .034$. That indicated female respondents were more motivated

by avoiding others and experiencing new things than males, but less motivated by bringing friends or family closer.

Table 18

Tea Tourist Motivations between Different Gender Groups

| | Male | Female |
|---|---------------------|---------------------|
| To get away from normal surroundings | M=3.00, SD=1.15 | M=3.38, SD=1.18 |
| To have a change in pace of everyday life | M=3.08, SD=1.15 | M=3.44, SD=1.18 |
| To overcome a bad mood | M=2.61, SD=1.09 | M=2.76, SD=1.12 |
| To avoid people who annoy me | M=2.56, SD=1.08 | M=2.37, SD=1.04 |
| To get away from a stressful social environment | M=2.85, SD=1.18 | M=2.75, SD=1.17 |
| To avoid interactions with others | M=2.23, SD=.92 | M=2.35*, SD=1.09 |
| To tell others about experiences | M=2.56, SD=1.04 | M=2.62, SD=1.14 |
| To feel good about myself | M=2.81, SD=1.20 | M=2.99, SD=1.19 |
| To experience new things | M=3.47, SD=1.25 | M=3.85*, SD=1.03 |
| To be with people of similar interests | M=2.93, SD=1.17 | M=2.95, SD=1.10 |
| To bring friends or family closer | M=2.91*, SD=1.24 | M=2.83, SD=1.08 |
| To meet new people | M=2.87, SD=1.10 | M=3.05, SD=1.07 |
| To get more knowledge | M=3.43, SD=1.23 | M=3.73, SD=1.13 |

Note: * indicates a significantly higher value than other group.

In addition, ANOVA tests were used to examine the influence of respondents' cultural backgrounds on respondent expectations and motivations for tea tourism. (a) The

results of respondents' ratings of the importance of elements in tea tourism showed there were significant differences in "accessing the tea garden," $F(2,201) = 5.231, p < .001$; "communication with the tea garden manager or farmer," $F(2,201) = 4.237, p < .001$; "getting information about tea growing and processing," $F(2,201) = 6.456, p < .001$; "learning about original tea preparation and drinking style," $F(2,202) = 10.429, p < .001$; and "buying original tea products," $F(2,201) = 7.781, p < .001$. The Tukey's post-hoc results showed Asian group had higher importance ratings than did European and North American groups for each of the elements. (b) The results from testing respondent interest in various activities in tea tourism indicated Asian group had significant higher interest than did European and North American groups in all the nine activities listed below: tea garden viewing, $F(5,198) = 3.484, p = .005$; lodging near tea garden, $F(5,195) = 4.330, p = .001$; visit tea museum, $F(5,196) = 4.299, p = .001$; listening to tea production information, $F(5,199) = 7.570, p < .001$; visiting tea factories, $F(5,199) = 5.558, p < .001$; attending tea ceremony, $F(5,200) = 3.954, p = .002$; tea tasting, $F(5,198) = 5.444, p < .001$; tea festivals, $F(5,200) = 3.548, p = .004$; and buying tea products, $F(5,199) = 3.916, p = .002$. (c) The results of cultural background as an independent variable of tea tourist motivations showed that Asian group had significant higher level than European and North American groups in tea tourist motivations: "to overcome a bad mood," $F(5,200) = 7.552, p < .001$; "to avoid people who annoy me," $F(5,199) = 8.660, p < .001$; "to get away from a stressful environment," $F(5,200) = 8.007, p < .001$; "to avoid interaction with others," $F(5,198) = 6.973, p < .001$; "to feel good about myself," $F(5,196) = 10.367,$

$p < .001$; “to be with people of similar interests” $F(5,198) = 6.258, p < .001$; and “to bring friends or family closer,” $F(5,197) = 6.295, p < .001$.

Table 19

Importance of Elements in Tea Tourism among Different Cultural Groups

| | European | Asian | North American |
|--|--------------------|---------------------|--------------------|
| Accessing the tea garden | M=2.88, SD=1.37 | M=3.72*, SD= .96 | M=2.87, SD=1.33 |
| Communication with tea garden manager or farmer | M=2.81, SD=1.35 | M=3.53*, SD= .88 | M=2.75, SD=1.30 |
| Getting information about tea growing and processing | M=2.91, SD=1.25 | M=3.65*, SD= .82 | M=2.83, SD=1.30 |
| Learning about original tea preparation and drinking style | M=3.14, SD=1.41 | M=4.20*, SD= .83 | M=2.98, SD=1.36 |
| Buying original tea products | M=2.88, SD=1.28 | M=3.85*, SD=1.02 | M=2.84, SD=1.28 |

Note: * indicates a significantly higher value than other groups.

Table 20

Interests of Activities in Tea Tourism among Different Cultural Groups

| | European | Asian | North American |
|---|--------------------|---------------------|--------------------|
| Tea garden viewing tour | M=2.98, SD=1.49 | M=3.75*, SD= .93 | M=3.21, SD=1.24 |
| Lodging near tea gardens | M=2.62, SD=1.38 | M=3.46*, SD= .99 | M=2.77, SD=1.18 |
| Visiting tea museum | M=2.98, SD=1.35 | M=3.71*, SD= .99 | M=2.95, SD=1.15 |
| Listening to tea production information | M=2.81, SD=1.30 | M=3.79*, SD= .88 | M=2.80, SD=1.18 |
| Visiting tea factories | M=2.79, SD=1.30 | M=3.66*, SD= .89 | M=2.97, SD=1.21 |
| Attending a tea ceremony | M=3.26, SD=1.50 | M=4.13*, SD= .92 | M=3.69, SD=1.31 |

| | | | |
|---------------------|--------------------|---------------------|--------------------|
| Tea tasting | M=3.37, SD=1.46 | M=4.29*, SD= .78 | M=3.61, SD=1.36 |
| Tea festivals | M=3.05, SD=1.36 | M=3.76*, SD= .88 | M=3.29, SD=1.35 |
| Buying tea products | M=3.00, SD=1.35 | M=3.74*, SD= .87 | M=3.18, SD=1.26 |

Note: * indicates a significantly higher value than other groups.

