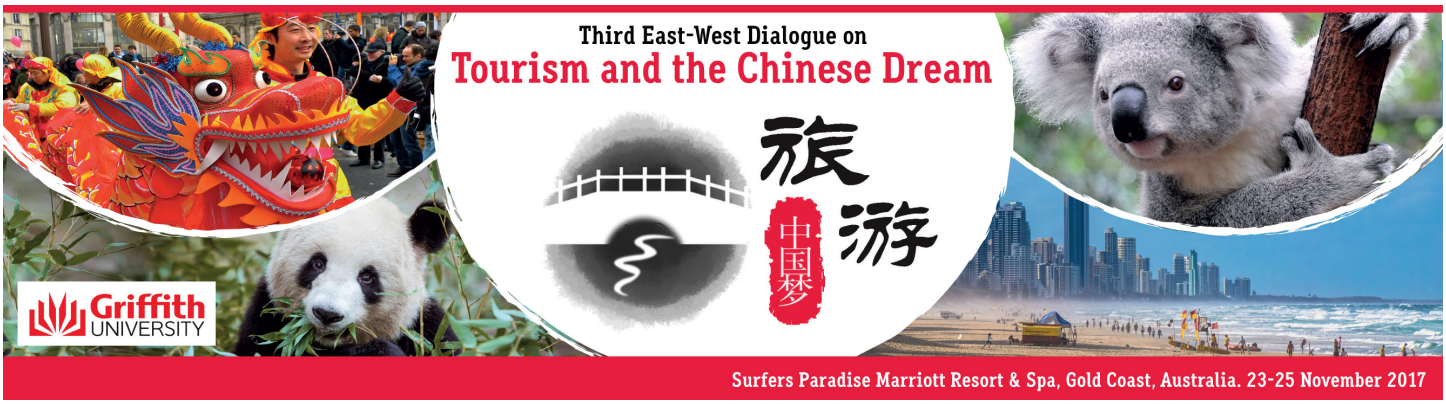

PROCEEDINGS OF THE
Third East-West Dialogue on Tourism and the Chinese Dream

23-25 November 2017
Surfers Paradise Marriott Resort & Spa, Gold Coast

Hosted by:
Griffith Institute for Tourism (GIFT) and the Griffith Tourism Confucius Institute (TCI)

Griffith UNIVERSITY
Griffith Institute for Tourism

Tourism Confucius Institute at Griffith University
旅游孔子学院

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Gold Coast Tourism Corporation

CURRUMBIN WILDLIFE SANCTUARY

CHINA SOUTHERN AIRLINES

PROCEEDINGS OF THE THIRD EAST-WEST DIALOGUE ON TOURISM AND THE CHINESE DREAM

Noel Scott
Susanne Becken
Peiyi Ding

23 - 25 November 2017
Gold Coast, Australia

Abstracts were Anonymously Reviewed

Disclaimer: The papers are generally in the original 'language' of the author but have been lightly edited for readibility and consistency.

Reflections from the G20 Third East-West Dialogue on Tourism and the Chinese Dream

This dialogue celebrated the China-Australia Year of Tourism and also the UN Year of Sustainable Tourism for Development. Therefore it focused on the topic of 'managing tourism growth sustainably'. The event was co-hosted by the Griffith Institute for Tourism and the Griffith Confucius Institute.

The conference was well attended with over 120 delegates, mainly from Australia and China, but also six other countries whose representatives offered complementary insights and perspectives. Following the Griffith Innovation Showcase on the first day, which demonstrated new research methods and approaches, it was great to welcome so many friends, colleagues and guests for drinks by the pool. The second day of the conference was opened by Prof Ian O'Connor, Vice Chancellor of Griffith University, Bob East, Chair of Tourism Australia and CEO of the Mantra Group, and Prof Bin Dai, President of the China Tourism Academy. What followed was a series of extraordinary presentations by 26 industry speakers and panelists.

What did we learn?

First, there is simply no way around the need to better understand China as a key player (or rather, ***the*** player) in the global tourism market. This became clear not only in some of the statistics that speakers shared (e.g. a middle class of over 800 million by 2030; 200 new airports currently being built in China), but also in the sophistication with which Chinese companies, such as ***Alipay*** and ***C-trip***, have addressed the markets. Engaging with these trends, the digital platforms and big data analytics that come with them, is a must.

We also learned about the customer experience and the increasing need to tailor experiences right from the start to the end of a trip. Participants discussed concepts such as "attention seeking" and "seizing", and examples of leading practice in tourism provided. Dubai International Airport provides a fascinating example that raises the bar for other players in the industry. Dubai's traditional border controls have been replaced with a walk through a virtual aquarium tunnel. The new system is not only faster and has greater detection accuracy rates, but also offers a novel visitor experience. It became clear that in a world of fast moving technology, it is critical for countries such as Australia to remain competitive and attractive for the higher yielding markets.

Although not always linked, in this dialogue, the relationships between investments and sustainability topics were central to the discussion. Tourism investments often happen in or near gateway cities (including integrated resorts) and transportation routes, and whilst sustainability is increasingly considered, it does not yet appear to be integral into planning. Instead, sustainability projects are often implemented at a smaller scale with a people-focused approach. Two presentations, one on ***My Green Butler***, a smart service system to reduce guests' resource consumption in tourist accommodation, and a second on managing resources through the National Trust, illustrated a type of complementary. Creating new and sustainable experiences should, in theory, align well with the experience economy, but the link is not explicitly made in practice or on a large scale (yet).

Growth, investment and design of new experiences has to address issues of over-tourism and crowding. It became clear that some parts of Australia lack the wider infrastructure to cope with the tourism demand they experience, and at the same time other regions lack investment that could help to spread visitors away from these major centres. Whilst some solutions were

discussed (e.g. the youth market spreading further into regions), it appears that it is difficult to lure people away from the iconic attractions such as the Sydney Opera House. Possibly, direct marketing (e.g. using big data and customised approaches) might provide an opportunity – if there is interest in doing so. The New Zealand story highlighted the risks of "overtourism", too much visitor pressure on communities and natural assets and it was made clear that a coherent tourism strategy to cope with growth is much needed.

Tourism is not isolated from the broader bi- and multi-lateral relationships between countries, and the policies and politics that go with them. Discussing wider issues such as border arrangements (e.g. one custom zone for Australia and New Zealand and possibly key ports in China), foreign investment by Chinese companies, airline networks, and foreign policy, it become – once again – clear that the relationship between Australia and China is of great importance (at least to the Australian economy). Institutional partnerships, such as the one between the China Tourism Academy and Tourism Research Australia that facilitate the exchange of information, knowledge and data are integral to successfully managing tourism flows.

The third day continued the information sharing and discussions in the form of academic presentations. Many papers provided interesting detail on very specific issues that further explored some of the macro challenges discussed the day before. For example, it was asked what an 'ideal tourist' is and how this could be measured to ensure that destinations secure long-term benefits along several dimensions. A new theme emerged from the presentations: food. The importance of food and cuisine was emphasised and analysed in several papers, and followed on well from the points made earlier on personalised customer experiences.

The final wrap up reminded us of the need to link practical and academic work better so that theoretical research becomes more relevant to decision makers. Avoiding the pitfalls of sustained – yet unsustainable – growth will require critical thinkers to examine opportunities and risks and provide robust knowledge that is relevant to the problems of the industry.

We thank everyone for their great contribution and hope you enjoyed the event as much as we did.

Prof Susanne Becken

Day 1 – Thursday 23 Nov 2017	
16:00 – 18:00	**Griffith University tourism innovations showcase.** Together with research partners, we are showcasing research innovations and new technology, such as 3-D printing, Virtual Reality, 3-D scanning, Big Data analytics, Eye tracking. Find out what the new research methods are, what new opportunities exist for work, and what role technology might play.
17.00 - 19.00 **18.00 - 19.30**	*Registration* *Welcome Reception – Poolside at Surfers Paradise Marriott Resort & Spa* Welcome by Mr Paul Donovan, Chair of Gold Coast Tourism
Day 2 – Friday 24 Nov 2017	
08.00 – 09.00	*Registration* *VIP Group photo*
09.00 – 09.30	**Conference opening and welcome** - Prof Ian O'Connor, Vice Chancellor and President, Griffith University - Address by Mr Bob East, Chairman Tourism Australia, CEO of the Mantra Group - Welcome by Prof Bin Dai, CEO of China Tourism Academy
09.30 – 10.45	Elston Room **Managing tourism diversity and dispersal** International tourist arrivals in Australia and New Zealand increased by almost 10% for the last year, reaching a total of 8.5 and 3.6 million, respectively. Some of this growth is driven by increased China outbound tourism; however, tourism in China is also growing rapidly at a rate of 11%. Some destinations are beginning to address distributional challenges from fast-growing tourism. Barcelona, for example, approved a new accommodation law that limits the number of beds available and freezes the building of new hotels. China has recently developed a Guideline for 'measurement of carry capacity of scenic areas'. This session will discuss the problem of attracting tourism through destination marketing and managing to ensure sustainable outcomes from tourism activity. Keynotes: Ms Phillipa Harrison, Tourism Australia: **Positioning Australia.** Prof Ken Hughey, New Zealand Department of Conservation: **Dispersing tourism in New Zealand: key strategies.** *Session chair: Prof Susanne Becken (Griffith University)* Expert panellists: • Prof Janne Liburd (University of Southern Denmark, Chairman of the Board of the Wadden Sea National Park) • Prof Luo Qiuju (Sun Yat-sen University)

10.45 – 11.00	*Morning tea*	
11.00– 12.00	Elston Room **Experience Economy: what do visitors want?** Welcome to the Attention or Bit Economy. Creating memorable and meaningful experiences has become the key to success. How do we manage the change from homogeneous group travel to offering individual experiences? This session discusses the opportunities that the Experience Economy provides for tourism. It positions Australia and China – and their competitive advantages – in the context of a fast changing tourism environment. Keynote: Ms Vanessa Brennan (Partner Price Waterhouse Coopers): **The customer journey** *Session chair: Prof Noel Scott* Expert panellists: • Prof Pu Wu (China Tourism Academy) • Dr Sarah Gardiner (Griffith University)	Waianbah Room **More disruption?** What is smart tourism? How can Big Data help us understand or manage tourism? Technology – and in particular digital technology – has rapidly changed the industry, presenting many opportunities, but also risks. The session will discuss trends, risks, and insights that are relevant for all those involved in creating, developing or managing tourism. Keynote: Prof Marianna Sigala (University of South Australia Business School): **Smart tourism and the visitor experience** *Session chair: Mr* Dean Gould (Gold Coast Tourism) Expert panellists: • Mr Gary Waldon (CEO Localyokl) • Ms Emily (Jinyan) Chen (Griffith University)
12.00 – 12.45	Elston Room **New ways of doing business** Keynotes: Mr George Lawson (Alipay): **Connecting with Alipay in Tourism** Mr Edison Chen (CTrip): **Destination marketing from perspective of "big data"** *Session chair: Prof Bob McKercher (Hong Kong Polytechnic University)*	
12.45 – 14.00	*Lunch*	
13.15-14.00	Waianbah Room Practical Academic Insights – Speed presentations (5 minutes each) *Session chair: Dr Brent Moyle (Griffith University)* ***Travel Dispersal of Chinese Visitors in Queensland**:* Luke Foyster, Bojana Spasojevic, Abraham Leung, a/Prof Gui Lohmann, Barbara Yen	

	Augmented Reality and the Visitor Experience: Liubov Skavronskaya, Dr Brent Moyle, Prof Noel Scott, Dr Anna Kralj ***The Chinese Market for South Pacific Island Tourism:*** Minghui Sun; Simon Milne; Fangxuan L. ***Development of Shanghai Cruise xiaEconomy:*** Dr Xinliang Ye	
14.00–15.15	Elston Room **Tourism investment: hotels and transport links** What are the major tourism investments expected over the next 10 years and where are they located? What level of tourism investment is required? How do we invest in the long term sustainability of our regions and provide the soft infrastructure and experiences to support this development? This session will discuss how to meet market demand and government policy objectives through strategic infrastructure development, and public and private sector tourism assets. *Session chair: Prof Leo Jago (University of Surrey)* Expert Speakers: • Mr Shuangwu Wang (China Southern Airlines): **Airlines.** • Mr Danny Huang (Star Entertainment): **Integrated resorts**. • Prof Yu Qin (Beijing International Studies University): **Chinese hotel chains**.	Waianbah Room **Sustainability – or license to operate** Tourism is growing at a fast pace – and if not managed well can face serious backlash from local communities. Environmental impacts can undermine the environmental beauty of places to the extent that tourists will not visit any more. This session will discuss how tourism can enhance community well-being and actively contribute to the protection of the environment. Innovation in technology, management, interpretation, and guest involvement will be at the core of this debate. *Session chair: A/Prof Karine Dupre (Griffith University)* Expert Speakers: • Mr Christopher Warren (Crystal Creek Meadows, Kangaroo Valley, NSW): **Innovation for sustainability.** • Mr Jonathan Fisher (National Trust Qld, Currumbin Wildlife Sanctuary): **Natural and cultural heritage for tourism.** • Distinguished Emeritus Prof Geoffrey Wall (University of Waterloo): **Sustainable tourism in China**.
15.15 – 15.30	*Afternoon tea*	
15.30 – 16.45	Elston Room **The bigger picture: policy, trade and geopolitics** China is Australia's single largest trading accounting for one-fifth of all Australian exports with tourism a big part of the equation. The bilateral free trade agreement that entered into force in 2015 had significant implications for tourism, including for visa policies, education, travel-related services and investment. The Chinese Government's	

	State Council issued a development plan for the tourism industry during the 13th Five-Year Plan period, highlighting an ongoing commitment to tourism as part of the eco-civilisation agenda. All of this bodes well for China-Australia tourism, but broader geopolitics (including Australia's strong support for US leadership in Asia) inevitably impact the economic relationship and people-to-people diplomacy between the two countries. This session discussed the role of tourism in the China-Australia bilateral relationship and also interrogates whether, and to what extent, this relationship can be quarantined from geopolitical tensions. It also poses the question of whether Australia should be looking to moderate its support for the US in Asia with a view to securing the prospects of economic gains flowing from an expanding bilateral tourism relationship with China. Keynote: Prof Dai Bin (CEO, China Tourism Academy): **The tourism relationship between China and Australia.** *Session chair:* Prof Andrew O'Neill (Griffith Business School) Expert panellists: • Ms Margy Osmond (CEO, Tourism Transport Forum) • Emeritus Professor Colin Mackerras AO (Griffith Asia Institute) • Mr Chris Flynn (Pacific Asia Travel Association) • Prof Leo Jago (University of Surrey) *Discussion*
16.45 – 17.00	**Summary and concluding discussion (Elston Room)** Take-home message: all session chairs and Rapporteur, Prof David Simmons
18.30 **19.00 – 22.00**	*Pre-dinner drinks and* Chinese musical entertainment *Conference dinner (Garden Terrace, Level 2) Dress: Cocktail* Evening address: Mr Don Morris AO (Tourism ThinkTank): **What exactly is tourism?** China Tourism Academy: Awards from China outbound-to-Australia report

Day 3 – Saturday 25 Nov 2017			
08.30 – 9.00	Welcome back by Prof Noel Scott (Griffith University) Invited Speaker Hinterland Room (Plenary) Prof Bao (Sun-Yat-Sen University, China): **China-Australia tourism in 10 years – Sustainable growth?**		
09.00 – 10.15 Concurrent Session 1			
Hinterland Room	**Terrace 1**	**Terrace 2**	
Chair: Prof Bob McKercher	**Chair: A/Prof Karine Dupre**	**Chair: Dr Xin Jin**	
Session 1: Culture and tourism behaviour	**Session 2: City tourism and urban planning**	**Session 3: Hospitality Services.**	
W001 Chen, (Qi) University of Canterbury (New Zealand) Mainland Chinese's attitude toward Macau on heritage attractions.	W026 Lin, (Simmons) Jinan University (China) Structured inter-network collaboration: Public participation in tourism planning in Southern China	W010 Larsen (Wolff), University of Bergen (Norway) Food Risk Judgments in Chinese and Australian Tourists	
F003 Fang, (Walters, Chien), University of Queensland (Australia) Analysis of motivation, expectation and satisfaction of Chinese working holiday makers	W007 Nimri, (Mahshi, Shishan) Griffith University (Australia) A Green Step Ahead: Future Directions for Green Precincts	W008 Lai (Khoo-Lattimore, Wang), Griffith University (Australia) Food destination image: The representation of Australia as a food destination in an emerging market–China	
W020 Au, (Vo, Cheer) Monash University (Australia) Exploring Chinese tourists' online destination image and travel behaviour to regional Australia	W032 Addison, (Towner, Taumoepeau), Auckland Institute of Studies (New Zealand) Architecture and tourist experiences: A case study of Honolulu, Hawaii	W009 Wolff (Larsen), University of Bergen (Norway) Australian Peking Duck or Chinese kangaroo steak? On the preference of familiar and unfamiliar food.	
W027 Luo, (Zhai) Sun Yat-Sen University (China) What, How and Why? Understanding tourism crises diffusion on Weibo based on threshold model	W033 Dupre (Roiko, Moyle, Bosman, Wu, Dai) Griffith University (Australia) and Hunan Normal University (China) Healthy Ageing in Rural Tourism Town: finding the nexus between tourism and planning	W022 Li (Fairley), University of Queensland (Australia) Understanding mainland Chinese cruise passengers' food preferences on international cruise ships	

W060 Chen (Yang), Tourism Research Australia (Australia) China Tourism Academy (China) Australia-China bilateral tourism: looking back, thinking forward	W015 Zhang, Shanghai Normal University (China) Analysis and Evaluation of Brand Relationship in Exhibitions	F002 Chen (Becken, Stantic), Griffith University (Australia) Harnessing Chinese Social Media to Analyze Tourists at Great Barrier Reef
10.15 – 10.40 Morning Tea		
10.40 – 12.30 pm Concurrent Session 2		
Hinterland Room	**Terrace 1**	**Terrace 2**
Chair: Adjunct Prof Larry Dwyer (Griffith Institute for Tourism)	**Chair: Dr Ronda Green (Wildlife Tourism Australia**	**Chair: A/Prof Catherine Prentice (Griffith University)**
Session 4: The economics of China-Australia tourism.	**Session 5: Sustainability, national parks and wildlife tourism.**	**Session 6: Rapid Research**
W0011 Dwyer, Griffith University (Australia) The Ideal Tourist: Should China Care?	W018 Rowen, Nanyang Technological University, (Singapore) The geopolitical sustainability of the “Tourism and the Chinese Dream” framework: Lessons from South Korea and Taiwan	W012 Zhang (Scott, Gardiner), Griffith University (Australia) Changing Image Schemas of Chinese Beach Destination
W023 Pham, (Nghiem, Dwyer) Griffith University (Australia) Modelling tourism demand from China to Australia	W003 Bischeri, Griffith University (Australia) “Living The Green” China Dream and Aesthetic of Eco-Civilisation in Queensland Integrated Resort Casino Developments	W013 Zhu (Liu), Griffith University (Australia) Comparison between the Projected Image and Perceived Image of China
W037 Addison (Towner, Taumoepeau), Auckland Institute of Studies (New Zealand) Can Pine and Gillmore’s theory of experience economy be applied to modern tourism products??	W028 Chen, (Weiler), Southern Cross University (Australia), (Wang), National Taiwan Normal University, (Taiwan), (Wu), Fudan University (China). A resource-based view of Chinese outbound tour operators	W045 Jiang (Scott, Ding, Tao) Capital Normal University, (China), Griffith University (Australia). Tourists Perceived Value and Experience Preference based on AR Technique. A Study on Potatso National Park, China

W017 Wei, Shanghai Normal University (China) A Study on the Coupling and Coordination of Regional Urbanization to Tourism Development - A Case Study of Qinghai Province	W025 Liburd, (Becken), University of Southern Denmark, (Denmark), Griffith University (Australia). Stewardship Values in Tourism, Innovation and UNESCO World Heritage Governance: The Great Barrier Reef and the Danish Wadden Sea	W044 Kadan (Prentice) Griffith University (Australia). The impact of Airport Service Quality on Passengers' Attitudes and Behaviours.
W046 Zhong (Luo, Xiao) Central South University of Forestry and Technology (China) Landscape Evaluation of hiking trails in Zhangjiajie National Forest Park Based on Uni-polar EEG Technology	W016 Zhang, Shanghai Normal University (China) Environmental Interpretative Panels About the World Nature and Culture Heritage—a Case Study at the Mount Huangshan National Park, China.	W038 Begzjav (Prentice), Griffith University (Australia). Drivers of airline competitive advantage – the case of Mongolian Airlines
W019 Fan, (Fairley), University of Queensland (Australia)) Evaluating the Effectiveness of Destination Placement in Celebrity Reality Shows	W006 Su (Wang, Jin), Renmin University (China). Tourism and rural livelihood sustainability - Hetu Town, Yuexi County at Anhui Province of China	W005 Zhu (Scott, Coghlan), Griffith University (Australia). Sustainable Tourism Development Strategies and Practices of World Heritage Sites in China: A Case Study of Mt. Huangshan
W014 Xiao, Central South University of Forestry and Technology (China) The Attitudes of Chinese Visitors towards Wildlife	W036 Luo, (Song, Moyle. Moyle, Shi), Central South University of Forestry & Technology (China). Drivers of carbon emissions in China's tourism industry	F001 Vada-Pareti, Griffith University (Australia) The challenges of targeting the Chinese outbound market: Perceptions of tourist stakeholders in Fiji
12.30 – 13.00 Closing session – Prof Noel Scott and Prof David Simmons 'Lessons for Managing Tourism for Sustainable Growth'.		
13.00-14.00 Lunch		
14.00 - 17.30 ***Field Trip to Currumbin Wildlife Sanctuary***		

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PRACTICAL ACADEMIC INSIGHTS

Travel Dispersal of Chinese Visitors in Queensland: A comparative analysis

Luke Foyster, Barbara Yen, Bojana Spasojevic, Abraham Leung and Gui Lohmann

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Abstract

Tourist dispersal is responsible for the distribution of tourism revenue and promotes exposure of regional centres that are outside the major gateways. In the context of Australia, travel dispersal is particularly relevant as the country has only a few international gateway cities, leaving many regionals centres without an equitable opportunity to compete for tourist dollars. Research specific to tourist dispersal in Queensland is still under-developed, especially regarding the Chinese market, one of the fastest international markets in Australia. Based on 819 surveys carried out with overseas passengers at Brisbane Airport, this paper aims to identify the overall travel dispersal patterns of international visitors in Queensland and identify the differences between the Chinese market and other international tourist markets in Queensland.

Keywords: Brisbane Airport, Chinese visitors, travel dispersal, Trip Index, Queensland.

Introduction

Tourist dispersal is achieved when many destinations are visited within the same trip, or when a unique trip is undertaken in many parts of a larger destination (Wu and Carson 2008). Dispersal of international visitors in Australia is defined as a portion of nights spent outside the four major gateways of Australia (Sydney, Melbourne, Brisbane and Perth) in relation to the total number of nights in that trip (Tourism Research Australia, 2009). Tourist dispersal is responsible for the distribution of tourism revenue and promotes exposure of regional centres that are outside the major gateways. The Australian Government has found that greater tourist dispersal is beneficial to regional areas as it promotes job growth, higher standards of living and opportunities to diversify their economic base. (Koo, Wu and Dwyer, 2012).

More than seven million international visitors entered Australia in 2016, which equates to an industry worth just shy of $40 billion ($39.8 Billion, year ending March 2017, International Visitors Survey). Visitors are restricted in their ability to disperse by the transportation services available. The greater degree of mobility a visitor achieves, the more they will be able to

disperse (Wu and Carson, 2008). For example, in most regions of Queensland, a self-drive traveller who has hired a car has a higher degree of mobility than a traveller who is relying on public transport. If sub-regions within Queensland can recognise trends of the transport mode choices of international visitors, transport network planning can ensure that traveller mobility is maximised, and dispersal is achieved. This pattern spans across a variety of modes of transport, including air, road and rail.

Of particular interest is the booming Chinese tourism market. Chinese holiday spending has increased 396% (or $1.8b) between March 2010-2017 and is now the largest market regarding expenditure ($9.7 billion) and total nights stayed (50.7m) (Australian Tourism Research 2017). By 2020, the Chinese tourism market is predicted to see a 42% growth in expenditure, reaching $13 billion (Tourism 2020 Strategy, 2011). Research specific to tourist dispersal in Queensland is still under-developed, especially regarding the Chinese market. This paper aims to identify the overall travel dispersal patterns of international visitors in Queensland and identify the differences between the Chinese market and other international tourist markets in Queensland.

Literature review

Researchers have adopted various approaches in an attempt to measure tourist dispersal. Pearce and Elliot (1983) used descriptive measures to develop the Trip Index (TI) which compares the amount of time spent at a destination with the total time of the tourist's trip (Lohmann, Panosso Netto, 2017). Depending on the duration of stays in a particular destination, Pearce and Elliot proposed a classification of the TI which comprises:

- short stops, for TI values between 1 and 10;
- intermediate stops, for TI between 11 and 20;
- long stops, for TI values between 21 and 50;
- primary destination, where half of the nights of the trip are spent, with TI values between 51 and 99;
- only destination, in the cases where no dispersal exists, and travellers spend all the nights in only one destination. In this case, the TI is equal to 100.

Oppermann (1992) aimed to improve on the TI of Pearce and Elliot by shifting the focus from a purely descriptive measurement to a more causal analysis, developing the Travel Dispersal Index (TDI). He attributed a number of trip-related variables to influencing dispersal behaviour of tourists. To each variable, he applied a weighting factor according to its relative importance level to the overall dispersal (Koo, Wu, Dwyer, 2012).

Oppermann's variables included:

- the number of overnight destinations;
- the number of nights;
- the number of different types of accommodation;
- the number of different types of transport;
- the travel organisation.

Allcock (1996), who tested the TDI in an Australian context, argued that the variables selected by Oppermann were too general and lacked the power to explain the variation in the distribution of visitors within Australia (Koo, Wu, Dwyer, 2012). Koo, Wu and Dwyer (2012) concluded that the weighting factors Oppermann (1992) and Allcock (1996) used to operationalise the TDI were not empirically validated and that a more comprehensive range of dispersal factors needed to be considered.

Tideswell and Faulkner (1999) and Bowden (2003) explored the variation of travel behaviour that different markets present within the same destination, emphasising that "dispersal patterns are not random" (Bowden 2003, p.257; Wu and Carson, 2008), but may systematically arise from visitor characteristics, including: travel mobility; travel purpose; travel party characteristics; and travel arrangements.

These factors were found to be significant in their explanatory power to account for variation in itinerary choices in later studies by Tideswell (2004) and Collins (2006) and Koo, Wu, Dwyer (2012).

Chinese tourists are different to other tourism markets in terms of their travel behaviour. Hsu et al. (2006) found that Chinese travel decisions are strongly influenced by friends, relatives, and travel agents. Kim et al. (2005) also found specific destination attributes to be of significance in influencing Chinese travel decisions. The top five are: safety; beautiful scenery; well-equipped tourism facilities; good weather; and shopping.

Although these studies were not specifically linked to dispersal, they do provide some insight into the decision-making process that influences Chinese decisions about travel. Thus, it is likely that these influences also play a key role in the overall dispersal propensities of Chinese travellers within a destination. The research of Pan and Laws (2001) found that Chinese tourists visiting Australia were most likely to do so as part of an all-inclusive group tour. More recently, Becken et al. (2008), using data from the international visitors' survey (IVS) collected between 2006 and 2007 in New Zealand, found that only 28.4% of Chinese tourists were travelling with an organised tour group, while 36.9% were touring New Zealand as Free Independent Travellers (FIT). These results demonstrate that over a relatively short period of 5-6 years, the Package Tour/FIT ratio was swinging toward the FIT end of the spectrum. Oppermann (1992b) reported tendencies for travellers on organised group tours to disperse less than FIT's due to the predetermined itineraries which were usually arranged by the tour company on their behalf (Tideswell and Faulkner, 1999). More recently, however, Koo et al. (2012) reported a positive correlation between package tours and dispersal. Although, they go on to note; "The positive effects may be limited to destinations with well-established tour-operator preferred sectors, which are often the large regional centres" (Koo et al., 2011, p.1213).

In light of this information, this research aims to identify the overall dispersal trends and travel patterns of international travellers in Queensland to assist with the implementation of policy and strategies to best target international tourists and maximise dispersal. Also, a travel market analysis is pursued to determine trends of the Chinese travel market in terms of their destination choices and characteristics. Variables outlined by Oppermann (1992) and Bowden (2003) were

used to design the survey and the Trip Index described by Pearce and Elliott (1983) was adapted to compare and identify destinations of interest for travel market groups within Queensland's sub-regions.

Methodology

To obtain a sample large enough to be representative of the overall visitors' population, particularly regarding segmenting this sample into specific sub-samples, a total of 800 surveys were targeted. To ensure the results of the survey was relatable with dispersal, variables outlined by previous researchers, as per the literature review, were implemented into the questionnaire design. The key variables were as follows:

- the number of overnight destinations;
- the number of nights in Australia;
- the different types of transport mode choices;
- the travel purpose;
- the travel party composition;
- the country of residence.

A total of 992 passengers responded to the survey, with a final sample of 819 useful responses considered for this study (once surveys that were incomplete had been excluded). Data was collected during August 2017, specifically in the mornings and evenings, when most of the international outbound flights occur (see Figure 1 for the international destinations served out of Brisbane). Passengers were screened in the departure area near the gates, using the following criteria:

- had spent at least one night of their trip in Queensland;
- did not live in Australia;
- were over the age of 18.

It is important to emphasise that the sample was not weighted according to the various international flights, with passengers travelling through main intercontinental hubs such as Singapore, Dubai, Abu Dhabi, Los Angeles being targeted in particular. Hence, variations should be expected between the sample of passengers from this project in comparison to other studies done at BNE, where weighting factors have been applied. Only visitors over the age of 18 years were targeted for both sub-samples, and only one person in a group was approached.

To compare markets regarding country of residence, a process similar to the Trip Index used by Pearce and Elliot (1983) was adopted. To compensate for shortfalls in the survey, where responses from certain countries were underrepresented, markets were grouped as follows:

- China mainland
- East Asia: Japan, Korea, Hong Kong and Taiwan
- Other Asia
- New Zealand
- Europe: All European countries except the United Kingdom
- United Kingdom
- North America: The United States of America and Canada

- Rest of the world

By developing a TI for each destination visited, it provides an insight into the importance level a traveller has attributed to a particular destination and can help distinguish how that destination fits into the overall itinerary of an entire trip.

The Trip Index for each of the 819 responses was calculated using data analysis software SPSS. The results were grouped into their respective market segments and arranged into the classification model proposed by Pearce and Elliot so that percentage of trips with a trip index in that range is presented. This process was repeated for each of Queensland's sub-regions in relation to the market segments described earlier.

Data Analysis

International Visitor Profile

The profiles and overall travel patterns of outbound international visitors (only overseas passengers) at Brisbane Airport (BNE) are presented in this section of the report. The data was obtained through surveying 992 travellers at the departure gates of the BNE international terminal between the first and last flights of the day. After the data was cleaned, a usable sample of 819 respondents was obtained.

BNE offers a number of international flights; Auckland (Air New Zealand), Doha (Qatar), Singapore (Singapore Airlines), Denpasar (Jetstar and Tiger), Hong Kong (Cathay Pacific) and Kuala Lumpur (Malaysian Airlines). As seen in Figure 1, the thickness of the line represents the passenger share each destination received from the sample (n=819).

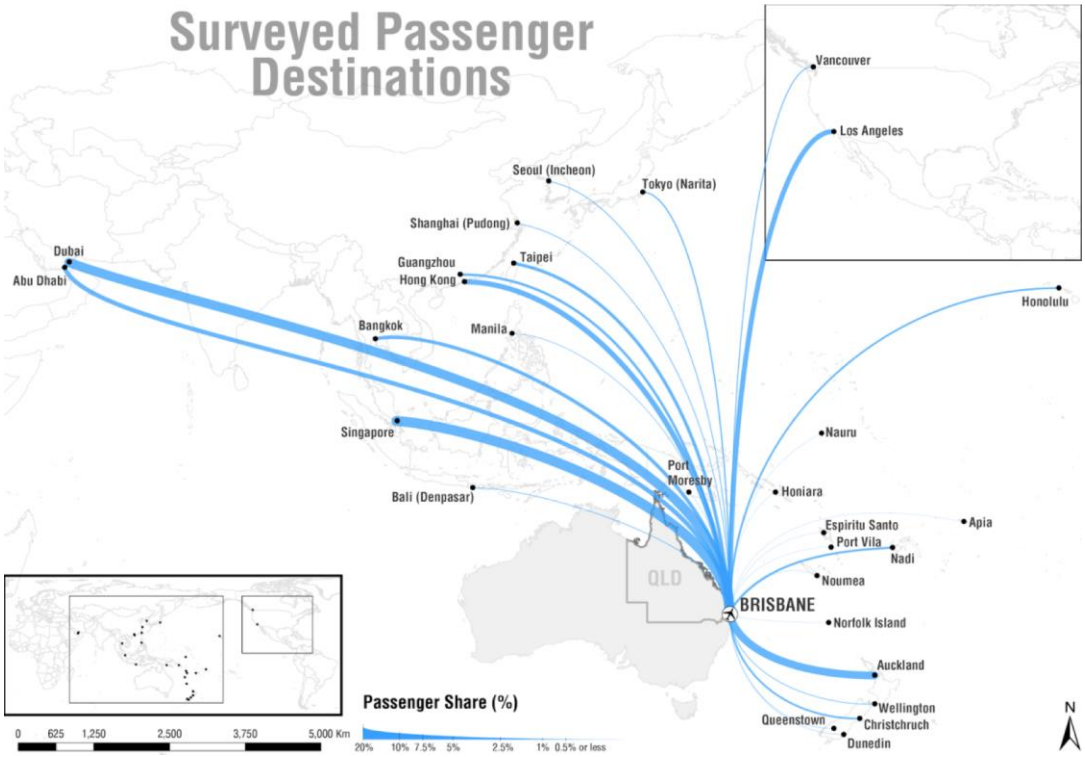

Figure 1: Destinations serviced by BNE

Figure 2 illustrates the origin country of international travellers represented in the sample. As mentioned earlier, some countries have been grouped to form market segments. Although the United Kingdom (UK) is a part of Europe, travellers from the UK traditionally demonstrated different travel behaviour to other European countries due to Australia's history as a dominion of Britain. For this reason, they have been separated from the other European countries into their own entity. The Asian portion of the sample has also been segmented. China mainland is on its own, while the remaining Asian countries have been divided into two separate groups, East Asia and Other Asia. East Asia is made up of Japan, Korea, Hong Kong and Taiwan, while "Other Asia" is represented by all of the remaining Asian countries which were accounted for in the sample.

The European portion of that sample makes up the largest contribution (19%). This fact may seem contradictory in relation to IVS statistics. However this representation was inflated by the large number of countries which are included in this group. For example, France, Germany and the Netherlands alone made up more than 10% of the entire sample. Also evident is an underrepresentation of responses in relation to the Chinese mainland, accounting for just 8% of the sample. The IVS finds that China is the second largest contributor regarding visitor arrivals (Largest in terms of expenditure = $9.7bn), totalling 1,227,900 between March 2016 and March 2017 or 14.6%, second only to New Zealand. Communication difficulties that were encountered when attempting to engage Chinese travellers and their reluctance to participate in surveys may provide some reasoning into this under-representation.

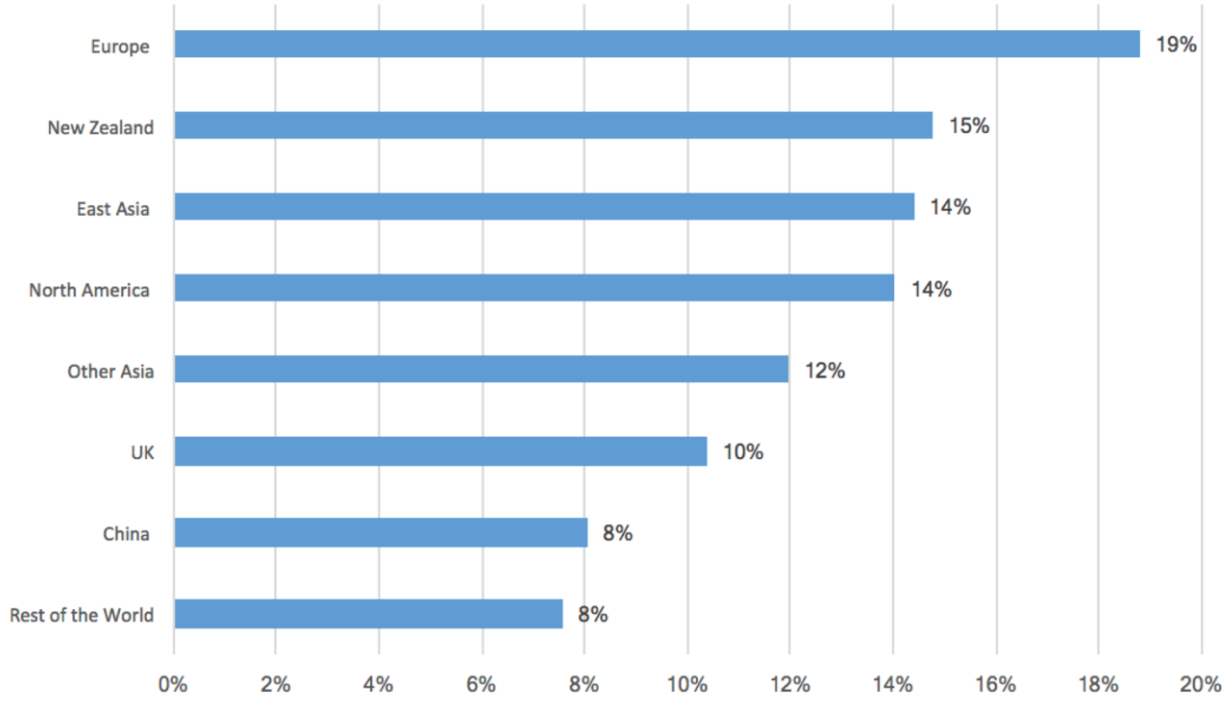

Figure 2: Market segments of the sample for this report (n=819)

The age profile of respondents reveals that the Chinese are amongst the youngest of international visitors representing the largest portion of those aged between 18 and 19 years (11%). East Asia and Europe are also closely represented by this age group. China, East Asia

and Europe appear to be similarly represented by travellers between 18-30 years, with one exception. For the 20-24 bracket, the European sample was 7% higher than the next closest market group (East Asia, 16%) and 8% higher than the Chinese (15%).

Only 26% of the Chinese sample are over 39 years of age (next closest was Europe with 38% and East Asia with 46% over 39 years) which is evident in the chart. A steady decline can be seen in the sub-group 40-44 years (8%) until 60-64 (0%) with no Chinese responses over the age of 60. This fact is in contrast to New Zealand and North American travellers who represent an older demographic. Only 29% of those from New Zealand and 30% from North America were under the age of 40.

The responses about whom visitors were travelling with, revealed that Asian countries represent the largest portion of those travelling as part of an organised group tour, except "Other Asia" but namely, China (6%) and East Asia (11%). It is also evident that Chinese travellers, along with those from European countries and the UK are amongst the largest portion of visitors travelling in family or friend groups with adults over 16 years of age. Comparatively, those from East Asian origins are the only group that is seeing a larger portion of family and friend groups travelling with children under the age of 16 compared with those over 16 (21% with children under 16, 18% with adults over 16).

The average number of people travelling in a group is presented in Table 1. It should be noted, however; the North American sample was affected by US marines travelling on deployment (approximately 5,000 defence personnel). The average for this group should, therefore, be ignored as it is not an accurate reflection of the average travel party size.

Table 1: Average travel group size

Country/Region	Minimum	Maximum	Mean	Std. Deviation
New Zealand (NZ)	1	9	2.21	1.427
China (CN)	1	33	4.55	6.592
East Asia (EA)	1	100	6.47	12.222
Other Asia (OA)	1	10	2.01	1.596
Europe (EU)	1	8	2.26	1.376
United Kingdom (UK)	1	52	3.2	5.752
North America (NA)	1	5000	56.92	469.476
Rest of the World (RW)	1	36	2.87	5.333

Education, in one hand, appears to be an important component of Asian visitations, particularly for the Chinese. Travelling to Queensland for the main purpose of education, was the second largest contributor to the Chinese sample and the largest overall in terms of educational travel. On the other hand, Chinese travellers were the lowest overall contributor in relation to Visiting

Friends or Relatives (VFR = 14%). Holiday/leisure travel is the dominant travel style for Chinese, East Asian and European visitors, whereas those from New Zealand and the UK are predominantly in Queensland to visit family or relatives.

Queensland Sub-Regions Profile

This section provides a brief overview of the sample collected in relation to the sub-regions that are within Queensland (Figure 3). The sample obtained resulted in an underwhelming number of responses from visitors who had spent time in the Great Barrier Reef (GBR), Mackay and Rockhampton (MR), Bundaberg and Gladstone (BG) and Outback (OUT) regions which brings into question, the reliability of results in relation to these regions (Table 3). The focus will, therefore, be on the Tropical North (TN), Sunshine Coast (SUN), Brisbane (BRI) and Gold Coast (GC) regions, where the sample size was largest. (Unless otherwise stated, 'all regions' means TN, SUN, BRI and GC regions from this point forward).

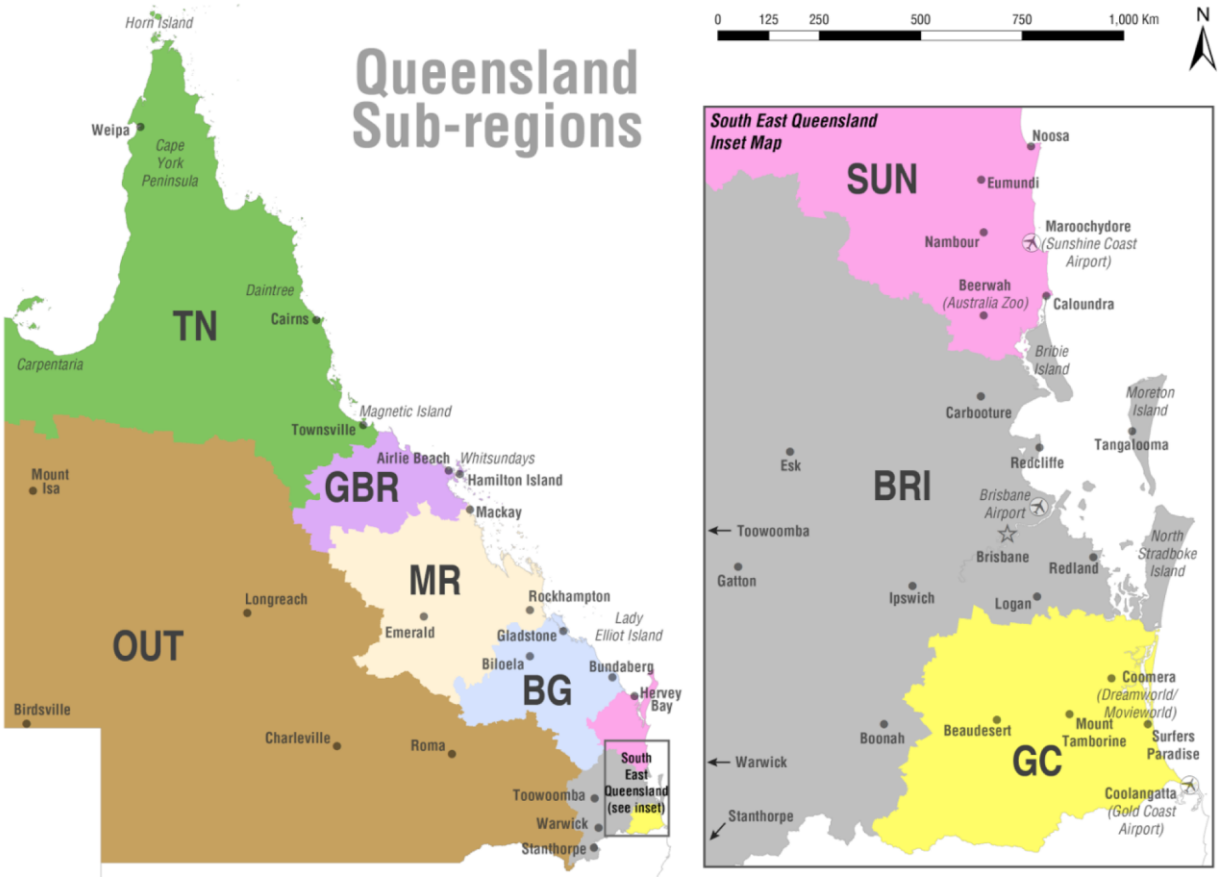

Figure 3: Queensland tourism sub-regions proposed for this study

Detailed in Table 2 is the ranking of the most popular sub-regions in terms of visitor numbers for the entire sample. The Brisbane region (BRI) was ranked first with the majority of respondents (n=543, 68%) having spent at least one night in the region. As the survey was conducted in the BRI region, this trend was no surprise. The Gold Coast (GC), Sunshine Coast

(SUN) and Tropical North (TN) were the next most visited regions in the state with 32.7% (n=268), 22.5%(n=184) and 19.2% (n=157) of the sample respectively.

Table 2: Sub-regions visited by the international passengers (n=819).

Queensland Sub-Region	Frequency	Percentage
Brisbane (BRI)	543	66.3%
Gold Coast (GC)	268	32.7%
Sunshine Coast (SUN)	184	22.5%
Tropical North (TN)	157	19.2%
Great Barrier Reef (GBR)	88	10.7%
Mackay and Rockhampton (MR)	50	6.1%
Bundaberg and Gladstone (BG)	46	5.6%
Outback QLD (OUT)	16	2.0%

Table 3 shows two distinct relationships between the BRI and GC regions and also the BNE and SUN regions. The data suggest that the combination of a trip to BRI with either a trip to the GC or SUN region is a popular choice for many travellers. Combining a visit to BRI with at least one night at the GC region was the choice of 14.8% (121) of the sample, with two-thirds of whom (82) had arrived in Australia via BNE. Overall, the combination of visiting BRI with any of the other sub-regions was the most common. However, an exemption exists in the combination of TN with GBR. For TN visitors, combining at least one night in the GBR region (7.8%) was more common than the combination with BRI (7%).

Table 3: Cross-tabulation – Percentage of travellers visiting one sub-region in combination with another (n=819).

	BRI	GC	SUN	TN	GBR	MR	BG	OUT
BRI								
GC	121 (14.8%)							
SUN	104 (12.7%)	62 (7.6%)						
TN	87 (10.6%)	49 (6.0%)	50 (6.1%)					
GBR	57 (7.0%)	32 (3.9%)	37 (4.5%)	64 (7.8%)				
MR	35 (4.3%)	17 (2.1%)	23 (2.8%)	29 (3.5%)	27 (3.3%)			
BG	27 (3.3%)	13 (1.6%)	22 (2.7%)	20 (2.4%)	18 (2.2%)	16 (2.0%)		
OUT	5 (0.6%)	7 (0.9%)	4 (0.5%)	5 (0.6%)	6 (0.7%)	1 (0.1%)	3 (0.4%)	

Chinese visitors favour the BRI and GC regions over any other destination in Queensland (Figure 4). The Asian markets are all similar. However there appears to be a preference for the SUN region over the TN for visitors from East and other Asia compared with those from China who prefer the TN region. European travellers were the most evenly distributed group, across the four sub-regions. Unlike the Chinese and East Asian markets, that were heavily in favour

of the GC over the northern sub-regions, European travellers attributed the lowest percentage of travellers to the BRI region of any other group, and the largest percentage of travellers who had visited the TN region.

Table 4: Sample size per region

	Brisbane	Gold Coast	Sunshine Coast	Tropical North
New Zealand (NZ)	76	40	42	9
China (CN)	40	31	10	15
East Asia (EA)	83	52	12	5
Other Asia (OA)	70	25	9	3
Europe (EU)	92	55	57	69
United Kingdom (UK)	59	27	32	23
North America (NA)	78	20	14	26
Rest of the World (RW)	45	18	8	7
TOTAL	**543**	**268**	**184**	**157**

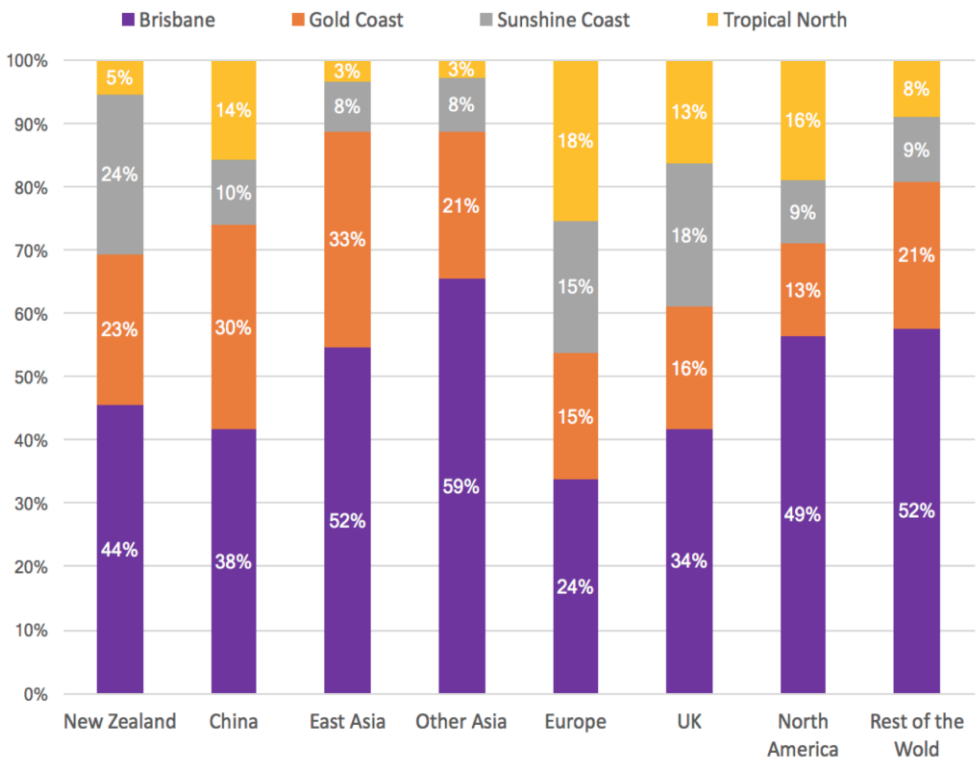

Figure 4: Sub-regions visited by percentage of market group (n=819)

Dispersal of international travellers in Queensland

This section provides an analysis of the variation in travel behaviour and dispersal between China and the different travel market segments discussed in Part One. As previously mentioned, small samples in the certain sub-regions reduced reliability of those results. Once the market groups were created, this further reduced the reliability of data related to GBR, MR, BG and OUT. For this reason, any comparison between markets in those regions has limited explanatory power. (in particular Chinese)

The top four regions visited by Chinese tourists were TN, SUN, BRI and GC which can be seen in Figure 5. The size of the circle in each sub-region represents the number of travellers from the sample to stay at least one night in that sub-region and the red segment represents the Chinese portion.

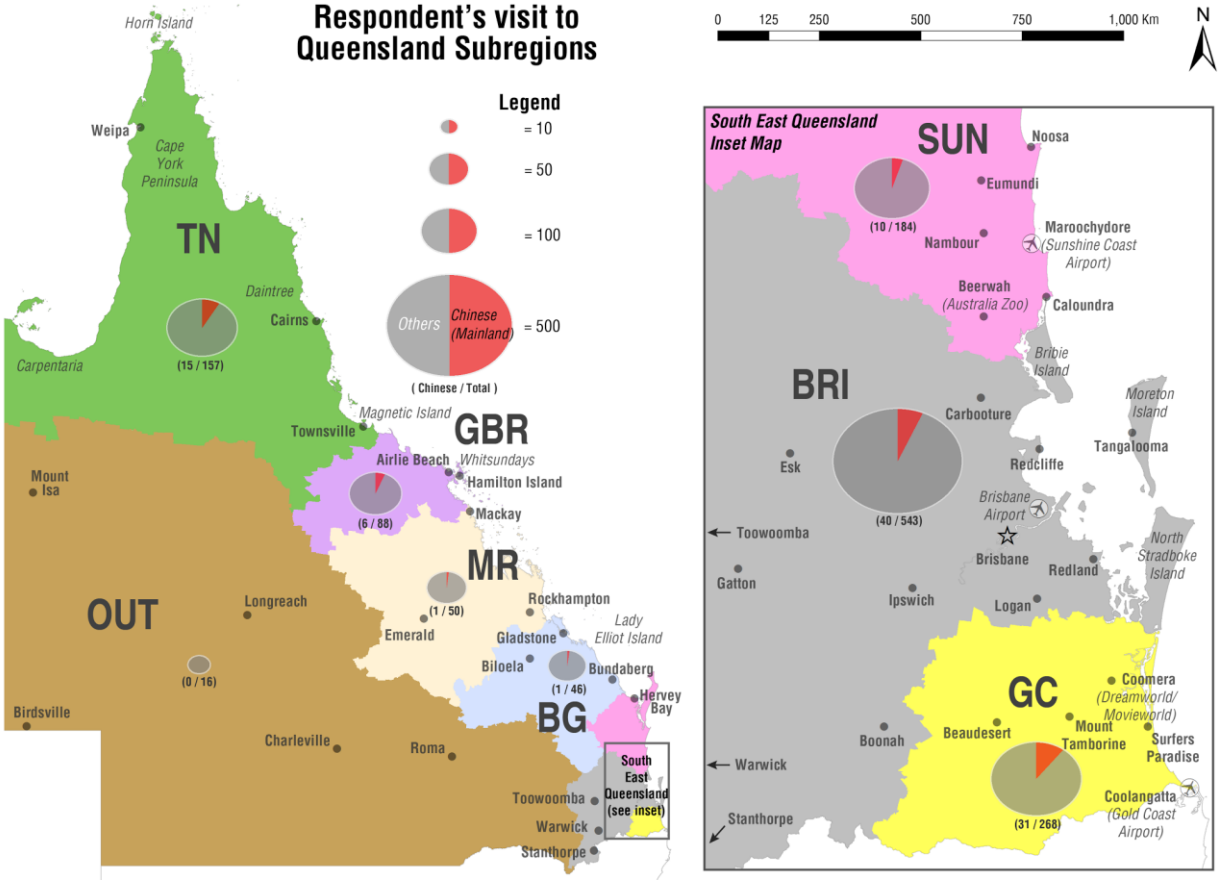

Figure 5: Chinese visitors per sub-regions vs all other sample (n=819)

BNE was the dominant entry point for all market groups arriving in Australia, particularly for the Asian and ROW markets, who were less likely than those from long-haul origins such as the UK, Europe and North America, to use an alternative gateway (Figure 6).

