The Motivations of Chinese Tourists Visiting Abisko

Master's Thesis 15 credits
Department of Business Studies
Uppsala University
Spring Semester of 2019
Date of Submission: 2019-08-07

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Abstract

China has been one of the most important markets for Abisko tourism. The significant growth of Chinese tourists raised academia interests in understanding what motivates them to this remote town. As little information has been documented about Chinese tourists' travel motivations to Abisko, this study attempts to identify the factors that influence Chinese tourists' choice of travel destination.

Based on the push-pull theoretical framework in tourism, the authors conducted qualitative research and created a model. Data was collected through semi-structured interviews with 12 Chinese tourists living both in Sweden and China. The problems were identified related to both psychological factors as "push factors" and destination factors as "pull factors". The analysis delineated 5 push factors (physical factors, emotional factors, cultural factors, interpersonal factors, and prestige factors) items and 7 (transportation, accommodation, food & beverage, recreation activities, natural environment, public safety, and technology) pull factors. The finding revealed what push and pull motives were the determinant factors of Chinese tourists in deciding to select Abisko as their destination choice. Discussion and suggestions were also made for the tourism industry of Abisko.

Keywords: Chinese Tourists, Abisko, Push and Pull Theory, Tourist Motivation
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1. Introduction

1.1 Background

Abisko is a small town located in northern Sweden. The area is in rain shadow from the Atlantic's humid air and often has clear weather, so it is considered as one of the best places on the earth to see the Northern Lights (Håkan Stenlund, 2019). Besides, in the winter months, the area is covered in thick snow with most of the lakes, rivers, and streams completely frozen over, which is peaceful and beautiful. Being located in the wilderness means that most of the activities are based outside in the beautiful mountains and lake Torneträsk. Therefore, Abisko offers a wide range of things to do, from Sami and Reindeer experience, dogs sledding, and Northern Lights trip to hiking, skiing and snowmobile trip (Zachrisson et al., 2006).

Tourism plays an important role in the economy of Abisko, especially for Chinese tourists. Every year many Chinese tourists travel a long distance to experience the Northern Lights, polar nights, snow and cold (Williams, 2019). When you check the hotels' booking information about Abisko on Booking.com, among them over 16% of comments were written in Chinese, and above 90% were satisfied with the sightseeing and services. To attract more Chinese tourists, some hotels and restaurants even hire clients who can speak Chinese. Meanwhile, they will hold a series of related events in Chinese New Year and attract Chinese tourists by strengthening tourism safety and service measures. Now, Chinese New Year has become one of the peak times in Abisko (Taylor, 2017).

As Chinese middle class grows in wealth and size, the motivations of Chinese tourists travel overseas are evolving. They are no longer going overseas primarily to shop. Instead, some attach more importance to the travel experience (McKinsey & Company, 2018). Adventure tourism experiences to sightseeing, recreational facilities, and entertainment are becoming more and more popular, and this change is affecting where and what these travelers spend their money on.

According to the statistics from the China Ministry of Culture and Tourism (2019), in 2008, Chinese tourists made 149.72 million outbound trips, an increase of 14.7% from the previous year. With a 13% share of the total outbound tourist traffic of China,
Europe has become the second most popular destination for Chinese tourists after Asia. Among them, Sweden is increasingly favored by Chinese tourists. In the second quarter of 2018, the number of Chinese tourists bound for Sweden increased by 213% year-over-year (YOY) (China Ministry of Culture and Tourism, 2019). The Swedish Agency for Economic and Regional Growth (Tillväxtverket, 2018) also reported China was the second-largest tourism market out of Europe, only after the USA. This means Chinese tourists are an important contribution to the Swedish tourism and can bring great potential to Abisko.

As tourism is alive with rapid change, dynamic growth, new destinations, new activities, and new markets, tourists' travel motivations are changed by an increase of variety of adventure experiences and independent itineraries. Hence, their travel motivations are rather dynamic and their experiences at the destination are complex (Goeldner & Ritchie, 2012). Although Abisko seems to attract Chinese tourists at the moment, we have yet to find any existing study trying to understand Chinese tourists' motivations and what will keep them coming to visit. Is it about the calming landscape, beautiful scenery, the unique Sami cultural, or the spectacular Northern Light? Is the quality of accommodation, local activities, transportation sufficient to continuingly attracting further Chinese tourists? We don't know. Therefore, there is a need for understanding the motivations of Chinese tourist visiting Abisko. It's important for the sustainable growth of Abisko tourism industry.

1.2 Research Purpose

While some researchers have examined the motivations of Chinese outbound tourists (Hua & Yoo, 2011; Lu, 2011; Hsu, Cai, & Li, 2010; Johanson, 2007), the interests and drives that motivated Chinese tourists to visit a specific destination haven't been well understood (Chow & Murphy, 2011).

A few studies that investigate Chinese tourists’ choices of destination have been mainly focused on the metropolis and the country famous for tourism. For example, Hong Kong as a multinational region, its uniqueness in terms of mixed culture of eastern and western, glamorous attractions and heritage attributed to its main push factors of "knowledge" for Chinese travelers (Hanqin & Lam, 1999). Besides, with the increasing income, Chinese tourists showed significantly stronger interests in engaging in
shopping, tasting food and trying various outdoor activities when they travel to Australia. Now China has become the most valuable inbound market in Australia (Zhang & Peng, 2014).

Among the existing studies, the push-pull theory has been frequently applied as the theoretical framework to understand tourist's motivations and to know why a specific destination and potential factors that attract them. It suggested that people travel because they're pushed by their internal forces (escaping from routine life, health, and fitness, social interaction) and pulled by external forces of destination (scenic beauty, cultural events, outdoor activities) (Uysal and Jurowski, 1994). Yet, the motivation of a tourist is also highly connected to his or her own culture. As Kozak (2000) pointed out perception towards a destination may vary according to countries of origin of the tourist. Chinese tourists, due to their cultural background, or what they use to see in China when traveling in China, may have a distinctive motivation when traveling abroad.

Therefore, this research attempts to understand Chinese tourists' motivations to Abisko through the push and pull theory and investigates the factors attract them to visit. Our research question asks the following:

1.3 Research Question

What are the motivations of Chinese tourists visiting Abisko?
2. Theoretical Background

2.1 Tourist Motivation

Maslow (1954) pointed out that motivation is based on people seeking fulfillment and gradually changes through personal growth. It explains the reason why people make a specific decision and how people activate their behaviors (Phan, 2010). In the field of tourism, travel motivation means a set of needs and attitudes that predisposes a person towards a specific tourist activity (Pizam, Neumann, & Reichel, 1979). Tourists not only seek to satisfy one need but also several distinct needs and want simultaneously, so the travel motivational factors are multidimensional (Mohammad & Som, 2010; Mills & Morrison, 1992; Pike, 2008). To investigate what motivations that will influence the choice of tourist destination, in the academic community, the push-pull approach is the most widely applied method for explaining motivations, given its simplicity and intuitive approach (Klenosky, 2002).

2.2 Push-Pull Theoretical Framework in Tourism

Dann (1977) reported a sociological study of travel motivation, which introduced the concept of the push-pull theory. This theory suggests that people travel because they are pushed into deciding by internal psychological forces and pulled by external forces of destination attributes. (Dann, 1977; Crompton, 1979; March & Woodside, 2005). In other words, these forces describe how the push factors motivate an individual to leave his/her home, and how pull factors draw an individual to travel a specific destination (Crompton, 1979).

2.2.1 Push Factors in Tourism

Push factors are seen to be those socio-psychological variables of individuals that prompt a person to travel and help explain the travel desire (Crompton, 1979; Klenosky, 2002; Kozak, 2000). Thus, most of the push factors are origin-related factors and refer to the intangible, intrinsic desires of the individual traveler. Reiss (2004) claimed that "We pay attention to stimuli that are relevant to the satisfaction of our desires and tend to ignore stimuli that do not satisfy our desires." In this sense, as Uysal, Hagan, and Jurowski (1993, 1994) state, push motives are related with the internal and emotional
desires, such as the desire for escape, rest and relaxation, meet with family, increase knowledge, health, adventure, or prestige. Hence, sometimes push factors are negative matters. It means the local circumstances of a person's residence which make him/her unpleasant are suggested to motivate people to leave it.