Table 21

Tea Tourist Motivations among Different Cultural Groups

| | European | Asian | North American |
|---|--------------------|---------------------|--------------------|
| To get away from normal surroundings | M=2.93, SD=1.45 | M=3.25, SD= .93 | M=3.37, SD=1.23 |
| To have a change in pace of everyday life | M=2.88, SD=1.48 | M=3.38, SD= .91 | M=3.39, SD=1.22 |
| To overcome a bad mood | M=2.12, SD=1.60 | M=3.16*, SD= .91 | M=2.42, SD=1.08 |
| To avoid people who annoy me | M=2.00, SD= .99 | M=2.95*, SD= .96 | M=2.05, SD= .98 |
| To get away from a stressful social environment | M=2.33, SD=1.32 | M=3.24*, SD= .92 | M=2.32, SD=1.14 |
| To avoid interactions with others | M=1.98, SD=1.08 | M=2.74*, SD= .94 | M=1.92, SD= .88 |
| To tell others about experiences | M=2.23, SD=1.09 | M=2.79, SD=1.04 | M=2.56, SD=1.13 |
| To feel good about myself | M=2.34, SD=1.13 | M=3.52*, SD=1.01 | M=2.42, SD=1.12 |
| To experience new things | M=3.43, SD=1.45 | M=3.81, SD= .87 | M=3.66, SD=1.29 |
| To be with people of similar interests | M=2.52, SD=1.29 | M=3.34*, SD= .95 | M=2.60, SD=1.09 |
| To bring friends or family closer | M=2.43, SD=1.27 | M=3.33*, SD= .94 | M=2.52, SD=1.18 |
| To meet new people | M=3.00, SD=1.36 | M=3.00, SD= .87 | M=2.81, SD=1.17 |
| To get more knowledge | M=3.34, SD=1.54 | M=3.76, SD= .92 | M=3.50, SD=1.26 |

Note: * indicates a significantly higher value than other groups.

Also, the influence of respondent tea drinking behaviors on respondent attitudes and expectations for tea tourism was examined. Respondent tea drinking frequency was treated as independent variable while the possibility of visiting tea tourist destinations was treated as a dependent variable, using one-way ANOVA tests. The test results indicated there were significant differences among respondent groups segmented by frequency of tea drinking in the possibility of respondents' visiting "China, Taiwan, or Japan," $F(4,177) = 3.657, p = .007$; "India or Sri Lanka," $F(4,177) = 4.007, p = .004$; "Turkey," $F(4,174) = 2.938, p = .022$; "Kenya," $F(4,175) = 2.907, p = .023$; "Brazil or Argentina," $F(4,176) = 3.408, p = .010$; and "British," $F(4,176) = 3.340, p = .012$. Tukey's post-hoc test results indicated respondents who drink tea once or twice a month or less communicated a significantly lower possibility of visiting a tea tourism destination than did groups that drink tea once every day or several times a day.

Table 22

Possibility of Visiting Tea Tourist Destinations among Different Tea Drinking Groups

| | Less than once a month | Once or twice a month | Once a week | Several times a day | Once every day |
|-------------------------|------------------------|-----------------------|-----------------|---------------------|------------------|
| China, Taiwan, or Japan | M=1.82, SD=1.19 | M=2.42, SD=1.25 | M=2.88, SD=1.42 | M=3.13*, SD=1.49 | M=3.07*, SD=1.47 |
| India or Sri Lanka | M=1.65, SD=1.12 | M=1.88, SD=.93 | M=2.22, SD=1.17 | M=2.59, SD=1.23 | M=2.67*, SD=1.34 |
| Turkey | M=1.35, SD=.70 | M=1.88, SD=.99 | M=2.06, SD=1.12 | M=2.32*, SD=1.08 | M=2.22*, SD=1.13 |
| Kenya | M=1.29, SD=.59 | M=1.76, SD=.79 | M=1.86, SD=.94 | M=2.10*, SD=1.07 | M=2.12*, SD=1.09 |
| Brazil or Argentina | M=1.41, SD=.71 | M=1.79, SD=.82 | M=1.82, SD=.91 | M=2.08, SD=1.01 | M=2.32*, SD=1.17 |

| | | | | | |
|---------|--------------------|--------------------|--------------------|---------------------|---------------------|
| British | M=1.71, SD= .99 | M=2.19, SD=1.26 | M=2.73, SD=1.39 | M=2.85*, SD=1.44 | M=2.83*, SD=1.41 |
|---------|--------------------|--------------------|--------------------|---------------------|---------------------|

Note: * indicates a significantly higher value than drinking tea less than once a month group.

Several correlation tests were conducted to examine the relationship between respondent tea drinking reasons and their expectations in tea tourism. Significant results were shown in the following Table 23.