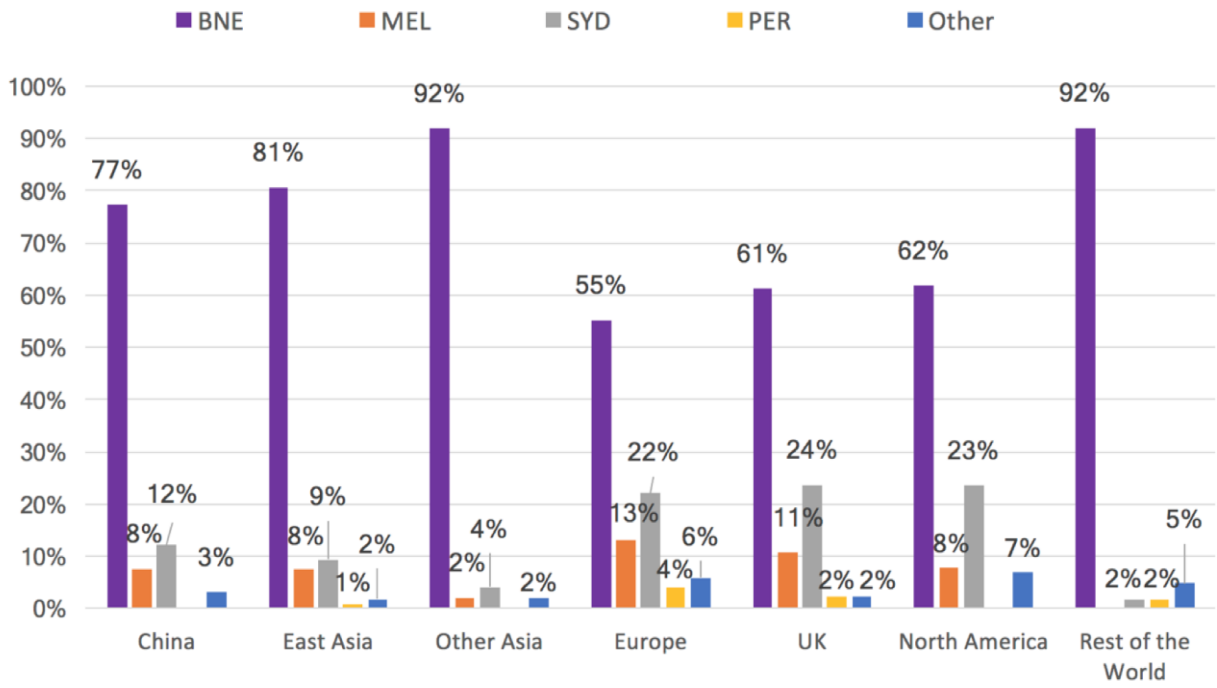

Figure 6: Airport used to arrive in Australia (n=819).

Figure 7 shows that European and UK travellers are by far the most spatially active group in Queensland. Visitors from Europe and the UK were the only market group (other than 1% of Chinese travellers) who identified visiting more than four sub-regions. This fact may suggest a link between visitors from long-haul destinations visiting more regions compared to those from short-haul origins such as Asian countries or New Zealand. This trend is not the case, however, for North American travellers, as only 5% of North Americans reported visiting 3 or more sub-regions.

China is the 3rd most likely to visit 3 or more regions (behind Europe and the UK), which does not evenly compare to other Asian markets. The Asian travellers other than China appear to be far less likely to visit multiple regions.

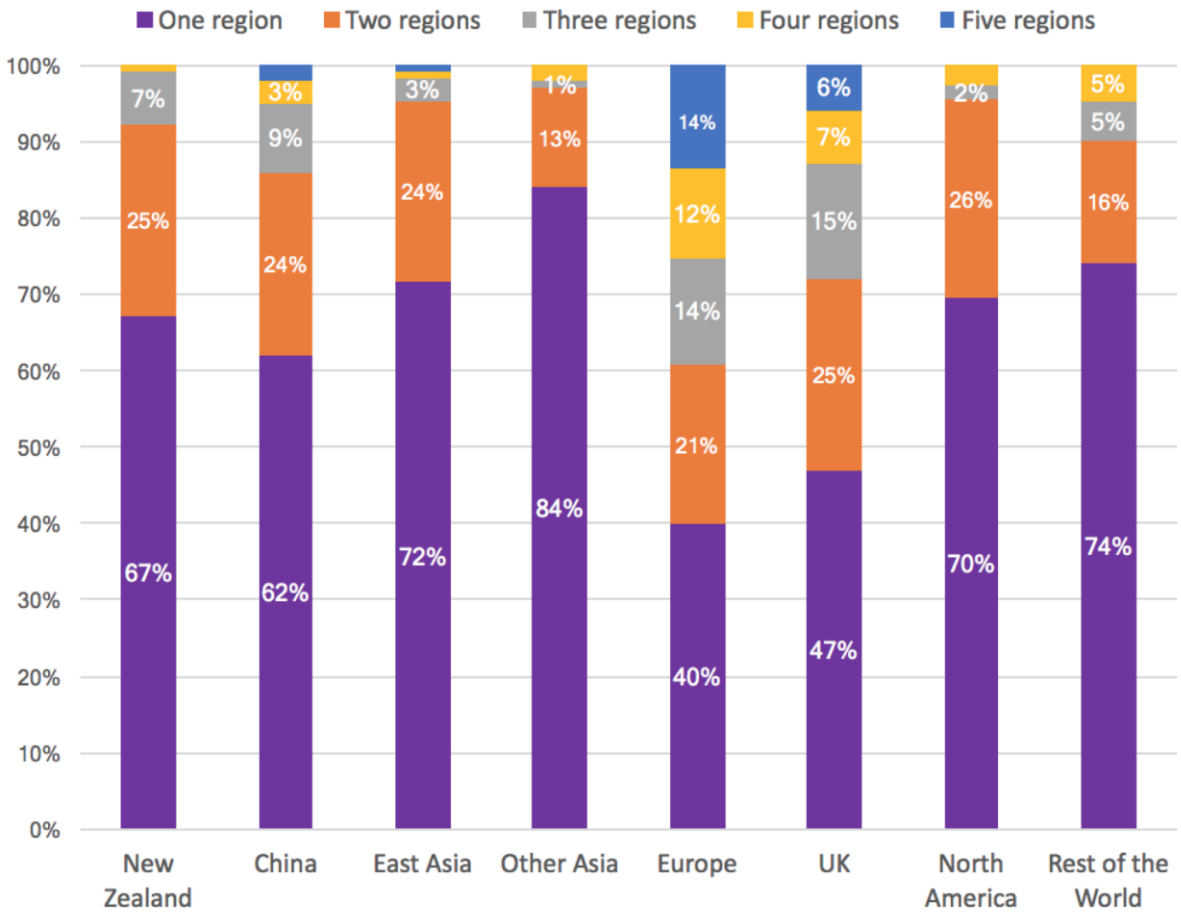

Figure 7: Number of sub-regions visited per market group (n=819).

The Trip Index approach proposed by Pearce and Elliot (1983) has been adopted to compare the market segments visiting the BRI, GC, SUN and TN regions to determine how these destinations fit into the overall context of a trip by ranking the percentage of travellers making; short stops (TI=1-10), intermediate stops (TI=11-20), long stops (TI=21-50), primary stops (TI=51-99) and only destination stops where the entire trip was spent in that location (TI=100). For the BRI region, the greatest similarities can be seen in comparing China with East Asia, Europe and the UK, and the four remaining market groups with each other.

More than half of New Zealand, North America, Other Asia and Rest of the world (ROW) travellers have visited Brisbane as the sole destination (Trip Index of 100). The main difference between these four groups, being that the general pattern for Other Asia and Rest of the world travellers is to invest larger portions of their trip in the BRI region, while very few are making short stops (4.5% ROW, 1.4% Other Asia - Trip index between 1-10). Whereas, North American and New Zealand travellers have a higher tendency to make short stop overs in the region (10.5% New Zealand, 14.5% North America – Trip index between 1-10).

For China and East Asian travellers, BRI is mostly visited as a long, primary, or the only destination with more than four out of five respondents from both market groups recording a Trip Index within the range of 21-100. However, unlike the four groups previously mentioned, there are fewer travellers from China and East Asia who make BRI the sole destination in a

trip, rather there is a more even distribution of travellers who are making long, primary and only destination visits to the region.

The remaining market segments, Europe and the UK, are the most unique for the BRI region. Unlike all other groups who saw the largest portion of respondents making only destination stops in the region, the largest portion of European travellers was making short stops while UK travellers were most likely to make a long stop. Overall, there is a significantly larger representation of travellers from both the UK and Europe using BRI as a short to intermediate stopover destination than any other market group (29.8% of UK travellers, 43.4% of European traveller)

Table 5: Trip Index per market segment – Brisbane (%).

Trip Index BRI	NZ	CN	EA	OA	EU	UK	NA	RW
1-10	10.5	5.0	1.2	1.4	27.8	19.3	14.5	4.5
11-20	6.6	10.0	13.3	0	15.6	10.5	5.3	4.5
21-50	17.1	22.5	21.7	14.5	15.6	28.1	17.1	13.6
51-99	14.5	25.0	19.3	15.9	21.1	17.5	13.2	27.3
100	51.3	37.5	44.6	68.1	20.0	24.6	50	50

The primary mode of transport used by all groups to arrive in the BRI region was by air transport. As the BRI region was the point of entry to Australia for the majority of respondents (Figure 6), this was no surprise. Two-thirds of the Chinese visitors arrived by air (65%), with 14% arriving by private car and 10% by train. Among all markets, Chinese visitors had the highest participation regarding arriving by train. European travellers, for instance, had the lowest participation in terms of use of air transport to arrive in BRI, with only 52%. However, they had the highest combination of both private (15%) and rental (24%) cars. In fact, Europeans had the highest participation in the use of rental car, emphasizing the higher tendency of this market to disperse while travelling in Australia.

Market groups are not demonstrating the same similarities or stop over choices for their visits to the GC as were evident for the BRI region. Just over three in five Chinese travellers made a short to intermediate stop at the GC with almost 40% in the intermediate range. Just one in five stayed for more than half of their total trip in the region. This result is opposed to East Asian, New Zealand, North America, Other Asian and ROW visitations which all see the majority of trips in the long to only destination range. Long to only destination stops are rare for European and UK travellers and rather, prefer short or intermediate stop overs in the GC region.

Table 6: Trip Index per market segment – Gold Coast (%)

Trip Index GC	NZ	CN	EA	OA	EU	UK	NA	RW
1-10	5	21.4	8	29.2	40.4	46.2	15	11.1
11-20	5	39.3	8	8.3	19.1	23.1	15	11.1
21-50	17.5	14.3	40	25	17	7.7	20	11.1
51-99	35	3.6	18	12.5	10.6	7.7	15	11.1
100	37.5	21.4	26	25	12.8	15.4	35	55.6

Arrival to the GC region for all visitors is mostly via the road network in either a private or rental car (Figure 8). However, for Chinese, East Asia and ROW travellers there is a higher incidence of the use of bus/coach transportation compared with all other groups. It is also evident that the Chinese are far more likely to use a bus/coach instead of a train to access the region compared with their Asian counterparts and all other groups.

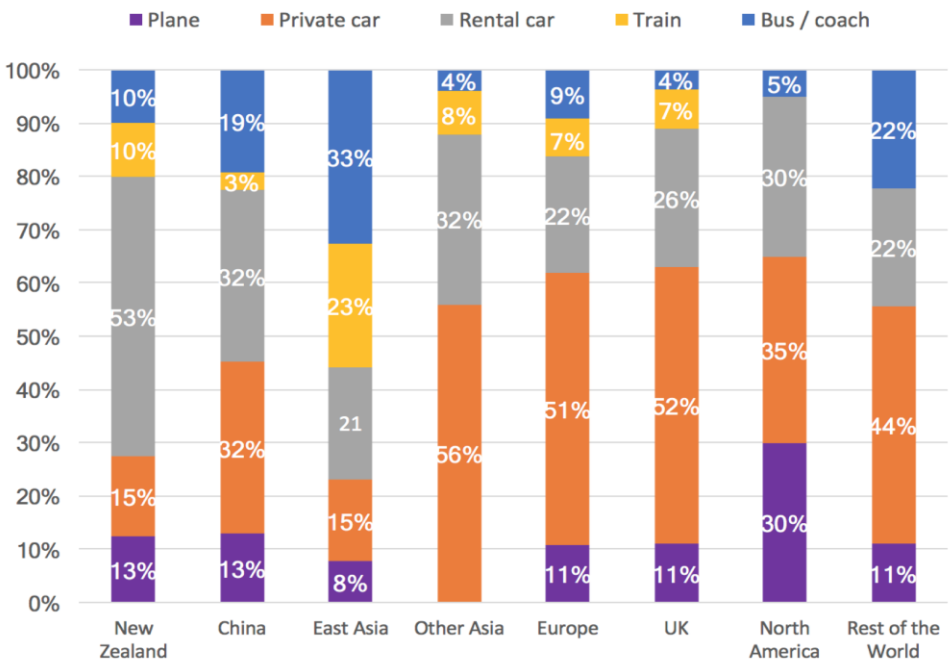

Figure 8: Mode of transport used to access the GC region (n=819).

Just over a third of Chinese trips to the SUN region were short stops, which was the largest portion of responses for Chinese travellers in this region, while just over 10% made the SUN their only destination. The SUN region appears to support a general trend of shorter stopovers, particularly for European and RW groups, which both have more than half of respondents making a short stop in the region.

Table 7: Trip index per market segment – Sunshine Coast (%)

Trip Index SUN	NZ	CN	EA	OA	EU	UK	NA	RW
1-10	7.1	33.3	20	11.1	51.1	19.4	15.4	57.1
11-20	11.9	11.1	10	11.1	17	29	15.4	28.6
21-50	28.6	22.2	20	33.3	17	25.8	15.4	--
51-99	14.3	22.2	10	33.3	8.5	12.9	23.1	14.3
100	38.1	11.1	40	11.1	6.4	12.9	30.8	--

Access to the SUN region is again, mostly via means of road transportation with variance in the use of a private or rental car and bus/coach across the market segments (Figure 9). However, it is also evident that Chinese preference for bus/coach travel over train is not consistent with the findings in relation to the GC region.

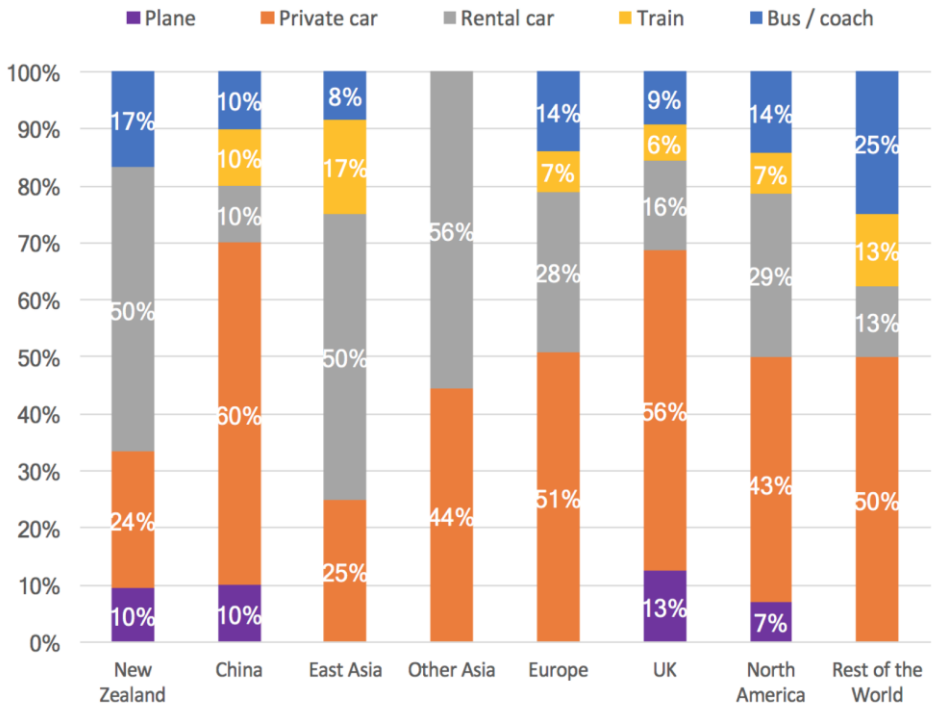

Figure 9: Mode of transport used to access the SUN region (n=819).

The TN region shows the least consistencies across all market groups, which may be an indication of the smaller sample size collected for this region. For the Chinese travellers, intermediate to long stops are the most common with three out of four trips in this range. New Zealand and ROW visitors tend to stay in the TN on a primary or only destination trip. While for European and UK travellers, their general preference of intermediate to short stopovers is reinforced by three in five Europeans and more than half of UK visitors in that range.

Table 8: Trip Index per market segment – Tropical North (%)

Trip Index TN	NZ	CN	EA	OA	EU	UK	NA	RW
1-10	11.1	8.3	20	66.7	37.9	27.3	16.7	--
11-20	11.1	41.7	--	--	31.8	31.8	8.3	14.3
21-50	11.1	33.3	40	33.3	19.7	27.3	50	--
51-99	44.4	8.3	--	--	6.1	13.6	16.7	57.1
100	22.2	8.3	40	--	4.5	--	8.3	28.8

Much Like the BRI region, the TN sees a much higher percentage of arrivals via air transport (Figure 10). For Chinese, North American and ROW travellers, this is by far the most common mode of transport used to access this region. "Other Asia" market, on the other hand, see an even distribution of travellers who have used either; plain, rental or a private car to access the region. However, the sample size for Other Asia in this region was too small to provide a conclusive result (n=3). Thus any information relating to this group in the TN region should not be treated as reliable.

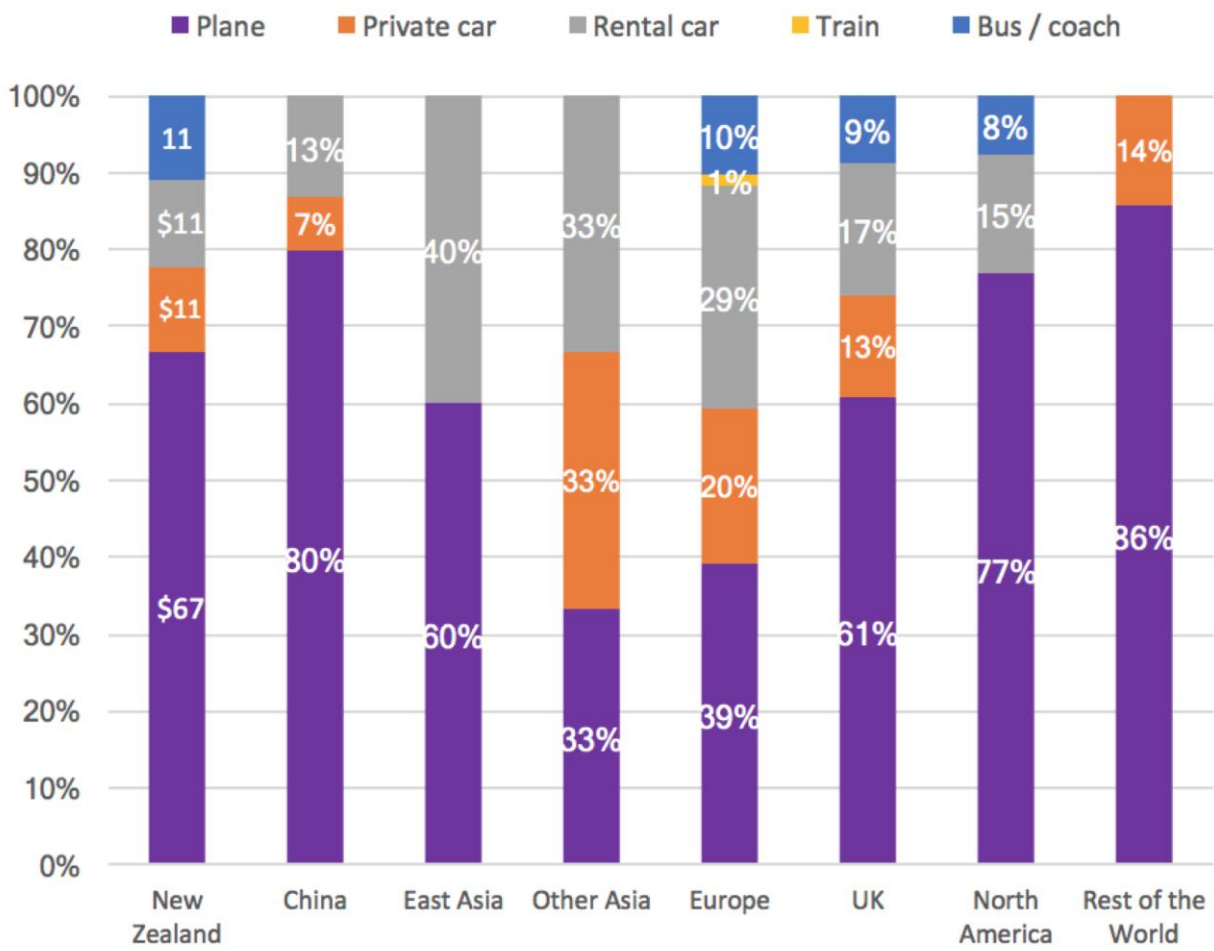

Figure 10: Mode of transport used to access the TN region (n=819).

Discussion and conclusion

Analysis of the results obtained by surveying outbound passengers at the departure gates of the Brisbane airport has revealed variations in the characteristics and dispersal patterns of Chinese and other international travel groups. The Gold Coast, Tropical North and Brisbane regions are the most popular sub-regions for Chinese travellers. During a trip to Queensland, those from Chinese, European and UK origins are visiting the most sub-regions of any other market group. However, there is significant variation in the Trip Index values associated with each market group, in relation to these sub-regions. Namely, the Gold Coast, Sunshine Coast and Tropical North regions. Chinese visitors also represent the youngest demographic and were the most likely to visit Queensland for educational purposes but were the least likely to be visiting friends or relatives. Also, travelling as part of an organised tour is most popular amongst Chinese and East Asian markets who have the highest average group sizes of all market groups.

The percentage of visitors travelling on an organised group tour was relatively low across all market segments, with Chinese and East Asian travellers having the largest portion of their sample travelling this way (China=6%, East Asia=11%). This is much lower than expected, particularly for the Chinese sample. Pan and Laws 2002, found this to be the primary type of

travel used by Chinese visitors in Australia, however more recently in New Zealand, Becken et al. (2008) using data from the international visitors Survey did report a decline in Chinese travellers using group tours, finding only 24.8% were on a group tour. This raises the question; Is this trend becoming prominent in Queensland? The results certainly suggest this is the case.

Almost 60% (59%) of Chinese travellers were under the age of 35 which has resulted in a significantly younger sample than any other market group. The Chinese also had the highest percentage of those travelling for education which is the likely cause of such a young sample. Holiday leisure, dominates the purpose of travel for Chinese East Asian and European travellers. However there are significant differences in the travel preference of these groups. European and UK travellers demonstrate a more evenly distributed percentage of travellers visiting the GC, BRI, SUN and TN regions compared with Chinese and East Asian groups, where there is a clear preference to visit BRI and the GC region. In contrast, the SUN region is far less popular among Asian travellers in general, which may be related to the findings of Kim et al. (2005) who reported that for Chinese leisure travellers, good weather, well-equipped tourism facilities, beautiful scenery and shopping to be among the biggest influences in choosing destinations in a trip. Although the SUN region can facilitate these requirements, the gold coast is further developed as a tourism destination, with a wide variety of tourism facilities and shopping opportunities. This would be a likely explanation for the higher degree of popularity the GC region is receiving amongst the Chinese and possibly East and Other Asian markets.

The most spatially active market groups were by far the European and UK travellers, who demonstrated the highest percentage of tourists visiting multiple regions, in particular, the European sample. Almost 30% of Europeans had visited four or more regions which supports some of the findings of Tideswell and Faulkner (1999), who from their work with the Queensland Visitor Survey (QVS) between 1994 and 1995 concluded that visitors travelling from long-haul countries in Europe, and the Americas visit the most number of regions within Queensland. Conversely, short-haul markets such as Japan, Southeast Asia and Far East Asia exhibit tendencies toward single destination travel. While this was consistent with the long-haul origins of the UK and Europe, the results from the BNE survey show that North American travellers are visiting a limited number of regions, with less than 5% visiting more than two regions and seven out of ten visiting just one. This suggests a shift in travel behaviour for North American visitors, to a less adventurous travel style, while European markets are still exhibiting traditional travel behaviours.

The Trip Index reveals the alternative travel styles across the international traveller markets. For the majority of market groups, the Brisbane region is the point of most significance. It is evident that for most trips to Queensland, excluding European and UK travellers are investing the largest portion of their time in this region. There is a trend across all regions for European and UK travellers to have a larger percentage of trips in the lower ranges of the trip index, this is a further indication that these travellers have a higher propensity to disperse.

Transportation mode choices across all segments reveal that road transport is the most common means to access all regions except Brisbane and the Tropical North, where access via air transport was the most common. This suggests that these two regions are the main gateways

for other sub-regions and would, therefore, play an important role in disseminating travel information. It would be of benefit, for future studies to examine the specific routes taken in accessing other sub-regions in Queensland, after arriving through the gateways of Brisbane or the Tropical North. This could assist in potentially facilitating deviations from the main routes to bring the economic benefits of greater traveller dispersal to regional areas which might otherwise be bypassed.

This study was limited in its ability to explain the role of the other sub-regions in Queensland, including the Great Barrier Reef, Mackay/Rockhampton, Bundaberg and Outback regions. Future studies would benefit from obtaining a larger sample from these regions to better understand how they may fit into the context of international visitor trips to help identify how to effectively facilitate dispersal to these regions. Another limitation was experienced with the collection of data in relation to the Chinese market. A larger sample size may have been obtained if communication difficulties had not been encountered.

Travel characteristics of the international visitors to Queensland are diverse. The sub-regions of Queensland are supporting a variety of traveller types. The major difference between the Chinese market and the other international groups is that they are representing a younger demographic and are seeking education. From the information presented in this report, marketing strategies and policy related to increasing dispersal of international visitors can be better informed about the market segments to whom they are targeting.

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Augmented Reality and the Visitor Experience

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Abstract

This paper investigates the implication of augmented reality technology from the visitor experience perspective. During the last decade, augmented reality techniques have been applied to tourism settings to increase tourism experience. AR continues to evolve and permeate into new areas particularly related to tourism, such as aviation, bookings, accommodation, entertainment etc.

Introduction

We all live in two different worlds: the real world and the virtual world. Latest technological advancements such as augmented and virtual reality have further impacted the way people experience their surroundings (Jung et al., 2015). Advances in information and communication technology (ICT) are also rapidly transforming the tourism and hospitality industry (Guttentag, 2010; Huang et al., 2016). Specifically, virtual reality (VR) and augmented reality (AR) has been identified as digital innovations with the capacity to enhances visitor experiences both at tourism destinations, prior to visiting tourism destinations, and importantly for recollecting tourism destinations (Liestol & Morrison, 2013).

Augmented reality (AR) represents a substantial leap forward in technological innovation for the tourism industry (Bower et al., 2014). AR is a technology with the capacity to overlay the existing environment into a digital context, with applications including, though not limited to, text, video, images and 3D objects. Through applying AR 3D virtual objects appear to coexist in the same space as the real world (Azuma et al., 2001). As such, AR provides new mechanisms to inspire interaction between the physical and virtual worlds (Ishii & Ullmer, 1997).

Although AR is a relatively new term the development of the technology actually commenced much earlier (Yuen et al., 2011). In the 1950's Morton Helig developed a prototype immersive multi-experience theatre known as the "Sensorama" (Berryman & Hoy, 2012). Following this in the late 1960s, Ivan Sutherland invented a head-mounted display designed to connect digital information with the real world. In 1975, Myron Krueger developed the world's first artificial reality laboratory, known as the Videoplace (Yuen et al., 2011). From 1980 to 2000 augmented technology was applied in television weather broadcasts (Haase et al., 2000), education (Billinghurst, 2002) and as a promotional tool for major companies (Chi et al., 2013). At the turn of the millennium, the first AR game was launched (Piekarski & Thomas, 2002). This was followed by the first AR based cultural heritage onsite guided tour in Greece in 2001 (Vlahakis et al., 2002).

Despite growing prominence of AR in the tourism industry, limited research has been conducted on the various applications of AR, including the potential for enhancing the visitor experience. To date, most studies have been undertaken from a technological efficiency perspective, detailing the development and implementation of AR experiences, especially in a

museum context (Kounavis et al., 2012; Fritz et al., 2005). As such, this research letter explores the applications of AR to other subsectors embedded within the tourism industry, noting how AR can potentially enhance the tourism experience. An additional contribution will be the presentation of a timeline noting the evolution of the software and hardware available making it possible for practitioners to develop AR tourism experiences.

The application of Augmented reality in tourism

AR technology is successfully applying in many fields, such as construction, medicine, education, entertainment, as well as in hospitality and tourism (Fritz et.al, 2005; Yu et.al, 2010; Kounavis et.al, 2012; Rankohi & Waugh, 2013). Following the original application into a cultural and heritage tour in Greece, AR has been implemented into various subsectors of the tourism industry. Previous studies have cited the key benefit of applying AR is to increasing visitor engagement through an immersive experience (Kounavis et al., 2012; Chung et al., 2015). Figure 1 reflecting the application of AR within the tourism sectors. The World Tourism Organization (UNWTO) tourism industries classification adopted for the purposes of this research and includes eight sectors, as shown on the figure. This figure analyses the implementing of AR technologies within tourism sectors. It's include AR mobile applications, as well as launched AR campaigns. Present study has identified three groups sorting by intensity of using AR within the sector: active application, less active and initial technology application groups. Totally twenty-six case studies and marketing campaigns within eight tourism sectors has been identified and evaluated.

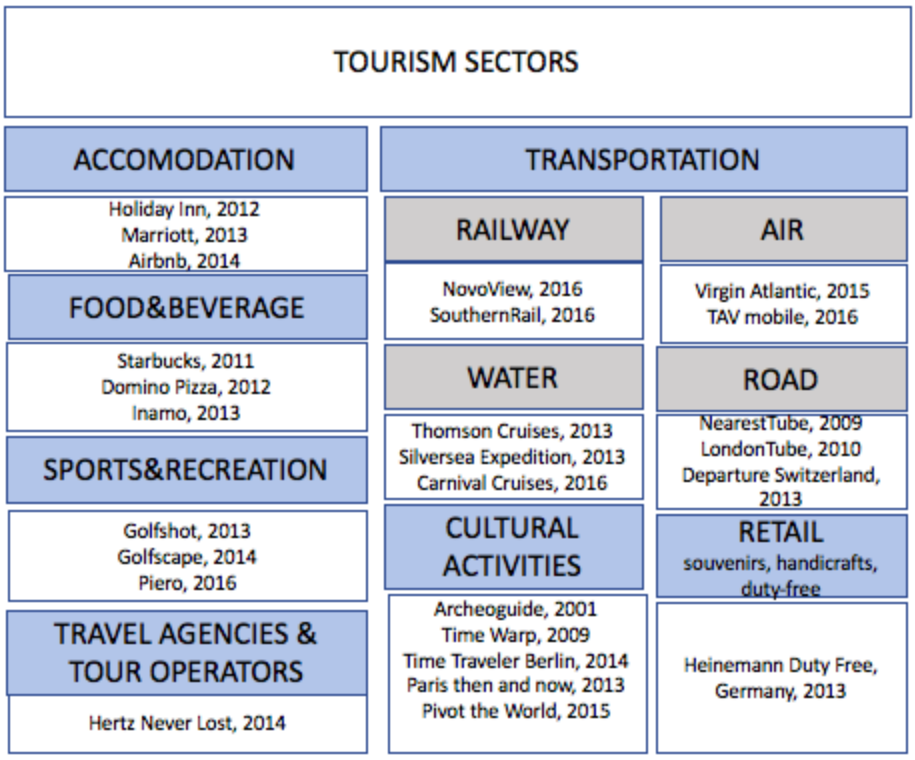

Figure 1: Application of augmented reality technology within tourism sectors

Cultural activities, Accommodation, Railway, Road and Water passengers' transport sectors are actively adopting AR to the needs of industry. Applying AR in the following tourism-related sectors are the innovative approach to involving visitors and providing a memorable tourism experience. Due to the intangible characteristic of tourism, applying AR technology is crucial for the industry. The augmented reality technology influencing customers decision-making process and offers a possibility to explore in a more tangible way of what customers are intending to purchase. AR makes it possible to improve visitors' engagement through the re-creation of ancient heritage and destination history, digital storytelling and other techniques.

The Food and Beverage, Air passenger transport, Sports and Recreation sectors are less actively implementing augmented reality, but they are showing increasing the technology application trend within 5-years period from 2011 to 2017. The number of related apps and campaigns increase dramatically during the last 3 years. In air passenger transportation sector, applying AR helps airlines simplify check-in process and provides passengers latest information about their destination. As well as airports AR apps, such as TAV mobile, provide passengers real-time access to information and services they are offered. The Tourism agencies and operators, Retail and Motor rental sub-sectors are at the initial group of applying AR respectively. The number of developed AR apps and launched campaigns within these sub-sectors are limited.

There are few more AR applications, which are not related to following sub-sectors, but still successfully applied within the industry. The apps such as Wikitude, Layar, Metaio, Yelp are AR browsers with integrated tourism-related content. AR browsers allows users in unfamiliar environment to identify the points of interest and deliver relevant information in accessible way through user mobile device. The first AR travel guide has been developed by Wikitude in 2008 and becomes a precursor of mobile AR technology era. Briefly timeline noting the evolution of AR hardware and software application case studies related to tourism.

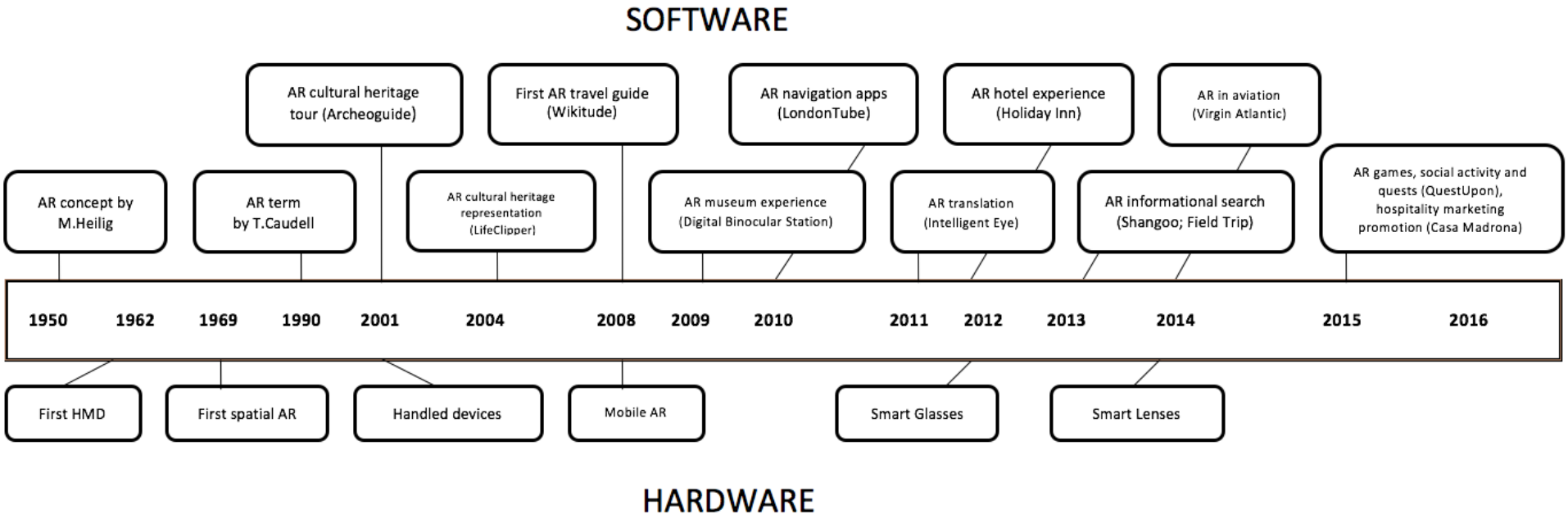

Figure 2: Evolution of AR hardware and tourism-related software

This study encourages the industry to adopt of cutting edge AR technology for the needs of each sub-sector. Dramatically development of software and hardware, as well as giant investments in current technology (Takahashi, 2017), makes readily accessible the application of AR with limited development budget.

VR/AR market in China

Social media and industry reports consistently reporting the massive leading potential of China at global virtual and augmented reality markets. Especially, a prominent opportunity has been identified for the technology of augmented reality. Previous successful implementation of AR projects in China during the recent year (e.g., NEOBEAER, Kaka Bear etc.) provides additional opportunities for enormous AR market expanding in the country (Laurence, 2016). The second reason of Chinese success at AR market is the development of the companies such as Baidu, Xiaomi and Tencent a number of AR- mass-consumer products that will contribute to expand the future possibilities of AR market growth. In addition, Chinese government provides high-level support to the VR/AR industry development. For instance, VR/AR has been identified as the potential emerging technologies in China's 13th Five Year Plan, and the Ministry of Industry and Information Technology developed the policies suggestions to support China's VR industry in 2016 (Team Finland, 2017). Moreover, China developing the relationship with US to lead the technology into a new level. The first International AR incubator in China is connected to Silicon Valley for developing an AR innovations. The applications of VR/AR in China developing differently compared to the rest of the world due to its unique consumer and business landscape. In China, gaming industry, healthcare and engineering are the most popular industries for implementing VR/AR technology. However, the potential areas for future massive implementing of VR/AR technology in China has been identified as education, entertainment, retail and tourism (Team Finland, 2017).

China National Tourism Administration reported to have an intention for systematic application of VR/AR technology to tourism industry (Yue, 2017). Specifically, the application of VR/AR in tourism aims to simplify a complex decision-making process for tourists and enhance different stages of tourist experiences. For instance, travel platforms such as Alitrip, hotel OTA eLong, and Zanadu are utilizing the technologies to give tourists a more realistic feel of hotels. Chinese Destination Marketing Organizations (DMOs) agreed that AR has the greatest potential for the travel industry with the opportunity to provide a better in-destination experience for tourists (Dragon Trail, 2017).

Conclusion

During last decade AR increasingly applied within industries related to tourism. From the tourism perspective, areas that adopted an AR technology expanding dramatically. Recent researches indicate a positive and significant correlation between levels of customers' engagement and annual profits by the firm (Cuomo & Metallo, 2014). The main benefit of using AR is increasing customer engagement and improving customer experience, but particular impact of AR on visitor experience in tourism settings are still not fully understood and require further research. Impressive investments and predicted $ 108 billion revenue of augmented and virtual reality by 2021 (Takahashi, 2017), provides future opportunities of expanding AR within tourism industry. Due to the advances in AR software and hardware during the last decades, industry practitioners are able to access AR technology to create and deliver their own AR applications to enhance visitors' experiences.

Chinese VR/AR market have massive potential to growth with the investments predicted to reach $9 billion USD by 2020 (Dragon Trail, 2017). Governmental support, AR hardware and software mass-products development by Chinese giant companies such Alibaba and Xiaomi, great investments and established relationships between US and China enhances the strengthen of augmented and virtual reality industry in China.

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The Chinese market for South Pacific Island Tourism: a comparative analysis of Chinese and Australian visitors to Vanuatu

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Introduction

In recent years, many nations in the South Pacific region have begun to turn their attention to the growing Chinese visitor market. This shift in attention has been spurred on, in part, by broader political shifts and a growth in Chinese visitors to the key regional gateways of Australia, New Zealand and Fiji (Tora, 2015).

To date there is very limited research that explores the characteristics and behaviour of Chinese visitors to South Pacific Small Island Developing States (SIDS). This study investigates the differences between Chinese and Australian visitors to Vanuatu towards their travel patterns, expenditure, and the level of satisfaction. The data is drawn from an ongoing international visitor survey funded by the IFC/World Bank and run by NZTRI. The objectives of this study are to use this comparative approach with the Australian market: 1) to investigate the satisfaction of Chinese visitors with their experience in Vanuatu; 2) to highlight future research directions and needs and; 3) to provide some initial suggestions about future product development and the marketing of Vanuatu.

The growing Chinese market for Vanuatu

China's increasing geo-political engagement in the South Pacific has led to a growing number of Chinese visitors flowing to the region. Vanuatu is no exception to this trend. Noticing the number of Chinese visitors has increased year by year, the Vanuatu Tourism Office signed an agreement with the International Finance Corporation to boost awareness of Vanuatu in the China market (Romann, 2014). In line with China's "One Belt, One Road" initiative, Costa Atlantica set sail on a 46-day voyage from China on November 30, 2016, taking more than 2,000 passengers to visit 12 islands in nine countries including Vanuatu (Bond, 2017).

While the Chinese market opportunity is undoubtedly tempting to Vanuatu it also brings considerable challenges and potential costs for the host destination. In particular there are some critical issues that need to be addressed by all SIDS of the region that seek to break into this expanding market. Given what some argue to be a distinctive "Chinese tourist gaze" (Packer, Ballantyne, & Hughes, 2014), it is important to understand this market's different expectations and perceptions compared to western tourists. Currently, the tourism industry in Vanuatu has been formed very much on the

basis of the main Australian market needs. Therefore, the different needs from an emerging market, Chinese market, can guide local tourism industry to develop their products and services regarding the future of diversity.

Methods and Focus

The Vanuatu International Visitor Survey includes a Chinese language (Simplified Chinese) version of the online visitor survey which commenced in 2015. During two years of data collection in Vanuatu (January 2015 to December 2016), 77 Chinese visitors (from mainland China) was captured, this equates to 1.6% of the total Chinese arrivals during the period. During the same survey period, 4510 Australian visitors participated the survey which is 4.7% of the total Australian arrivals.

While the survey covers a range of questions relating to visitor impacts, demographics and behaviour, this initial analysis focuses on the open-ended questions that ask visitors to discuss aspects of their visit that were most/least appealing and to also provide thoughts on how their experience could be improved. The open-ended responses are analysed using NVivo and are categorised based on key words and phrases.

Results and discussion

Chinese visitors are somewhat younger than Australian market and tend to have a lower household income than their Australian counterparts (Table 1). Nearly one third (31%) of Chinese visitors came to Vanuatu for the purpose of business activities, this figure is considerably higher than Australian visitor profile (Table 2). Chinese visitors spend higher than Australian market and they are also more likely to visit outer islands than Australian visitors. It is clear that the Chinese market holds considerable potential for the Vanuatu tourism industry and broader economy.

Table 1: Demographic profiles

Categories		Australian visitors n =4510	Chinese visitors n=77
Age	18-29	16%	35%
	30-39	16%	43%
	40-49	21%	14%
	50-59	26%	4%
	60-69	17%	4%
	Over 70	4%	
Household income (US$)	<$50,000	28%	76%
	$50,001-100,000	38%	22%
	$100,001-150,000	21%	2%
	$150,001-200,000	8%	
	$200,001-250,000	3%	
	$250,001-300,000	1%	

	>$300,001 Average	1% US$89,173	US$40,617

Table 2: Travel patterns

Categories		Australian visitors	Chinese visitors
Purpose of visit	Holiday Business Visiting friends or relatives Honeymoon Education Volunteering Conference Wedding party	72% 6% 7% 3% 2% 5% 2% 4%	52% 31% 9% 4% 1% 1% 1%
Outer islands visited	Efate (Port Vila) Espiritu Santo Tanna Malekula Ambrym Pentecost	97% 13% 13% 1% 1% 1%	93% 30% 58% 4% 4% 7%
Average of length of stay	Nights	8.7	9.2
Pre-paid spend	per person per visit	US$1,248	US$1,899
Spend while in Vanuatu	per person per visit	US$713	US$806

When visitors were asked "What did you find most attractive or appealing about Vanuatu on your most recent visit?" clear differences emerged between the Chinese and Australian visitors. Chinese visitors are far less likely to mention 'local people' and the 'relaxing atmosphere' as the most appealing aspect of their visit to Vanuatu when compared to their Australian counterparts (Table 3).

The beautiful natural environment, activities and attractions are listed as the most appealing of their visit aspects by both Chinese and Australian visitors. Natural attractions lie at the heart of the tourism source for Vanuatu (Cassidy & Brown, 2010; Klint et al., 2012). Thus, tourism development in the region must be carefully managed to balance the requirements of tourists with the needs of local communities and to protect the environment.

Table 3: Most appealing aspects

Aspects	Australian visitors	Chinese visitors
Local people	54	8

Environment	31	32
Activities, attractions and entertainment, events	32	51
Atmosphere	17	8
Accommodation	8	3
Food and Beverage	7	5
Culture, shopping and history	6	3
Level of service	6	5
Convenience	3	
Cyclone Pam	3	
Safety, family-friendly	2	3
Un-commercial	2	5
Value for money	1	3

When visitors were asked about the least appealing aspects of their visit, the comments from Chinese visitors mainly focused on limited public facilities especially the issue of internet access and speed (Table 4). According to Prabu (2014), one of the top services that Chinese visitors expect during their overseas trip is free Wi-Fi. With a significant number of Chinese visitors' perceiving problems with the internet or Wi-fi especially around connectivity, it is a major challenge for Vanuatu to get reliable internet coverage that is fast enough to handle the data up and down loads required by this market.

Chinese visitors also highlighted language barriers as an issue and suggested it was an area for improvement in the future. The Chinese Government is actively involved in sending business people and trainers from Vanuatu to China to gain a greater understanding of language and culture and they also support in-region Chinese language training (Romann, 2014).

Table 4: Least appealing aspects

Aspects	Australian visitors	Chinese visitors
Public services and facilities	26	37
Rubbish, cleanliness and natural environment care	18	6
Price of goods and services	19	6
Food and beverage	15	6
Local people, standard of service	10	14
Rental cars or scooters, transport	7	3
Attractions and activities	12	6
Cyclone Pam	3	
Accommodation	6	3
Social divide, social issues	5	3

Flight related issues	3	14
Too touristy	3	
Safety-related issues	2	3
Stray animals and mosquitos, diseases	2	6
Language issue		9

Conclusions

This study represents an initial attempt to understand aspects of the emerging Chinese market for South Pacific SIDS tourism by comparing Chinese and Australian visitors to Vanuatu. The case presented shows that there are some important issues that need to be addressed if the Chinese market is to be tapped into effectively. It will be important to improve aspects of infrastructure and ICT provision or at the very least to be clear on what services are provided. It will also be critical to look at ways to increase communication between visitors through the development of language skills and signage. It is only with improved communication and understanding that linkages between Chinese visitors and the surrounding economy can be grown.

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Active Connection to "the Belt and Road" Initiative to Enable the Great-leap-forward Development of Shanghai Cruise Economy

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Abstract

Cruise tourism is an important part of marine economy. With the rapid eastward-moving of the world cruise center, China has gradually become the center of the attention of the world's cruise market. The deployment of "the Belt and Road" construction strategy brings a lot of new opportunities for the development of cruise industry. Chinese port cities also seize the opportunity to promote port development and accelerate the integration into the construction of 21st Century Maritime Silk Road. As an intersection of the 21st Century Maritime Silk Road and Yangtze River Economic Zone, Baoshan District has become the most important water gateway in Shanghai and the international passenger transport port as well as the location of the largest cruise home port in Asia. In the context of "the Belt and Road" initiative, this paper analyzes how Shanghai cruise industry connects with international cooperation and relevant policies with Shanghai cruise industry being object of study and port cities and the nation along the Belt and Road being spatial nodes, and discusses the future development path of Shanghai cruise tourism, in the hope of achieve the great-leap-forward development of Shanghai cruise economy.

Keywords: the Belt and Road, cruise economy, connection, great-leap-forward development

In September 2013, China for the first time made the proposal of joint construction of the "Silk Road Economic Belt" in Kazakhstan, and in October of that year offered in Indonesia to enhance the maritime cooperation for the construction of the 21st-century "Silk Road Economic Belt" in the . By then, "the Belt and Road" initiative was formally put forward. In March 2015, the National Development and Reform Commission, Ministry of Foreign Affairs of the People's Republic of China and Ministry of Commerce of the People's Republic of China jointly issued the document titled *Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road*, further indicating the development direction of "the Belt and Road" initiative.

1. Background and Significance of Research

1.1 Accelerated integration of "the Belt and Road" Initiative with cruise industry

The first 46-day South Pacific Rim cruise route departing from the home port in China cunningly developed by Caissa Tourism has become an important practice of the Maritime Silk Road into tourism. In June of the same year, the ministerial meeting for the Silk Road tourism approved *Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt*. In July 2016, on the Maritime Silk Road Financial Summit Forum 2016 and Hainan Finance Expo, it is proposed to open cruise routes and non-stop air routes between Hainan and counties/regions along the Belt and Road, and to promote the multi-stop-on-one-trip cruise tourism with joint efforts of national and international major cruise port cities. With the help of island touring policy forum, endeavor should be made to form the tourism union for the 21st Century Maritime Silk Road. In September, the first session of Silk Road (Dunhuang) International Cultural Expo was organized with the theme of promoting cultural exchange and seeking cooperation and development. In November, the working session 2017 of Chinese Silk Road Tourism Promotion Union was held in Haikou City of Hainan Province to discuss the development plan for the Maritime Silk Road. In January 2017, the Silk Road Tourism Belt was included in the 13th Five-Plan for tourism. In May 2017, the Belt and Road Forum for International Cooperation was held in Beijing on which China entered into several agreements with international parties on tourism cooperation. In June, Xi'an Silk Road Culture Tourism Research Association signed a Memorandum of Understanding with Kazakhstan Tourism Association on cultural tourism research.

1.2 Active participation of port cities in the Construction of 21st Century Maritime Silk Road

The proposal of the Belt and Road development strategy brings a lot of development opportunities for tourism – cruise industry in particular. Port cities also seize the opportunity to promote port development and accelerate the integration into the construction of the 21st Century Maritime Silk Road.

As the first home port city in China, Shanghai takes an active stand on responding to national development strategy by establishing the first Experimental Area for China Cruise Tourism Development in China. It defines the working target of accelerating the formation of cruise industry chain and formulates the action plan for cruise economic development integrating the zone and ports, so as to fully push forward building Shanghai into an international cruise city. Additionally, it cultivates the cruise industry chain, innovates new patterns of Baoshan international cruise services, and expands

spaces for cruise development, striving to build the cruise industry into a pioneering industry for the Maritime Silk Road.

Fujian Province signs cooperation agreements with ports along the Belt and Road to strongly impel its ports to play a greater role in constructing the Belt and Road and the Maritime Silk Road; to channel more investment in port infrastructure construction and effectively improve the carrying capacity; to deepen the participation of countries along the Belt and Road in port development and construction, unceasingly expanding back-lands at coastal ports; and to compete for the implementation of "Early and Pilot Implementation" policy. The State Council approves to launch a pilot program in Pingtan County regarding sea transportation to Taiwan. The Ministry of Transport of People's Republic of China authorizes the provincial Department of Transport to issue the *Administrative Measures for Road Transport in Fujiang Province and Taiwan*, and the *Tentative Administrative Measures for Road Freight Transport between Fujian Pingtan County and Taiwan*, enabling increasingly close connection between Fujian and Taiwan. Fujian and other countries/regions in Asia, Africa as well as Hong Kong, Macao and Taiwan have complementary advantages in terms of resource composition, industrial structure and commodity trade, indicating a wide vision of cooperation in port shipping services.

As a port of departure, Guangzhou also takes advantage of the opportunity of national construction of the Belt and Road to develop hub port economy. It opens the sea routes with the destinations of Hong Kong, Vietnam and Japan. In *Several Measures for Accelerating the Development of Guangzhou International Cruise Industry*, a plan is proposed for building Guangzhou into one of largest cruise home port in Asia by 2020, and building Spratly into an international navigation center.

Shandong Province issues the *Opinions on Putting the Document No. [2014] 32 about Promoting Health Development of Shipping Industry Issued by the Development Research Center of the State Council into Practice* which specifies it will perfect cruise services at ports in Weihai City, Qingdao City, Yantai City and Rizhao City, gradually forming a reasonably distributed and well-arranged cruise port system integrating home port, port of departure and visiting port. It also delineates the route map for Shandong to develop shipping industry, which is helpful to create an internationally competitive environment for shipping industry development, providing important opportunity for related enterprises to integrate into the construction of demonstration area for the Belt and Road strategy and local economic cooperation in Sino-Korea Free Trade Zone.

Guangxi Province supports a series of cities such as Fangchenggang to accelerate the development of cruise tourism; to promote the construction of cruise service

infrastructures; and to accelerate the upgrading of berth and joint port inspection hall, trying to open international cruise routes from Fangchenggang to Ha Long Bay and to Da Nang in Vietnam as scheduled, thus achieving the great leap in the construction of the Maritime Silk Road and pushing ahead with the development of “the Belt and Road” cruise tourism.

Haikou City strengthens its industrial cooperation with Philippine. The local government delegation negotiate successively with Philippine Ports Authority and CITIC Cruise Line regarding opening the cruise tourism from Haikou to Manila, which facilitates the development of cruise industry in Haikou and give full play to its advantage as the pivot city on "the Belt and Road".

2 Literature Review

With "the Belt and Road" being the center of attention, academic circles also start preliminary research on the connection of "the Belt and Road" with tourism and with cruise industry. Search the keywords "the Belt and Road", Maritime Silk Road and Cruise Tourism on www.cnki.net, you will see the network chart as shown in Fig. 1. Evidently, scholars focus their researches on industrial development strategy, marine economy and port cooperation.

After the presentation of "the Belt and Road" initiative, Luo Qinwen (2014) was the first to carry out the research on impacts of the Belt and Road strategy on cruise industrial development, analyzing the status and opportunities of cruise industrial development in Fujian case study and recommending Fujian to accelerate the integration into the 21st Century Maritime Silk Road construction. Soon afterwards, Zhang Yingchao (2017) analyzed the cruise tourism market in Sanya City by means of PEST model to identify the issues existed in Sanya cruise tourism market and made a series of recommendations including strengthening the promotion of cruise tourism, uncovering cruise tourism safety secrets, cultivating cruise professionals, developing new routes relying on the Maritime Silk Road and opening more onshore sightseeing routes.