Iso-Ahola (1982) pointed out that there are two basic dimensions of tourism behavior: (1) the desire to escape from everyday routine; (2) the desire to seek psychological rewards. These two dimensions are the critical determinants of tourism behavior and concurrently affect the individual. Both dimensions could be either personal or interpersonal. Hence, this model has four sub-dimensions: personal escape; personal seeking; interpersonal escape; interpersonal seeking. These motivational factors serve as explanations for why an individual go travel and where he/she chooses to travel.

As the number of previous researches regarded "need" as internal motivation, McIntosh et al. (1984, 1986, 1995, 1998) summarized previous studies, separating travel motivations into five categories from the traveler side (push factors) that reflect the ideas of Maslow's hierarchy:

- **Physical motivators:** including those related to leisure, sports activities, a relaxing pastime. Through physical activities, these motivators refresh a person's body and mind, physical rest, desire for recreation, and then reduce physical tension and other ailments related to life and work;

- **Emotional motivators:** Emotional motivators are based on the emotional connection with certain people or place, which prompt a person to travel;

- **Cultural motivators:** concerning the desire to not only experience a different culture, such as food, music, dance, and lifestyle but also gain knowledge about the other parts of the world in terms of cultural activities;

- **Interpersonal motivators:** relate to a need to meet new people, spend time with family or friends, build a new friendship, get away from the routine relationships;

- **Prestige motivators:** associated with self-esteem and personal development. Make the journey allow you to broaden the knowledge of many fields of science and recognition in another environment.
According to these studies, travel motivation can be defined as a set of needs that drive a person to participate in tourist activity. Thus, destination marketing should focus on the push motives, and then improve the destination's competitiveness. Knowing the reason for people travel may help practitioners provide appropriate attractions and activities (Correia et al., 2007).

2.2.2 Pull Factors in Tourism

Pull motivations are those emerging from the attractiveness of the destination (Uysal & Jurowski, 1994). They give signs as to what external forces attract people and pull them to certain destinations. In the past, several studies have explored the travel motivations from the pull factors perspective.

Klenosky (2002) argues that "Pull factors refer to those that lead an individual to select one destination over another once the decision to travel has been made". They include both tangible resources (beaches, recreational activities, and cultural attractions), and travelers' perceptions and expectations (marketing image, novelty, and benefit expectation). Yoon and Uysal (2005) pointed out pull factors are related to the external and cognitive factors, such as landscape, climate, facilities or hospitality. Moreover, Kassean and Gassita (2013) state that the demand for physicals, e.g. the natural environment, economic factors, social factors, political and legal factors, cultural factors and technological factors, are important categories that influence tourists traveling experience. In a word, pull factors are related to the destination and decide "where to go" Uysal et al (1993, 1994).

According to the tourist destination experience, Crouch et al. (2004) summarized various pull factors which influence the tourist’s choice of destination. The illustrated that the destination environment and service infrastructure are important categories in building the tourist destination experience. He confirmed that the destination environment includes the natural environment, economic factors, social factors, cultural factors, political factors, and technological factors. The service infrastructure consists of transportation and travel services, accommodation services, food and beverage services, shopping services, recreation, and attraction services.
From the previous studies, it can be concluded that the pull factors refer to a mix of facilities and services. As place products, travel destination is more complex than consumer products. Mill and Morrison (1998) described the destination product as predominantly "a bundle" of services and experiences which is convergent to Buhalis’s (2000) definition stating that the tourist destination is as an amalgam of tourism products, services and public goods consumed under the same brand name, thus offering the consumer an integrated experience. All the pull factors, on one hand, attract tourists to a special destination, on the other hand, they stimulate and reinforce inherent push motivations.

2.2.3 Summary of the Key Push and Pull Factors in Tourism

The push-pull theory is a very classic model when studying travel motivations. It provides a lot of valuable information about tourists' travel motivations (Goeldner & Ritchie, 2012). For tourists from different countries, travel is seldom the result of a single motive, rather it is a multipart form of behavior in which people try to satisfy diverse needs (Uysal & Hagan, 1993). Studies show that there are many factors may influence tourists' travel motivations. Many researchers claim that tourists' choices depend on many motivations (Crompton, 1979; Iso-Ahola, 1982; Klenosky, 2002; McIntosh et al., 1998; Uysal & Jurowski, 1994; Crouch et al., 2004). According to previous researches, the author summarized the following table (See Table 1).

Table 1: Summary of Key Factors Influencing Tourists’ Travel Motivations

<table>
<thead>
<tr>
<th>Push Factors</th>
<th>Traveler</th>
<th>Pull Factors</th>
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<tbody>
<tr>
<td><strong>Motivations</strong></td>
<td></td>
<td></td>
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<tr>
<td>Escape</td>
<td></td>
<td>Climate</td>
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<tr>
<td>Rest and relaxation</td>
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<td>Landscape</td>
</tr>
<tr>
<td>Self-esteem</td>
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<td>Sunshine</td>
</tr>
<tr>
<td>Meet new people</td>
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<td>Beaches</td>
</tr>
<tr>
<td>Social Interaction</td>
<td></td>
<td>Snow</td>
</tr>
<tr>
<td>Increase knowledge</td>
<td></td>
<td>Culture attractions</td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td>Recreational activities</td>
</tr>
<tr>
<td>Adventure</td>
<td></td>
<td>Marketing image</td>
</tr>
<tr>
<td>Prestige</td>
<td></td>
<td>Novelty</td>
</tr>
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</table>
The push-pull theory can be used for explaining tourists' travel patterns and behaviors. These two elements represent two major elements of the marketplace: demand and supply. The push factors are the behavior results of internal desire and pose opportunities for participation. Thus, they are representing the demand side. The potential and actual tourists are the ones who can control these attributes. The pull factors are mainly maintenance attributes, without these tourists' satisfaction may not achieve (Uysal et al., 2008). Therefore, the advantage of knowing tourists' motivations from the push and pull factors can help to understand the importance of destination attributes, then the destination marketer can provide a broad array of activities and services to meet tourists' specific psychological needs (Uysal & Hagan, 1993).

2.3 Factors that Influence Tourists’ Motivations

The push-pull theory is the most recognized theory within the realm of tourism research. This model contains variables such as prestige, learning knowledge, attitudes, emotions, cultural conditioning, etc. Motivation seems to be responsible for explaining tourist's behavior in tourism (Gnoth, 1997; Sirakaya et al., 2003). The model of this paper is also based on the push-pull theory. Tourists are influenced by many multi-level factors while deciding to travel abroad. In this part, the authors will discuss how these factors encourage tourists to travel.

2.3.1 Push Factors that Influence Tourists’ Motivations

Physical Factors

Physical motivators indicate the need for physical activities. These can be either the need for rest, relaxation and simple things like beaches, active participation in exercises and health-related activities – any activity motivated by the desire for reducing tension or refreshing the body while on holiday. Tourists with the main purpose of seeking physical activities are often categorized as the "escape-relaxation group". (Moscardo et al., 1996; Witt & Wright, 1992; Uysal & Hagan, 1993). Physical activities can also meet tourists' desires of exclusiveness such as: "to do what others have not done", "adventure" and "experience the unexpected" (Kim and Prideaux, 2005).

Emotional Factors
Emotional motivators indicate the influence of emotions on travel behavior and may include traveling activities related to romance, adventure, spirituality, escapism, or nostalgia (McIntosh et al., 1998). The importance of emotional factors motivations for a tourism decision was firstly analyzed by Fodness (1994) and tagged as "reward maximization" (or pleasure and sensation seeking). Šimková & Holzner (2014) tested the importance of "overcome a bad mood" and "to feel good about me" as a motivator for tourists and categorized this factor under the scale as "escaping personal environment" and "seeking personal rewards".

Under the context of destinations famous for natural scenery, escapism and adventure were mostly liked by people. Crompton (1979) noted that escape motive reflects one's willingness to escape from daily life, due to the pressure, stress caused by personal life or interpersonal life with colleagues, employers or even family (Jamrozy & Uysal, 1994).