Table 23

Correlations between Tea Drinking Reasons and Tea Tourism Expectations

| How important is each of the following reasons to drink hot tea? | How important do you view the following in tea tourism? | | | | |
|---|---|--|--|------------------------------|----------------------|
| | Communication with the tea garden manager or farmer | Getting information about tea growing and processing | Learning about original tea preparation and drinking style | Buying original tea products | |
| Health benefits | | | | $r = .186, p = .013$ | |
| Interested in tea culture | $r = .525, p < .001$ | $r = .413, p < .001$ | $r = .514, p < .001$ | $r = .559, p < .001$ | |
| | How interesting do you find each of the following activities in tea tourism? | | | | |
| | Lodging near tea gardens | Visiting tea museum | Visiting tea factories | Attending a tea ceremony | Tea tasting |
| Follow cultural traditions | $r = .281, p < .001$ | $r = .332, p < .001$ | $r = .284, p < .001$ | $r = .250, p = .001$ | $r = .378, p < .001$ |
| Family traditions | $r = .199, p = .010$ | $r = .191, p = .013$ | $r = .160, p = .036$ | $r = .179, p = .171$ | $r = .279, p < .001$ |

In the third place, the relationship between respondent perceptions of tea culture and their expectations about tea tourism was examined through ANOVA and Correlation tests. Firstly, respondents were divided into three groups based on their self-evaluation about their familiarity of tea culture: expert, intermediate, and beginner. And a series of One-way ANOVA tests were calculated between those groups in possibility of visiting tea tourist destinations, perception of important elements in tea tourism, and motivations of tea tourism. Table 7 below showed the significant results.

Table 24

Significant Differences among Tea Cultural Expert, Intermediate and Beginner Groups

| | Expert (E) | Intermediate (I) | Beginner (B) | ANOVA Results |
|---|---------------|---------------------|-----------------|-----------------------------|
| How likely is it you will visit the following areas with a purpose related to tea? | | | | |
| China, Taiwan, or Japan | >B | >B | | $F = 13.472,$ $p < .001$ |
| India or Sri Lanka | | >B | | $F = 8.324,$ $p < .001$ |
| Turkey | | >B | | $F = 12.861,$ $p < .001$ |
| Kenya | | >B | | $F = 10.666,$ $p < .001$ |
| Brazil or Argentina | | >B | | $F = 8.221,$ $p < .001$ |
| British | | >B | | $F = 9.581,$ $p < .001$ |
| How important do you view the following in tea tourism? | | | | |
| Accessing the tea garden | >B | >B | | $F = 7.774,$ $p = .001$ |

| | | | | |
|--|--------|----|--|-----------------------------|
| Communication with the tea garden manager or farmer | >B | >B | | $F = 9.830,$ $p < .001$ |
| Getting information about tea growing and processing | | >B | | $F = 9.895,$ $p < .001$ |
| Learning about original tea preparation and drinking style | | >B | | $F = 6.662,$ $p = .002$ |
| Buying original tea products | >B | >B | | $F = 11.105,$ $p < .001$ |
| Other | >B, >I | | | $F = 4.103,$ $p = .022$ |
| How important is each of the following reasons for travelling to a tea destination? | | | | |
| To get away from normal surroundings | | >B | | $F = 4.941,$ $p = .008$ |
| To have a change in pace of everyday life | | >B | | $F = 3.779,$ $p = .024$ |
| To tell others about experience | >B | | | $F = 4.220,$ $p = .016$ |
| To experience new things | | | | $F = 4.452,$ $p = .013$ |
| To be with people of similar interests | >B | >B | | $F = 8.869,$ $p < .001$ |
| To meet new people | | >B | | $F = 4.946,$ $p = .008$ |
| To get more knowledge | | >B | | $F = 7.320,$ $p = .001$ |

In addition, several correlation tests were conducted to examine the relationship between respondent perceptions of tea cultures and expectations in tea tourism. The test results indicated (a) there was a significant positive relation between respondent familiarity of Chinese tea culture and their possibility of visiting China, Taiwan or Japan as tea tourist destinations, $r(207) = .607, p < .001$; (b) there was a positive correlation

between respondent interests in Chinese tea culture and their possibility of visiting China, Taiwan, or Japan, $r(208) = .565, p < .001$; (c) there were positive relations between respondent perceptions of interesting components in tea culture and their expectations of interesting activities in tea tourism, see Table 26 for details.

Table 25

Correlations between Perceptions of Tea Cultures and Possibility of Visiting Tea Tourist Destinations

| | Visiting China, Taiwan, or Japan |
|-----------------------------------|----------------------------------|
| Familiar with Chinese tea culture | $r(207) = .607, p < .001$ |
| Interested in Chinese tea culture | $r(208) = .565, p < .001$ |

Table 26

Correlations between Interested Tea Cultural Components and Interested Activities in Tea Tourism

| Interested tea cultural components | Interested activities in tea tourism | | | |
|------------------------------------|--------------------------------------|---------------------------|---------------------------|---------------------------|
| | Tea garden viewing tour | Visiting tea factories | Attending a tea ceremony | Visiting tea museum |
| Tea planting | $r(200) = .604, p < .001$ | | | |
| Tea processing | | $r(203) = .684, p < .001$ | | |
| Tea drinking style | | | $r(202) = .724, p < .001$ | |
| Tea related arts | | | | $r(194) = .562, p < .001$ |

Summary

This chapter described the data collected from online surveys, and reported the significant results after phased set statistical analyses. First of all, the descriptive results revealed a general profile of respondent demographics and tea drinking behaviors. Secondly, country of residence, age, and cultural background were identified as three important demographic factors associated with peoples' tea drinking behavior, supporting the hypothesis 1. Thirdly, the associations between tea drinking behaviors and tea cultural perceptions were examined through Chi-Square, ANOVA and correlations. Thus, hypothesis 2 was also supported. Fourthly, the associations between respondents' cultural backgrounds and perceptions of tea culture were examined, and significant associations were found between cultural backgrounds and respondents' familiarity with tea culture, interest in tea culture, importance of various elements in tea culture, methods of learning tea culture, and interest in various components of tea culture. Thus, the hypothesis 3 was getting supported. Lastly, demographic factor, tea drinking behaviors and tea cultural perceptions were identified having significant associations with respondents' attitudes, expectations, and motivations of tea tourism. Hence, the hypothesis 4 was finally supported.