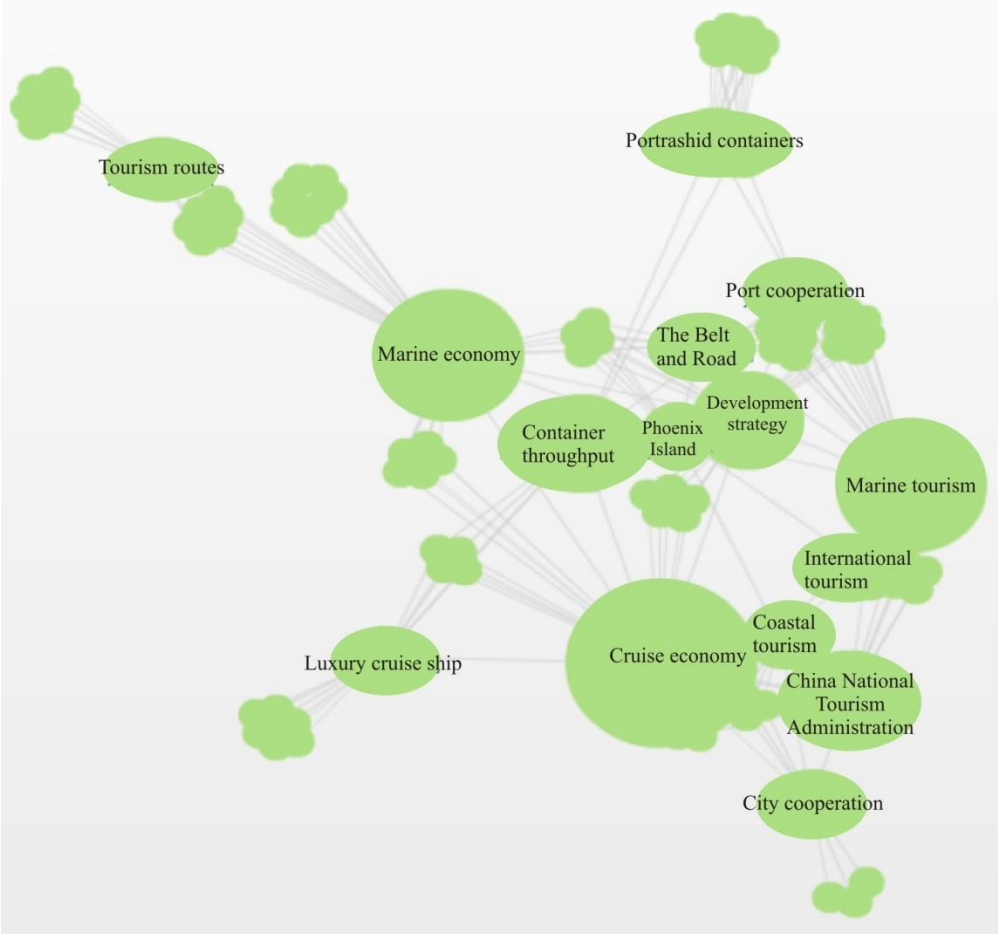

Fig. 1 Network Chart of Keywords (Cruise Tourism and the Belt and Road) Coexistence

In the context of the Belt and Road strategy, the largest development opportunity and breakthrough for cruise industry is to establish long-term partnership with countries/cities along the Belt and Road and to develop industrial cluster accelerating the industrial development. Lu Xiaoqian, Fu Lizhuang, Bei Ni et al. (2017) determined the degree of maturity of supporting facilities for cruise industry in Xiamen City and its surrounding regions by means of location quotient, analyzed the potential of developing cruise industrial cluster in Fujian Province, and recommended to develop cruise-related industries with Xiamen being the center, Xiamen-Zhangzhou-Quanzhou being the sub-center, promoting the development of cruise home port in Fujian. Deng Zhuopeng and Luo Chunxiang (2017) analyzed the status and issues of the tourism cooperation between Hainan Province and ASEAN, and pointed out five advantages for this cooperation - location, platform, human geography, industry and routes. Finally, recommendations were made in six aspects – tourism cooperation mechanism, utilization of overseas Hainanese resources, cruise cooperation enhancement,

differentiated partnership implementation, exertion of comparative advantages and tourism education enhancement.

Cruise economy and the Belt and Road strategy are hot topics and develop rapidly, driving the development of many industries. How is the relationship between them? Ma Junlong (2015) studied such a relationship in Xiamen case study. Starting with cruise industry development status, he made five recommendations for cooperative advantages under the political and economic background for cruise industry to be integrated into the Belt and Road construction, including the improvement of infrastructures, exploration of new routes relying on geographical advantage, enhancement of partnership with travel agencies, strengthening of partnership with economic circle and the enhancement of talent education assurance system and talent fostering.

With the rapid development of cruise industry, talent demands become increasingly higher. The presentation of the Belt and Road initiative enables the improved partnership with countries along the Belt and Road while it is pushing forward the flow of hi-tech talents, thus facilitating the exchange of talent fostering methods. However, the studies on cruise talents are less. The only literature available was from Yao Danli (2016), which analyzed employability and marine tourism features, recommending that cruise talents should have marine skills, relevant job operational experience, language skills and thoughts.

Scholars' researches on the combination of Belt and Road strategy with cruise industry are mainly from the view of marine economy and cruise economy as its results, and secondly from partnership of port cities along the Belt and Road. So single is the research view and so limited are the contents that those researches are far from meeting demands from national cruise industry for rapid development.

3 Object and Goal of Research

On basis of the current hot spot of study, taking Shanghai cruise industry as the major object of study, this paper analyzes, by referring to a great number of academic literature and news reports as well as interviews of senior experts and insiders and field visits of Shanghai Wusongkou International Cruise Terminal, new opportunities that the Belt and Road development strategy brings to Chinese cruise industrial development. Furthermore, by taking into account the political and economic environment for the development of Shanghai cruise industry, it discusses how Shanghai cruise tourism connects with the Belt and Road initiative so as to enable the great-leap-forward development of Shanghai cruise economy.

4 The Development Opportunity for Chinese Cruise Industry under the Belt and Road Strategy

At present, the rapid development of China's tourism industry has enabled the tourism industry to fully integrate into the national strategic system and become a strategic pillar industry of the national economy. The scale of outbound tourist volume and the tourism consumption are the highest in the world, and the cooperation with various regions and international tourism organizations has been continuously strengthened. Impelled by the great development and prosperity of Chinese tourism industry, China has become the first cruise market in Asia and Pacific area, and the second in the world. As a highly global, dynamic and open emerging industry, the distinctive advantage is that cruise tourism takes the lead to make connection. The Belt and Road strategy brings a lot of opportunities for the development of Chinese cruise industry.

4.1 The Belt and Road Provides New Development Concepts for Cruise Industry

Cruise tourism is characterized of innovation, coordination, openness and interaction, environmentally friendliness as well as joint development and shareability. Five new development concepts, namely innovation, coordination, greenness, openness and shareability, facilitate the improvement of development concept for international cruise industry. The development of cruise industry transforms from relying upon element-driven pattern to innovation-driven pattern, which means it changes from relying upon capital, hardware construction and lands to be dependent on technical, managerial and institutional innovation. Following the Silk Road spirit of being peaceful and cooperative, open and inclusive, happy to learn from each other and mutually benefit, partnership is established with nationally and internationally reputable cruise tourism cities for mutual development, in the aim of creating a community of international cruise development, thus jointly pushing forward the innovative development of global cruise industry.

4.2 The Belt and Road Provides New Development Patterns for Cruise Tourism

At present, China is during the transformation from cruise tourism to cruise industry and from low-end industry chain to high-end industry chain. It will complete the transformation from traditional industry chain to innovative chain and value chain, thus continuously improving its creativity. The Belt and Road development brings about the transformation of Chinese cruise industry from “fighting alone” to “developing together”, and the effective connection with governments, associations, cruise-related enterprises and cruise research institutions in countries along the Belt and Road, so as to facilitate the collaborative development of the Belt and Road international cruise organization, enable the effective connection with cruise industry development

strategies and policies, and strengthen the integration of resources and funds. To create a favorable environment for industrial development with joint efforts is helpful to foster new development patterns and formation of cruise industry.

4.3 The Belt and Road Provides New Development Motivation for Cruise Industry

At present, the world is seeing very rapid development of cruise tourism with the compound annual growth rate of 8% which is continuously higher than the global economic growth rate and traditional tourism growth rate. The globalization of cruise market and internationalization of tourism competition become intensified. The Belt and Road, particularly the 21st Century Maritime Silk Road provides it with innovative development motivation. Chinese cruise tourism has raised its international position increasingly. The tourism amount at home ports ranked the second in the world in 2016. Cruise tourism plays an important role in promoting concept propaganda and internationally cultural spread, cooperating with national diplomacy strategy and promoting peaceful and mutually benefit development in the world, revealing its bridging effect.

4.4 The Belt and Road Provides New Development Space for Cruise Industry

Cruise tourism development has strong cross-regional feature, making it a new window for promoting friendly partnership among countries along the Belt and Road and a new path to pushing forward the international cooperation and joint development of tourism industries in countries along the Belt and Road. China's cruise tourism is currently in a period of route adjustment and diversification. Cruise ships are allowed to navigate from Chinese coastal ports to the Indian Ocean (or even Europe) and the South Pacific Ocean through the South China Sea.

Fig. 2 Route Map of 21st Century Maritime Silk Road

5 Development Status of Shanghai Cruise Industry

5.1 Shanghai cruise industry economy grows continuously to raise its international position.

As an intersection of the 21st Century Maritime Silk Road and Yangtze River Economic Zone, Baoshan District has become the most important water gateway in Shanghai and the international passenger transport port as well as the location of the largest cruise home port in Asia. In 2016, 471 cruise ships/times were received as well as 2.84 million inbound and outbound tourists. In the first quarter of 2017, cruise terminals received 104 cruise ships/times, representing a year-on-year growth of 33%, including 99 ships loaded or unloaded at home ports, representing a year-on-year growth of 38%. The throughput was 593,824 passengers, representing a year-on-year growth of 27%. Now, Wusongkou International Cruise Terminal in Baoshan has become the cruise home port in Asia that receives the most tourists.

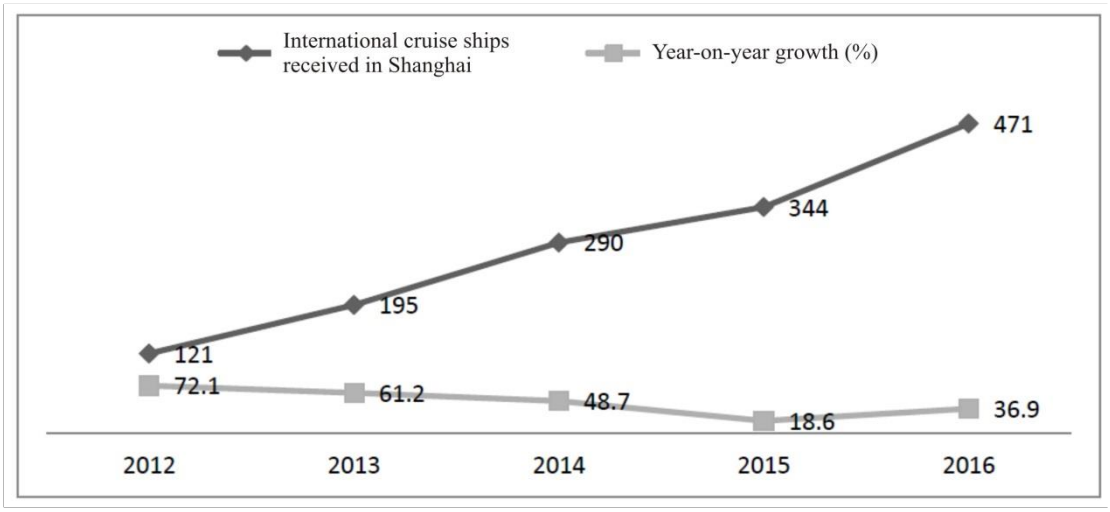

Fig. 3 Trend of International Cruise Ships/Times Received in Shanghai between 2012 and 2016

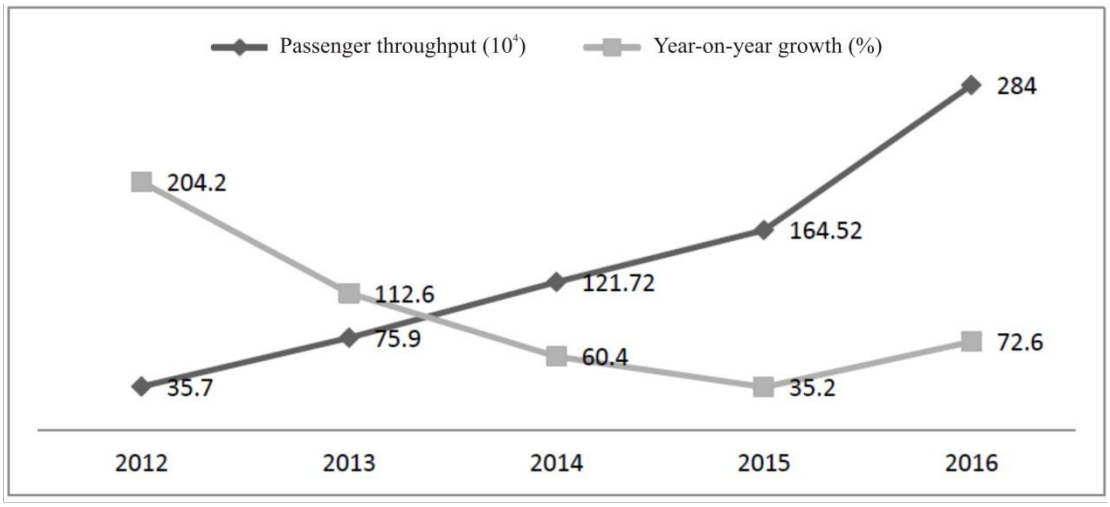

Fig. 4 Trend of Inbound and Outbound Passengers Received in Shanghai between 2012 and 2016

5.2 Baoshan puts great efforts into the development of cruise economy to be the first to create cruise industry chain

With the upstream position, Wusongkou International Cruise Terminal, together with China State Shipbuilding Corporation (CSSC), China Investment Corporation, Fincantieri S.p.A., Carnival Corporation & PLC and Lloyd's Register of Shipping, forms a union for native luxury cruise industry development, trying to build a system for supporting industries for cruise construction. At the midstream, by continuously improving investment attraction service level and deepening the partnership with large cruise enterprises, success is made in importing more than 30 cruise enterprises

including Costa Cruises and MSC Cruise. At the downstream, by making innovation in launching services such as cruise insurance, cruise "through train" and convenient barcode for cruise clearance, establishing "Wusongkou" cruise services brand, which boosts Baoshan economy. Baoshan gradually steps from the City of Iron into the City of Cruise, continuing its glorious history of Gateway on Oceans.

The first round of cruise industry fund (30 billion yuan) is registered in Shanghai CSSC International Cruise Industrial Park. In the future, this fund will focus on cruise design and building, investment operation and supporting services for project funding, which helps to promote and foster Chinese native cruise building industry chain and attract more cruise supporting services enterprises to register at the park, providing impetus to Shanghai cruise industry growth acceleration. In addition, the subsequent works of Wusongkou International Cruise Terminal costing a total of 800 million yuan commenced in 2015. After the expansion, the total shoreline length is expected to extend from 774m to 1,600m, with 4 large cruise berths. The entire project is expected to start commissioning this year and to develop the capacity for accommodating 4 ships by 2018. The aims during the 13th Five-Year Plan period include that 20-30 cruise ships end their journey at this terminal, 800-1,000 ships/times departed from this terminal carrying 5-6 million passengers; the amounts of cruise ship berth and tourist reception rank among the top three in the world; over 20 additional cruise institutions are established, thus continuously accelerating Baoshan's transformation from being a traditional industrial district to being a modernized and internationalized city.

5.3 Wusongkou International Cruise Terminal leads Chinese cruise industry into an era of big ships while it is making leap-forward development

From the determination of site selection to formal operation, it succeeds in increasing the number of voyage from 60 to 471 and the tonnage from 70,000 to 160,000. The year 2017 greets Norwegian Joy, Superstar Virgo, Majestic Princess of Princess Cruises, the first ship customized for Chinese market. Many large cruise ships with Chinese elements, one after another, choose Wusongkou International Cruise Terminal as home port, driving Chinese cruise market to soar.

6 Recommendation on the Connection of Shanghai Cruise Industry with the Belt and Road Strategy

Cruise industry plays an active role in facilitating organized and free flow of navigation, efficient resource allocation and deep integration of cruise market in countries along the Belt and Road, promoting these countries to implement open-up policies and effecting regional cooperation to a greater extent, higher standard and deeper level. To push forward the effective connection of Shanghai cruise industry with the Belt and

Road strategy is a necessary path to the realization of stable and further development of Shanghai cruise industry, the enhancement of partnership with international cruise industries and the improvement of international competitiveness; it is an important path to accelerating the development of Shanghai cruise industry chain, innovation chain and value chain, and fully improving the innovative development of cruise industry. To better connect with the Belt and Road strategy, recommendations are made as follows for Shanghai cruise industry.

6.1 Promote the internationalized application of port advantages and standards along the Belt and Road.

Cruise ports play an important and fundamental role in cruise industry development. Over the decade, Shanghai cruise ports have improved hardware facilities, accumulating abundant infrastructure construction experience and operational management experience as well as strong technical strength. The construction of international cruise home port will become a key aspect of "the Belt and Road" -base tourism. Countries and regions along "the Belt and Road" and the 21st Century Maritime Silk Road own abundant maritime resources which are ideal for developing the cruise industry. Cooperation will be continued with AIIB, New Development Bank, the World Bank and other multi-lateral development organizations to support Chinese enterprises to construct cruise terminal infrastructures in countries along "the Belt and Road" and promote regional advantages of China and the internationalized application of terminal standards. Shanghai is the leader of the cruise industry that can accelerate the output of intelligence and talents as well as operation and management experiences in China's cruise terminals to countries and regions along "the Belt and Road". Efforts shall be made to complete the educational and training system for the cruise industry and to form Chinese standards in the international cruise industry.

6.2 Promote the development of cruise products along the Belt and Road

56 countries and regions along "the Belt and Road" will become the destination of outbound tours of Chinese citizens. Promote the "multi-port call" policy along "the Belt and Road" and diversify cruise routes of the world. Cruise tours are usually international and trans-regional and thus can integrate tourist resources, destinations and ports along "the Belt and Road". The promotion of the "multi-port call" policy is an important path of development and can diversity the world's cruise routes. Open the boutique cruise routes along the Belt and Road with distinctive regional characteristics, so as to accelerate the exploration of long intercontinental and global voyages with Shanghai being the home port and visiting port.

6.3 Promote the international marketing promotion along the Belt and Road

The tourism industry can enhance cultural exchange and civilization integration of people along "the Belt and Road". China has become an important destination for outbound tours of residents of many countries along "the Belt and Road". According to the statistics of CNTA, it is expected that during the 13th Five-Year Plan, China will attract 85 million international tourists from countries along the Belt and Road, stimulating tourism consumption amounting to USD 110 billion. According to the report on inbound tourism provided by CTRP, about 14.5% of inbound tourists come to Shanghai per year, and it is predicted on this basis that Shanghai tourism consumption will be as high as USD 15.95 billion. Cruise tourism, as a high-end travel mode, has developed rapidly in China with China as the home port, but the inbound tourism has been in slow pace. As an important water gateway and the location of international passenger transport port and the largest cruise home port in Asia, Shanghai needs to actively seek partnership with countries/regions along the Belt and Road, push forward the construction of such a tourism brand as Cruise Tourism - Maritime Silk Road, jointly hold large promotion events such as 21st Century Maritime Silk Road Tourist Year and Silk Road International Cruise Tourism Festival, thus raising the reputation and influence of Chinese cruise tourism along the Belt and Road and Shanghai Wusongkou International Cruise Terminal.

6.4 Promote the interconnection of cruise industry development along the Belt and Road

"The Belt and Road" initiative has provided a new development platform for the international cruise industry that effectively interconnect China with the western cruise market. The high openness of the industry needs the support from the think tank as well as international exchanges of the industry, academic circle, government agencies and industrial associations. As an intersection of the 21st Century Maritime Silk Road and Yangtze River Economic Zone, Shanghai should be active to develop relative unified rules and standards for international cruise industry development together with countries along the Belt and Road, establish a high-quality exchange platform for international cruise tourism with joint efforts, and establish strategic partnership with cruise port cities. It should also strengthen communication in regard to cruise clearance, supervision, information, data and procedures on collaborative basis. By simplifying process cost of cruise development, furthering mutual recognition of law enforcement, data, information and standard sharing, active efforts should be put into the exploration of new patterns and approaches of interconnected supervision; it should promote convenient visa procedure, particularly attaining visa-free entry for Chinese cruise

tourists to more countries. Promote traffic right opening, mutual recognition of certificates and tourism insurance.

6.5 Carry out researches on talents fostering programs for international cruise tourism along the Belt and Road and the related subjects

Professional talents are the primary resource to develop and expand the cruise industry. The cruise industry is a highly combined and international industry that requires highly internationalized talents who have global perspectives and views. The need for cultivating and attracting such talents is urgent. To this end, Shanghai should provide support for talent cultivation for cruise industry development in countries along the Belt and Road. Under the unified planning by Ministry of Education and Shanghai Municipal Government, universities/colleges with plentiful cruise expertise, for example, Shanghai University of Engineering Science may attract students from countries along the Belt and Road to study cruise expertise for bachelor's and master's degree.

Meanwhile, Shanghai should actively push forward the formation of multinational and trans-regional teams for international cruise industry study along the Belt and Road. During the development of cruise industry in countries and regions along the Belt and Road, certainly there will be many questions for study. It is necessary to give full play to the expertise and influence of Shanghai International Cruise Business Institute, hold conferences on cruise industry along the Belt and Road, establish the association of international cruise industry along the Belt and Road, and formulate new standards for international cruise industry along the Belt and Road.

7 Conclusion

The presentation of the Belt and Road development strategy brings new development concept, new development motivation, new development space and new development pattern for cruise industry. As the cruise port city with best development advantage and most development potential, Shanghai has high-quality development resources, superior geographical location and good development environment, and therefore should be more active to connect with 21st Century Maritime Silk Road construction in the era of opportunity. It should seize the opportunity to push forward the internationalization of native cruise industry with its advantages; make innovation of cruise routes with its port resources; push forward the international marketing of native cruise tourism with cultural exchange platform; actively reach friendly partnership agreements with countries along the Belt and Road so as to facilitate the interconnection of cruise industry; focus on studies on international flow of talent cultivation and related

subjects, so as to achieve the leap-forward development of Shanghai cruise economy and promote all-round upgrading of Shanghai cruise industry.

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Mainland Chinese's attitude toward Macau on heritage attractions
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Introduction

Macau is one of the special administrative regions of China, offering all-around tourism products to visitors in spite of its high reputation of casino business: it has the name of Eastern "Las Vegas". It offers visitors three kinds of attractions: 1) gambling properties; 2) non-gambling non-heritage activities in the city and the resort complex, shopping malls, restaurants, shows, and visual stimulation; and 3) heritage attractions (MGTO, 2016). As the biggest market of Macau tourism industry, mainland China contributes 66% of 31 million visitors travelling to Macau in 2016 (DSEC, 2015). Wong and Rosenbaum (2010) summarizes five major motives of mainland Chinese visitors travelling to Macau, including enjoying show entertainments, escape from pressure and daily routine, leisure, socialization, and sightseeing. Specifically, there are two main segments of mainland Chinese visitors: entertainment-for-socialization seekers and sightseeing-for-relaxation seekers. Interestingly, gambling is not nominated as one key motive of Chinese visitors visiting Macau.

On the other hand, Macau became the second special administrative region of China after Hong Kong, and its label of Portugal colony was terminated in 1999 after a peaceful sovereignty transition from Portugal to People's Republic of China. This popular tourism destination was the first and the last European colony in China. Due to its unique historical background, Macau was listed as a world cultural heritage, and has attracted heritage tourists for many decades. However, little research has looked into the phenomenon and psychology of mainland Chinese visitors visiting Macau heritage attractions. A question arises: how do mainland Chinese visitors view and perceive Macau heritage attractions (from the point of view of reviewing and learning from the history)?

Literature Review

Heritage tourism literature suggests that heritage tourism refers to visits to heritage-oriented facilities including museums, arts centres, archaeological digs, theatres, historical sites, monuments, castles, architectural relics, religious centres, etc. (Bonn, Joseph-Mathews, Dai, Hayes, & Cave, 2007). Various heritage sites have a unique aspect or a combination of unique aspects, such as culture, history, geography, and so on. Heritage sites of a tourism destination maintain and safeguard the destination's antiquities (Cook, 2001). As for the demand of heritage tourism, previous research focused on motivation (Swarbrooke, 1994) and market segmentation (Poria, Butler, & Airey, 2003; Richards, 1996). Further, cultural or historical heritage sites attract increasing number of tourists, and thus many heritage sites make the use of "world heritage" to a greater extent than natural sites (Hall & Piggin, 2001).

Previous literature identifies a number of factors influencing or determining visitors' attitude towards a heritage site, including authenticity (Chhabra, Healy, & Sills, 2003), involvement (Shen, Guo, & Wu, 2014), visitor congestion (Cros, 2008), etc. Chinese heritage tourists have been recognised as a significant emerging trend in global heritage tourism market (Su & Hsu, 2013). In addition, motives such as seeking for knowledge, prestige of the heritage sites are identified as key factors driving Chinese heritage tourists, and specifically, the cultural link between mainland China and the destination is a unique pull factor attracting Chinese heritage tourists to visit Hong Kong (Hanqin & Lam, 1999), from which sense Macau is a very similar case.

Methodology

Online Social Media platforms enable tourists sharing their travel experiences and their unique travel stories, providing a great opportunity for researchers to explore psychology of travelling. This article applies text-mining techniques in investigating why mainland Chinese visitors visiting Macau heritage attractions, based on available online database of mainland Chinese tourists' comments on Macau's heritage attractions (i.e. TripAdvisor in this study). TripAdvisor is a widely recognized international user-generated-content (UGC) platform where tourists from all over the world publish their comments under the travel and tourism theme. This study collects all the comments about Macau heritage sites from mainland Chinese visitors, under the attraction category in TripAdvisor (n_0 = 580). The comments were first translated into English using Google Translator, and then the researchers corrected the translations by cross-examining the Chinese version.

Results

First, an ANOVA analysis was conducted on the ratings on heritage sites by gender, on a sub-sample with gender information (n_1 = 62). The result suggests a significant mean difference between male and female heritage tourists (sig. = .018), and female visitors

rate Macau's heritage sites higher than males. From a content analysis using Nvivo 10 on 162 general comments on Macau as a tourism destination, the frequencies of top 100 key terms have been grouped according to the nine themes proposed by Beerli and Martín (2004). The theme of heritage (culture, history and art) was found as the fourth most popular theme among others (6.54%).

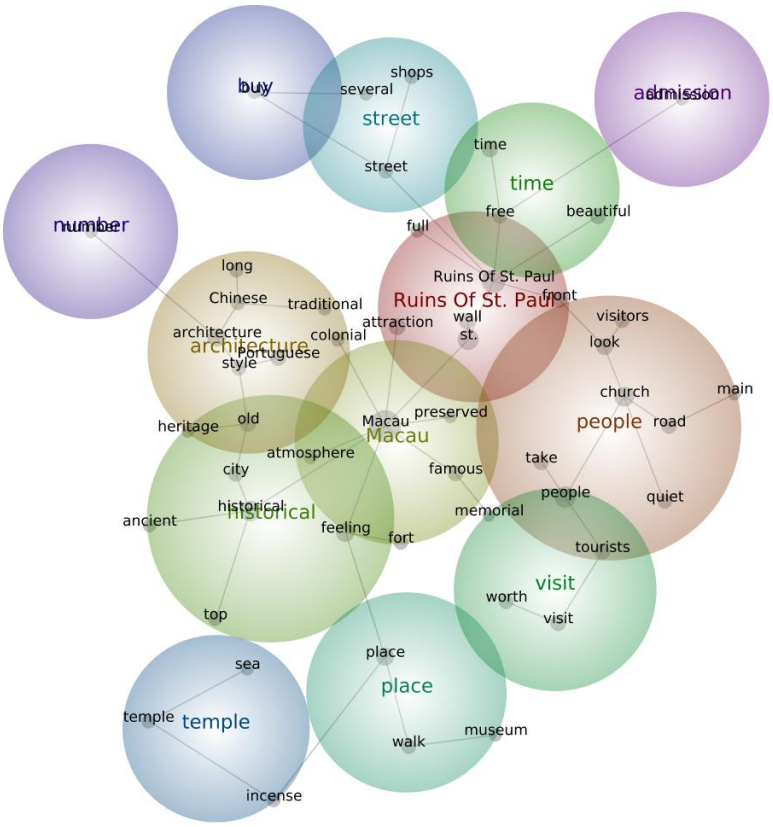

Figure 1. Concept map of Chinese cultural tourists' comments on Macau from Leximancer

To follow up, the qualitative analysis tool Leximancer was applied to explore the relationships between key concepts in the UGC. Three main themes close to the concept of Macau were found: (1) *historical*, (2) *architecture*, and (3) *Ruins of St. Paul*. The theme of *historical* is linked to several key concepts including "historical", "feeling", "city", "top", "ancient", and "atmosphere", with 280 hits in the comments. This theme is further closely linked to the theme of *architecture* (215 hits) with the key concepts of "architecture", "old", "Portuguese", "style", "Chinese", "colonial", "traditional", "heritage". The concept map is illustrated in Figure 1.

Discussion

The finding suggests that Chinese tourists perceive Macau as a historical city with specific characteristics in architecture, and Macau is a place with the atmosphere of combining both ancient traditional Chinese culture and Portuguese colonial culture.

Macau is recognised as a heritage city on its history and architecture, as its famous sites are well preserved. From this sense, the uniqueness of Macau's heritage sites is a key component in Chinese heritage tourists' attitude toward Macau, as well as its cultural link to mainland China. As one major tourism site in Macau, the Ruins of St. Paul becomes a key theme in Chinese heritage tourists' comments (309 hits), and is identified as "free", "beautiful", "wall", and "full of people". This is consistent with Cros's (2008) finding on visitors' attitude towards a heritage site: visitor congestion. The concept list generated by Leximancer further implies that Chinese heritage tourists enjoy "walking" on the "streets" to explore and see all the different heritage sites and attractions, and the walking distances between them is a plus to their visiting experiences. However, apart from the Ruins of St. Paul, other heritage sites in Macau are not frequently mentioned in the comments, suggesting a long way to go in promoting other major historical and cultural heritage sites in Macau.

Conclusion

In summary, the findings provide insights on understanding the motives of mainland Chinese to visit heritage sites from a cultural and historical perspective, and shed light on a deeper understanding on their perceptions and interests in historical monuments in the specific case of Macau.

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Analysis of motivation, expectation and satisfaction of Chinese working holiday makers

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Introduction

Recently, Chinese working holiday makers (WHMs) in Australia have become a fast-growing phenomenon but have been rarely investigated as a focused subject in current tourism research. In terms of the benefits for Australian tourism industry, highly-educated Chinese WHMs do not only contribute to huge tourism consumption as long-staying travelers but also help to fill the labor shortages for small tourism businesses. Since the significance and great potentials of Chinese outbound travelers have been well recognized, Chinese WHMs should also be emphasized because it is an emerging and valuable group as well as a source of advantaged employees to serve Chinese customers in Australia. Therefore, there is a significant importance in exploring the behavior of Chinese WHMs.

Purpose

Despite the significance of Chinese WHMs in Australia, existing literature lacks focus on this group. Hence, this study aims to explore three critical constructs of tourist behavior which are motivation, expectation and satisfaction regarding Chinese WHMs group so that a comprehensive understanding could be developed to improve their working holiday experience in Australia and achieve their potentials.

Literature review

This study first reviewed various related motivation theories through three different perspectives: psychological, socio-psychological and sociological. Psychologically, the theory of need hierarchy (Maslow, 1954) suggested individual's travel motivation are stepped under five hierarchies: physical needs, safety needs, love and belonging needs, esteem needs, and the needs of self-actualization. In socio-psychological dimension, the travel career theory (Pearce, 1990) borrowed the idea from Maslow's theory and identified travel motivation as 5 ladders: physiological needs, safety needs, relationship needs, self-esteem/development needs and fulfillment needs. People's motivation starts with different levels and will move up as time goes together with their pervious experiences. This theory inspires the researcher that inner motivators are important to tourists' decision making process particularly for those who are going to conduct a long period of traveling. However, Ryan (1998) empirically denied that travelers do not show increased intellectual development of motivation based on their past experiences in a destination. Later, Pearce and Lee (2005) modified travel career theory as travel

career pattern and focused on identifying three motivational levels with 14 factors. The most core level includes three factors: novelty, escape/ relax, and relationships, which is about internal-oriented motivation. The other two levels are external-oriented motivators such as self-improvement through host-site involvement and other insignificant motives (e.g., isolation, nostalgia, and so on). This modified travel career pattern provides an idea for the researcher that despite internal/inner motivation, external stimulation should also be considered as fascinating motivators in tourist behavior. The next escaping and relaxing theory stated that escaping and relaxing are two most important dimensions of travel motivation, four broad dimensions were identified based on both personal and interpersonal perspectives. However, both travel career pattern and escaping and relaxing theory lack empirical supports from tourism literature and cannot be well applicable for this research. The push and pull theory addressed the limitations of related theories mentioned above. It assumed travelers are motivated by both push and pull factors. Push factors refer to internal drives motivating tourists to participate in tourism activities while pull factors refer to destination-related drivers and the knowledge about goal attributes that the tourist holds. Compared to other motivation theories, the push and pull theory provides a broad viewpoint to explore a wide range of motive items in a less-focused topic. Furthermore, the push and pull theory has been widely accepted by the scholars to study people's motivation. Additionally, expectancy value theory has been reviewed and revealed that motivation and expectation are highly related. The relationship between motivation and expectation need to be studied further. After that, satisfaction theories were reviewed. Expectation confirmation theory suggests that there is causal relationship between expectation and satisfaction. When tourists' expectation is fulfilled, they will be satisfied. Therefore, an initial conceptual framework of this study has been developed (Figure 1).

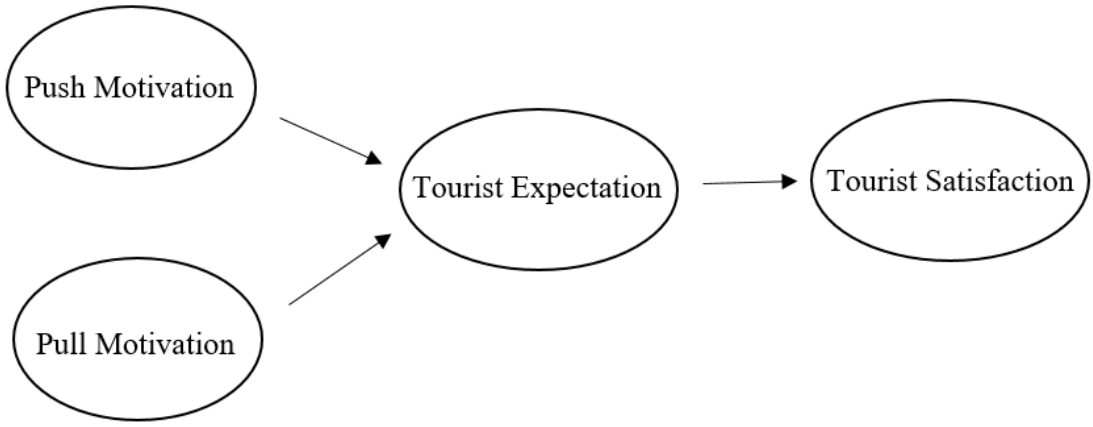

Figure 1 Initial conceptual framework of this study

Based on the literature review, two main research gaps have been identified: 1) lacking the literature focusing on Chinese WHMs; 2) the theoretical relationship among motivation, expectation and satisfaction is still unknown. To address these research gaps, this study aims to understand 1) what motivates Chinese WHMs to work and travel in Australia; 2) what do they expect with their working holiday experiences; 3) factors that contribute to their satisfaction level; and the last objective to develop a comprehensive conceptual framework that integrates motivation, expectation, and satisfaction in Chinese WHMs' context.

Methodology

With the guideline of social constructionism paradigm, this study adopted in-depth semi-structured interviewing technique to collect rich qualitative data from participants. As revealed above, the knowledge about Chinese WHMs is lacking and qualitative in-depth interviewing can provide rich description and in-depth understanding of this less-researched group for the researcher. Participants are identified as those who have stayed in Australia for more than 3 months or have already completed their working holiday experiences because they could develop a more comprehensive evaluation of their experiences after they have stayed in Australia for a relatively long time. Snowball sampling was utilized to recruit research participants to get appropriate sample effectively and efficiently. First, the researcher approached the potential participants through referrals and then inspired their interests to participate. Due to the time and geographic constraints, online video interviews and telephone interviews were conducted. In total, 15 Chinese WHMs were interviewed by the researcher.

Results

Based on the thematic analysis of interview data, 13 push motivating factors and 7 pull destination factors were identified (Figure 2). Regarding push motivation, 3 key dimensions were categorized as self-independent, utilitarian and hedonic. The self-independent motivation was about a desire to develop a sense of independence. Utilitarian motivation was defined as an economical-oriented, mission critical, rational, and outcome-effective desire to conduct travel behavior. Lastly, hedonic motivation was about the motivation to seek pleasure and multisensory fulfillment. Among 13 push motives, "experience a different culture" was most frequently mentioned by Chinese WHMs and the desire to be independent was prominent through the interviews. The other factors such as "immigration" and "conformity" were two interesting points. Some Chinese WHMs took working holiday because it was increasingly popular in China and they could have something to talk about when they come back home. Some took working holiday visas as a pathway to immigrate to Australia.

Push factors

- **Self-independent**
  - experience a different culture
  - self-development
  - pursue cultural captials
  - improve English
- **Utilitarian**
  - travel for a long time
  - earn money
  - excapism
  - relaxation
  - social interaction
  - immigration
  - conformity
- **Hedonic**
  - satisfying personal interests
  - novelty
  - fun

Pull Factors

- policy-related advantages
- destination image
- work opportunities
- local hospitality
- location
- attractive tourism products
- marketing activities

Figure 2 Push and pull motivation of Chinese WHMs

Chinese WHMs' expectation was divided into two main categories: work expectation and travel expectation (Figure 3) because the working holiday contains both work experiences and travel experiences. High expectation refers to the congruency between Chinese WHMs' work experience and their majors, interests or previous work experiences in China. For this research, more Chinese WHMs tend to generate rational expectation based on WOM from online comments and acquaintances as well as past experiences. They expected to have a "white job" which translates to a legal job in Australia and were aware that physical work was their "best choice". However, some Chinese WHMs also showed low/no expectation due to insufficient knowledge about Australia and the lack of self-confidence.

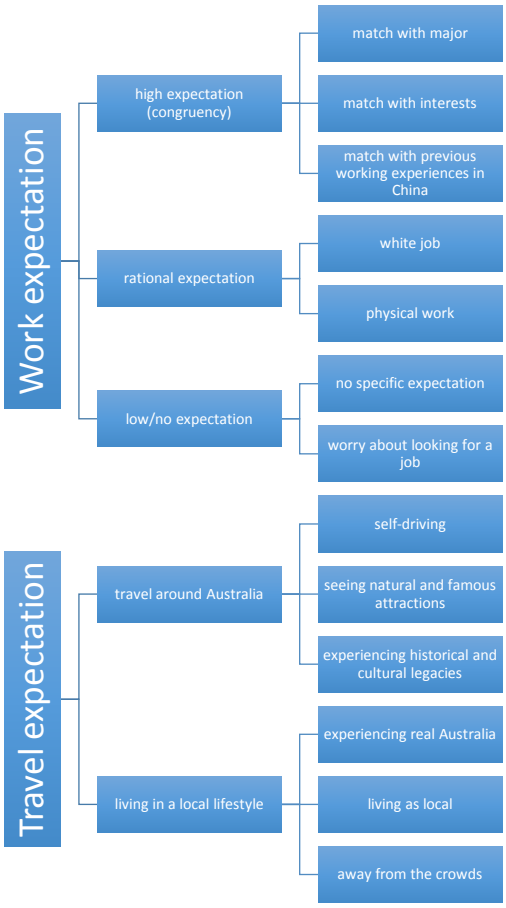

Figure 3 Expectation of Chinese WHMs

The satisfaction level was expressed by four assessment dimensions: work experiences, tourism and recreation experiences, development of self, and intention to revisit. Both positive and negative comments were presented. Overall, Chinese WHMs were satisfied with their working holiday experiences. However, the exploitation in workplace and unachieved personal goals negatively influenced Chinese WHMs' evaluation of their experiences.

Additionally, 2 distinct employment patterns of Chinese WHMs were recognized regarding employment types, wage, and workplace environment. First, it was hard for Chinese WHMs to get a white job in urban area. They were more likely to work for Asian/Chinese businesses illegally. Second, Chinese WHMs might work in farms in the rural areas with legal pay. However, the entertainment facilities and work environment were comparatively poor in this case.

Discussion and conclusions

Based on the differences of motivation, this research segmented Chinese WHMs as three different markets: ego-tourists, working tourists, and fun seekers. Ego-tourists are mainly driven by self-independent motivation which make up with the largest number of participants in Chinese WHMs. Working tourists are mainly driven by utilitarian

motivation. These working tourists emphasize more on work and earning money so their travel decisions highly rely on work. Pleasure seekers are mainly motivated by hedonic motivation. It was found that ego-tourists tend to generate high expectation about congruency while working tourists are more likely to generate rational and low/no expectation toward their working experience. Pleasure seekers would like to generate converse expectation including both high and low/no expectation. They all develop comparatively high travel expectation because of the prestige destination image of Australia and words-of-mouth. This finding confirms the causal relationship between motivation and expectation. Additionally, the Chinese cultural values were introduced to explain Chinese WHMs' evaluation of their experiences. The value items are positively related to the satisfaction level. Specifically, Chinese WHMs' satisfaction level will be improved if working holiday can enhance their "face" in the front of friends and relatives. `When they fail to achieve this outcome, they may keep doing working holiday in Australia to save face but their satisfaction level will be greatly reduced. The value of competitiveness and self-confidence work in the same way. Based on the discussion, a conceptual framework is proposed (figure 4).

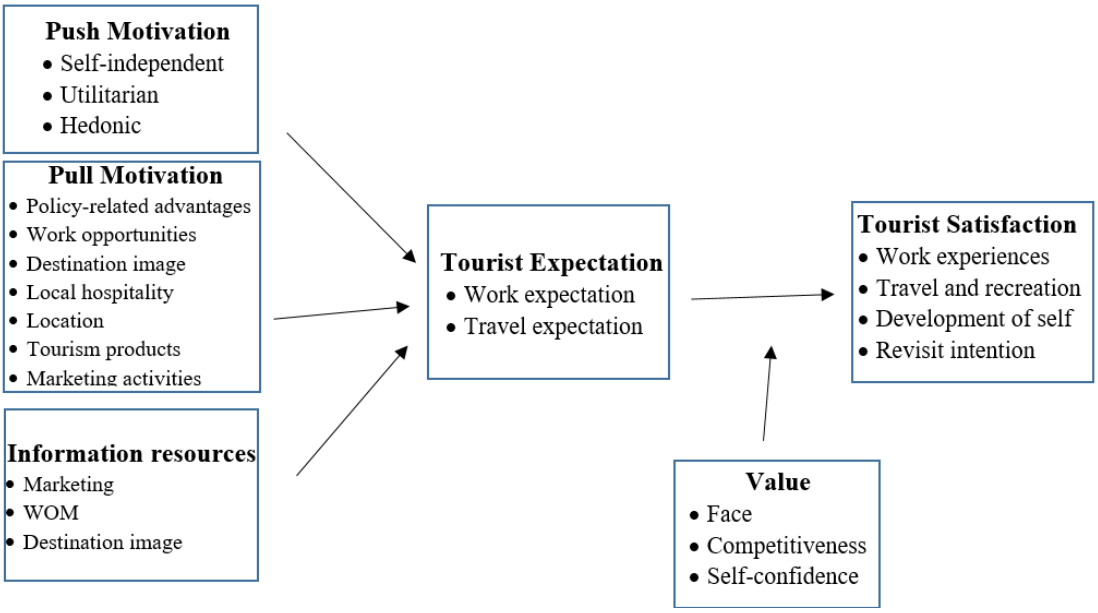

Figure 4 Conceptual framework of this study

This research contributes to providing a basic understanding of Chinese WHMs in Australian context. Key push factors were identified as self-independent-oriented, utilitarian-oriented, and hedonic-oriented motivation. "Experience a different culture", which belongs to self-independent motivation is the most frequently mentioned driver for Chinese WHMs. "Immigration" and "conformity" are two interesting motivation items generated from Chinese WHMs, which means WOM is greatly influenced young Chinese choice decision. Three segments were classified as ego-tourists, working tourists, and pleasure seekers based on the differences of main motivation. The detailed

profile of each group was discussed in this research. Two categories of expectation including work and travel experience were generated and five subcategories were identified. This research found that motivation could influence the formation of expectation. For example, ego-tourists who aim to achieve self-development and self-actualization through WH experiences tend to generate the expectation of congruency that work would match with their interests, major or previous work experience. Furthermore, this research found that the exploitation is the major challenge to improve WH experiences. Other factors are limited English abilities and social interaction. Chinese culture values were employed to discuss the satisfaction level and revealed that Chinese WHMs usually do not report their traumatic experiences to related departments directly. However, this does not mean that they will recover quickly. They probably express their depression and frustrations directly to their friends or on social media. As WOM is an important source of information and decision making for Chinese WHMs, the negative comments will damage the destination image of Australia and reduce the number of Chinese applicants.

This study theoretically contributes to extending current literature of motivation, expectation and satisfaction based on the sample of Chinese WHMs in Australian context while practically provides managerial implications to tourism sectors. Theoretically, this research applied push and pull theory and expectation confirmation theory to develop a basic understanding of Chinese WHMs. Some new and unique items were generated to the pool of motivation theory and a conceptual framework was developed to understand the relationship between motivation, expectation and satisfaction. Practically, this research generates useful recommendations for both Australian policy-makers and tourism practitioners.

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Exploring Chinese tourists' online destination image and travel behaviour to regional Australia

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Introduction

By 2017, Victoria welcomed a total of 2,761,500 international visitors, with 525,800 international overnight visitors travelled to regional Victoria (Tourism Victoria (TV), 2017). Amongst traditional international source markets such as New Zealand and the UK, Chinese market constituted the largest number of visitors, with an increase of 5.7% to 574,700 Chinese visitors by 2017 (TV, 2017). It is projected that Chinese market will continuously outperform other international markets, with China alone accounted for 29% of contribution to visitor growth. In the year 2026-27, it is estimated that China will generate 46% of total international tourism expenditure to Victoria, as well as 57% of the forecast total international visitor expenditure growth over the next decade (TV, 2017).

Given the huge potential of the Chinese market to regional visitor economy of Victoria, it is important to understand destination image formed by Chinese outbound tourists and their behavior during their trip to regional Victoria. Hence, this research aims to examine Chinese tourists' online destination image and their consumer behavior while visiting Victoria. Contextualizing Chinese tourists' behavior and destination image toward Great Ocean Road (GOR) region is the principal focus of this study. Two research questions were employed to structure this study:

1. What are pre and during trip behaviors of Chinese tourists visiting GOR region?
2. What is the GOR region' online destination image shared via Chinese social media?

Key words: Chinese tourist behaviour, online destination image, host-guest relations, regional Australia, Chinese social media.

Literature Review

Destination image of Australia

Destination image is defined as imagination and emotional thoughts or the sum of all beliefs, ideas, and impressions that tourists retain about a specific destination (Crompton, 1979, as cited in Lopes, 2011). Destination image is influenced by specific factors that determine tourists' behavior and their decision to visit the destination (Tapachai & Waryszak, 2000). Chinese tourists' decision-making in tourism

consumption is heavily affected by some of the popular social media platforms like WeChat and Sina Weibo (Tourism Australia (TA), 2016). The appealing attributes of Australia influencing their decision on an Australian-travel are the natural sceneries, and the aquatic and coastal experience (TA, 2016; Wang & Davidson, 2009). At the same time, a netnographic analysis concerning the top 100 popular keywords that Chinese tourist would use in describing their Australian trip before and after the journey in their personal social media platform reveals that three keywords are environment-related, including "green", "fresh" and "clean" (Leung, Xu & Bai, 2016). It is widely argued that destination image is closely related to visitor satisfaction (Wang & Davidson, 2009). Most satisfactory attributes about the Chinese tourists' trip to Victoria include: Quality of natural environment, Quality of specific tourism attractions, Beautiful scenery, Experiencing Australia lifestyle/culture, and Quality of urban environment (Weiler & Yu, 2008).

Chinese tourists' behaviours in regional Victoria

Pre-visit behavior is affected by the intention to visit and searching information from available sources (Siri, 2009). Most Chinese independent travelers are internet-savvy, findings from Tourism Victoria (2015) reported that Chinese leisure visitors to Victoria used Internet as the main source of information.

During-trip behavior is measure through a set of indicators such as length of stay, lodging preference, type of tour preference, most popular outdoor activity, mode of transportation used, and reasons for traveling (Batra, 2009). Specifically in the context of Chinese inbound tourists in GOR, research by Weiler & Yu (2008) reveals that key activities taken in GOR region include: Taking photos at waterfront Geelong, had lunch at Apollo Bay, Visiting Twelve Apostles & Loch Ard Gorge, and taking photos at each site while several group members went down to the beach at Loch Ard Gorge.

Methodology

This research employed quantitative research method aimed at collecting primary data to answer the first research question. The self-completion survey was conducted mainly at Twelve Apostles, Port Campbell and Apollo Bay located in GOR during May 2016 to April 2017. Utilizing convenience sampling, a total of 341 domestic and international respondents participated in this longitudinal survey. For the purpose of this study, only 341 respondents from Mainland Chinese participants were selected for data analysis. Survey questionnaire combined: demographics of respondents, travel activities, information sources, visitor expenditure, and expectation-satisfaction toward key destination attributes. After the fieldwork, data entry was implemented and analyzed

using SPSS to generate the research findings regarding Chinese tourists' behavior in GOR region.

Responding to the second research question, this study also utilized Netnography as a qualitative methodology, with netnographic technique applied to the most popular Chinese social media site, Sina Weibo. The selection of Sina Weibo was based on the finding of quantitative research mentioned previously in which respondents identified Sino Weibo as the most commonly used social media platforms as a source of information. This suggests that information in Sina Weibo may have an impact on potential Chinese tourists' behaviours in their decision-making process (Hall, 2013). The key word to search relevant travel blogs posted from 2016-2017 were "Great Ocean Road". A total of 5000 richly detailed blogs were selected. Procedure of developing coding system includes: checking user generate quotes, developing categories and allocating content to identified categories, identifying specific attributes under key categories. As visitor satisfaction is influenced by destination image (Tasci & Gartner, 2007), specific attributes in the coding system was determined according to the findings from previous quantitative research regarding expectation-satisfaction analysis association with key attributes of destination image, which were presented as in Figure 1. Data was coded using Nvivo 11 based on the systematic coding system, with coding check to ensure reliability.

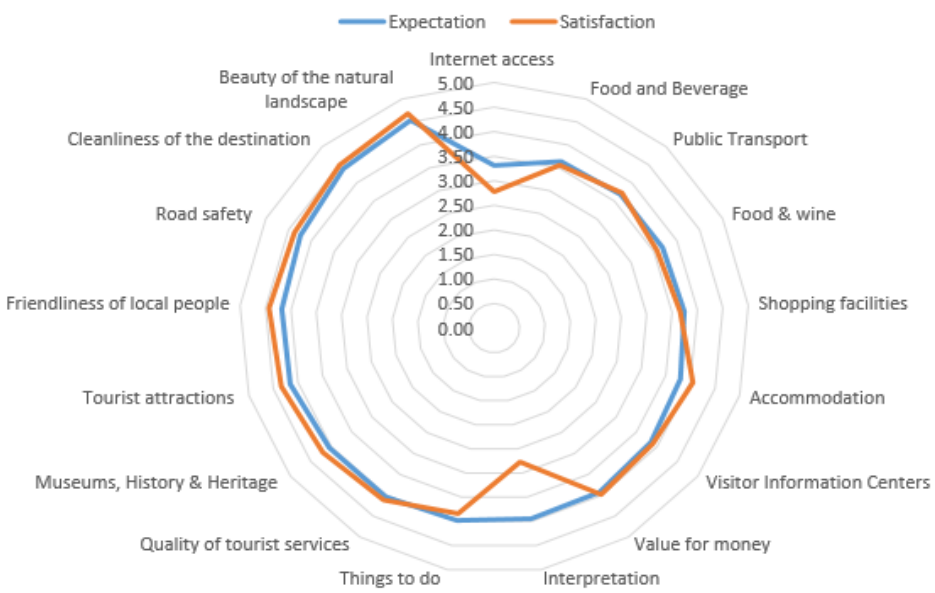

Figure 1. Expectation-Satisfaction of Chinese tourists to GOR region

Preliminary results

Chinese tourists' travel behavior

Results from the Great Ocean Road research has revealed different tourist behaviors while travelling to regional Australia. Only 40% of Chinese tourists will be staying overnight in regional Australia, and approximately 60% of them will be staying for 1-2 nights, showing a short staying behaviour of Chinese tourists; 83% of Chinese tourists are holiday-makers and majority of them would adopt private cars (40%) and coach services (38%) offered by travel agencies while travelling to the Great Ocean Road region.

Chinese respondents had a high level of expectation and satisfaction regarding intangible attributes, including beauty of the natural landscape, cleanliness and road safety (Figure 1). It can be inferred that Chinese respondents obtained an awareness of environmental protection while travelling in the region, as demonstrated by their willingness to pay (68%, N=230).

Online destination image of GOR region

The destination image of regional Australia to Chinese tourist is always focusing on "natural beauty". Results from netnographic analysis have shown that Great Ocean Road has been applauded on its iconic natural scenery, fresh environment, rich historical context, and rich seafood produces etc. As such, the most popular tourist activity in the regional is photo-taking, go hiking in national parks, and visiting old historic monuments including the memorial arch etc., and enjoying the seafood in local restaurants.

Discussions and conclusion

While visiting the Maldives, President Xi was critical of the behaviours of Chinese tourists saying: "We should educate our citizens to be civilized when travelling abroad" (Boxun, 2014, n.p.). This includes dysfunctional behaviour such as disposing of rubbish arbitrarily and disrupting local lifestyles through unsocial behavior. This has since transformed into negative impressions of Chinese travelers around the globe.

The influence of Chinese social media in regulating Chinese tourist behavior is very much underrated. Recent research suggests that the influence of Chinese social media to Chinese tourist behavior is potentially one tool that can be used to moderate for improved outcomes (Gou, 2017). Respondents to this research rate the influence of social media to their life extremely highly. It is proposed in this study that one strategy to influence for better Chinese tourists' behaviour outcomes is to utilize the authority

of key opinion-leaders (KOLs) who have a potential overarching coverage to up to 1.5 billion Chinese users (Lin, 2016).

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What, How and Why? Understanding tourism crises diffusion on Weibo based on threshold model

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Abstract

Social media, an open space for the public's opinion and expression, has become an increasingly essential issue in crisis events, leading to secondary crisis communication, that is social media users' online behavior of commenting on, sharing, or forwarding posts about crises. In this way, when a crisis happens, it could be amplified during the secondary crisis communication, and thus has the potential to become an influential social event to arouse broader public attention. In tourism industries, it is agreed that tourism destinations would be easily affected by both natural and human-induced crisis events, especially when going viral on social media. Therefore, it is of great significance to understand the diffusion model of tourism crisis events on social media, to find out a) what is the characteristic of the diffusion process; b) how does a crisis event turn into a big social event; and c) why does the transformation happen? Only when understanding the above three questions, can tourism destinations have the idea on how to deal with crises on the Internet in time before it goes worse and beyond control.

Base on threshold model and Netnography, this study takes two of the widest spreading tourism crisis events in mainland China– "Qingdao Prawns" crisis and violent incident in Lijiang. Qingdao and Lijiang are famous and popular tourism cities in mainland China, however, the images of these two cities have been greatly negatively destroyed after the two crises. This study intends to simulate the diffusion process of these two crises, to understand what, how and why a tourism crisis could turn into an influential social event. It is found out that there exists the domino effect in crisis communication, it is still a collective behavior when people voice out on social media in mainland China, during which empathy is an important driven factor. However, a crisis cannot amplify into a broader social event if the public just discuss or complain on the issue itself. The key role to encourage the transformation is opinion leaders on social media, who would criticize the things behind and in deep, for example, the policy, system or government, which in this way, arouse strong resonance in the society. In the end, the negative cognition and emotion of the public would be strongly related to the originated place-tourism destinations.