**Cultural Factors**

Cultural motivators indicate the need or desire to explore, experience and learn about the destination’s culture, and heritage other than their own, or to generally expand one's horizons and knowledge by traveling to new places (McIntosh et al., 1995). Stebbins (1982) initially determined "serious leisure" to describe some career-like cultural tourists, those who are motivated by attaining stages of achievement, perseverance, membership of a specialist world, the acquisition of specialist knowledge, identity formation and the desire for long-term benefits, including self-actualization, self-enrichment, self-expression, self-gratification, and image enhancement.

Chinese tourists' culture favor in cities has been found, like Hong Kong (Hanqin & Lam, 1999). They also show great interest in foreign destinations with a sharp exotic cultural image shaped by literature, media, and online travelogues (Xiang, 2013).

**Interpersonal Factors**

Interpersonal motivators indicate the need for maintaining existing relationships or developing new relationships. Although there are many individual travelers, most tourism occurs in social groups (Hjalager & Richards, 2003), including visits to family, friends, relatives, or meet new people.
According to Crompton (1979), a pleasant journey can enhance or enrich the relationship within family members. Especially when a journey is a long distance. Longtime close physical contact in a circumstance out of routine life may contribute to deeper comprehension in a family. This finding may also apply to friends or other relationship.

**Prestige Factors**

Prestige factors indicate the desire for enhancing one’s status and receiving attention and appreciation from others that motivate a journey, and these can also include traveling for personal development (McIntosh et al., 1995).

Xiang (2013) discovered independent outbound Chinese tourists consider themselves as “sophisticated tourists”, which means they have visited dozens of attractions in China and a foreign destination seems a natural next step for their travel career. Expectations like an achievement, mental stimulation, self-development, growth, and even self-actualization through independent outbound travel were captured from their travelogues (Xiang, 2010). Anishchenko (2016) pointed out that special celestial experience can also meet the demands of relaxation or forget daily life, and it can be a high prestige value and represent a symbol of success and achievement.

### 2.3.2 Pull Factors that Influence Tourists’ Motivations

**Transportation**

Transportation decides where to go and how to go. Therefore, the transportation system has an important impact on the tourists’ experience in tourism, including how to travel, where to travel and why choose this form of vacation (Kiecker & Lumsden, 2004).

With the rapid growth of tourism, compared to short outings, long-distance tours, and niche travel products are rapidly gaining favor. Then, if tourists want to visit these destinations, transportation should be the primary concern. Nowadays, transportation becomes an indispensable part of the tourism industry.

Otherwise, as the distance of the tourist space increases, tourists are more concerned about the time and cost of transportation. As the improvement of aviation, high-speed rail and highway technology, the demand for speed, comfort, and transfer convenience
are becoming great (Crouch et al., 2004). For the intercontinental trips, transportation takes most of the travel time, and transportation costs, especially airfare, account for a large portion of travel expenses. Moreover, in most cases, if the time spent is reduced, and the experience is more comfortable, then the transportation costs will increase, so for the long-distance travel, the time spent, comfort and cost are the priority consideration (Marlina & Dita, 2017).

Accommodation

Accommodation service is critical of the tourism industry. In most tourism statistics, the fees spending on accommodation and food services averages 25% of the total spending (Nield, Kozak & LeGrys, 2000). It is a large amount of spending. When the tourists want to book accommodation, the main types of accommodation are hotels, holiday center, youth hostels, camping sites or summer cottages.

Different types of accommodation distinguish the same "desires" and "needs" of tourists. When tourists come to enjoy nature, they are more likely to choose summer cottages, camping sites, and holiday centers (Erdogan & Tosun, 2009). Tourists with motives for cultural, historical, and special events, are more likely to stay at hotels and youth hostels. Sport-active tourists more likely choose camping sites; and tourists focusing more on value for money (cheap transport, price level) more likely choose to stay in holiday centers (Cassidy & Guilding, 2010).

Food & Beverage

Food and beverage services play an important role in tourism development (Elmont 1995), and it also impacts a tourist's choice of travel destination. Hence, to achieve tourists' satisfaction, food and beverages should not be underestimated (Nield, Kozak & LeGrys, 2000). When the tourists eat in the destination, they not only relieve hunger but also experience the local culture (Sengel, Karagoz, et al., 2015).

Some tourists travel mainly to enjoy the local cuisine. Tasting the food and beverages are exciting activities that can satisfy their needs linked to prestige (Kim & Scarles, 2009). Some tourists regard the food as a by-product of local culture. Even some tourists prefer familiar food when they travel, and maybe sometimes they would like to cook for themselves (Sengel, Karagoz, et al., 2015; Kivela & Crotts, 2006). At last, the
tourists whose eating is only a matter of filling up their stomachs, they are more focus on health and hygiene standards (Chikhaoui, 2000). Thus, different tourists who have different culture has a different perspective on the destination's food and beverages (Calantone et al., 1989).

**Recreational Facilities**

Recreational facilities can be defined as the pursuit of leisure activities during one's spare time and include vastly different activities such as golfing, sport fishing, and rock climbing. Defining recreational facilities as it pertains to tourism, however, is more challenging (Tribe, 2011).

In most of the time, tourists prefer outdoor adventure activities. Adventure tourism is nature-based tourism, which refers to "those tourism experiences that are directly or indirectly dependent on the natural environment" (Tourism BC, 2005). This term is often used to describe activities that are closely connected to nature, such as whale watching, birding, or self-propelled travel such as hiking and kayaking, hunting, motorbike tours in the countryside and other sorts of consumptive tourism (Tangeland, Aas, & Odden, 2013).

**Natural Environment**

Natural environment factors refer to all tourism that directly depends on the use of natural resources such as wildlife, vegetation, and water features, etc. According to Lew (1987), resources are the major elements of a destination to attract tourists such as "the natural environment that can be observed", "the activities that can be carried out", and "the experiences that can be recalled".

As a natural environment, the main purpose of tourism describes a specific travel market. It has been characterized as being composed of those who select a certain travel experience and destination, that of nature-oriented experiences in pristine natural environments (Eagles, 1992). It is a rapidly growing activity, often with travel from first-world country citizens visiting natural sites in the poorer places in the tropics (Wolter, 2014; 2013).

**Public Safety**
Public safety is an indispensable condition of the tourism industry (Kovari, Zimányi, 2011). Tourists pay more and more attention to terrorist acts, local wars, natural hazards, epidemics, and pandemics. Nowadays, the main risk factors that appear in travel and tourism must be the terrorist attack, including airplane hijacking, terrorist actions, etc. (Tarlow, 2014).

As we all know, on Easter Sunday, more than 250 people lost their lives in the terrorist acts in Sri Lanka (Welle, 2019). After the attacks, tourists start to go out away from Sri Lanka. Several tourists who were due to travel to Sri Lanka in the coming weeks and months have prepared to cancel their itinerary. This case is a typical public safety problem in the tourism industry.

Hence, public safety is good or not is mainly on whether the government is responsible or not. If the whole country's public safety is right, then the public safety in the local environment is also proper (Luo, 2017).

Technological Factors

Technological advances have changed the way we travel, and these new developments promise an even more interactive and exciting experience (Standing, Tang-Taye, & Boyer, 2014). Today, nobody doubts technology's importance in tourism and how it has influenced and continues to shape, the way we travel: from the vacation destination we choose, all the way to what we do once we are there and even in the time after we have come back from our adventure. It is so prevalent that according to a Google Travel study, 74% of travelers plan their trips on the Internet, while only 13% still use travel agencies to prepare them (Vidal, 2018).

Otherwise, it is undoubtedly the main character in the new ways of travel. The cell phone has become our tour guide, travel agency, best restaurant locator, map, and more. It is by our side during the entire purchase journey. In fact, according to TripAdvisor, 45% of users use their smartphone for everything having to do with their vacations (Standing, Tang-Taye & Boyer, 2014). There is a need to adapt corporate services and communications to these devices. KLM, for example, has already created an information service for passengers using Facebook Messenger. (Xiang, Magnini & Fesenmaier, 2015; 2014).
2.4 Model of Factors that Influence Chinese Tourists’ Motivations to Abisko

Based on the previous studies, mainly by McIntosh et al. (1984; 1986; 1995; 1998) and Crouch et al. (2004), we developed our research and analytical model. Their theories are simpler and more theoretically and methodologically than the others in tourism motivators research. We summarized the theory of McIntosh et al., (1984; 1986; 1995; 1998) as five common factors, including physical factors, emotional factors, cultural factors, interpersonal factors, and prestige factors.