CHAPTER V

CONCLUSION AND DISCUSSION

The purpose of this study is to explore how demographic and motivational factors influence tea-drinking behaviors, tea cultural perceptions, and expectations on tea tourism. This chapter will conclude the major findings in this study, and discuss the study's implications, limitations, and recommendations for practice and future studies.

Limitations

The first limitation of this study needs to be addressed is sample and sampling methods. As an exploratory study, the population of this study is tea drinkers, which is difficult to identify. Thus, this study conveniently sampled university faculty members from the US, China, and Taiwan to analyze tea drinking behaviors, tea cultural perceptions, and tea tourism expectations. However, the representativeness of the three countries is limited. Due to difficulties in accessing subjects out of the US, the sample sizes in China and Taiwan are much less than in the US. In addition, convenience sampling method and snow ball sampling method used in this study are both nonprobability sampling methods, which are disadvantaged in controlling biases in the research study.

Another limitation involved in this study is using online survey method in distributing surveys. Although online survey method has many advantages in saving time and costs, responses in online survey are less controlled than in face-to-face survey

methods. The reliability of self-reporting responses is depending on respondent honesty and accuracy in answering all the questions.

The third limitation of this study is the survey questions. Since there are few research studies on tea tourism, the reliable measurement items are lacking. The researcher referenced tourist surveys in wine tourism and other cultural tourism studies, and developed the measurement items for this tea tourist study. The adaptability of measurement in wine tourism used into tea tourism needs to be justified.

In the last limitation is finding an appropriate way to measure cultural influence is difficult. Therefore, this study used self-identified cultural backgrounds as the independent variable instead of the country of residence.

Conclusions and Implications

Through statistical analysis and cross-cultural comparison, this study has several conclusions and findings in the following five aspects: tea drinking behavioral profile, the relationship between demographic factors and tea drinking behaviors, the relationship between tea drinking behaviors and tea culture, the influence of cultural backgrounds on tea cultural perceptions, and the factors influencing tea tourism expectations.

Tea Drinking Behavioral Profile

From the descriptive results of tea drinking behavior, some behavioral characters could be concluded as follows in Table 27. The results suggest that hot tea drinkers are drinking tea very often, from early morning to late evening, prefer loose tea leaves and green tea, mostly drink at home, and usually buy tea from tea specialty shops. That indicates hot tea drinkers are mostly influenced by traditional Eastern tea culture, which

is featured at hot green tea made from loose tea leaves, and considering tea drinking as an everyday habit. The cold tea drinkers prefer black tea bags, mostly drink once a week or less in restaurants in the afternoon or evening, and usually purchase from supermarkets. Those behavioral characters may be affected by modern Western tea culture, which is favoring black tea and using tea bags for convenience.

Table 27

Characters of Tea Drinking Behaviors

| | Hot tea | Cold tea |
|---------------------|--------------------------------|---------------------------|
| Drinking frequency | Once a week or more | Once a week or less |
| Drinking time | All day | Afternoon or evening |
| Tea packaging | Loose tea leaves Tea bags | Tea bags |
| Tea type preference | Green tea | Black tea |
| Drinking place | At Home | At Restaurants At Home |
| Purchase place | Supermarket Specialty store | Supermarket |

The Relation between Demographics and Tea Drinking Behaviors

This study finds that the cold tea drinking is very popular in the US, while not the same as in China and Taiwan. Yang (2007) suggested cold tea instead of hot tea became the most popular tea drinking style in America after tea culture originally transmitted from China, due to different lifestyles and eating habits. That is a possible explanation for why cold tea drinks became popular in the US. But the reason why cold tea is not widely accepted in China and Taiwan could be attributed to the domination of traditional hot tea culture in Eastern countries. Since the tradition of making hot tea has been

existing more than thousands years in China, it is not easy for people with traditional Chinese tea culture to accept a new drinking style, such as cold tea.

In addition, age and cultural background are also demographic factors that have been found influencing tea drinking motivations in this study. According to the results, respondents of 35 or younger are more likely to drink hot tea for reasons of keeping awake, following cultural traditions, interests in tea culture, and family traditions. This finding supports the conclusion in Cheng's et al. (2010) tea tourist research suggesting that tourists aged between 31 and 40 years were more likely to be potential tea tourists. Also, this study found that people of Asian cultural background have stronger motivations of tea drinking in taste, keeping awake, following cultural traditions, interest in tea culture, and family traditions. This information could be implied in tea marketing whereby younger customers of need not only good taste and energy, but also cultural elements in tea drinking. Wang (2001) indicated that Chinese tea culture had a long history, and Chinese tea was exported to other Asian countries such as Japan and Korean. That could explain Asian cultural group were more motivated by following cultural tradition and family traditions.

The Relationship between Tea Drinking and Tea Culture

In this study, the cold tea drinking habit was found to have statistically significant influences on perceptions of tea culture. Cold tea drinkers are mostly not familiar with Chinese tea culture, but non-cold tea drinkers showed more interest in other tea cultures, such as Chinese, British, Middle East, and Russian tea cultures. From common sense, that may be interpreted as cold tea is always considered as a type of drink product for good

taste and easy to drink. From a cultural perspective, cold tea is a modern beverage product, without enough history to form its own culture. Thus, there is very little relationship between cold tea drinking and traditional tea culture.

The relationship between respondents' hot tea drinking frequency and their methods of acquainting tea culture has also been found in this study. The results showed that people drinking hot tea more often are more likely to know tea culture from family traditions. That suggests family traditions have significant relations with tea drinking behaviors and tea culture heritage.

In addition, this study reveals the relationship between tea drinking motivations and respondent perceptions of important elements in tea culture. The results showed people drinking tea for the reason of cultural traditions consider learning the original tea culture and experiencing traditional tea culture in its origin as the most important elements of tea culture. This indicates that people with tea culture traditions will more likely to pursue the authenticity in the tea culture. Another result shows tea drinkers who are interested in tea culture consider knowing the origin of the tea drink, learning about the original tea culture, and seeing images of where the tea comes from as very important elements of tea culture. That suggests people who are interested in tea culture, even without tea cultural traditions, show the potential to become tea cultural tourists. Thus, researching people's tea drinking behaviors and motivations will help to identify potential tea tourists effectively.