Structured inter-network collaboration: Public participation in tourism planning in Southern China

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Introduction

In tourism research and in the academic planning literature, the significance of participation in tourism planning has become increasingly prominent. Arising from the concerns from both the personal interests of host communities and of the broader interests of the society, scholars propose the involvement of various stakeholder to address the need for a better informed tourism planning strategy which is more effective, equitable and legitimate (Murphy, 1988; Simmons, 1994). The goals are to protect local communities from tourism's adverse impacts (Jurowski, Uysal, & Williams, 1997) and to help them benefit from tourism development. This transformation in tourism planning corresponds with the communicative or collaborative turn in planning thought that has attempts to operationalize communication among stakeholders. Underpinned by various planning models, a growing number of authors within the tourism planning literature are highlighting the importance of involving diverse stakeholders in participatory processes of consensus-building and partnership formation. Notwithstanding the above ideals, the effective implementation of the collaborative paradigm is still a matter of concern (Iorio & Corsale, 2013). Flyvbjerg (1998) postulates that collaborative planning entails an idealized notion of democracy – a notion that presumes civil society to be non-political with no inherent conflicts. We need a more critical understanding of the process of collaborative planning practices. Specifically, we must clarify who has been involved and why, and how those different stakeholders are involved in participation in the planning process. Drawing on the example of public participation in the planning of the Jiaochangwei Bed & Breakfast Tourism Destination in the city of Shenzhen in South-eastern China, this research depicts a picture of the current practice of community and public involvement in tourism planning in Southern China.

Purpose

This research's objectives are therefore threefold: (1) to provide theoretical explanations of public participation in tourism planning in China through an examination of the formulation and implementation process of the JCW Bed and Breakfast Tourism Destination Plan (JTDP), which was officially launched by the Shenzhen Municipal Government in September 2013; (2) to reflect on what the case reveals about the nature for public participation in tourism planning in China; and (3) to discuss more broadly how the Chinese case contributes to the theory of participatory planning in tourism.

Literature Review

Conceptually, this study is guided by a theoretical framework that integrates stakeholder theory, social networking theory, and governance theory. We argue that Tourism planning at destinations is a form of governance, within which hierarchical tiers of formal government, actors beyond government, and markets and quasi-markets often work together. The activity of planning provides a focus for negotiation, in which a mix of state and non-state stakeholders, situated at different geographical scales of decision-making, are usually involved. The plethora of stakeholders connect with other members through networks that exist within destination planning and management frameworks. Within the process of tourism planning, there are key stakeholders within a network who have both power and legitimacy to engage and interact with other stakeholders. These interactions include two main sources of legitimacy: non-official social interactions based on social capital; and official interactions based on institutional capitals. when the power of the state including its role in managing and improving the outcomes of planning and policy is maintained, key stakeholders may have to cooperate with other stakeholders through horizontal networks (social capital) and engage with regulatory bodies through hierarchical relations (institutional capital) to ensure effective participation by a broad set of stakeholders. In this sense, they organize a structuralized inter-network collaboration that incorporates the overlapping functional roles of government ministries and integrates overlapping tourism-related activities to mobilize the tourism network into a system of action (Coleman, 1988; Lin, 2002). While the concepts of public participation in tourism planning have been well established and debated in the west, the more structured Chinese economy requires the consideration of a more formal set of structures to accommodate these goals.

Methodology

The goal of this study is to understand the ways in which public participation in tourism destination planning are formalized in the unique social, economic and political context that is emerging in contemporary China. To achieve this goal, this study collected detailed qualitative data through a case study research strategy. . Jiaochangwei Bed and

Breakfast Destination (JCW) is located on the Dapeng Peninsula, which is approximately 50 kilometers away from Shenzhen city center in southern China. Covering an area of 54 hectares, this destination is the only well-preserved indigenous coastal village on the city's Peninsula. As of the end of April 2015, there were a total of more than 350 re-decorated local inns, accommodating approximately 15 million annual tourist arrivals. The JCW has now become Shenzhen's favored B & B destination and will become an important part of the proposed 'Long Qi Bay' 5A-level scenic attractions. The success of the JCW has been regarded by many as the result of the JCW Bed and Breakfast Tourism Destination Plan (JTDP), which was officially launched by the Shenzhen Municipal Government in September 2013. In contrast to traditional top-down planning processes, this plan has been widely regarded as a bottom-up planning process supported by the active participation of local people. To support data analysis and interpretation, the first stage of research entailed mapping the material, institutional, regulatory, and political contexts of the case study. This was achieved through non-participant observation, a desk review of policy documents, and open-ended interviews. Documentary analysis was based on documents recording the development of the JCW, local plans for Shenzhen over the past 30 years and strategic plans for the city for the next 20 years. The analysis was sufficiently broad to include economic and social development strategies as well as official (e.g., governmental policies) and non-official documents (e.g., newspapers, memoirs). Three types of interviews were employed in the second stage of the research to generate primary data: open-ended interviews, semi-structured interviews, and focus group interviews that explored consistent and shared views (Patton, 1990). Twenty-two in-depth semi-structured interviews were conducted with key informants in the participation process in the study area. Three data iterations are interwoven in the third stage of data analysis, which is guided by research questions that were formulated on the basis of the conceptual framework.

Results

This study found that public participation has played a significant role in the formulation and implementation of the tourism destination plan in the case study area. The process of creating the plan involved a mix of state and non-state stakeholders, situated at different geographical scales of decision-making. They included public authorities, tourism business operators, indigenous residents, and independent architects. Non-state stakeholders were clustered into three main social networks, namely JBBA, RCJ, and reTUMU. These three clusters were connected by two key stakeholders: the Planning Team and the SCD, both of which are GONGOs and are endowed with both social and institutional capital. Institutional capital was mobilized by structuralized relations via both formal and informal channels (e.g., leading group meetings and joint meetings). Social capital was mobilized via creative planning events and activities (e.g., design workshop, on-site investigations, design competition, one

day trip and UABB), which established trust, resource sharing and interconnections among stakeholders in different networks (Morrison et al., 2004). In this sense, the GONGOs provided the essential glue in the development of the destination plan. Thus, the model of structuralized inter-network collaboration can be seen as addressing the essential task of ensuring public/community input during the course of destination area planning. That is, this model brings together both formal regulatory governance and the desires of local residents. Applying this mode of public participation holds great potential in a political context that is framed by a strong central power.

Discussion and conclusions

The development and implementation of the JTDP reflects the use of public participation to support both the formulation and implementation of an official tourism plan. Rather than simply read the case of JTDP as an example of the exercise of public participation in tourism planning, we suggest that the form it took reflects a more nuanced story about the uneven distribution of both the power of individual stakeholders involved and networks in planning and policy processes. Although there are particular factors in JCW / Shenzhen that could indicate a distinctive new form of public participation in tourism planning, this case study may represent a broader shift underway in China. In the first place, it could be argued that public participation will gain prominence in tourism planning practices over an extended period of time in China. Secondly, structuralized inter-network collaboration led-by GONGOs might /has the potential to emerge to become the dominant future pattern of public participation in tourism planning in China. The JTDP case also suggests that there are significant limitations on the public participation process in China and highlights the challenges that this process is currently facing at. Two main areas of future research are required, namely: the evaluation of the effectiveness of stakeholder involvement in the decision-making process of tourism planning, including the need to critically examine the role of key stakeholders (Fodness, 2016); and the need to consider how to empower stakeholders through both technology and institutional strategies to promote the public's involvement in tourism planning processes with the goal of improving future policy making and practices (Bramwell, Higham, Lane, & Miller, 2017).

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A Green Step Ahead: Future Directions for Green Tourism Precincts

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Abstract

Sustainability is not merely a buzzword but a necessity that needs to be addressed at a global level. The call for cities to engage in sustainable planning has increased. An emphasis on a local scale (i.e. precinct) is more likely to thrive through collaborative sustainability initiatives and comprehensive behavioural change. In most cities that attract tourists, green precincts are becoming noticeable phenomena. Green tourism precincts are a relatively new concept that some cities have started to embrace. These precincts can be seen as an opportunity to build a more sustainable future. However, many cities still struggle to implement sustainable initiatives into their functioning aspects. This research seeks to present detailed case studies of real-world examples of green tourism precincts from different geographical locations. A discussion will showcase how these precincts succeeded in translating their strategic plans into tangible actions and in setting up performance indicators. The findings of this research would assist in presenting the frameworks or methodologies patronized by these green precincts and in creating a "baseline" of measurable performance indicators that could reflect green precincts' progress towards success.

Keywords: *Sustainability, green tourism precincts, performance indicators, case study.*

Introduction

Since tourism infrastructure is considered a major part of more comprehensive developments, additional environmental standards are becoming crucial to reflect the progression toward sustainability (Sustainable Tourism, 2007). Several initiatives have been developed at the micro level, but little work has been carried out on a bigger scale, such as precincts and cities (Sustainable Tourism, 2007). This can be seen as either a challenge or an opportunity to create more efficient and liveable communities. Future cities should aim to reduce demand on the finite resources available and through planning work towards ultimately becoming self-sustaining. Some cities have initiated projects to become sustainable tourism precincts, but unplanned or inadequately managed strategies have led to rapid sprawl, pollution, and environmental degradation. Therefore, accurate, consistent and timely data to assess current trends in sustainable

development are warranted to ensure that such precincts can lead the way towards sustainable societies (United Nations, 2014).

Literature Review

Defining the Concept of Green Precincts

In general, precincts can be defined as development or revitalization/retrofitting of existing neighbourhoods which cover a range of activities and land uses, such as residential, commercial and industrial areas (Sustainability Victoria, 2011). Green precincts present a range of benefits including attractive facilities and a healthy living environment, which contributes to diverse and evolving sustainable communities (Aurecon Group, 2011). Although the concept of green precincts is still evolving, it is becoming a reality that should be adopted by cities all over the world. Precincts provide a good scale for sustainability innovation because they are large enough to pool resources and share services, but small enough to allow experimentation and to risk innovations that would not be possible in more traditional, capital-intensive, centralized approaches (Ernest and Young Australia, 2016; Sustainability Victoria, 2011).

The creation of green precincts would provide opportunities to reduce potential environmental impacts and carbon footprints while building climate change resilience. However, there is a need to recognize that working towards sustainability demands performance indicators of how the outcomes of initiatives can be measured. Without this understanding, it would not be possible to overcome what is known as the "circle of blame" (Figure 1).

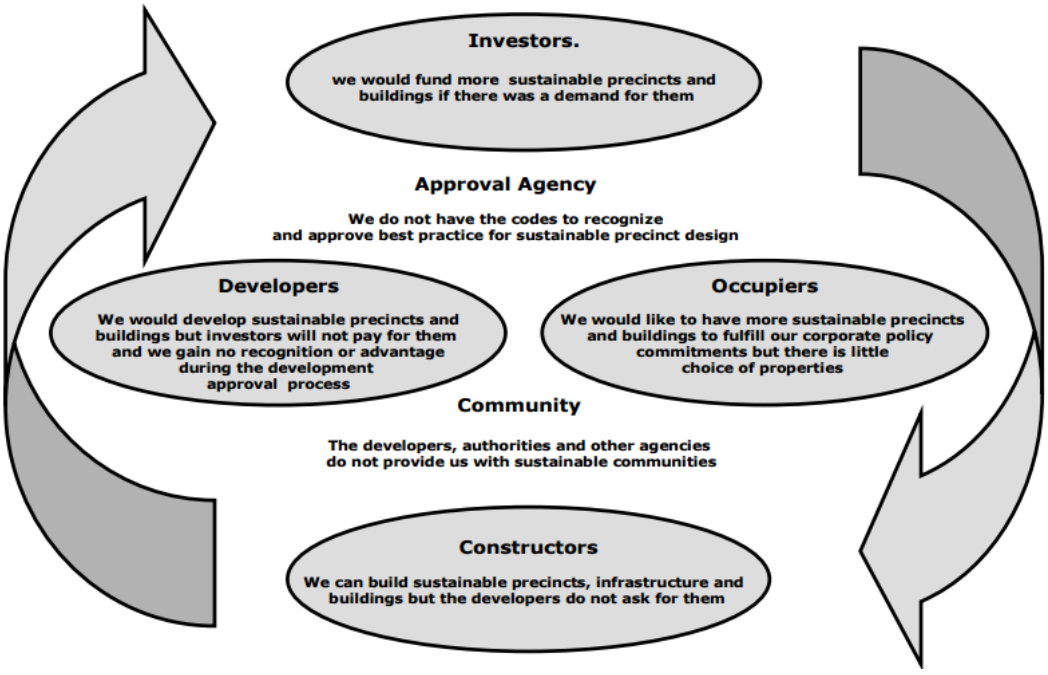

Figure 1: Circle of blame

Source: Sustainable Tourism (2007)

Innovation as a Leading Factor for Green Precincts

Global trends support a focus on precinct-level innovation (Sustainability Victoria, 2011; Sustainable Cities International, 2012). At this level, sustainability initiatives can be integrated across different aspects that is often more difficult to achieve in larger scale projects (Sustainability Victoria, 2011; Sustainable Cities International, 2012). However, there is no 'silver bullet' for sustainability outcomes, as this requires significant changes in everything that is done with few successful role models to follow. Seven critical success factors have been suggested for innovation projects (McDougall & Witte, 2010). These steps can also be employed for sustainable innovation as follows:

Accordingly, establishing green precincts relies on demonstration, partnerships, plan development, research, technical advice and leadership initiatives. This also indicates foregoing more certain short-term outcomes for more uncertain longer term returns or value.

Green Tourism Precincts

McLeod, Nolan, and Bartholomew (2008) indicate that planning and developing successful green tourism precincts is comprised of the following processes: 1) considering the needs of the residents of the tourism precinct, along with its assets and

resources; 2) identifying the types of tourists and their motivations for visiting such precincts in addition to their impacts on the leisure experience and places of the local community; 3) public engagement, as community members need to push for this transformation and seek financial support from governments and other stakeholders; 4) following performance indicator guidelines since they provide a focal point to guide how public and private investment and infrastructure in tourism can be brought together to meet the needs of both residents and the tourists visiting the precinct.

Yet, even after following these steps, there is no guarantee for success as there is no "one size fits all" method for developing green tourism precincts (Sustainable Cities International, 2012). Therefore, case studies and success stories of other precincts should be presented to demonstrate how several green precincts integrated strategic and sustainable plans for their areas. This would enable creating green precincts which respond to each city's unique needs and would provide realistic indicators to monitor the success of their sustainability plans (Sustainable Cities International, 2012).

Methodology

Sustainable tourism precincts have started gaining popularity and traction globally (Aurecon Group, 2011). Some cities and towns have been transforming into green precincts. Their experience has underlined major considerations that should be taken into account. Hence, a case study approach for a sample of cities popular with tourists that evolved into green precincts is considered appropriate. Case study research is often piloted in real-life situations (Aberdeen, 2013). Stake (2013) argues that a case study is not a methodology but a suitable manner to conduct a research. However, Creswell (2009) states that case studies are considered a valid strategy of inquiry. The real life cases emerge within the context and reflect the situation within a community. Multiple cases can also be used, as this depends on the purpose of the research (Riddoch & Lennon, 1991). A researcher may deliberately select multiple cases to highlight different perspectives on a particular issue (i.e. green precincts), or establish communalities among the case studies to strengthen the credibility of the research findings (Aberdeen, 2013; Stake, 2013).

Therefore, this research will employ a multiple case study approach aiming to identify the frameworks that green tourism precincts are employing to support their sustainability practices. Three green tourism precincts namely; Melbourne city in Australia, Hangzhou city in China and Wynyard Quarter in New Zealand will be used as case studies representing a wide range of geographical locations. They also include a good representation of small, medium and large size green tourism precincts. These case studies will reflect upon the steps that have been implemented and the community engagement in collaborating with all the other parties. This would also assist in summarizing the commonalities between these precincts and their methodologies,

aiming to create measurable performance indicators that would serve as a starting point for other cities that are interested in creating or developing green tourism precincts.

Discussion and Conclusions

In view of the growing demand and environmental necessity for adoption of sustainable lifestyles, the proposed study would provide further evidence on the key learnings among successful green tourism precincts in different locations globally. The findings will showcase the practices that are being employed internationally in the master planning and design of tourism infrastructure and which indicators are being used to measure success. This can provide initial guidelines for other cities that are interested in establishing or developing green precincts through presenting applied performance indicators where cities would be able to reflect on what has been implemented in similar situations.

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Architecture and tourist experiences: A case study of Honolulu, Hawaii

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Abstract

Honolulu's most famous beachfront neighbourhood Waikiki is a tourism hotspot offering a high concentration of accommodation, retail stores, eateries, activities and attractions. Waikiki is the heartbeat of Hawaii's tourism industry which is the largest single source of private capital into the Hawaiian economy and generates approximately 168,000 jobs. The aim of this study is to analyse Honolulu's architecture through the three phases of premodern, modern and postmodern as the city developed from a traditional Hawaiian village into a tourist mecca. The findings from current literature suggest that the three phases correlate to a loss of Honolulu's uniqueness and increasingly monotony of globalised consumerism. A key finding is that Honolulu's current trajectory as a postmodern consumer tourism destination may limit its offerings and restrict the markets that it appeals to, giving the tourist a similar experience that can be consumed in any city. This paper questions the sustainability of Honolulu's current tourism direction and argues that by analysing Hawaiian architecture we may find the clues to satisfying meaningful and unique tourist experiences in the aloha state.

Keywords: Architecture, tourism, Hawaii, Waikiki, postmodern

Introduction

The resort city of Honolulu located on the south coast of Oahu island is the capital of Hawaii and the 50th state in the United States of America. Honolulu's most famous beachfront neighbourhood Waikiki is a tourism hotspot offering a high concentration of accommodation, retail stores, eateries, activities and attractions. In a recent report, The Hawaiian Tourism Authority (2014) stated, "tourism is the largest single source of private capital into the Hawaiian economy, the biggest generator of jobs among the major economic sectors, supporting 168,000 jobs in Hawaii in 2013 and is a significant export for the U.S. economy".

Purpose

This study analyses Honolulu's architecture through the three phases of premodern, modern and postmodern as the city developed from a traditional Hawaiian village into a tourist mecca and correlates these periods to a loss of Honolulu's uniqueness and increasingly monotony of globalised consumerism.

Literature Review

The premodern tourism period was from approximately 1500-1950. In 1845, Kamehameha III moved the perpetual capital of the Hawaiian Kingdom from Maui to Honolulu. Kamehameha III and other royalty changed Honolulu into a present day capital, building new structures such as Iolani Palace. Built by King David Kalakaua, the design was heavily influenced by European architecture of the time, with a rich interior featuring a native dark red wood staircase and portraits of the Hawaiian family but also exhibits some elements of American Florentine style architecture. Today the Iolani Palace is a popular tourist attraction where visitors can tour the palace, observing the throne room, historical collections from the Hawaiian royalty and listen to the stories.

Two successful examples of the preserving Honolulu's premodern architecture are Chinatown and the Moana Surfrider Hotel. The Chinatown remodel is an illustration of a community that has worked together to revitalize their businesses and encourage enthusiasm in the historical connections of the area attracting both residents and visitors. The Moana Surfrider Hotel opened in 1901 as Waikiki's first hotel affectionately called "The First Lady of Waikiki" it is an historical landmark in Waikiki showcasing Hawaiian architecture and design and delivering Hawaiian hospitality. In 2007 the property had a 30 million dollar restoration this has increased its appeal as a visitor attraction and visitors to the hotel are able to partake in a historical tour of the hotel.

The modernity period began from 1950s to approximately 1970s. Robinson, Luck, and Chan (2013) observe that this period "celebrated the things that were certain and the belief that scientific discovery revealed the truth and it had its own architectural style and was defined by a legitimate, institutionalized identity" (p.483). In the 1950's and 1960's Honolulu's architecture was considered modern and influential globally in terms of its design. After World War Two and prior to Hawaii's statehood there was a lot of interest in Hawaii's architecture from recently graduated modernist architects who came with new ideas on designing buildings that were suited to the climate. The iconic IBM Building designed by architect Vladimir Ossipoff which has a sunshade cladding made from graphic concrete and the sleek State Capitol Building by John Carl Wanecke and Belt, Lemmon and Lo.

These architects bought a new modern concept which was to be termed "tropical modernism". Ossipoff did not achieve his goal of being able to persuade Honolulu city council officials to plan the city with a high standard of architectural buildings that had their own design unique to Honolulu. One of Ossipoff's well known accomplishments was reinventing the native Hawaiian lanai which is an extended outdoor living room with a roof and no walls this idea transposed into his projects such as the Honolulu International airport which has open air terminals. The buildings he designed very

rarely required air conditioning and he designed buildings around his core values of working with nature being sustainable. Honolulu during this time was an innovative fresh new resort city with modernist innovative architecture that was unique to the culture of the city.

The postmodernity period began from approximately 1970s this period describes a muddling of ideas and an undefined course for the future. Theobald states the growth of mass tourism coincided with an era of architecture advanced in technology but limited in aesthetics. Postmodern architecture in Honolulu city and Waikiki is represented by a large number of high rise resorts, shopping malls and accommodation catering for the mass tourist market. This type of architecture was functional, simplistic and inexpensive to design and construct however the result is monotonous. However, when these high rise resort hotels were developed they were a symbol of modernisation and an appealing Americanized lifestyle. Featherstone and Beck (as cited in Robinson, Luck, and Smith, 2013) indicated this period has been understood to have introduced a new form of consumerism that was in conflict with recognising an individual's characteristics. These thoughts are then transposed to the role of developing a city designed around this postmodern values and pleasures however Jameson (1991) states this is a reflection of society's experiencing a late stage of capitalism.

Evidence of postmodern consumerism in Honolulu are demonstrated in the major renewal of shopping centres and public areas during this period. The International Market Place an open air market place built in 1957 which attracted visitors because its unique character was demolished in January 2014 to be replaced by a three storey Saks Fifth Avenue retailer which features 75 retailers and seven restaurants. The demolition of the International Market Place is an indication of the current trend of globalization whereby small-scale activities of the informal sector made up of local retailers offering local products have rapidly changed from the into an international business operating in a global market and offering 'standard' souvenir products.

Discussion and conclusions

Honolulu's current trajectory as a postmodern consumer tourism destination may limit its offerings and restrict the markets that it appeals to, giving the tourist a similar experience that can be consumed in any city. The increasing monotony of city's architecture found in similar global resorts possibly will (if it has not already) result in a decline of the local culture and customs. Critics such as Ritzer (as cited in Theobald, 1998) suggest that the process of globalization has led to the McDonalization of consumption in such cities has meant visitors are having a similar experience regardless of location. Tourists need meaningful and unique experiences as observed by Hemmington (2007), "customers do not buy service delivery, they buy experiences; they do not buy service quality, they buy memories; they do not buy food and drink, they buy meal experiences" (p.749). This paper questions the sustainability of

Honolulu's current tourism direction and argues that by analysing Hawaiian architecture we may find the clues to satisfying meaningful and unique tourist experiences in the aloha state.

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Healthy Ageing in Rural Tourism Town: finding the nexus between tourism and planning

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Introduction

Although tourism has long been considered an industry that not necessarily take into consideration local agendas and residents' needs, the adoption by most governments to engage with the 2030 Agenda for Sustainable Development and its goals in 2015, introduced a great incentive/confirmation for tourism to contribute more clearly and visibly to the greater good (UNWTO, 2017). At the same time, whilst ageing is not a new phenomenon, the current growth of the ageing demographic worldwide raises some general issues of health and well-being, accessibility to and the provision of services and infrastructure to sustain the best quality of life for the elderly. In some countries, those issues are very challenging as the demographic change is quite drastic. This is the case in China and Australia where people aged 65 and over constitute the fastest growing age group (ABS 2016 and Du & Yang, 2010). It is acknowledged that both countries present a very different societal and economic context, yet they also present commonalities regarding ageing in the least urbanised areas. For example, despite investment, there are still areas of unmet need, with indicators revealing persistent levels of poverty, insufficient support for people with disabilities or health problems, and inadequate family support (Xie et al. 2011). The latter is even more significant in China where policy toward internal migration has been relaxed, leading to the reconfiguring of workplaces and ties, leaving the elderly, rural-living parents without the same types of traditional family support (Attane, 2016). Conventional means of addressing this phenomenon are not adequate. The exploration of this through a cross-cultural, trans-disciplinary lens, presents an opportunity to examine the ways this phenomenon manifests itself in particular social and geographical contexts and identify avenues for mitigation and adaptation.

Key-words: Rural tourism, Ageing, Community planning

Purpose and Approach

The hypothesis is that tourism could contribute to better economic, structural and social benefits for the ageing group. While there is considerable discussion and acceptance of active ageing principles and aged care in cities and urban areas, less is known about the experience of ageing for older people who live in rural areas. Similarly, as tourism approaches a peak in terms of its geographical coverage and economic growth worldwide, knowledge about its influence regarding type, choice and quality of aged care for those living in rural tourism destinations remains limited. This research addresses this knowledge gap through adopting a transdisciplinary and holistic approach to health and well-being.

Through Chinese and Australian comparative case studies, this research project explores the nexus between the strategic planning that targets the elderly and tourism. The main goal is to identify the health and well-being co-benefits to the elderly that could be derived from tourism, and produce a new responsive urban and social planning model that will inform evidence based knowledge, policy and practice. Specifically, the study has the following objectives:

1. Characterising the patterns of movement of elderly residents of rural tourism destinations,
2. Undertaking a needs assessment of this population
3. Undertaking a spatial analysis of their needs,
4. Mapping existing facilities, infrastructures, and access to technologies
5. Analysing the social, environmental and economic dimensions of tourism development in relation to aged care planning.

As any interdisciplinary research project, this project benefits from several methods including qualitative and quantitative approaches. It combines i) an assessment of the environmental determinants of health and the analysis of secondary health data through qualitative data analysis using NVivo; 2) a spatial analysis and its modelling through 3D imaging and, 3) an analytical matrix to analyse the social, environmental and economic dimensions of tourism development in relation to aged care planning. It is envisioned that the superposition of the collected data and analysis will produce a new responsive urban and social planning model that will inform evidence based knowledge, policy and practice.

For this conference, the aim is to present the analysis of the first field trips that have taken place in Australia (Charleville, Queensland) and China (Furong, Hunan Province). As a pilot-study, these field trips provide useful information regarding both the methodology and the results.

Results & Conclusion

As both field trips will occur in October, results are not yet available at this stage but will be for the conference.

Analysis and Evaluation of Brand Relationships in Exhibition

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Abstract

According to the Annual report on global MICCE industry (2016), the value of China exhibition industry grow up to nearly 500 billion. The demand for the exhibition industry become more and more stronger. The construction of an open economy and a modern market system need strategy tool for communication urgently. With the rapid development of the exhibition industry and its huge effects, governments at all levels give more and more attention and support to it. In the 2015 World Expo Top 100, China finalists 20 seats, of which Shanghai contributed 11 seats, exhibition area than the 2014 173.95 million square meters a significant breakthrough, increased to 1,958,900 square meters, ranking first. On April 2015, the State Council issued "Several opinions on further promoting the reform and development of the exhibition industry", this file clearly pointed out the overall requirements, innovative development paths and other measures about constructing brand exhibition, which provides a guarantee for the development of exhibition brand. With the completion of the National Convention Center (Shanghai) and put into use in 2014, many brand exhibitions move to here, and this will change the structure of China's convention and exhibition industry. Based on this practical problem, this study combines brand relationship theory and management countermeasures, and provides practical guidance for the development of exhibition brand. This paper draws on brand relationship assessment model, which is the research result of previous scholars, and builds exhibition brand index system and evaluation mode. This study expands empirical analysis of the relationship between the exhibitors and exhibition brand by means of questionnaire, which is an effective tool .This will help to form the academic system of China's exhibition brand relationship and provide useful reference for the related research.

Based on the thinking of the practical problem and in order to promote the sustainable development of exhibition brand, this paper applies the stakeholder theory to the study of participants of exhibition brand relationship ,and uses brand relationship index model in the empirical quantitative research of furniture fair exhibitors and exhibition brand relationship. The model includes five indicators: commitment/correlation; esteem/trust; the degree of familiar/understanding; ascription/attention; association/recognition. This study takes two Shanghai international furniture exhibitions: China Furniture Exhibition and China (Shanghai) International Furniture Expo as examples. And the brand health degree and brand relationship indexes are used to make a quantitative study. On this basis, this paper

puts forward the defects and shortcomings of exhibition brand management, and puts forward the corresponding management suggestions. This study combines the theory of brand relationship with the management strategy to provide theoretical and guiding practice for the development of the exhibition brand in China. Therefore, the research has important practical significance.

Keywords: Stakeholders; Brand relationship assessment; Brand relationship index model; Furniture Fair

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Food Risk Judgments in Chinese and Australian Tourists

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Abstract

It has been shown (Larsen et al, 2011) that compared to foreign visitors to China, Chinese domestic tourists worry significantly more about food related hazards such as food hygiene, Salmonella, Creutzfeld-Jacobs syndrome (CJS) and Genetically modified food (GMF). One may speculate that one reason for this is that visitors to foreign destinations typically choose these because they worry less to begin with, while more worried people may typically chose more familiar destinations (such as domestic ones). Therefore, the present paper focused on food related worries in domestic, Norwegian tourists as well as international visitors (from China and Australia) to Norway. A comparison was done in terms of their food related worries. If the stated allegation, that domestic tourists are more worried compared to international tourists, is true then Norwegian domestic tourists should worry more than both Chinese and Australian tourists in Norway. The results however show the opposite tendency. Norwegian domestic tourists worry significantly less than Chinese tourists to Norway on all food hazards, and significantly less than Australian tourists on some food hazards. None the less, compared to domestic tourists in China (Larsen et al., 2011), international Chinese tourists worry considerably less. The results are therefore not conclusive but may be interpreted as partly supportive of the initial allegation.

Destination food image: The representation of Australia as a food destination in an emerging market–China

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Introduction

This study aims to explore the image of Australia as a food destination as perceived by an emerging market─China, which is recognized as the largest inbound visitor market for Australia and is also predicted to reach $9 billion a year by 2020 (Tourism Australia, 2016). A negative perception associated with Australia as a food destination was discovered in the Tourism Australia's (2014) market survey. The survey revealed that 76% of Chinese people who have never visited Australia perceived Australian food and gastronomic experiences as unattractive and ranked the country's food and wine poorly. However, Chinese tourists who have experienced Australian food considered Australia as one of the best places to enjoy good food, and ranked it as the number two food destination in the world, after France, the giant gastronomic country (Tourism Australia, 2014). Indeed, this indicates Australia needs to understand the various perceptions of Australian food amongst potential Chinese tourists, in order to identify the issues of perception gap between how Tourism Australia projected a desired food image overseas and how it was perceived by these potential tourists. In tourism destination image literature, little is known about the Asian tourists' pre-visit awareness, knowledge and perceptions of a Western country's food. In an attempt to directly enhance competitiveness, a Western country destination such as Australia needs a more culturally sensitive approach in destination branding for Chinese tourists (Becken & Scott, 2016). Food tourism providers need to identify, conserve and strengthen their unique identity through matching food product offerings with tourists' perceived attractiveness of local food and experiences.

Purpose

This research seeks to investigate factors influencing the perception of a favorable or unfavorable image of a country's food in general, and to identify determinants of Australian food image from the perspective of potential Chinese tourists in particular.

The specific objectives of this study were to:

1. Develop a framework for measuring destination food image
2. Identify food-related attributes of a food destination
3. Access the effect of cognitive and affective images on conative image of food, and the effect of conative image on choice intention of a food destination.
4. Explore the relationship between personal traits (food neophobia and involvement) and food image (cognitive, affective and conative image of food).

Literature Review

Food Destination Image

Image in the tourism literature has been recognized as "the sum of beliefs, ideas and impressions that a person has of a destination" (Crompton, 1979, p.18). Recently, it has been progressively applied to food and cuisine as an indicator of destination branding success. Berg and Sevón (2014, p.289) point out that "food and gastronomy is directly and indirectly affecting the character of the place and its brand-image."

The model of brand image formation embraces three image components: (1) cognitive image which refers to a person's knowledge, beliefs and perceptions; (2) affective image involving a person's feelings, emotions, and motivations; and (3) conative image which is also termed as a behavioral component interpreting how attitude can influence the way a person acts or behaves (Gartner, 1993; O'Shaughnessy, 1992). When applying to food image studies, cognitive image attributes are classified under six different dimensions based on the nature of the attributes. The six dimensions reflect the defining characteristics of a food destination identity and signify the most attractive aspects of food in a place, which are: (1) place and geographic environment; (2) food and cuisine culture; (3) food and people; (4) food quality; (5) dining places/restaurants; and (6) food activities. However, to date, only two food image studies have investigated cognitive and affective image (Peštek & Cinjarevic, 2014; Seo & Yun, 2015). An existing gap exists in the either- or approach when investigating cognitive and affective images. Measuring cognitive image alone is insufficient to describe image (Seo & Yun, 2015).

In addition, in the food tourism literature, the concept of food neophobia (i.e. the perception of what is inedible, or unpalatable depends on an individual's personal taste and culture), and food involvement (i.e. individual involvement in foods based on personal needs, goals, and motivations) were associated with tourist attitude toward consumption of local food in destinations. However, lack of empirical evidence on how these concepts can affect cognitive, affective and conative images of food destinations, as mediating factors in predicting ideas that reflect a positive or negative view for a potential tourist.

Methodology

The findings in this study were obtained from an online survey of Chinese residents who have not been to Australia. The target audience criteria were developed in line with Tourism Australia's current most important target market profile, i.e. high-middle-income class who live in China's top three cities: Beijing, Shanghai, and Guangzhou. Two quotas were set to ensure equal responses were placed across each city and across gender.

A questionnaire in Mandarin was designed and validated by five Chinese scholars (Chinese native speakers) to ensure the ideas being expressed were specific to the Chinese language in Mainland China. The survey was created and programmed using Qualtrics survey software by the authors. The data collection in China was carried out by Qualtrics panel service agency and resulted in an online survey of 522 Chinese residents. A combination of quantitative (SPSS) and qualitative (Leximancer) approaches were used in the data analysis.

The survey is divided into five sections that develop: (1) tourist socio-demographic profile and travel characteristics, and information sources used; (2) knowledge and familiarity, and tourists' pre-visit awareness of Australian food and cuisine; (3) cognitive image that relates to individual's beliefs and knowledge about the attributes of the destination; (4) affective image that relates to a tourist's thoughts, feelings, and perception of symbolic and experiential value of a range of possible food and food experiences offering in Australia; (5) personality traits linking tourists' motivations for food travel and their involvement levels toward different food and food-related products.

Results/Discussion

At the preliminary stage, the results identified three key ideas relating to Australian food image, and its appeal and awareness perceived by potential Chinese tourists:

(1) Tourism promotion does have a major impact on the perceptions of potential Chinese tourists generally. Chinese who are interested in visiting Australia found that the most attractive dimensions in representing Australia are: natural and clean environment for quality food production; fresh produce; high standard of food safety/hygiene; and dining atmosphere with spectacular views.

(2) Another appealing aspect is the exotic dimension of Australian food and cuisine culture. The dish chosen most frequently by Chinese to represent Australian cuisine is the native ingredient─kangaroo meat. Results from the food neophobia test show that the appetite of Chinese is not limited to foods from different cultures and is keen to try new food and new ethnic restaurants.

(3) Overall, Chinese actually think Australian food is delicious, and being described as 'tasty, delicious, fresh, and unique'. Also, Chinese most commonly associated Australian food with regional well-known food, e.g. lobster in South Australia. In contrast, the perception of price is not very appealing to Chinese, i.e. 'Australia offers reasonable price for dining out' is rated lowly in the study.

Conclusions

In sum, there is a mismatch of images used in promoting Australian food to potential Chinese tourists. For instance, exotic cuisine is very appealing to these tourists, and

seen as a major points of differentiation for Australia. Unfortunately, the concept of eating kangaroo meat is culturally insensitive to Australian, as Australians consider the kangaroo to be a national symbol, it has sentimental and iconic values, and it is not widely available. Therefore, the results of this study can help to pinpoint areas of problems and to help Tourism Australia better strategize and learn how to increase awareness and value perception of Australian as a new food destination. The results will provide both theoretical and managerial implications, providing a guide in building a strong food brand in tourism destinations, and directions for future research. Australian destinations will need to promote these attributes to potential Chinese tourists in relation to their regions.

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Australian Peking Duck or Chinese kangaroo steak? On the preference of familiar and unfamiliar food

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The current study aims at investigating the conditions under which tourists prefer exotic or familiar food. This is done by testing Cohens[1] tourist-role-theory and Teigen's[2] interaction-hypothesis-of-interest which make opposite predictions as to what constitutes an interesting (food)-experience. According to Cohen[1] people are either novelty- or familiarity seekers, seeking to either maximize novelty or familiarity. According to Teigen[2] however, all people prefer to have both novel and familiar elements in their experiences, possibly including experiences with food.

Questionnaires were collected among a convenience sample of tourists visiting Norway. In order to test the interaction of novelty and familiarity in creating an interesting meal-experience, several characteristics were varied: 1) the familiarity of the place where the meal was to be consumed (home/abroad) 2) the familiarity of the food being consumed (from your home country/from a foreign country) 3) the nationality of the respondents varied naturally.

Results indicate that experiences including both novel and familiar elements are preferred, e.g. Chinese tourist prefer foreign food at home, but Chinese food abroad. Experiences that maximize novelty or familiarity are rated less interesting. That is Australian tourists do not want to be served Norwegian food in China (maximum novelty) and Chinese people are not very interested in Chinese food in China (max familiarity). Findings lend support to Teigen's[2] interaction-hypothesis-of-interest, rather than to Cohens[1] tourist-role-theory.

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Understanding mainland Chinese cruise passengers' food preferences on international cruise ships

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Keywords: cruise tourism, mainland Chinese passengers, food preferences

Introduction

Nearly two million mainland Chinese travelers engaged in a cruise holiday in 2016 (Zhang 2017). Approximately 95% of the Chinese cruise market is served by Western-owned international cruise lines departing Chinese ports (Xu 2016). Despite the rapid growth in Chinese cruise tourism over the last five years, little is known about the experience of mainland Chinese cruise passengers (Fan & Hsu 2014; Juan & Chen 2012; Sun, Feng & Gauri 2014), and even less about their food preferences while aboard international cruise ships.

Purpose

This study is part of a wider grounded theory study that examines the motives and experiences of Chinese cruise tourists. The coding process revealed the food preferences of mainland Chinese passengers on Western-owned international cruise ships.

Literature review

Consuming and tasting local foods is one way in which tourists can experience a destination's culture (Kivela & Crotts 2006; Schaffer 2016). Taste preferences may be influenced by biology and culture (Cohen & Avieli 2004), religion, socio-demographic characteristics, physiological factors (i.e., neophobic vs neophilic), and past experience with food (Kim, Eves & Scarles 2009; Mak et al. 2012) – all of which may influence the consumption of food at a destination. While it has been reported previously that the taste of food is an important determinant of customer satisfaction within restaurants for the Chinese (Zhang, Jiang & Li 2013), it is evident however that the majority of studies on food preferences among tourists have tended to focus on Western consumers (Chang, Kivela & Mak 2010; 2011).

Chang et al. (2010) suggested that tourists' own food culture forms the basis of their evaluation of food when they are traveling. Flavour and cooking method are two important attributes that influence Chinese outbound tourists' evaluation of dining experience (Chang et al. 2011). Chinese outbound tourists prefer familiar flavours and cooking methods whereas foreign flavour and cooking method make Western food

unpalatable to many Chinese tourists (Chang et al. 2011). Li et al. (2011) noted that Chinese tourists often complain about Western food as they believe it has too few vegetables and fruits, is often uncooked, and includes cold and raw food. Wang, Royo-Vela and Tyler (2008) found that Chinese tourists in the United Kingdom preferred traditional hot foods rather than Western food and raw vegetables. Research specific to cruise passengers but conducted principally in Western settings has suggested that Chinese passengers prefer Chinese food on board (Josiam et al. 2009; Mondou & Taunay 2012). However, Josiam et al. (2009) highlighted that Taiwanese passengers were dissatisfied with the Chinese food on board as they believed it was not authentic and was instead modified to suit the non-Asian passengers on board.

Methodology

The first author undertook the data collection by traveling on board three separate international cruises departing Shanghai enroute to Japan/Korea. The first author acted as a participant-observer and member of a tour group, which was organized by a China-based travel agency. Data were collected through participant observation, casual conversations, and semi-structured in-depth interviews with 76 mainland Chinese respondents. Data were recorded in Mandarin and later translated to English. Open, axial, and selective coding were used to identify concepts and themes (Corbin & Strauss 2008).

Results

The food offered on the cruises was mainly Western in style, with only minor provision made for more traditional forms of Chinese food. While passengers reported that they did not want to have all the meal offerings presented as Chinese-style, they wanted more authentic Chinese options. Passengers were not used to Western food in terms of taste, ingredients, or temperature. While respondents were open to trying different Western foods they were often caught out by the taste or texture of some of the offerings. For example, they were not very used to the taste and texture of cheese, which is a food not commonly eaten in China. Therefore, while many were willing to initially sample foods, many passengers revealed that they did not perceive foreign foods as enjoyable. Passengers also had preference for hot food with some food and beverages offerings served at temperatures well below that desired.

Passengers suggested that the Chinese food provided on board the ship was prepared by Western chefs and that the taste was not at all authentic. They also noted that the cooking methods used on the ships were different from traditional Chinese methods, which they believed affected the food's taste. Therefore passengers expressed a desire for a wider range of more authentic Chinese foods.

Discussion and conclusion

Consistent with previous research on Chinese food preferences (Chang et al. 2011; Li et al. 2011), passengers wanted a more authentic range of Chinese foods while on board. The taste and even the temperature of the food served were all significant concerns.

In a practical sense, a deeper understanding of the food preferences of mainland Chinese passengers may assist cruise lines in ensuring a pleasurable experience for passengers. A change in menu to offer a greater range of Chinese dining options with authentic Chinese taste, ingredients, and served at a desired temperature would improve the passenger experience.

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Harnessing Chinese Social Media to Analyze Tourists at Great Barrier Reef

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Abstract

The Great Barrier Reef attracts over two million visitors annually from over the world. Cosidering that China is becoming Australia's fastest growing inbound tourism market it is important to know Chinese tourists' opinion about their traveling experience. To obtain releveant data we have chosen Sina Weibo, which is the most popular Chinese social media platform with over three million users. We captured keywords relevant to tourism and Great Barrier Reef and harnessed Sina Weibo API's to obtain posts and do analysis of the sentiment as well as identify where from tourist are coming from and what are their interest. These finding can help tourism operators to attract more visitors as well as improve marketing strategies. In this paper we popsed advanced and effective method to obtain information and to monitor visitors' opinion.

Keywords: Social Media, Sina Weibo, Sentiment Analysis, tourists

Introduction

The Great Barrier Reef (GBR) is a unique hotspot of global biodiversity and provides habitat for many types of corals and different marine species. It is the world's largest coral reef system stretching over 2,600 kilometers along the coast of Queensland. The GBR attracts over two million visitors each year from all around the world (Becken, et al., 2014), (Greatbarrierreef, 2017).

China is Australia's fastest growing inbound tourism market and largest contributor to international visitor's spending in Australia. By 2022 the number of Chinese visitors is forecasted to increase from 685,000 in 2014 to 1.4 million and their real inbound tourism expenditure will grow from $4.4 billion to $8.2 billion (Tourism Research Australia/Chinese Visitor Satisfaction, 2014). Understanding the Chinese visitor experience in Australia is therefore important. According to the Great Barrier Reef Marine Park Authority (GBRMPA, 2016) in 2016 the Chinese market was the biggest market, followed by domestic visitors. How Chinese experience the GBR and what their perceptions are, however, is difficult to examine because of language barriers. It was found that 77% of Chinese visitors could not speak English well or not at all, and 70% stated they were unable to read English well or at all (70%) (Tourism Research Australia/Chinese Visitor Satisfaction, 2014).

The growing role of social media in tourism has attracted increasing research interest. Social media play a significant role in many aspects of tourism, especially in information search and decision-making behavior, but also in tourism promotion and customer interaction, and electronic word-of-mouth (Zeng & Gerritsen, 2014). A large number of users actively engage with social media, for example, Twitter has 313 million monthly active users worldwide (twitter.com, 2016). Furthermore, over 1.94 billion people monthly use Facebook (Zephoria, 2017) and 700 Million users use Instagram (Instagram, 2017). People use social media to post stories from their daily life, and they are particularly likely to share impressions or emotions related to their travel experience. For the tourism industry, it is therefore important to examine social media and understand what visitors share and how they perceive destinations, attractions and products.

Chinese visitors are very active users of social media, but they typically use Chinese platforms rather than those commonly used in Australia or by other English speaking visitors. The most popular Chinese Social Media platform, Sina Weibo, has 313 million active users (樊博FanBo, 2017). To take advantage of this huge number of users and concomitant media posts on Weibo we decided to capture those posts which specifically talk about the GBR relevant keywords.

Purpose

Accessing relevant Weibo data helped us to address the following research questions: Where from Chinese people originate who have interest and comment on GBR. What is their sentiment about different GBR destinations, what is the frequency of relevant keywords, and where from in Australia they post when they comment about GBR.

Methodology

Data extraction process

As the weibo database is extremely large, it is important to develop a filtering process that extracts only those posts that are relevant to this particular research. The following procedure was implemented. First, we extracted all posts that contained the keywords "Great Barrier Reef" as well as main city names related to GBR tourism, namely Cairns, Townsville, Whitsunday. Additionally, based on our experience on researching Twitter data we also added the following locations as filter keywords: Green Island, Fitzroy Island, Hamilton Island, Whitehaven Beach, and Airlie Beach. To ensure all relevant posts are identified and stored we decided to include keywords both in English and Chinese language. Additionally, to ensure that all possible variations of translations of Island names are included we looked into translations on official Australian Tourism Board weibo pages (Seeaustralia, 2017).

To access and capture Weibo posts we utilized Sina public API, data is in JSON format and we stored it in locally in a Mongo NoSQL database, which is chosen as it is able to store and efficiently access a diversity of unstructured data including text, emotions and media files (Chen, et al., 2016). The Weibo data extraction process is shown in Figure 2. If the posts were associated with an identifiable location, we separated them into another collection and convert the post city name into a geographic point on a map (Latitude, Longitude). In addition, the analysis involves assessment of the 'emotional' tone of the text; this will be achieved through sentiment analysis.

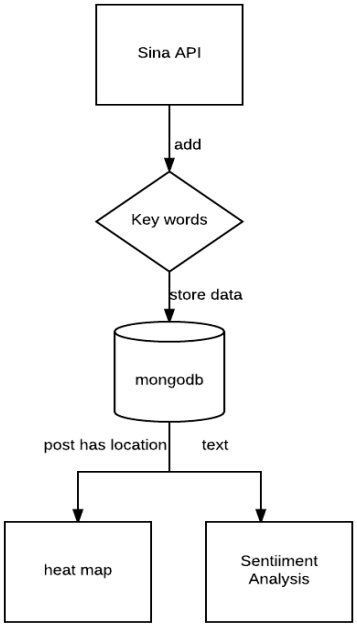


Figure 2. Weibo data extraction process and analytical steps.

Sentiment Analysis of Chinese Weibo

Sentiment analysis is also often referred to as opinion mining. It is a process that extracts the relevant information of public attitudes from the subjective text (Yin, et al., 2016). The purpose of the 'emotional analysis' of text is to identify the polarities or tendencies of the microblog messages, that give an insight into whether the provider of information referred to positive, negative or neutral experiences (Alireaza, et al., 2017). At present we rely on dictionary rule based methods. In Chinese, one character usually cannot represent the meaning, which poses a challenge itself to segment post written in Chinese. For example, in English "I love traveling", "traveling" is one word , however, in Chinese language, it needs two characters "lv" and "you" to have the meaning of "traveling". Additionally, unlike in the English language, there is no space to separate words in a sentence. So if we need to find "traveling" in Chinses, the program need to understand that when "lv" and "you" has to be taken into consideration together, in

order to have the meaning of “traveling”. To perform segmentation in advance we rely on proven jieba segmentation method, which is publically accessible (Sun, 2012).

In this paper, we focus on getting the sentiment analysis results rather than building up a new algorithm. So based on (Chen, 2012),we modify an existing program and connect with our mongo database to do the sentiment

For dictionaries, we generate different exciting and widely used open source dictionaries,such as HowNet (HowNet, 2011), which has positive and negative words listed. National Taiwan University Sentiment Dictionary (NTUSD) (Taiwan University, 2017),which has both Traditional Chinese characters and Simplified Chinese characters. We also include a dictionary from Tsinghua University (Jun, 2011) Additional, on the top of the dictionary, we add weight to the words, for example, when people mention, most, very, more,half,but/no, the weight will be added to the sentiment.

Results

Data were collected between 19 March 2016 and 11 June 2017. A total of 54,233 relevant posts were captured. From Table 1 it can be seen that the keyword “Great Barrier Reef” is the most frequent one identified in relevant tweets; it appeared in 30,575 weibo posts. Second most frequent words mentioned were Cairns (20,423) and Green Island (17,217). Hamilton and Whitsunday Islands were mentioned 6,997 and 6,141 times, respectively.

Table 1. Frequency of keywords mentioned in Weibo posts

Name	Number of posts that mention this keyword
Great Barrier Reef	30575
Cairns	20423
Green Island	17271
Hamilton Island	6997
Whitsunday Islands	6141
Townsville	638
Airlie Beach	579
Whitehaven Beach	297
Fitzory Island	39

Out of 54,233 captured posts, 6,787 have specified location which detail from where the message was sent. Figure 3 shows the top 11 locations from where weibo posts were sent about the GBR. In some cases only proximity with accuracy of whole Australia could be identified when poster disabled GPS.

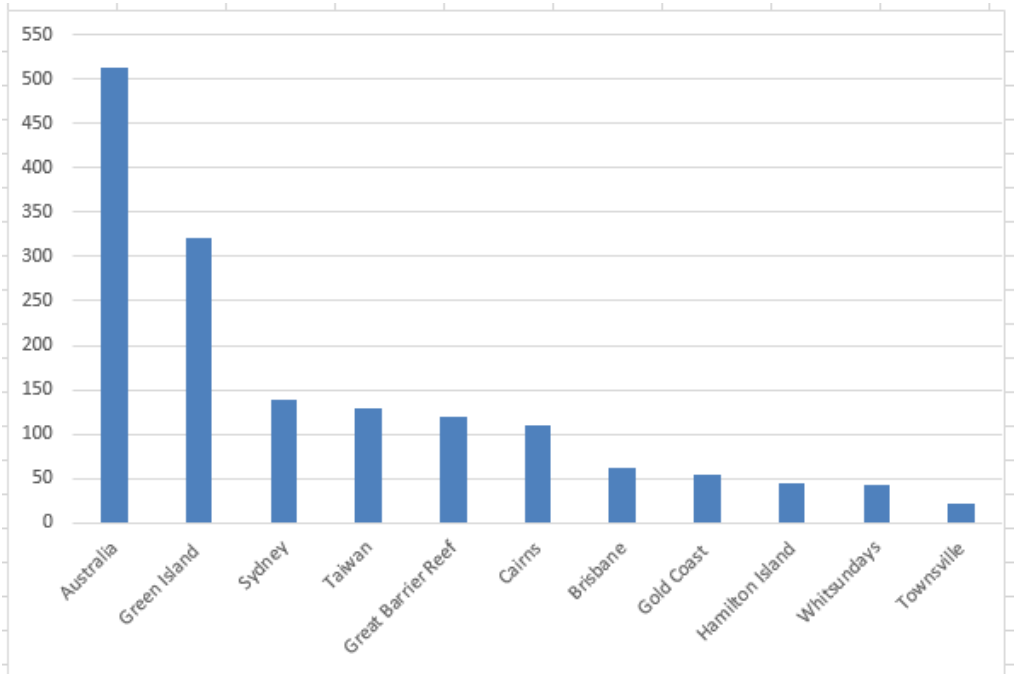


Figure 3. Weibo post locations that refer to the GBR

The sentiment analysis reveals that there is diverse sentiment about different locations; specifically we note that the best sentiment is toward the experience on beach, while sentiment is lower when talking about experience on Islands despite it is still positive, deeper analysis can reveal reasons.

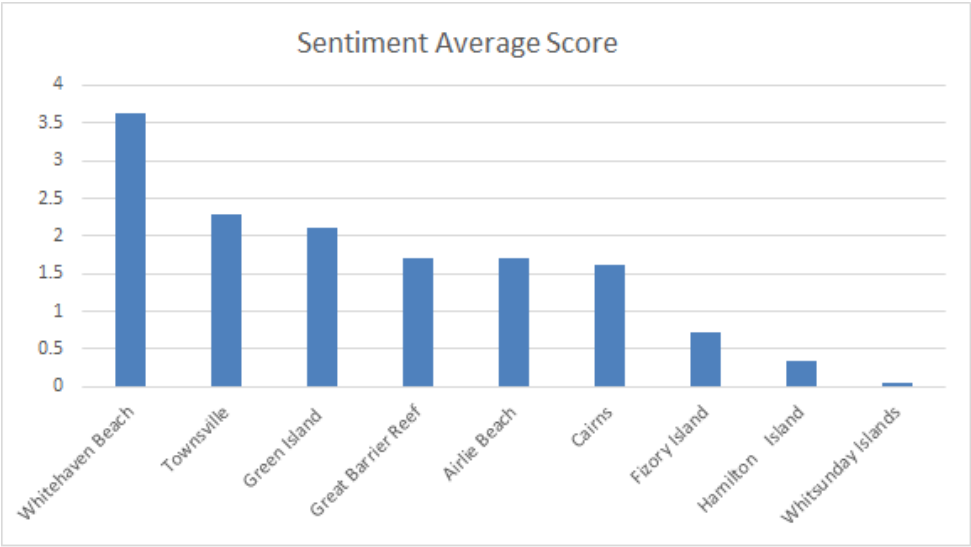
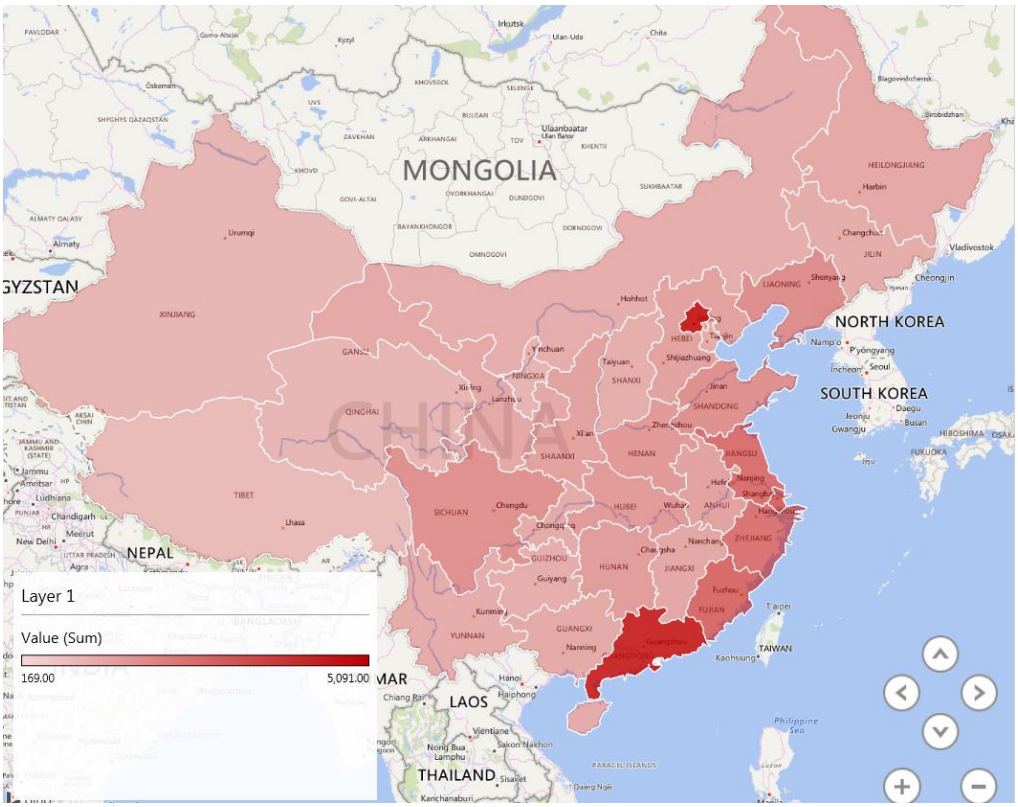


Figure 4. Sentiment Analysis of preselected locations

Almost all weibo messages we captured (namely 99% of data) carried additional information on the user's home province in China. Out of 54,229 posts 45,740 (84%) were from users who created account in China. This could indicate that 16% of Chinese visitors actually live in Australia. Figure 5 shows a heat map to illustrate where in China the weibo users who talked about the GBR registered their accounts. As can be seen in Figure 5, Beijing has the most user posts related to Great Barrier Reef (a total of 5,091), followed by Guangdong with 4,760 posts, Shanghai ranked at third place with 2,946 posts. It is interesting to note that there are posts from all provinces in China, indicating that the GBR is talked about in Chinese social media by a wide range of Chinese people. Additionally, our sample contained posts from users who opened an account in Taiwan (596). Interestingly, there were 2,225 unique weibo users who registered their account in Australia.