According to Crouch et al, we chose seven factors which are mostly applied to Abisko’s situation. We excluded shopping as Abisko offers very few shopping services. At the same time, we excluded political, economic, social environment in this research as Abisko shares the same or very similar social background with other Nordic destinations, so in order to discover its uniqueness, the author proposed the following travel motivational model (See Table 2) and use it to survey and analysis Chinese tourists travel motivations to Abisko.

Table 2 Push and Pull Factors that influence Chinese Tourists visiting Abisko

<table>
<thead>
<tr>
<th>Push Factors</th>
<th>Pull Factors</th>
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<tbody>
<tr>
<td>Physical Factors</td>
<td>Transportation Services</td>
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<tr>
<td>Emotional Factors</td>
<td>Accommodation Services</td>
</tr>
<tr>
<td>Cultural Factors</td>
<td>Food &amp; Beverage Services</td>
</tr>
<tr>
<td>Interpersonal Factors</td>
<td>Recreational Facilities</td>
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<tr>
<td>Prestige Factors</td>
<td>Natural Environment</td>
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<td></td>
<td>Public Safety</td>
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<td></td>
<td>Technological Factors</td>
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</tbody>
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3. Methodology

A qualitative research approach was adopted as this exploratory study attempts to "uncover new theoretical insights" (Silverman, 2013) into Chinese tourists’ motivations to Abisko. To conduct this research, both primary data and secondary data were collected. Primary data were collected through 12 semi-structured interviews of Chinese tourists. Secondary data were collected for the following purposes: 1) current academic literature on the theme of tourism motivation that served as a basis for the research topic. The available current state of knowledge offered theoretical concepts for us to build our research frame. The literature makes the gaps between the current knowledge and what we aimed to achieve more obvious (Finn et al., 2000), and aimed us better defined our research question; 2) as a supplement of primary data, to test and strengthen the reliability of primary data and to explain the primary data. Secondary data were collected from annual reports on Sweden tourism industry from Tillväxtverket and Chinese tourists from China Ministry of Culture and Tourism; and notes, comments about Abisko travel experience posted online by interviewees, on bloggers like the blog. sina.com and mafengwo.com, on a Chinese real-time communication application "Wechat".

The research is conducted by using the qualitative single case research method as it provides the chance to capture the holistic images of the motivations of Chinese tourists visiting Abisko. This method helped the authors explore more the effective images that are associated with feeling and emotion, while the interviewees had the chance to clarify the meaning of ideas in their words (Tasci et al., 2007).

3.1 Case Study

The most common usage of the case study is to investigate a single example, phenomenon, or instance (Gerring, 2004). As the growth of Chinese travelers visiting Abisko is a witnessed and confirmed phenomenon, the authors can apply a case study to investigate this phenomenon. When the authors focused on what motivate Chinese tourists visiting Abisko, they prized depth over breadth and boundedness, and their research is exploratory rather than confirmatory (Gerring, 2004), under these research goals, the case study is a useful research tool.
Grandy (2010) also suggested a case study as a tool to test existed theories. There are quite a few researches on Chinese tourist motivations to other destinations. The authors want to test whether those findings can apply to Abisko and discover the similarities and differences.

3.2 Semi-Structured Interview

To capture the holistic components of destination image including both functional and the psychological dimensions, qualitative methods with the use of semi-structured interviews with open-ended questions is considered as an effective method (DiCicco-Bloom et al., 2006). With the semi-structured interview, the interviewees can be free to describe their impressions of the destination before and after the visit (Echtner & Ritchie, 1993). Kollio et al. (2016) believed that when the researcher has a clear idea about what to study or to focus on in the early stages, qualitative research is useful. The semi-structured interview does not need a rigorous built-up plan before it begins, then this provides the researcher with the freedom to let the study be detected more naturally. While this kind of research gains more detailed and vibrant data as it has a comprehensive form, visual evidence, and a written description (Kollio et al., 2016).

While using the semi-structured interview, the potential motivations are stated at the beginning of the research. However, each interviewee has his/her specific reason to visit Abisko that differentiate from general motivations and to understand how these personal experiences affected the motivations, it is advisable to study it from the visitors (Finn et al., 2000; Merriam & Tisdell, 2015). This research utilized the qualitative approach, and the data was collected with the help of interviews to understand what the motivations of Chinese tourists are visiting Abisko.

3.2.1 Construct Operationalization

To make the research operational, the authors developed a question guide based on the push and pull factors in tourism. To test whether the questions are suitable for gathering useful data, the authors did pilot interviews with two classmates who have visited Abisko in February 2019 and modified several questions after the pilot interviews (See Table 3).
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<tr>
<th>Construct Operationalization</th>
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<td>Push Factors</td>
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<td>Food &amp; Beverage Services</td>
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<td>Technological Factors</td>
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3.2.2 Interview and Coding Process

Researchers conducted twelve semi-constructed interviews, between April 25 to May 2 in 2019. The interviewees were asked to spend about a half-hour for the interview. The interviewees were comfortable and free to say their own opinions, while the authors tried to avoid any seduction in answers (Bryman & Bell, 2011).

As the authors have interviewed relatively homogeneous individuals who are all Chinese and have visited a small palace, 6-12 interviewees were considered enough for our research purpose (Johnson, 1990). When we have done nine interviews, the following interviews presented repetitive answers, no new subject came up, then we decided data saturation is reached (Guest et al., 2006), no additional interviews were needed in this case study.

Interviewees were provided with the opportunity to talk freely about their planning process, information gathering process, accompanies during the visit, about their satisfaction, dissatisfaction, about their point of view, about their feeling and emotions, which are related to the Abisko travel topic. The interviewees could move from one area to another that appeared in the interviewer's checklist without asking them any questions. However, if some areas were missing, the interviewer would check his checklist and ask questions regarding these areas (Kallio et al., 2016).

After the interviews, the authors used thematic coding to analyze the data. They identified the passages of text recorded from interviews by a common theme or idea. They first focused on the answers correspond to a certain factor, then read through the whole record, to gather the idea expressed under other factors. Therefore, they can build a "framework of thematic ideas" (Gibbs, 2007). After this work, the authors captured core factors that form the motivations of Chinese tourists visiting Abisko. The example of thematic analysis, how they defined motivation factors is listed in Appendix III.

3.2.3 Interviewee Characteristics

The study covered the tourists who are Chinese and have visited Abisko. As this research aimed to access comprehensive data range and achieve an ethnographic complexity, interviewees are different in ages, sex, and occupation. The authors’ supposed visitors both living in China and Sweden might have different motivations for
visiting Abisko, especially in terms of transportation, public safety, etc., because of the tourists’ different familiarities with the Swedish economy and social environment. Thus, the authors interviewed the tourists, both living in China and Sweden. The tourist living in Sweden must be at least six months of duration. The interviewees were informed about the interview procedure having in mind the fact that all information will be kept confidential. (Boyce & Neale, 2006). From the Chinese tourist’s point of view, travel agents might provide a biased answer or even inaccurate. Thus, all the tourists we interviewed do not involve in the travel agents.

The interviewees were gathered through both online and offline channel, living in Sweden or China. Interviewees including students, salesman, store owner, traveling bloggers from Mafengwo.com and Sina blog. Information of twelve interviewees is listed below. To protect the privacy of interviewees, we tagged each interviewee a pseudo-anonymous identity with the most common Chinese family names (See Table 4).