The Influence of Cultural Background on Tea Cultural Perceptions

This study found that respondents' cultural backgrounds affected their familiarity of different tea cultures. The result showed people with Asian cultural backgrounds are more familiar with Chinese tea culture, while people with European or North American cultural backgrounds are more familiar with British tea culture. That is probably because of the transmission of tea culture. According to Pettigrew (2001), the tea culture was transmitted to Europe from China, then became very popular in England and adapted to British culture. Yang (2007) suggested tea culture was firstly introduced to North America by English immigrants, and then developed its modern style.

This study has also found that people with an Asian cultural background are more interested in the Chinese art of tea. Chinese tea culture has a very long history, and has been transmitted to many other countries in Asia, such as Korea and Japan (Wang, 2001). Thus, this study shows Chinese tea culture still has its influences today on Asian cultural backgrounds, and people with similar cultural background are more interested in that culture.

In addition, this study found that respondents of Asian culture are more likely to have learned tea culture from family heritage, cultural traditions, social communications, influences of friends, and book, TV, Internet and other media. Tea culture is very popular in Asia, especially tea drinking countries. This is supported by Wang's (2001) research which found that in China, tea drinking is very popular in social events, and tea culture is very important in social communication. It is common to see tea related information in the media, and having tea with friends are very common social activities. Thus, it seems

that the Asian culture background provides people more opportunities to get familiar with tea and tea cultures.

In this study, Asian groups were also found to have more sensitive perceptions on the authenticity of tea culture, such as knowing the origin of tea, learning about the original tea culture, and experiencing the traditional tea cultures in its origin. According to Wang (2001), Chinese tea culture was influenced by Taoism, which indicated people should drink tea follow a natural way. Thus, Asian groups sharing the Chinese tea culture are more likely to pursue authenticity in tea tourism. Also, Asian group were found to be more interested in tea cultural components, such as tea processing, preparation, drinking style, and related arts. Zhang (2004) indicated there were three dimensions of tea cultures: material dimension, such as tea processing, preparation and tea sets; behavioral dimension, such as tea ceremony and tea festival; and spiritual dimension, such as religions and tea arts. The results shows Asian groups are not interested in only material tea cultures, but also interested in behavioral and spiritual dimensions.

The Factors Associated with Tea Tourism Expectations

In this study, demographic factors, such as living country, gender, and cultural background, were found to have influences on tea tourism. Respondents living in China and Taiwan are more likely to visit China, Taiwan or Japan as a tea tourism destination. Some of the reasons may be due to near geographical distance. The results also showed that female tea tourists are more motivated by avoiding interaction with others and experiencing new things, but males are more motivated by getting family or friends more closer. This result is different from the situation in the 19th century, when women often

went to tea shops for social communication (United Kingdom Tea Council, 2011). But it is supportive to the research indicating that females are more interested in tea tourism than males (Cheng et al., 2010).

In addition, similar to the Seeking/Escaping Model (Iso-Ahola, 1982; Snepenger et al., 2006), this study found that Asian respondents are more motivated by personal escape motivations, such as overcoming a bad mood; interpersonal motivations, such as avoiding people who annoy me, getting away from a stressful environments, and avoiding interaction with others; personal seeking motivations, such as feeling good about myself; and interpersonal seeking motivations, such as being with people of similar interests and bringing friends/family closer. This finding also indicates Asian respondents are more influenced by interpersonal environments.

The drinking frequency, as a tea drinking behavior factor, also had effects on tea tourism. This study found people who drink tea more often are more likely to visit a tea tourism destination. This suggests people who have tea drinking habits are more likely to be potential tea tourists. In addition, the reasons for drinking tea also have associations with tea tourism. The results showed people drinking tea for health benefits have higher expectations in buying original tea products in tea tourism; and those drinking tea for cultural or family traditions are more interested in visiting tea museums and tea factories, attending tea ceremony, and lodging near tea garden. These results support the Hedonic Motivation Theory which would indicate that tea drinkers are pushed by their emotional needs of tea drinking, and pulled by the emotional benefits from tea tourism.

In addition, the familiarity of tea culture has a significant function on tea tourism expectations and motivations. Experts and those with intermediate knowledge of tea cultures were more likely to visit tea tourist destinations than beginners. Tea culture intermediates were more motivated by getting away from normal surroundings, having a change in everyday life, being with people of similar interests, meeting new people, and getting more knowledge. Again, as indicated by the Push/Pull Theory (Crompton, 1979; Dann, 1977), intermediates in this study are pushed by escaping from normal environment and facilitation of social interaction; and pulled by learning. This finding is similar to the finding in Kay's (2009) research which indicated cultural tourists are most pulled by learning. Furthermore, these results support the Seeking/Escaping Model (Iso-Ahola, 1982; Snepenger et al., 2006), in that experts of tea cultures are more motivated by personal seeking motivations, such as telling others about experience, and interpersonal seeking motivation, such as being with people of similar interests.

At last, the relationship between tea cultural perceptions and tea tourism expectations are revealed in this study. Firstly, people who are interested in Chinese tea culture are more likely to visit China as a tea tourism destination. This indicates people's interests of tea culture are significantly associated with their selections in tea tourism destinations, which are similar to the findings in wine tourism suggesting people's interests in wine origins were associated with their selections of wine tourist destinations (Marzo-Navarro & Pedraja-Iglesias, 2009). Secondly, people's perceptions of tea culture have significant relations with their expectations in tea tourism. For example, people interested in the tea planting component in tea culture are more interested in joining a tea

garden viewing tour, people interested in tea processing are more interested in visiting tea factories, people interested in tea drinking style are more likely to attend a tea ceremony in tea tourism. The Hedonic Motivation Theory could interpret these findings as people are motivated by their intrinsic needs in tea culture, and expect similar benefits from tea tourism.