Figure 5. Heat map of user location



4.Conclusion and Discussion

4.1 Conclusion

Knowledge of travel behavior and tourist sentiment is crucial to inform the tourism sector to plan for future growth, product development, and marketing. For the GBR visitor perceptions are also important in relation to the environmental management of

the natural resource. Consumer perception assessments often rely on existing approaches to data collection such as surveys and opinion polls. However, these have a range of limitations both in terms of sample size and bias (i.e. accuracy). There is a risk that traditional 'paper and pen' methods are unable to fully capture opinions and behaviors. To overcome this limitation, we proposed to tap into available social media post and perform Big Data analytics. In order to gain insight into tourists with Chinese background we decided to capture weibo posts, the most popular Chinese social media platform.

The findings provide insight into what locations are most talked about in weibo posts. Apart from the GBR in general, weibo users often referred to Cairns and Green Island – obviously two key locations that form part of the Chinese travel itinerary in the region. Analysing the origin of the users who discuss the GBR in their messages highlights where in China people are interested in the GBR. In addition to the provinces around Beijing and Guangdon, it was also found that a substantial number of weibo users registered their account in Australia. This finding deservers further research; this particular user group may reflect migrants or students who live in Australia but still maintain strong connections to China. Their word-of-mouth and opinions about the GBR could be influential in shaping an overall 'sentiment' about the Reef. It would be useful to find out more about the specific context and their followership, both within Australia and overseas.

Sentiment analysis was applied to all text data; especially we compared the sentiment score for each city. The sentiment score reflects the opinion of visitors travelling experience at GBR, which can give advice for authority to estimate the tourists' satisfaction. Initial sentiment analysis reveals that the best sentiment is toward the experience on beaches, while sentiment is lower when talking about the experience on Islands, deeper analysis could reveal reasons for significant variation of sentiment.

4.2 Discussion

At present Weibo removed word limation, which gives users chance to post more complicated and deeper comments. This makes more challenging to do the segmentation of Chinese text. Unlike Twitter, which has advanced APIs and gives ability to seach by keywprds and and location , WeiboAPI only can use keywords to search and Geo API is not open to developers (Weibo, 2012). Also attempts to access weibo data by API from outside of China, it is common that the developer's ID is blocked particularly when accessing large volume of data. Therefore to obtain Weibo data we had to use Big data lab computer system located in China, once captured weibo data has been transferred in JSON format and imported into NoSql database located at Griffith University Big Data lab cluster where analysis has been performed. To address issue related to access weibo data from autside of China further investigation is required.

Also, to improve sentiment analysis result using lexicon based rules, a more comprehensive lexicon is needed, especially a lexicon with words that people like to use on social media, as well as emoji.

Weibo data analysis is not limited only by time or space. In the future, we paln to add more GBR related words, such as marine lives and activities relation to GBR and tourism. This will result in a larger number of posts and also provide even further insight into who is talking about the GBR and where are they coming from as well as what is their interest and how thet move with regard to the time and space. Big Data analytics of Weibo data has great potential in assisting the GBR-related tourism industry in understanding Chinese tourists and their interest. Furthermore it is possible to incorporate analysis to get insight into Chinese tourist profile with regard to the age, gender, and their interest as well as incorporate pictures and videos for analysis.

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The Ideal Tourist: Should China Care?

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Keywords: Ideal tourist, Tourism yield, China National Tourism Administration, sustainable development

Historically, industry focus in tourism planning, promotion and product development has been on maximising visitor numbers and their expenditure. The explicit objectives of Destination Management Organisations (DMO) worldwide, include an increase in foreign tourist arrivals, extending the average length of stay of visitors to increase tourism revenue and increase the contribution of tourism to the economy.

This focus on tourism numbers and expenditure is also shared by the China National Tourism Administration (CNTA). CNTA is directly regulated by the State Council, responsible for developing, promoting and regulating the China tourism industry. Among the roles and responsibilities of the CNTA we find the following: http://en.cnta.gov.cn

- Establishing and organizing the implementation of market development strategies for domestic tourist, inbound tourism and outbound tourism
- Organizing external publicity and significant promotional activities on the overall image of China's tourism
- Organizing and directing development of important tourism products
- Organizing the survey, planning, development and protection of tourism resources.
- Supervising and managing the service quality and maintain legal rights and interests of tourism consumers and operators
- Supervise the operation of tourist economy and take charge of tourist statistics and release of trade information
- Promote the international communication and cooperation of tourism and take charge of affairs relating to the cooperation with international tourist organizations.
- Organize and instruct tourism education and training
- Organize investigation and evaluation of tourism resources
- Conducting tourism statistics

Several of these activities bear directly on success in achieving economic objectives: CNTA Vice Chairman Li Shihong remarked recently that CNTA is seeking for steady progress in the tourism and travel market, will continue to enhance the appeal of China, and aims at expanding the scale, increasing the numbers of visitors. Further evidence of the CNTA emphasis on the economic contribution of tourism is to be found in the claim that in 2015, the final year of the 12th Five-year Plan period, the tourism industry fulfilled all goals set for the period, with many indicators, such as the number of domestic tourists, domestic tourism revenue, the number of inbound tourists, international tourism revenue, the number of outbound tourists, total tourism revenue, and direct employment in tourism, exceeding the set targets <http://en.cnta.gov.cn/focus/travelnews/201602/t20160204_759848.shtml>.

In recent years, it has become well recognised globally that greater visitor numbers also generally imply greater social and environmental impacts on a destination. At what point do tourist numbers become 'too many'? Consequently, increasing attention has been given to identifying the characteristics of the 'ideal tourist' (Dwyer, Forsyth, Fredline, Jago, Deery and Lundie, 2006; Forsyth and Dwyer, 2007; Dwyer, 2016). While no single definition has the support of all researchers, attributes of the 'ideal tourist' commonly advanced include features such as 'high spending', 'responsible', 'caring', 'involved', 'environmentally aware', 'culturally sensitive', 'seeking meaningful social encounters' and so on. Thus, the New Zealand Tourism Strategy recommends: '[a] sustainable yield driven strategy based on growing tourism demand and financial returns while enhancing the quality of the visitor experience and New Zealanders' quality of life' (TIANZ, 2010). Other destinations adopt a similar perspective as evidenced by the website of the Mauritian Ministry of Tourism which emphasizes the importance of promoting leisure related activities to improve the quality of life of citizens (http://tourism.govmu.org). The Hawaii Tourism Authority emphasises tourism that honours Hawaii's people and heritage; values and perpetuates Hawaii's natural resources; engenders mutual respect among all stakeholders; supports a vital and sustainable economy; and provide a unique, memorable and enriching visitor experience (http://www.hawaiitourismauthority.org).

Although not couched specifically in this way, each of the above-mentioned DMO is s eeking to identify what might be regarded as the 'ideal tourist'. Searching the website of the China National Tourism Administration, however, the author could find no clea r articulation of the 'ideal tourist'(http://en.cnta.gov.cn/).

Indeed, the objectives of the CNTA appear to be exclusively 'supply drive'. Unless it is specified what tourist needs are to be met how can performance measures be developed to determine whether or not those needs are being met? And unless China has some notion of the type of tourist that it wishes to attract, promotion activity will be 'blind' and 'uninformed'.

It will be argued that recent research on the notion of the 'ideal tourist' can help CNTA achieve success in the above roles. For present purposes, this paper will focus on four of the identified roles of the CNTA. These relate to product development, the collection of tourism statistics, the evaluation of resources, and destination promotion.

Underlying the notion of the ideal tourist is a 'high yield' tourist. The notion of 'yield' includes environmental and social value in addition to economic value (Dwyer, 2016). Each tourism market segment is potentially associated with economic, social and environmental costs as a result of the mix of services utilised during their stay. These costs, or footprints, vary across market segments depending on the mix of services utilised by the tourist. Since the notion of a 'high yield' tourist will differ according to the different concepts of yield, clarification of the 'yield' concept becomes an important topic in analysis of the 'ideal tourist'.

The first aim of the paper is to classify different economic attributes of the 'ideal tourist'. It will be argued that several concepts are relevant to determining the economic significance of a tourist. While China employs some of these assessment techniques others have been neglected. With the increasing sophistication of tourism data sets, such as the Tourism Satellite Account (TSA), and economic models, such as Computable General Equilibrium (CGE), it is now feasible to develop new and more useful measures of tourism economic yield. Some of these concepts, including the widely-used expenditure yield' measure, will be argued to have very little significance for strategies of tourism promotion and product development. It is argued, however, that economic measures are insufficient by themselves to specify the 'ideal tourist'

The second aim of this paper is to consider how various 'non-economic' attributes can be considered alongside economic attributes within a wider notion of the 'ideal tourist'. Curiously, despite relevant research on the social impacts of tourism (Deery, Jago and Fredline, 2012), and on its environmental impacts (Gossling, 2002; Hall and Page, 2014), and notwithstanding that the concept of sustainability has been current for almost three decades, little research has been undertaken to develop the concept of 'sustainable yield' in tourism contexts or to measure the social and environmental costs and benefits

on a segment-by-segment basis, It will be argued that while this wider notion more closely conforms to our conception of the 'ideal tourist', substantial challenges must be overcome to operationalise a wider concept. The discussion presents some directions in which the measurement effort should proceed with particular reference to China and CNTA objectives.

The third aim of the paper is to argue that the notion of the 'ideal tourist' and the yield measures discussed have particular relevance for China tourism strategy. If China is to pursue a path of sustainable development in respect of its tourism industry, the notion of the 'ideal tourist' must be accorded more importance in its tourism planning and development. The arguments in favour of targeting the 'ideal tourist' in China's promotion activity and product development are compelling as are the arguments that China should attempt to estimate different measures of tourism yield supported by a more detailed data base of statistics than presently exists.

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Modelling tourism demand from China to Australia

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Introduction

Growth in Chinese visitors to Australia, and to other countries, has been phenomenal. It appears that the strong and sustained economic growth of the Chinese economy has stimulated the high demand for travel among Chinese visitors. The growth of this market still has much more to offer in the coming years, stemming from the pulse of the middle-income class amongst a large size of the Chinese population. This could give policy makers an impression that Chinese visitors are willing to pay any costs for travelling.

Despite the increasing importance of this market to many destinations, including Australia, very little is known about the sensitivity of Chinese demand for tourism to changes in key economic variables. Except for destination Hong Kong (Li, Song, Cao, & Wu, 2013), the determinants of the Chinese market for other destinations have not been examined clearly.

In this paper, we examine the determinants of Chinese demand for visit to Australia as a destination specifically. A dynamic demand analysis is undertaken to determine the important factors underpinning inbound tourism to Australia from China. The paper provides timely information, and insights into the largest segment of the inbound market in Australia. Such understanding is vital to policy making at all levels of government departments as well as the industry and business level. Although it is in the Australian context, this will prove useful for other tourism agencies in charge of tourism planning and policy development.

Modelling approach

As summarised in Lim (1997), Crouch (1992), Song and Li (2008), and Peng, Song, Crouch, and Witt (2014), previous studies on modelling tourism demand and forecasting have typically been based upon fundamental economic theory capturing the

effects of income, own-price, cross-price and occasionally some other specific factors included as dummy variables. The determinants reflect the interaction of drivers between the country of origin and the destination country. Thus, both sides of 'a trip' can have an influence on the number of arrivals at a destination.

From the perspective of the country of origin, income is the most commonly adopted determinant in previous studies of demand, as increases in income will give consumer greater spending power. Income is often represented by Gross Domestic Product (GDP), personal disposable income or GDP per capita (Crouch, 1992; Peng et al., 2014).

At the destination, prices are an important factor as they determine the level of willingness to pay of tourists. Various forms of prices are adopted in tourism modelling due to the fact that explicit tourism prices do not exist. Depending on the purpose of each study, prices could be at the highly aggregate national level (Lim & McAleer, 2001), or at a very disaggregated commodity level (Divisekera, 2006; Wu, Li, & Song, 2010). The most common ones are price-adjusted exchange rates (i.e., real exchange rates), consumer price indexes of destinations and transportation costs. In some cases, CPI and exchange rates have been used in a comprehensive combination to derive own-price and competing prices (Song & Wong, 2003; Song, Wong, & Chon, 2003).

The use of CPI as a proxy for tourism prices is rather controversial. O'Hagan and Minnock (1983) argue against the practice, in contrast to the supporting findings in Morley (1994) that, since non-fare tourism prices and CPI are highly correlated, the CPI could be used as a proxy for a tourism price index. In such situations, interpretation of the estimated coefficient is problematic, as implicitly visitors were assumed to be in the country already, regardless whether or not they could afford to pay for the airfares.

It is a common practice in previous study that prices for the costs of living at the destination and the costs of travel to the destination are often separated. Such separation of prices does not seem to be applicable to Australia, a long-haul destination for most countries. In this paper, we adopt a *bundle* approach (Divisekera, 1995). We argue that high airfares that require a larger budget to come to Australia could deter some visitors, even though they are willing to pay for costs of living while in Australia. In that case, the non-airfare spending will never eventuate. Alternatively, cheaper airfares during promotion periods, or an introduction of new low-cost carriers, may not suffice to attract additional visitation expenditure in Australia if an expensive destination reduces "length of stay". In that case, the airfare spending will also not eventuate. What matters here is the required total budget for travelling, including the cost of travelling (airfares) and the cost of living (accommodation, food and drinks) that simultaneously make a trip affordable and worthwhile for visitors to travel.

The model

$$Arrivals(t) = \beta_0 + \beta_1 Arrivals(t-1) + \beta_2 Income\ Factor(t)$$
$$+ \beta_3 Price\ Factor(t) + \beta_4 Other\ Factors(t) \qquad (1)$$

With the lagged dependent variable incorporated in the model, we argue that Chinese visitors could either return to visit Australia after the first visit, the kind of *habit persistence* or stable behaviour patterns as applied in Martin and Witt (1987) and Song et al. (2003), or they could promote and convince their neighbours, friends and relatives to visit Australia after they return home from their trips. This study adopted the real GDP per capita as an income measure to explain the movements of Chinese visitors. For the price factor, we developed a new series of price index for Chinese visitors using the two tourism price indexes published by the Australian Bureau of Statistics (ABS), one for domestic and one for international travelling. The domestic price index is what both domestic and foreign visitors face when travelling within Australia, and is dominated by a large accommodation share. It represents the cost of living for Chinese visitors to Australia. The international price index is predominantly represented by the long-haul airfares for the Australian outbound. As the international competition will force airfares of all international carriers to move broadly in line with each other, the ABS' international price index would be the same as the price index that inbound foreign visitors to Australia would have to face – the cost of travel to the destination (Martin & Witt 1987; Witt & Witt 1995). To combine both airfares and cost of living, the Australian tourism satellite account data for inbound tourism expenditure ABS (2016) indicate that the long distance transportation cost dominates, accounting for nearly 70 per cent the total. Using this ratio (7:3), a tourism price index for Chinese visitors was derived using 70 per cent of international price index (airfare) and 30 per cent of the domestic price index (cost of living). This approach is similar to that in Kulendran (1995), in which the ratio of 6:4 for transport to accommodation costs was applied for the Japanese visitors.

Unlike many other previous studies, the chosen specification presented as Equation 1 does not include the bilateral exchange rate between China and Australia, as the exchange rate was found to be statistically insignificant during the model testing. The rationale for not using the exchange rate is that the Yuan has been heavily influenced by trade policies to promote exports from China, and is tightly controlled by the Chinese government.

In term of cross-price effects, we share the view of Crouch, Schultz and Valerio (1992) that since Australia is rather distant from all other major destinations, price substitution or price complementary are not influential. In addition, the *consistency* of price indexes in the bundle approach across all possible countries is a real challenge. Thus, the

inference of the estimates would not be very accurate if other destinations were to be incorporated as substitutes. Hence, Equation 1 does not include cross-price elasticity.

The group *Other Factors* includes migration flow from China and four dummy variables capturing events that happened during the study period 1991-2014 (24 observations), namely the breakout of the Severe Acute Respiratory Syndrome (SARS) in late 2002, shocks in the domestic travel supply caused by the Australian mining boom; the global financial crisis (GFC) 2008; Chinese migration (Seetaram & Dwyer 2009); and, a trend in tourism demand for travel by the Chinese.

Data Sources

Chinese arrivals: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (2016), Cat no. 3401.0, Table 5: Short-term Movement – Visitor Arrivals Selected Countries of Residence.

Price Index: Australian Bureau of Statistics, *Consumer Price Index – Australia* (2016), Cat no. 6401.0

Migration flows from China: Australian Bureau of Statistics, *Overseas Arrival and Departures* (2016), Cat no. 3401.0; Table 12: Permanent Movement, Settlers – Country of Birth, Major Groups and Selected Source Countries.

Macro-economic variables: The World Bank, World Development Indicators (2016)

Results and discussions

The time series plot of the main variables in the form of annual growth used in Equation 1 shows no abnormality in the trend and pattern (see Figure 1). There is a sharp decline (by 7.3 per cent) of tourism arrivals at the outbreak of the SARS pandemic in 2003 while the global financial crisis only produced a minor fall of 0.8 per cent. However, the reductions in these two periods were followed by strong bounce-back corrections, resulting in an average annual growth rate of 19.3 per cent in the whole period, which is much faster than the average annual growth rate of GDP per capita (9.3 per cent) and price index (0.5 per cent).

To check for stationarity of main variables, we use the augmented Dickey-Fuller test with the null hypothesis that the series have a unit root. The test results rejected the null hypothesis for tourist arrivals (p-value= 0.001), lag of tourist arrival (p-value: 0.002), cost index (p-value= 0.000), and migration flows (p-value=0.004) but failed to reject the null hypothesis for GDP per capita (p-value=0.272). Despite one of the regressors having a unit root, we can still proceed with the analysis if all regressors are not cointegrated. The Johansen trace test for cointegration failed to reject the null hypothesis that the rank of the cointegration matrix is zero (test statistics: 63.55; critical value at 5%: 47.21). Thus, we are confident that these variables can be used to estimate the determinants of Chinese arrivals in Australia as specified in Equation 1. Because

the lagged dependent variable is included, the error term in Equation 1 may have serial correlation[1]. To mitigate this issue, we firstly applied the Prais-Winsten regression to take into account possible heteroscedasticity and serial correlation in the error terms. The diagnosis tests show that the regression residuals meet the required criteria. In particular, the Durbin h test failed to reject the null hypothesis that the regression residuals do not have autocorrelation (p-value: 0.393) while the Portmanteau test failed to reject the null hypothesis that the residuals are white noise (p-value: 0.622). To check for the robustness of results, we then conducted the Cochrane-Orcutt regression, which is an alternative approach to control for serial autocorrelation in Equation 1. Although results from both techniques are similar, the Cochrane-Orcutt estimator is better for model selection criteria (i.e., Akaike Information Criterion – AIC, and Bayesian Information Criterion – BIC) are lower (see Table 4). Thus, it is a preferred model in this paper. We now focus on discussing results of the Cochrane-Orcutt estimator.

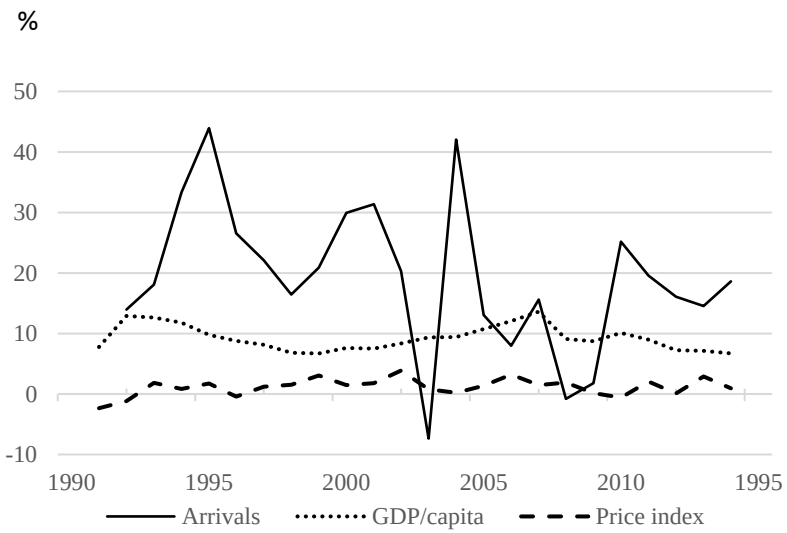

Figure 1: Time series plot of main variables (1992-2014) – annual growth (per cent)
Source: derived from the ABS (2016) and The World Bank (2016)

Results in Table 1 explains clearly that the short-run income elasticity of 3.8 per cent and the long-run one at 5.5[2] per cent have been the main driver of Chinese visitors to Australia given the strong growth of Chinese GDP per capita over the past decades. This is very likely to apply to other countries as well. However, Chinese visitors are very price responsive. The short-run price-elasticity is -4.4 per cent, implying a long-run elasticity of -6.4 per cent. This long-run price elasticity is larger than those

[1] For simplicity, we rewrite Equation 1 without any covariates as: $y_t=\rho y_{t-1}+\varepsilon_t$ or $\varepsilon_t=y_t-\rho y_{t-1}$. Thus, the error term in the next period is specify as: $\varepsilon_{t-1}=y_{t-1}-\rho y_{t-2}$ or $y_{t-1}=\varepsilon_{t-1}+\rho y_{t-2}$. Replace y_{t-1} into the error term of the first period reveal a serial relationship: $\varepsilon_t=y_t-\rho(\varepsilon_{t-1}+\rho y_{t-2})=y_t-\rho\varepsilon_{t-1}-\rho^2 y_{t-2}$

[2] Applying the Taylor-series expansion rule: 5.5 = 3.812/(1-0.306)

individual long-run price elasticities for the cost of living (-3.5 per cent) and the cost of transportation (-3.6 per cent) that Divisekera (1995) estimated earlier for Japanese tourists. However, on an equivalent basis, the impacts of 1 per cent increase in the tourism price index in this paper should be compared to the sum of both individual price elasticities, -3.5 plus -3.6, per cent for Japanese tourists. Thus, in comparison, Japanese tourists back then were even more price responsive than Chinese visitors currently, -7.1 per cent as opposed to -6.4 per cent.

All dummy variables are statistically significant. Among them, *trend* is rather interesting. It reflects a fact that travelling overseas is now added to the household consumption bundle of wealthy residents, perhaps in order to state their economic status among friends and relatives. Understanding the causes of this *trend* is beyond the scope of this paper. This remains a critical area for further research to explain how the Australian marketing agencies can influence such a *perception* among Chinese travellers. Also, an important question for future research would be how large are the outbound trends from China to other countries, as compared to the results for Australia.

Table 5: Regression results (sample size 1991-2014)

	Prais-Winsten estimator		Cochrane-Orcutt estimator	
	Coefficient	Std. err	Coefficient	Std. err
Tourism arrivals in the previous period	**0.310	0.124	**0.306	0.129
GDP per capita	***3.705	1.066	***3.812	1.155
Price index	**-4.522	1.543	**-4.425	1.621
SARS epidemic	***-55.730	8.459	***-55.819	8.771
Mining boom	***-47.970	8.763	***-48.344	9.179
GFC	***-45.581	8.247	***-45.392	8.553
Trend	***2.830	0.645	***2.805	0.671
Migration from China	***0.102	0.033	**0.098	0.035
Constant	**-33.605	14.89	**-34.118	15.556
R^2 adjusted	0.831		0.821	
DW h-test (p-value)	-0.165 (0.393)		-0.044 (0.398)	
Portmanteau (Q) test (p-value)	8.063 (0.622)		7.795 (0.649)	
ρ	-0.399		-0.394	
AIC/BIC	146.5/156.3		141.4/150.8	

Significant levels: *** = 1%; ** = 5%.

Conclusions

China's economic growth has become an important stimulus to the Australian economy, either via large demand for mining products or strong demand for inbound tourism in Australia. In this case, the paper firstly reiterates that regardless in which form the influence is, the impacts will be strong. Although China's economy has slowed in recent years, the economic growth of the country still can generate double-digit growth in its tourist arrivals to Australia. However, it is important to keep prices changes in Australia to a minimal level, as the impacts of price increases will be detrimental to the level of inbound demand from China.

The findings of the present study have a major policy implication for Australian destination management. The combination of high income elasticity with high price elasticity associated with Chinese visitors to Australia represents a potentially explosive cocktail. As the Chinese economy experiences its expected slowdown into the future, the growth rate of visitors to Australia is likely to slow also. In this context, since Australia is already a high price destination (ranked 128 from 136 countries in World Economic Forum (2017), any increase in its CPI could exacerbate this decline. Macroeconomic policies to keep low inflation should continue to support healthy tourism flows from China.

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Can Pine and Gillmore's theory of experience economy be applied to modern tourism products?

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Abstract

Pine and Gilmore (1999) differentiated products from services and argued that if a business could create a memorable experience for the customer based on the product this then becomes the "experience". A review of relevant academic literature illustrates that there has been a transformational shift in consumer behaviour. Consumers now demand a more eudemonic experience and are less focused on cognitive aspects of their vacation such as memorable moments. This aim of this paper is to explore whether Pine & Gilmore's (1999) experience economy theory is still applicable to a range of contemporary tourism products. Initial findings suggest that The Sofitel case study illustrated that Pine and Gilmore's theory of experience economy is not adaptable to all businesses given its `adding value' component. Adding value incurs adding additional expenses such as higher staff ratio which doesn't appeal to all the different tourist market segments.

Keywords: Tourism, experience economy, Pine and Gillmore, Sofitel

Introduction

As a tourist one wishes to find and purchase a tour, product or service that could give them value for money, a memorable and meaningful experience as part of their desire to fulfill their travel dreams. Tourism managers are continuously trying to understand concepts related to enhancing and maintaining visitor's experiences. Exploring new strategies and practices aids tourism managers and marketers on how they would further contribute towards development, tourism planning, operational management which will benefit local businesses and host communities. A desirable experience can affect emotions of travellers and an influence their behaviour and satisfaction level in destinations.

Purpose

This paper explores whether Pine & Gilmore's (1999) experience economy theory is still applicable to a range of contemporary tourism products. The Sofitel luxury hotel chain is employed as a case study to further investigate whether appealing to the consumer's five senses and providing a unique customized experience is realistic for budget conscious travelers.

Literature review

Pine and Gilmore (1999) emphasize the requirement to shift from the 'delivery-focused' service economy paradigm to the 'staged' experience economy, as it tends to create a more memorable and fulfilling consumption experience. There are several definitions of 'experience' in the literature however Schmitt (1999) definition gives a more complete explanation in this context which refers to 'experience' as the result of encountering, undergoing, or living through situations that provided sensory, emotional, cognitive, behavioral, relational and functional values. Pine and Gilmore (1999) differentiated products from services and argued that if a business could create a memorable experience for the customer based on the product this then becomes the "experience". Consumers of "experiences" will be drawn into the "four realms of the experience" which becomes a personal experience on an emotional, physical and intellectual level. Pine and Gilmores (1999) model is a valuable tool and provides a framework that can be utilized in a tourism context to grasp tourist's preferences and the link between different experiential dimensions presented significant results in terms of visitor's satisfaction and perspectives (Mehmetoglu & Engen, 2011).

In general, there has been a transformational shift in consumer behaviour in what is important to them in relation to what they value. Ownership of property or materialistic items possibly is not a priority and consumers' preference to create memories through "renting" experiences for example hiring a great Airbnb and Uber on demand may be more appealing than owning a house and car. This change in consumer behaviour has been increasing over the past five years and businesses are now recognising the importance of the "experience" and extends to all parts of the business such as the website and social media. These impact the consumer purchasing behaviour. Price and product remain vital differentiators yet it is the consumer's experience that is the key in distinguishing extraordinary businesses apart from the others.

Jayawardena (2000) states that the preparation of the front of house requires a lot of time, detail and thought to get it to a 'front stage' standard yet it is essential to the consumer experience. The details such as laying of a table and decorating the hotel or restaurant are all part of the stage management and performance. Hemmington (2007) discusses hospitality operations can stimulate all five senses and the experience can be tailor made. Hemmington discusses further that the time frame period of a hospitality experience can vary from a couple of hours for a meal to or an overnight in a hotel to a longer vacation stay. In these it should not vary the consumers experience and it is imperative that the businesses keep the interest and enthusiasm during the entire period of the consumer experience.

Hemmington (2007) states the importance of hospitality businesses as hosts need to be centred around the guest experience and making these experiences memorable by producing a lot of little surprises. Hemmington reinforces the concept of stimulating

the guests five senses and to develop the staff to be performers and a critical role in the guest experience without being conditioned to allowing daily financial and operational procedures to disrupt or alter the guest experience as this will not allow the business to gain a competitive advantage and will not ensure the guest has a "memorable experience that will add value to their lives" (p.754).

The Sofitel French luxury hotel chain based on the 'art de vivre' the art of living French style promote their hotels and resorts as being an unsurpassed guest stay due to the personalised service that the staff provide. The Sofitel offers a customised guest service which caters to all the unique needs and desires and pampers to all five senses. The Sofitel brand advertising is applicable to both Pine and Gilmore's experience economy theory and Hemmington's work on a memorable experience. Yet to be able to add value, create surprises and appeal to the five senses this requires a high ratio of staff members in a hospitality and tourism operation and the value-added works as the guest is paying for this. By adding value, you are in fact adding expense which makes the product upmarket and therefore appeals to a higher end market. This concept would not be suited to a low budget backpackers for example.

Holbrook (2001) discusses Pine and Gilmore and similar experience economy thories such as Schmitt (1999) as idealistic, positive image of consumer culture much associated with the millenial enthusiasm. Therefore, a tourism business can only make it possible by providing the experience and environment in which a tourist can engage in an experience they cannot alone provide memorable experiences for tourists (Mossberg, 2007). Hence experiences are always jointly created (Prahalad and Ramaswamy, 2003; Tynan and McKechnie 2009; Vargo and Lusch 2004) in collaboration with other people in different settings experiencing various products and services (Prebensen, Vitterso, and Dahl, 2013). Consequently, the tourism industry is in transforming staged experience offerings into personal experiences (Volo 2009). This can only be achieved if tourism providers of tourist experiences can transform and provide an exceptional memorable experience unless they recognise and comprehend what makes experiences memorable from a tourist perspective (Tung and Ritchie, 2011).

Discussion and Conclusion

Pine and Gilmore (1999) although dated continues to be widely cited and has proven to be a useful framework that can be adapted to tourism businesses on a micro level. The Sofitel case study illustrated that Pine and Gilmore's theory of experience economy is not adaptable to all businesses given its `adding value' component. Adding value incurs adding additional expenses such as higher staff ratio which doesn't appeal to a variety of different market segments. Tourism managers need to continually listen to their market and adapt products to suit and change per the feedback. Future research would be beneficial by further investigating what makes a tourist experience be eudemonia

and focus less on cognitive aspects of memorable experience. This will assist tourism managers to gain an improved understanding of tourist experiences and apply these thoughts to improve their product offering.

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A Study on the Coupling and Coordination of Regional Urbanization to Tourism Development - A Case Study of Qinghai Province

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Key Words: Urbanization, Tourism Development, Coupling coordination

Abstract

With the introduction of the State Council "New Urbanization Plan (2014-2020)", urbanization has become an important strategy for China's economic and social development. With the rapid development of urban tourism, tourism city, leisure city construction, urbanization tourism research has become a key issue of widespread concern; the same time, tourism as the basic functions of urban areas and important industries to explore the relationship between tourism development and urbanization, also for the integration of urban and rural construction to provide reference, and promote the organic integration of tourism and urbanization, coordinated development. The study of the relationship between tourism and urbanization is not deep. Although the recognition of the rapid development of urban tourism, tourism c i t y , leisure city construction to promote urbanization process. "Tourism urbanization", “ urban tourism" phenomenon has aroused the attention of tourism scholars, urban tourism research has become a hot spot.

Qinghai Province as a tourist resource province, its unique plateau landscape is the country and even the world favored by the tourist city, at the same time with the national park system in China, the implementation of the Sanjiangyuan Scenic Area in Qinghai Province has become the first national park pilot But the Qinghai Province is located in the northwest plateau, the population is relatively sparse, the level of economic development between cities is not balanced, in order to promote regional economic development and improve people's material life, promote urbanization is its Development, but in the process of urbanization, the need to achieve a good integration of tourism and urbanization in order to avoid the sustainable growth of tourism capacity weakened. Therefore, this paper studies the relationship between urbanization and tourism development in Qinghai Province from the perspective of coordinated development of tourism and urbanization, and puts forward some policy suggestions for the coordinated development of urbanization and tourism in Qinghai Province.

This paper summarizes the related concepts of tourism and urbanization through the retrieval of literatures, and summarizes the relevant data of principal component analysis and coupling coordination model to understand the present situation of urbanization and tourism integration, and understand the application of coupling coordination, which provides the basis and guidance for the conception and structure

of the paper. At the same time, the PCA method is used to measure the comprehensive score of urbanization and tourism development system in Qinghai Province from 2012 to 2016, and the relationship between tourism development and regional urbanization is discussed through the coupling coordination model.

Urbanization includes population urbanization, economic urbanization, social urbanization and ecological urbanization and many other aspects. Based on this, this paper constructs the index system of regional urbanization from four dimensions: population, economy, society and ecology. The tourism development system is divided into tourism income, tourism employment, tourism scale and tourism industry four subsystems. Therefore, this paper can measure the urbanization and tourism development system in Qinghai Province, the basis for the development of urbanization and tourism, can promote the development of ethnic minorities tourism, promote the integration of urban and tourism planning and other aspects of the future of urbanization in Qinghai Province and puts forward the policy suggestions for the coordinated development of urbanization and tourism.

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Landscape Evaluation of hiking trails in Zhangjiajie National Forest Park Based on Uni-polar EEG Technology

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Keywords: Landscape Evaluation; Uni-polar EEG; hiking trails; National Forest Park; Conservation ; Zhangjiajie

Abstract

In China, national forest parks are a type of protected areas and there are currently over 800 national forest parks. As the first national forest park in China, Zhangjiajie National Forest Park receives more than 4 million tourists a year. But tourists are not allowed to go out the hiking trail to avoid unnecessary damage to nature. Therefore, as a continuous landscape, the landscape of hiking trails will definitely impact the recreation use intensity of different tour paths.

Traditionally, ways of forest landscape evaluation falls into three categories, Descriptive Inventories, Psychophysics, and Surveys and Questionnaires. However, the reliability and validity of the evaluation results may without exception be affected by the subjective feeling of the evaluator in the process, causing the inconsistency between the actual mental response of the evaluator and the evaluation results. What's more, in the above methods, continuous tour paths are usually needed to be divided into discrete "spots". To reduce the impact of the subjective factors on the evaluation results, scholars, especially Ulrich, have tried a new way of forest landscape evaluation by using physiological means. Unfortunately, the technology equipments couldn't carry around and thus a larger sample in outdoor tests are impossible. Therefore, research in this area remained stagnant by the time. However, portable physiological testing technology has made great progress in 21st century, making it possible to have a larger sample in outdoor tests by using physiological means. This study applied Uni-polar EEG acquisition device (Mindwave brain tester) and did out-door experiments on 410 objects in Zhangjiajie National Forest Park. These objects were grouped by 10 and wore Mindwave brain tester simulating ordinary tourists visiting tour paths in Huangshi Zhai, Jinbian Brook, and Yuanjiajie. The tester sent out an original brain wave signal to the Android cell phone which had already installed a special APP via Bluetooth every second. And then, the original brain wave signals were decoded by algorithm calculation into the attention value and saved in the SD card in the cell phone in text format. From the analysis of the results, it proved that brain wave acquisition device has a very high reliability because the test-retest reliability is 0.6776 and the parallel-forms reliability is 0.933. Then, the continuous changes of tourists' brain wave were recorded in Huangshi Zhai, Jinbian Brook, Yuanjiajie, and Yaozi Zhai in Zhangjaije National Forest Park. It reveals the best landscape quality of the tour paths in Huangshi

Village. While the test of the same sample revisiting the same tour path shows that the objects'attention decreases with the increase in the number of visit. Moreover, the decrease is greater and the aesthetic weariness is more obvious in the second visit than the third.

In conclusion, Uni-polar EEG technology can be effectively used in landscape resource management in protected areas and as an important means of controlling recreation use intensity.

Evaluating the Influence of Destination Placement in Celebrity Reality Shows

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Keywords: destination placement; celebrity; reality shows; film tourism; destination promotion

Introduction

A growing number of Chinese reality shows chose to film part, or all, of their episodes abroad (Cntour.com, 2015). These reality shows that are broadcast in China have turned filming locations into popular travel destinations, including places that were previously unknown to the market (CRIENGLISH.com, 2015). Realising the tourism potential associated with these television shows, destination marketing organisations (DMOs) have begun to cooperate with these shows as a means of destination promotion. For example, in 2015, Tourism Western Australia, in conjunction with China Southern Airlines, invited Hunan TV's popular reality show "Dad, Where are we going" to film in Western Australia. This partnership is perceived as a key part of Tourism Western Australia's strategy to raise awareness of the destination and communicate its accessibility to the Chinese outbound tourism market (Vickery, 2015).

Research has shown that films and television programs can have a strong impact on viewer's perception towards destinations shown in the programs (Fu, Ye, & Xiang, 2016; Spears, Josiam, Pookulangara, & Kinley, 2013). Celebrities in films and television programs can also play important roles in influencing tourist's perceptions of destination image and travel decision making processes (Glover, 2009; Kim, Agrusa, Lee, & Chon, 2007; Lee, Scott, & Kim, 2008; Yen & Croy, 2016). DMOs have utilised celebrity reality shows as means of destination promotion (CNTA, 2017; Stephens, 2010). However, little is known about the influence of destination placement in celebrity reality shows as a way of destination promotion.

Purpose

This research seeks to analyse how showcasing a destination in a reality television show attracts the audiences' focus of attention, shapes perceptions of the depicted destination, and influences travel intention to visit the destination.

Literature Review

Film induced tourism, refers to travel to a specific destination which has been depicted in films, video or television, or related to media productions (Buchmann, Moore, & Fisher, 2010; Hudson & Ritchie, 2006; Vagionis & Loumioti, 2011). In the context of tourism, destination placement in movies or television programs can be the ultimate form of product placement (Morgan & Pritchard, 1998). The exposure of a scenic spot,

city, state, or country in a film or reality show is a form of product placement which may attract a large number of audience beyond the reach of traditional tourism promotion (Hudson, Wang, & Gil, 2011).

Reality shows are believed to be a perfect environment for product marketing, as well as destination promotion (Mege, 2015). Reality shows convey an authentic image of the destination to the audience as there are real people in a real environment, which is more convincing than what is depicted in a film (Connell & Meyer, 2009; Fu, Ye, & Xiang, 2016). Reality shows provide the audience with a vicarious experience because of the authentic portrayal of the destination and engaging activity design (Tessitore, Pandelaere, & Kerckhove, 2014). Therefore, reality shows have may have the same benefits as films as the influence can last longer period than traditional advertisements (Vagionis & Loumioti, 2011). Further, destinations will be exposed to a wider audience than traditional promotion if being placed in television programmes and films as audio-visual media is more effective at enhancing audience awareness (Rajaguru, 2014; Riley & Van Doren, 1992). For destinations with a limited marketing budget, collaboration with reality shows can be more cost-effective than films (Hudson, Wang, & Gil, 2011).

Method

This study focuses on the Chinse celebrity reality show "Divas Hit the Road 3", in which eight celebrities were sent away on an independent trip to Brazil, Africa, and Australia. This show has the top television audience rating in China with 300 million television viewers and two billion online views (Hunan TV, 2017; Shannon, 2017).

This research utilised a multi-phase study. First, online comments on the video sites of "Divas Hit the Road 3" including YOUKU, Mango TV, and YouTube were collected in Phase 1. Second, 18 semi-structured interviews were conducted with individuals who have watched the entire season of "Divas Hit the Road 3" in Phase 2. Participants were Chinese nationals aged from 20 to 39. Convenience sampling and snowball sampling were used to recruit participants. Data were collected through a combination of face-to-face and telephone interviews. All comments and interviews were posted and recorded in Chinese. All data was translated and back translated by individuals who were fluent in Chinese Mandarin and English. The data were coded through the process of open, axial, and selective coding to develop concepts and themes (Corbin & Strauss, 2008).

Results

The dominant focus of comments on the video sites was the celebrities – suggesting that this is the primary focus of viewers of the program. Destinations were mentioned in only 380 out of the 246,978 online comments. Africa was the most frequently discussed destination. Viewers who mentioned Africa referenced a wildlife volunteer program that was profiled on the show. This finding, in combination with the

interviews, suggested that the activities undertaken in each destination had the potential to create an emotional link with the audience. The emotional link, which was encouraged through celebrities engaging in meaningful activities such as volunteering, created a positive association with the destination, and facilitated viewer's interest in and intention to visit the destination. Further, novel and unusual tourism activities, created much interest from viewers and further altered their impressions of the destinations.

Discussion and conclusions

The research findings suggest that while the celebrities are the key focus of viewers, the way in which the celebrities interact with the destination and the specific activities that they undertake can influence viewers' perceptions of the destination. The programming therefore influences destination image. Therefore, DMOs who engage in collaborations with reality shows should carefully consider the activities that they ask celebrities to undertake. Novel activities or programs that foster engagement with the destination should be encouraged.

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A Study of Attitudes of Visitors towards Wildlife in Protected Areas

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Abstract

This study intends to design a qualitative study on cultural differences within a country of tourists' attitudes towards wildlife through a comprehensive conceptual framework after reviewing the concepts of culture and attitudes.

Key Words: protected areas, tourists' attitudes, wildlife

Introduction

The impact of tourism on tourism destination has long been discussed. Except those economic and social benefits that tourism has brought, damages to the local ecosystem through transport, trampling, and other tourist activities are increasingly serious. As international tourist arrivals has grown for seven consecutive years up to 1.2 billion last year (UNWTO, 2016), protected areas as one of the most attractive tourism destinations are facing greater challenge than ever. Sustainable development in protected areas requires more careful planning and management in these areas for they are habitat for various wildlife species while they are more often than not vulnerable and fragile.

In December 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. In response to this, UNWTO highlighted five key areas for tourism's role including environmental protection, cultural values and mutual understanding (UNWTO, 2016). These key areas can be explored through the study of people's attitudes towards wildlife. As the Top 1 world tourism spender, China spent $261 billion last year and tourism has grown at around 4% per year for seven straight years (UNWTO, 2016). This increasing trend helps global economy boost (10% of world GDP according to UNWTO 2016) while also brings significant pressure to protected areas in tourists destinations for Chinese value "world class beauty and natural environments" the highest when choosing a holiday destination (Austrade, 2017) leading to their inevitable trips to protected areas. To understand Chinese visitors more will definitely help with the conservation and sustainable development of protected areas in Australia because understanding the knowledge, attitudes and behaviors of visitors is important when developing park management strategies and for conservation in general (Sheley1996, Bardsley2006, Sharp2011, Michael & Catherine2015).

Visitors go to nature-based and adventure tours in parks and wilderness areas will definitely create a range of critical impacts, direct or indirect, on plants and animals such as vegetation clearance and wildlife displacement (Buckley, 2011). Therefore, conservation of wildness is critical for biodiversity (Paul et al 2002), as benchmarks for

natural ecological processes, to understand what an intact ecosystem should contain, and as a foundation for restoring degraded areas (Dawson and Hendee 2009).

My contribution of this paper is to see how demographic factors and cultural differences within a country that affect people's attitudes towards wildlife.

Literature Review

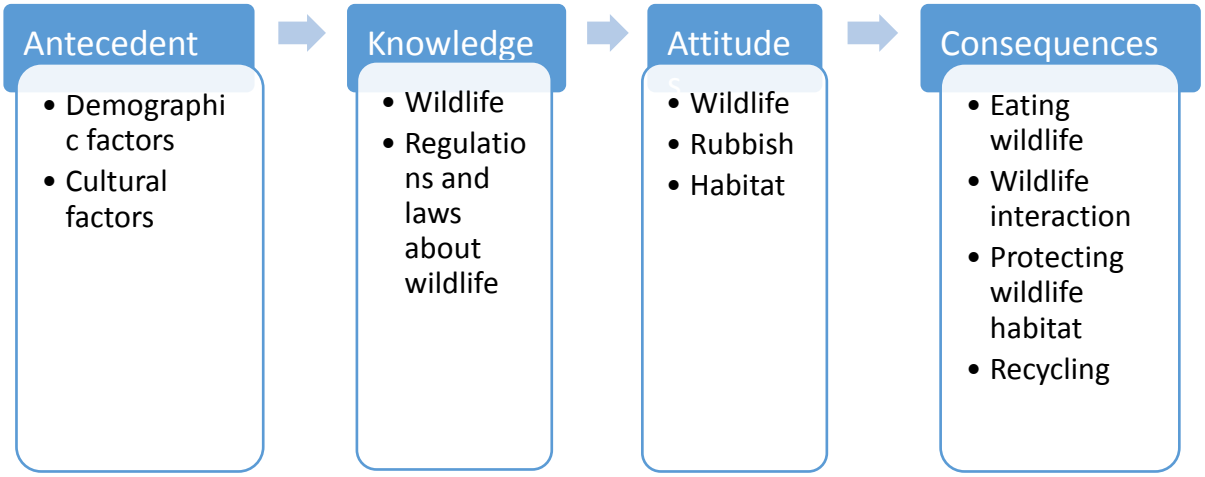
To the purpose of this study, I adopt Heberlein's approach to define "environmental attitude" as people's psychological reaction and performance to general or special object in a certain environment according to their previous learning experience. These reactions and performance includes whether they love the environment and how they think of environmental behaviors, such as their environmental concern, behavior motivation and beliefs (Heberlein, 1981).

Whenever being examined, culture is always connected with human beings and their relationship with animals, nature, environment, history, and inventions, etc. The key concept of culture includes three aspects: the historical inheritance, group sharing, and regional differences (Xie and Zhou, 2012). Therefore, cultural differences can be found in different nations, different social groups and people from different geoculture (Zhang, 2001). It is worth examining the different attitudes of people from different social groups and geoculture in China because of its big area and greatest population.

As there are many studies using quantitative study methods, few use qualitative approaches, some researchers put forward the future study could be the attitudes and behaviours of park visitors and how cultural background affect them through qualitative approaches (Buckley 2017), a face-to-face interview method is intended to be applied in this study.

Furthermore, previous studies of people's attitudes towards wildlife suggest that results may vary by gender, age, residency, and status (Povilitis, 2016), as well as people's familiarity with the species they are surveyed about (Reimer, 2013), it is necessary to classify the subjects into different groups while analyzing the data.

Conceptual Framework



Method

About 300 visitors of different age groups will be interviewed after their tour to Zhangjiajie National Forest Park which falls in Category II of the IUCN classification. The following table shows the principle questions to be asked according to my conceptual framework above while questions related to cultural factors will come from my qualitative research:

Table 1 Interview Questions

Factors		**Questions to be Asked**
Antecedent	**Demographic Information**	In what year were you born? How many years of schooling do you have? In which part of China do you come from?
Knowledge	**Knowledge about Wildlife**	What is the wildlife that you know are in danger? Where did you get the information? Have you seen any of them? What did you do with them? /What will you do if you see one?
	Knowledge about the Law of Wildlife	Do you know that there are some regulations and laws to protect wildlife? Where did you get the information? How much do you know about these regulations and laws?
Attitudes	**Attitudes towards Wildlife Tourism**	Are you willing to pay to see wildlife closely or even hold wildlife? Do you think this kind of activity will have any bad effects on wildlife?
	Attitudes towards Wildlife Trade	What do you think about ivory products? Do you think it's Ok to use them? Why? Do you know that some wildlife is being used as kind of medicine?

		Will you use that kind of medicine? Why?
	Attitudes towards Wildlife Propaganda and Education	Where do you usually get the information of wildlife? Do you think the interpretation related to wildlife is good enough in Zhangjiajie National Forest Park? What do you think can be proved in wildlife propaganda and education in China?
	Attitudes towards Rubbish and Wildlife Habitat	Have you seen any rubbish in the park? What do you think of people dropping litter carelessly in the park? Do you think this kind of behavior will have impacts on wildlife habitat? What are they?
Consequences	**People's Behaviors**	If there are dishes with wildlife in the menu when you go to a restaurant, will you order these dishes? Why? What will you do if there no rubbish bins around but you need throw something away? Why? Will you pick up the litter on the ground to help keep a better habitat for wildlife? Why? Will you speak in a lower voice to help keep a better habitat for wildlife? Will you pour waste water into the steam in the park? Why?

Discussion and Conclusions

This study is a research plan to examine park visitors' knowledge and attitudes through a qualitative approach to interview people after they visit a protected area in China. How much differences that lie in different categories as cultural factors are supposed to be examined by the way. The data collected can be of great value to be analyzed providing very helpful hints for policy making, planning, and management in protected areas in China. Therefore, a beneficial circulation among all these factors could be then established and the sustainable development goal could be achieved as well. A further study on people's behaviors to wildlife is expected.

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The geopolitical sustainability of the "Tourism and the Chinese Dream" framework: Lessons from South Korea and Taiwan

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Introduction

This paper, based on a consideration of the political instrumentality of Xi Jinping's "Chinese Dream" and a discussion of recent geopolitically-driven reductions in outbound Chinese tourism to South Korea and Taiwan, grounded in long-term ethnographic study conducted between 2011 and 2016 in the latter market, considers the coherence and sustainability of continuing research on "Tourism and the Chinese Dream" (Weaver *et al.*, 2015).

Literature Review

Tourism's potential role in the "Chinese Dream" discourse has been articulated most extensively by David Weaver, who proposed that the "'Chinese Dream' is an appropriate context for investigating the sustainability of China's tourism sector" (Weaver, 2015). China here serves a special and especially salient case of his far more expansive notion of "geopolitical sustainability" as applied to the tourism sector. Adopting a broad conception of geopolitics as a mode of analysis of the interplay of space, territory, territoriality, and power, Weaver suggests that:

Geopolitical sustainability implies preferred geopolitical structures and relationships in the same way that economic, social, and environmental sustainability imply preference for certain modes of economy, society and environment. However, unlike the latter, these preferred geopolitical structures and relationships are not desired for their own sake, but for their capacity to foster the creation of sustainable economies, societies and environments. (Weaver, 2010, p. 48).

The Chinese example provides an important, if especially complicated case for a broader notion of "geopolitical sustainability". While China, given the unparalleled size and breakneck growth of its outbound market, is the most commercially relevant choice for such a case study, and its nominal focus on "harmony" and "peaceful development" appear congruent with the notion of "sustainability", the nation's geopolitical ambiguities and contradictions should give pause.

Careful consideration of the "Chinese Dream" benefits from attention to the historical conditions and political resources that Xi has drawn upon in his use of the Dream as a "master narrative" (Mahoney, 2014). A quick glance back over several decades of modern Chinese history reveals that the "Chinese Dream" is the latest iteration in a long line of rhetorical formulations designed to legitimize and promote the Chinese

Communist Party (CCP). As put by IR scholar Zheng Wang, "Xi's Chinese Dream narrative is like an old wine in a new bottle with the dream's name replacing [past leaders] Jiang and Hu's national rejuvenation, Deng's invigoration of China, and Mao's realization of socialism and communism." While the exact wording has changed, there is continuity in these iterations: "…the most important message of these narratives from different periods is the same: the Party wants its people to believe that only under the leadership of the CCP can the dream of a better life be realized (Wang, 2014, p. 7). This observation suggests that the bottom line for any implementation of the "Chinese Dream" discourse—touristic or otherwise—is the perpetuation of the party-state and its political and economic agenda.

To its credit, Weaver's broad initial treatment of "geopolitical sustainability," while not directly focused on China, explicitly acknowledged several controversies in China's own territorial program, including its contested control of Tibet and Xinjiang. However, a normative emphasis on "sustainability" occludes critical analysis of cases in which tourism has itself been marshaled by the Chinese state to achieve geopolitical ends beyond its effective borders (Rowen, 2014, 2016). The cases of South Korea and Taiwan, which suffered sharp outbound-Chinese tourism cuts and even bans and boycotts in 2016, further belies the geopolitical benignity of tourism, and foregrounds the practical limits of the "Chinese Dream" as a sustainable platform for international engagement.

Methodology: **Case studies of "Constrasting stakeholder priorities" and the geopolitics of outbound Chinese tourism to Taiwan and South Korea**

Weaver's China-centric matrix for "investigating the tourism/Dream relationship within an enlightened mass tourism/quadruple bottom line context" suggests that outbound tourism may be a "higher form of the Dream," due to its aspirational high-class qualities, and acknowledges the possibility of tourism-driven "Chinese Nightmares" when "contrasting stakeholder priorities collide". Cited examples include over-crowded tourist sites, ethnic misrepresentation in tourist-oriented performances, and forced relocations of residents to make way for new construction (Weaver, 2015, p. 55). This paper focuses on the cases of outbound tourism South Korea and Taiwan: discussion of the former is based on analysis of news reports, while the latter derives from the researcher's ethnographic fieldwork conducted between 2011-2016, which has been triangulated with qualitative document analysis of recent news reports.

The years 2016 and 2017 have seen several spectacular *state-scale* cases of what could only euphemistically be called "contrasting stakeholder priorities" in the practice of outbound Chinese tourism to South Korea and Taiwan. Tourism from China to South Korea grew rapidly to 8m arrivals by 2016, composing nearly half of total arrivals. Meanwhile, South Korea agreed to host a US-designed air missile defense system, THAAD, with the stated intention of protecting against North Korean aggression, but

which China worried would be used to conduct surveillance on its own military. By early February 2017, Chinese state media called for a boycott of Korean conglomerate Lotte in response to their decision to convert a Jeju Island golf course into a THAAD battery. This was followed by a mix of bans or informal but effective reductions to outbound group tourism to South Korea. Chinese tourism companies that did not comply with the order faced heavy fines or closure (Harris *et al.*, 2017).

The ban hit the South Korean industry hard, with the Korean Tourism Organization reporting a 40% decline in Chinese group tourists from the previous year (Macfarlane, 2017). Even groups that had already begun their tours made symbolic gestures in solidarity, and perhaps even as savvy marketing strategy for self-promotion amidst the national fervor—a 3,400-person company incentive group refused to get off their cruise ship in Jeju, leaving 80 buses and scores of guides bereft at the docks (Oh Jae-yong, 2017). Short of dismantling THAAD, early deployments of which were nearly operational already, state and industry were left with little choice but to belatedly explore the long-term cultivation of other markets, including Southeast Asia (Premack, 2016).

China used a similar political strategy of tourism cuts against self-ruled Taiwan, which China claims as part of its territory. After 8 years under the administration of President Ma Ying-Jeou, who promised but failed to deliver growth by further integrating with the Chinese economy and aligning with its political program, Taiwan overwhelmingly elected a president and legislative majority from the Democratic Progressive Party, which has supported not only the maintenance of Taiwan's current *de facto* independence, but traditionally advocated for its normalization as an independent country. Although incoming President Tsai Ing-wen repeatedly promised not to change the cross-Strait "status quo", she refused to accept Beijing's demand that she publicly state that Taiwan and the People's Republic of China were part of the same "One China", as had her predecessor. China responded by freezing all diplomatic communications.

In the two months following Tsai's March 2016 inauguration, Taiwan recorded a 30% drop in inbound Chinese group tourism. Although China's leaders officially denied ordering the cuts and attributed the decline to decisions made by patriotic citizens, there were numerous reports that Chinese travel agents sharply reduced group tour products in response to "implicit" verbal orders from relevant authorities (Lin, 2016). By September of that year, members of Taiwan's China-focused tourism industry took to the streets in an unprecedented protest, attended by this researcher, where the demonstrators implicitly demanded that she accept Beijing's "One China" formulation as a bid to rescue their industry (Cheng and Wu, 2016). Tsai responded with a multi-pronged strategy of financial bailout and diversification to other markets, particularly

Southeast Asia, which ensured that Taiwan's total tourist arrivals continued growing (Horton, 2017a, 2017b)

Discussion and Conclusion

The cases of South Korea and Taiwan should serve as a cautionary tale for planning and scholarship that attempts to tie tourism to "geopolitical sustainability" under the discursive umbrella of the "Chinese Dream". There is little reason to believe that Australia or other destinations would be immune to such tactics, should their leaders cross the CCP's geopolitical bottom line. Therefore, while Weaver's "quadruple bottom line" approach, which adds geopolitics to the well-established triumvirate of sustainable economies, societies, and environments, marks an important conceptual intervention, tourism's instrumentality in promoting such sustainable outcomes, especially in the international arena, remains difficult to determine.

In formulating an agenda for tying together "Tourism and the Chinese Dream," Weaver observed that "Unfolding Dream objectives include economic growth, more consumer goods, increased happiness and personal freedom, soft power enhancement, social equality and equity, reduced corruption, cleaner environment, more affordable housing and safer food, but not tourism. This surprises, given tourism's capacity to enable these objectives, and China's emergence as a tourism superpower…" (2015, p. 54). Perhaps this omission is more pertinent than it appears—while tourism can sometimes facilitate such laudable objectives, it can also be used as a tactic of political warfare. Therein lies the impossible promise and peril, and the tenuous prospect for the sustainability of an intellectual engagement like "Tourism and the Chinese Dream".

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"Living the green" China Dream and Eco-Aesthetic in Queensland Integrated Resort Casino Developments

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Keywords: eco-aesthetic; China Dream; integrated resort casino; Queensland

Introduction

This paper reflects on the relationships between the current upsurge of Integrated Resort (IR) Casinos in Queensland major cities – Brisbane and Gold Coast – and local government aspirations of renewing the Southeast-Queensland (SEQ) urban landscape while securing an increase in international visitors. For the vast majority, the targeted tourists are wealthy Chinese gamblers who after the 2013 President Xi Jinping's anti-corruption campaign and the consequent Macau's gambling industry decline have started to seek alternative gaming venues and found Australia as one of the favoured destinations. Within this framework, this multifaceted topic is investigated via the lenses of the architectural discipline. Therefore, two main aspects are recognised as relevant to the discussion. Firstly, the definition of the adopted urban strategies which adhere to the protocols of mixed-used large-scale interventions. Secondly, the implemented architectural aesthetic character, which is carefully crafted to promote an image of affluence and sustainable progress. In fact, in addition to a series of must-have components – which comply with a vocabulary defined by the most globally successful IR developments; the Queensland IR casinos are coupled with the spectacular artificial nature, and outré themed public spaces.

Purpose

A complete analysis of the architectural phenomenon of IR Casinos in SEQ is beyond the aims of this paper. The aim of the paper is to outline the emergence of a specific aesthetic which relies on the spectacularisation of artificial nature in themed public spaces that accompanies the development of IR Casino in Southeast Queensland. The aestheticisation of an augmented nature explicitly relates with the visual vocabulary of the Gardens by the Bay in Singapore. The latter adjacent to the Marina Bay IR, constitute an essential component of the success achieved by the Marina Bay phenomenon. The similarities intend to reproduce the economic and tourist success of the Singaporean formula. Yet, the aesthetic of an augmented nature seeks to translate the alluring image of a prosperous and sustainable lifestyle into an architectural outcome. The augmented nature's aesthetic aims to market Southeast Queensland to the biggest pool of tourists available, the rising China's middle class. With the popularisation of the Xi Jinping's China Dream in 2013, the cultural values and taste of this expanding pocket of the population, forecast to reach 800 million by 2025, have received new directions on sustainable development and distribution of wealth.

Considering the role played by cultural values in directing travel and tourism marketing (Mok and DeFranco, 2000) and the aspiration of the Queensland Government to achieve consistent growth in the volume of Chinese visitors, a reflection on architectural aesthetic appears to be needed to strategise and fully take advantage of the branding qualities of architecture for the tourism market.

Literature Review

The body of literature underpinning the argument refers mainly to two categories. Firstly, literature which refers to urban strategies and political aspirations behind flagship projects. "Global Cultural City? Spatial Imagineering and Politics in the (Multi)cultural Marketplaces of South-east Asia" by Brenda S.A. Yeoh (2005) and "Urban Planning and Flagship Development Projects: Lessons from EXPO 98, Lisbon" by Jean-Paul Carrière and Christophe Demazière (2002). The former constitutes a primary source to define the implications of government strategies in large-scale projects which aim to intensify around the production and consumption of culture and leisure and the consequent upsurge of urban image-making and branding activities. The latter focuses on outlining the urban strategies which can maximise the benefits of flagship projects to the larger community. Within this body of work, specific texts on casinos and their role as catalysts for transformation have been consulted. The primary sources are constituted by Michael Hall (tourism studies) with "Casinos and Urban Development in Australia" (1996); John Hannigan (social studies) "Casino Cities" (2007); Lee Kah-Wee with his research on casino urbanism "From Casino to Integrated Resort: Nationalist Modernity and the 'Art of Blending'" (2015). Secondly, scholarly articles and current national and international press on IR casinos their rise, role in funnelling tourists who seek more than a gambling experience and architectural outcomes.

Contribution

The paper does not rely on empirical data however the contribution lays on the definition of an emergent architectural aesthetic for the SEQ IR Casinos. This aesthetic has been labelled as eco-aesthetic. The Brisbane and Gold Coast interventions are analysed against a series of urban and architectural parameters which highlight the adoption of practices adherent with flagship interventions for fostering new city images and tourism. While the adoption of a formula based on urban strategies, formal outcomes and exclusive amenities appears to be necessary for achieving a successful project in attracting tourists, the Queensland examples lay a particular emphasis on the deployment of spectacular artificial nature, and outré themed public spaces. These additional components aspire to propose an architectural solution to attract middle-class Chinese tourists responding to the change in cultural values promoted via the 2013 China Dream Ideals and satisfying collateral needs of casino tourism travellers such as novelty seeking and leisure activity (Wong and Rosenbaum, 2012).

Results

The Queen's Wharf IR Casino development in Brisbane and Gold Coast IR are analysed against identified parameters. The paper aims to highlight how the aesthetic of the two SEQ IR Casinos is centred on an idea of prosperous and sustainable lifestyle via the use of an augmented nature and the deployment of specific architectural elements. The combination of a prosperous lifestyle with the concept of sustainable progress is aggressively put forth in images, and captivating newspaper's titles, such as "Architect behind proposed Spit development says it can be country best multi-use environmental project" (Potts, 2017). The deployed architectural elements are the multiplication of towers disposed in a semicircle and connected via sculptural elements; the adoption of sleek towers' envelopes punctuated with luxuriant greenery; the insertion of transportation arteries traversing the intervention and iconic pedestrian bridges which combined promote a futuristic image; glamorous swimming pools; and the use of an augmented nature mostly distilled into super-trees. In addition, an explicit rhetoric pivoting around artificial super-trees establishes a red thread among the interventions. The drivers for such a choice are the aspiration to emulate the tourist success and economic boost of the MGM's CytyCentre in Las Vegas and Marina Bay Sands in Singapore; and secondly, to specifically target the cultural values of the main pocket of potential users, China's middle-class.

Discussion and conclusions

The discussion is articulated around urban and aesthetic parameters draw from flagship interventions and the two mentioned precedents. The former are architectural quality, a variety of functions, attractiveness for a broad range of users, and the articulation of transportation systems which assure accessibility on different scales. The latter, listed above, adopt conventional and revisited architectural elements to formalise the tourist experience. This crescendo of architectural components shapes the aesthetic and supports the promotion of a lifestyle able to combine wealth and sustainable progress while projecting a palatable image of a rampant global city to new novelty-seekers.

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A resource-based view of Chinese outbound tour operators

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According to the World Tourism Organization, the number of Chinese outbound tourists steeply increased from 5 million in 1997 to 46 million in 2008 with a 68% annual growth rate, which is 13 times more than the average growth of all other countries (Su, Lin, & Liu, 2012). The size of the Chinese market and its high spending power has made it a much-valued market by many destinations. Regardless of mode of travel, holidays usually include various components such as tourist attractions, accommodations, transportation, dining, shopping etc., and thus different service providers are involved in the service delivery process. In the case of the Chinese market, service providers at the destination form supply chain networks, and outbound tour operators in China act as the intermediaries that bring Chinese tourists and local service providers together. This paper applies the resource-based view from strategic management literature and considers the system of tour service provisioning as a process of resource integration and deployment.

The resource-based view starts with scholars recognising the importance of resources. Based on the resource-based view, firms are conceptualised as resource bundles (Wernerfelt, 1984). It is argued that resources are likely to influence business products and business performance (Wernerfelt, 1984), internal and external growth (Penrose, 2009), and ultimately competitive advantage (Barney, 1991). Resources are embedded in a multi-dimensional social context and also carry complex socially enriched meanings (Håkansson, Ford, Gadde, Snehota, & Waluszewski, 2009). The underlying structure and set of fundamental economic, technical and sociological characteristics of resources may influence business operation and thus resources need be interpreted in the specific market context in which the business is operating (Barney, 2001; Porter, 2008). To deliver holiday experiences, tour operators combine their own resources and those of the destination such as knowledge, experience, technologies, and abilities, and utilise a process involving interactions of key determinants including supply and demand (Pechlaner, Fischer, & Hammann, 2005).

Resources are a result of human capability and thus require a carrier of the capabilities, in order to enable an intended activity (Fischer, Gebauer, Gregory, Ren, & Fleisch, 2010). As such, resources may recurrently gain or lose their resource status, depending on their usability. Resources come into effect only when deployed for a specific intended activity, and ensuing value is derived from their use by focal actors (Löbler, 2013). The status of resources is also heavily linked to their relationship with other resources in the system. The usefulness of any particular potential resource from one resource is moderated by the availability of other potential resources, and the beneficiary's ability to integrate them. That is, the whole idea of potential resources becoming realised is contextual; resources are part of a network and each context and network is both unique and dynamic (Vargo & Lusch, 2011). Therefore, the active nature of resources and the inter-relationship between resources make resource deployment a dynamic process. That is, each instance of resource deployment and service provision may change the nature of the system to some degree and thus the context of the next iteration. In summary, resources are part of networks that are dynamic systems, which spontaneously sense and respond to the spatial and temporal structure of loosely-coupled, value-proposing social and economic actors to co-produce service offerings, provide mutual service and co-create value (Vargo & Lusch, 2011).

Chinese outbound tour service provision can be considered the application, integration and deployment of resources for the benefit of another party (i.e. tourists), and businesses (i.e. tour operators) rely on the exchange of applied skills and competencies to deliver a suite of services (i.e. the tourist experience) (Vargo & Lusch, 2004; Vargo & Lusch, 2008). In this system, the key tourism stakeholders – destinations, local suppliers and tourists – can all be considered resources and they play different roles in the deployment process.

To start with, the destination itself has a major impact on the design and development of the tourism product (Pechlaner et al., 2005). Tour operators often use the environmental and social-cultural attributes in destinations due to their availability and because of established tourists' expectations about a destination (Benur & Bramwell, 2015). The physical and environmental attributes include the climatic conditions, landscape and ecology, and the social-cultural attributes include the history, politics, arts, economic activities, ways of life, monuments, individual buildings etc. Tour operators may develop various activities associated with these resources (such as sightseeing with commentary), which makes them more valuable to available to tourists and thus more readily to be consumed.

Second, the holiday experience is a complex product configured along a value constellation in which tour operators, independent suppliers and agents are vertically, horizontally, and diagonally integrated (Weiermair, 2006). Inter-firm relationships are not merely a way to combine different core-competencies, where each actor in the local

tourism economy focuses only on its own superior capabilities, but rather a strategy to empower and to develop knowledge bases, through inter-organizational learning processes (Hallin & Marnburg, 2008). Alliance-based resources/assets may include market access, knowledge sharing, and access to financial resources.

Finally, in the tourism service industry which requires high involvement of consumers, consumers are considered partners of value creation. Tourism products create value not only for tourists, but also with tourists. Consumers are no longer seen as passive agents but active producers of their consuming experiences (Vargo & Lusch, 2008). Researchers increasingly suggest that tourists are interested in the opportunities that tourism products offer them to help create and add value to their own experiences, sensations, lifestyles, identities and social status, albeit within the context of product offering and wider society (Hayes & MacLeod, 2007). Tourist experiences are co-created or co-produced by both the producers, notably tour operators and host community, and by the products' consumers (tourists). Thus it is arguable that tourists not only bring in financial resources that tour operators need to run their businesses, but also willingness, involvement and commitment to create positive tourism experiences.

Resources have received scarce attention in tourism research and this paper represents an early attempt to apply the resource-based view to tourism research. In complex and highly dynamic supply chain systems such as the Chinese outbound tourism system, understanding resources opens the door for numerous future research opportunities. It should be noted that possessing resources is insufficient; firms seeking competitive advantage need to integrate and exploit resources in a way that full potential is realised (Newbert, 2007). Nowadays, destinations are becoming increasingly homogenised and some destination resources such as sun, sand, and scenery may be substitutable (Line & Runyan, 2014). Moreover, destination resources such as attractions and infrastructure are available to all tour operators offering products at the destination, and rarely does a destination have resources that can be considered unique. In the resource-based view, resources that are not rare or unique do no themselves contribute to sustained competitive advantage (Barney, 1991). Therefore in addition to understanding different resources, tour operators need to develop capabilities that enable them to integrate, build, and continuously reshape competencies to address the rapidly changing environments and to create sustained competitive advantage.

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Stewardship Values in Tourism, Innovation and UNESCO World Heritage Governance: The Great Barrier Reef and the Danish Wadden Sea

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Keywords: Tourism, Stewardship, Values, Innovation, UNESCO World Heritage, Great Barrier Reef, the Wadden Sea.

Introduction

The 2017 United Nations International Year of Sustainable Tourism recognises tourism's important role in contributing to progress along the 17 Sustainable Development Goals. Of the 17 Goals 14 and 15, in particular, relate to the conservation of marine and terrestrial ecosystems. The role of tourism can be a symbiotic one where tourism development creates incentives for biodiversity protection and nature conservation, which in turn enhances the tourist experience.

The primary motivation for this research is to understand how conservation values held by those involved in tourism can provide a corrective against unsustainable growth and potentially embrace sustainable innovation at two UNESCO World Heritage sites, the Great Barrier Reef in Australia and the Wadden Sea in Denmark. This paper addresses the significant need to understand the complex values and latent opportunities for sustainable tourism innovations through World Heritage stewardship.

There are currently 203 natural World Heritage sites in the world. The GBR was one of the earliest natural World Heritage areas listed in 1981. The GBR attracts over 2.2 million international and 1.7 million domestic visitors annually (Tourism Research Australia, 2015), generating economic benefits for Australia of AU$6.4 billion (Deloitte Access Economics, 2013). As for the rest of Australia, a shift from traditional Western markets to Asian visitors can be observed. The WS in Denmark is a recently nominated natural World Heritage site. The Wadden Sea spans the coastline of three countries – Denmark, Germany and the Netherlands. In 2014, the Danish part of the Wadden Sea followed the Dutch and German World Heritage inscription in 2009. Approximately 10 million tourists visit the trilateral Wadden Sea area, in addition to 30-40 million day visitors, who generate a yearly turnover of 5 billion Euros (Marencic & Domnick, 2014: 6).

Values and stewardship

A values-framework based on the International Union for Conservation of Nature [IUCN] Protected Area categories (Liburd & Becken, 2017) is applied to examine how values guide stewardship in the Great Barrier Reef (GBR) and the Wadden Sea (WS) in Denmark. Values play an important role as they likely determine priorities and actions by those involved in management, governance or stewardship. Values represent internal moral imperatives that implicitly or explicitly guide action (Oyserman, 2001). It is important to anticipate that dominant values can change over time (Becken, 2016) and to account for these through analysis of longitudinal, complex system adaptation (Morrison, 2017). Dominating value systems may also differ across cultures and societies. Tourism as a platform for exchange amongst different cultures (including the hosts and the guests) represents a possible change agent of influential values that Protected Area stewards may face.

In particular, recent significant growth in outbound Chinese tourism has led to a changing customer base that may demand different products and experience and interpret the human-environment relationship differently from traditional Western markets. Indeed, the recent emphasis of eco-civilisation, building on the traditional concept of harmony, in the Chinese Government and society may provide impetus to changes in how Protected Areas embrace and commodify nature for tourism purposes. There is limited understanding, however, whether the Chinese Dream of travel and the development of societies that are compatible with environmental carrying capacities can positively affect Protected Areas, or whether increased visitation pressures and consumptive tourist activities by Chinese visitors erode ecosystem integrity.

The role of values is central to World Heritage sites because they are based on the concept of Outstanding Universal Value (OUV) (UNESCO, 1972). Whilst many values are often local or national, the concept of universal values is relevant to all of human kind, including visitors from around the world. The OUV of World Heritage sites is firmly embedded in China, which itself has 15 natural World Heritage sites, and is planning to designate more in the future. The relevance of understanding OUV is critical for the ongoing existence of World Heritage sites in the day-to-day *realpolitik* of governance. Site managers are responsible for daily governance, often in collaboration with local and national stakeholders. Intervention from UNESCO in Paris representing the universal values is limited, albeit potentially powerful. The IUCN and UNESCO enjoy a longstanding trajectory that includes co-drafting of the 1972 World Heritage Convention and the IUCN is explicitly recognised within the Convention as the technical Advisory Body on nature to the World Heritage Committee (IUCN, 2016a). Thus, attaching values of nature to the IUCN categories aligns well with the philosophy that underpins conservation and the OUV of World Heritage sites (Liburd & Becken, 2017). Changing mainstream ideologies and political commitment to

utilitarian growth can erode the OUVs and the sustainable development of tourism in UNESCO World Heritage sites. The pressure for growth and shifts in dominating market segments may recalibrate values – including the universal values on which World Heritage sites depend – towards more utilitarian tenets.

We argue, however, that the well-established dilemma between nature conservation and growth can be constructively approached by stewards who care beyond selfish interests. Stewardship differs from stakeholder and agency theories, both of which find their justification in self-preservation, economic motives and a pragmatist, rational approach to management (Donaldson & Davis, 1991; Freeman, Wicks, & Pamar, 2004; Bernstein, Buse, & Bilimoira, 2016). Stakeholder and agency theories have a strong individualistic focus, which can jeopardize larger environmental and societal good. Stewardship theory does not reject individual motivations, but suggests that those involved gain benefit by putting the interests of others above their own and pursuing actions that generate their own intrinsic rewards (Neubaum, 2013). Neubaum (2013) defines stewardship as "caring and loyal devotion to an organization, institution, or social group" (p. 2). The concept of stewardship is relevant in understanding values – and resulting actions – in the context of nature conservation in World Heritage areas. We discuss how the values framework presented here could be a powerful tool for stewards involved in conservation and innovation for sustainable tourism development to remind those who merely manage and govern of the original nature-focused values.

Methodology

A qualitative approach was adopted to allow for underpinning values to emerge and reduce the risk of being prescriptive. The relativist ontology underpinning the work assumes that reality is socially constructed, even if particular elements of this reality (e.g. the environmental qualities of the GBR and the WS) are measurable by objective approaches.

The first stage of data collection for this research was conducted between December 2014 and March 2015 in Australia. Leading tourism representatives involved in the GBR were identified and contacted for an in-depth interview. The GBR Marine Park Authority's Tourism Reef Advisory Committee was used to identify key individuals. Further interviewees emerged using snowball sampling from recommendations provided by the key stakeholders first interviewed. This process also brought in managers involved in GBR governance, which resulted in 13 in-depth interviews, each ranging from between 30 and 120 minutes. Whilst this is a relatively small number it is important to note that the interviewees were leaders in their field (typically Chief Executive Officers) who collectively had accumulated considerable expertise and longitudinal experience (Liburd & Becken, 2017).

The second stage took place between January 2016 and May 2017 where a total of 12 in-depth interviews with key tourism operators, public sector managers and other stakeholders from the Danish Wadden Sea National Park and WS UNESCO World Heritage Site were collected. Similar to the GBR interviews, the duration of interviews ranged from 30 and 120 minutes. In addition, three tourism co-design workshops were held in 2016 and 2017 in the Danish WS to engage tourism practitioners, researchers, post-graduate tourism students, the public sectors at municipal, regional and national levels in innovation and sustainable development processes.

Tourism co-design is a co-generative and co-learning development endeavour that leverages the communicative interaction between people (Heape, 2007; Mattelmäki & Visser, 2011; Sanders & Stappers, 2008; Liburd, Nielsen & Heape, 2017) and enable people to change their practices. The tourism co-design workshops were video recorded following consent of all participants and lasted three to four hours each. Video protocols were transcribed verbatim, as were all of the 25 in-depth interviews. Interviews were coded for emergent themes using content analysis, a commonly employed tool that is useful for uncovering knowledge and new insights from the participants' perspective (Jennings, 2010: 211-213).

Interviews and tourism co-design materials were complemented by longitudinal participant observation and action research. Action research generally relates to research that is connected to a change process, for example by the researcher working closely with stakeholders who are guided by the research findings to adjust decision making (Munch, 2014). The first mentioned author serves as appointed Chair of the Wadden Sea National Park Board in Denmark (since January 2015). The second mentioned author served on the State of Queensland's Ministerial Taskforce on GBR Water Quality from May 2015 until June 2016. The Taskforce provided advice and recommendations to the Minister for Environment and Heritage Protection and Minister for National Parks and the Great Barrier Reef and the Queensland Government on issues related to water quality targets, management strategies and programs, investment priorities, and monitoring activities.

Findings

The researcher's engagement with the GBR and WS over several years, and the insights gained from the interviews and workshops, helped identify changes in value perceptions of the GBR and WS governance, and moreover, to identify latent opportunities for stewardship, conservation and innovation for the sustainable development of tourism in the two World Heritage sites.

Our analysis demonstrates the importance of a dynamic and holistic understanding of World Heritage stewardship, which lies beyond state governance and formal site management. The distinction between stewardship and governance as the act of

governing has emerged as relevant in this research. Whilst Governance denotes a "conceptual and representational role of the state in the coordination of socio-economic systems" (Hall, 2011 p. 439), it was found that the in the GBR and WS, informal governance is exercised by stewards who care, display loyal devotion and identify with protection of the sites beyond own and state interests. The concept of stewardship thus puts emphasis on the people involved in conservation efforts, their values and dynamic interrelations. It is people who support the protection of nature, or not (Jones & Shaw, 2012).

Hitherto, the resilience and strategic importance of local stewards in World Heritage conservation, and their ability to engage in day-to-day governance have been neglected. In the GBR research, it became evident by identifying values of nature among tourism operators, why new stewardship alliances emerged during a period of systemic crisis (Liburd & Becken, 2017). The crisis emerged in response to declining tourism numbers, a simultaneous mining boom with rapid port development, a change in Government, and ongoing deterioration of the Reef – all of which led to an intervention by UNESCO to assess potential listing as 'in danger'. The GBR crisis re-emphasised the importance of the World Heritage listing to many stakeholders (and stewards), whereby the fundamental reason of the World Heritage designation (i.e. the OUV of the natural asset) gained prominence and the mere marketing or brand value was less influential. The brand value with the growing Chinese market was seen as questionable by several stakeholders, whereas the 'purity' of nature as a key tourism attribute for Chinese visitors was seen as essential.

In the WS, the tourism co-design processes enabled values to transpire at multiple levels and engendered unknown possibilities that inform how conservation and more sustainable tourism practices may be operationalised. Examples of innovations for sustainable tourism from the interviews and workshops include service and experience innovation, branding of local produce, new partnerships and collaboration, climate change mitigation, and emergent opportunities for enhancement of quality of life for senior residents and visitors alike (Liburd, Heape & Knudsen, 2017).

To illustrate the latter, and despite the fact that tourism has historically been used for health purposes, especially in natural environments (Bramwell, 2011; Bramwell & Lane, 2011), the current state of scientific knowledge on health outcomes and practice of how to encourage active or responsible ageing is deficient. Whilst there is some evidence that leisure and tourism can provide health benefits, there is little knowledge of how sustainable tourism development can be used as a tool to facilitate healthier ageing. Moreover, there is very limited exchange and integration of knowledge and skills between visitors and those engaged in conservation. This is in spite of potentially shared values of nature by residents and visitors to the Wadden Sea and the GBR, who may readily engage in stewardship and innovation in and beyond the UNESCO World

Heritage Sites. An experiment of primary prevention for residents and visiting tourists through active, healthy ageing in the WS will be launched primo 2018, which is envisaged to generate new sustainable tourism opportunities while contributing to conservation of the OUVs in the World Heritage Site.

Conclusions

Findings from the two World Heritage sites point towards a more holistic approach to governance of World Heritage Site, including conservation, innovation and sustainable tourism development. This may emerge through recognition of the values held by stewards who devotedly care, beyond individualistic or commercial gain, while not excluding the latter.

Most of the identified opportunities for innovation and sustainable tourism development are still nascent and have not yet been applied to the wider industry or policy context, as they are subject to further, multi-disciplinary and international research. In particular, future research should examine in greater detail the common or differentiated values held by key market segments, including the fast growing Chinese visitors. Explorations should also entail objective and subjective measures of well-being. Investigations of the need for new competences and new business models based on deep understanding of the values held by visitors to world class nature sites are needed. Finally, and as a result of our findings, our future research will be directed at further unpacking how tourism co-design can be used in order to more fully engage researchers, tourism operators, developers and tourists in nature interpretation and transformational learning processes focused on nature conservation and stewardship.

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Environmental Interpretative Panels about the World Nature and Culture Heritage—a Case Study at the Mount Huangshan National Park (China)

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Keywords: Environmental interpretative panels; Mount Huangshan national park; Environmental interpretation; World nature and culture heritage

Abstract

Mount Huangshan National Park, located in the humid subtropical monsoon climate zone of China's Anhui Province and covering an area of 16,060 ha with a buffer zone of 14,200 ha, is also of outstanding importance for its botanical richness and for the conservation of a number of locally or nationally endemic plant species, some of which are threatened with extinction. Despite the great potential in terms of its geodiversity, the park lacks informative and interpretative material about the Geological Heritage. There are 153 environmental interpretative panels in main areas，including Yuping scenic area, Yungu scenic area, the north sea scenic area, hot spring scenic area.

The main purpose of this study is as follows: The spatial distribution of ecological knowledge environmental interpretative panels in Huangshan National Park, combined with the data of visitors' Weibo location, will be used to analyze and improve the future of environmental interpretative panels in Huangshan National Park. To explore the spatial location and explain the theme of e- cological knowledge environmental interpretative panels of whether match the natural environment, whether the spatial location of the ecological knowledge environmental interpretative panels matches the visitors' Weibo sign data. In order to improve the Visitors experience with better spatial location and theme of the ecological knowlege environmental interpretative panels.

The paper addresses aspects of environmental interpretation, interpretative resources (specifically on ecological knowledge environmental interpretative panels), Validate the validity of the existing ecological knowledge environmental interpretative panels, whether it has reached the expectations of visitors, and 300 questionnaires distributed to the tourists of the park. Especially to ascertain whether or not they are meeting the expectations of visitors, 300 questionnaires were distributed to the park's visitors. Using the method of interviews, visited 10 different status of visitors, including the National Park staff, geologists, teachers, environmental education experts, tour guides, college students, etc. Analysis of their assessment of the location and contents of the environmental interpretative panels of Huangshan National Park. The study also encompassed field trips, access to relevant literature, interviews and geographic information systems analysis.

It was found that most visitors did not read the panels, but these who need more useful ecological knowledge environmental interpretative panels to understand the World Nature and Culture Heritage—the Mount Huangshan National Park deeply. It was found as follows: The space layout of environmental interpretative panels of Huangshan National Park is not satisfactory. Weibo sign data show that 83% of visitors published in the viewing platform and rest area. When a panel does not meet expectations and is not read by the public, this may occur, because the panel is not properly located, its design is not attractive, the letters are too small, and the texts are too long and technical or of no interest to the visitor. Some are so complex that even geotourism tourists and geologists cannot understand them. Many people who stop in front of the panel do not read for more than a few minutes because the text is not attractive. The detailed geology of the text is excessive, conducted with highly technical language, which does not please some visitors (more than half of the visitors who did not like it claimed that the language was too technical and that the text is too large). In informal conversations and in situ observations, it was verified that some of the employees of the park were never interested in reading the panel. As the basis for the semipermanent supply of information, interpretative panels can be better used by tourists and also assist the guides and teachers. For this, it is suggested that the following actions are taken:

1. Environmental interpretation of the theme of the panels should be matched with the natural environment.
2. Environmental interpretative panels of the space position should be more choice in the location of tourists to stay in the layout.
3. The content of the environmental interpretative panels should be actively consult experts and non-expert advice.
4. In the future, Environmental interpretative panels should be better for environmental education of visitors, to promote the development of ecotourism and environmental education

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Tourism and rural livelihood sustainability - Hetu Town, Yuexi County at Anhui Province of China

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Abstract

As a vehicle of economic growth and diversification, tourism can make important contribution to the economy in the destination area. However, tourism development often induces changes in the livelihoods of destination communities. In particular, the establishment of tourism areas and associated developments sometimes result in the displacement and relocation of communities, disrupting livelihood systems, socio-political processes and organizations. Therefore, a livelihood approach to tourism and community relations is critical. Thus, this study adopted sustainable livelihood framework is adopted to analyze tourism and livelihoods of rural communities at Hetu Town, Yuexi County of Anhui Province in China. A mixed method research design is adopted, incorporating a quantitative questionnaire survey and qualitative semi-structured interviews. Data were collected during three field investigations from April 2015 to February 2016. The research discovered that tourism has exerts positive influence on the rural community, particularly from economic perspectives. Impacts on rural culture and environment were not prominent at the current stage. Depending on the synergetic relations between tourism and agriculture (tea plantation), most residents in the study area developed a multi-livelihood strategy through Nongjiale operation, which to some extent enhanced their livelihood sustainability. In general, residents demonstrate high level of support toward tourism development. Research results indicated that residents make their decisions to participation in tourism primarily based on their evaluation of their livelihood resources. Rural family's natural capital, physical capital and financial capital were identified as the key factors to influence households' decision of participating in Nongjiale business. However, the increase of income gap within the community was emerging as those with low level of livelihood assets retain its difficulty in participating in tourism, which may generate social problems in the long run. However the associated potential social risks were not considered by the local government and not reflected in local policies. Practical implications were discussed to enhance local participation in tourism and ensure proper benefit sharing within the rural community with an emphasis on the government role.

Keywords: tourism, rural community, Nongjiale, sustainable livelihood

Introduction

Tourism is an agent of change and an important economic development option with the potential to reduce the gap between the poor and the affluent (Wu and Pearce, 2014). However, tourism development often induces both positive and negative changes in destination livelihoods. In particular, the establishment of tourism areas and associated developments sometimes result in the displacement and relocation of communities (Sirima and Backman, 2013; Su et al., 2016 a), disrupting livelihood systems, socio-political processes and organizations (Sirima and Backman, 2013). However, limited study has been accorded to changes in livelihoods in the tourism context.

Sustainable livelihood frameworks focus on the interests of communities and recognize the complexity of people's lives. Being a holistic and people-centered approach to sustainability, sustainable livelihood frameworks have proven to be useful analytical tool for the examination of tourism and community relations, particularly in the rural context (Tao and Wall, 2009, 2011; Wu, 2014; Su et al., 2016 a b c). Therefore, a sustainable livelihood framework is adopted in this study to assess critically the relationships between tourism and livelihoods of rural communities at Hetu Town, Yuexi County of Anhui Province in China.

Sustainable livelihoods in a tourism context

Pioneered in the broad context of rural development, the sustainable livelihood concept has since been applied in a diversity of situations in both developed and developing countries (Ellis 2000; Scoones 1998; Tao and Wall 2009; Mbaiwa and Stronza 2010; Snider 2012; Wu and Pearce 2014). A livelihood comprises the capabilities, assets and activities required for making a living (Chambers and Conway 1992, p7; Ellis 2000, p19). Assets are usually categorized into natural, physical, economic or financial, social and cultural capital, and the access to these assets is mediated by institutions, organizational structure and social relations (Ellis 2000, p19). Livelihoods can be defined at different hierarchical levels, from individual and household to community (Chambers and Conway 1992) and the scale of investigation influences results. Commonly, livelihoods are investigated at the household level and then combined, either explicitly or implicitly, to provide insights at the community level.

The sustainability of a livelihood is assessed according to its ability to cope with and recover from stresses or shocks, maintain or enhance capabilities and assets, and provide livelihood opportunities for succeeding generations (Chambers and Conway 1992; Tao and Wall 2009). Moreover, since livelihoods are not independent but interact and have implications for other livelihood resources and activities, they should ideally contribute net benefits to other livelihoods at the local and global levels and in both the short and long term (Chambers and Conway 1992). Therefore, both short-term coping mechanisms and long-term adaptive strategies influence people's ability to deal with

changing circumstances, maintain their livelihoods and sustain the resource base (Chambers and Conway 1992; Helmore and Singh 2001; Tao and Wall 2009).

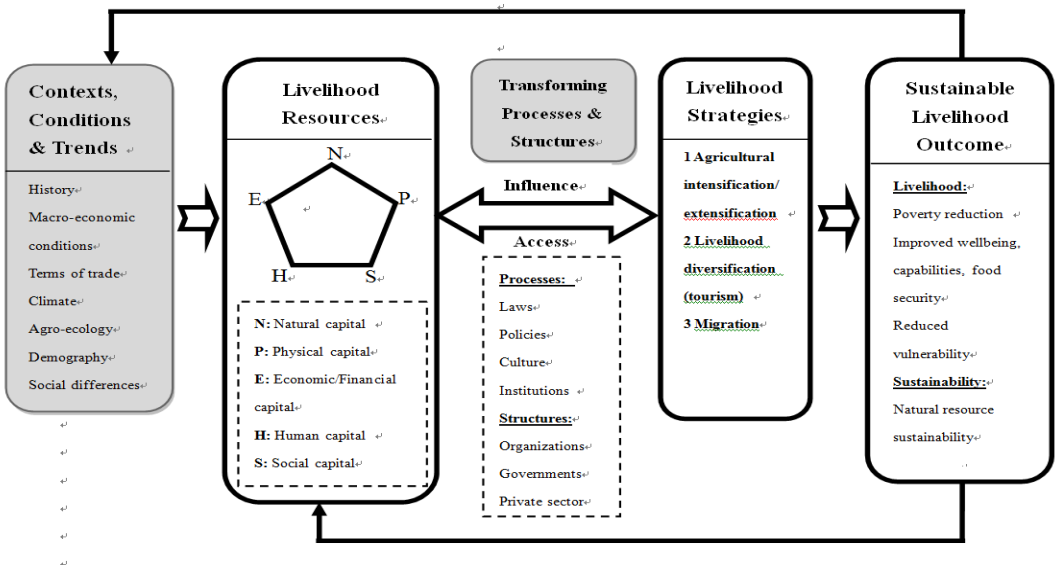
Initiated by UK's Department for International Development (DFID), the Sustainable Livelihoods Framework (SLF) is a widely used framework to analyze community livelihoods. This framework is composed of five key components: contexts, livelihood resources, transforming structures and processes, livelihood strategies, and livelihood outcomes. A diversity of macro conditions and social trends constitute the broad context for people's livelihoods. Livelihood resources are inputs to a livelihood system and are used to generate livelihood outcomes (Scoones 1998; Niehof 2004). Transforming organizations and structures influence whether and how a diversity of livelihood resources is accessed and transformed into livelihood strategies. A variety of livelihood strategies are then constructed. Different outcomes may be achieved in the form of wellbeing, income, empowerment, health and vulnerability (Ashley 2000; Chambers and Conway 1992; Ellis 2000). Both resource/environmental and socio-cultural sustainability are emphasized as sustainable livelihood outcomes (Chambers and Conway 1992; Scoones 1998; Tao and Wall 2009). Ideally, a livelihood should have positive effects on local and global resources and be able to cope with stress and changes and continue to improve (Chambers and Conway 1992). The process is not linear for livelihood outcomes can influence the macro context and conditions and shape the livelihood resources and access to them.

Taking a holistic perspective to people's lives (Lee, 2008), the SL framework acknowledges the multi-sectoral character of real life. People, particularly in rural communities, often gain their livelihoods through multiple strategies using a variety of resources and capitals (Chambers and Conway, 1992; Scoones, 1998; Tao and Wall, 2009). Bringing together the notions of wellbeing, security and capability, vulnerability and resilience, and natural resource sustainability (Bhandari & Grant, 2007), the SL framework has proven to be a useful aid in the assessment of the impacts of development initiatives (Lee, 2008). It can be used to analyze the complex livelihoods of a community (Tao and Wall, 2009, 2011) and to identify potential strategies to make livelihoods more productive and sustainable (Scoones, 1998; Helmore and Singh, 2001; Lee, 2008).

Being a people-centered concept, the SL approach emphasizes the involvement of people in development (Tao and Wall, 2009) and their freedom, albeit with constraints, of livelihood choices (Wu and Pearce, 2013). The community and its members ideally should have the freedom to choose their livelihood strategies and the lifestyle they feel comfortable with (Wu and Pearce, 2013). Alternative choices should be available if tourism-related livelihood strategies and lifestyles do not match needs and preferences (Tao and Wall, 2011; Wu and Pearce, 2013)

SLF has proven to be a useful tool to analyze the complex livelihoods of a community (Tao and Wall 2009, 2011), to identify potential strategies to make livelihoods more productive and sustainable (Scoones 1998; Helmore and Singh 2001; Lee 2008), and to analyze and compare development initiatives with an emphasis on local lives and perspectives (Snider, 2012). It permits the merging of different approaches to understand how varied factors, such as land tenure (Snider, 2012) and different types of organization (Tao and Wall 2011), can shape the livelihoods of rural communities. Therefore, SLF is applied in this study to understand tourism impacts on communities at Hetu Town, Yuexi County at Anhui Province of China.

Figure 1: Sustainable Livelihood Framework (derived from DFID, 1999, Scoones, 1998 and Tao and Wall, 2009)



Research context

Hetu Town, Xuexi County of Anhui Province

Yuexi County is located in the hinterland of Dabie Mountains of Anhui Province of China. Hetu town is located in the west of Yuexi County with an area of 172 square kilometers and the forest coverage rate of 81%. There are seven administrative villages with a population of about 12,000 people. With its unique and well-preserved natural resources, Hetu town hosts two national 4A level Scenic Areas of Mingtang Mountain and Tianxia Gorge and tourism is developing gradually since the opening of Mingtang Mountain Scenic Area in 2008, which received 30,000 visitors in 2014. Tianxia Gorge opened in 2010 and had 25000 visitors in 2014. The tourist season at Hetu Town is

from April to October. Majority of tourists are from surrounding cities with one or two day visits as the major form of tourism.

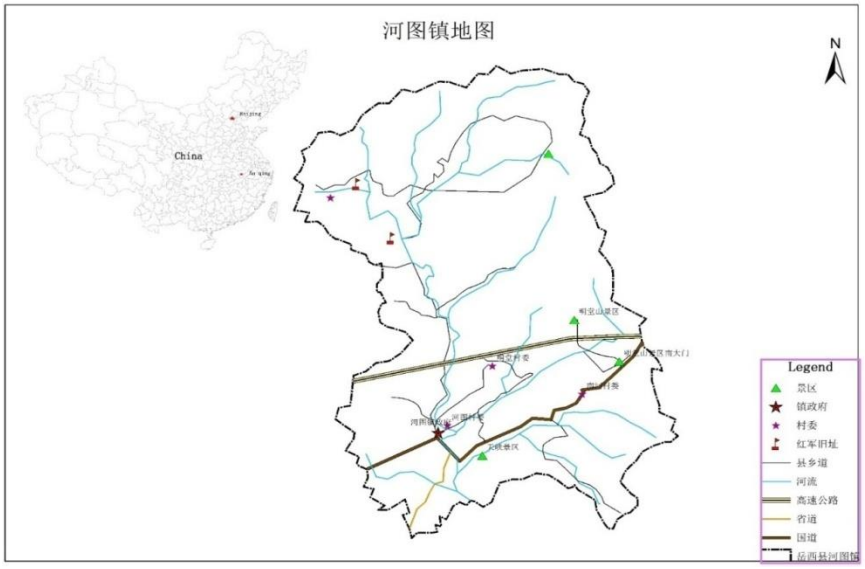


Figure 2: Location map of Hetu Town, Xuexi County of Anhui Province

Figure 2 outlines the location of Hetu Town and its major tourism resources. The research focuses on the area along 318 National Road connecting Mingtang Mountain and Tianxia Gorge, which is also the core area of resident tourism participation, involving three administrative villages of Hetu Town: Nanhe Village, Hetu Village and Mingtang Village.

Methodology

A mixed method research design is adopted, incorporating a quantitative questionnaire survey and qualitative semi-structured interviews. Data were collected during three field investigations from April 2015 to February 2016. The first one involved two weeks in the study area to make initial contacts with the administrative office of Mingtang Mountain and Tianxia Gorge, the village committee of the studied village, conducting interviews and collecting relevant documents. The second field investigations lasted for one month, concentrating in resident interviews in the study area, mostly tourism participants. The third two-week field investigations were primarily engaged in non-tourism participants interviews. Observations were conducted during three field investigations to understand ways of resident participation in tourism and their engagement in other livelihood methods. Field notes were taken to document what was observed and experienced.

Interviews has been widely adopted in livelihood research on tourism and communities (Xiang, 2009; Tao and Wall, 2011; Snider, 2012; Su et al., 2016 a b c) where an

understanding of organizational structures, policy initiatives and their various outcomes is sought. Therefore, face-to-face in-depth interviews were conducted with key government official of Hetu Town, village committee members of Hetu and Nanhe villages, key management officials of Mingtang Mountain and Tianxia Gorge, and village residents near the two scenic areas including a varied mix of gender and ages. As shown in Table 1, names and exact position title of interviewees were not disclosed to ensure privacy.

Table 1: List of interviewees

Type	**Interviewees**		
Local Government	1 Key government official of Hetu Town		
	1 Key member of Hetu village committee		
	1 Key member of Nanhe village committee		
Scenic Area administrative office	1 Key management official of Mingtang Mountain Scenic Area		
	1 Key management official of Tianxia Gorge Scenic Area		
Residents near two scenic areas	Age	Gender	Number of participants
	18-24	Male	2
		Female	0
	25-34	Male	0
		Female	5
	35-44	Male	8
		Female	8
	45-54	Male	8
		Female	5

Interviews with government and management officials intend to understand the status of tourism planning and development, site-level management schemes concerning local livelihoods, and the perspective of site management concerning community participation in tourism. Village-level interviews to reveal the village perspective on the status of tourism development and community participation, the livelihood changes induced by tourism development, attitudes towards these changes, issues and concerns at the village level, and aspirations for the future. Resident interviews were conducted along with the questionnaire survey to understand the socio-economic characteristics of resident informants, current livelihood portfolios, the position of tourism related livelihood activities, changes to livelihood activities induced by tourism development, attitudes toward tourism and livelihood change, issues and concerns, and aspiration for the future.

An in house questionnaire survey was conducted with residents living close to the two scenic areas, including 45 tourism participants with 39 Nongjiale (rural family hotel) operators and 20 non-tourism participants. Each questionnaire survey took about 45 minutes to finish. As tourism participants are highly concentrated close to the two scenic areas along the 318 National Road, almost all tourism participants in the research

area were included. Non-tourism participants were surveys with the convenience sampling method.

Secondary data were collected from Hetu County government, including Hetu County rural tourism research report and the 13th Five-year plan of Hetu County rural economic development.

SPSS 19.0 was used to analyze the quantitative data from resident questionnaire survey. Interviews were firstly transcribed and thoroughly reviewed. Major themes were then identified and categorized according to the elements of the Sustainable Livelihood Framework. Results from different data sources were compared and cross-checked with the contents of the collected documents and researchers' field notes.

Findings

Tourism participation of rural residents at Hetu Town

Questionnaire survey respondents' demographic characteristics were examined and presented in Table1, where no statistically significant differences were examined between tourism participants and non-participants. In general, respondents were mainly middle aged married adults with lower level of education. Most families (58.5%) have 4 or 5 family members.

Tourism development has found to generate a variety of livelihood opportunities and increase family income. Ways of tourism and related participation evolves with the development stages of tourism. During the early stage of tourism development, job opportunities were mainly generated in construction projects and transportation services. Then, a wide variety of jobs were provided by the two scenic areas including ticketing staff, safe guard, tour guide, maintenance staff, lower and middle level management staff and many others. Moreover, self-employment opportunities were also available for rural residents to produce and sell souvenir or local specialties, operate family hotels, offering tea or agricultural tourism programs, provide transportation and other services to tourists. The flexibility and variety of tourism related employments enables residents with different gender, ages and education or skill sets to participate. As listed in Table 2, many families are engaged in more than one type of tourism related employments, ranging from full time to part time and employed to family or self-employed. Rural family hotel (Nongjiale in Chinese) is the most prevailing mode of participation, providing food and accommodation services for tourists, who are also potential consumers of local specialties, such as tea or other agricultural products.

Table 1：Demographic characteristics of respondents

		Percentage			Percentage
Age	18-24	3.1%	**Education**	Primary school	26.2%
	25-34	16.9%		Junior high	49.2%
	35-44	33.8%		Senior high or equivalent	20.0%
	45-54	38.5%		College	4.6%
	55-65	7.7%		University	0%
Gender	Female	47.7%	**Family size**	2 persons	3.1%
	Male	52.3%		3 persons	18.5%
Marital Status	Unmarried	7.7%		4 persons	27.7%
	Married	86.2%		5 persons	30.8%
	Divorced / Widowed	6.2%		6 persons	15.4%
				7 persons	4.6%

Table 2：Resident participation in tourism related employment at Hetu town

Area of participation	**Mode of participation**		**Participation rate (N=45)**
Food and Beverages	Family operated	Full time	80.0%
Accommodation	Family operated	Full time	51.1%
Retail: local specialties store	Family operated	Full time	42.2%
Scenic Area employment	Employed	Full time	20.0%
		Part time	11.1%
Transportation	Self-employed	Part time	6.7%
Tea/agricultural tourism	Family operated	Full time	4.4%

Note: Multiple answers are allowed

Survey results demonstrated that majority of respondents, no matter whether they participated in tourism, were supporting tourism development (96.9%) and held positive prospect of its future development (87.7%). High recognition of positive impacts on living standards (78.5%) and enhancement in local pride (58.5%) were identified among non tourism and tourism participants. The later also reported a noticeable enhancement in family income (68.9%) and skill development (48.9%). However, survey and interview results indicated that no improvement was allocated to education and health care.

It is identified that tourism related opportunities helped to retain migration labors in the villages. Interviews indicated that with tourism supplied opportunities, many couples

chose to stay in the village to take care of their children or aged parents. Therefore, tourism employment, particularly family hotels, is not only a livelihood method for individuals, but also helps satisfy family needs and enhance family relations.

Livelihood analysis of rural residents at Hetu Town

Livelihood resources include natural, physical, financial, human, social and cultural capital. Research results indicated that respondents share similar social network, cultural and education background. There is no significant difference examined between tourism and non tourism participants in terms of human, social and cultural capital. However, as illustrated in Table 3, tourism participants demonstrated higher level of natural capital represented by distance to scenic area, area of agricultural land or tea plantation and residential house.

Table 3: Comparison of natural and economic capital between tourism participant (TP) and non-tourism participants (NTP)

	Residential house (m2)	Tea Plantation (Mu)	Agricultural Land (Mu)	Distance to scenic area (% within 1km)
NTP (n=20)	269.00	3.37	1.58	0%
TP (n=45)	397.18	4.53	3.39	57.8%
Total (n=65)	357.74	4.17	2.84	40%

	Tourism income %	Agricultural income %	Migration work %	Local employment %	Annual income per person (RMB)	Annual expense per person (RMB)
NTP (n=20)	0.0%	29.5%	24.7%	45.8%	26212.5	12633.33
TP (n=45)	40.0%	20.0%	16.3%	23.7%	30191.01	16074.87
Total (n=65)	27.7%	22.9%	18.9%	30.5%	28966.85	15015.93

Note：Income from tea plantation is included in agricultural income.

As indicated in Table 4, rural residents in the study area are commonly engaged in multiple livelihood methods, among which a combination of two (32.3%) or three (35.4%) methods are most common. For non tourism participants, tea, other agriculture, migration work and local employment are equally important livelihood methods. For tourism participants, tourism serves as the core income generator, which is often incorporated with other livelihood methods such as tea plantation, other agriculture, local employment or migration work. Particularly for Nongjiale operators close to scenic areas, annual gross income for a family reaches RMB 300,000 in average as revealed by resident and village head interviews.

Table 4: Engagement in livelihood methods of survey respondents between tourism participant (TP) and non-tourism participants (NTP)

Number of livelihood methods	1	2	3	4	5	6
NTP（N=20）	20.0%	30.0%	40.0%	10.0%	0.0%	0.0%
TP（N=45）	0.0%	33.3%	33.3%	24.4.%	6.8%	2.2%
Total（N=65）	6.2%	32.3%	35.4%	20.0%	4.6%	1.5%
Top two income generators	**Tourism related**	**Tee plantation**	**Other agriculture**	**Livestock**	**Migration work**	**Local employment**
NTP（N=20）	0.0%	40.0%	40.0%	5.0%	35.0%	65.0%
TP（N=45）	80.0%	26.7%	17.8%	2.2%	28.9%	55.1%
Total（N=65）	55.4%	30.8%	24.6%	3.0%	30.8%	55.4%
The livelihood method with the highest investment in terms of financial and human resources						
NTP（N=20） Financial	0.0%	45.0%	15.0%	0.0%	5.0%	35.0%
Human	0.0%	40.0%	10.0%	0.0%	20.0%	30.0%
TP（N=45） Financial	64.4%	11.1%	4.4%	2.2%	4.4%	13.3%
Human	64.4%	11.1%	8.9%	0%	11.1%	4.4%
Total（N=65） Financial	44.6%	21.5%	7.7%	1.5%	4.6%	20.0%
Human	44.6%	20.0%	9.2%	0.0%	13.8%	12.3%

In addition, as indicated in resident interviews, tourism participation helps enhance income from tea or other agricultural products, which is the advantage of the tourism-agriculture/tea combination. Through increasing family income, tourism participation enhances residents' capability to engage in extra livelihood methods. As explained by one male resident:

"We bought a small vehicle after we operated our family hotel for a couple of years. With the vehicle, we could easily travel around. We can also provide transportation

services for our family hotel customers. It is good for our customers and generates extra income for us. Sometimes we also use the vehicle to transport other goods."

Tourism usually requires high level of investments both in financial and human resources. As indicated in resident interviews, particularly for Nongjiale operators, house renovation, purchase of daily necessities and home appliances, facilities upgrades require a large amount of investment. Serving tourists is also highly labor intensive and requires a variety of skills. For non-tourism participants, tee plantation requires highest investment both in terms of financial and human resources, followed by local employment.

Discussion and Conclusion

The revised SL framework is used to analyze impacts of tourism development to the rural livelihoods and its sustainability at Hetu Town. Tourism participants and non-participants were compared over different aspects of livelihood resources and livelihood strategies. The livelihood outcome were then assessed and compared with a focus on livelihood sustainability.

The research discovered that tourism has exerts positive influence on the rural community, particularly from economic perspectives. Impacts on rural culture and environment were not prominent at the current stage. Depending on the synergetic relations between tourism and agriculture (tea plantation), most residents in the study area developed a multi-livelihood strategy through Nongjiale operation, which to some extent enhanced their livelihood sustainability. In general, residents demonstrate high level of support toward tourism development.

Research results indicated that residents make their decisions to participation in tourism primarily based on their evaluation of their livelihood resources. Those who have better access to scenic areas and with better livelihood resources tend to participate. As tourism usually requires high level of investments both in financial and human resources, tourism participants are found to be equipped with higher level of livelihood assets, particularly in terms of physical, financial and human resources, which were identified as the key factors to influence households' decision of participating in Nongjiale business.. Those with low level of livelihood assets retain its difficulty in participating in tourism, thus receiving much fewer benefits from tourism. This situation resulted in the increase of income gap within the community and may generate social problems in the long run. Thus, tourism may not achieve the goal of reducing poverty, on the contrary, income gap among rural residents are enlarged as a result of tourism participation. However the associated potential social risks were not considered by the local government and not reflected in local policies.

Research results indicate that Hetu town is still a regional tourism destination with less government intervention in tourism development and community participation. Rural

residents have take initiatives in tourism participation and the process of livelihood diversification. Due to the important position of government in the Chinese political system, the government role in regulating tourism benefit sharing process is emphasized. Policies and measures from the public sector, i.e. the local governments, are in need to balance the share of tourism benefits within the rural community, in particularly how to involve those who do not have sufficient livelihood assets and enhance their livelihood sustainability. Thus, the enlarging income gap can be reduced and the potential environment and social risks can be mitigated.

Perhaps now is the time to emphasize the diversity of experiences in China. While the top-down emphasis and development through companies prevails, there are other models, which is not surprising given the size of the country and the varying circumstances. Thus, the argument can be made for a more nuanced interpretation of what is occurring in China.

Moreover, it should be noted that this study asserted that the sustainable livelihood framework is a useful and practical tool to research tourism and rural livelihoods relations and can be applied in different contexts to further understand the tourism and community relations.

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Drivers of carbon emissions in China's tourism industry

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Highlights:

- A framework to decompose the direct and total tourism carbon emissions is proposed.
- Carbon emissions are attributed to the intensity, scale, structure, and technology effect.
- A case study of China is provided to demonstrate this framework.
- Results reflect the scale effect as the most positive driving force, whereas the intensity as the most negative.

Abstract

This paper aims to assess the driving forces of carbon emissions in China's tourism industry for the period 1997-2010 divided into five time intervals between the intensity, scale, structure, and technology effects. The general trend of carbon emissions from tourism industry are estimated by the constructed China's Economic-Environmental Accounting (IEEA). Using the index and structural decomposition methods, tourism carbon emission changes are decomposed into eight economy-common and tourism-specific driving forces, respectively. The findings show that: 1) the direct and total tourism carbon emissions cover 0.68% and 2.71% in the total carbon emissions in China in 2010; 2) domestic tourism aggregate and the amount of visitors are the main positive driving forces, with 67.89% and 140.37% contribution rate in the total and direct tourism carbon emissions, respectively; and, 3) energy intensity is ranked as the main negative driving force, especially for non-transport tourism sectors (-33.82%) in the direct tourism carbon emissions. The results demonstrate possible policy solutions for energy-saving and emission-reduction in the tourism industry in China.

Keywords: Tourism industry; Carbon emissions; Driving forces; Index decomposition analysis (IDA); Structural decomposition analysis (SDA); China

Changing Image Schemas of Chinese Beach Destination

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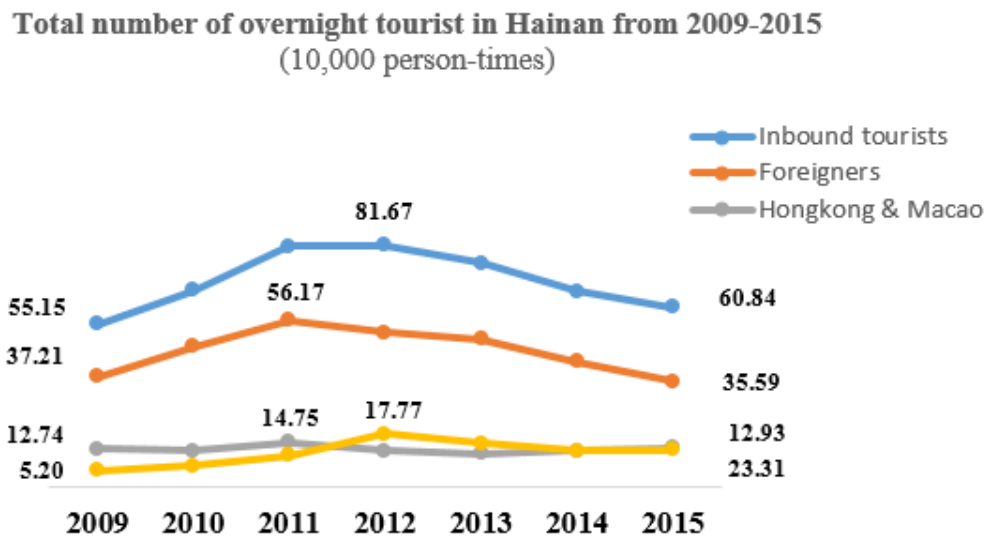
Introduction

Coastal and marine tourism are the biggest segments in the fast growing global international tourism market, wherein beach tourism remains its dominant (UNWTO, 2008, 2015). Compared to the mature beach tourism markets in Europe, America and Oceania, new emerging markets are booming in Southeast Asia, such as Phuket in Thailand, Bali in Indonesia, Sabah in Malaysia, and Boracay in Philippines, owing to their unique Asian tropical beach attractions and culture. Hainan Island is the forefront of beach tourism development in China, but currently is not competitive in international markets. Its international arrivals (excluding visitors from Hong Kong, Macao and Taiwan) have declined in recent years, falling by 36.64% from 2011 to 2015 (Figure 1). One reason to explain this declined trend is tourism marketing (Sanya Tourism Association, 2016) with a weak beach destination image attractive in the international beach market. This paper examines changing Hainan's beach destination image through studying image schemas.

Figure 1: The trend of inbound tourism in Hainan Island from 2009-2015

Data sources: "Hainan Statistical Yearbook 2016" (Bureau, 2016)



Literature Review

Image schema

A schema is the mental knowledge structure about an object (Ghosh & Gilboa, 2014). Schemas are critical factors in persuasion theory, as they guide the whole process of persuasive communication and affect attitude formation and alteration (Perloff, 2010). Image schemas, the broadest sort of schema, are core elements in cognition (Hedblom, Kutz, & Neuhaus, 2016). They are "a set of abstract mental entities which derive mainly from the sensorimotor experience of motion and spatial relations in the process of one's interaction with the environment" (Merchant, 2016, p. 380). This definition emphasises the abstractness of image schemas, although their formation relies on actual sensory experience and perception. Instead, they are derived from destination information in advertisement and created to organize received knowledge. The value of image schemas in cognitive science lies in its role as perceptual prototype used in deriving meanings.

Destination image

A destination image as "a mental structure that integrates the elements, impressions, and values people project onto a specific place" (Huang, Li, & Cai, 2010, p. 255). The mental structure in this definition derived from image schemas is the basis of material knowledge and emotional perceptions of consumers (Espelt & Benito, 2005). Destination images are considered as mental schemas or prototypes in some tourism research (Tasci, Gartner, & Cavusgil, 2007). However, this study holds the view that image schemas are the foundation of image formation (Mandler, 2004). Image schemas are ideal in origin, while destination images have a schematic nature as they can pick required knowledge out of image schemas. A destination image is developed from its image schemas hatched in human mind.

Schema Congruity Theory

Humans process information on the basis of how these information can fit to their existing schemas which act as a stereotype (Widmayer, 2005). Positive stereotypes generate better information understanding (Schneider, 2004). Schema Congruity Theory (Mandler, 1982) has proposed three levels of matching between an object and its activated existing schemas -- schema congruity, moderate incongruity and extreme incongruity. Persuasion researchers assert that positive and negative attitudes are caused by different levels of schema congruity (Ahn & Sung, 2012). This theory has been increasingly applied in marketing, but not used in tourism. Schema incongruity, an important and delicate issue, needs examination (Halkias & Kokkinaki, 2014). However, limited studies in both marketing and tourism provide evidence on how to address this issue.

Based on this theoretical background, this study assumes that the existing image schemas of foreigners activated by Hainan Island is extremely incongruent with their existing image schemas of an ideal beach destination. This extreme mismatch of image

schemas leads to an inappropriate image formation for this destination and further influences international consumers' attitudes. This study examines how to change the schema.

Methodology

This study adopts a sequential exploratory design. First, one-hour in-depth interviews are used to explore the existing image schemas of an ideal beach destination embedded in foreigners' memories. Second, a quantitative study measures the activated image schemas towards Hainan Island using picture stimuli.

This study chose Australians living on Queensland as participants. Theoretically, familiarity with a destination plays a crucial role in destination image formation (Stepchenkova & Morrison, 2008). The more familiar with a destination, the more positive images can be generated (Tan & Wu, 2016). As such, participant selection in this study focuses on foreigners who have extensive beach experience. Practically, Australia is one of the mature beach tourism markets worldwide, beaches have been ranked number one in motivations of 70% international visitors (Tourism Australia, 2017b). Moreover, beach identity has embedded in the hearts of Australians (Australian

Table 1: Numbers of Australian tourists in Hainan from 2009-2015 (10,000 person-times)

Country	2009	2010	2011	2012	2013	2014	2015
Australia	0.61	0.73	0.86	0.69	0.77	0.80	0.73

Government, 2017). It is not only a place providing occupations, but also a place for leisure. In Australian domestic market, beach is the first destination choice; beach dining is the most favourable tourist activity; beach sightseeing and waterways also share a high rank; Queensland is their most popular destination (Gardiner & Scott, 2015). In addition, Hainan Island have a familiar climate and marine recourses with Queensland (Figure 2). Australian tourists only averagely occupies 0.74% of international arrivals in Hainan Island (Table 1). Therefore, it is appropriate to investigate image schema congruity of Australians between their ideal beach destination and Hainan Island, since they have accumulated rich beach experience.

Data sources: "Hainan Statistical Yearbook 2016" (Bureau, 2016)

Figure 2: Some Similar beaches among Queensland, Gold Coast and Hainan

Picture source: Tourism Australia official website (Tourism Australia, 2017a); Hainan International Tourism Island official website (Hainan Tourism Development Commission, 2015)

Results

Preliminarily, this study identified four findings:

- Poorly developed international tourism marketing reveals a weak beach destination image that influences the internationalization of beach tourism in Hainan.
- Image schemas are the foundations of destination image formation.
- Schema congruity theory is valuable for future tourism research, especially on the issue that how to change image schema incongruity.
- The existing image schemas of foreigners activated by Hainan Island is extreme incongruent with their existing image schemas of an ideal beach destination, which affects international consumers' travelling attitudes.

Discussion and Conclusions

This study addresses the issue of a weak beach destination image of Hainan International Tourism Island (China) through manipulating customer image schemas of beach destination. Practically, Chinese traditional culture still dominates the travel motivations of international tourists, and the top Chinese destinations focus on inland

areas rather than beach areas (Facebook Report, 2015). There are few Chinese beach components in the existing image schemas of foreigners. The further international promotions of Hainan have to concentrate on whether its image schemas match the ideal beach destination of foreigners or not, and how to change their image schema incongruity through hatching more beach ingredients. Theoretically, this study extended schema theory in the context of beach destination by using the concept of image schema and developing its measurement scales. It highlights the psychological nature of destination image and the role of image schemas on image formation. Finally, how to reduce image schema incongruity is a further direction in future research.

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Comparison between the Projected Image and Perceived Image of China

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Introduction

Tourist destination image (TDI) is very crucial to the destination's tourism industry. Thus it is very important for the destination to shape a proper tourist image and to develop appropriate promotional strategies. Currently, Chinese tourism is in rapid growth, while the inbound tourism is declining compared with neighboring countries. Facing the intense competition of the surrounding tourist destinations, China must shape more attractive and targeted tourist image. In doing this, the first thing is to know what is the image that China tried to project to the tourists and how tourists perceived it. The paper introduced the concept of "identification-misplacement" of the theory of communication to study the issue, including two aspects which are the image projector mainly referring to the destination government and the image perceiver, i.e. tourists. By compared the "Projected Image" and "Perceived Image", the paper is aimed to provide theoretical basis and policy advices for the enhancement of Chinese tourist image.

Methodology

Sampling

The "identification-misplacement" theory in tourist images' propagation is the theoretical basis of the article. With the advising of "cognitive - affective" image model and "projected-perceived" theory, the paper adopted an unobtrusive study by analyzing the representative English travel blogs the traveler posted on English travel websites such as Travel Pod and China Travel Blog ranging from 2010 to 2016 to study the English speaking countries tourists' perceived image of China. And it also selected the tourism marketing video, pictures and vertical materials that China National Tourism Administration projected through China government marketing websites such as China Tours, Travel the real China, Travel China Guide and Travel, the mostly influential and greatest visited websites by English travelers. For the two aspects of online materials, the paper analyzed 360,000 words netnography of Chinese tourism that tourists posted on the Internet and various texts from China for the publicity of tourist destination image.

Content Analysis and the Analyzing Tools

The paper used content analysis to transfer qualitative material into quantitative data. By using qualitative analysis software Nvivo 8.0, the paper took three steps to code. At the first step of Free Coding, it coded the qualitative material into concept. At the second step of Main Tree Coding, it coded concepts of the first step into categories. At the third step of Selective Coding, it coded categories into structured concepts. For

both projected image and perceived image, the paper analyzed from three dimensions, that is cognitive image, affective image and overall image.

Findings

Firstly, for the cognitive image dimension, the identification of the projected image and perceived image keep accordance as to humanistic attractions, natural attractions, events and activities, tourism facilities and services, tourism-related services, society of tourist destination, atmosphere and features of destination. At the same time, we discovered some cognitive contents that not identified in previous studies, such as the Third World Phenomenon, and tourism price. These two aspects of image were perceived mostly by travelers but were not clear in the projected image. China emphasized a lot on marketing at New Tourism Products seldom perceived by tourists. It lies some misplacement between projected tourism image and perceived image. Secondly, for the emotional image dimension, the contents in projected image and perceived Image showed overall identification. They are “pleasant”, “arousing”, “relax” and “exciting”. The strongest is “pleasure” and the weakest is “excited” among them.

Thirdly, for the overall image dimension, the projected image and perceived image were portrayed China as “beautiful natural scenery”, “traditional and ancient”, “modernization/ internationalization/ economic development”, “delicious food”, “diversification/ ideal destination with perfect facilities and services”, “leisure and humane country”. In addition to this, “the lower price and the busy life” in China came in tourists’ eyes, which are not in projected materials.

Discussion

The article discussed the reasons for these "identification - misplacement". Firstly, because the dynamic of the tourist image, there are some new contents in projected Image" and "perceived Image. Secondly, although the projected image intended to shape China as leisure place and with rich special tourism products, such as the golf and photography destination, there is a lack of attractive travel itinerary to support the image. Thirdly, new contents has been projected, due to the hysteresis of the tourists’ perception, it will take time to perceive by tourists. The marketing activities and product attractiveness influenced the hysteresis.

The article studied Chinese tourist image from projected and perceived, which make up the shortage that only from the perceived focus in previous study. The analysis of "identification - misplacement" deepened the study for the formation mechanism of Chinese tourist image, which provide reference for effective dissemination of tourist images. The travel reviews, blog, promotional materials on the Internet is the essay’s material sources. They are innovation for previous studies which collected data through questionnaires.

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Tourists Perceived Value and Experience Preference based on AR Technique - A Study on Potatso National Park, China

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Keywords: Perceived value, Augmented Reality, experience preference, National Park

Background

China is developing the eco-tourism to realize the harmony between human and nature, and gradually established the national park management system. However, there is still lack of research and practical experience in the national park visitor experience. National park in China are to design activities to optimize visitor benefits while still protecting resources, and it is critical to understand what visitors prefer from their park experience and their perceived value in order to attainment their benefits. At the same time, with increasingly booming of AR technology, the combination of new technology and tourism attraction has brought vitality to tourism industry. A research on national park and AR technology for tourism experience preference and tourists perceived value, can provide valuable insight on protecting and keeping the unique value on natural and cultural heritage of national park, enhancing the tourism experience of fun and interactive immersion, and enriching tourists' natural and cultural knowledge, *etc.* However, there has been a lack of primary research in examining Chinese visitors' preferences in national park and whether or not visitors perceive they attain beneficial outcomes from these experiences.

Literature Review

Perceived Value and Preference

Perceived value as a theoretical and empirical construct has recently been receiving increased attention in tourism research. It is defined as 'a customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations' (Woodruff, 1997, p. 142). However, there is very limited research that has examined the perceived value of experience in tourist behavior (Prebensen, Woo, Chen, & Uysal, 2012). This paper established a specific perceived value dimension based on the background of Potatso National Park.

Individuals are guided by their evolving preferences of the natural world, and preferences is an expression of underlying human needs, while there is a lack of research on tourism experience preference (Crouch, 2016). Madrigal (1994) predict tourists' preference based on the personal value system, and the results showed that value system predict activities more effectively than demographic characteristics. Lee (2007) studied the relationship among gender difference, attraction features, and tourism experience preference, and found that female tourists prefer more on socialization, while male tourists prefer more on natural environment. It is believed that tourists' preference is an important factor influence motivation and satisfaction (Hassell, Moore, & Macbeth, 2015), and is strongly impacted by previous experience (Crouch, 2016).

AR Technology

Augmented Reality (AR) is a kind of visualization technology, which overlays digital content onto real objects. In tourism context, it creates an enjoyable and realistic learning environment directly to enhance the experience in destination (Dieck, 2016). Although AR is regarded as a protection tools on resource and heritage features, some researchers have proposed that whether to accept such alternative also depends on the attitude of the tourists and their requirement for authenticity (Guttentag, 2010). However, because social development and the tourist preferences of new generation change, and the purpose and effect of virtual technology usage are different, AR has great development potential as a new technology.

In China research on AR technology in tourism are mainly concentrated on the key technique, application advantages, user experience characteristics, digital display, and system development/ application in terms of cultural tourism experience. For example, the tracking registration algorithm and experimental analysis of AR technology in the digital landscape reconstruction of Summer Palace (Chen & Wang, 2010). Currently in tourism field, AR technology development in China mainly focus on cultural tourism resources and products, while in recent year there is a noticeable trend of applying AR on smartphones.

In summary, the existing tourism experience research provides a good theoretical foundation, but there is a need on more empirical research of Chinese AR experience, especially in the context of national park where require environmental resources protection. This current research is trying to study Potatso NP in Yunnan Provence as a case, by applying AR technology in tourists experience, investigate the relationship of tourist preference and perceived value to profile potential tourist market characteristics of Chinese national park.

Methodology

Characteristics of Study Area

As the research site, Potatso National Park is located in the northwest Yunnan and the center of world natural heritage -- "three rivers flow", possessing natural villages of Tibetan culture at the same time, in 2007 become the first domestic national park, formally approved by Yunnan province, and is a typical national park among the 10 national park pilot areas in China. Potatso National Park has various biological resources, beautiful natural scenery, and rich recreational resources, but tourism activities are mainly sightseeing still, and tourism experience is under-developed.

Questionnaire Design

The questionnaire is designed including three sections: the tourists' perceived value, AR experience preference, and demographic information. The measurement scale were established based on the literature review and researchers' previous field research. There are six dimensions of tourist perceived value including nine items: *hedonic value* (PV1 & 2), *emotional value* (PV3, 4, & 5), *cultural cognitive value* (PV6), *nature knowledge value* (PV7), and *social value* (PV8 & 9). As for AR experience preference, there are seven measurement items covering dimensions on *memorable, educational, cultural, temporal, emotional, fun,* and *social.* The questionnaire used the Likert five-point scale (1 as very reluctant to and 5 as very willing to).

Data Collection

In March 2017, online questionnaire was conducted with a mobile APP named Questionnaire Star, to target the respondents who have intention to visit Potatso National Park. With a snowball sampling method, the respondents who were initially sought by the researchers recommended more respondents and ensured that the demographic factors of the sample was in a big range and representative. Within two weeks, 322 questionnaires were collected, and 100% valid due to the setting up of compulsory survey questions. Furthermore, the data were examined on the validity and reliability to ensure the sample quantity meeting the requirement of research need.

Result of Data Analysis

1. Profile of Respondents

1.1 Demographic Characteristics of Respondents

According to the survey results, 57. 8% of respondents under 35 years old, mainly holding a Bachelor's degree or postgraduate education (85.4%). In terms of the occupation, most are enterprises staff (39.1%), then students (28.9%). Single respondents are 44.1% and married respondents are 54.6%. Among married respondents, 48.4% are married with children. The majority of respondents (86.6%) were never visited Potatso National Park (Table 1-1).

Table 1-1. Respondents profile.

character	number	%	character	number	%
Gender			**Have been to Potatso**		
Male	143	44.4	Yes	43	13.4
Female	179	55.6	No	279	**86.6**
Age			**Occupation**		
Below 25	109	**33.9**	management level	40	12.4
26-35	77	23.9	staff	126	**39.1**
36-45	80	24.8	government & institute	20	6.2
46-55	46	14.3	freelance	15	4.7
56-65	8	2.5	student	93	28.9
Above 65	2	6	stay at home	3	0.9
			others	25	7.8
Marriage Status			**Education**		
single	142	44.1	high school or below	13	4
married with child	156	**48.4**	college	34	10.6
married without child	20	6.2	bachelor	173	**53.7**
other	4	1.2	master/PhD	102	31.7

1.2 Important Perceived Values and AR Preference.

According to the results of mean value shown in Table 1-2, the top three important perceived values are “can release the pressure and be relaxed (PV1; *M*=4.51)”, “can be close to the nature (PV3; *M*=4.36)”, and “can improve the interrelationship of friends/ family (PV9; *M*=4.28)”. The top three preferred AR experience are “scan some national conservative plants to get the information on attribute/character/protection (AR2; *M*=4.31)”, “scan the landscape of the meadow to see the video image of wild animals migrating (AR6; *M*=4.23)”, and “scan a specific scene to get different views of the four seasons (AR4; *M*=4.19)”. (+content)

Table 1-2. Important perceived value and AR preference.

Construct and indicator	**N**	**Mean**	**Std Dev**
Perceived value			
PV1.Can release the pressure and be relaxed	322	4.51	.652
PV3.Can be close to the nature	322	4.36	.684
PV9.Can improve the interrelationship of friends/family	322	4.28	.718

Construct and indicator	N	Mean	Std Dev
PV2. Joy and excitement	322	4.16	.754
PV4. Spirit purify and growth	322	4.14	.816
PV5. Explore new thing and satisfy curiosity	322	4.04	.804
PV6. Get to know Shangri-La's local custom	322	3.98	.864
PV7. Enhance knowledge of flora and fauna	322	3.96	.804
PV8. Know interesting people and make friends	322	3.52	1.008
AR Preference			
AR2.Scan some national conservative plants to get the information on attribute/character/protection	322	4.31	.716
AR6.Scan the landscape of the meadow to see the video image of wild animals migrating	322	4.23	.729
AR4.Scan a specific scene to get different views of the four seasons	322	4.19	.788
AR1.A national park AR brochure bring home the AR experience	322	4.15	.837
AR3. Scan residential area to see the 3D virtual performance of ethnic minority	322	3.93	.904
AR5."Treasure hunt" (interactive game with reality)	322	3.92	.942
AR7.Share feelings with people who is using apps nearby	322	3.60	.920

2. One-Way ANOVA analysis

One-Way ANOVA analysis was conducted in SPSS, to examine the significant differences among demographic factors in terms of the perceived value and AR experience preference respectively.

2.1 Perceived value based on demographic characteristic

Gender. There is significant gender difference in terms of PV1 and PV6 (Table 2-1). For female it is more important to release and be relaxed in Potatso National Park, and more like to know Shangri-La's local custom.

Table 2-1. Gender difference on perceived value.

		One-way ANOVA		*F*-value	Sig.
	Overall mean	Male (N=143)	Female (N=179)		
PV1.Can release the pressure and be relaxed	4.51	4.43	4.58	4.509	.034
PV6. Get to know Shangri-La's local custom	3.98	3.85	4.07	5.193	.023

Age. The result also shows that there is significant different between age groups in terms of PV3 (Table 2-2). Age between 26 and 35 is more intend to be close to the nature, while age between 18 and 25 are not that interested in this perceived value.

Table 2-2. Age difference on perceived value.

		One-way ANOVA		*F*-value	Sig.
	Overall mean	18-25 (N=109)	26-35 (N=77)		
PV3. Can be close to the nature	4.36	4.19	4.58	3.180	.008

Occupation. There is significant difference between respondents at management level and respondents who stay at home (Table 2-3). It seems the manager desire more on the feeling of being close to the nature, and this maybe due to their work pressure and little chance to be in nature environment. But because there are only four respondents who are stay at home, the result may need to be further examined with more samples in the future.

Table 2-3. Occupation difference on perceived value.

		One-way ANOVA		*F*-value	Sig.
	Overall mean	Management level (N=40)	Stay at Home (N=3)		
PV3. Can be close to the nature	4.36	4.52	3.32	3.170	.005

Marital status. According to the SPSS analysis, there are significant differences between respondents in terms of PV6, PV8, and PV9, as shown in Table 2-4.

Table 2-4. Marital status difference on perceived value.

	One-way ANOVA				*F*-value	Sig.
Overall mean (N=322)	Single (N=142)	Married with child (N=156)	Married without child (N=20)	Other (N=4)		

PV6. Get to know Shangri- La's local custom	3.98	4.11	3.90	4.00	2.25	7.212	.000
PV8. Know interesting people and make friends	3.52	3.69	3.37	3.75	2.25	5.231	.002
PV9. Interrelationship of friends/family	4.28	4.30	4.28	4.50	3.00	5.079	.002

According to a pos-hoc analysis of Tukey HSD, marital status of "other" is significant different with "single", "married with child", and "married without child". Compared with "other" marital status, single and married respondents feels it is more interests in knowing local custom, making friends and improve relationship with friends and family. But again, there are only four respondents whose marital status are "other", the validity of result need further examined.

Whether been to Ptatso before. There is significant difference on PV1 and PV6 between group of respondents have been to Potatso before and group that not been to (Table 2-5).

Table 2-5. Whether been to Potatso before influence on perceived value.

		One-way ANOVA		*F*-value	Sig.
	Overall mean	Yes (N=43)	No (N=279)		
PV1.Can release the pressure and be relaxed	4.51	4.70	4.48	4.509	.034
PV6. Get to know Shangri-La's local custom	3.98	3.53	4.04	5.193	.023

On the one hand, it seems that respondents have been to Potatso more recognized the feeling of relaxation after seeing the nature scenery, which reflect their high quality experience on this aspect. While because the local custom is not available for most tourists, they did not think they can perceive the value of getting to know Shangri-La's local custom. On the other hand, according to respondents who have never been there, they really wish they could experience some local custom.

2.2 AR experience preference based on demographic characteristic

Gender. There is significant gender difference in terms of AR2, AR3, and AR5 (Table 2-6). It shows comparing with male respondent, female more prefers "scan some

national conservative plants to get the information on attribute/character/protection (AR2)", "scan residential area to see the 3D virtual performance of ethnic minority (AR3)", and "Treasure hunt" (interactive game with reality; AR5)".

Table 2-6. Gender difference on AR experience preference.

		One-way ANOVA		*F*-value	Sig.
	Overall mean	Male (N=143)	Female (N=179)		
AR2.Scan some national conservative plants to get the information on attribute/character/protection	4.31	4.20	4.39	5.574	.019
AR3. Scan residential area to see the 3D virtual performance of ethnic minority	3.93	3.79	4.03	5.848	.016
AR5."Treasure hunt" (interactive game with reality)	3.92	3.77	4.03	6.364	.012

Marital status. There is significant difference between in terms of AR3 and AR7 (Table 2-7). According to a pos-hoc analysis of Tukey HSD, marital status of "other" is significant different with the other three groups. Single and married (with or without child) respondents more prefer on "scan residential area to see the 3D virtual performance of ethnic minority (AR3)", and "share feelings with people who is using apps nearby (AR7)", demonstrated these three groups are more social tendency. But again, because there are only four respondents' marital status are "other", the result may need to be further examined with more sample size in the future.

Table 2-7. Marital status difference on AR experience preference.

		One-way ANOVA				*F*-value	Sig.
	Overall mean (N=322)	Single (N=142)	Married with child (N=156)	Married without child (N=20)	Other (N=4)		
AR3. See the 3D virtual performance	3.93	3.88	3.98	4.10	2.50	3.987	.008
AR7.Share feelings with people	3.60	3.60	3.59	3.90	2.25	3.677	.013

3. Correlation Analysis

Correlation analysis was conducted in SPSS, to examine the significant relationship between perceived value and AR experience preference among the respondents. According to the results, all of the PV variable and AR variable showed significant correlation (sig. = .000). We analyzed the medium (0.5>r>0.3) and strong (1.0>r>0.5) correlation based on *r* value as shown in Table 3.

Table 3. Correlation on perceived value and AR experience preference.

		PV6	PV7	PV8	PV9
AR2	Pearson		.418(**)		
	Sig. (2-tailed)		.000		
	N		322		
AR3	Pearson	**.580(**)**		.425(**)	
	Sig. (2-tailed)	.000		.000	
	N	322		322	
AR4	Pearson		.377(**)		
	Sig. (2-tailed)		.000		
	N		322		
AR5	Pearson	.415(**)			
	Sig. (2-tailed)	.000			
	N	322			
AR6	Pearson		.395(**)		
	Sig. (2-tailed)		.000		
	N		322		
AR7	Pearson	.438(**)		**.512(**)**	.414(**)
	Sig. (2-tailed)	.000		.000	.000
	N	322		322	322

** Correlation is significant at the 0.01 level (2-tailed).

First, according to the result, the strongest correlation is *r* =.580. These respondents prefer AR3, also feel it is important to achieve PV6. At the same time, there is a medium correlation between AR3 and PV8 (*r* = .425). We can conclude that *scanning residential area to see the 3D virtual performance of ethnic minority* (AR3) is a good method to achieve their perceived value of *get to know Shangri-La's local custom* (PV6), and *know interesting people* (PV8). PV6 and PV8 can be regarded as the underlying psychological reason on AR3. Similar, the result shows there is correlation between AR7 and PV6, PV8 and PV9 respectively, which means s*haring feelings with people who is using apps nearby* has a strong correlation with *knowing interesting people and make friend* (*r* = .512), and has a medium correlation with *getting to know Shangri-La's local custom* (*r* = .438) and *improving the interrelationship of friends/family* (*r* = .414). The above results demonstrate the causal relationship in terms of Chinese tourists' social need on AR experience during the travel.

Second, the result shows that respondents prefer AR2, AR4 and AR6 also feel it is important on the perceived value of PV7. To be specifically, to achieve the perceived value of *enhance knowledge of flora and fauna* (PV7), these respondents prefer the following three AR experience: *scanning some national conservative plants to get the information on attribute/character/ protection* (AR2), *Scan a specific scene to get different views of the four seasons* (AR4), *Scan the landscape of the meadow to see the video image of wild animals migrating* (AR6). At the same time, there is correlation between AR5 and PV6, which could be explained as *Treasure hunt game* is a good method to realize the perceived value of *getting to know Shangri-La's local custom.* This is because we provide an example of "treasure" as "minority jewelry", and the game is collect enough jewelry to win the prize. This indicate that the respondents when increasing knowledge on local culture and custom also prefer having fun with interaction game during the experience. The above results shows the needs on knowledge-seeking during tourists travel.

Conclusion and Further Research

This research studies Potatso NP in Yunnan Provence as a case, by applying AR technology in tourists experience, investigates the relationship of tourist preference and perceived value to profile potential tourist market characteristics of Chinese national park. To our knowledge, this is the first study that provides empirical evidence regarding the AR adoption potential with experiential attributes and tourists perceived value on visiting Chinese national park.

A questionnaire is designed to collect data on tourists' perceived value, AR experience preference, and demographic information. The questionnaire used the Likert five-point scale and the mobile APP named Questionnaire Star was used to target the potential respondents and 322 questionnaires were collected. According to the survey results, the respondents' profile is under 35 years old, enterprises staff holding a Bachelor's degree or postgraduate education. The majority of respondents are married and never visited Potatso National Park before. The results showed the top three important perceived values are "Can release the pressure and be relaxed", "Can be close to the nature", and "Can improve the interrelationship of friends/ family". The top three preferred AR experience are "Scan some national conservative plants to get the information on attribute/character/ protection", "Scan the landscape of the meadow to see the video image of wild animals migrating", and "Scan a specific scene to get different views of the four seasons".

One-Way ANOVA analysis was conducted to examine the significant differences among demographic factors in terms of the perceived value and AR experience preference respectively. The result shows that as for the perceived value, 1) compared with male, female respondents feel it is more important to release and be relaxed in Potatso National Park, and they more like to know Shangri-La's local custom; 2) Age

between 26 and 35 is more intend to be close to the nature, comparing with the age between 18 and 25; 3) the respondents' occupation at manager level desire more on being close to the nature than respondents who stay at home, maybe due to the work pressure and little chance to be in nature environment; 4) Respondents whose marital status is "other" is significant different with single and married respondents, and they have less interests in terms of "knowing local custom", "making friends" and "improve relationship with friends and family"; 5) respondents have been to Potatso more recognized the feeling of relaxation after seeing the nature scenery, while respondents who have never been there, they express their interests on experiencing local custom. As for the AR experience preference, 1) comparing with male respondent, female more prefers scanning plants to get the information, scan residential area to see the 3D virtual performance, and "Treasure Hunt"; 2) marital status of "other" have significant less preference than the other three groups (Single, married with /without child) on "scanning residential area to see the 3D virtual performance", and "share feelings with people who is using apps nearby", demonstrated these three groups are more social tendency.

Correlation analysis was conducted to examine the significant relationship between perceived value and AR experience preference and it is found that the following items have strong correlation: 1) scanning residential area to see the 3D virtual performance of ethnic minority is a good method to achieve their perceived value of get to know Shangri-La's local custom; 2) sharing feelings with people who is using apps nearby has a strong correlation with knowing interesting people and make friend.

The development of ecological tourism and the environmental awareness in China, requires high tourism experience while minimize the environmental impact at the same time. As a result there is a need of development on interactive products to express aesthetic value, introducing knowledge, promoting local culture so that to improve the ecological tourism experience quality and satisfy the tourists' need. Furthermore, now that Augmented Reality technology is considered robust enough to provide valuable, effective services, and it is critical to investigate what potential users expect and need (Kourouthanassis, 2014). It is believed that this study can provide valuable insight on protecting and keeping the unique value on natural and cultural heritage of national park, enhancing the tourism experience of fun and interactive immersion, and enriching tourists' natural and cultural knowledge, *etc*. On the one hand, in this study the AR technology designed in national park experience can well match the respondents' perceived value on knowledge-seeking and social interaction. On the other hand, according to the above analysis, hedonic and emotional perceived value (PV1-5) were ranked as quite important perceived value by the respondents, while there is relatively weak causal relations between these values and the AR experience. This may because current designed AR experience cannot effectively realize these two dimensions of perceived value, and it can only be fulfilled by the authentic experience in the nature.

It is suggested that further studies could apply qualitative methods such as in-depth interviews and observations to provide additional insights regarding the AR experience design to better satisfy the hedonic and emotional needs. At the same time, more data could be collected during pre-tested period in Potatso National Park when the APP is ready, to get more information on AR experience.

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The impact of Airport Service Quality on Passengers' Attitudes and Behaviours

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Abstract

The study is intended to examine the relationship between tourists' perception of airport service quality and tourism destination choice. Previous research on airport management has not reached consensus on measuring airport service quality. The current paper reviews existing airport service quality measures and determines an optional one for the intended study.

Introduction

Globalisation and privatisation have transformed airports into complex diversified business organisations that emphasise on service quality, service efficiency and customer satisfaction to achieve a competitive advantage (G. C. L. Bezerra & C. F. Gomes, 2016; Fodness & Murray, 2007; Herrmann & Hazel, 2012; Park & Jung, 2011). A recent study by The Airport Council International (2016) concluded that increasing passenger satisfaction by improving service quality is the optimal route for airports to achieve higher volumes of passenger traffic and increase non-aeronautical revenues.

Service quality has been extensively discussed in the literature as an antecedent to customer satisfaction and loyalty in various industries. For instance, Bahia and Nantel (2000), Angur, Nataraajan, and Jahera Jr (1999) Lassar, Manolis, and Winsor (2000) studied service quality in the Banking industry. Saha and Theingi (2009) Tsaur, Chang, and Yen (2002) Park (2007) in the airline industry; Prentice (2013), McCain, Jang, and Hu (2005), and Shi, Prentice, and He (2014) in the Casino industry. Sadiq Sohail (2003) Andaleeb (2001) and Büyüközkan, Çifçi, and Güleryüz (2011) studied service quality in health care. Service quality is ultimately transferred into business profitability (Gilbert & Wong, 2003; Rust, Zahorik, & Keiningham, 1995; Subha & Archana, 2013; Wicks & Roethlein, 2009; Zeithaml, 2000).

Service quality is also critical for Airport management as service delivery at the airport premises creates the first and last impression of a passenger's travel journey. Practitioners in the airport industry are adapting a relationship marketing approach by aiming to optimise service quality to maximise passenger satisfaction as a long-term objective to generate revenues. Passenger satisfaction with airport service quality has implications for destination choice for business and leisure.

Improving airport service and passenger satisfaction would facilitate the host city becoming a destination in its own right. In this case, the airport would move beyond the primary aviation functions, and the airport precinct could be transformed into a

tourism and business destination that offers a multiplicity of services. Improving Airport Service Quality can significantly impact passenger's satisfaction and generate high revenue for the airport. Furthermore, by evaluating passenger's perceptions management will be implement robust changes according to what passenger recognise as most important.

Unlike other businesses or organizations, an airport involves diversified stakeholders (e.g. airlines, retailers, immigration, and airport security). Service provision and service quality perceptions vary vastly across different stakeholders. Identifying service quality attributes predetermines the appropriate improvement strategies for airport management (Pantouvakis & Renzi, 2016). Airport service quality literature has acknowledged the complexity of the industry by identifying the dimensions that echo airport service quality through conceptual models (Fodness & Murray, 2007) or by identifying the dimensions that drive passenger satisfaction (Bogicevic, Yang, Bilgihan, & Bujisic, 2013; Lin & Chen, 2013). However, no consensus has been reached in relation to assess airport service quality. It is critical to identify appropriate service provisions that affect passengers' perception of airport service quality and their attitudes towards the airport. This identification is particularly important for major tourism destinations such as Gold Coast in Australia as passengers' perception and attitudes towards the airport has implication for their intention to opt for the host city as their first choice of destination. Previous research has not differentiated assessment of airport service quality on the basis of host cities. The current study is focused on identifying an optima measure for assessing service quality of the airport that is located adjacent to major tourist destinations.

Airport service quality as a driver of passenger satisfaction

Airports today face strong competition. Passengers' expectation of the tangible and intangible elements of the airport services is continuously increasing. The importance of satisfying passengers is a critical consideration for airport management and a challenging one. When airport services are delivered efficiently, passengers are able to enjoy the airport experience, and increase their overall satisfaction of the services. For example, additional time spent by passengers waiting in queues at different touchpoints will not only limit leisure enjoyment, but will decrease expenditure in the airport terminal. This will significantly impact the airport's profitability as non-aeronautical revenues have become paramount to the strategic commercialisation that airports seek to achieve (Fernandes & Pacheco, 2010; Pandey, 2016). More so, passenger's "intention to return" to the destination city and the possibility of recommending to others depends on their satisfaction with the airport service quality. Therefore, achieving passenger satisfaction is a valuable asset for airports to sustain a competitive advantage.

Passenger perception of the airport service quality plays a central role in satisfying passengers and in the airport's total quality management strategy (Yeh & Kuo, 2003). Many studies have demonstrated the strong relationship between service quality and passenger satisfaction in the context of the airport industry (G. Bezerra & C. F. Gomes, 2016; Bogicevic et al., 2013; Park & Jung, 2011; Subha & Archana, 2013). Service quality precedes passenger satisfaction as quality is derived from an outcome of a provided service. Furthermore, Walker and Baker (2000,) emphasise that the level of quality will influence customer satisfaction.

Prior studies have identified airport service quality factors which influence passenger satisfaction such as flight timeliness, information accessibility, efficient security and check-in-processes, signage and orientation, terminal facilities, and restaurants (Chen & Chang, 2005; Ching, 2014; Correia, Wirasinghe, & de Barros, 2008; de Barros, Somasundaraswaran, & Wirasinghe, 2007; Fodness & Murray, 2007; Martín-Cejas, 2006; Mikulić & Prebežac, 2008). Chao, Lin, and Chen (2013) found in their study that passenger satisfaction was highly affected by the poor check-in and departure security inspections processes. Their study recommended airport management's urgent attention to continuously improve those touchpoints. Pantouvakis and Renzi (2016) further argue that satisfaction perceptions of Airport Service Quality are not only related, but are highly influenced by passenger's nationalities. However, No consensus has been reached on specific dimensions of measuring airport service quality.

Measuring airport service quality

Airports operate in a rapidly changing environment and therefore, place strong emphasis on delivering high services to passengers, i.e. the perceived level of service (Francis, Fidato, & Humphreys, 2003) to meet or exceed the expectations of the service offering (Fodness & Murray, 2007). Recently, airport service quality has been widely studied in different contexts such as Thailand (Pandey, 2016; Pantouvakis & Renzi, 2016); South Africa (Lubbe, Douglas, & Zambellis, 2011); Nigeria (Adeniran & Adekunle, 2016); and Brazil (G. Bezerra & C. F. Gomes, 2016). Doganis (1992) as cited in (Gillen & Lall, 1997, p. 262) categorises the services and facilities provided by an airport into three areas; essential operational services, traffic-handling services and commercial activities.

Airport service quality diverges from the conventional service quality approach (e.g. gap model) in marketing research in that it focuses on the attribute level. The angle view of service quality varies; Yeh and Kuo (2003), H. L. Chen (2002) and Rhoades, Waguespack Jr, and Young (2000) analysed passenger's perceptions based on stakeholders input rather than passengers themselves. Others have analysed service quality based on expectancy and performance through passenger input (Chao et al., 2013) whilst some (Bezerra, Linhares, & Gomes, 2016; Correia et al., 2008) have

attempted to develop a global index to evaluate the level of service (LOS) of airport dimensions.

Chen (2002) used quality-benchmarking deployment to sort the airport service quality elements and passenger's expectations of those elements. Face to face interviews identified the selected items that were used to survey passengers at six major Asia-Pacific airports. The findings showed that "convenience of transport facilities connecting to the outside", "interior design and layout" and "information service of the airport" were critical service quality factors (Fodness & Murray, 2007). Yeh and Kuo (2003) presented a fuzzy multi-attribute decision making approach to evaluate ASQ in 14 major Asia-Pacific International Airport through Surveys while Tam and Lam (2004) used the IPA technique to identify facilities that require most improvements in the terminal facility by examining the relationship between the weights and visibility indexes. To overcome the gap in the (IPA) approach, Tsai, Hsu, and Chou (2011) employed the Analytical Hierarchy Process (AHP) and (VIKOR) methods to examine passenger's satisfaction and perceptions.

The Airport Council International (ACI) (2000), conducts surveys through 512 member airports to evaluate the quality of airport services. The outcome of the survey identified 13 objectives and 38 subjective criterions that evaluate overall airport service quality. These factors have formed the basis for the measurement of Airport Service quality in many studies, including Car Parking (Ansari & Agarwal, 2015; Bogicevic et al., 2013); efficient Check-in and security (Ansari & Agarwal, 2015; Chien-Chang, 2012; Lubbe et al., 2011; Martín-Cejas, 2006); Facilities and retail (Ansari & Agarwal, 2015; Correia et al., 2008; Farahani & Törmä, 2010; Mikuli & Prebe, 2008; Pandey, 2016; Rhoades et al., 2000; Rowley & Slack, 1999; Yeh & Kuo, 2003); Staff courtesy and efficiency (Ansari & Agarwal, 2015; de Barros et al., 2007; Pantouvakis & Renzi, 2016; Yeh & Kuo, 2003); Information convenience and display (Chen & Chang, 2005; Correia et al., 2008; de Barros et al., 2007; Fodness & Murray, 2007; Sadiq Sohail, 2003; Sohail & Al-Gahtani, 2005; Yeh & Kuo, 2003); Signage and orientation (Correia et al., 2008; Fodness & Murray, 2007); Walking distance (Chien-Chang, 2012; Correia et al., 2008; Liou, Tsai, Lin, & Tzeng, 2011; Yeh & Kuo, 2003) space availability (Ansari & Agarwal, 2015; Correia et al., 2008; Pandey, 2016).

Fodness and Murray ASQ

The Ongoing survey on ASQ which the ACI introduced provides useful input for airport managers, however they fail to represent Service Quality "as the concept is understood in marketing and services research and literature" (Fodness & Murray, 2007: 494). The limited empirical and conceptual research adding to the lack of a widely integrated multi-dimensional model applicable to the airport context motivated Fodness and Murray (2007) to conduct a two-phase study that led to the development of the "Hierarchical structure for airport service quality expectations". The measure consists

of three main dimensions and nine sub-dimensions each with distinct factors. It is tailored to measure Airport Service Quality and captures the complex airport setting. The researchers believed their findings are a guide for airport management who seek to develop service quality as a strategic approach to achieve differentiation.

In order to fill the gap in airport service quality expectations, Fodness and Murray (2007) constructed a model after conducting a comprehensive study on US airports over two separate phases. They commenced their empirical study by conducting a comprehensive literature review to examine the applicability of quality measures which are applied in other industries to the airport setting. Upon reviewing research, H. L. Chen (2002) and Yeh and Kuo (2003) both analysed airport service quality from a service-provider perspective rather than consulting with passengers. Thus, the researchers concluded that an integrated multi-dimensional model on passenger expectations was lacking.

Furthermore, they proposed the need to develop a reliable industry-wide scale which can assess passenger's expectations, identify areas that require management's prioritisation and corrective action, which further sets a direction for airports to obtain a competitive advantage. The preliminary model developed by Fodness and Murray (2007) commenced with a series of qualitative studies to understanding passenger's overall expectations. The qualitative studies were based on three methodologies; in depth interviews, focus groups, and content analysis drawn from comments that were posted on websites on the internet.

Participants of the in-depth interviews were passengers who engaged in the airport experience.

They were asked about their overall experience, and their attitudes towards familiar airports they had used. Over 100 passengers contributed to this phase of the research. On the other hand, the focus study consisted of 72 Platinum frequent flyers divided across six focus groups. The final qualitative methodology was the content analysis of 1500 comments. The combined findings of the three studies were collated, and a list of 65 common Airport Service Quality items was created. The researchers worked to develop a survey instrument using the qualitative work of Dabholkar, Thorpe, and Rentz (1996) as well as adopting the hierarchical structure of dimensions having secondary sub-dimensions developed by Brady and Cronin (2001). By combining the above, a multi-dimensional hierarchical model was developed which consists of three primary dimensions; Servicescape, Service Personnel, and Services with each dimension carry three sub-dimensions. (Figure 1).

ServiceScape

Bitner (1992, p. 58) defines Servicescape as the "built environment" or the "man-made, physical surroundings as opposed to the natural or social environment" which

incorporates objective factors controlled by the service provider that ease the customer's encounter and enhance service quality perceptions. The Servicescape also includes the representation of intangible assets. Reimer and Kuehn (2005) applied to an airport context. In their study, the signs and symbols combined with facilities and the overall atmospheric environment form the Servicescape, which has been deliberately designed to engage passengers and form as part of the overall 'travel experience'(Rowley & Slack, 1999, p. 366).

According to Fodness and Murray's (2007) the construct of Servicscape includes three dimensions; 1) Spatial Layout and Functionality, 2) Ambient Conditions, 3) and Signs and Symbols. Spatial layout and functionality includes physical equipment, and refers to the relationship of the physical environment and the ergonomics of the airport layout that eases passenger's movement in the terminal space. Ambient conditions measures passenger's psychological interaction and response to the environment. For instance, cleanliness of the airport, or the level of natural lighting in the airport interior measure this sub-dimension.

Finally, signs and symbols include both explicit and implicit signs and symbols. For example, signs include information and directional signage, and symbolic refers to art décor, and the reflection of the national culture. Such items were all stated in the qualitative study through statements such as "An airport's décor should reflect the local culture of the city in which it is located."

Service Providers

Interaction with personnel's is the second influencer on service quality perceptions and required the physical presence of the customer for the interaction to take place (Bitner & Hubbert, 1992 ; Brady & Cronin, 2001; Grönroos, 1984). A widely tested model to measure perceptions is SERVQUAL which is a multi-attribute scale and consists of five dimensions. However, the scale's dimensions that focus on relational aspects are; Responsiveness, Assurance and Empathy (Parasuraman et al., 1985; Parasuraman et al., 1988).Although SERVQUAL's application in the airport industry has its shortcomings, the model's testability in other service industries that consists of elaborate servicescapes and similar influences on service quality perceptions, echo similarities with the airport environment. Therefore, the construct of the "Service provider" dimension resembles a quarter of the themes that SERVQUAL presented. For instance, reference to Tangibles included "("The way an airport employee is dressed should easily identify their function"), responsiveness ("Employees at an airport should never be too busy to respond to my requests promptly"), assurance ("I expect employees at an airport to be courteous") and empathy ("There should be employees at an airport available to offer me individualized attention") (Fodness & Murray, 2007, p. 498). Furthermore, the three core factors that influence consumer perceptions with the service provider are; attitudes, behaviours, and expertise. These three factors have been empirically and

conceptually tested in various research studies (Bitner & Hubbert, 1992 ; Brady & Cronin, 2001; Grönroos, 1984; Parasuraman, Zeithaml, & Berry, 1985).

Services

The physical presence of passengers in the airport Servicescape emphasises the importance of time and how passengers spend that time. SERVQUAL emphasises on "time spent waiting". On the other hand, Servicecape theory addresses this using spatial layout and functionality. These approaches fail to capture how passenger's time is allocated, considering the time commitment required for the airport experience. Therefore, since time is scarce resource, passenger's perceptions can be influenced significantly depending if their time is facilitated or wasted. This is of particular importance for business travellers. Research indicates that a passenger spends an average of one hour after entering the terminal building (Fodness & Murray, 2007). This can extend as a result of unprecedented events such as flight cancellations etc. Thus, when airports facilitate desirable experiences of which passengers spend waiting times, their perceptions of the airport experience can be affected.

Literature has identified three main activities which categorise what people generally do with their time (Csikszentmihalyi & Graef, 1980; Fodness & Murray, 2007). These include; Productive, Maintenance and Leisure activities. Individuals spend the majority of their time engaging in productive activities such as study or work related, whilst maintenance activities such as resting, eating, and shopping also occupy a large portion of people's time. The time remaining from productive and maintenance activities is spent on leisure activities. Thus, drawing upon previous research, individuals within the airport Servicescape are likely to pursue objectives of completing work or study related activities, or pursuit of keep their physical and possessions operating, or occupying their free time to do what they wish. Therefore, it is within the scope of these three functions that passengers may choose to spend their waiting time; avoiding frustration and dissatisfaction. Thus, the third and final dimension in Fodness and Murray's (2007) model examines the service offerings of the airport.

More so, the qualitative research identified services or needs that passengers desire during their waiting time. Productive activities were identified through comments such as "Conference facilities should be available to me at an airport so that I can conduct meetings". Maintenance activities such as retail and restaurant availability was represented through like; "Nationally known retail outlets should be available at airports" and "A variety of food choices should be available at airports". On the other hand, leisure activities were identified through comments such as "An airport should offer services such as massage booths, salons and recliner lounges".

Therefore, the data obtained from the qualitative studies aligns with Csikszentmihalyi's (1997) typology, since passengers state services that are easily categorise under one of

these dimensions' activity functions. The initial proposed hierarchical model consists of three core dimensions, and each has another three sub-dimensions (Figure 1).

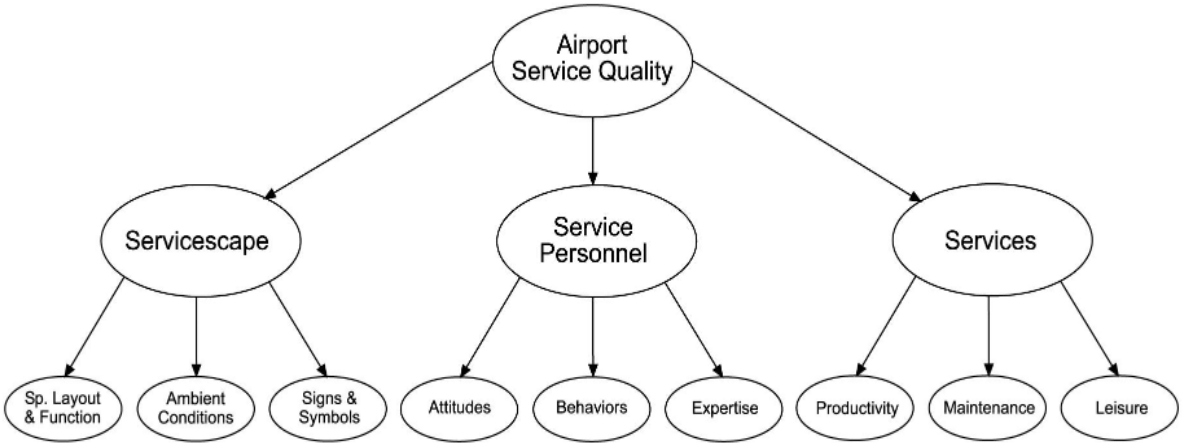

Figure 1: Preliminary conceptual Model for Airport Service Quality

Source: Fodness and Murray (2007). Passengers' Expectations of Airport Service Quality. *Journal of Marketing 21(7). 492-506.*

Fodness and Murray (2007) encompassed 65 Airport Service Quality themes based on qualitative studies into three dimensions, nine sub dimensions, and twelve hypothesises that were tested through a quantitative study using a seven- point scale. The survey was based on 1765 responses from frequent Flyers who had an income of over $50,000 per annum, and travelled more than three times annually. The study was based on a nationwide sample across the US with a response rate of approximately 41%. The researchers used exploratory factor analysis to identify the patterns of correlation between variables and by conducting a confirmatory factor analysis, a total of 32 items which loaded on a single factor were included in the final model. The modifications were made to the model and the respecified model which still includes three dimensions named, 'Function' 'Interaction' and 'Diversion' *(Figure 2).*

Figure 2: Re-specified model after the exploratory Factor Analysis

Source: Fodness, D. and Murray, B., (2007). Passengers' Expectations of Airport Service Quality. *Journal of Marketing 21(7). 492-506.*

While the final model had three dimensions, not all hypothesises were supported thus, not all factors were able to fit in the final model. The final construct was called "Hierarchical Structure for Airport Service Quality Expectations" (Figure 3). Fodness and Murray (2007) structured the aspects based on the highest order dimensions which have a number of factors association within a passenger's mind. The factors are; Function, Interaction, and Diversion. The function factor was strongly related to effectiveness and efficiency which relates to passenger's movement in the airport terminal. The 'Interaction' factor although strongly supported, does not have any sub-dimensions as they failed to load meaningfully. Thus, the dimension reflects access, problem-solving and advice. The third and final dimension was Diversion. The first sub dimension 'maintenance' and the third factor "Productivity' which reflect Csikszentmihalyi's domains of activity are unchanged from the original model. By combining ambiance-related dimensions with activity related ones, the authors shift the focus from passengers being "…trapped in the airport servicecape, towards activities that redirect their attention and simulate them aesthetically" (Fodness and Murray, 2007, p. 501).

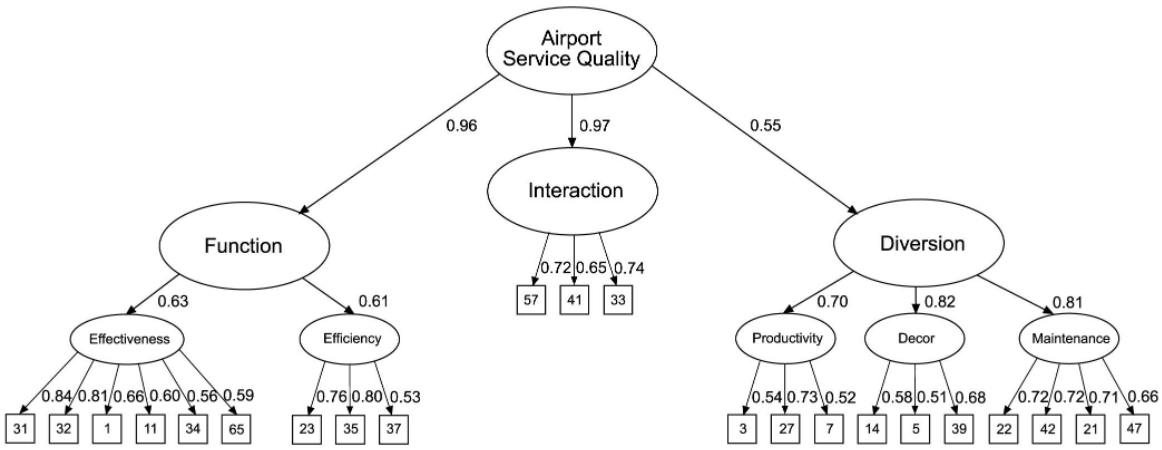

Figure 3: "Hierarchical structure for airport service quality expectations"

Source: Fodness, D. and Murray, B., (2007). Passengers' Expectations of Airport Service Quality. *Journal of Marketing 21(7). 492-506.*

Cross-validation of F and M's ASQ

Fodness and Murray (2007) point out that for a model to form a comprehensive conceptualisation of airport service quality, it must be tested in different cultural contexts. The study of two airports by Espinoza (1999) supports this statement as cultural differences were found to significantly affect passenger's perceived service quality.

The conceptual Airport Service Quality model (Figure 1) reflects Fodness and Murray's (2007) "Hierarchical Structure for Airport Service Quality Expectations" model and consists of 3 distinctive independent variables. The wording of the items of this study's conceptual model will be slightly adjusted to question passenger a 'perception'. Seyanont (2011) tested the modified model at Suvarnabhumi International Airport by adapting it to focus on perceived service Quality and found the model was applicable. Farhani et al., (2010) tested the original model before it was modified in two Swedish airports, and concluded the model was combatable in the given context. However, the authors suggested minor modifications at the sub-dimension level to the "Interaction" dimension by including technological advancements.

Additionally, Lubbe et al., (2011) tested the applicability of this model through an Importance – performance analysis to understand passenger's perceptions of the importance of Airport Service Quality dimensions in O.R. Tambo International Airport in Johannesburg. Their study concluded the model was successfully applicable in the given context based on a performance approach. On the basis of the foregoing discussion, the F&M's ASQ is deemed as an optimal measure for assessing airport service quality.

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Drivers of airline competitive advantage – the case of Mongolian Airlines

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Abstract

Customer loyalty is a key means to achieve competitive advantage for airlines businesses. This working paper provides a review on identifying the antecedents to passenger loyalty. The antecedents include service quality and passenger satisfaction with the airlines. The proposed study is focused on Mongolia Airlines that are operating under intensifying competition. The paper proposes inflight service quality is a key driver of passenger satisfaction and loyalty.

Keywords: Mongolian Airlines, In-flight Service Quality, Passenger satisfaction, Behavioural intention

Introduction

Customer service and satisfaction play an important role tin the aviation industry as it relates to business growth in airline companies (Mehta & Rice, 2016). According to Fornell, Johnson, Anderson, Cha, and Bryantt (1996) firms with higher level of customer satisfaction tend to have higher earnings and stock returns comparing to competitors. Therefore, delivering quality service becomes a core marketing instrument among air carriers to gain a competitive advantage (Ostrowski , O'Brien, T, & Gordon, 1993). Customer's in-flight experience is the direct service of airlines to customers by cabin crews, as passengers' ratings of airlines service quality is related to the degree of satisfaction on in-flight service (Park, Robertson, & Wu, 2006; An & Noh, 2009). Curtis, Rhoades, and Waguespack (2012) stated that "airline companies' market share and profit margin can be expected to depend on customers' perception of service quality, and in turn, on customer satisfaction and loyalty".

Mongolia is a landlocked country between China and Russia in central Asia, air transport is therefore of strategic importance to the country as it assures an easiest and fastest gateway to the rest of the world. The air transport is the most efficient and quickest transport means to Mongolia and from the country to the rest of the world. MIAT Mongolian Airlines (MIAT), the largest legacy airline in Mongolia has been changing and renovating rapidly throughout the years. Established in 1956, the airlines has been Mongolia's only state-owned national flag carrier, acting the representative player in the Mongolian tourism industry for providing first and last impression for travellers. Although, it solely operates to international routes in the city of Ulaanbaatar, MIAT is strongly competing with international airlines at home. Rival airlines, such as Korean airlines, Air China and Air Busan on Asian routes and Aeroflot and Turkish Airlines on European destinations (CAPA, 2014) are the market leaders and provide

high quality service to their customers, whereas MIAT perceived to be lagging behind in providing an excellent quality service. Moreover, Mongolia is a potentially rising market in tourism industry (Mongolian Economy, 2013) and expects to inaugurate a new main international airport in 2018. The new airport would extend MIAT's flagged role into Europe-Asia traffic flows (CAPA, 2014). With this dynamic competitive environment and tremendous opportunities, it is imperative to identify the factors that helps the MIAT achieve competitive advantage as well as facilitating the airlines becoming a 5 Star Awarded Airline by Skytrax with the expansion of fleet and flight network.

Satisfied passenger experience is one of the value-added assets for airlines in this era of intense competition, the in-flight service is still something special for the customer, if the passenger is not satisfied with the received quality of service, they will reconsider the buying decision for further flights and will probably switch to another airline (Archana & Subha, 2012). Accordingly, improving the in-flight service quality is one of the most critical success factors for airlines to achieve customer loyalty and gain competitive advantage. Previous studies have examined the relationship in various contexts and yielded inconsistent findings (Park, Robertson, & Wu, 2004; Lu & Ling, 2008; Huang, 2010; Archana & Subha, 2012; Khuong & Uyen, 2014; Ali, Dey, & Filieri, 2015; Ansari, 2016). The current paper is intended to investigate this relationship with a focus on the Mongolia's airline industry.

Literature Review

Airline service

In the airline industry, service quality consists of various interactions between passengers and airlines with employees seeking to influence passengers' perceptions of the carriers (Namukasa, 2013). According to Chang (2003), airline services have both flexible and fixed characteristics. They defined that dimensions such as seat size, cargo storage, type of airplane, and airplane maintenance are subject to the fixed characteristics. The flexible characteristics of airline service include the in-flight services which have tangible and intangible traits from departure to arrival through services provided by cabin crews.

Both tangible and intangible services provided by airlines are important for passengers to assess the carrier's service quality. The tangible includes food, seating comfort and entertainment programs and materials; whereas the intangible includes flight attendant friendliness and overall service performance levels (Anderson, Fornell, & Rust, 1997). Gourdin (1988) categorized airline service quality into three aspects: timeliness, safety and price. Similarly, Elliott and Roach (1993) suggested timely luggage transport, the check-in process, food and beverage, and seat comfort. In order to evaluate service quality of airlines, Ostrowski, O'Brien, T, and Gordon (1993) proposed timeliness, food

and beverage quality, and seat comfort as the dimensions. More recently, Namukasa (2013) assessed in Ugandan airlines industry service quality with pre-flight, in-flight and post-flight services. Pre-flight service refers to reliability, responsiveness and discounts. Inflight service includes language skills and courtesy; whereas the post-flight service includes timeliness and frequent flyers program. Their study indicates that service quality provided by the three phases significantly impacts customer satisfaction. For the purpose of this study, only infight service is include in the discussion. Among airlines services, in-flight service has a great deal of importance for the assessment of the airlines' service quality, as it takes the largest amount of time interacting directly with passengers.

In-flight service quality

Among the services provided by airline companies, in-flight service is the representative service (An & Noh, 2009). In-flight service quality is widely recognized as a significant determinant of performance of airline companies and a strategic instrument to attract a passenger – loyalty (Li, et al., 2017). Thus, passengers' demand for in-flight service tend to rise increasingly and airline companies are in search for segmentation of services towards different target of the market across a number of different service criteria (Chen, Tseng, & Lin, 2011; Li, et al., 2017).

For airline business delivering in-flight services in interactive encounters with customers, the "personalization" – the social content of interaction between service provider and their customers" is the core determinant of perceived service quality, and of customer satisfaction and retention indicators (Mittal & Lassar, 1996). In-contrast, failure in delivery of quality service such as, delayed and cancelled flights showcase a strong negative impact on customer satisfaction (Bejou, Edvardsson, & Rakowski, 1996). Therefore, passengers are highly sensitive for the quality of in-flight service which is a key factor in passengers' first choice of airlines (An & Noh, 2009).

The evaluation of airline in-flight service is a complex and massive task, which involve both tangible elements (e.g. cabin crew, aircraft's equipment, facilities, and cabin environment) and intangible service (e.g. cabin crew) (Li, et al., 2017). While determining the dimensions of airline service quality, Khatib (1998) stated that in-flight service is the core service flows of the airline service, whereas ground service, traffic control and general administration supports are considered to be the airline peripheral service flow. At the stage of process perspective (Chen & Chang, 2005), in-flight service steps include on-board security services, in-flight comfort preparations, in-flight communication facilities such as e-mail/fax/phone, in-flight entertainment system and materials, food and beverage service, internal cleaning services, seat facilities, cabin crew responses and take-off and landing procedures. However, for quality perspective, in-flight service has flexible characteristics; both tangible traits and

intangible elements from departure to arrival such as the service by cabin crews (An & Noh, 2009; Dias, 2011).

Passenger satisfaction

Customer satisfaction is commonly regarded as an antecedent to repeat purchase, positive word of mouth and customer loyalty (Bearden & Teel, 1983; Patterson, Johnson, & Spreng, 1997). Satisfaction is conceptualised as combined ideas of evaluations and judgment - comparison of the rewards and costs of the purchase versus outcomes and desires (Churchill & Surprenant, 1982). According to Oliver (1981), satisfaction is "a person's feeling of pleasure or dissapointment resulting from comparing an outcome of performed service or product in relation to his or her expected perceptions". Satisfaction is also defined as an overall attitude towards a company, or an emotional feedback assuming the difference between customer's anticipation and outcome they receive (Hansemark & Albinsson, 2004). Among those, Oliver's disconfirmation theory is widely adopted to assess customer satisfaction with a brand and the brand organization. The disconfirmation framework is strongly related to performance (Churchill & Surprenant, 1982), hence will be adopted in this study.

Customer loyalty

Customer loyalty is a customer's perception of belonging to the services, products or staffs of an organization; this sense has a direct impact on customer behaviour (Jones & Sasser, 1995). Behavioural loyalty means customers' repurchase behavioural or intention of specific product or brand (Russell-Bennett, McColl-Kennedy, & Coote, 2007). Customer behavior is defined more broadly by Wells and Prensky (1996) that it involves consumer buying process including "selecting, influencing others, using the product, complaining the product or returning it, dispose of product, reading and watching and other activities." This process determines the post purchase intentions of customers based on their favorable or unfavorable experience. Favorable behavioral outcomes include recommending brand and influencing others, word –of – mouth (Zeithaml, Berry, & Parasuramann, 1996; Ozdemir & Hewett, 2010). Favorable intentions can determine their future purchase, which in turn leads to financial success for the firm (Fisk, Brown, Cannizaro, & Naftal, 1990). On the contrary, unfavourable behavioural intentions raise complaints or even returning the brand that gives a serious alarms to companies (Slater & Narver, 2000). Therefore Jones & Sasser (1995) pointed out that intent to purchase is a very strong predictor of future behaviour where loyalty is defined. Thus, it is vital to understand what types of experiences create such behaviour and has to be addressed systematically.

In-Flight Service Quality and Customer Satisfaction

A number of empirical studies show that the service quality has a positive impact on customer satisfaction in the context of airline industry (Caruana, 2002; Park, Robertson, & Wu, 2006; Ali, Dey, & Filieri, 2015). Passengers today are becoming more demanding and knowledgeable of the service offering with availability and assistance of advanced technology, hence satisfying them is critical and remains challenging (Namukasa, 2013). Especially, in high contact service industry like airlines, intangible services such as friendliness, courtesy, tolerance and pleasantness delivered by cabin crew have major influence on passenger satisfaction besides task proficiency (Khatib, 1998). The two vital drivers of passenger's satisfaction are on-board service and front-line staff service (Park, Robertson & Wu, 2006a). According to Brady and Cronin (2001) and Zins (2001), cabin crew members' interpersonal skill has a predictive power in building emotional relationship with passengers and satisfying them. Tangible in-flight services can be fundamental contributors in shaping passengers' perceptions of general service quality (Parasuraman, Zeithaml, & Berry, 1988; Khuong & Uyen, 2014; Brady & Cronin, 2001). Hence, tangible elements such as seat comfort, food and beverage quality, in-flight entertainment services, affect customer satisfaction (Namukasa, 2013). Consistent with this discussion, the following hypotheses are offered:

H1a: Quality of the tangible service provided by the airlines has a significant influence on passenger satisfaction

H1b: Quality of the intangible service provided by the airlines has a significant influence on passenger satisfaction

In-flight Service Quality and passenger loyalty

The relationship between service quality and behavioural intention is inconclusive. Some researchers propose a direct relationship between the two (Cronin & Taylor, 1992; Zeithaml, Berry, & Parasuramann, 1996); whereas others (e.g. Boulding, Kalra, Staelin, & Zeithaml, 1993) assert that customer satisfaction mediates between service quality and behavioural intention. In the airline industry, Zins (2001) found that service quality is directly related to passenger repurchase intentions. Other researchers (e.g. Park, Robertson, and Wu, 2006) reported an indirect positive impact of service quality on passenger's repurchase intention and intention to recommend the airline company to others through satisfaction with the airlines. This consistency leads to the following hypothesis:

H2: In-flight service quality has both direct and indirect effect on passenger loyalty

Customer Satisfaction and loyalty

Customer satisfaction is a key factor for predicting customer behavioural intentions: repeat purchase and recommendation (Anderson A. R., 1977; Bearden & Teel, 1983; Swan & Trawick, 1980). These studies indicate that intent to re-purchase is a process of satisfaction and that customer satisfaction can be a factor leading to product loyalty or repeat purchase behaviour. In the airline context, passenger satisfaction is found to have a direct influence on passenger future behavioural intention (Park, Robertson, & Wu, 2006; Saha & Theingi, 2009). Consistent with this finding, the following hypothesis is offered:

H3: Passenger satisfaction with MAIT has a significant influence on their loyalty to the airlines.

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Sustainable Tourism Development Strategies and Practices of World Heritage Sites in China: **A Case Study of Mt. Huangshan**

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Keywords: sustainable development, World Heritage Sites, Mt. Huangshan, tourism management

Extended Abstract

World Heritage Sites (WHS) represent the most important natural and cultural heritage places in the world, which are also the most visited tourism destinations (UNWTO, 2009). By the July of 2016, 1052 sites were listed as WHS, including 814 cultural sites, 203 natural sites, and 35 mixed properties. However, the rapidly growing number of tourists to the WHS also generates significant challenges on how to protect the Outstanding Universal Values (OUV) of WHS while meet the public's increasing demand for access to the WHS. In fact, the issues of WHS sustainable development have also been explicitly listed on the top priorities by the UN on its 17 Sustainable Development Goals, which is described in the sub-goal 11.4 as "Strengthen the efforts for the protection and safeguarding of the world's natural and cultural heritage." This means the WHS sustainable development has been put on the mainstream sustainable development debate issues.

This study focuses on the dynamic relationship between sustainable development and heritage tourism in the context of WHS, with special attention to the sustainable tourism development strategies and practices of the mixed WHS, Mt. Huangshan in China. Since China has become the second most important country in terms of the number of WHS, the research on world heritage tourism in China is still a recent new phenomenon, thus there is an urgent need to conduct more detailed empirical research at WHS in China to understand the management, protection, and challenges, which finally contribute to the theory and practical development of WHS (Su & Wall, 2011). Based on the above discussion, this paper aims to explore the issues of sustainable tourism development in the context of WHS in China, and by providing a case study from one famous mixed World Heritage site, Mt. Huangshan to illustrate its successful practices of sustainable development and management strategies. This paper will review the published scientific journal articles, books, and government reports in both English and Chinese languages. This study is divided into four sections as follows.

This is section 1. This study will briefly talk about development of WHS and discusses its relationship with tourism development. It is commonly argued that there may exist

a conflict between heritage protection and heritage tourism development. On the one hand, the WHS status can bring many potential benefits for the tourism destination, like increasing national pride and prestige, additional funding, adding value as a high quality brand for tourism development (UNESCO, ICCROM, ICOMOS, & IUCN, 2012). Tourism can also play a positive role in protecting the WHS through generating revenue, educating tourists, and engaging local communities. On the other hand, the growing number of tourists and inappropriate management may generate serious damaging effects on the cultural and physical properties of WHS and degrade the quality of the visitor experience. In fact, the primary goal in listing the WHS is to protect the significant tangible and intangible natural and cultural properties, which are considered to be of OUV to human civilization (UNESCO, 2013). However, paradoxically, these heritage sites have been developed as the main tourism resources for economic development in many areas.

This is section 2. This study will introduce the WHS development and governance status in China. Due to the long history, rich culture, and varied natural resources, China has many places that have been inscribed on the list of WHS. Since China adopted the Convention in 1985, 50 sites (including 35 cultural sites, 11 natural sites, and 4 mixed sites) have been designated as WHS by the UNESCO in China with it becoming the second most significant country in terms of volume of WHS after Italy in the World. WHS has a strong effect on enhancing tourists, especially when attracting the international tourists in China (Yang, Lin, & Han, 2010). In recent years, Chinese government has made great efforts to improve the sustainable development of WHS. For example, the second Saturday of June has been established as the "cultural and natural heritage day" from 2017 by the Chinese government. It aims to arouse and enhance the consciousness of the whole society for care, support and participation in heritage protection.

This is section 3. This study will identify the current sustainable development status of Mt. Huangshan. Mt. Huangshan (also known as Yellow Mountain) lies in the city of Huangshan, Anhui province in southeast of China. It is known as ‘the loveliest mountain of China’, which includes massive grotesquely-shaped rocks, waterfalls, and hot springs, formed by its complex geological history. Early in 1990, Mt. Huangshan has been listed as the World Cultural and Natural Heritage Site by UNESCO based on the OUV criteria (ii), (vii) and (x). At present, Mt. Huangshan has become one of the most important and popular tourism destinations in China. In 1990 the site just received 0.7 million tourists, while the number have significantly increased to 3.2 million tourists in 2015, and the tourism revenue increases to 2.5 billion RMB in 2015.

Mt. Huangshan has been given many awards in sustainable tourism management. Since 1980s, Mt. Huangshan has been rated successively as National Scenic Spot, National Civilized Scenic Spot, AAAAA Tourist Attraction, National Geopark and National Forest Park. Since the end of last century, Mt. Huangshan has won many international prizes reflecting its success in heritage management. In 2004, it was listed as Huangshan Geopark by UNESCO. In 2008, International Conference on Sustainable Tourism Management at World Heritage Sites was held at Mount Huang by UNWTO and UNESCO, and concluded with the *Huangshan Declaration*. Since then, the first Observatory on Sustainable Tourism Development at World Heritage Site – Mt. Huangshan was set up. In 2010, Mount Huang joined the Global Sustainable Tourism Council (GSTC), and Mount Huang helped to formulate the Global Sustainable Tourism Criteria for Destination and revise the Global Sustainable Tourism Guidelines for Hotels and Tour Operators. It was awarded the Destination Stewardship Award by World Travel & Tourism Council (WTTC), China Responsible Tourism Award by Pacific Asia Travel Association (PATA), and IUCN Green List of Protected Areas (IUCN, 2014). These awards reflect the heritage's success in the dual pursuit of heritage conservation and economic development, which in turn brings much fame and branding effect for its tourism marketing (Xu, Zhu, & Bao, 2016).

This is section 4. This study will explore the sustainable development practices and strategies of Mt. Huangshan in its three dimensions in terms of environmental sustainability, inclusive social development, and economic development (UNESCO, 2015). Mt. Huangshan has set up many policies and regulations on the protection and conservations of Mt. Huangshan (see table 1). (1) *Environmental development sustainability strategies.* Environmental sustainability refers to protect places of outstanding natural heritage value, contain exceptional biodiversity, geodiversity or other exceptional natural features, which are essential for human well-being. Mt. Huangshan has implemented many environmental sustainability practices to support the stability of ecological processes in these years. For example, they have implemented the rotation management system since 1987 for the most visited mountain peaks, which means tourists can visit one peak at one time while the other peak is closed for three to five years for resource recovery. Also, they established the 'Expert Group on Protecting the Ancient Trees' to protect the famous trees on the mountain. (2) *Economic development sustainability strategies.* WHS offer great potential to alleviate poverty and enhance sustainable livelihoods of local communities. Mt. Huangshan maximizes the economic impacts of tourism, and it has become the biggest enterprise in Huangshan City in terms of enhancing livelihoods, income, and employment for the local communities. (3) *Inclusive social development sustainability strategies.* Social

sustainability refers to the equity, empowerment, and cultural identity in the heritage destinations. For example, in order to enhance the local communities' participation and support for the protection of WHS, Mt. Huangshan initiates the free tickets policy for the local community.

Table 1 Protection Law, regulations, and measures of Mt. Huangshan

Name of Protection Law, Regulations, and Measures Documents	**Year**
Administration Law Regulations of the Mt. Huangshan Scenic Spots	1989
Measures for the Administration of Quarantine and Inspection of Forest Plants of Mt. Huangshan	1999
Regulations on the Protection of Cultural Resources of Mt. Huangshan	2006
Emergency Plan for Unexpected Geological Disasters of Mt. Huangshan	2010
Measures for the Implementation of the "One Vote Veto" on Ecological Construction and Environmental Protection of Mt. Huangshan	2011
Measures for the Administration of Special Landscape Planning and Administration of Mt. Huangshan	2014
Ecological Environmental Protection Implementation Strategy of Mt. Huangshan	2015
Measures for Reward and Punishment of Forest Fire Prevention of Mt. Huangshan	2016
Safety Production and Management Responsibility System of Mt. Huangshan	2016
Measures for the Tourism Management in Tiandu Peak and Lotus Peak of Mt. Huangshan	2017
Measures on Further Strengthening the Environmental Protection of Mt. Huangshan	2017

Note: This table is the author's own synthesis and only list some main regulations, policies concerning the sustainable development of Mt. Huangshan.

Source: http://www.chinahuangshan.gov.cn

In conclusion, through the content analysis of the sustainable development practices and strategies of the World Heritage site, Mt. Huangshan, this study will contribute to a better understanding of World Heritage sustainable development in China.

The challenges of targeting the Chinese outbound market: Perceptions of tourist stakeholders in Fiji

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Abstract

Tourism has become the major driver of economic growth in many Pacific Island Countries, most notably, Fiji, Cook Islands, Vanuatu and Samoa. Fiji is also the dominant tourism destination in the Pacific region and received 754,835 international visitors in 2015, which accounted for 42% of the region's arrivals. The development of tourism in Fiji dates back to the 1920s where the main source markets for Fiji's tourism industry have been Australia, New Zealand and the United States. The heavy dependence on this trinity of source markets is a major cause for concern because any down-turn in these traditional markets would in turn affect international arrivals to Fiji. Many tourism destinations are diversifying to new markets, and specifically to the Chinese outbound market in order to sustain their tourism industry. The growing recognition of the potential of the Chinese inbound market to Fiji has prompted more tourism stakeholders in Fiji to tailor their products and services to suit this market. However, there has also been challenges faced by tourist stakeholders in Fiji which is mostly related to the ability of tourism operators and especially front-line service providers in Fiji to understand the Chinese culture and why Chinese tourists act the way they do. Chinese tourists have a very different cultural background compared to Western countries and therefore have different preferences and motivations. This paper evaluates the perceptions of key tourist stakeholders in Fiji on the growing Chinese tourism market to Fiji and makes recommendation on whether targeting the Chinese tourist market to Fiji is viable and sustainable for Fiji's tourism industry.

Keywords: Chinese tourism, Fiji tourist market, perceptions, motivations

Introduction

The China outbound travel market has been one of the fastest-growing international markets over the past decade (Li, Lai, Harrill, Kline & Wang, 2010; Jang, Yu & Pearson, 2003) and according to the United Nations World Tourism Organization (UNWTO), China will be the world's top tourist destination by 2020, receiving a total of 140 million international visitors annually. In addition, China is expected to rank as the fourth largest outbound tourist generating country contributing 100 million visitors annually to the world travel market. The increase in ADS destinations has also widened the range of choices for Chinese travelers (Xie & Li, 2009). Chinese travel expenditure

is also expected to be the second-fastest growing in the world at close to twice the global average (UNWTO, 2011).

In recent years, however, with more and more Chinese tourists travelling abroad, tourism destinations are becoming increasingly uncomfortable when confronting Chinese tourists' poor behaviour and causing concern and criticism (Zhang, 2013). Some of the case studies reflecting poor behaviour of Chinese tourists include defacing an ancient temple in Egypt; throwing cigarette boxes into the sea in the Republic of Palau; soaking feet in the fountain outside the Louvre Museum in Paris; Chinese graffiti on London's St Paul's Cathedal (Zhang, 2013). In response to these recent negative reports of Chinese tourists' poor behaviour, the Chinese National Tourism Administration issued a 64-page etiquette handbook that includes tips on what is acceptable and unacceptable behaviour during an international tour. In addition, China Central Television also aired educational clips aimed at promoting polite tourist behaviour (Xinhua, 2007). Chinese tourists have a very different cultural background compared to Western tourists and therefore have different preferences and motivations (Zhang and Heung, 2002). There have been existing studies whereby cultural models of tourist behavior have been constructed to explain their behavior (Reisinger & Turner, 2002; Weiermair, 2000).

Whilst much research has been carried out on the implications of the Chinese outbound market on such developed countries as Australia (Pan & Laws, 2007; Sparks & Pan, 2009), New Zealand (Ryan & Mo, 2001; Zhao, 2006) and United States (Ritchie, Molinar & Frechtling, 2010), little research, if any, has been conducted on the Chinese outbound tourism market to Pacific Island Countries (PICs). For Fiji, in particular, the decision to focus on the Chinese outbound market is based on rapid growth in visitor arrivals from China and the apparent lack of available information and literature in this regard.

Purpose

This paper evaluates the perceptions of key tourist stakeholders in Fiji on the growing Chinese tourism market to Fiji and makes recommendation on whether targeting the Chinese tourist market to Fiji is viable and sustainable for Fiji's tourism industry.

Literature Review

Tourism in Fiji

Tourism has become a solution to less developed countries and small island developing states alike due to its potential to promote economic growth, increase employment

opportunities and improve the social standards of states. For many Pacific Island Countries, including Fiji, tourism has progressed to the forefront of economic growth and development (Harrison, 2003; Rao, 2002). In particular, Fiji's tourism industry is the largest of all South Pacific nations, and on average, Fiji receives more than double the number of tourist arrivals per annum than its nearest competitor, French Polynesia (Reddy, 2010).

Tourism is one of the major drivers of Fiji's economic growth and is the largest source of foreign exchange (Fiji Ministry of Tourism, 2012). The direct contribution of travel and tourism to Gross Domestic Product (GDP) in 2014 was FJ$1, 068.8m (13.7% of GDP) and this is forecasted to increase by 0.6% in 2015 (World Travel and Tourism Council, 2015). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services, restaurants and leisure industries directly support by tourists. Travel and tourism in Fiji also generated 41,500 jobs directly in 2014 (12.3% of total employment) (World Travel and Tourism Council, 2015).

Currently, Fiji has a much wider source market than its major competitors with most of Fiji's tourist arrivals coming from Australia, New Zealand, United States, Europe, Japan, Korea and China. In comparison, Fiji's main competitors, namely Maldives, Mauritius and French Polynesia are largely dependent on long-haul markets in Europe and South Africa (Narayan, 2000). Given the geographic proximity, Australia and New Zealand continues to be Fiji's dominant source markets with a combined market share of 67% whilst Asia is a growing market for Fiji with China maintaining its market share of 5% in 2015 (Fiji Bureau of Statistics, 2016).

Fiji's earnings from tourism for 2015 was provisionally estimated at $1,560.2 million which represents a $155.6 million or 11.1% increase over the 2014 earnings (Fiji Bureau of Statistics, 2016). Australia, New Zealand and the U.S continue to be Fiji's largest source markets with China fast becoming the largest earning emerging market.

Table 1: Tourism earnings for Fiji: 2013-2015

TOURISM EARNINGS [FJD Millions]	(2013) 1,318.2	(2014) 1,404.6	(2015) 1,560.2
Australia	704.9	757.5	841.6
Canada	23.7	26.0	28.7
China	40.7	44.6	50.1
Continental Europe	61.8	66.1	72.6
India	7.2	5.6	6.8
Japan	18.7	18.6	20.0
Korea	9.2	9.4	9.6
Malaysia	1.0	1.1	1.6
New Zealand	207.9	224.9	247.8
Pacific Islands	49.5	51.1	53.8
Rest of Asia	19.4	21.7	22.9
Taiwan	6.3	5.8	7.6
United Kingdom	41.3	44.5	46.9
United States of America	106.5	110.9	122.1
Others	12.9	12.5	22.3

Source: *Fiji Bureau of Statistics, 2016*

Tourism in Fiji has also been seen to be a key driver of economic recovery despite the political coups in 1987, 2000 and 2006. The political uncertainty in Fiji had a negative impact on international tourist arrivals and consequently, tourist earnings also declined due to the perceived uncertainty of the safety to visit Fiji during these periods. More specifically, the 1987 coup caused a 26% decline in arrivals, the 2000 coup caused a 28% decline in arrivals and 29% decline in earnings, whilst in 2006 only a 1% reduction in visitor arrivals was recorded with a 5% decline in earnings.

In the case of Fiji, whilst tourism arrivals did not fully recover to anticipated pre-coup arrivals, this trend, to some extent, was the result of heavy discounting and marketing, but also shows the resilience of tourism to the political environment in Fiji (Harrison and Pratt, 2010). In addition, tourism also stood as a key driver during the Global Financial Crisis in 2009 whereby tourism earnings brought in over F$280 million in comparison to F$200 million brought by the sugar industry (Reddy, 2010).

Diversification to the Chinese outbound market

Chinese tourist numbers to the South Pacific region are small with only Fiji noting a significant rise in arrivals over the last decade. It was only in 2009 that Fiji recorded 4,087 visitor arrivals from China which was a mere 0.8% of total visitor arrivals to Fiji. However, the number soared to 40,174 in 2015 (Fiji Bureau of Statistics, 2016).

Similarly, China has also been identified as a growing emerging market for Fiji. The friendship between the Fijian and Chinese people date back to before Fiji was ceded to Great Britain in 1874 when the first Chinese crossed the vast ocean and made Fiji their home. It was in 1975 that Fiji became the first Pacific Island Country to establish diplomatic relations with the People's Republic of China which was followed by the signing of the joint communique in 1976 when the Chinese Government established its Embassy in Suva.

Fiji first entered the Chinese outbound market in 2004 with the signing of the Approved Destination Status (ADS) between the Government of the Republic of Fiji and the Government of the People's Republic of China. However, it was not until 2007, whereby new developments in the Chinese tourists to Fiji took place. According to Opperman & Chon (1997), one of the factors that hinder tourism development, which is sometimes purposely done, is visa regulations. Relaxed visa requirements, or even renunciation of such can be a great facilitator in tourism development. Fiji overcame this barrier to the development of the Chinese market through the issuing of visa exemptions for Chinese nationals in 2007.

The visitor arrivals from China have also shown vast improvement since Fiji first entered the Chinese market in 2004, when the visitor arrivals from China were estimated to be 1,000 – 2,000. In 2009, the National Airline, Fiji Airways (former Air Pacific) provided an additional service to Hong Kong to tap into the larger Chinese market. This was one of the objectives highlighted in the Fiji TDP 2007 – 2016 where it is mentioned that an air link with Hong Kong or a mainland China port is essential (Ministry of Tourism, 2007). In addition, in 2010, Fiji adopted an increasingly proactive foreign policy 'Look North – One China Policy' to strengthen its relations with Asia in general and China in particular.
Therefore, this growing recognition of the potential of the Chinese inbound market to Fiji has prompted more tourism stakeholders in Fiji to tailor their products and services to suit this market by hiring Chinese coordinators to assist with language interpretation and bookings, providing signage in the Chinese language as well as extending office hours in line with the time difference in China to allow for flexibility in bookings.

The importance of tourist stakeholders

Destination management cannot be successful without the involvement and effective coordination of key stakeholders. There have been a number of tourism studies that have highlighted the importance of tourist stakeholders (Byrd, 2007; Hardy & Beeton, 2001; Vernon, Essex, Pinder & Curry, 2005). Garcia, Gomez & Molina (2012) suggest

that stakeholders are divided into primary and secondary stakeholders. Primary stakeholders have a direct interaction and impact on the brand equity whilst secondary stakeholders have an indirect interaction. In addition, Morrison (2013) suggested that there are five main groups of stakeholders in destination management, being the tourists, tourism sector organizations, community, environment and Government. Wang & Krakover (2012) suggest that understanding the working relationships among tourism businesses in a destination is a critical prerequisite to the success of many collaborative destination-marketing programs. On one hand, the tourist destination offers a unified tourist product in relation to other destinations, on the other hand, within the destination there is competition between the different elements of the tourist product. Therefore, the success and development of the destination can be affected on whether the different stakeholders collaborate with one another.

A common but critical activity that all tourism stakeholders undertake relate to destination marketing and the promotion of the tourism destination in key target markets. Destination branding also plays a broader role and includes the network of stakeholders within a destination. According to Sautter & Leisen (1999), DMOs should not only consider those stakeholders consistent with the guidelines of the strategic plans of tourism, but also other perspectives or services in a wider scope that are indirectly associated with tourism. In addition, the sustainability of the destination brand is related not only to the message delivered but also to a degree of shared meaning that is contained in the message delivered through the brand. Therefore, all stakeholders within a tourism destination need to have a shared contribution to upholding a destination's brand and communicating this effectively to its target markets (Foley & Fahy, 2004).

However, despite the rising interest in stakeholders, effective stakeholder involvement is complex, problematic and often underestimated (Friedman & Miles, 2006). This is mostly due to the existence of multiple and diverse stakeholders that often hold different viewpoints. Furthermore, Waligo, Clarke & Hawkins (2013) stated that it is also imperative to recognise stakeholders when managing tourism more sustainably and to take account of their different perspectives on the issues. More specifially, the DMO needs to know what proesses work because tourism development can result in the heavy exploitation of a locality's resources by the developers, the visitors and other users if not managed well (Haywood, 2006).

Methodology

In Fiji, the exact number of tourism operators and properties that target the Chinese market is not known. Therefore, this study utilized snowball sampling as a means of locating one or more key individuals and asking them to name others who would be likely candidates for the research. Snowball sampling is used in studies of social networks where the objective is to find out who people know and how they know each other (Bernard, 2001).

This study used semi-structured interviews with five tourist stakeholders in Fiji that target the Chinese outbound market. This research method was chosen as it was also utilized in a study conducted by Pan & Laws (2003) on examining the recent developments and issues for Australia in developing the Chinese market since Australia had been granted Approved Destination Status (ADS). In addition, semi-structured interviews was used as it is a good and immediate method of obtaining information because it is direct and based on an interview guide which is a list of questions and topics that need to be covered in a particular order (Bernard, 2001).

It is noted that other research methods were not employed, which was mostly due to limited time and financial constraints. The interviews took place between November 2013 and August 2014 and were carried out to gauge the perceptions of tourism stakeholders on whether it is worthwhile for Fiji to tap into the China outbound market and whether Fiji has the appropriate facilities and suitable services to cater to the Chinese market. The interviews also established feedback on the major challenges that are faced in meeting the demands and expectations of Chinese tourists to Fiji. The table below highlights the five tourist stakeholders that were interviewed in this study, the background of each organization and the location of the interview.

Name of organization	Background of organization	Location of interview
Tourism Fiji (Former Fiji Visitors Bureau)	Tourism Fiji is the marketing arm of Government under the Ministry of Tourism and is funded by the Government with an annual budget of FJ$23.5m which is divided amongst its regional offices to promote the destination and to increase visitor arrivals into the country.	Face-to-face interview with the Manager Fiji at the Tourism Fiji Head Office in Nadi, Fiji.
Mana Island Resort	Mana Island Resort is a Japanese owned resort and located West of Nadi on a 300 acre island nestled in the heart of the Mamanuca group. The resort offers an extensive range of accommodation from honeymoon	Face-to-face interview with the Chinese coordinator at Mana Island Resort in the Mamanuca group.

	bures to luxury suite rooms or the modern yet traditional Fijian bures.	
Rosie Holidays	Rosie Holidays is a destination management company and a tourism industry icon pioneering innovation and operational excellence in Fiji's tourism industry. Rosie Holidays has become a multi-million dollar international business. It is 100% locally owned and a family-run company which operates and markets the Fiji Islands in over 30 international markets.	Face-to-face interview with the Director Business Development at Rosie Holidays Head Office in Nadi, Fiji.
Namale Resort Fiji	Namale is owned by renowned motivational speaker, Tony Robbins and located in Savusavu, on *Vanua Levu* and has been rated as Fiji's number one Resort and Spa, offering luxury, intimacy and splendour. Some of the world's influential executives and celebrities have stayed at Namale. There are only 19 *bures* and private villas at Namale Resort and caters to only adults and children aged 12 years and above.	Skype interview with the Director Business Development as he was in China at the time of the scheduled interview.
Musket Cove Island Resort	Musket Cove Island Resort is located on *Malolo Lailai* in the Mamanuca Group of Islands. The resort consists of 55 air-conditioned villas and *bures* scattered along the beachfront and tropical landscaped gardens. Musket Cove is spread along 400 acres of hills and beaches and there is never a sense of crowding. The resort also has a world-class marina offering a vast selection of water-sports and activities.	Face-to-face interview with the General Manager at her residence in Suva, Fiji.

Results

Challenges of targeting the Chinese outbound market

The results from the interviews with the above five tourist stakeholders showed that despite the positive perceptions about the growth and potential of the Chinese outbound market for Fiji, there were also major challenges and factors to take into serious consideration in regards to marketing Fiji as a tourism destination and managing the demands and meeting expectations of Chinese tourists to Fiji.

One of the major challenges highlighted by Mana Island Resort when dealing with the Chinese market involved the high expectations of Chinese tourists:

"*Sometimes the guests are fussy and there are some problems. They complain. For example, the main thing is that they pay alot of money to the agents and they come here with high expectations. And they only stay here in island bures with ocean views. It is quite different in China. In China, you pay a lot of money and you enjoy lots. So the complaint is mostly about the island bures*" (Mana Island Resort, personal communication, 10 June, 2013).

The above complaint is justified by recent findings whereby hotels remained the most popular type of accommodation amongst Chinese tourists. More importantly, a hotel's branding and reputation, comfort and facilities mainly drive the booking decision whereas price is less of an issue (China International Travel Monitor, 2014).

Likewise, the challenges faced by Rosie Holidays and Musket Cove Island Resort were also based on the high expectation that Chinese tourists have of Fiji before they arrive: *"I think alot of it is all based on perception. They would like to travel to Fiji but they need to be aware of the varied activities that are available and also the understanding that although we are a small destination, there is quite a lot of logistics involved. So I think that once they come down and do a famil*[3]*, there is a lot more understanding on Fiji, what is involved, and they see the need for actually using a local operator to see their customers through their entire process"* (Rosie Holidays, personal communication, 11 June, 2013).

"Compared to traditional markets where tourists know what they wanted to do, they went out surfing, they went out to swim. Whereas the Chinese markets, their wants are different, they don't want to go into the water, they want to go up to the mountains and they expect someone to take them. I think it is the expectation when they come to Fiji, from their perspective they pay so much and they expect so much. We don't know what has been promised to them, but when they come to this destination, we are promising them the world but in other traditional markets, we are promising them the world but they come knowing that the sun, sand and sea is enough" (Musket Cove Island Resort, personal communication, 23 August 2014).

This obstacle or challenge has also been identified by Tourism Fiji and efforts are being undertaken to tailor services according to the expectation of the Chinese inbound market to Fiji:
"I guess the only challenge that we have is because we don't have a Chinese speaking representative, language is an obstacle, but never the less, there is a huge amount of Chinese upcoming young generation who now speak English. Research tells us that we need to tailor content to suit your target audience and in this case, it has to be in the Chinese language. So our collaterals, our website, Nat Geo that they are able to read

[3] A famil trip or familiarization trip is a destination sponsored trip (usually organized by tourism bureaus) to help operators or travel agents familiarize themselves with a destination or unfamiliar area. This term is most often used in the tourist industry to give tourists a piece of mind before travelling to their destinations.

about Fiji etc in the language that they best understand" (Tourism Fiji, personal communication, 11 June, 2013).

A growing number of tourism stakeholders in Fiji are also beginning to recognize the need to employ Chinese coordinators to service this growing outbound market. For example, Mana Island Resort has two Chinese coordinators and their responsibilities include checking in and checking out of Chinese guests, bookings for activities and translation. Likewise, Rosie Holidays have a Chinese department with 14 staff based locally in Fiji and 3 full-time staff based in Beijing. Some of the services they provide to Chinese tourists to Fiji include language translation, tour guiding services, meet and greet facilities, transfer, tours and accommodation. They also cater to niche markets where there are Chinese guides that specifically look after this for the weddings and honeymoon and dive markets.

Objectives for targeting the Chinese outbound market

Overall, there is a mixed reaction and feedback from key tourist stakeholders as there are different agendas and objectives for targeting the Chinese outbound market. For the Ministry of Tourism and Tourism Fiji, the main objectives are increasing tourist numbers and maximize earnings. However, there is minimal concern highlighted in Fiji's National Tourism Development Plan 2007-2016 or marketing plans that address the evident problems with targeting the mass numbers of Chinese tourists and the associated economic, social and environmental impacts that could arise as a result of inadequate planning. More importantly, there is no mention of the need for any preparatory work to be carried out beforehand in terms of educating the front-line service staff as well as the Chinese tourists themselves on what to expect during their trip to Fiji.

"The Tourism body should be the main organization driving the regulation of the market. However, Fiji does not have the people who can drive meetings with stakeholders on how to regulate this market. The only way to regulate this market is through the resorts and hotels or the properties on the ground" (Intercontinental Resort, personal communication, 16 August, 2014).

"Destination marketing and management needs to be driven by the industry itself, and not just from the National Tourist Office directive, to follow a global trend and for Fiji to do the same" (Musket Cove Island Resort, personal communication, 23 August 2014).

It is evident that there needs to be a coordinated approach between key tourism stakeholders, as well as other Ministries such as the Ministry of Transport and Ministry

of Health in order for Fiji's tourism industry to be sustainable. DMOs should not only consider those stakeholders consistent with the guidelines of the strategic plans of tourism, but also other services in a wider scope that are indirectly associated with tourism (Sautter & Leisen, 1999). In addition, gaining a share of the global tourism market is a complex and expensive process, thus requiring a significant degree of Government support (Sharpley, 2002) and although tourism has been generally regarded as a private sector activity, many governments should be active participants in tourism development (Fyall & Leask, 2004; Heath & Wall, 1992; Sofield, 2003)

It is important to note that it is stated in the Fiji TDP 2007 – 2016 that the growth of tourism in Fiji and the target of 1.1 million visitors by 2016 do not appear to be possible without significant growth in new markets such as China, India and South America (Ministry of Tourism, 2007). There is mention that the growth in tourist arrivals from these emerging markets relies heavily on creating the necessary air links and ensuring that Fiji offers tourism products which match demand and this will require major branding and tactical marketing to create Brand Fiji. There is also the need to have a strong and coordinated collaboration between the national airline, national tourist office and major tourism products to develop these markets as well as new alliances with wholesalers and outbound operators. Specifically for China, it is noted that there is a need for major efforts to create tourism products which meet Chinese demands and these include cuisine and shopping products (Ministry of Tourism, 2007).

It is further noted in Fiji's Tourism Development Plan that whilst the Ministry of Tourism is responsible for sourcing funds from the Government for Fiji's tourism promotion, it channels those funds through Tourism Fiji for management and implementation. Tourism Fiji, with its own legislation and Board reporting to the Ministry is ultimately responsible for the delivery of the nation's destination marketing and promotion (Ministry of Tourism, 2007).

Despite the above clear objectives, it has been noted that that one of the challenges that Tourism Fiji faces is the inability to measure the effectiveness of its initiatives due to the backlog of obtaining weighted visitor arrivals from the Bureau of Statistics and the breakdown of these figures by source markets (Tourism Fiji, 2009). In addition, due to financial shortfalls, Tourism Fiji is only able to partner with major hotel chains which consequently results in Tourism Fiji neglecting small operators, specifically the indigenous owners who do not have funds available for such marketing undertakings (Tourism Fiji, 2009). Interestingly, it is also noted in Fiji's Tourism Development Plan that the existing marketing by Tourism Fiji is appropriately managed but under-funded

relative to the task required and that Government needs to make an ongoing contribution to marketing for destination development (Ministry of Tourism, 2007).

Marketing activities for the Chinese outbound market

The funding and scale of marketing activities carried out in traditional markets of Australia and New Zealand are much more extensive in comparison to emerging markets such as China. Obviously this is because Fiji has been marketing itself as a tourism destination to Australia and New Zealand since the 1960s and that these source markets represent the top ranking source markets for Fiji in terms of visitor arrivals and tourist earnings. It is important to note also that Tourism Fiji's regional offices are based in these traditional source markets and essentially drive the core marketing and awareness campaigns. This is in comparison to China which does not have a regional office but only a regional representative to work with key tourism stakeholders within the target cities of Beijing, Shanghai and Guangzhou and spearhead all marketing activities for the Chinese outbound market.

China represents one of the most important emerging markets for Fiji, alongside India and Russia. The researcher reviewed Tourism Fiji's marketing plan from 2008 – 2013 with specific focus on analysing the marketing initiatives being carried out on the Chinese outbound market. It was evident that there were similar marketing activities that recur every year which focused on ongoing maintenance of the Chinese website (www.fijiislands.com.cn); hosting media outlets under the international media and television programme; invitation of Chinese media and trade attending the annual Bula Fiji Tourism Exchange[4]; attendance at key promotional shows in China; publication of Chinese brochures and pamphlets; media and joint cooperatives with outbound operators to target the prime holiday season in China. The closure of the Tourism Fiji Shanghai Office in 2012 subsequently resulted in the shutdown of the Tourism Fiji Chinese website which would have affected the consistency in marketing.

For Fiji in particular, the traditional markets of Australia and New Zealand provide more repeat visitors relative to China where most of the Chinese tourists to Fiji are first time visitors. Therefore, in terms of destination marketing, Fiji needs to facilitate and spearhead more focused marketing on specific target markets in the Chinese outbound market. A study by Sofield & Li (2011) indicated that many of the marketing initiatives that work for Fiji's current source markets will fail to hit the mark in China and that it

[4] Bula Fiji Tourism Exchange (BFTE) is the premier travel mart for the South Pacific and is an economical way to meet and contract with multiple wholesalers to market and promote tourism destinations and sell tourism products

is critical to have an understanding of the key aspects of the Chinese value system, the culture, philosophy and world view of the Chinese people. One such example is that Chinese enjoy nature, but on their terms, meaning that nature needs to be packaged, tamed and beautified with landscaped gardens, concrete paths and stairs for trails that run through forests. Whilst Westerners may view this as spoiling nature, the Chinese however view this as men being in harmony with nature.

There is also evidence from tourism destinations such as Maldives which has experienced problems in dealing with the Chinese outbound market. A result of the limited advance planning and preparation for Chinese tourists to Maldives led to many resort operators being ignorant of how to cater to the different needs and expectations of Chinese visitors and the lack of Chinese brochures, signage, speakers and cuisine led to misunderstandings and irritation for both the host and tourists (Sofield & Li, 2011)

Destination branding is critical to distinguish destinations and to convey a positive message that will motivate tourists to visit the destination (Middleton, 1994). Fiji's previous branding slogan 'Fiji me' and current branding slogan 'Fiji, where happiness finds you' is tailored to all target markets, whether it is for the wedding and honeymoon market, adventure market and family market. In addition, this same branding is used for all Fiji's source markets, whether it is Australia, New Zealand, Korea, Russia and China. Therefore, it is critical that different branding slogans be re-created specifically for the Chinese market and includes a positive message that is tailored to different sub-groups.

Understanding Chinese culture

A major challenge highlighted in interviews with key tourism stakeholders was also the ability of tourism operators and especially front-line service providers in Fiji to firstly understand the Chinese culture and why Chinese tourists act the way they do. China has a very different cultural background than the Western countries and this means that we should not take their preferences and motivations for granted and certainly should not expect theirs to be the same as the ones motivating people from the Western countries or even those from other parts of Asia (Zhang and Heung, 2002). Research has suggested that etiquette is heavily dependent on culture (Zhang, 2013) and what is excellent etiquette in one society may be a shock in another. With 5,000 years of civilization, China is supposed to have a culture that values courtesy and propriety (Zhou, King & Turner, 1998), however the latest incident of Chinese tourists' poor behaviour is suggested to be resulting from a lack of education both in the home and at

school about the basic virtue of propriety, sensible and appropriate behaviour, honesty and possessing a sense of shame (Zhang, 2013).

The feedback from two properties, Musket Cove Island Resort and Namale Resort Fiji highlighted that the major difficulty in serving the Chinese market was educating their own staff to deal with the different expectations and demands from Chinese tourists. *"We realized that the Chinese market was quite a different market compared to traditional markets so we had to get our team to realize that this was a different market with different demands. They are not just numbers, this market is quite different with different expectations"* (Musket Cove Island Resort, personal communication, 23 August 2014).

"There are few things that need to happen before Fiji targets this Chinese market. Fiji is ready for this market, but one of the things that we need to do is to understand the culture – why Chinese tourists do the things they do when they are in Fiji and for us not to be quick to pass judgment. When people in Fiji begin to understand the culture, looking after the Chinese culture would be much easier" (Intercontinental Resort, personal communication, 16 August, 2014).

The Chinese market is a different market with different expectations compared to traditional markets of Australia, New Zealand and the U.S. Fiji has been targeting these traditional markets since the 1960s and tourism operators and properties are familiar with the demands and expectations of these tourists especially since tourists from traditional markets are primarily repeat visitors. According to Musket Cove Island Resort, tourists from traditional markets visit Fiji and know what they want to do in terms of activities, in comparison to Chinese tourists. In addition, the tourists from traditional markets are satisfied with the sun, sea and sand whereas Chinese tourists have different expectations when they visit Fiji. If Fiji wants to attract Chinese travelers, the marketing will need to be done differently from that currently being done in countries like Australia and New Zealand where sandy beaches and sunshine are able to attract tourists" (Lal, 2011, p.7).

Furthermore, there had been similar incidences experienced by both Namale Resort Fiji and Musket Cove Island Resort whereby Chinese tourists are loud and thus separate dining arrangements were made, as well as announcements to tourists from traditional countries that there were Chinese tourists in-house as well.

"What we realized is that the Chinese market is very loud, so what we did was to coordinate separate dining arrangements. However, it was no expenses spared for Chinese tourists, as it was only a matter of service" (Intercontinental Resort, personal communication, 16 August, 2014).

"When Chinese tourists came, they would be separated from tourists from traditional markets and during cocktails, the staff would then announce to guests from traditional markets that there were Chinese tourists staying at the property" (Musket Cove Island Resort, personal communication, 23 August 2014).

Regulating the Chinese market to Fiji

The feedback from interviews with key tourism stakeholders is that there needs to be a more coordinated approach to targeting the Chinese outbound market and also in terms of regulating this emerging market so as not to encounter the same problems that other tourism destinations such as Maldives have experienced in terms of mass numbers of Chinese tourists which have impacted other guests as well as creating social impacts on the host destination such as gambling. Tourism Australia unveiled its China 2020 Strategic Plan which aimed at nearly doubling the number of Chinese visitors to 860,000 over the next eight years. However, Australia is not promoting the culture side of the destination, but instead promoting itself as a high-end destination for the super-rich where Chinese tourists can stay in five-star hotels, buy luxury bags and gamble in glitzy casinos (Ho, 2014). Some of the social impacts related to gambling include financial, personal and family costs including financial hardships, debts, asset loss, bankruptcy, stress, depression, anxiety, suicide, poor health, the neglect of family, relationship breakdown and violence (Deery, Jago & Fredline, 2012).

For Musket Cove Island Resort, some of the existing strategies to regulate the Chinese inbound market to Fiji include opening up the resort to Chinese guests only during the low season. This ensures that the property capitalizes on revenue during the low season as well as having the resources, time and ability to efficiently accommodate to the different demands and expectations of the Chinese market. Likewise, Namale Resort Fiji regulates the influx of Chinese tourists by limiting the number of *bures* available for Chinese guests, including separating Chinese guests from traditional guests during dining.

"Fiji has to learn from what we have been through in the past, with the Korean market and Japanese market and tour operators have learnt from these. If we say yes to the Chinese market, then yes only to a particular time and that is during the low season. We know that the challenge is there but it is easier to deal with that challenge when we

don't have a big number of traditional guests" (Musket Cove Island Resort, personal communication, 23 August 2014).

"We need to regulate this market to limit the numbers. Australia, Mauritius, Seychelles have all had an overflow of Chinese tourists. Fiji as a tourism destination needs to understand the lessons learnt from other countries where other countries have not regulated this market and are now having problems" (Intercontinental Resort, personal communication, 16 August, 2014).

Discussion and conclusions

This study suggests that if tourism stakeholders in Fiji are willing to target the Chinese outbound market, then it is critical that their respective staff, especially front-line staff are aware and have an overall understanding of the different aspects of the Chinese culture. The hosts' ability to respond effectively to a culturally different tourist is an important element determining positive tourist holiday experiences and satisfaction. What was also highlighted in the interviews with key tourism stakeholders is that if tourism operators are keen to target this market, they need to ensure that they have the budget and the commitment to be consistent in targeting this growing emerging market. More importantly, marketing strategies need to be aligned to the appropriate market segment and via relevant media.

It is further anticipated that the findings from this study will provide tourism practitioners with the realization and acknowledgement of the evident need to regulate the Chinese inbound market to Fiji. There have been past experiences with tourism destinations such as Maldives, Seychelles, Mauritius, Australia and New Zealand that have opened their doors to the Chinese outbound market and are now experiencing challenges in dealing with a mass market that is difficult to control and is affecting repeat visitors from traditional markets. As China is an emerging market for Fiji, it is critical that tourism stakeholders take heed of lessons from matured destinations and to try and regulate this market. In addition, tourism stakeholders can also consider targeting the Chinese outbound market only during the traditional low seasons; or to assign a specific number of rooms for the Chinese market so as not to impact existing guests from traditional markets. Furthermore, destination marketing and promotion plays a key role in how Fiji positions itself in the Chinese outbound market and as the Ministry of Tourism and Tourism Fiji's main prerogative is to increase tourist numbers, the onus then rests on the properties (i.e hotels and resorts) to position Fiji to target luxury Chinese travellers and also to implement strategies in terms of controlling and regulating the Chinese inbound market to Fiji.

As highlighted in the Fiji Tourism Development Plan 2007 – 2016, the growth of tourism in Fiji and the target of 1.1 million visitors by 2016 do not appear to be possible without significant growth in new markets being China, India and South America. However, the Fiji Tourism Development Plan 2007 – 2016 also fails to highlight the evident challenges of targeting the Chinese outbound market due to their different demands and expectations. In addition, whilst many tourism developers and operators are following good practice, Fiji lacks the framework to ensure such practices are adopted across the tourism industry. Much of the policy, legislation and regulation needed to ensure good practice are not implemented or enforced. Tourism practitioners in Fiji need to acknowledge and recognize that the possibility of mass numbers of Chinese tourists can adversely impact tourists from traditional markets and also have social impacts on the destination if proper preparation and adequate planning are not taken into account by Government and key tourism industry stakeholders. Whilst adequate knowledge and viewpoints was extracted from the five tourism stakeholders, it is recommended that future research include additional stakeholder representation that contribute to the tourist experience such as retail shopping outlets, restaurants, excursions and tour operators to obtain further insight into the Chinese tourist to Fiji.

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