Table 4: Details of Interview interviewees

<table>
<thead>
<tr>
<th>Interviewees</th>
<th>Gender</th>
<th>Age</th>
<th>Residence</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xu</td>
<td>male</td>
<td>30</td>
<td>China</td>
<td>Salesman</td>
</tr>
<tr>
<td>Yang</td>
<td>male</td>
<td>over 30</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Hao</td>
<td>male</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Hui</td>
<td>male</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Shen</td>
<td>male</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Ye</td>
<td>female</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Tian</td>
<td>female</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Pan</td>
<td>female</td>
<td>late 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Guo</td>
<td>female</td>
<td>over 50</td>
<td>China</td>
<td>Costume shop owner</td>
</tr>
<tr>
<td>Fan</td>
<td>female</td>
<td>early 20</td>
<td>China</td>
<td>Blogger &amp; Student</td>
</tr>
<tr>
<td>Sun</td>
<td>female</td>
<td>early 20</td>
<td>Sweden</td>
<td>Student</td>
</tr>
<tr>
<td>Cheng</td>
<td>female</td>
<td>over 30</td>
<td>China</td>
<td>Producer</td>
</tr>
</tbody>
</table>
3.3 Reliability and Validity

To eliminate bias and increase the truthfulness of a proposition about a social phenomenon (Denzin, 1978), reliability and validity need to be ensured. They are conceptualized as trustworthiness, rigor, and quality in the qualitative paradigm (Golafshani, 2003).

Grossoehme (2014) pointed out that the essence of reliability for qualitative research lies in line with consistency. To achieve the consistency of data, the authors followed Silverman's (2013) method and made constant data comparison. They use the triangulation method to ensure interviewees expressed their true motivations in terms of form and context (Patton, 1999). All the interviews were recorded in written form; some were also recorded in an audio file with permission. The records were confirmed by interviewees by emails. The data gathered were presented honestly and objectively without any kind of bias or plagiarism (Bryman & Bell, 2011).

The authors’ concerns about interviewee bias lie in several aspects. As they interviewed after the visiting, interviewees may forget or confuse some stuff. At the same time, questions related to feelings or status are sensitive, interviewees may hide their real opinions.

To overcome such problem, the authors compared the consistency of these interview records to their online records, like blogs or Moments in WeChat App about Abisko trip, WeChat is a social communication application and Moment function allows users post pictures, videos, words and or the user's friends can read. If the interview records do not match other records, we will delete the related interview record.

Validity in qualitative research asks for the "appropriateness" of the processes, tools, and data (Leung, 2015). In the sampling phase, to test whether our questions are appropriate to match the answer to factors, we did two pilot interviews and later modified several questions. In the data extraction and analysis phase, we adopted the triangulation method to enhance the validity; we compared the primary data with secondary data and theories to exam whether the data we collected was appropriate to solve our research question (Finfgeld - Connett, 2010).
4. Findings

Our findings listed below were correspondence to the theory part. In the push side, physical and emotional factors seem to be essential for Chinese tourists, while cultural, interpersonal, and prestige factors do not seem to apply to Chinese tourists to Abisko. In the pull side, Chinese tourists present high preference in the natural environment and technological factor. Besides, transportation also helps Abisko stand out from other places. Apart from these, weak influence factors are accommodations, food & beverage, recreational facilities, and public safety. Tourists living in China or Sweden didn't show much difference in most aspects. In the following part, we presented the findings by each pull and push factors.

4.1 Push Factors Analysis

4.1.1 Physical Factors

Physical factors indicate travelers' participation in physical activities to meet their needs for relaxation or stress reduction. All the interviewees at least took one activity in Abisko, including aurora-chasing, dogs sledding, ice fishing or snowmobile tour.

"The breathtaking Northern Lights waved over my head right after I finished the aurora chasing tour." (Xu, 2019)

Moreover, Chinese tourists also pursue relaxation by taking an adventure. Due to the consideration of safety, the speed of snowmobile was locked for tourists, so the activity can't fulfill the Chinese traveler's expectation. Compare to dogs sledding and snowmobile, interviewees responded as follows:

"Compare to snowmobile, dogs sledding had greater fun. It was an unforgettable experience as you could learn a new skill." (Ye, 2019)

"The snowmobile was not as fast as it supposed to be, it was fun at first, but after half an hour, I began to feel bored. Our two hours trip seemed endless." (Shen, 2019)

Besides, Chinese tourists only ask for the activities based on the natural resource of Abisko, other modern entertainments like karaoke, and cinemas were not necessary.
“Walking on ice lake refresh my body and spirit. Hence, hiking in Abisko is an amazing experience” (Mr. L. Yang)

Physical needs seem to be an important aspect to motivate Chinese tourists visiting Abisko. Chinese tourists like to take adventure activities to relax.

4.1.2 Emotional Factors

Emotional factors indicate that travelers’ behaviors are related to emotions. Emotions have been researched under various terms, which "adventure" and "escapism" seemed to be most adaptive to describe the emotional factors that motivate Chinese tourists visiting Abisko.

All interviewees have mentioned at least one word/phrase linked to emotional factor, including “searching for excitement” (Hui, 2019), “fun” (Shen, 2019), “hate boring daily life” (Pan, 2019). To achieve such a feeling goal, adventure activities like dogs sledding and snowmobile are very popular. Escape factor was gathered through both the occasion when they took the trip and the emotional goal of traveling. As for time issue, students often arranged the trip after the exam (Pan, Shen, Ye, Yang). Guo arranged her holidays during the spring festival. Their tendencies expressed to leave a familiar working and learning environment. For the emotional goal, "release stress" was mentioned by many interviewees.

“I was busy with my business last year. Spring festival allowed me to temporarily forget work. Nordic, especially northern Sweden, is a perfect place to release stress. The life here is much different from my routine life.” (Guo, 2019)

Whether or not they could watch the Northern Light is a significant issue to measure their emotional experience expectations. Nine out of twelve interviewees have watched the Northern Light on the first visit and felt pleased. Among the three who had not watched Northern Light for the first time, two revisited Abisko and finally watched the Northern Lights. When the Northern Lights erupted, the “northern light was dancing in the air” (Xu, 2019), it became a moment of emotional outbursts. The described it as “a moment you forget science behind it and totally immersed” (Hui) and felt “unbelievably lucky” (Pan & Guo, 2019). Mr. Shen, the one who had didn’t watch the
Northern Light felt a loss of the journey, but he enjoyed the exciting time on dogs sledding. The combination feeling of escapism and adventure can be triggered by one activity. Such a combination of different layers of emotions was described by Mr. Xu.

"I was crazy when I watch the colorful sky, and my heart was beating. When the initial excitement faded, I sat down, began to think about my life, what a beautiful universe and how insignificant is a human being. I have not been thinking about philosophical issues so deeply for a long time." (Xu, 2019)

An interesting finding is the interviewees' attitudes toward domestic travel. Both Yang and Guo mentioned "many people" and "no longer offer a quiet and harmony atmosphere". This finding may indicate that many changes have happened since 2007. Back in 2007, Chinese tourists preferred traveling domestically to chase an escapism feeling (Hsu et al., 2007).

Only one statement can be treated as nostalgia, “The bonfire reminded me of my childhood and hometown, as I cannot set a bonfire in the city” (Tian, 2019).

Emotional factors, in terms of escapism and adventure, motivate Chinese tourists visiting Abisko. The realization of emotions is attached to activities.

4.1.3 Cultural Factors

Cultural Factors reflect tourists' desire for culture and new knowledge. Previous studies have discovered Chinese outbound tourists' appetite for culture in cities, and those destinations offer an image of romance and widely broadcast through literature, movies, etc. (Xiang, 2013). However, Abisko does not belong to that romance-feeling-triggered destination, as its stories are lack fame. To our surprise, none of the interviewees planned their journey to Abisko because of cultural motivations. Only one girl mentioned Thor, the god in Nordic tales, but did not relate it to Abisko specifically. However, after the trip, everyone learned something about Sami and Lapland, and finally, they showed interest in those. During their trips, these cultural factors are around their daily life, including food, clothing, accommodation, and transportation (50% of interviewees mentioned). Chinese tourists were happy to share such knowledge with their friends in China. A typical answer is listed below:
"I am a fan of Marvel, I would be glad if Nordic Europe releases some Thor related activities. I did not expect any special cultural activities offered at Abisko as I thought the whole Sweden is pretty similar, but during the trip, I was curious to Sami culture, the tunnel which has nice graffiti and plays Sami songs was fascinating." (Sun, 2019)

Cultural factors do not seem like to motivate Chinese tourists visiting Abisko now, due to the limitation of cognition, but the interest during and after the trip indicates the potential attractiveness of cultural factors.

4.1.4 Interpersonal Factors

Interpersonal factors mean the tourists want to maintain or develop a friendship or other intimate relationship by a journey. In our case, such a desire was not obvious. None of our interviewees traveled alone to Abisko, but developing relationship seemed not likely to be an important factor. They travel together only for safety.

Our interviews revealed that a long-distance journey should care more about safety and cost-effective. All the interviewees traveled to Abisko with a companion. Economic consideration was taken into as well. Like “share the car renting fee” (Hao, Xu, Guo, 2019), “share the accommodation and entertainment fee” (Yang, Pan, Shen, 2019). At the same time, interviewees pointed out that relationship can be enhanced in multiple ways, "traveling to a remote place is just one of the various alternative methods" (Sun, 2019). Mr. Yang’s and Mrs. Guo’s words are representative.

"I planned to travel alone at first, but later I traveled with my classmates for safety cost-effective. Finally, I was glad to have people share the accommodation fee with me and killing time on a long journey. I did not care much about developing a relationship when I made the journey plan." (Yang, 2019)

"You do not travel that far away with any guy unless the companion trustworthy." (Guo, 2019)

Traveling to Abisko is not an isolated action for some interviewees. They implanted this journey into a larger picture, a more extended period experience. Miss Pan said, " 
You always wish to develop some international friendship when you learn abroad, traveling is a good opportunity. Going to Abisko alone might not be big stuff, but at least, it was a step towards a better relationship."

However, also not treated as an initial motivation, a change of relationship happened during and after the trip described as “smoother” (Yang, 2019), “possible future trip” (Pan, 2019). Miss Pan was an exchange student who studied in Halmstad University, which located in the most southern part of Sweden. To save money, she and her classmates choose to travel by coach rather than by plane. During the very long journey, they talked a lot and played games, which proved that close physical contact could enhance a relationship (Crompton, 1979).

Despite Abisko may have the function to cultivate a more intimate relationship, we do not suggest interpersonal factors as a source that motivate Chinese tourists visiting Abisko, as it is recognized as a replaceable choice in developing a relationship

4.1.5 Prestige Factors

Prestige factors mean tourists' expectation of appreciation with traveling experience. Our study revealed an interesting phenomenon, prestige was unlikely to be a travel motivation that drives Chinese tourists to Abisko, while the uniqueness of Abisko and the wide attention of such rare journey was admitted.

In Chinese culture, modest and self-effacing people are more popular than boastful ones (Bond et al. 1982). Thus, in our interview, interviewees responded cautiously to these questions. They admitted one of the reasons prompt them to travel to Abisko was because very few Chinese had ever been there, but they all disagreed the idea that this journey brought them a feeling of superiority or prides. The motivations drive him/her to Abisko was to fulfill a certain wish.

“Sweden is near to the Arctic Circle, so the scenery must be very different from China. I have visited several cities, and it's time to explore a new place.” (Yang, 2019)

“I have seen a movie called The Bucket List’, it was quite touching, and one of the wishes on the list was to see the Northern Light. Therefore, I
created a must-do list for myself. Last time when I checked the list, I found that watching the Northern Lights is something within my ability. ”
(Fan, 2019)

“Exploring a new place” or “must-do list” are commonly linked to prestige and imply you have done something extraordinary. We found such expression revealed the desire of young people in contemporary China for their prestige, although such desire might hide under modest words.

In the sharing aspect, Abisko stands out from other European destinations. All the interviewees have shared this journey on at least one social media like WeChat. Finally, they got “thumbs up” from friends than normally. What Miss Pan said can describe this phenomenon, “I do not want to share the Tour of Eiffel in Moment, most of my friends have visited Paris, but the mystic Northern Lights was so rare, why I didn’t post it”.

The students in Sweden expressed "It is an extraordinary opportunity for a Chinese student who studying in Sweden", "They will give a ‘thumbs up’, but no more comments". At the same time, the tourists living in China said, “I’m the first who visited there within my family and friends” (Xu, 2019), “My customers are curious about my journey.” (Guo, 2019).

In general, even though Abisko can meet Chinese tourists' desire in prestige, there is no convincing evidence to show prestige factors motivate them visiting Abisko when they make travel plans.

4.2 Pull Factors Analysis

The pull factors motivate tourists to a specific destination include a choice of destinations, the arrangement of travel itinerary, purchasing of tourism products. Purchasing tourism products such as transportation and accommodation, budget and allocation of tourism expense and time are important content of making a travel plan. The whole process is named by tourists as "doing homework", which is related to the Chinese traditional learning attitudes towards traveling.
4.2.1 Transportation

A tourist leaving the place of residence or work, going to the destination for a short visit, and then returning to the place of residence, this has become the main approach for people to achieve tourism activities. Different transportation has resulted in the difference in travel motivation, and different transportation has resulted in the difference in travel destination (Hsieh, 2016).

Base on the interviews of interviewees, we found that most of the interviewees are satisfied with transportation, which mainly reflected in the following two aspects: Firstly, the transportation is convenient. For Chinese tourists, Abisko is easy to arrive.

"Every day there are large numbers of flights from China to Stockholm. From Stockholm to Abisko, we flew to Kiruna, the city which has the nearest airport to Abisko, and then we selected a rental car as the transportation to Abisko because of the limited holiday." (Xu, 2019)

For Chinese tourists living in Sweden, especially the students, they prefer trains. Although the train will take over 10 hours, they do not need to transfer, and the price is much lower than the flight.

"Train from Stockholm to Abisko took the tourists straight to Abisko without changing trains. Besides, the train station is not far from the Abisko National Park, we did not need to transfer by bus, and the price is cheaper than the flight." (Hui, 2019)

Secondly, the price is reasonable. As a remote village, the first demand for the Chinese tourists is to arrive there so compared to the over 20 hours flight, Chinese tourists care little about the price.

"I bought the economy class of round-trip tickets around 7000 RMB, compared to distance, this price is not very high." (Fan, 2019)

"Taking the train is a good choice, because of the low price, I took the second-class sleeper with 800kr, and the carriage is very clean and providing drinkable water. If you bought the first-class sleeper, you could take a shower on the train." (Guo, 2019)
Considering all the access results, we found that the transportation from China to Abisko is very convenient.

4.2.2 Accommodation

All accommodations listed in Abisko have been selected based on a satisfactory. Chinese tourists can book hotels and hostel. Whether you are looking for hotels or a hostel, you are sure to find suitable accommodation in Abisko with prices to match almost every budget.

"I went Abisko alone, and I cared little about the living condition, so I booked a hostel around 900 Kr/night. It was not bad; in this freezing weather, the price was acceptable."

Being in the wilderness offers you a great chance to stay somewhere where nature is right on your doorstep, either by stepping outside to watch the Northern Lights. After interviewing the interviewees, we also found that to watch the Northern Lights, all the Chinese tourists would stay overnight. If they cannot watch the Northern Lights in one night, then they would book two or three days until seeing the Northern Lights. A typical statement from interviewees are as follows:

"As long as they keep a reasonable price (maybe even can be thought of as low near Östra station), I do not have much expectation in such a place. You can live in a hostel and get a free sauna, isn't it wonderful?" (Yang, 2019)

"You must know Xuecun (snow village in the north of China), right? A village at nowhere, with low quality of accommodation but high price. Compare to that, the price of Abisko is pretty reasonable." (Xu, 2019)

4.2.3 Food & Beverage

Dissatisfaction with food may lead to the dissatisfaction of travel experience. The food in Abisko is typical Swedish food, such as reindeer meat, meatballs, and Swedish beverages. For the Chinese tourists living in Sweden, they have eaten Swedish food for a long time, so they have fit the taste.
"I have been living in Sweden for nearly one year, so the typical Swedish food was not strange for me. To watching the Northern Lights, the food was used for fighting hunger." (Hao, 2019)

However, the tourists living in China, most of them had never eaten Swedish food before, so most of the time, they did not like it, but they tried one time.

"Reindeer has a special taste, never tried anywhere else. When I made the travel plan, I have thought about this, so I took some instant noodles from China." (Ye, 2019)

Because of the adverse weather conditions, most of the Chinese ate the food for eager to hungry; thus, the food in Abisko has been accepted as a supporting resource of tourism activity rather than an attraction on its own. The only issue that did raise some concern was that of health and hygiene standards in specific destinations.

4.2.4 Recreational Facilities

Through communicating with interviewers, we can see that despite many recreational facilities, the interviewees felt they were the adjunct to Northern Lights tourism. As additional activities to see the Northern Lights, the journey was enriched.

"I just booked an aurora-chasing tour, as that was my main goal to come, and I felt fortunate that I saw an incredible sky. I know there are much fun there, the dogs sledding, reindeers sledding, etc. Since I did not have much time and I thought I could play that in China as well, I had not attended any." (Sun, 2019)

"It would be a little boring just to see the snow and Northern Lights, so I wanted to book these recreational facilities at first, but after arriving there, I was fascinated by the aurora." (Shen, 2019)

Hence, summarizing all these interviews information, we found the recreational facilities can raise the satisfaction of destination, but they were not the main factors that affect Chinese tourist's motivations.
4.2.5 Natural Environment

Abisko National Park offers some of the best conditions in the world for Northern Lights watching. All the interviewees came to watch the Northern Lights and said it was amazing northern light display for a while.

"The main reason I came to Abisko was to watch the Northern Lights. It was amazing, beautiful, and exciting." (Tian, 2019)

“It seems like all people here don’t have time to do anything else than just standing and looking up into the night sky in awe.” (Cheng, 2019)

Besides the Northern Lights, the other natural scenery also raised Chinese tourists interesting, such as stars, snow mountain, and moonlight, etc.

"The natural environment was the most attracted thing. Even though there were no Northern Lights, the snow scenery was gorgeous, and the stars were amazing because of no light pollution." (Pan, 2019)

“The surrounding mountains keep the skies clear, and light pollution is zero, I have never seen such beautiful stars, very amazing." (Yang, 2019)

The natural environment in Abisko provides an amazing experience. As a village in Arctic Circle, without any other investment or construction, the most stunning natural scenery can be easily watched.

4.2.6 Public Safety

It is primarily a national responsibility to provide the legal, regulatory, and judicial framework that underpins tourism safety and security. A right way employed by several countries to evaluate the legal situation regarding tourism safety and security is to review of tourism safety and security problems and contrast them with the legal remedies and procedures available to deal with them (Mansfeld & Pizam, 2006).
Abisko is in the north of Sweden, so the Swedish government is responsible for public safety here. All the interviewees said they are not too worried about the public safety in Abisko, because of the proper public safety of Sweden.

"I have traveled to many countries, in my perspective, Sweden must be much safer than Italy and France. My only concern was driving on a snowy road, which I had no experience." (Yang, 2019)

Besides, they all came together with friends or families, so they can help each other and take care of each other. Moreover, all the airfare, accommodation and activities can be book through a professional travel website; what is more, all the prices are transparency.

"The service staffs are very highly trained. When we were booking the hotel or recreational facilities, the prices are transparency, so we are not afraid of being cheated." (Fan, 2019)

4.2.7 Technological Factors

Now travel abroad is easier than before, and they are easier to get travel information than before. Before traveling to Abisko, the interviewees would search online and look for what the budget airlines. Hence, thanks to the Internet, the interviewees could calculate how much they would spend on the journey easily.

“Relatively easy to understand the relevant information, hotel booking, and activities booking are going rather well.” (Shen, 2019)

"When I made the travel plan, the website used out of China were Visit Abisko, Trip Advisor, and Booking. The Chinese website I used is and Mafengwo. There were many comments written by Chinese tourists. Thus, the trip can be fully prepared." (Fan, 2019)

Taking all this information into consideration, we can find when Chinese tourists plan to Abisko; there are no barriers for them to search the information. Moreover, we also saw much introduction of Abisko that was shaped by media, travel blogs, Newspapers.
5. Discussion

This study offers an attempt to explore the motivations of Chinese tourists visiting Abisko. The findings reveal that this study can be supported by the push-pull theoretical framework in the literature. It means that the destination which Chinese tourists choose is really pushed by their internal forces and pulled by the external forces of destination attribution. In this chapter, based on the findings we will discuss what is the main factors that determine Chinese tourists' choice and seek an enhanced understanding of the relationship between push factors and pull factors.

5.1 Push Factors Discussion

By the push factors, we found that the emotional desire in terms of escapism, adventure, and physical desire was the main push motivations. Chinese tourists desire to escape a stressful environment and take an adventure. Abisko offers an exotic background and variety of activities can meet such needs.

Previous studies have indicated the prestige desire as one of the major factors motivate tourists going to a remote destination to see special celestial wonders. Chinese tourists present profound influenced by the needs of admiration of the statue with the activity of seeing Northern Lights; it might be affected by China's low-key and humble tradition (Bond et al., 1982). At the same time, with the development of the Internet, when tourists may easily be exposed to those "sophisticated tourists" (Xiang, 2013), then underestimate the experience of themselves.

Analyzing Chinese tourists’ motivation to go abroad can also apply to tourists who visited Abisko. As for those who have traveled to several domestic destinations, it is a "natural step" to going abroad (Xiang, 2013), Abisko is another natural step for those who have rich traveling experiences.

5.2 Pull Factors Discussion

Compare to the other pull factors, transportation services, natural environment, and technological factors are more important. For Chinese tourists, transportation services are the fundamental thing while visiting Abisko. This includes decisions about where to go, where to stay, and what to do while at Abisko. Without convenient traffic
conditions, Chinese tourists cannot travel to Abisko easily. The aircraft, train, and bus greatly reduce the time from China to Abisko. Besides, the natural environment is the primary motivation. The main motivation that Chinese tourists visit Abisko is to see the Northern Lights. Most interviewees said they were especially moved at the moment of watching Northern Lights. Technological factors are also important factors in driving people to Abisko. The website visits Abisko, Ctrip, Mafengwo, etc. provide lots of detailed guides and booking transfers, activities, and accommodation, but remains augmentation areas in online booking and combination.

Gilbert & Terrata (2001) pointed out that pull factor, in the form of driving forces, can be either positive that boost is traveling to specific destinations or negative such as fears or aversions that harm potential tour willing. When we checked whether the pull factors in Abisko are positive or negative to Chinese tourists, we examined whether they can meet the needs of Chinese tourists on the push side. At last, consistency was found between the major push and pull factors. The risen influence of online media is not neglectable, like the blogs, press raised Chinese interests and educated them about the natural resources in Abisko. The natural environment enables the realization of physical activities, while the scenery itself and activities meet the emotional needs of tourists. Although Abisko is far away from China, convenient traffic gives it a comparative advantage to other destinations. Then, Chinese tourists met their desires for escaping everyday life.

5.3 Relationship Between Push and Pull Factors

The major factors motivate Chinese tourists visiting Abisko are physical and emotional factors that as internal motivators and transportation, natural environment, technological factors that as external motivators. These factors are not isolated but linked to each other. The escape and adventure desire drive Chinese tourists searching for a destination can fulfill their needs. New media, including websites and mobile App, allow potential tourists access to plenty of information quickly, Abisko was outstanding in this area. Through the introduction, potential tourists get aware of the astonishing scenery, especially Aurora borealis. At the same time, the natural resource offers the conditions for various activities, which can meet tourists’ physical need. The relatively
convenient traffic and manageable online booking condition compared to other similar destinations become Abisko's advantages.

However, Global warming is an issue which may damage Abisko’s tourism industry as it affects the factors that motivate Chinese tourists from both push and pull sides. Research showed that while global warming has little impact on the place over 2000 m in altitude, in low altitudes, the seasonal snow-cover depth will be reduced by a large percentage (Breiling and Chramza 1999). Abisko is not facing but undergoing such challenge, the permafrost is disappearing, the ice is getting thinner and winter season is shortening. It is doubtful whether Abisko can continue to offer astonishing snow scenery and the period that can provide exciting activities like ice climbing, ice fishing, dog sledding may shorten. If the winter traveling season in Abisko continues reducing, Chinese tourists may tend to search for alternative destinations.
6. Conclusion

6.1 Study Conclusion

This study aims to understand Chinese tourists’ motivation to visit Abisko, a small town in northern Sweden that has received an increasing number of Chinese tourists in recent years. We apply push and pull theory and develop our framework to analyze the factors that prompt Chinese tourists to travel to Abisko. Using the qualitative method to research, the results show physical factors and emotional factors are the main push factors drive Chinese tourists to Abisko. The main pull factors attract Chinese tourists to Abisko are convenient transportation, beautiful natural environment, and fast-growing technology.