The results of this exploratory study found the tea drinking profile, the relation between demographics and tea drinking behaviors, the influence of cultural background on tea cultural perceptions, and factors associated with tea tourism expectation of tea drinkers in the US, China, and Taiwan. In addition, these results were greatly supported by theories in tourist motivation.

Future Research Suggestions

Previous studies on tea tourism researched tea tourism destinations mostly through case study methods. However, tea tourism as an important research subject lacks attention, and diverse methods should be applied to this new research field. This exploratory study has begun to fill the gap using online survey method and cross-cultural analysis, researching potential tea tourist tea drinking behaviors, perceptions of tea culture, and expectations in tea tourism.

Since this study has explored a new aspect in this field, additional studies researching different tea tourist samples are recommended. This study has surveyed only faculty groups in US, China, and Taiwan. In future studies, other demographic groups should be selected as research subjects. For an example, respondents from African and South American cultural backgrounds are lacking in the literature, and samples are not

enough for doing cross-cultural comparisons. Thus, studies on tea tourists in African, South American and other cultural contexts are needed in the future. In addition, research on age or other occupational groups is also necessary.

Secondly, different methodologies are recommended in the future studies. Online survey method was used in this study, because it saved time and costs, and was without geographical limitations. But it also had disadvantages in collecting accurate data and increasing response rate. Thus, in future tea tourist studies, interviews, focus groups, and on-site survey methods are highly recommended, to make up the shortage of this study.

Thirdly, according to the results in this study, further researching on Western tea cultures is necessary. Few research studies on tea culture have been published in English. In this study, the researcher received a lot of assistance from Chinese literature on Eastern tea culture, indicating that Eastern tea cultural perceptions have significant effects on tea tourist attitudes and expectations on tea tourism. In addition, results of this study found that Asian cultures had more investment in tea tourism. Thus, future studies on Western tea culture are very important to fill up the gap in tea tourism research.

Fourthly, research studies in the tea tourism industry can be very valuable for marketing. Since tea tourism has recently developed as a new tourist market, tea tourism marketing research on potential tea tourists is needed. In addition, as the tea tourist market develops, more studies in the specific industry destinations will be needed, such as tea tourism resorts management, tea museum interpretation, and tea tourism products design.

The last recommendation is very important to all the researchers in this field. As explorers in this new academic field, the researchers need involve all the related available materials into the study, not only from tea tourist dimension, but also from tea tourist destinations; not only from English literature, but also from any other available literatures. In some aspects, studies in other related fields, such as wine tourism, also can help in doing tea tourist research. Through the knowledge comparison, combination and involvement, the academic development in this field will be promoted very fast.

Recommendations for Practice

Based on the conclusions in this study, the first suggestion for practical sectors is to consider customers' demographic factors in tea serving or selling, because demographics were found to influence tea drinking behaviors. For instance, in hotels, tea serving to Asian customers should provide hot green tea, rather than cold black tea; and tea marketing in advertisement should add in cultural attractions according to different demographic targets.

Secondly, to identify potential tea tourists, practical marketing research should be focused on tea drinking behavior and subjects' interests in tea culture. According to the results of this research, people's tea drinking behaviors have been found significantly related to potential tea tourist attitudes and expectations towards tea tourism, and people who are interested in tea culture are more likely to become a tea tourist. Through assessing people's tea drinking type, frequency, and other behavioral factors in marketing research, tea tourism marketers could get information about how likely people are to visit the tea tourist destinations and what they expect for in tea tourism.

Thirdly, for all tea related sectors in the US, providing and delivering more information of authentic tea culture to customers and potential customers have great significance. This study shows that the US respondents without tea cultural traditions are less likely to be interested in tea drinking and tea tourism, and indicates that social cultural background has important influence on tea cultural perceptions. Thus, in order to increase people's interests in tea and awareness of tea culture, tea producers, suppliers and tea tourism destinations should provide more tea related information and deliver into a wide range.

Fourthly, tea tourism providers should create or combine existing products to provide special services according to different tourist needs. The current tea tourism products are evaluated a little higher than neutral by respondents in this research, such as tea garden viewing, tea garden lodging, tea museums, visiting tea factories, tea tasting, tea festivals, and tea ceremonies. But according to this study, people's perceptions of tea culture directly influence their expectations in tea tourism, such as people interested in tea arts are more willing to visit tea museums. If providers could make special combinations of products for different tourist according to their cultural perceptions, the tourist needs will be highly satisfied.

The most important in the last, tea tourism providers should produce and marketing based on their original natural and cultural resources. Tourist demands are varied, and a destination could not satisfy all the needs of different tourists. Thus, tourism providers should find matching tourists whose tourist expectations corresponding with the destination's authentic resources. To achieve that, tourism providers should get more

information about potential tea tourist cultural perceptions firstly, such as filling up a quick survey before the trip. If people's awareness of tea culture is very low, then more information of authentic tea culture should be delivered to potential tea tourists, such as media advertisements, flyers, and so on, to cultivate people's interests in original tea culture. Only if potential tourist tea cultural perceptions match the original resources in tea tourism destinations, perfect tea tourism products or combinations would be produced or adjusted to meet tourist expectations.

Summary

In summary, this study has revealed (a) tea drinking behavioral profile, (b) the relation between demographic factors and tea drinking behaviors, (c) the relationship between tea drinking behaviors and tea culture, (d) the influence of cultural backgrounds on tea cultural perceptions, and (e) the factors influencing tea tourism expectations. And based on these conclusions, recommendations have been made for future research, and suggestions have been provided to tea related practical sectors.

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APPENDIX A.
SURVEY QUESTIONNAIRE

Tea culture survey

Project Title: Exploration of Factors Associated with Tea Culture and Tea Tourism in United States, China, and Taiwan.

Project Director: Mi Zhou

CONSENT

This is a research project about tea culture tourism. The purpose of the study is going to explore the relation between potential tourists' perceptions of authentic tea culture and expected benefits from tea cultural tourism. You have been randomly selected to participate in this research, as a faculty member at UNCG You will be asked to answer 36 questions in the survey, which will take approximately 10-15 minutes.

The Institutional Review Board at the University of North Carolina at Greensboro has determined that participation in this study poses minimal risk to participants. If you have any concerns about your rights, how are you being treated or if you have questions, want more information or have suggestions, please contact Eric Allen in the Office of Research Compliance at UNCG toll-free at (855)-251-2351. Questions, concerns or complaints about this project or benefits or risks associated with being in this study can be answered by Mi Zhou, who may be contacted at (336) 508-4552.

Your participation in this study may help researchers to understand potential tourist perceptions of tea culture and expectations from tea tourism, promoting tea culture transmission and sustainable tea tourism development. In addition, taking part in this study may help you get more knowledge of tea, better understand tea culture and know more about tea tourism. There are no costs to you or payments made for participating in this study.

All data collected in this study are anonymous and will be stored in a password protected computer accessible only by the researcher. All information obtained in this study is strictly confidential unless disclosure is required by law. Absolute confidentiality of data through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished so no one will be able to see what you have been doing. In addition Qualtrics will not use the information collected from your survey in any way, shape or form.

You have the right to refuse to participate or to withdraw at any time, without penalty. If you do withdraw, it will not affect you in any way. If you choose to withdraw, you may request that any

of your data which have been collected be destroyed unless it is in a de-identifiable state. If significant new information related to the study becomes available which may related to your willingness to continue to participate, this information will be provided to you.

By signing this consent form you are agreeing that you have read this consent form, and you fully understand the contents of the document and are openly consent to take part in this study. All of your questions concerning this study have been answered. By signing this form, you are agreeing that you are 18 years of age or older and agreeing to participate.

- Agree (1)
- Disagree (2)

If Agree Is Selected, Then Skip To End of Block
If Disagree Is Selected, Then Skip To End of Survey

Q2.1 Do you drink tea of any type?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To End of Block

Q2.2 Do you drink any form of tea as hot beverages?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Do you drink any form of tea as cold ...

Q2.3 How often do you drink hot tea?

- Never (1)
- Less than once a Month (2)
- Once or twice a Month (3)
- Once a Week (5)
- Once every Day (7)
- Several times a Day (6)

Q2.4 When do you drink hot tea? (Please check all that apply)

- Early morning (1)
- Mid-morning (2)
- Mid-day (3)
- In the afternoon (4)
- At night (5)
- Never (6)

Q2.5 Which is your preference for hot tea?

- Loose tea leaves (1)
- Tea bag (2)
- Instant tea powder (3)
- Liquid tea concentrate (add water) (4)
- Pre-made bottles of tea (5)
- Other (please specify) (6) _____

Q2.6 Which is your favorite type of hot tea?

- White (1)
- Green (2)
- Yellow (3)
- Black (4)
- Oolong (5)
- Puerth (6)
- Flavored tea (with caffeine) (7)
- Decaffeinated (herbal tea or fruit tea) (8)
- Other (please specify) (9) _____

Q2.7 Where do you drink hot tea most often?

- At home (1)
- At work (2)
- Tea specialty shop (3)
- Coffee shop (4)
- Afternoon tea location (hotel, social club, etc.) (5)
- Other (please specify) (6) _____

Q2.8 Where do you usually purchase materials to make hot tea?

- Supermarket (1)
- Specialty store (2)
- Natural food store (3)
- Internet (4)
- Catalog (mail order) (5)
- Other (please specify) (6) _____

Q2.9 How important is each of the following reasons to drink hot tea?

| | Not important at all (1) | Not important (2) | Neutral (3) | Important (4) | Very Important (5) |
|--------------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Health benefits (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Keep awake (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Like the taste (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Follow cultural traditions (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Interested in tea culture (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Religion belief (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Family traditions (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify) (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q2.10 Do you drink any form of tea as cold beverages?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To End of Block

Q2.11 How often do you drink tea as a cold beverage?

- Never (1)
- Less than once a Month (2)
- Once or twice a Month (3)
- Once a Week (5)
- Once every Day (7)
- Several times a Day (6)

Q2.12 When do you drink cold tea? (Please check all that apply)

- Early morning (1)
- Mid-morning (2)
- Mid-day (3)
- In the afternoon (4)
- At night (5)
- Never (6)

Q2.13 Which is your preference for cold tea?

- Loose tea leaves (1)
- Tea bag (2)
- Instant tea powder (3)
- Liquid tea concentrate (add water) (4)
- Pre-made bottles of tea (5)
- Other (please specify) (6) _____

Q2.14 Which is your favorite type of cold tea?

- White (1)
- Green (2)
- Yellow (3)
- Black (4)
- Oolong (5)
- Puerth (6)
- Flavored tea (with caffeine) (7)
- Decaffeinated (herbal tea or fruit tea) (8)
- Other (please specify) (9) _____

Q2.15 Where do you drink cold tea most often?

- At home (1)
- At work (2)
- Tea specialty shop (3)
- Coffee shop (4)
- Afternoon tea location (hotel, social club, etc.) (5)
- Other (please specify) (6) _____

Q2.17 Where do you usually purchase materials to make cold tea?