As China’s rapid economic growth, more and more young Chinese make more overseas trips. Hence, as a travel destination, Abisko has a variety of pull factors which could attract more potential Chinese tourists. From the Chinese tourist’s point of view, the main push and pull factors are intrinsically linked, as the technological factor in terms of new media platform increase the exposure of Abisko and arisen tourists’ knowledge and awareness of its natural resources, these natural resources can meet Chinese tourists’ desire of escaping daily life, taking an adventure and challenge themselves. Such emotional desires are usually realized through physical activities. Compared to other Northern Lights destination, Abisko is more accessible by various transport modes.

6.2 Implications, Limitation and Future Research

Tourist motivation has been recognized as a stage that triggers the whole destination-choice process (Mansfeld, 1992) so a thorough analysis of tourist motivation can guide the thriving marketing destination (Som, 2010). According to Brayley (1990), the attitude of a tourist toward a destination might be a measure of that destination's ability to pull or attract tourists. The attitude of tourists is influenced by motivation factors.

Our findings suggest practitioners in Abisko tourism industry to attract Chinese tourists through online promotion and improvement of activities. They are suggested to put more effort into promoting natural beauty through China's online travel website like
Mafengwo or social application like Weibo and WeChat. To meet the adventure desire of Chinese tourists, they may need to improve the experience of snowmobile, and to increase the possibility of seeing Northern Lights; they should broadcast the knowledge of Northern Lights forecast even before a trip booking. To attract potential Chinese tourists, they are suggested to cooperate with a big online travel agency in China to promote its attractions like a cultural experience. Beyond these actions, the most important work is to protect the tranquility and beauty of Abisko, avoid crowds. For other tourist destinations which have a similar natural environment, the research may also have an actual use for reference. 6.3 Limitation and Future Research

It is germane to point out the limitations of this research. First is the narrow scope. Due to the qualitative research method and the small scale of interviewees, this research is more indicative and not conclusive. At the same time, a lot of interviewees are students due to practical consideration; the diversity of representatives was sacrificed at a certain degree. Secondly, both the image of Abisko and Chinese tourists' perception of the destination image are dynamic, the significance and ranking of each motivation factor of Chinese tourists may change.

Although this research has some limitation, the findings which inspired the author to conduct in-depth research in the future. Further research may develop more conclusive result and enhance the generalizability of the results through expanding the source of origins, conducting quantitative research, or making a comparison with other destinations. Otherwise, for further research suggested in this paper, a quantitative may be adopted in investigating socioeconomic demographic factors, such as age, gender, income, education, family life-cycle and size, race/ethnic group, occupation, etc. Even combine the qualitative method and quantitative method, then investigate if there are any other factors that we haven't study before.
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Appendix I: Interview Guide (English)

Project title: Motivation of Visiting Abisko

Researcher: Thanks for taking this interview. The data we are collecting will be used in a master thesis at Uppsala University, and we will keep all the information confidential. The interview will last about 20 to 40 minutes. Please feel free to contact us if you have any questions.

Personal Information

How old are you? What is your occupation? Where do you live?

Questions on Abisko visiting experience

1. Physical: What activities did you plan to do in Abisko? What did you do? How you judge the activities?

2. Emotional: What kind of feeling did you expect to experience during the trip? The feeling you may not experience in your daily life? During the trip, which moment did you get a strong feeling?

3. Cultural: What cultural experience did you plan to take before going to Abisko? If not planned, when you finished the journey, did you get an impression on local culture?

4. Interpersonal: Who is your companion? What kind of change in your relationship did you expect from this trip? How was your relationship like after the trip?

5. Prestige: What kind of change of your fame or self-esteem did you expect before going to Abisko?

6. Transportation: Was it easy for you to get there? How do you judge the traffic?

7. Accommodation: Where did you live? What do you think about accommodation?

8. Food & beverage: What kind of food and beverage experience did you wish to take?

9. Recreational Facilities: What recreational facilities does the accommodation offer? Are they attractive?

10. Natural environment: What do you think about the natural environment, including natural resources, the climate, etc.?

11. Public safety: What was your concept towards the public safety situation in Abisko? What was your feeling towards warning of China embassy on tourists’ safety in Sweden?

12. Technological: How did you know Abisko and booked your accommodation, activities? If you booked the hotels and activities online or by App, can you name the platforms? What websites do you think have helped you with this visit?

13. Do you want to revisit Abisko? Why or why not?
Appendix II: Interview Guide (Chinese)

项目名称：访问阿比斯库的动机

研究者：感谢您接受本次采访。我们收集的数据将用于乌普萨拉大学的硕士论文，我们将保密所有信息。面试将持续约20至40分钟。如果您有任何疑问，请随时与我们联系。

个人信息

你的年龄是多少？你职业是什么？你住在哪里？

与访问阿比斯库动机相关的问题

1. 体能因素：你打算在阿比斯库做什么？你做了什么？你觉得这些活动怎么样？

2. 期望：你期望在旅途中体验什么样的感觉？你在日常生活中可能没有的感觉？在旅行中，哪个时刻你的感受最为强烈？

3. 文化：在去阿比斯库之前你打算获得什么文化体验吗？如果没有计划，当你完成旅程时，你对当地文化有什么印象？

4. 关系：谁是你的同伴？你对这次旅行的关系有什么样的改变？你们旅行后的的关系如何？

5. 期望：在去阿比斯库之前，你希望通过这次旅行，对你的名气或自尊有什么样的改变？你如何分享这次旅行经历的，朋友们反馈如何？

6. 交通：你到那儿容易吗？你觉得前往阿比斯库和当地的交通状况如何？

7. 住宿：你住在哪里？你对住宿有何看法？

8. 食物与饮料：你希望获得什么样的食品和饮料体验？

9. 娱乐设施：住宿提供什么娱乐设施？它们有吸引力吗？

10. 自然环境：你如何看待自然环境，包括自然资源，气候等？

11. 公共安全：你对阿比斯库的公共安全状况有何看法？你对中国大使馆警告瑞典游客安全的态度如何？

12. 科技：你是如何知道阿比斯科并预订住宿，活动的？如果您在线或通过App预订了酒店和活动，哪些平台？您认为哪些网站帮助您进行此次访问？

13. 你将来会访问阿比斯库吗？为什么或为什么不？
### Appendix III: Example of Thematic Coding Process (Emotional Factors)

<table>
<thead>
<tr>
<th>Interviewees (Partial Present)</th>
<th>Escapism</th>
<th>Adventure</th>
<th>Other Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guo</td>
<td>&quot;I had another busy year running my business. Spring festival holidays allowed me to temporarily forget work. Northern Europe, especially northern Sweden, is perfect for releasing stress. Nothing here likes my hometown.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tian</td>
<td></td>
<td></td>
<td>&quot;The bonfire reminded me of my childhood and hometown, as I cannot set a bonfire in the city. (nostalgia)</td>
</tr>
<tr>
<td>Shen</td>
<td></td>
<td>&quot;I want to have fun in dogs sledding activity. The riskiness in it is exactly what I need.&quot;</td>
<td></td>
</tr>
<tr>
<td>Hui</td>
<td>&quot;I search for excitement.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pan</td>
<td>&quot;I just survived from exam week. It’s time to go out and take some fresh air.&quot;</td>
<td>&quot;I hate boring life, traveling is my life. Abisko is the northernmost place I have ever been to&quot;</td>
<td></td>
</tr>
<tr>
<td>Yang</td>
<td>&quot;Isn’t it wonderful to see somewhere totally white and may have a crazy sky?&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xu</td>
<td>&quot;I was crazy to witness aurora, and it was a legend!&quot;</td>
<td></td>
<td>&quot;Human beings are so insignificant to the universe.&quot; (touching)</td>
</tr>
</tbody>
</table>