- Supermarket (1)
- Specialty store (2)
- Natural food store (3)
- Internet (4)
- Catalog (mail order) (5)
- Other (please specify) (6) _____

Q2.16 How important is each of the following reasons to drink cold tea?

| | Not important at all (1) | Not important (2) | Neutral (3) | Important (4) | Very Important (5) |
|-----------------------------------|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Heath benefits (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Keep awake (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Like the taste (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Follow cultural traditions (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Interested in tea culture (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Religion belief (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Family traditions (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify) (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q3.1 Which tea leaf origin do you prefer?

- China (1)
- India or Sri Lanka (2)
- Africa (3)
- Japan (4)
- South America (5)
- Europe (6)
- Other countries(please specify) (7) _____
- No preference (8)

Q3.3 How familiar are you with the following tea cultures?

| | Not familiar at all (1) | Not familiar (2) | Neutral (3) | Familiar (4) | Very familiar (5) |
|-------------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Japanese tea ceremony (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| British tea service (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chinese art of tea (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Russian tea serving style (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Indian tea festival (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Middle east tea culture (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q3.2 How interested are you in the following perspectives of tea culture?

| | Not interested at all (1) | Not interested (2) | Neutral (3) | Interested (4) | Very interested (5) |
|-------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Chinese art of tea (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Japanese tea ceremony (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Middle east tea culture (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| British tea service (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Indian tea festival (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Russian tea serving style (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q3.4 How important is each of the following?

| | Not important at all (1) | Not important (2) | Neutral (3) | Important (4) | Very important (5) |
|--|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Knowing the origin or source of the tea drink (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Drinking a high quality tea product (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Learning about the original tea culture (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Seeing images of where the tea come from (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Experiencing the traditional tea culture in its origin (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q51 How experienced do you consider yourself regarding tea culture?

- Expert (1)
- Intermediate (2)
- Beginner (3)

Q50 How did you get familiar with tea culture?

| | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Family heritage (1) | <input type="radio"/> |
| Cultural tradition (2) | <input type="radio"/> |
| From book, TV, Internet or other media (3) | <input type="radio"/> |
| Influenced by friends (4) | <input type="radio"/> |
| Through travel experience (5) | <input type="radio"/> |
| Through social communication (6) | <input type="radio"/> |
| Other (please specify) (7) | <input type="radio"/> |

Q3.5 How interesting is each of the following components of tea culture?

| | Not interesting at all (1) | Not interesting (2) | Neutral (3) | Interesting (4) | Very interesting (5) |
|--|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tea planting (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea processing (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea preparation (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea drinking style (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea set (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea related arts (poetry, art, etc.) (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q4.1 Have you heard about Tea tourism?

- Yes (1)
- No (2)

Q4.2 Have you had a tea tourism experience?

- Yes (Please tell us about this experience) (1) _____
- No (2)

Q4.3 How likely is it you will visit the following areas with a purpose related to tea?

| | Not likely at all (1) | Not likely (2) | Neutral (3) | likely (4) | Very likely (5) |
|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| China, Taiwan, or Japan (1) | <input type="radio"/> |
| India or Sri Lanka (2) | <input type="radio"/> |
| Turkey (3) | <input type="radio"/> |
| Kenya (4) | <input type="radio"/> |
| Brazil or Argentina (5) | <input type="radio"/> |
| British (6) | <input type="radio"/> |

Q4.4 How important do you view the following in tea tourism?

| | Not important at all (1) | Not important (2) | Neutral (3) | Important (4) | Very important (5) |
|--|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Accessing the tea garden (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Communication with the tea garden manager or farmer (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Getting information about tea growing and processing (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Learning about original tea preparation and drinking style (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buying original tea products (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify) (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q4.5 How interesting do you find each of the following activities in tea tourism?

| | Not interesting at all (1) | Not interesting (2) | Neutral (3) | Interesting (4) | Very interesting (5) |
|---|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tea garden viewing tour (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lodging near tea gardens (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Visiting tea museum (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Listening to tea production information (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Visiting tea factories (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attending a tea ceremony (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea tasting (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tea festivals (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buying tea products (9) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q49 How important is each of the following reasons for traveling to a tea destination?

| | Not important at all (1) | Not important (2) | Neutral (3) | Important (4) | Very important (5) |
|--|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| To get away from normal surroundings (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To have a change in pace of everyday life (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To overcome a bad mood (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To avoid people who annoy me (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To get away from a stressful social environment (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To avoid interactions with others (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To tell others about experiences (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To feel good about myself (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To experience new things (9) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To be with people of similar interests (10) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To bring friends or family closer (11) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To meet new people (12) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To get more knowledge (13) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q1.5 Which country are you living in?

- United States (1)
- China (2)
- Taiwan (3)

Q1.1 What is your gender?

- Male (1)
- Female (2)

Q1.2 What is your age range?

- 35 or younger (1)
- 36-45 (2)
- 46-55 (3)
- 55-65 (4)
- Older than 65 (5)

Q1.3 What is the highest level of education you have completed?

- College Degree (1)
- Master's Degree (2)
- Doctoral Degree (3)
- Professional Degree (JD, MD) (4)

Q1.4 What is your annual income range?

- \$20,000 or less (1)
- \$20,000 - \$29,999 (2)
- \$30,000 - \$44,999 (3)
- \$45,000 - \$59,999 (4)
- \$60,000 - \$84,999 (5)
- \$85,000 or more (6)
- Prefer not to answer (7)

Q1.6 How do you define your primary cultural background

- European (please specify country) (1) _____
- African (please specify country) (2) _____
- South American (please specify country) (3) _____
- Asian (please specify country) (4) _____
- North American (please specify country) (5) _____
- Other (Please specify) (6) _____
- Prefer not to answer (7)

Q52 If you have any comments regarding tea tourism, please enter here: