

# Proceedings of the 5th International Tourism Studies Association Conference

## *Tourism, Cities and the Environment in the Asian Century*

Wednesday 26th to Friday 28th November 2014  
Department of Parks and Wildlife  
Perth, Western Australia



Edited by Brian Spittles, David Newsome and Diane Lee



In Association with



Australia China Business Council  
澳大利亚中国工商业委员会

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## Editorial Introduction

The 5<sup>th</sup> International Tourism Studies Association Biennial Conference was held in Perth, Western Australia from 26-28 November 2014. The conference theme was 'Tourism, Cities and the Environment in the Asian Century'. It was co-organized by ITSA, Murdoch University, and Peking University, and was held at the Western Australian Department of Parks and Wildlife (DPAW).

The three day conference covered a unique blend of topics which combined interests across government, academia, and the tourism industry and enabled participants to learn more about China's burgeoning outbound tourism market and the opportunities this presents for Western Australia's extraordinary range of tourist destinations and experiences. It was a must attend for tourism professionals, academics, and government organisations who wish to keep at the forefront of the latest developments and trends in the sector.

The conference opened with dances from an Australian Aboriginal troupe (Richard Walley and the Middar Dance Group) and was then structured around three topical streams. These were:

- Day 1 - China outbound tourism market;
- Day 2 - Tourism cities in the Asian century;
- Day 3 - Nature-based and heritage tourism.

Each theme was addressed by four keynote speakers, further explored in the presentation of academic papers and posters, and finally discussed in a culminating panel discussion. The conference aimed to:

1. Educate and inform its audience about the burgeoning China outbound tourism market;
2. Encourage discussion about Australia's and Western Australia's nature based tourism products and its synergies with China's tourism market, academia, and government;
3. Encapsulate the quintessential qualities for a city to become globally recognised as a 'World Tourism City'.

The delegates to the conference were mainly from Australia, China, and Southeast Asia.

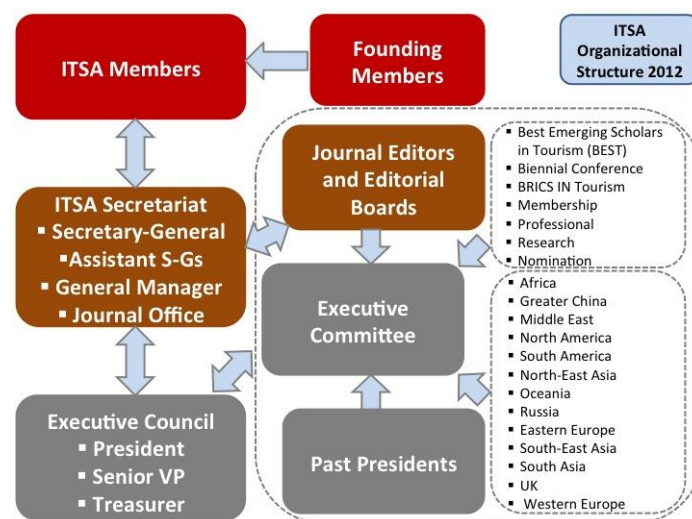
These proceedings have not been fully peer reviewed. In most cases, written papers by presenters were not available, hence, in such instances, information from Power Point presentations was extracted. However, the written information on a number of Power Points was either scarce or abstract (i.e. the presenter used bullet points and images and simply spoke to these). This has resulted in a diversity of article formats; some mostly text, others mostly images. In instances where neither a written paper nor a Power Point was available, the presenters' abstracts have been placed at the end of these proceedings. A list of email contact for authors is provided at the end of these Proceedings.

All copyright of the content of these papers remains the property of the individual authors.

## The International Tourism Studies Association (ITSA)

The International Tourism Studies Association (ITSA) is a non-profit membership organization of leading scholars, researchers, and practitioners in the tourism and related fields. The major objective of ITSA is to bridge the gaps in tourism studies and research, education, and training between developed and developing countries. Unique among associations of tourism research, ITSA's global mission is to encourage cooperation and knowledge sharing among members in both developed and developing countries.

The Association was founded in 2006 by Professor 'Tiger' Wu Bihu, a Peking University scholar of tourism planning and destination management and marketing, and launched with the assistance of 25 founding members from leading universities in every hemisphere. ITSA established its Secretariat office at Peking University in China, has more than 300 individual and institutional members throughout the world, and has its headquarters office in Washington, D.C., USA. ITSA is unique among international associations of tourism scholars and practitioners as it is the only such association with offices in the U.S. and China.



ITSA implements several activities to achieve its objectives thereby providing various platforms for the exchange of research ideas and sound research practices in tourism studies among scholars worldwide. These include the staging of biennial and themed conferences, and the publication of its academic journal, *The International Journal of Tourism Cities*. Recent conference venues have included China, Indonesia, and Malaysia. In 2014, ITSA held conferences in Italy and Australia. ITSA's activities are supported by Regional Vice-Presidents in Africa, Central Asia, Eastern Europe, Greater China, Middle East, North America, North-East Asia, Oceania, Russia, South and Latin America, South Asia, South-East Asia, UK and Ireland, and Western Europe.

## **ITSA 2014 Conference Committee**

Conference Chair - David Newsome, Murdoch University  
Deputy Chair - Pearl Chua, Murdoch University  
Treasurer - Alan Briggs, Murdoch University  
Committee - Member Tracy Shea, Department of Parks and Wildlife  
Scientific Committee Advisor - Diane Lee, Murdoch University  
Scientific Committee Advisor - Susan Moore, Murdoch University  
Committee Member - Pat Barblett AM, FACET  
Committee Member - Alastair Morrison, ITSA

## **ITSA 2014 Conference Scientific Committee**

David Newsome - Murdoch University, Perth, Australia  
Christof Pforr - Curtin University, Perth, Australia  
Diane Lee - Murdoch University, Perth, Australia  
Susan Moore - Murdoch University, Perth, Australia  
Mimi Li - Hong Kong Polytechnic University, Hong Kong SAR, ITSA Research Committee  
Co-Chair  
Claire Liu - Auckland University of Technology, Auckland, New Zealand, ITSA Regional  
Vice President, Oceania  
Han Shen - Fudan University, Shanghai, China, ITSA Deputy Secretary-General

## **Day 1**

### **China Outbound Tourism Market**

The China Outbound and Tourism Market theme featured keynote speeches from Dr. Bin Dai (China Tourism Academy, Beijing), Dr. Wolfgang Arlt (China Outbound Tourism Research Institute, COTRI, Hamburg, Germany), Mr. Carl Yin (Spring Travel, Shanghai), and Doc Reynolds (Kepa Kurl Enterprises Pty Ltd, Esperance, Western Australia). These presentations highlighted the expected strong growth and diversification of outbound travel from Mainland China. Wolfgang Arlt suggested that there now was a “second wave” of outbound Chinese travellers.

## KEYNOTE SPEAKERS

### **China's outbound tourism: What has happened and what is about to change**

Dr Bin Dai  
President  
*China Tourism Academy*

#### **Biography**



From July 1989, Dr Bin Dai worked for Anhui University of Finance and Economics as a teaching secretary, assistant, lecturer and Associate Professor in the Trade and Economy department. From January 2001, he worked for Beijing International Studies University as an Associate Professor, a Professor in the Tourism Management department, Director of the Restaurant Management department, Deputy Director General and Director General of the Scientific Research department, standing sub-editor of the academic journal, and assistant to the principal and president of the college of Sino-Swiss restaurant management. In April 2008 he became Vice-President of the China Tourism Academy and became President in July 2010.

Dr Bin Dai has published over 290 theses in both domestic and foreign media such as *Tourism Tribune* and *Nankai Management Review*. These theses have been reprinted in some authoritative publications such as *Tourism Management* and *Annals of China's Tourism* many times. His published monographs, translated works, textbooks and research reports amount to 30. He has also presided over 50 subjects and delivered more than 400 keynote speeches and is entrusted by governmental departments and commercial organizations including the National Natural Science Foundation, the China National Tourism Administration, the Ministry of Education, the municipal government of Beijing, the Beijing Social Sciences Planning Office, the China National Tourism Group and the Lingnan International Enterprise Group.

#### **Abstract**

China is becoming a key supporting pillar within the Asia-Pacific region and enhancing global tourism's prosperity. In 2013, China's international tourism service achieved a trade deficit of USD 76.9 billion, which has gained worldwide attention. The explosive growth of Chinese outbound travel has yielded profound influences not only on the economy, culture and society at tourist destinations. In the near future, Chinese outbound tourism will enter a developmental stage of stability, whereby Chinese travellers will have become more knowledgeable of and sensitive to the sociocultural norms of destination countries. Furthermore China is reshaping the structure of global tourism and demonstrating its increased capacity to engage productively in discourses regarding world tourism development. Progress in China's tourism competency will be of interest and benefit to global tourism enterprises, and call upon academic researchers to refine their theories in response to evolving market and business developments and to translate these into down-to-earth values for the tourism industry.

### Government publicity

“Patriotism is to show civilization in your overseas travel, through every word and action, no talking loudly in public, queue by the order, and respect local customs”. (Dai Bin on China National Radio).

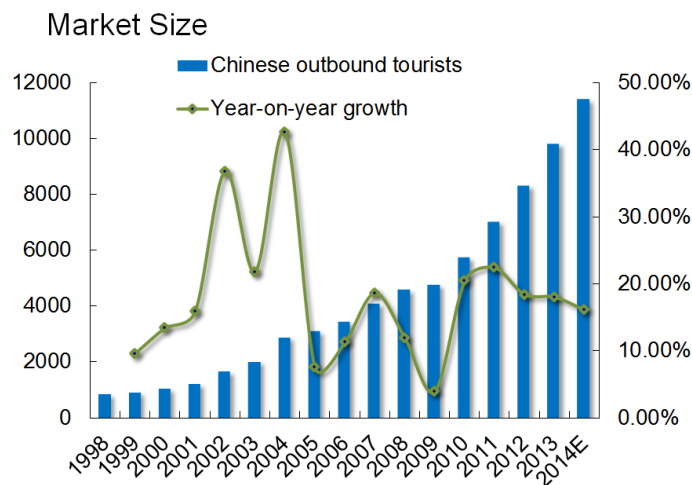
### Academic values

- A brand new objective for international tourism research communities is to observe, investigate and analyse the phenomena of tourism.
- Contemporary academic tourism research must advance with the times, and promptly respond to the realities of industrial practice for the industry's prosperity and development.

### Largest outbound market and top spenders



### Continually increasing outbound travelers



## Attracting and satisfying the second wave of Chinese travellers

Wolfgang Arlt

Director

*China Outbound Tourism Research Institute (COTRI)*

### Biography



Wolfgang Georg Arlt, with more than 30 years of experience in China, is the Director of China Outbound Tourism Research Institute (COTRI), an organization offering information, analysis, publications, consulting, and advice for individuals and companies interested in Chinese tourism. He was born and raised in West Berlin, and has been teaching university-level international and leisure tourism management. Dr. Arlt has an MA in Sinology and a Ph.D. in Political Sciences from FU Berlin and speaks German and English, and studied Mandarin and Cantonese.

He is an author of a number of books and articles on China's outbound tourism including a book of the same title with Routledge Publishers, Oxford (published 2006, republished 2011). Also, he is a guest editor of several international scientific journals for China tourism special editions, latest Tourism Planning and Development, China Outbound Tourism, May 2013.

### Abstract

China is the biggest international tourism source market in the world. In 2014 about 115 million border-crossings will result in close to 170 billion Australian dollars being spent by Mainland Chinese for international travel. An increasing number of these Chinese travellers have moved beyond the first phase of ticking off the main attractions in the major cities of the world and snatching up the most famous branded goods. They have started to move further afield in the quest for authentic experiences in destinations which are prepared to welcome Chinese visitors and for local high-quality products. "Smaller" destinations can profit from this "Second wave" of Chinese travellers by adapting tourism products, training the stakeholders involved and telling the right stories via the right communication channels.

### Introducing the China Outbound Tourism Research Institute (COTRI)

The China Outbound Tourism Research Institute (COTRI) is the world's leading independent research institute for information, training, quality assessment, research and consulting relating to the Chinese outbound tourism market. Established in 2004, COTRI has offices in Heide and Hamburg in Germany, and in Beijing, Shanghai and Guangzhou in China. COTRI Country Partners are also located in: Argentina, Australia, Austria, Bahrain, Bosnia and Herzegovina, Bhutan, Cambodia, Chile, Croatia, England, Estonia, Finland, France, Iran, Ireland, Italy, Kenya, Kosovo, Kuwait, Laos, Latvia, Lithuania, Macedonia, Mauritius, Mexico, Montenegro, Morocco, Myanmar, New Zealand, Oman, Peru, Portugal, Qatar, Russia, San Marino, Saudi Arabia, Serbia, Slovenia, Spain, Switzerland, Thailand, Tunisia, UAE, USA, Vietnam, and Wales.



## Attracting and satisfying the second wave of Chinese travellers: Nine theses and a summary

*Thesis 1* - Chinese Outbound Travel will continue to grow despite the slowdown of Chinese GDP growth.

Long-distance outbound travel for the top 5% of Chinese society is an investment, not a holiday:

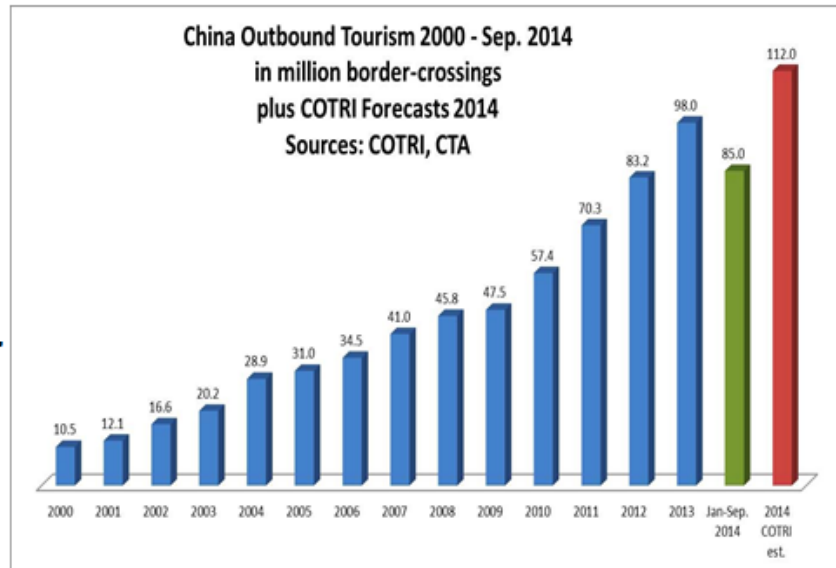
- *Direct investment*: Business travel, real estate and company investment for profit and for passports.
- *Indirect investment*: 'Leisure' travel for self-esteem and peer group confirmation of status and prestige; social capital.
- *Long-term investment*: Formal and informal education, market knowledge, experiences.

*Thesis 2* - Chinese Outbound Travel will increasingly represent a major part of global tourism, but will still be restricted to the top decile of the Chinese society.

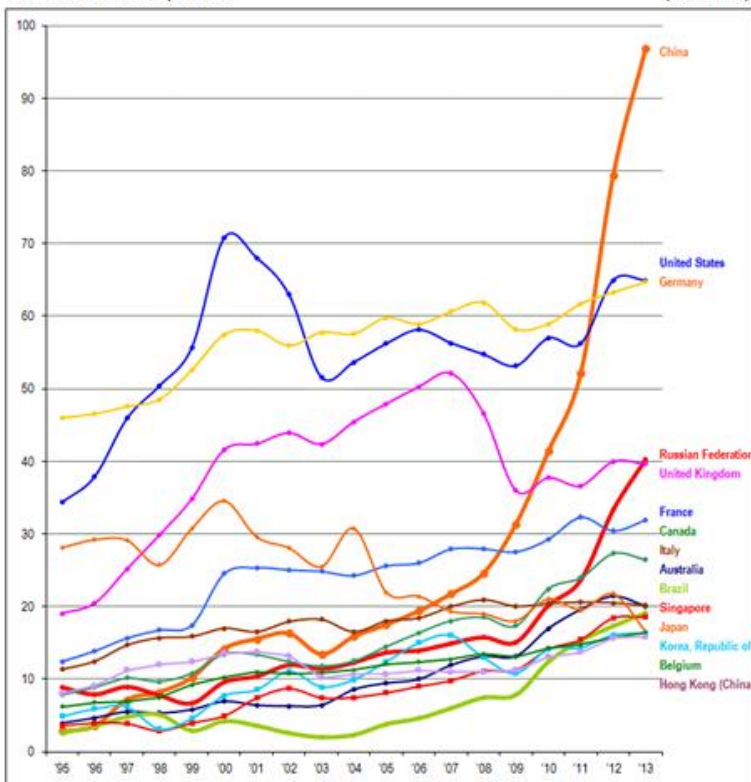
- In 2014, 10% of all international border crossings (115 million out of 1,115 million trips) will start from Mainland China, and will be conducted by approximately 5.5% of Mainland Chinese citizens (70 million out of 1,350 million inhabitants).
- In 2020, 14% of all international border crossings (210 million out of 1,500 million trips) will start from Mainland China, and will be conducted by approximately 9% of Mainland Chinese citizens (120 million out of 1,400 million inhabitants).

## CHINA – INTERNATIONAL TOURISM SOURCE MARKET NO. 1 IN THE WORLD IN TERMS OF BORDER-CROSSINGS

- 83 million border crossings in 2012
- 98 million border crossings in 2013
- 85 million border crossings Jan.–Sept. 2014
- COTRI forecast 112 million border crossings in 2014



World and regions: Outbound Tourism  
International Tourism Expenditure



Source: World Tourism Organization (UNWTO) ©

COTRI 中国出境游研究所  
CHINA OUTBOUND TOURISM  
RESEARCH INSTITUTE

## CHINA – INTERNATIONAL TOURISM SOURCE MARKET NO. 1 IN THE WORLD IN TERMS OF SPENDING

2011: 52 bio. Euro  
2012: 80 bio. Euro  
2013: 97 bio. Euro  
2014: 125 bio. Euro (est.)

[www.china-outbound.com](http://www.china-outbound.com)

*Thesis 3* - Chinese outbound ‘tourism’ spending will no longer grow faster than the number of travellers.

- Spending for international travel will grow in 2014 at approximately a similar level to growth of number of border crossings from China.
- A shift at the upper end of the market from buying *über-expensive* watches to buying real estate will result in the latter kind of ‘shopping’ not being recorded any longer as travel expenditure, even though the amount of money moving with the travellers out of China is actually increasing.
- Jewellery does not buy residence permits, ‘Golden Visa’ or passports. Outward Foreign Direct Investment (OFDI) does in an increasing number of countries.

*Thesis 4* - Increasing Chinese outbound traveller numbers will benefit smaller country destinations and smaller destinations within major destinations.

- Hong Kong and Macau in Q1-3 2014: +14%, +11% below average.
- Countries in Southeast Asia suffer in 2014 dramatic decrease:  
Thailand Q1-Q3 2014: -19% (2013: +93%)  
Malaysia H1: -27%  
Vietnam Q3 2014: -24% (Q3 2013: +72%)  
Singapore M1-8 2014: -29%  
South Korea slows down: Q1-Q3 2014 +36% (Q1-Q3 2013: +59%)
- Gambling expenditure still growing, but declining in Macau and Singapore.

*Thesis 5* – The Chinese outbound traveller’s age band will grow wider.

- With international travel being perceived as less special or dangerous, more children will join their parents or travel with their classmates or friends.
- The first generation of Chinese affluent pensioners are part of the outbound market. Their age group is 55-65 and, unlike the majority of middle-aged affluent travellers, they are not ‘time-poor’, but can afford to go on trips which are less frantic, last several weeks and are less driven by the question of what others might think about their trip.
- River and Ocean cruises; special interest tours will benefit from families and pensioners.

*Thesis 6* – ‘The’ Chinese outbound tourist does not exist. Niche tourism offers, thematic tours, bespoke travel arrangements are getting ever more important beside the *other* segments.

- The mass-market *package tour* is still the greatest volume in number of participants, but not in number of spending. Often first-time travellers from second/third tier cities, and still interested in cheap trips, sightseeing and shopping for prestige.
- Business/*official* travellers are still interested in luxury and high-level - if less conspicuous – consumption.
- Chinese *expats* and *students* are increasing in importance, travelling themselves and receiving guests.

*Thesis 7* – Niche topics, themed tours, bespoke arrangements. The ‘Second Wave’ is moving from ‘*money rich – time poor*’ to ‘*money and experience rich – time poor*’.

- 95% of affluent and travel-savvy ‘Second Wave’ travellers have already been at least once to Greater China, Australia, or Europe.

- The vast majority does not want to travel with package tours but prefer to be self-organised or with a (outbound or inbound) tour operator.

*Thesis 8* – Development of expectations and behaviour in the ‘Second Wave’.

- Value for money rather than cheap prices.  
*Buying what money can’t buy.*
- Intensive short experiences rather than sightseeing.  
*Instant certified pro in Slovenian honey/Cambridge punting.*
- New locations rather than the Eiffel Tower again.  
*Perth after Sydney, Perugia after Rome, Fiji after Jeju.*
- Shopping for lifestyle affirmation rather than brands.  
*Aboriginal art rather than a LV bag.*

*Thesis 9* – Chinese outbound travellers are more confident and more demanding than ever.

- Chinese outbound travellers are told to behave better (Xi Jinping in Maldives: “Don’t destroy the corals and eat more local fish”) but are also demanding greater attention in parallel to their increasing discovery of their needs and preferences.
- There is an increasing necessity to keep the balance between treating Chinese Second Wave guests as international citizens (Xu Jing (UNWTO): “We have passed the stage of hot water kettles”) and still showing respect to the Chinese culture.
- There is an increasing necessity to deeply understand the segments of the market and to adapt products, services and communication.

### Summary

*The good news:* Second Wave Chinese travellers can be attracted to new places, new activities, new months of the year, new products to buy compared to other “western” visitors, bringing not only *more* business, but a different *kind* of business.

*The bad news:* To satisfy the Second Wave Chinese travellers in a way that induces them to recommend the place/activity/season to their peers, a number of things have to be done in the right way.

Any answer to the question “What do Chinese travellers want?” is a wrong answer.

In order to attract Second Wave Chinese travelers to one’s country it is recommended to: i) give the right kind of reasons for them to come (e.g. novelty, exclusivity, intensity, connection to China, endorsement by celebrity, quality labels, hype on Social Media); ii) give the right story to tell and the opportunity to do so (chance to experience a fitting unambiguous story, co-presence enabled by smartphone and WiFi, certification, documentation); and iii) give them the right feeling of being more welcomed than any other kind of customer by words, deeds services and products.

## **The fast growing Chinese outbound tour market in relation to a more rapidly changing tourist demand**

Carl Yin  
Deputy General Manager  
*Spring Travel*

### **Biography**



Carl Yin is the General Manager of Spring Travel. He specializes in international inbound and outbound markets, both for group tours and vacations. His major fields are in the US, Canada, all European countries, the Middle East, South Africa, and the cruise ship industry. He has attended, or been invited to attend, many business and leisure travel shows or marts (e.g. IPOW, CITM, WTM, ITB, ICAA). Before this role he worked for 9 years as a Manager of Shanghai Spring International in Los Angeles. Carl has studied at Southeast University, Nanjing, China and also the China Science and Technology Extensive Training School in Shanghai.

### **Abstract**

This presentation is structured in three parts. Part I outlines the facts about the Chinese Outbound tour market over the past 10 years based on Spring International practice. This is done in three sections: i) 'Who We Are'- A brief introduction of Spring International Travel Service, the largest travel company in China; ii) 'CHANGING 1' – Discusses changes in choosing destination countries and regions by Chinese tourists with ratios of tourist numbers, prices, and ages; and iii) 'CHANGING 2' - Group tours versus FIT. Part II discusses what is most valued by Chinese outbound tourists in their choice of tourist destination countries and their mode of travel. This includes a focus on several issues: the degree of difficulty in visa application; safety; package pricing based on the destination resource availability; destination attractions and cultural difference; tourism product destination diversity and packaging; the value of shopping; and the question of repeatable tour destinations or lifetime only destinations. Finally, Part III presents three key points regarding how to attract more Chinese tourists to your destination based on our angle of Chinese travel company. These are: i) image promotion and stories; ii) perfect destination reception service with more transparent clean competition; and iii) having enough qualified Mandarin-speaking tour guides, both national and locals.

### **PART I**

The facts about the Chinese Outbound tour market over the past 10 years based on Spring International practice

#### **Who we are**

Spring International Travel Service was founded in 1981. We have over 7000 employees and 12.5 billion yuan revenue. We also have our own fully controlled airline company. Stage 1 of our development (1981-1988) began with our first store which was a 2 square metre room in Shanghai which offered independent travel. In 1983, we introduced our first quality control mechanisms. During Stage 2 (1989-1997) we revolutionised our booking system and throughout Stage 3 (1997-2005) we extended our reach by becoming an online



charter flight wholesaler. Finally, in Stage 4 (2005-2013) we further developed our capacity by establishing our own fleet of low cost Airbus A320 planes. This has enabled our sales and net profits to increase substantially.



## i. About Us

**Rapidly Development of SPRING**



### CHANGING 1

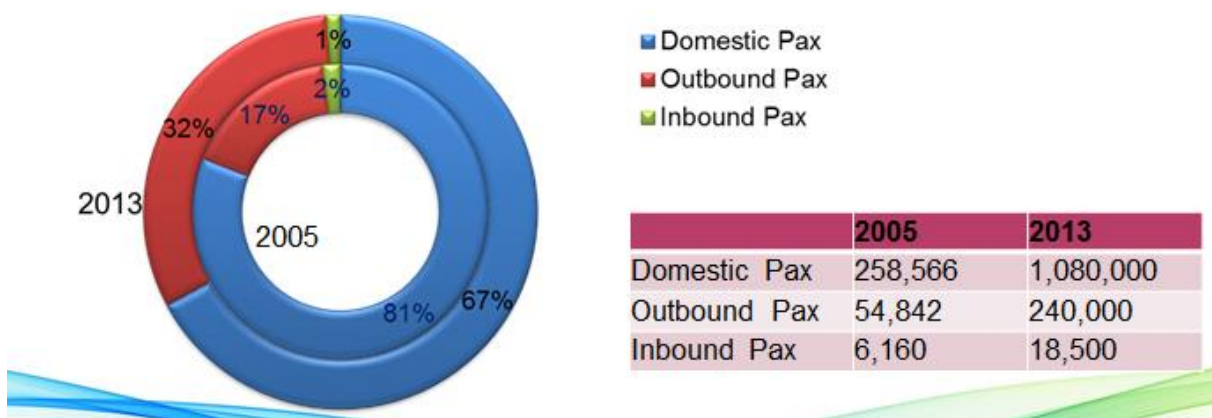
Changes in choosing destination countries and regions by Chinese tourists with ratios of tourist numbers, prices, and age.

#### *The comparison of tourist numbers*



### (1)The comparison of Tourists Numbers

#### ①Numbers in Year 2013 (shanghai departure)

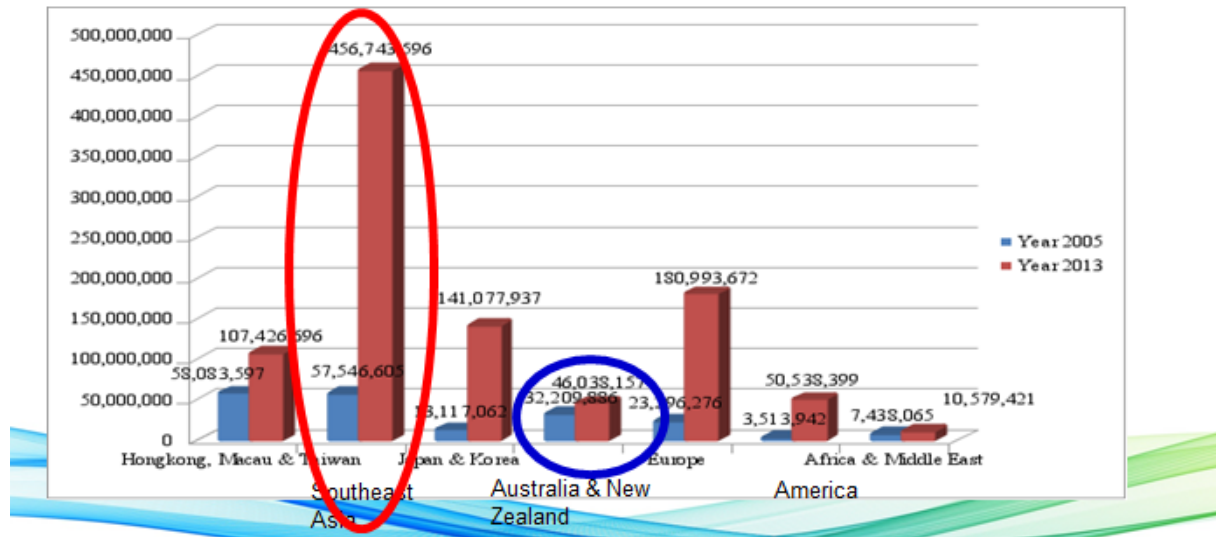


*The comparison of sales revenue*



(2) The comparison of Sales Revenue

② SPRING' s sales increase in different markets (outbound)

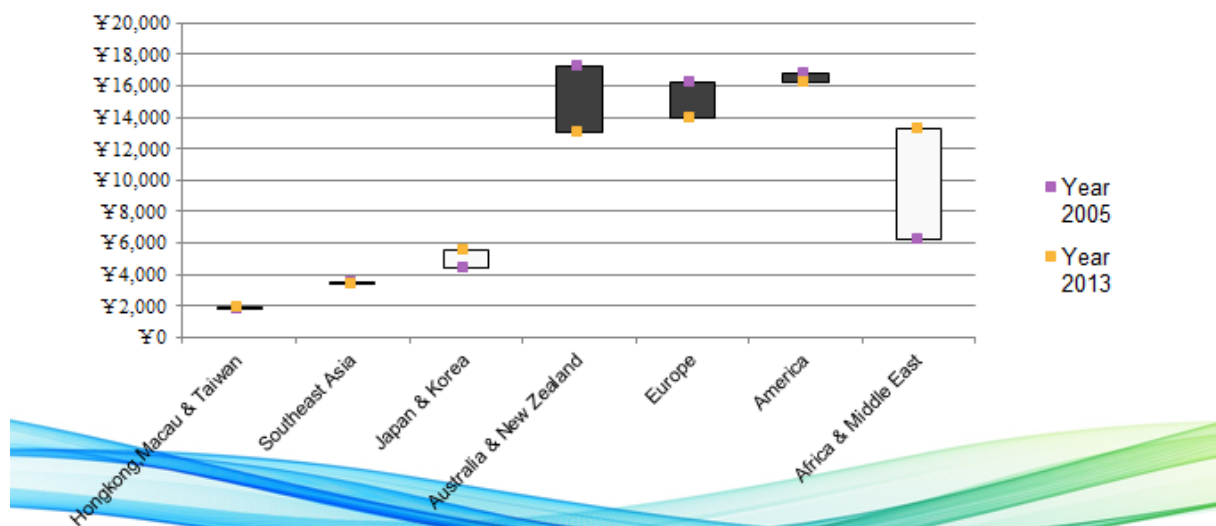


*The comparison of price*



(3) The comparison of Price

SPRING' s price comparison in different markets (outbound)

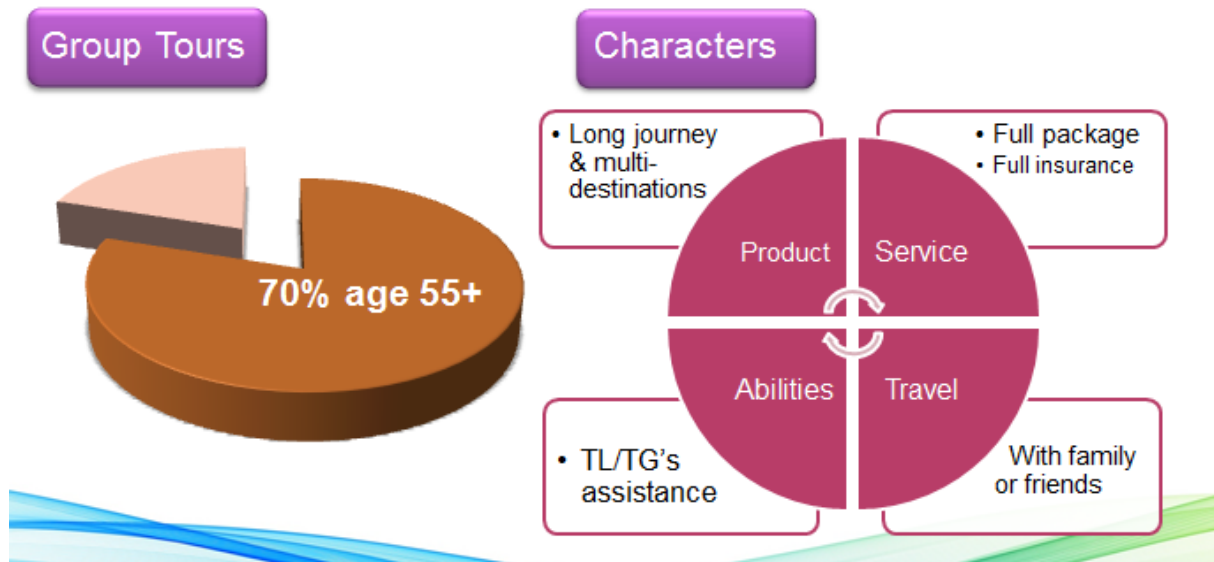


### *The comparison of Tourists' age change*

The age gap of outbound tourists is presently widening. The number of senior tourists is growing year by year. The senior tourist (55+) is quietly becoming the main force of outbound travel.



### (5) The comparison of Tourists' age change



### CHANGING 2

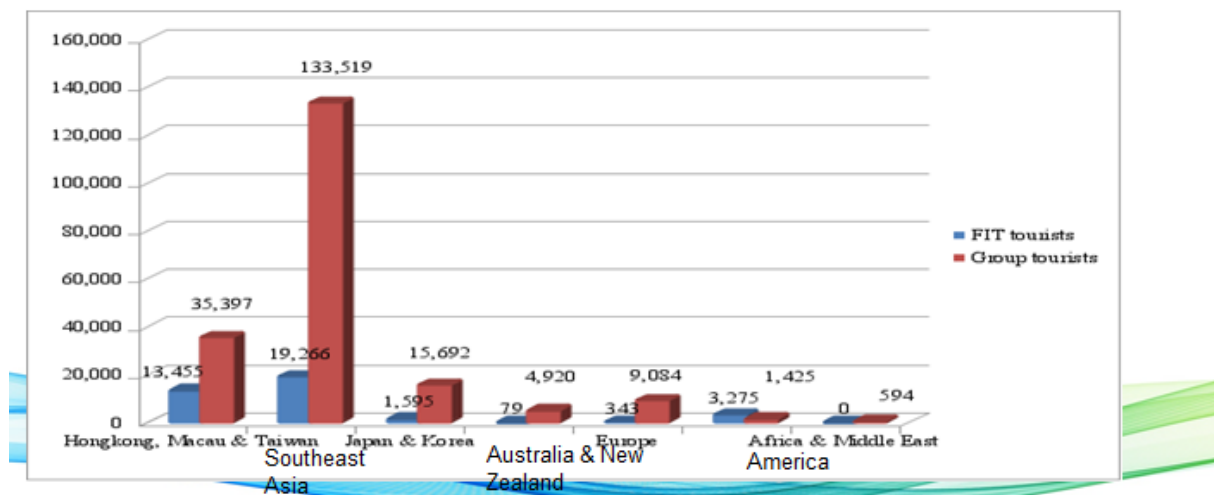
The comparison of group tours versus FIT by numbers and age.

### *The comparison of group and FIT PC*

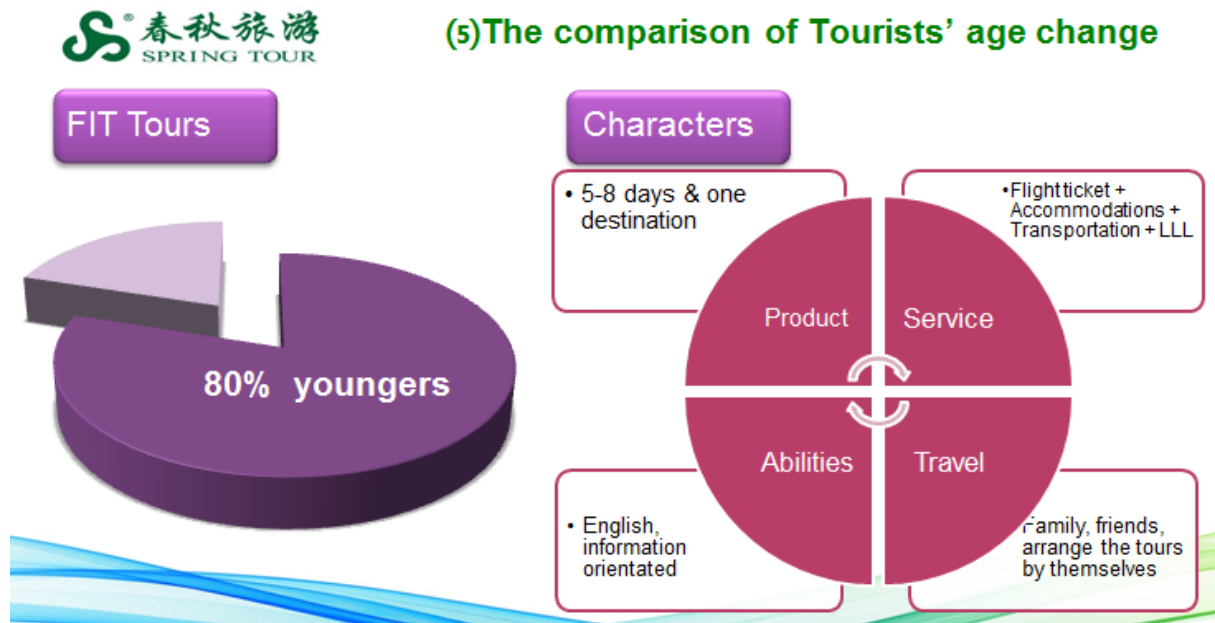


### (4) The comparison of Group and FIT PC

### SPRING' s tourists comparison of FIT & Group in different markets for 2013 (outbound)



*The comparison of age change for FIT tourists (with group tours above)*

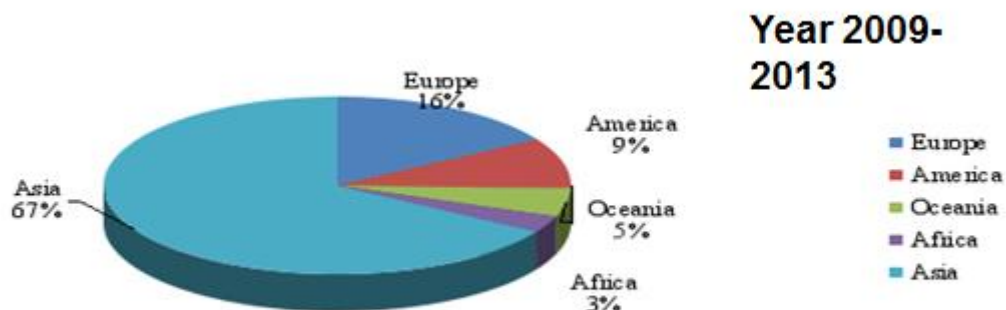


## PART II

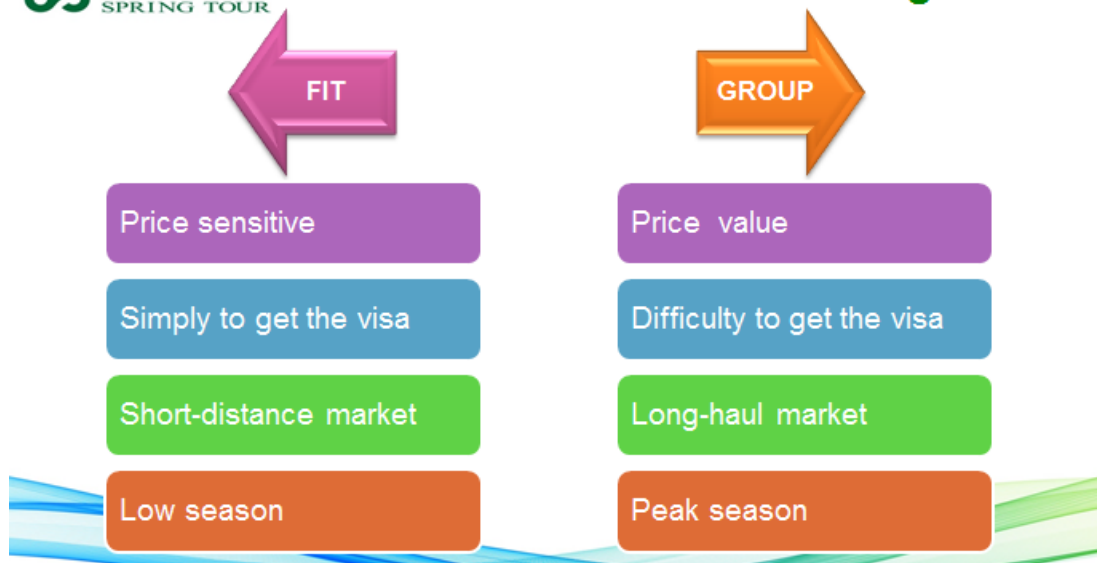
Part II discusses what is most valued by Chinese outbound tourists in their choice of tourist destination countries and their mode of travel. This includes a focus on several issues: the degree of difficulty in visa application; safety; package pricing based on the destination resource availability; destination attractions and cultural difference; tourism product destination diversity and packaging; the value of shopping; and the question of repeatable tour destinations or lifetime only destinations.

### *Analysis of Chinese outbound market*

The structure of Chinese tourists aboard destination



### The driving factors



#### Price

- Reasonable price of airlines (peak season)
- Foreign currency rate changing

#### Visas

- Visa waiver or landing visa
- Simplicity of visa application
- ADS visa or FIT visa (multiple and validation)

#### Safety

- Personal and environmental security
- A friendly circumstance to Chinese
- Positive coverage of destination

#### Resources

- Capacity of airlines
- Balance of peak season and low season
- Local resources (tour-guide, accommodation, transportation)

#### Shopping

- Quality
- Cheaper price
- Multiple choice

### PART III

Part III presents three key points regarding how to attract more Chinese tourists to your destination based on our angle of Chinese travel company. These are: i) image promotion and stories; ii) perfect destination reception service with more transparent clean competition; and iii) having enough qualified Mandarin-speaking tour guides.

#### Image promotion and stories



#### Part III i. Image Promotion and Stories



#### Destination reception

The perfect destination has excellent reception with more transparent clean competition. This also includes a safe environment and friendly atmosphere. Adequate reception resources such as hotel, restaurants, transportation, etc. are also important. A good shopping environment is also necessary. In terms of fair and clean competition, a fair competitive market is the top priority. This entails local policy protection and zero cost or minus cost for the tour package.

#### Qualified Mandarin-speaking tour guides

It is also very important to provide qualified Mandarin-speaking tour guides. It is necessary to take into consideration the senior tourists' language ability, and also to provide Mandarin services at the destinations, whether through local people or the Chinese tour guide.

## The China outbound tourism market and Aboriginal cultural tourism

Doc Reynolds

Director

*Kepa Kurl Enterprises Pty Ltd*

### Biography



Doc is recognised as a saltwater Cultural Custodian/Traditional Owner of the Wudjari people, most eastern of the 14 tribes of the Noongar Nation located around the Esperance region. Doc has been actively involved with Aboriginal affairs for nearly 40 years having leadership roles at the local, regional, state, national and international levels. Doc was the first Aboriginal Shire Councillor elected to the Shire of Esperance, former President of the Aboriginal Legal Service of WA (ALSWA), and a past Chair of the Aboriginal Lands Trust (ALT) and the Western Australian Indigenous Tourism Operators Council (WAITOC).

In 2003 Doc along with his sister Gail and their respective partners, Robyne and Mark, formed Kepa Kurl Enterprises Pty Ltd, focusing on Cultural Tourism experiences and Cross Cultural Awareness training, which is now recognised as one of the leading Aboriginal tourism operations in WA. They currently provide five experiences, Eco-Cultural tours, Eco-Discovery tours, Aboriginal Art Gallery, Cross Cultural Awareness training, Cultural Services and now along with his daughters, have just opened a mobile coffee/food van, Lucky Bean Cafe on Australia's whitest beach, Lucky Bay in the Cape Le Grand National Park.

### Introduction

I would like to take this opportunity to thank the organisers for allowing me to present to this important forum on Aboriginal tourism and the kepa kurl experience. First of all though, I would like to acknowledge my fellow Traditional Owners, the "the Wudjak" mob one of the most western of the Noongar nation whose country we are gathered on today. Being a Senior Custodian/Traditional Owner myself I fully understand the importance of the acknowledgement. I'm from the most eastern of the Noongar nation, the wadjarri mob with my sub grouping the ngookuring whose country ends at eurudup, or as most of you would know, Israelite Bay. I also have cultural links to the Malba/Ngudju people from the Balladonia area and Mirning people of the Nullabor. And If I make a mistake and things don't go right this morning, as you would appreciate, it's only the white fulla coming out of me. Today I'm going to share with you, Creating the Optimum Aboriginal Experience, the kepa kurl story and some stats that if fully embraced, can have huge benefits to Aboriginal communities.



When a tourist books an Aboriginal Tourism experience, jumps on a bus, visits an Aboriginal Art Gallery, and listens to an Aboriginal Dance/Music festival, what authenticates the Aboriginal Experience for the tourist to receive the optimum Aboriginal Cultural Experience? Who owns the cultural authority that allows Aboriginal tourism experiences to be showcased on country? What is culture and how do we define it for our visitors to understand? When we talk about country, is it Australia?

Today Aboriginal Tourism is the new frontier for tourism in this country as Aboriginal communities and Government come to recognise that our Australian and our International visitors seek to explore the oldest living culture on the planet. Recent Tourism Australia research indicates that nearly 80% of international visitors, who visit our shores, want an Aboriginal experience, but only 20% leave with it. If the 60% who didn't experience, why, and if they spent approximately \$300, what does that equate to for Aboriginal communities and the Australian GDP. I believe that this does not include the untapped Asian market which Western Australia/Australia is currently experiencing growth from this area in record numbers.

Besides the Aboriginal Cultural experience what else do our visitors enjoy? The Colonial history and the personal history of the area allow for our visitors to be captivated on how the Aboriginal Culture has remained strong and how we have adapted to the ever changing influences of the western society. This is my journey.

### **Cultural tourism**

I'm often asked, "how do you define cultural tourism?". First of all we need to identify what they mean by cultural tourism, because today, Australia has a culture, therefore we need to identify it as Aboriginal Cultural tourism. When we (Aboriginal people) have the oldest living culture on the planet, most people would think it would very easy to create an experience and then wait for everybody to pay up and come.

Before any Aboriginal Cultural tourism experience can be planned, the budding entrepreneur needs to identify his/her product and seek permission/advice from their Senior Custodians before they can even contemplate creating the experience. In some areas it is said that Aboriginal people have lived in the area for anywhere between 40-60,000 years. As the Senior Custodians, as the name says, they hold the cultural authority for that area. The majority of people don't recognise the fact that the culture in these old people's heads is 40-60,000 years old. Senior Custodians of Aboriginal culture have more responsibilities than the head of Governments and the corporate sector because these people come and go, but the Elders are always the elders and have that Aboriginal cultural authority ownership to the day the sun sets on their life. I could go on, but when the elders have that amount of Aboriginal knowledge and ownership, the Aboriginal Cultural experience passed onto the entrepreneur is second to none and the visitor will receive the optimum Aboriginal cultural experience.

### ***How do we interpret culture?***

So how do we interpret culture? You will most probably have heard many different ways how people interpret culture, so I'm going to share mine. First and foremost is, "Respect". I'm not going to elaborate too much on this as we all know what that involves. When I do my tours, I try and simplify it to allow people to gain an understanding of my culture in the brief time they are with me. As a young boy growing up in the bush around the outskirts of Esperance, as we were not allowed to live in the town area or stay in the town area after dark, because it was a criminal offence, I learnt a lot from my old people sitting around the campfires. I'm not going to elaborate too much on that, but it is an interesting talking point with my clients when we are having morning tea.

For culture it is not only the stories being told, but our senses kicking in. Depending whether it was warm/cold depended on how close you sat near the fire, the smell of the surrounds and the smoke, feeling the cold and the sticks/stones sticking in your butt, hearing the stories as

you watched the flames flicker on the fire, you are mesmerised by that experience. What my old people have done for many thousands of years, we still did back then, but with a little more creature comforts like clothes, tents/humpies and a nice comfy warm bed. Money can never buy that experience and unfortunately because of the encroachment of western civilisation on our culture, very few Aboriginal people would experience that today.

### **Country and language**

I would like to share my version of the 5 elements I believe a culture needs to survive. It doesn't matter where you come from in the world; we need these 5 elements to survive.

#### **1. Land - Country**

When we talk about country, what do we mean? "Australia"? As we heard the welcome to country and my response, we talked about two different areas. When aboriginal people talk about land/country, it is not Australia, but where their cultural boundaries are. My country, is approximately 400km's of coastline and 80kms inland, either side of Esperance on the south coast, so I'm a "saltwater fulla". My boundary is not a line in the sand. On the western end, there is a river system, on the northern section is based on botanical species and the eastern is where the granite outcrops protruding into the ocean, or the last place of where the waters lie like a boomerang. I'm very familiar with all the bush foods/ medicines, hunting and gathering methods used to catch all of our many meat species:

Game- Kangaroos, wallabies etc.

Poultry- emu's, ducks, swans, turkeys, geese etc.

Fish – rock fish, beach fish, shellfish, whales, seals, sharks etc.

Reptiles – snakes, the many species of lizards.

Most important of course, is able to identify and know of all the fresh water areas. As we all know; if we don't have any water, we'll all die and as you would appreciate, major Aboriginal sites are all near or close to fresh water.

Aboriginal people have the ability to interpret country. We know when certain species of plants flower or die, we know what happens, good time to catch fish, when the bush tucker supermarket is open and what is available. We have a saying "if you don't look after country, country won't look after you." The importance of the mosaic is a burning principal that allowed our country to flourish and bring in the abundance of wildlife and for us to traverse through country without getting scratched or hurt. When white man came to our country, he put 4 pegs in the ground and changed it from country to real estate.

#### **2. Language.**

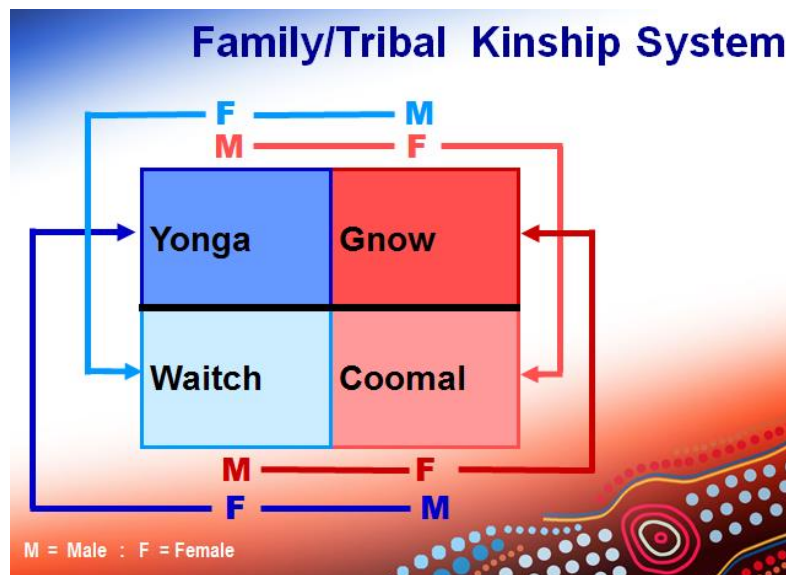
In Australia it has been said that there are over 250 different languages plus many more dialects from those languages across Australia. To give an example from my area...let's use kangaroo...in my area we call that a "yonger". 200kms north, the Mulba/ngudju call it "gulbrit" and a further 200kms north the Wongatha people call it the "marlu". So within 400kms we have 3 different language words for the 1 animal. Many people say we are just as diverse as Europe and I would daresay China.

Map of Aboriginal language groups



### 3. Family/tribal kinship system

Where would we be today if we didn't have our families? Our families were very important to maintain our cultural identity and for us to socially interact. With my father's marriage systems, we have 4 main family groups, Yonga (kangaroo), Waitch (emu), Koomal (possum) and Gnow (mallee hen) and they could only marry across and not the same. Two birds can't marry and two mammals can't marry, so it was only for the kangaroo and possum to marry the emu and the mallee hen. To marry outside of this was very taboo and the consequence, especially for a woman, was death. This kinship system worked to keep our bloodlines pure.



### 4. Lore - law.

Customary/Traditional law was very pivotal in protecting our culture. When I explain this I talk about our very complex, but very powerful marriage kinships systems to enable our

culture to survive without in-breeding. Breaching this was normally punishable by death, but if the male was an exceptional hunter, he may have been speared through the leg, but the female was killed. Pretty good deterrent I would say and the laws keep us on the straight and narrow.

### **5. *Spiritual realm – Dreaming/Dreamtime.***

Dreamtime is our sense of creation and how our country was formed and everything made. Dreamtime stories handed down over eons allowed my ancestors to maintain our cultural identity and allowed for us pass our culture on. The majority of our stories were passed on by either the music/dance...corroboree as you would know it...or the art form. In my country the lead dancers had to dance the same dance as our ancestors did and if he didn't do that he was replaced. It was a critical component to lead and to showcase because if he didn't do it properly, the dance would not interpret the story/ies been told and compromise our cultures strong ethic for passing the knowledge on.

The entrepreneur would also most probably have lived on the country for most of their lives and learnt these elements of culture from the old people as they grew up. That allowed them to gain the appreciation as required to showcase the culture to the Elders satisfaction. Whether it's a tour, cultural/festival event or an Aboriginal art gallery, if they didn't learn this they would find it difficult to have the cultural permission and blessing of their old people. They would then find it very hard to create the cultural experience with the Aboriginal cultural authority, and more importantly, showcase the Aboriginal culture from that area as it is lost in translation as they don't necessarily know what they are talking/dancing/painting about.

### **International visitors**

Aboriginal tourism is now seen as a new frontier for international marketing and recognised by Tourism Australia (TA) as one of the pillars for their 2020 tourism marketing goals. When you hear recent TA statistics that 80% of international tourists want an Aboriginal experience, and only 20% leave with it, then why is it that 60% leave without it? And what is the cost to Aboriginal operators across Australia and their respective communities and Australia's GDP.

Using the latest statistics from TA, just under 7 million international visitors visit our shores. In terms of the above percentages, 80% equates to 5.6 million visitors wanting an Aboriginal experience. If they just do a tour or cultural festival event at approximately \$300 per person, this amounts to just under \$1.7 billion. If 50% of these figures, 2.8 million, buy an Aboriginal art piece for \$500, this amounts to just under \$1.5 billion. And if 50% of the 2.8 million stayed in Aboriginal accommodation at \$200 per night x 2 nights, this amounts to just over \$560 million. If these figures are realised it would equate to around \$3.7 billion dollars spent on Aboriginal products alone. If you look at the potential to Australia's GDP over the next 10 years with the market growing, especially China, it could equate to anywhere between \$40 – \$50 billion. If that is realised it has the potential for Aboriginal tourism to be a leader in tourism promotion in this country. But more importantly, this level of tourist income would have wide ranging ramifications to Aboriginal communities across Australia.

### **Who is Kepa Kurl Enterprises?**

Kepa Kurl is the Aboriginal name for Esperance  
(Kepa = Water and Kurl = Boomerang)

So who is Kepa Kurl Enterprises? About 12 years ago I was invited to a McDonalds breakfast with my nephew and his mate along with their mothers at the Southlands Shopping Centre, south of Jandakot. My younger sister Gail and I got talking about doing something for ourselves. She was the National Indigenous Training Manager for Newmont Mining which involved a lot of travel all over Australia and I was the Manager of an Aboriginal Organisation in Esperance. We were getting to the stage where we both in danger of becoming B.O.B's...burnt out blacks. So, from this humble beginning, the Kepa Kurl story begins.

We both agreed that we should start up a Tourism Business of our own. As a Community Leader I had and still have my cultural obligations to my people and I represented them at many local, regional, State, National and International forums promoting our area. So what do you do when you want to start up a business, especially an Aboriginal business? I read a book called *Rich Dad, Poor Dad*. The rich dad was a business man and the poor dad was a University Professor. No disrespect for our learned people here. One paragraph of this book is still stuck in my mind. The rich dad and the poor dad's son where having a yarn one day and the poor dad's son said, "My dad said I should stick it out at Uni, get a degree, get a good job, and then you can climb the corporate ladder". The rich dad just looked at him and said wryly, "Why don't you own the ladder?" As a well-known Aboriginal Elder once said, which has gone down in Australian folklore, "From little things big things grow." This quote was said by Vincent Lingari as the then Prime Minister, Gough Whitlam, poured sand into his hand and started the Aboriginal Lands rights movement here in Australia.

First of all, "We had the committed passion for what we wanted to do". If you do not have this commitment, you may as well stay with what you are doing. Running your own business is not like a 9-5 job; you have to work bloody hard to get where you want to be. Everyone was saying most small businesses collapse after a couple of years, which can become a deterrent for even the most hardened, ambitious entrepreneur.

### Our team

So with my sister, my wife Robyne and brother in-law Mark, we sat down and had the yarn



we had to have, to thrash out the pros and cons of what we were planning. At the end of these many sessions, Kepa Kurl Enterprises Pty Ltd was born. It was easy to have 'kepa kurl' as this is the Aboriginal name for Esperance, kepa – water, kurl – boomerang, "where the waters lay like a boomerang". As I said earlier, we are the most eastern group of the Noongar Nation and my mother's country is at Israelite Bay (Ngookuring mob)

and my dad's mob (Bardock mob) are from the Ravensthorpe area. Our next challenge was to get someone to help us create our image and more importantly a logo. Once we got this, we then started our marketing campaign, including brochure, web page, vehicle, and shop designs, and trying our best to ward of everybody wanting us to advertise in their magazines.

### **Kepa Kurl business**

We own 6 entities in our business:

- Kepa Kurl Art Gallery and Gift Shop
- Kepa Kurl Eco Cultural Discovery Tours
- Esperance Eco Discovery Tours
- Kepa Kurl Consultancy
- Gabbie Kylie Foundation
- Lucky Bean Cafe

### ***Aboriginal art gallery and gift shop***



One day I was sitting down having a coffee with our most Senior T.O. in Esperance's main tourism precinct and I noticed that one of the shops was vacant. I jokingly said to the old fulla, "That would be an ideal place to have an Aboriginal Art Gallery". So I rang the Shire Officer responsible for that area and he asked me to pop in and he would tell me what was required. I went to the Shire and unbeknown to me the Shire had made a commitment previously that when the next shop became available, it was envisaged that it would be an Aboriginal art and crafts shop. I did a presentation to Council seeking their support for us to have the building and they fully agreed.

So, we had a shop with nothing to go in there. We had a dream of owning a 4wd Eco-Cultural tour operation, with no bus and a bit of an idea what we wanted. So we then had a yarn to an accountant friend who advised us how to go about this. So we had no money to do what we were planning, so we cadge some money from the now defunct Office of Aboriginal and Economic Development to do a business plan and everything indicated it would be a goer. This is one of the most important things you must do when starting up from scratch. You may think you know everything, but the information we got was and still is very important to us. We knew the Aboriginal Culture is the oldest living culture in the world today and people want to see experience that. And we identified that there was no Aboriginal owned and operated Cultural Tours in the south of WA and, therefore, no competition.

Gail had identified a supplier of Aboriginal souvenirs. We contacted a couple of artists in our family and friends to do some Aboriginal art, and the Kepa Kurl Art Gallery then became a reality. My wife Robyne worked in the Gallery and sold many pieces of local art pieces to tourist all over Australia and the world. I also do painting and I just can't keep up with the demand, to be honest I'm pretty slack with this

### ***Kepa Kurl eco-cultural discovery tours***

We believed it was much easier for us to get money from our local bank than go through all of these agencies that are set up for Aboriginal businesses. We did this because if we are going to have problems financially, it would be easier to go down town and sort it out with the bank Manager who was an old school friend of Gail's. So we had a good business plan, got our money, got a building for an art gallery and 2 vehicles.

We then had to design our tours for people to get a cultural experience. Having done the work previously it was a matter of doing it all consistently. That was pretty easy because of my

knowledge of the Esperance area. I was fortunate as I could give our clients, the Aboriginal history, colonial history and just as important, my personal history.

We then spent many hours going around promoting our tours and art gallery to all of the accommodation outlets and giving them a complimentary tour to show our products. You do familiarisation tours to TV and newspaper mob. Kepa Kurl featured on prime time TV right cross Australia for about 5 min's and all it cost me was my time, a bit of fuel, and maybe a couple of hundred dollars. The value Kepa Kurl received was well into the thousands of dollars.

Now we were ready to open our doors for business, we just thought everybody would come and walk straight in and do a tour. Wrong. The hard, but very rewarding work had just begun. In our infancy we had a lot of struggles, people were reluctant to promote us, but once we started doing our tours, word of mouth was by far, and still is, our most important way of advertising. People started coming on our tours because we had a product that no one else in Esperance could compete with. People loved what we were doing. So did our bank manager.

You have to be a people's person cause if you don't like people in your face talking all different type of languages and asking some way out questions, you may as well pack your bags and go walkabout. I treat my clients like they would like to be treated on tour. When someone asks me a question, I answer in the sincerity it was asked, and don't make jokes. You have to remember that what people are paying for is over 40,000 years of accumulated knowledge that no University in this world can ever copy. As a Senior Custodian of this knowledge, I charge much more than my competitors, but the value for money my clients receive is immeasurable.

This, again, is the word of mouth principal. You have to create an image that no one else is doing. I always used to wear a baseball cap; then I brought these types of hats, put on my family totem animal, the kangaroo claws dangling from the top. The perfect icebreaker when people meet you. In Germany, England, Canada and the US, people have recognised me, because of the hat.

Country talks to you: it tells when it's going to rain; it tells when bush foods are ready; it tells you when the animals are fat and ready to hunt; it tells when the fish are running; it tells what and where the animals are going. I could go on and on. It tells you the bush supermarket is always open and ready for business. You interpret that to the people and they are gobsmacked. I show them where I lived in the bush when I was a kid because the laws said Aboriginal had to be out of town during the evening hours. Even Australians are amazed that these laws happened.

Off Esperance we have the Recherche Archipelago; 105 islands, 1500 islets, and there are 3 islands that were Aboriginal prisons. On the largest Island, we have the remains of a hut where Australia's only pirate lived. I talk about the impacts of abuse on Aboriginal our people. I look around this room and see many old people over the age of 70. In Esperance there are 15,000 people, of which only 2 of the 600 Aboriginal people are over the age of 70. I talk about the colonial impact on our culture and how my mob have evolved since then. I even tell them the yarn about when TV first came to Esperance and the old fulla's would watch it from the first thing in morning till most of the day. I tell them the big arguments and bets they had when watching Play School about which window they were going to go through. I tell my

clients about hunting and gathering questions. How to catch kangaroos, emus, and ducks without getting wet? What fishing methods to use at the river, the beach, and off rocks.

I take them on country show them all of the stuff they have to get to it with. It shows the diversity of our cultural through changing landscapes. I also tell them, if they don't look after country, country will not look after you. We don't own our country; we borrow it from our grandkids.

### ***Esperance Eco-Discovery tours***

Then a strange thing happened. All of our competitors put their businesses up for sale and approached us to see if we wanted to buy their product. They must of thought we had money coming out of you know where!!!! They wanted to give us the monopoly of tours in Esperance, but we just waited and within a couple of months, 2 of our competitors ceased operating, one was sold, and we brought one; Esperance Eco-Discovery tours which my brother in law Mark is doing. Just a few 4WD driving lessons from me and he took it like a duck to water. It was hard for Mark initially as he was the only white fulla in our business and buying this business allowed him to capture the market that don't want to do an Aboriginal tour. Our only competitor does the same tour as Mark and he was taking most of that market, but he has also left. So our competition is between our selves.

### ***Kepa Kurl consultancy***

Gail has continued her work as a Cross Cultural Awareness Facilitator and is in high demand across Australia. Her work is very important and she engages with the local Traditional Owners who do all of her field work out on country. Because Aboriginal studies are not in the Education curriculum, her work (Cross Cultural Awareness training) and Cultural tours are about the only time Australian people learn about the vibrant and diverse Aboriginal Culture.

### ***Gabbie Kylie Foundation***



The Gabbie Kylie Foundation is a recent product that we have initiated. Gabbie Kylie is another Aboriginal name from Esperance. It is a combination of the Wongutha (Kalgoorlie) language (Gabbie) and a Noongar dialect (Kylie) from Esperance; where the waters lay like a boomerang. We have set this Foundation up under the auspices of the

National Trust in Perth. I decided to do something quirky and create my own slogan – “Get down (to Australia and Esperance), get real (meet the dinky di Australians, us mob) and get dirty (work along us mob on country)”.

What we do is apply for Community grants to do Cultural and Environmental programs along the South Coast. This is a direct response from Aboriginal people including the Traditional Owners that they wanted to do work on country and learn about our peoples lifestyles while doing work to repair damaged/degraded areas. We advertise on the National Trust website for participants to come along on our field schools. We have had students from continental Europe, New Zealand and North America as well as here in Australia. We are pretty excited about this. We are grateful for the support we have received, especially from BHP Billiton, South Coast Natural Resource Management and the federal Department of Environment and

Heritage. The beauty of having the Foundation set up under the Trust takes away all of the nepotism and financial barriers Aboriginal people have to face.

### ***Lucky Bean Café***

This is our recent addition to our business. Lucky Bean Cafe is located on Australia's whitest beach, Lucky Bay, in the Cape Le Grand National Park just out of Esperance. So in essence I hold the title that no other can take from, "the blackest barista on Australia's whitest beach".



By getting a coffee in black and white, you know you are getting a top coffee. Where you see kangaroos lying on the beach; that's my new office. It is also the home of the "kangacino"

### **In closing**

When we set up our business we made sure that we sat on the many tourism Boards that would help our business grow; Tourism Esperance, WAITOC, Australia's Golden Outback, Tourism WA, World Indigenous Tourism Alliance (WINTA). This is very important as it gives you the opportunity to be a part of the decision making processes that affect your business. I would encourage Australia's North West to have an Aboriginal person on their Board. The old story of who do we pick does not go down too well with me. If there are any Aboriginal operators here now and don't sit on your Board, lobby like buggery as they will hopefully relent and give you a seat. This also applies to the Tourism Council of WA.

We've had many wonderful experiences since we started our company. Kepa Purl is a WA Tourism Award winning business, is fully accredited, and has won many other awards. We were chosen as one of the Aboriginal Operators to showcase our product on the first ever road show to Europe. We visited London, Milan, Paris, Utrecht and Berlin. A very successful event and we have many contacts from that visits. If you fulla's think Esperance is cold, then you wanna go there. Man it was cold. We've also been invited to many families across Australia looking at other business and also sharing our business ideas. We have attended many conferences and ATEs, but most important for me also is encouraging our mob to become business persons.

It's been a very rewarding experience. I've met many people from all over the world, made many friends along the way and would not exchange it for anything. The world is our oyster, it is up to us to grasp or continue to grasp the opportunities that pass our way. They may never come this way again.

The challenge we now have today is for Aboriginal tourism to tap into the emerging Asian market. If done correctly, it would multiply those figures I mentioned earlier to unparalleled growth never seen before in tourism, especially Aboriginal tourism. What do we do? This will require much research to ascertain what the market is looking for in experiences when in Australia. Some other considerations are marketing, inbound operators, wholesalers, tour companies, interpreters and Aboriginal operators. We need to be continually mindful of the different nationalities and adapt products to suit the client's needs.

In conclusion, just like this slide – that's my backyard swimming pool which is Australia's whitest beach, a beautiful picture back blank of people. Just like each of us we have beautiful idea's and we need to make the picture complete.



I will just like to finish off with a challenging quote:

One day sitting down with my mum we were yarning about making a difference, all the problems our mob were facing and trying to get me to fight for the mob. I suppose I have done some of that. A quote that she used went like this, I would like to share with you today.....

It only takes a spark to start a bushfire  
It only takes a raindrop to start a flood  
It only takes a snowflake to start an avalanche  
It only takes you to make the difference.

## BREAKOUT SPEAKERS

### **Marketing Western Australian ecotourism to Chinese ecotourists: An advertising processing framework**

Yunbo Wei, Fang Liu, Geoff Soutar and Antoine Musu  
*University of Western Australia*

#### **Abstract**

Chinese ecotourists are increasingly interested in taking overseas ecotours, and they have already become the second largest source of tourists for Australia. Ecotourism is a key tourism market for Western Australia, and advertising has been used to create an initial demand; particularly in overseas markets. Despite the huge market potential from Chinese ecotourists, no previous research has examined the impact WA ecotourism advertisements have on Chinese tourists.

Extending the classical Information Processing Model (McGuire, 1976), we develop a theoretical framework to help understand Chinese ecotourists' responses to WA ecotourism advertisements, with a particular focus on their comprehension. A good and accurate comprehension is vital for developing positive consumer responses to advertisements. We suggest comprehension will influence cognitive (e.g., attitude towards advertisement) and behavioural responses (e.g., travel intention) to WA ecotourism advertisements. Further, as ecotourism advertisements focus heavily on imageries, our study uses Meaning Transfer theory (McCracken, 1986) to see how the nature of the imagery used influences consumers' comprehension of ecotourism advertisements.

The study will provide important information about Chinese ecotourists' responses to ecotourism advertisements. This study will also make managerial contributions, including identifying strategies to ensure WA ecotourism advertisements are effective in the Chinese market.

#### **Introduction**

China is the second largest source country for Australia Inbound Tourism (ABS, 2013). However, only 4.9% Chinese tourists had visited WA (TRA, 2013). Ecotourism is one of the biggest emerging areas in tourism, and has three features: nature-based, education-based, and sustainability (Weaver, 2007). Western Australia is full of ecotourism resources, and ecotourism is WA's key "selling point" in tourism.

#### **Research background**

No research has examined consumer processing of ecotourism advertisements, nor has any reported research examined how Chinese tourists respond to tourism advertisements. The key objective of this research is to investigate Chinese ecotourists' processing of WA ecotourism advertisements.

## **Theoretical background (Part one)**

### ***Tourism advertising effects***

Advertising is important for tourism and most tourism advertising research have covered the cognitive, affective, or behavioural effects (Solomon, 2012).

- Cognition Effects: How consumers think or believe  
Build a positive destination image (e.g., Kendrick, 2011).
- Affective Effects: How consumers feel  
Create a positive emotion or feeling (Hyun et al., 2011).
- Behavioural Effects: behavioural intention  
Limited empirical evidence has shown the relationship between tourism advertising and behaviour (Rasty et al., 2013).

### ***Information processing and comprehension***

The Advertising Information Processing Model was introduced by McGuire (1978) and has been widely adopted in other fields, but rarely in tourism advertising. Comprehension is an important stage in information processing. Good comprehension can lead to:

- Positive attitude towards the ad (e.g., Mick, 1992)
- Positive attitude towards the brand (e.g., Mick, 1992)
- Higher travel intention (e.g., Spears & Singh, 2004)

## **Hypotheses (Part one)**

We posit three hypotheses:

- H1: Consumers with better ad comprehension will have a more favourable attitude towards a WA ecotourism advertisement.
- H2: Consumers with better ad comprehension will have a more favourable attitude towards WA as an ecotourism destination.
- H3: Consumers with better ad comprehension will have a higher intention towards taking an ecotour in WA.

## **Theoretical background (Part two)**

### ***Consumer knowledge***

Consumer knowledge has been researched since 1950s (e.g., Katona & Mueller, 1955). The impact of consumer knowledge is unclear, and dependent on product category (e.g., Liu & Murphy, 2007). There is no reported research on consumer knowledge and tourism advertising.

Previous studies have showed significant demographic differences in advertising comprehension, such as:

- Gender (Pillai et al., 2012; Kaman, 2009; Kim et al., 2007)
- Age (John & Cole, 1986; Phillips & Sternthal, 1977)
- Income (Howcroft, Hamilton, & Hewer, 2002)

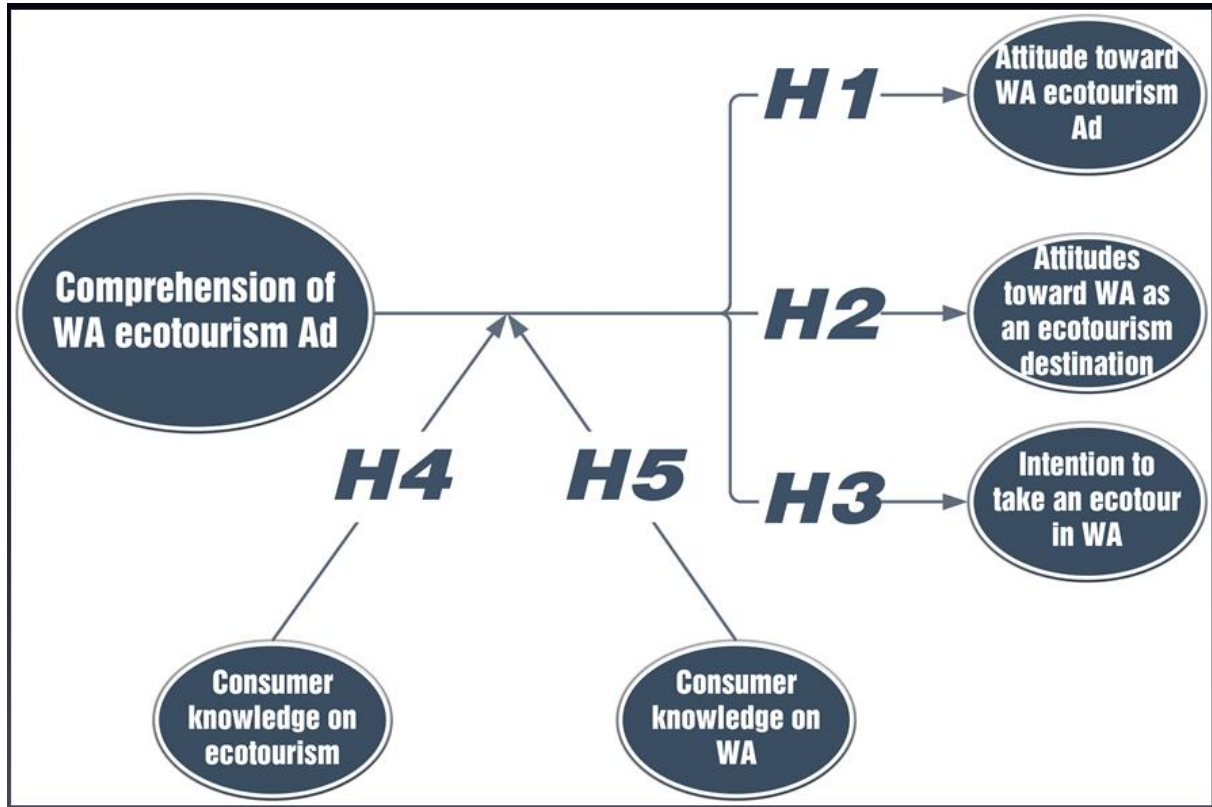
## **Hypotheses (Part two)**

We posit two hypotheses:

- H4: Consumer knowledge about ecotourism will moderate the relationships suggested in H1, H2, and H3;

- H5: Consumer knowledge about WA will moderate the relationships suggested in H1, H2, and H3.

### Theoretical framework



### Content analysis

Content analysis, using Leximancer, was conducted on key literature to understand the current ecotourism trend. 3,712 abstracts related to ecotourism were downloaded using Python script from 46 marketing, tourism and hospitality journals in ABDC list (A\*, A, B).

### Results

The majority of the ecotourism research is about destination image; but very little research has been found on ecotourism (e.g., advertising did not shown up as a “concept”).

### Pre-test interview

A pre-test (in-depth interviews) was conducted on 42 Chinese ecotourists in Perth to obtain some preliminary understanding of their views concerning advertising. Four types of ecotourism ads were designed using pictures that were thought to represent WA. The results show that most interviewees had very limited knowledge on ecotourism. Most interviewees had favourable attitudes on advertisements featuring beach and animals.

*Advertisements selected for interviews*



**Results**

*Pre-test Questionnaire Demographic Information*

| Demographic (N = 42)        | Number of respondents | % of respondents |
|-----------------------------|-----------------------|------------------|
| <b>Gender</b>               |                       |                  |
| Male                        | 21                    | 50               |
| Female                      | 21                    | 50               |
| <b>Age</b>                  |                       |                  |
| 18                          | 3                     | 7.1              |
| 18-22                       | 30                    | 71.4             |
| 22-26                       | 7                     | 16.7             |
| Over 26                     | 2                     | 4.8              |
| <b>Nationality</b>          |                       |                  |
| Australian Local            | 21                    | 50               |
| International               | 21                    | 50               |
| <b>Advertisement Type</b>   |                       |                  |
| Cottesloe Beach             | 11                    | 26.2             |
| Camel Ride at Cable Beach   | 10                    | 23.8             |
| Noongar People in Kojonup   | 10                    | 23.8             |
| Whale Shark - Ningaloo Reef | 11                    | 26.2             |

### Pre-test Questionnaire Factor Analysis

| Name                                             | Ad Type        | Factors | Number of items | Eigen Value | Total Variance Explained | Reliability & Cronbach Alpha |
|--------------------------------------------------|----------------|---------|-----------------|-------------|--------------------------|------------------------------|
| Advertisement Comprehension                      | 1              | 1       | 3               | 2.59        | 79.97                    | .92                          |
|                                                  | 2              | 1       | 3               | 2.33        | 77.65                    | .83                          |
|                                                  | 3 <sup>a</sup> | 1       | 3               | 2.00        | 66.65                    | .73                          |
|                                                  | 4 <sup>a</sup> | 1       | 3               | 2.56        | 85.45                    | .91                          |
| Attitude towards advertisement                   | 1              | 1       | 3               | 2.35        | 78.6                     | .82                          |
|                                                  | 2              | 1       | 4               | 2.91        | 72.95                    | .86                          |
|                                                  | 3 <sup>a</sup> | 1       | 4               | 3.08        | 77.03                    | .88                          |
|                                                  | 4 <sup>a</sup> | 1       | 4               | 2.72        | 67.98                    | .76                          |
| Intention to travel                              | 1              | 1       | 3               | 3.01        | 75.26                    | .82                          |
|                                                  | 2              | 1       | 4               | 3.15        | 78.93                    | .90                          |
|                                                  | 3              | 1       | 4               | 3.01        | 75.26                    | .81                          |
|                                                  | 4              | 1       | 3               | 2.64        | 88.09                    | .93                          |
| Knowledge of Ecotourism                          | 1              | 1       | 3               | 2.18        | 72.67                    | .81                          |
|                                                  | 2              | 1       | 3               | 1.90        | 63.45                    | .69                          |
|                                                  | 3              | 1       | 3               | 1.91        | 63.87                    | .71                          |
|                                                  | 4              | 1       | 3               | 2.18        | 72.54                    | .93                          |
| Attitude towards WA as an ecotourism destination | ALL            | 1       | 7               | 4.54        | 64.91                    | .82                          |

### Pre-test Correlation Matrix

| Name    | Constructs                                                      | Ad_Com | At_Ad | Int_Tra | Kno_Eco | Eco_Des |
|---------|-----------------------------------------------------------------|--------|-------|---------|---------|---------|
| Ad_Com  | Advertisement Comprehension                                     | 1      | .26   | .19     | .21     | .17     |
| At_Ad   | Attitude towards the advertisement                              | .26    | 1     | .49**   | .04     | .36*    |
| Int_Tra | Intention to travel                                             | .19    | .49** | 1       | -.02    | .40**   |
| Kno_Eco | Knowledge of ecotourism                                         | .21    | .04   | -.02    | 1       | -.04    |
| Eco_Des | Attitude towards Western Australia an an ecotourism destination | .17    | .36*  | .40**   | -.04    | 1       |

### Conclusion

In terms of its theoretical contribution, this research shows the:

- Impact of comprehension in ecotourism advertising;
- Impact of consumer knowledge on ecotourism advertising;
- Impact of ecotourism advertising on travel behaviour.

In terms of its managerial contribution, aims:

- To brand WA as an ecotourism destination among Chinese ecotourists;
- To provide effective image designs for tourism advertisements.

## Aboriginal tourism in Western Australia

Lori-Ann Shibish, Ross Dowling and Greg Willson  
*Edith Cowan University*

### Abstract

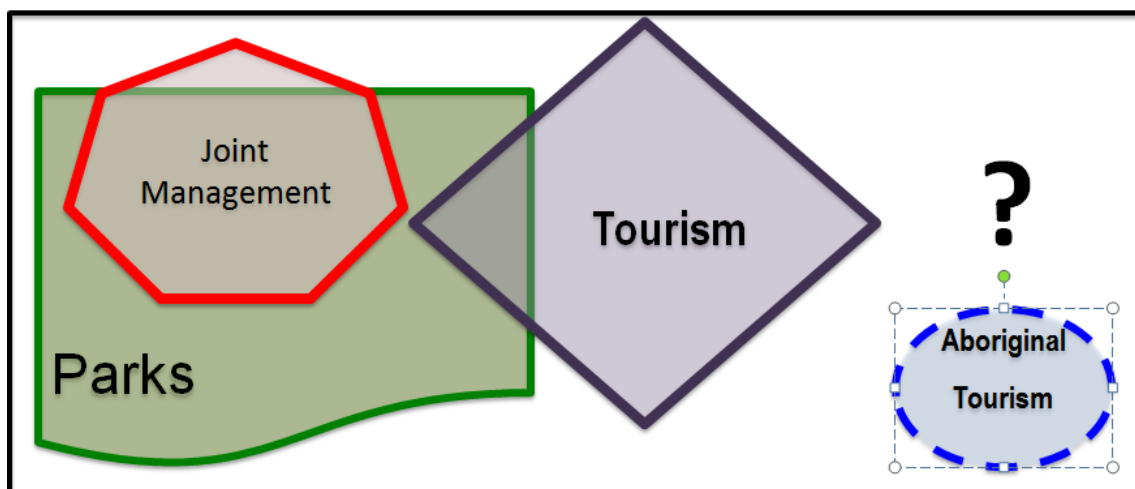
Australian Aboriginal traditional owners, through Native Title settlements, are regaining rights and control over land and resources. Successful Native Title claims have the potential to contribute to advancement of the social and economic wellbeing of Aboriginal communities. One compatible type of economic development is sustainable tourism - specifically ecotourism and cultural tourism. Studies suggest that sustainable tourism can provide economic benefits and assist in sustaining culture and traditions and reports suggest that there is an increasing demand amongst tourists for Indigenous cultural experiences.

This research, which was part of a larger Masters by Research project, broadly examined Aboriginal tourism in a global context, then Australia-wide, but mainly focussed on Aboriginal Tourism in Western Australia. The research included a review of the role of the Western Australia Indigenous Tourism Operators Council (WAITOC), and the World Indigenous Tourism Alliance (WINTA). The researcher also examined the relationship between Aboriginal tourism and parks and protected areas, looking specifically at examples in Western Australia's Karijini National Park and Geikie Gorge National Park.

Research results included the identification of various business models for Aboriginal tourism, a discussion on the challenges Aboriginal communities face and a look at emerging opportunities.

### Aboriginal tourism development in jointly managed parks

Research Question – Where, and how, does Aboriginal tourism development fit within jointly managed parks?



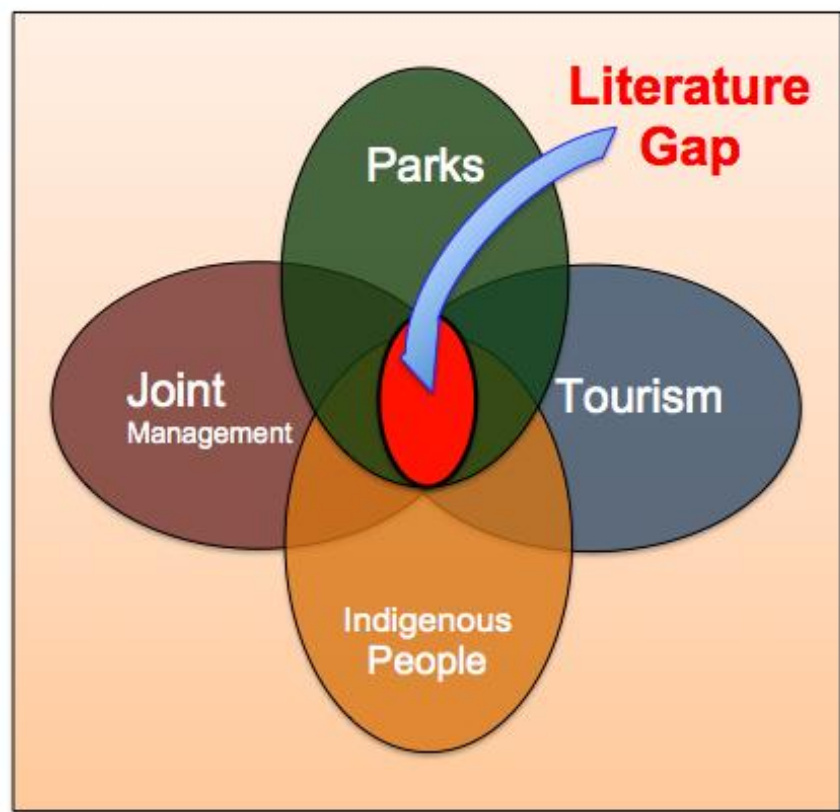
Research indicates that there are existing studies in all four areas:

- Parks
- Tourism
- Indigenous People
- Joint management (JM)

Similarly, there are existing studies on relationships of:

- Indigenous people/tourism
- Indigenous people/parks
- Parks/tourism
- Parks/JM

However, there are presently no studies on the Parks/Tourism/Indigenous People/JM nexus, thus, there is a literature gap regarding the place of Aboriginal tourism development within jointly managed parks and processes for instigating this.

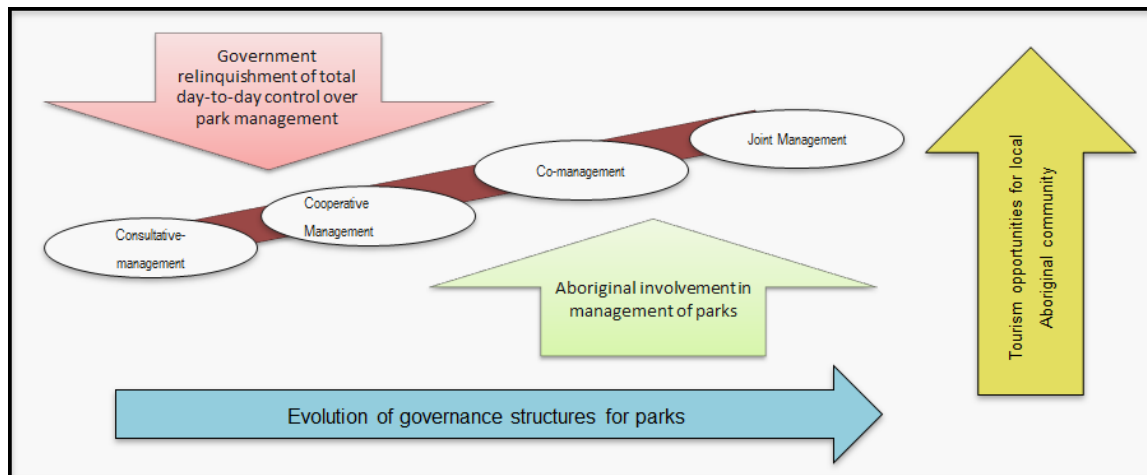


A general literature review, however, indicates the clear benefits of including Indigenous people, knowledge and culture within joint park management and tourism ventures.

- Tourism can lead to a strengthening of intercultural understanding (United Nations World Tourism Organization, 2013).
- For Aboriginal people, “tourism is seen as a potential way to facilitate return visits to country through generating some income and arrangements of mutual benefit” (Smith, Scherrer & Dowling, 2012, p.95).
- “Aboriginal communities were empowered through their involvement in tourism development” (Colton and Whitney-Squire, 2010, p.275).
- In 2013-14, WA attracted 35,600 Chinese visitors. There are 100,000 Chinese visitors predicted by 2020. Estimated spend - \$500 million each year (Tourism Council Western Australia, 2014).

In response to this situation it is our hypothesis that government relinquishment of total control over park management, coupled with Aboriginal involvement in the management of

parks, will result in an evolution of park governance structures and an increase of tourism opportunities for local Aboriginal communities.



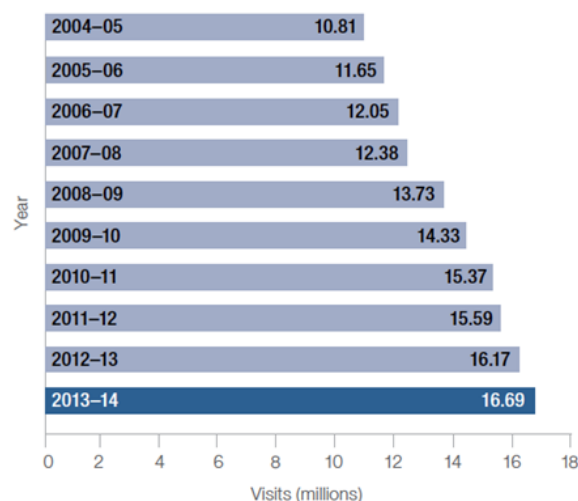
### Aboriginal tourism

Aboriginal tourism is defined by the World Indigenous Tourism Association (2012) as being “about sharing an intimate knowledge of one's home and way of life; interpreting history and landscapes through song, dance and stories”. Ruhanen, Whitford & McLennan (2013) maintain that a primary reason for many international tourists not participating in Indigenous tourism is that they rarely leave the comfort of the city centers for the following reasons:

- a lack of time
- too far away
- preference for other activities
- activity is too expensive/limited budget
- a lack of awareness/information/advertising/promotion
- safety and comfort concerns
- language barriers

However, over the past decade there has been a significant increase in visits to Australian national parks, which includes tourists.

Visits to Parks and Wildlife-managed lands and waters



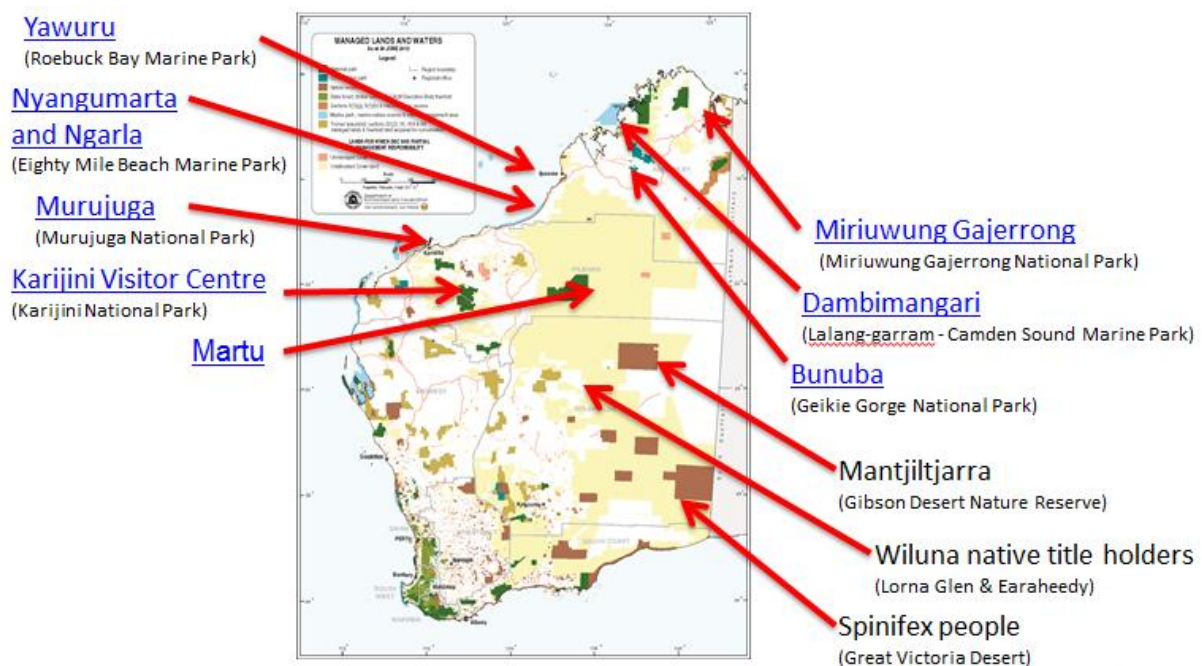
This signals an opportunity for Aboriginal tourism development in jointly managed parks, and is substantiated by the following comments from people interviewed regarding their ‘perceptions on tourism development as an outcome of JM’:

- “Yes there is an opportunity... for school ... and conference groups to be able to go into a pristine park right in the center of town in the bush and hear about the history... bush foods ...history of Aboriginal people ... history of Broome”.
- “Logically there should be (a relationship between tourism and joint management)”.
- “I think the main incentive (to include tourism) is got to be income”.
- “Oh absolutely, it has to be, seriously,...if we’re not going to get funded...by the government...to generate some income to do all the things that everyone wants to do”.

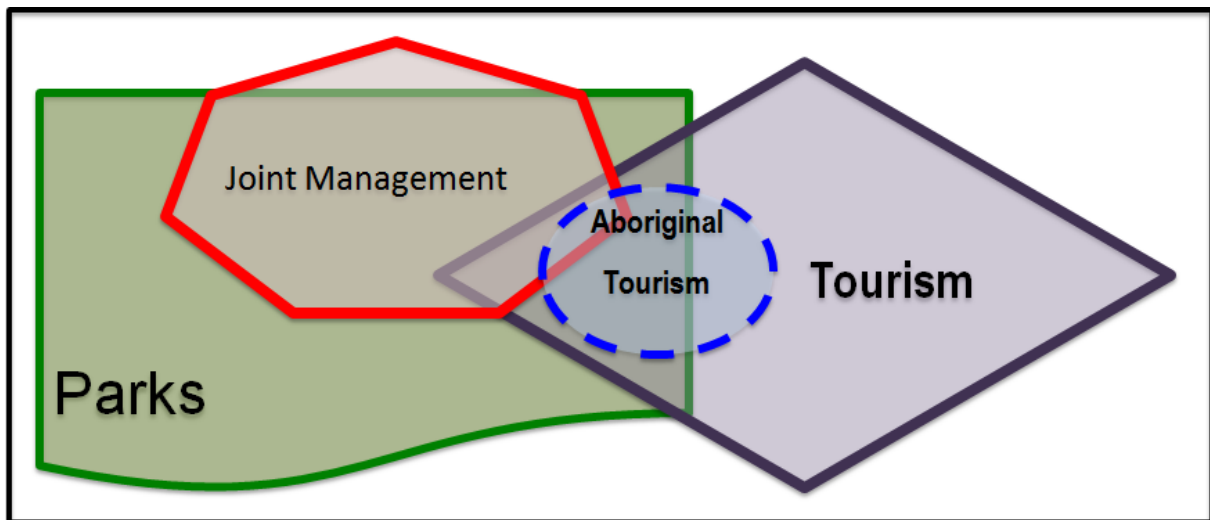
The following proposed ideas for increasing engagement will help facilitate this development:

- Link Aboriginal experiences to existing attractions (ie National Parks, annual events, conferences).
- Partner with established tour operators.
- Work with agencies (i.e. Parks and Wildlife, Tourism Council WA, Tourism WA, WAITOC, WINTA).
- Be conscious of time-poor visitors (short experience options).
- Increase awareness and promotion through social media channels.
- Developing tourism products to highest standards (export ready and TCWA CHINA READY® accreditation).

Partnerships help build capacity for Aboriginal groups aspiring to conduct cultural and ecotours tours “on country”. Indeed, there are already eleven examples of cooperative and joint management in marine and terrestrial protected areas in Western Australia



Therefore, in conclusion, it is evident that Aboriginal tourism development in jointly managed parks is both desirable and achievable.



*Discover one of the longest surviving cultures in the world in Western Australia.*



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## **Are we China ready? A study of Perth hotels' catering to Chinese guests' in room dining appetites**

Alfred Ogle, David Lamb and Nevil Alexander,  
Thomas Darley and Stephen Fanning  
*Edith Cowan University*

### **Abstract**

This paper seeks to answer the question “Are you China ready?” that was recently asked to tourism and hospitality enterprises by Tourism Western Australia. The Chinese visitor market is the fastest growing inbound market in terms of visitor numbers and is therefore a segment that Tourism Western Australia wishes to attract and nurture. This paper audits how Perth hotels cater to the visitors' food requirements and palates. The extant research and anecdotal evidence suggests that although Chinese travellers are interested in experiencing local cuisines they also strongly desire Chinese food when abroad. From a hotel's perspective catering for the needs of guests is a vehicle to boost Room Service revenues, and consequently improve hotel profitability. However, are hotel menus China ready? To answer this question the researchers undertook content analysis of 20 hotel menus from 4 and 5 star hotels in the Perth region to audit the availability of acceptable Chinese cuisine. The sample menus indicate that the availability of Chinese cuisine is very limited; however, there are a number of hotels that offer ‘Asian inspired’ cuisine. The findings suggest that Perth hotels are not ‘China Ready’ particularly when the diversity of Chinese cuisines and high quality expectations are considered. Given that the China market is highly attractive it is recommended that hotel Food and Beverage Directors should analyse their Chinese guest requirements, including their regional preferences, and then adapt their menus to cater to the culinary expectations of this growing target market.

### **Background**

Tourism WA poses the question “Are you China ready?” to tourism and hospitality enterprises targeting the FIT segment. This study seeks to answer that question specifically in terms of Chinese food availability in Perth hotel Room Service menus.

Food is the focus of this paper as it is an integral part of the Chinese psyche. As a customary greeting, the following is typically exchanged:

你吃饭了吗?      nǐ chīfàn le ma?      Have you eaten yet?

What this shows is that food, both in the practical and figurative sense, is celebrated in both consumption and discourse (Hong, 2014). The following quotes illustrate this sentiment:

“That food is a central feature of Chinese culture should not be too surprising, nor is it a condition particularly unique to China” (Oakes, 1999, p.125)

“As a marker of social status, ritual status, special occasions, and other social facts, food became less a source of nutrients than a means of communication” (Anderson, 1988, p.246).

“Most people eat to live. Chinese live to eat. This is not an exaggeration but a simple fact of life” (Sinclair and Wong, 2001, p.228).

### Chinese tourism in Western Australia

Chinese visitors are the second largest inbound tourism market for Australia (Tourism Australia, 2012) and the fastest growing inbound market to WA (Tourism WA, 2014). Although WA only receives a small proportion of the total Chinese visitation to Australia, they are a crucial segment as they are also the third highest spenders amongst all international visitors to WA (State Government lands Chinese air deal, 2014). 40% of Chinese visitors stay in commercial accommodation such as hotels and resorts (Tourism Council of Western Australia, 2014), and would avail themselves to both the accommodation, and food and beverage services those establishments provide.

#### *Year One Progress Report for China Strategy*



(Source - Tourism Council of Western Australia, 2014)

### Dining habits of Chinese tourists in Australia

Research shows that 80% of Chinese visitors to Australia ultimately eat Chinese food every day or most days; 98% would have had Chinese food at some point during their trip. The quality of Chinese food is related to the degree to which Chinese tourists are satisfied with their overall trip to Australia (Tourism Research Australia, 2014). Chinese visitors ideally want access to Chinese food at least once a day preferably at breakfast (Tourism Council of Western Australia, 2012).

### In-room dining in hotels

According to Ninemeier and Purdue (2008), in-room dining services are simply a guest amenity and rarely generate profit for hotels; namely, a hygiene factor (Herzberg, Mausner and Snyderman, 1959) in place to prevent guest dissatisfaction. However, Suboleski (2012) identifies in-room dining as a potential revenue stream for hotels, stating that menu engineering and marketing are the best ways to improve in-room dining operations.

Improving in-room service requires better understanding Chinese cuisine. Yan (1984) asserts that the distinguishable features which make food “Chinese” are cooking style (stir-fry technique), *mise en place* (special ingredient cuts, seasoning, and marination) and the use of dried products. According to Okumus, Okumus, and McKercher (2007, p. 257), Chinese food is typically categorised into six sub-cuisines namely Cantonese, Chiu Chow, Peking, Shanghaiese, Szechuan and Hunan.

### Methodology

Researchers contacted 5 and 4 star rated Perth CBD hotels (Star Ratings Australia, n.d.) to request a copy of their Room Service menus. Two independently rated 5-star hotels were also

approached. In total, 20 hotels (23 met the star rating and CBD location criteria) participated. The sample (n=20) constituted eight 5-star, eight 4½-star and four 4-star hotels. An independent Content Analysis of materials gathered through this process was conducted by five reviewers.

### ***Food categorization***

The items were then categorised according to a modified categorisation based on the six sub-cuisines used by Okumus, Okumus and McKercher (2007) augmented by two new categories i.e. Pseudo Chinese and Fusion dishes.

#### *Chinese food categories*

| Category          | Code |
|-------------------|------|
| 1. Cantonese      | C    |
| 2. Chiu Chow      | CC   |
| 3. Peking         | P    |
| 4. Shanghaiese    | Sh   |
| 5. Szechuan       | Sz   |
| 6. Hunan          | H    |
| 7. Pseudo Chinese | PC   |
| 8. Fusion         | F    |

### **Findings**

The findings suggest that of the Chinese food available from Perth hotel Room Service menus is predominantly Cantonese.

| Category                  | Item Count | Remarks                                                                                                                                          |
|---------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Cantonese              | 5          | Abalone congee;* Teo Chew congee;** Steamed Pork Bun; Hainanese chicken (Hotel C);*** Steamed fish fillet with ginger and spring onion (Hotel E) |
| 2. Chiu Chow              | 0          |                                                                                                                                                  |
| 3. Peking                 | 0          |                                                                                                                                                  |
| 4. Shanghaiese            | 1          | Shanghai Pork Belly? (Hotel C)                                                                                                                   |
| 5. Szechuan               | 0          |                                                                                                                                                  |
| 6. Hunan                  | 0          |                                                                                                                                                  |
| 7. Pseudo Chinese         | 1          | Jasmine tea poached scallops (Hotel K)                                                                                                           |
| 8. Fusion                 | 1          | Asian Style Confit Duck Maryland (Hotel N)                                                                                                       |
| 9. Indeterminable Chinese | 2          | Chinese congee (Hotel E); Traditional Roast Duck (Hotel C)                                                                                       |

\* Abalone congee could refer to Jeonbokjuk which is a Korean porridge or the rice congee in Cantonese style (as alluded to by Tann and Wheeler, 1980) flavoured with abalone.

\*\* Teo Chew is a municipality in eastern Guangdong thereby rendering it Cantonese in cuisine categorisation

\*\*\*Hainan was until 1988 a part of Guangdong Province and although it is now part of the Hainan Province, its cuisine would fall into the Cantonese category

Cantonese cuisine is indigenous to Guangdong Province. Given anecdotal data that palates intra-region within China is diverse and that Chinese people outside of Guangdong Province may not necessarily appreciate Cantonese cuisine, if the main inbound Chinese tourists to Perth are not from Guangdong Province, Perth hotels might not be adequately accommodating their Chinese guests' palates.

However, the targeting strategy being employed by WA (TWA, 2014), as illustrated in the figure below indicates that, in addition to Guangdong Province, its other primary markets are Beijing and Shanghai.

*Year one progress report for China strategy (TWA, 2014)*



(Source - Tourism Western Australia, 2014)

The findings suggest that, given that predominance of Cantonese food, only one of the primary target markets is being catered to in terms of food choices.

### Limitations

The reviewers were not Chinese in ethnicity and the study focused on Room Service menus. This was a qualitative study using content analysis of 20 Perth hotels' Room Service menus. Whilst a number of hotels involved in this study offered food from their main Food and Beverage outlets through Room Service, others had dedicated Room Service operations and therefore although the menus of those hotels might not contain any Chinese dishes, such dishes may be available in the restaurant(s).

### Conclusion

In summary, Perth hotels do not offer a wide range of Chinese cuisine through Room Service. The reasons for the limited offerings by some hotels and none by others are outside the scope of this paper. The authors intend to ascertain the reasons why Perth hoteliers do not offer a wider range of Chinese cuisine in the menus in a subsequent study involving interviews with Food and Beverage Directors and hotel managers.

The literature review has clearly shown that Chinese food is diverse and regionally distinct. It was difficult to categorise the menu items that were identified as Chinese into the sub-

regional food categories as those items did not clearly fall into categories apart from one dish: Teo Chew Congee can be categorically be labelled as a Cantonese dish.

On the premise that Chinese guests desire Chinese food in Room Service menus at hotels they stay at and that hotels have the operational capability to serve Chinese food via Room Service, it would be imperative that hoteliers are aware who their Chinese guests are in order to cater to their peculiar sub-regional palates. The findings suggest that Perth hotels are not currently geared for the mainland Chinese guests' palate particularly given the diversity of Chinese cuisines and high quality expectations. Hoteliers would be able to adapt their Room Service menus if they better understand their Chinese guest demographic and are able to gauge the culinary expectations of the sub-segments of this market which offers much potential as it continues to grow.

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## **Chinese tourists: Emerging tourism market for Bali**

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### **Abstract**

This research was undertaken to analyze the characteristics of Chinese tourists who visit Bali, the perception and satisfaction by Chinese tourists regarding services in Bali, and factors which affect whether or not Chinese tourists will re-visit Bali. A survey with 188 Chinese tourists was undertaken and was based on the passengers' exit survey at Ngurah Rai Airport in Bali. JMP software was used to analyze the data.

Results show that the Chinese tourist market is an emerging and promising market for Bali. Chinese tourists are interested in the attractiveness of Bali as a unique destination. Statistical results of the JMP show that travel agent services and tourists' attractions in Bali significantly affect Chinese tourist re-visits to Bali. Perceptions of Chinese tourists on services provided by the Balinese government and tourism industry (i.e., airport, immigration, customs, taxis, accommodation, restaurants, tour guide, destination attractiveness, cleanliness and security) were mostly "good". Perceptions of Chinese tourists were "very good" in terms of: destination attractiveness (23.8%), accommodation (20.5%), restaurant (15.8%), and security (11.4%). Chinese tourists satisfaction levels on service in Bali were mostly "satisfied", however, in the case of traffic jams, they were mostly "dissatisfied". The marketing and product development of Bali should be focussed on the culture, heritage and uniqueness of Bali. The promotion of travelling to Bali on the basis of cultural heritage is considered to be very important by Chinese tourists.

### **Introduction**

Tourism has grown rapidly over the past 30 years, and will continue to grow rapidly, in terms of income generated and the number of people who travel around the world. According to World Tourism Organization (WTO) forecasts, 1.6 billion people will be travelling internationally by the year 2020 and spending more than US\$2 trillion annually or US\$5 billion every day (Theobald, 2005). WTO also predicts that China will be one of the largest tourist sources, with over 100 million tourists by 2020. This accounts for over six percent of the world's travelers, thus making China an extremely important market (WTO, 2006). Chinese outbound tourists are mainly middle to upper middle class families and businessmen. Students who study abroad also make a significant portion of Chinese tourists, as studying abroad is an important part of the Chinese education process (Guo et.al, 2007).

Recent research on tourism development reports that outbound tourism in China began in the early 1980s and has progressed through three initial stages (Zhang and Heung, 2002). The first stage commenced in 1983, when the government allowed a limited number of organized tours to Hong Kong and Macao. The second stage began in 1990, when the government signed bilateral agreements with Singapore, Malaysia and Thailand, which allowed self-funded Chinese leisure tourists to travel to these countries through the newly established Chinese Travel Service. In the third stage, in 1997, the Chinese government signed its first bilateral agreements with the non-Asian countries of Australia and New Zealand, providing an opportunity for Chinese residents to experience Western culture first-hand. Since that time,

Chinese outbound tourism has been managed and regulated by the Approved Destination Status (ADS) system. This system is based on bilateral agreements between China and selected overseas destinations. The ADS system restricts the overseas destinations to which Chinese nationals can travel, and restricts which foreign tour companies are allowed to operate in the Chinese market. By the middle of 2008, over 130 countries had been granted ADS by the China National Tourism Association (CNTA), with the United States being the most recent country to join the ADS system (Guo, et.al., 2007; King, et.al., 2006; Feng, et.al., 2004).

In 2002, China was ranked 7th in the world's top spenders on international tourism. The total expenditure by Chinese outbound travellers reached US\$15.4 billion, about a 10.7 percent increase over 2001 (WTO, 2006). Even though a very small percentage of Chinese citizens travel abroad, this is considered by many destinations to be a profitable market, outspending many major markets in the Asian and Western countries. According to data from the Annual Report of China Outbound Tourism Development (2013), the percentage of Chinese travellers who spent more than 5,000 Yuan on their outbound trip was lower in 2012 than in 2011. The highest amount was spent on shopping, at 34.1 percent, followed by transportation at 21.6 percent (King, et.al., 2006). The top 10 Chinese tourist destinations in 2012 were Hong Kong, Macau, South Korea, Thailand, Taiwan, Singapore, USA, Japan, Vietnam and Malaysia (Grant, 2013). According to United Nations World Tourism Organisation (UNWTO), Chinese travellers were also the world top spenders, i.e. the 7<sup>th</sup> rank in 2005, and became the 1<sup>st</sup> rank in 2012 with tourist expenditure of US\$102 billion (Cripps, 2013).

Bali is also one of the preferred destinations of Chinese citizens. The number of direct Chinese tourist arrivals in Bali has significantly increased from 129,121 tourists in the year 2008 to 310,904 tourists in the year 2012. On average, the growth of direct Chinese tourist arrivals in Bali during period 2008-2015 was 35.2% per year. In the year 2008, Chinese tourists were ranked as the fifth highest. But in year 2012, they were second highest, after Australian tourists. Chinese tourists have now become the emerging tourist market for Bali (Government Tourism Office of Bali Province, 2013) and efforts need to be undertaken to increase their numbers. Kim, et.al. (2005) note that the attractiveness of a destination is valued by tourists as a benefit. Petersen (2009) adds that the physical attributes (e.g. safety, beauty, facilities, etc.) of a destination also prompt tourists to visit. Bali has many such attributes which can be offered to the Chinese tourist. As one of the world's main tourist destinations, Bali is known for having a unique cultural heritage, beautiful scenery, natural resources a friendly population, and a philosophy in preserving its culture, protecting the environment and maintaining a harmonious community relationship. Therefore, understanding and learning about cross-cultural understanding can improve the Chinese tourist's experience when travelling and improve the potential market.

The objectives of this research are: (i) to analyze characteristics of Chinese tourists who visit Bali; (ii) to analyze the perceptions and satisfaction of Chinese tourists regarding services in Bali; (iii) to analyze factors that affect whether or not Chinese tourist re-visit Bali; and (iv) to suggest implications on marketing and product development for Bali tourism to improve competitiveness of the Chinese market.

## **Background**

Bali is known as one of the most popular tourist destinations in the world due to its cultural activities and natural scenery. Tourism has now become a driving force and leading factor in

the economic development of Bali Province with the primary economic focus shifting from agriculture to service provision. The contribution of agricultural sector to the Gross Domestic Product (GDP) of Bali has decreased dramatically from 61.21% in 1969 to 16.84% in 2012 while the contribution of service sector (trade, hotels, and restaurants) have increased from 9.52% in 1969 to 30.66% in 2012. Meanwhile, the contribution of the industrial sector (such as the handicraft industry, etc.) has fluctuated, but has shown an overall growth trend from 1.67% in 1969 to 9.97% in 2010 (Erawan, 1994; Bali Statistical Office, 2013). Even though the contribution of the agricultural sector has decreased, it still has a crucial role in Bali's economy as a source of jobs and income, raw materials for industry, foreign exchange earnings, and tourist attractions (Antara, 1999; Wiranatha, 2003).

Tourism in Bali has been developed significantly. The number of direct arrivals of foreign tourists to Bali increased dramatically from 23,340 tourists in 1970 to reach 3,278,598 tourists in 2013 (Bali Government Tourism Office, 2014). However, there were several downturns in the number of foreign tourists visiting Bali due to the Bali bombings on 12<sup>th</sup> October 2002 and 1<sup>st</sup> October 2005. The Bali bombs had a greater impact on the number of foreign tourists to Bali than any other crisis in the history of tourism in Bali (Putra and Hitchcock, 2006). Efforts were undertaken by the government to convince foreign tourists to visit Bali after the bombing tragedy, which has resulted in a gradual increase of foreign tourist direct arrivals since 2007. During the period from 2007 to 2013, the average growth rate of direct arrivals of foreign tourists to Bali was 14.9 % per year (Bali Government Tourism Office, 2014). As a world-class tourist destination, Bali is supported by the availability of various tourism facilities within the region. The Bali Hotel and Restaurant Association (PHRI Bali) counted 3,346 accommodation options (62,407 rooms) in Bali in 2011, which consisted of 165 star-rated hotels (22,161 rooms), 1,371 non-star-rated hotels (28,585 rooms), 1,760 homestays (9,282 rooms), 15 condotels (1,793 rooms), and 35 rental houses (586 rooms). However, there could be more accommodation available in Bali than the above numbers as many places of accommodation are unregistered or operate illegally. The average tourist expenditure and length of stay has also increased. The average expenditure of foreign tourists per person per day increased from US\$13,790 in 2009 to US\$14,733 in 2013. The length of stay of foreign tourists also extended from 8.75 days in 2009 to 9.60 days in 2013 (Bali Government Tourism Office, 2014). In regards to the growth of the number of tourists, the average tourist expenditure, and the length of stay, it seems that tourism in Bali will continue to be a promising source of household income for Balinese inhabitants; contributing to the national exchange rate as well as providing job opportunities.

Increasing the number of Chinese tourists visiting Bali is very important. China is one of the largest target markets of Bali, and improving of its ability to attract Chinese tourists is really important for maintaining sustainable tourism, increasing economic development, and contributing to the standard of living of the Balinese people.

### ***The nature of tourist behaviour in a cross-cultural context***

Tourist behaviour refers to the manner in which human beings act and conduct themselves, the ways in which they work and play, react to the environment, perform their functions and responsibilities, and do activities in their daily lives (Anderson, et. al. 1995; Asakura , et. al. 2003). Tourist experiences vary for each person. It depends on their characteristics, needs and wants as well as differences in the ways they express themselves. The characteristics of tourists come in many different categories, such as demographic, social, economic, cultural, geographic, psychographics and behavioral (Mooij, 2004). Tourists try to meet their multiple

needs and wants in numerous contexts. They have a large and diverse number of goals, priorities, and preferences that determine how they behave and why they behave so. Yuksel (2004) gives the example that backpackers might be interested in outdoor recreation, live entertainment, and socializing with natives, whereas elderly tourists might like to travel to destinations close to home and experience indoor activities in a peaceful, relaxing atmosphere.

The massive growth of international tourism over the last 50 years is an indicator of increasing mobility. Globalization, economic development, and political changes have significantly increased the number of tourists who are crossing national borders. The increasing high demand for international tourism will expose future tourists to different cultures in various destinations. It will bring many diverse cultures together, offer many wonderful opportunities to meet people from distant continents and countries, and provide many occasions for cross-cultural contact around the world (Chang, and Chieng, 2006). A large number of people will travel to learn from different cultures, taste different foreign foods, observe fashions, or listen to foreign music, but mostly to expose themselves to different people, lifestyles, customs, and traditions (Zhang and Terry, 1999).

The 2020 forecast shows that culturally diverse visitors will be the future targets of the international tourism industry (WTO, 2007). This will create many challenges for the industry as it attempts to globally standardize its products and at the same time attract culturally diverse visitors. It will become crucial for the industry to develop a thorough understanding of culturally distinct tourists and to identify cultural differences. If the industry is to develop in the future, it must undertake the important task of learning the many foreign languages within the international tourist market. However, cultural differences are not limited to language, food or clothing (Yuksel, 2004 and Feixiong, 1997). It is also particularly related to cultural values, needs, preferences, and attitudes. These differences are experienced in a variety of human interactions, including forms of address, body language, gestures, time orientation, religious beliefs, and many others. Failure to understand these differences can lead to serious consequences, such as misunderstandings, uncomfortable situations, misinterpretations, insults, and conflicts between people (Wong and Law, 2003).

In order to successfully attract and satisfy international visitors, and to avoid making cultural mistakes and blaming others for having bad manners or being arrogant, future industry employees must learn to identify cultural differences between international tourist markets. Learning about the cultural differences of international visitor's behavior represents a key factor in effective segmentation, targeting and promotion to the specific foreign markets (Chen & Jianjun, 1999; Heung & Qu, 1998; Wong & Law, 2003). Heung & Qu (1998) give the example that while all women are interested in shopping, Asian women are particularly known for being interested in traveling for the purpose of shopping; they spend heavily on brand-name handbags and luxury items.

Thus, although women travellers might share some interests, there are obviously differences among them. As a result, although there might be similarities among international tourists, there are obvious differences among them. On the contrary, many international tourists are also similar in numerous ways. Cultural similarities, if properly identified, can be vital in clustering tourists in terms of their profiles. The success of culturally distinct marketing is influenced by how different and similar the beliefs, values, customs and use of the product are in the various markets (Meng & Uysal, 2008). Cultural differences as well as similarities

among international tourists are important marketing tools. These cultural distinctions among international tourists can lead to the development of marketing strategies to specific segments of tourists based on their cultural needs. A destination's attractiveness is evaluated by the tourist as perceived benefits of the destination (Chang and Chieng, 2006). Motivation is the driving force behind all aspects of human behavior. Therefore, by looking at the motivations and preferences, a better understanding of exactly what they are looking for at a destination can be used as an indicator to develop a destination image and products which can attract Chinese tourists (Mill and Morrison, 2009).

### ***Travel motivation and behaviour of Chinese tourists***

The tourism industry has been considered as one of the largest and fastest growing industries in the world (Cooper & Hall, 2008; Ninemeier & Perdue, 2005; Cooper & Hall, 2008; WTO, 2009). Many countries have undertaken efforts to promote their tourism industries as sources income, job opportunities and increase exchange rates. Tourists' travel decisions, which reflect their travel behaviour, are one of the factors which influence tourists to visit a destination. Travel behaviour refers to the way in which tourists behave according to their attitudes before, during and after travelling (Lam & Hsu, 2006). Knowledge regarding travel behaviour can assist in marketing and product planning and development which can increase the number of visitors to tourism products. As Ankomah, et al. (1996) and Papatheodorou (2006) reveal, culture, travel motivations, finances and previous experiences have always been an important aspect in influencing travel decisions.

A wide range of studies have been conducted on research related to travel behaviour. A study by Vuuren and Slabbert (2011) on "Travel Motivation and Behaviour of Tourists to a South African Resort" found that the main travel motivations are resting and relaxation, enriching and learning experiences, participation in recreational activities, personal values and social experiences. More specific behaviour of Chinese tourists was examined by Guo, et. al., (2011) in their study titled "Tourist Shopping Behaviour of Shanghai Outbound". The results show that the shopping behaviour of respondents was affected mainly by three factors; namely, scarcity, the price balance between destination and home, and the convenience for making payments in the destinations. In addition, because highly-educated young people dominated the respondents, the results also showed that they made their shopping decisions by themselves, or referred to their families and friends to some extent. A positive attitude and satisfaction with outbound travel shopping were also found among the respondents. Perceived quality of product and brand were the most important attributes to be taken into account. Regarding shopping destinations, they preferred the brand shop, followed by the supermarket and specialized stores. This outcome has significant implications for tour operators and marketers in understanding the needs of Chinese outbound tourists.

The above findings indicate that shopping is recognized as one of the key motivations of tourists who seek pleasure from these kinds of activities (Gronroos, 1978; Geva & Goldman, 1991). Cohen (1995) and Mak & Cheung (1999) argue that shopping is the main objective of tourists, especially for some specific destinations such as Hong Kong, where shopping may be the sole reason for tourists to visit (Cohen, 1995; Mak, Tsang & Cheung, 1999). A majority of people hold that shopping is one of the most important activities carried out by tourists (Gunn, 1988; McIntosh and Goeldner, 1990; Anderson & Littrell, 1995; MacCannell, 2002). Previous research on the shopping behaviour of tourists was also conducted by Wong and Law (2003). The result shows that there is a significant difference between the expectations and perceived satisfaction among tourists from Asian and western countries. A study by Suh and McAvoy

(2005) reported that for both pleasure and business trips, travellers from Japan tend to give most consideration to the 'tangible' attribute (shopping), while the travellers from distant origins (Europe and North America) evaluate the 'intangible' attribute, such as local culture as most valuable.

### ***Research methods***

#### ***Research location and period of research***

A survey on foreign tourists was undertaken during the period of April to June 2013 at the passengers exit at Ngurah Rai Airport in Bali.

#### ***The number of respondents***

A sample was chosen using the accidental sampling technique (Zikmund, 1997). A questionnaire was used to interview 188 Chinese tourist respondents who visit Bali.

#### ***Scope of the study***

This study focused mainly on the assessment of Chinese tourists' characteristics, their perception, satisfaction and preferred activities in visiting Bali as well as to examine variables affecting Chinese tourist re-visits to Bali. The responses of tourists who have re-visited Bali will be analysed for factors affecting their decision to do so.

#### ***Data analysis***

JMP software (SAS Company) Version-10 was used in analyzing the variables. JMP (John's Macintosh Project) was developed by John Sall and others at the SAS Institute in the late 1980s as an interactive statistical visualization and discovery tool. According to Sall, the JMP name also conveys "the idea of a lively product that jumped responsively to the user's wishes" (Okerson, 2011).

### **Results and discussion**

#### ***Characteristics of Chinese tourists who visited Bali***

The most common occupation of respondents was private workers (34.1%), followed by professional/executive (15.9%), and then businessman (13.6%), government officials (11.4%), and students (11.4%). Other specified occupations were under 5%, namely: retired (3.4%), housewife (3.4%), army (2.3%), while other unspecified occupations accounted for 4.5%.

Regarding number of visits to Bali, Chinese tourists were visiting Bali: for the first time (67.0%); for the second time (26.1%); for the third time (2.3%); for the fourth time (2.3%); for the fifth time (1.1%); and for more than five visits (1.1%). These results indicate that Bali is an emerging destination for the Chinese tourists, as the highest percentage visited Bali was at the first time.

Recreation was the main purpose to come to Bali (89.8%), followed by Visit Friend and Relatives/VFR (4.5%), MICE (4.5%) and research and education (1.1%).

Based on the attractiveness of Bali, the main reason for Chinese tourists to visit Bali was natural scenery (36.2%), followed by culture (32.8%), hospitality of the local people (8.5%), cheap holiday (9.0%), varieties of attraction (9.0%) and tourism facilities (4.5%).

Regarding the natural resources available in Bali, Chinese tourists were really interested in beaches activities (37.4%), with mountain visits as the second priority (19.4%), then rivers (9.5%), water falls (9.0%), lakes (8.1%), spring waters (6.8%), forest and rice fields (4.1%) and plantations (1.8%).

Balinese traditions are unique and preferred by Chinese tourist (19.3%). On the other hand, spa and aromatherapy were also popular (17.0%), then traditional art (14.8%), Balinese culinary (13.0%), Balinese architecture (10.8%), handicraft (10.8%), religious/spiritual activities (7.6%), history and archaeology (5.4%) and village/rural life (1.3%).

Sightseeing is the favourite activity of Chinese tourists in Bali (29.3%), followed by adventure activities such as trekking, rafting, jet skiing, surfing, and cycling (23.3 %). Shopping is ranked as the third favourite activity by Chinese tourists (20.4%), followed by spa and wellness (13.3%), diving and snorkelling (8.0%), night life (3.0%) and religious/spiritual activities (2.2%).

Regarding place to stay, 73.9% of the Chinese tourist stay in the star rated hotels (14.8%) preferred staying the villas, meanwhile, the rest of them stay in non-star rated hotel (6.8%), homestays (2.3%), while other unspecified place to stay accounted for 2.3%.

### ***Perceptions and satisfaction of Chinese tourists on services in Bali***

Perceptions and satisfaction of Chinese tourists were assessed on services provided by Bali's tourism industry and government (i.e. airport, immigration, customs, taxis, accommodation, restaurants, tour guide, destination attractiveness, cleanliness and security). Chinese tourists' perceptions about how 'good' services in Bali are, were as follows: airport services (68%), immigration services (72.75%), customs services (65.9%), taxis (64.8%), accommodations (69.3%), restaurants (68.2%), travel agents (71.8%), tour guides (68.4%), destination services (62.5%), cleanliness (47.7%) and security (58.0%). The perception levels of Chinese tourists in this matter are detailed in Figure 1.

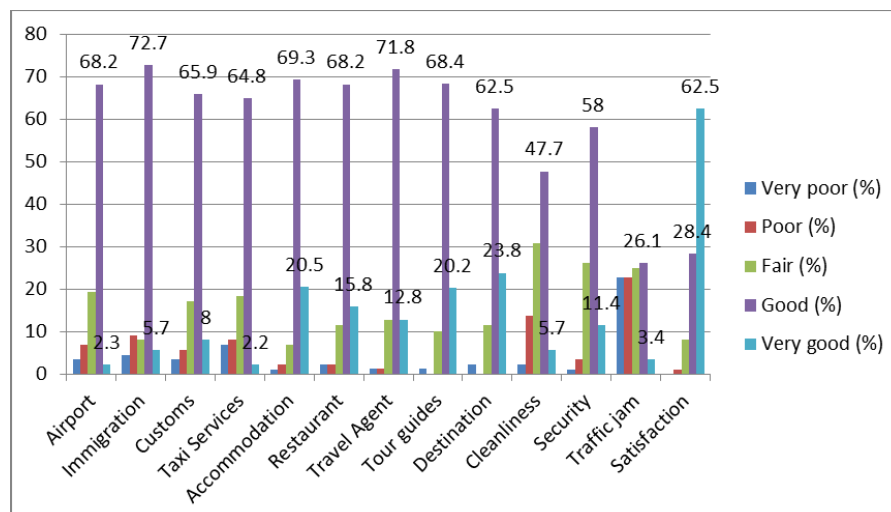


Figure 1. Level of perception of Chinese tourist on services in Bali

Chinese tourist satisfaction levels on services in Bali were mostly "satisfied" (62.5%), "slightly satisfied" (28.4%) and "uncertain" (8.0%). Very few said they were unhappy

regarding the service provided in Bali (e.g. “Slightly dissatisfied” (1.1%)) and none were dissatisfied (0.0%). However, in the case of traffic jams, only 3.4% of Chinese tourists were “satisfied”, “slightly satisfied” (26.1%), uncertain (25%), dissatisfied (22.7%), and “slightly dissatisfied” (22.7%). The survey results on foreign tourists’ level of satisfaction with service provided in Bali indicate that most Chinese tourists feel very satisfied with the services provided in Bali. The satisfaction levels of Chinese tourists in this context are detailed in Table 1.

Table 1  
Level of satisfaction of Chinese tourist on services in Bali

|              | Dissatisfied (%) | Slightly dissatisfied (%) | Uncertain (%) | Slightly satisfied (%) | Satisfied (%) | Total (%) |
|--------------|------------------|---------------------------|---------------|------------------------|---------------|-----------|
| Traffic jam  | 22.7             | 22.7                      | 25.0          | 26.1                   | 3.4           | 100       |
| Satisfaction | 0.0              | 1.1                       | 8.0           | 28.4                   | 62.5          | 100       |

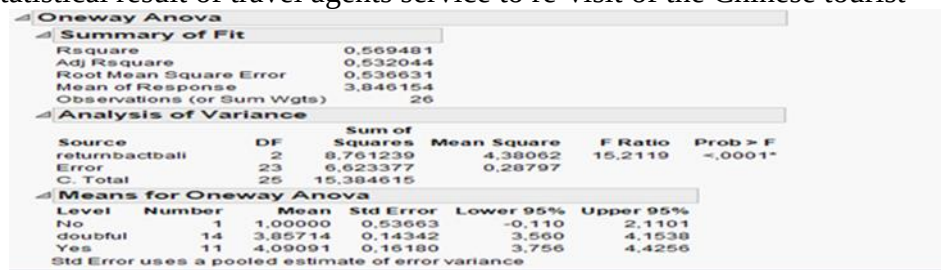
Source: developed from this research

### ***Factors affecting Chinese Tourist re-visits to Bali***

The factors affecting Chinese tourist re-visits to Bali were only analyzed for respondents who have visited Bali previously. The results show that 26 respondents of the total sample (188 respondents) had come to Bali for the second and third visit. Factors affecting re-visits were analyzed in relation to perceived service satisfaction in Bali, including airport, immigration, customs, taxis, accommodation, restaurants, tour guide, destination attractiveness, cleanliness, security, traffic jams and level of satisfaction.

Statistical results of the JMP program show that the services relating to travel agents and tourist attractions in Bali significantly affect Chinese tourist re-visits to Bali, with a significant level for the variable “travel agents service” (p-value<0.0001\*) and for the variable “tourists’ attraction” (p-value<0.0009\*). These results indicate that the services relating to travel agents and tourist attractions are important factors in influencing their re-visit to Bali. The satisfaction results are shown in detail in Table 2 and Table 3.

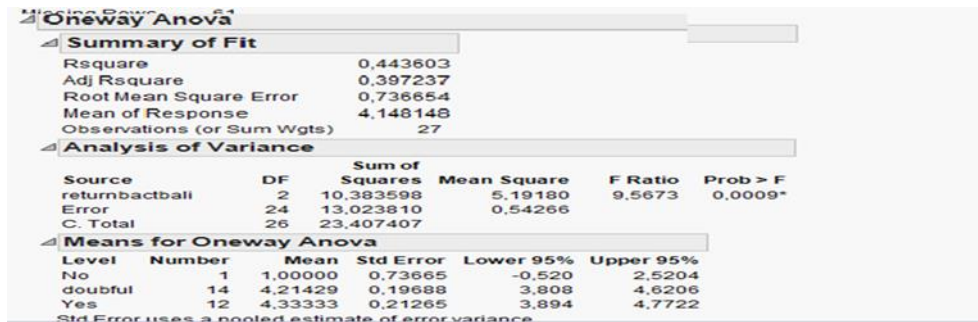
Table 2  
Statistical result of travel agents service to re-visit of the Chinese tourist



| Oneway Anova               |        |                |             |           |           |
|----------------------------|--------|----------------|-------------|-----------|-----------|
| Summary of Fit             |        |                |             |           |           |
| Rsquare                    |        | 0.569481       |             |           |           |
| Adj Rsquare                |        | 0.532044       |             |           |           |
| Root Mean Square Error     |        | 0.536631       |             |           |           |
| Mean of Response           |        | 3.846154       |             |           |           |
| Observations (or Sum Wgts) |        | 26             |             |           |           |
| Analysis of Variance       |        |                |             |           |           |
| Source                     | DF     | Sum of Squares | Mean Square | F Ratio   | Prob > F  |
| returnbactball             | 2      | 8.761239       | 4.38062     | 15.2119   | <.0001*   |
| Error                      | 23     | 6.623377       | 0.28797     |           |           |
| C. Total                   | 25     | 15.384615      |             |           |           |
| Means for Oneway Anova     |        |                |             |           |           |
| Level                      | Number | Mean           | Std Error   | Lower 95% | Upper 95% |
| No                         | 1      | 1.00000        | 0.53063     | -0.110    | 2.1101    |
| doubtful                   | 14     | 3.85714        | 0.14342     | 3.560     | 4.1538    |
| Yes                        | 11     | 4.09091        | 0.16180     | 3.756     | 4.4256    |

Source: develop from this research

Table 3  
Statistical result of tourist attraction in Bali to re-visit of the Chinese tourist



**One-way Anova**

**Summary of Fit**

|                            |          |
|----------------------------|----------|
| Rsquare                    | 0.443603 |
| Adj Rsquare                | 0.397237 |
| Root Mean Square Error     | 0.736654 |
| Mean of Response           | 4.148148 |
| Observations (or Sum Wgts) | 27       |

**Analysis of Variance**

| Source         | DF | Sum of Squares | Mean Square | F Ratio | Prob > F |
|----------------|----|----------------|-------------|---------|----------|
| returnbactbali | 2  | 10.383598      | 5.19180     | 9.5673  | 0.0009*  |
| Error          | 24 | 13.023810      | 0.54266     |         |          |
| C. Total       | 26 | 23.407407      |             |         |          |

**Means for One-way Anova**

| Level   | Number | Mean    | Std Error | Lower 95% | Upper 95% |
|---------|--------|---------|-----------|-----------|-----------|
| No      | 1      | 1.00000 | 0.73665   | -0.520    | 2.5204    |
| doubful | 14     | 4.21429 | 0.19688   | 3.808     | 4.6206    |
| Yes     | 12     | 4.33333 | 0.21265   | 3.894     | 4.7722    |

Std Error uses a pooled estimate of error variance.

Source: develop from this research

Statistical results show that tourist attractions and the services of travel agents significantly affect of the Chinese tourist re-visits to Bali. This means that Chinese tourists are very interested in the attractiveness of Bali as a unique destination. As Petersen (2009) states, the perceived attributes of destinations is one of the indicators which makes them an option to visit and mainly consists of perceived physical attributes, attractiveness, safety and security, accommodation, restaurants and other facilities.

Results of this study also found that Chinese tourist satisfaction levels on services by travel agents in Bali were mostly “satisfied” (62.5%). In addition, Balinese tradition is an attribute of high priority for Chinese tourists (19.3%). Spa and aromatherapy are the second priority (17.0%), followed by traditional art (14.8%), Balinese culinary (13.0%), Balinese architecture (10.8%) and handicrafts (10.8%). This means that Bali has many attributes sought by the Chinese tourist.

According to Kim et.al. (2005), the attractiveness of a destination to tourists is based on the perceived benefits of the destination. Therefore, by looking at the motivations and preferences of Chinese tourists, a better understanding will be gained which can then be used as indicators to targeting the potential market. Their study on “Preference and Positioning Analyses of Overseas Destinations by Mainland Chinese Outbound” found that safety was a main attribute when choosing destinations, followed by beautiful scenery, well-equipped tourism facilities, culture and history. Similar results occurred in a study undertaken by Kau & Lim (2005) which found that the perceived safety and security of destination is the highest ranked, while the second and third most preferred activities were sightseeing and cultural heritage. These studies indicate that a high interest in the special aspects of a destination can stimulate efforts to improve the quality of destination.

Chinese tourism is an emerging market for Bali. This is evident from the number of Chinese tourists who re-visit Bali and their willingness to pay for luxury accommodation. The results show that Chinese tourists preferred to stay in star-rated hotels (73.9%) and villas (14.8%), with only 6.8% staying in non-star rated hotel. This means that luxury is an important travel experience as most Chinese outbound tourists stay in four star hotels. This indicates that most of the them are from the middle-up socioeconomic sector and that economic development, improvement in living standards, and the political liberation in China, have contributed to the growth in international travel demand (Lim and Wang,2012). Zhang & Lew (1997) support the view that the Chinese government has developed outbound tourism by ensuring a

reduction in travel restrictions. This finding supports a study by Petersen (2009) that prestige is a main motivational factor for Chinese outbound tourists. Subsequently, self-funded private travel by Chinese citizens has grown rapidly with an increase in disposable income. Yu & Weiler (2001) agree with this argument and suggest that private travel accounted for 61% of the total outbound trips made by Chinese citizens were purely for leisure and holiday (Yu & Weiler, 2001). Yet, the results of this study show that although Chinese tourists prefer staying in star-rated hotels and villas, they seek the uniqueness of Balinese cultural heritage and natural resources.

Balinese perspectives on every development in Bali are based on the Balinese philosophy called “Tri Hita Karana”, which is a point of view that seeks to keep a harmonious and balanced relationship between human-to-God (Almighty), human-to-human and human-to-environment. Hinduism is the main religion and major influence behind this cultural philosophy. This concept has long been recognized and practiced among the Balinese as a local knowledge which has been adopted to preserve and protect the environment and maintain harmonious relationship between communities (Wiranatha and Dalem, 2005). Traditional Balinese rituals can be seen almost daily, celebrating the cycle of birth, death and rebirth. Annual art festivals support Bali as an attractive destination to visit. Music, drama, dance and costumes are a feast for the senses during temple festivities. Various forms of dance and music have made Bali's arts and culture scene one of the most diverse in the world.

In addition, the image of Bali as a small island surrounded by beaches has been positioned as having the three “S” of destination, namely, “Sun, Sea and Sand”. This strengthens its image based on the market sector by age group. Bali is really famous as having some of the best beaches and sea for doing surfing and diving activities by young people. These natural resources were also preferred by Chinese tourists (37.4%). Other natural resource activities preferred by Chinese tourists are mountains (19.4%), rivers (9.5%), water falls (9.0%), lakes (8.1%), and spring water (6.8%).

Shopping is also a preferred activity by Chinese tourists (20.4%). This result supports previous study by Geva & Goldman (1991), Cohen (1995) and Mak & Cheung (1999) who reveal that shopping is recognized as one of the key motivations of Chinese tourists who seek pleasure from these kinds of activities (Gronroos, 1978; Geva & Goldman, 1991). Shopping is the main objective of tourists, especially for some specific destinations such as Hong Kong, where shopping may be the sole reason for tourists to visit (Cohen, 1995; Mak, Tsang & Cheung, 1999). This result also supports the study by Suh and McAvoy (2005) which shows that visitors from the Asian Countries tend to do shopping while European visitors enjoy local culture. However, Yu & Weiler (2001) note that even though Chinese tourists have high tourism expenditures, they do not see shopping as a main desired attribute or preferred travel activity. It seems from these studies that shopping is seen as a side activity, which is necessary and somewhat desired, but it is not a main motivational aspect of travelling.

The statistical results of the JMP program show that “service of travel agents” significantly affects Chinese tourist re-visits to Bali. This means that the service of travel agents is an important factor in influencing their re-visit to Bali. Most Chinese tourists travel in groups with itineraries; therefore, travel agencies must recognise the preferred activities and needs of Chinese tourists (Chow & Murphy, 2008) because benefits can also be gained on dining or eating in groups of people. The JMP results also reveal that Chinese tourists like visiting multiple countries or cities when travelling. Most of them buy group travels with a set

itinerary. Therefore, it is important that travel agencies promote Bali on itineraries to ensure potential visitors to come to Bali.

Improving the quality of services of tourism in Bali is crucial in order to improve the level of satisfaction of Chinese tourists visiting Bali. This can lead to an increase in the willingness of Chinese tourists to spend money for local Balinese services. It is very important for stakeholders in Bali tourism to ensure there is integrated coordination in all aspects of tourism development, especially regarding the safety and security of the destination, and also the protection of Balinese natural resources, culture and heritage. Community empowerment should become the basis of tourism development in Bali, therefore tourism in Bali will bring maximum benefits for the local community.

Marketing and product development in Bali should be focussing on the culture, heritage and uniqueness of Bali. At the same time, shopping and brands are also important to Chinese tourists. One of the major concerns for Chinese tourists is the perceived safety of a destination. It is especially important to find out how safe Bali is perceived as a destination before trying to advertise Bali as a destination for Chinese tourists. This approach can also be used for marketing purposes to develop potential products. The possibility of promoting Bali on the basis of culture and heritage can be considered because Chinese tourists put great emphasis on these aspects when travelling.

The varieties of distinct elements in Bali will support generating the brand image of Bali. The possibility of promoting Bali on the basis of culture and heritage can be considered as Chinese tourists put great emphasis on these aspects when travelling. The goal of destination branding is to capture the distinct elements of the destination and communicate them through components such as identity, personality and image. This could be undertaken through combining all of the attributes associated to form an identity that is unique and differentiate the destination of Bali from the competition.

Managing destination is important to keep maintaining tourists' satisfaction. Mill and Morison (2009) propose the implementation of a tourism system model, which emphasizes the interaction and interdependency among its parts. This is based on the interaction between destination planning, developing and controlling of tourism, and interaction from the demand side, which is focused on factors influencing the market, as well as on marketing strategy, planning, promotion and distribution. A mix of interdependent elements also need to be considered in order to produce a satisfaction vacation experience, such as attractions, facilities, infrastructure, transportation and hospitality (Mill and Morison, 2009). Consequently, sustainability of local resources becomes one of the most important elements of destination image, as destination choice is influenced by an individual's perception of alternative possibilities.

### **Future and emerging trends**

Improving the quality of Bali tourism services is crucial in order to improve the level of satisfaction of Chinese tourist to visit Bali. This could lead to increasing the willingness of Chinese tourists to spend money, which will benefit Balinese people. The role of stakeholders in Bali tourism is very important through an integrated coordination of all aspects of tourism development, especially safety, security, and protecting natural resources, and preserving Balinese culture and heritage. Community empowerment should become the basis of tourism

development in Bali, therefore tourism in Bali will bring maximum benefits for local communities.

### Limitations

A limitation of this research is small number of respondents who have re-visited Bali. However, this study can be used as an exploratory research. Further research with the involvement of more respondents is really important to have more accurate results.

### Conclusion

Chinese tourists are very interested in the attractiveness of Bali as a unique destination. Perceptions of Chinese tourists on services provided by Bali tourism and government of Bali (i.e., airport, immigration, customs, taxis, accommodation, restaurants, tour guide, destination attractiveness, cleanliness and security) were mostly “good”. Perceptions of Chinese tourists were “very good” in terms of: destination attractiveness (23.8%), accommodation (20.5%), restaurant (15.8%), and security (11.4%). Chinese tourists were mostly “satisfied” with services in Bali, however, in the case of traffic jams, they were mostly dissatisfied.

Statistical results of the JMP program show that the services relating to travel agents and tourist attractions in Bali significantly affect Chinese tourist re-visits to Bali, with a significant level for the variable “travel agents service” (p-value<0.0001\*) and for the variable “tourists’ attraction” (p-value<0.0009\*). Marketing and product development in Bali should be on focussing on the culture, heritage and uniqueness of Bali for Chinese tourists put great emphasis on these aspects when travelling.

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## **iDiscover rural Singapore: A mobile driven nature-based tourism experience in an urban destination**

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### **Abstract**

Despite growing awareness and stakeholders' acknowledgement of the need to adopt sustainable development in recent decades, efforts to effectively implement sustainable tourism practices in Asia have not always been easily accomplished. Particularly for densely populated and land-scarce city-states like Singapore, the ability to develop and sustain green spaces continues to be a significant challenge. While destination managers and planning authorities have promoted Singapore as a "City in a Garden" to reinforce its image as a vibrant city nestled in greenery and rich natural heritage, they are still constantly at the juxtaposition of trying to balance the country's development, social, and environmental needs. This study investigates the application of mobile-driven environmental interpretation within the context of nature-based rural tourism in a city destination. Specifically, it examines the effectiveness of such mobile applications in achieving mindful visitor experiences, mobile learning and sustainable tourism outcomes. The study explores research themes within the domains of 1) interpretation and sustainable tourism experiences, 2) rural tourism in city destinations, and 3) mobile learning and smartphone applications. The study site is the Kranji Countryside in Singapore's rural north-west region. A conceptual framework for mobile-driven visitor experiences, environmental interpretation and sustainable learning in rural tourism is also discussed. With the massive uptake of mobile broadband subscription, mobile applications and innovations in smartphone technology, there are wide-ranging opportunities for its development in rural tourism and sustainable tourism experiences. If effectively implemented, such mobile-driven interpretive programs and learning applications can serve to transform visitor perceptions, destination image and future visit intentions towards rural or nature-based attractions in city destinations.

### **Introduction**

#### ***Rural tourism development in urban Singapore***

The notion of sustainable tourism development is an increasingly fundamental premise in destination management, tourism planning and policy directions. This is evident in the Singapore "City in the Garden" image which presents the challenge of balancing economic, social and environmental needs in a land scarce Singapore. Urbanization and economic transition has led to challenges in Singapore's rural areas such as depopulation, lack of employment opportunities and social/cultural decline. Hence rural tourism development is deemed a viable strategy for:

- encouraging economic regeneration of the rural countryside
- means of enhancing the value of conservation
- facilitating community pride and sustain livelihoods
- an integrated and sustainable development needed in rural areas



### ***Interpretation and visitor mindfulness***

Effective interpretation facilitates process of information retrieval and visitor learning. Mindful visitor interpretation leads to:

- an understanding and appreciation of the destination
- and in turn, a desire for the conservation of the place

When designing interpretation approaches there is a need to effectively assimilate the various communications and technological platforms. However, there is a research gap in this area. Despite the ubiquitous adoption of mobile-driven technology and applications research into the role of such tools in interpretative programs and implications for mediating the tourism experience is still at its infancy.

### **Research objectives**

Research Question: *“How can mobile technology be utilized to facilitate effective sustainable tourism interpretation and mindful visitor learning during rural tourism experiences?”*

Additionally, the research objectives will specifically investigate:

1. The issues and challenges associated with developing sustainable tourism development within countryside and rural areas in urban destinations;
2. The sustainable tourism and visitor learning outcomes that can be achieved through effective interpretation and mindful visitor experiences;
3. The key benefits and challenges of mobile-driven technology and communication platforms that can impact the interpretive and learning experience of visitors within the context of nature-based rural tourism.

### **Literature review**

#### ***Urban/rural tourism peripheral destinations***

Urbanization has led to “rural crisis” and is a major concern to stakeholders seeking alternative modes of development for rural areas (Bramwell, 1994; Augustyn, 1998). Tourism development as strategy for rural diversification and regenerating rural economies is found on the periphery of urban destinations (Liu, 2006; Wilson, Fesenmaier, Fesenmaier, & Van Es, 2001). The growing popularity and attractiveness of rural tourism includes positive connotations of a rural idyll and distinctive cultural, historic, ethnic, and geographic characteristics (Cloke, Marsden & Mooney, 2006).

#### ***Sustainable rural tourism: Visitor interpretation and mindfulness***

The implementation of sustainable development in rural areas needs a proactive integration of effective visitor management with conservation outcomes (Howie, 2013). Visitor Interpretation should be: 1) interesting, 2) entertaining, 3) educational, 4) communicate meaningful relationships, 5) create new knowledge, and 6) form sustainable behavior/intentions (Powell & Ham, 2008; Weaver, 2008). Visitor-driven Interpretation synergizes a visitor’s cognitive (intellectual), affective (emotional), and behavioral (action-oriented) responses (Weiler & Smith, 2009; Zeppel, 2008). Mindful visitors are seen to articulate higher levels of satisfaction, interest, sense of discovery and appreciation of the place (Moscardo, 1996).

### ***Mobile-driven interpretation and applications for rural tourism***

When designing mobile-driven interpretation the content should be planned and developed as part of an integrated multi-channel service package (Koivumaki, 2002) and synergistically designed with existing interpretive tools / platforms. Designers should ensure a holistic and integrative approach is used which considers the totality of the tourism experience (pre-trip, on-site and post-visit) (Wang et al., 2012; Watson et al., 2004). Context-aware applications and require contextual information needs (TILES): 1) Temporal, 2) Identity, 3) Location, 4) Environmental and 5) Social (Tan et al., 2009).

## **Methodology**

### ***The study***

This is an exploratory study using qualitative research. The research site is the Kranji Countryside in Singapore and was implemented in 3 stages:

- Stage 1: Preliminary literature and information search, and interviews with the Kranji Countryside (KCA) and local stakeholders.
- Stage 2: Development of a mobile app prototype.
- Stage 3: Visitor Interview (semi-structured interviews).

### ***Data collection***

Four types of data collection were undertaken: 1) a case-study of the Kranji Countryside and local farming community; 2) face-to-face interviews were conducted with the KCA management; 3) web content analysis of the KCA website, local tourism and policy papers was undertaken; and 4) semi-structured interviews were conducted with visitors at the inaugural Kranji Countryside Farmers' Market in June 2014.

## **Findings and discussion**

### ***Tourism in Singapore and the shift towards rural tourism***

Tourism development in Singapore:

- Phenomenal growth in tourism due to pro-tourism strategies by National Tourism Organisations (NTOs) but the sustainability of the industry's trajectory growth is questionable.
- Urban attractions have been more dominant in Singapore's tourism marketing but there is a shift towards nature-based attractions in place making efforts.

Development of rural countryside as tourism destination:

- The Urban Redevelopment Authority's (2008) Draft Master Plan indicates government support for new recreational experiences and activities in countryside.

Sustainable rural tourism development at Kranji Countryside:

- Sustainable rural tourism can be a savior of rural communities facing challenges of economic transitions and rural crises.
- There has been a trend of visitors escaping to rural areas to experience authentic nature-based lifestyles, in contrast to the commoditised urban settings.
- Currently, however, most activities to be enjoyed in the Kranji countryside are passive in character (i.e. observing, learning and purchasing) (Henderson, 2009). A proactive approach towards visitor management is needed to enhance future appeal.

## On the Kranji Trail



### *iDiscover rural Singapore: Creating a mobile-driven interpretive experience*

Mobile device usage and preferences:

- The majority of respondents had used their smartphone/mobile devices to retrieve information about the Kranji Countryside and/or the Farmers' Market.
- Real-time integration of mobile and information communications technologies could serve to enhance the overall tourist experience.
- Mobile application(s)/device(s) had enhanced their overall visit experience.

Comparative assessments of mobile applications vis-à-vis the other communications and informational platforms:

- The preferred choice of respondents for retrieving and receiving information when visiting nature-based or rural areas are: 1<sup>st</sup>) mobile applications; 2<sup>nd</sup>) physical displays; 3<sup>rd</sup>) printed brochures; and 4<sup>th</sup>) tour guides.
- Mobile-driven applications can present positive opportunities to support existing interpretative mediums and to provide a holistic and integrative visitor interpretive experience.

Implementation of mobile application for Kranji Countryside:

- A prototype application was designed and named the *Kranji Countryside Farm Trail Mobile App*.
- With this app users would be able to:
  - Navigate the trail using different transport (cycling, walking, driving, public transport).
  - Retrieve additional information or interesting stories about attractions at Quick Response (QR) Code stations.
  - Access other interactive details (e.g. social media updates, special events/promotions).

- A majority of respondents indicated that they would be interested in using the mobile application when it was made available.

### **Conclusion and implications**

A visitor centric approach of visitor management and mindful learning results in a more engaging and meaningful rural tourism experience, leading to positive interpretive outcomes. The assimilation of mobile platforms in rural tourism: 1) enables information access; 2) provide quality information; 3) create a variety of visitor experiences/recreational activities; and 4) facilitate evaluation and feedback (integrated with other interpretive tools available). A holistic and integrative approach in developing mobile-driven interpretive experiences takes into account the totality of the visitor's experience (before, during, after) and must be considered.



### **Recommendations**

- Future development of an actual live version of the mobile application is recommended, which is market tested to study visitor preferences, contextual information needs and usage patterns.
- Further quantitative research is recommended to track mobile user patterns and browsing behavior before, during, after their visits to rural destinations.
- Examine whether differences exist in visitor experiences between rural areas and more well developed nature-based destinations when using mobile driven interpretive tools.
- Pragmatic issues needing consideration: 1) wireless connectivity in rural areas; and 2) training, capacity building and support of stakeholders in the rural destinations.

## Living long, living well: Perceived health benefits driving Chinese seniors' mobility in Bama Ethnic Village

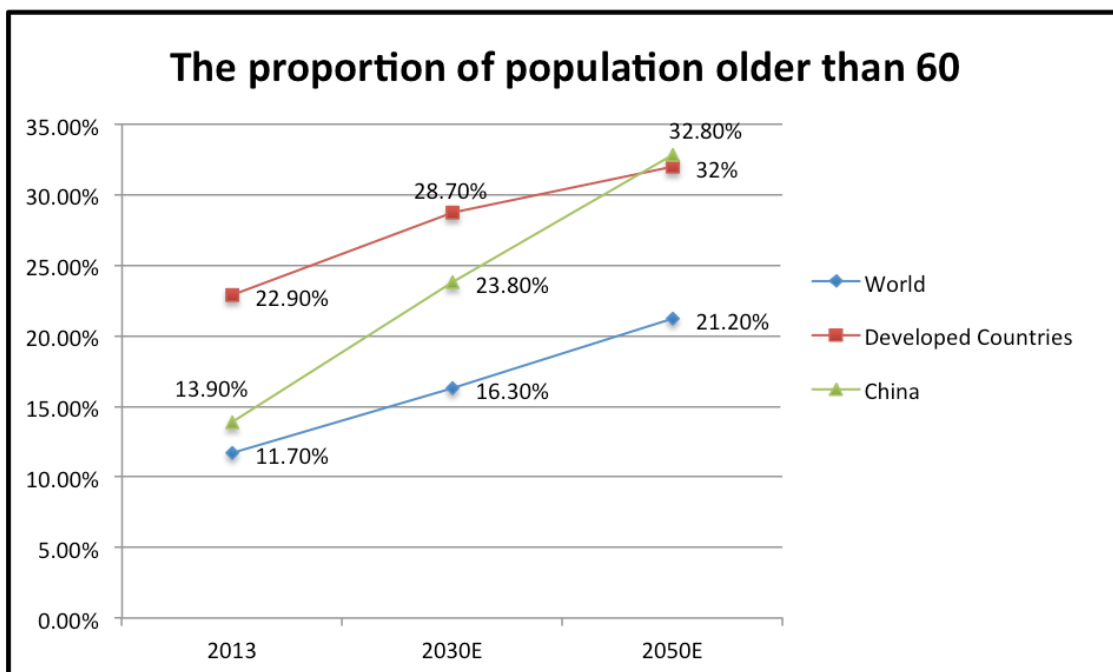
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### Abstract

Seasonal migration has often been seen among the snowbirds in North America, grey nomads in Oceania, and retirees in Europe. It is recently emerging in China as well, due to an increased aging society and the country becoming rich. In China, the seniors' seasonal migration is often linked with the pursuit of health and longevity. Therefore, this study takes Bama county, a remote area located in southwest China well-known for its longevity, as a study site. With the belief that living in this place is able to cure various diseases, the number of tourists has increased at an extraordinary speed. Among the tourists, seniors with certain health challenges play an important role. The study explores what desirable change happened to these seniors with health problems by visiting Bama, and how the change emerges. Personal observation, in-depth interviews, a questionnaire-based survey were employed in a sequence. All the respondents for the current study are senior tourists who visited Bama for health concerns and stayed there for a long term. The concept of therapeutic landscape was adopted in this study. It was found that most of the seniors experienced an improvement of their health, ranging from hypertension to stroke, and diabetes mellitus to carcinoid of duodenum. The positive transformation was attributed to both natural factors (e.g. the water, air, sunshine, and geomagnetism) and the social environment (e.g. simple lifestyle and interpersonal relationship, collective activities, and right mentality).

### Background

There is an increase in aging populations, both globally and in China.



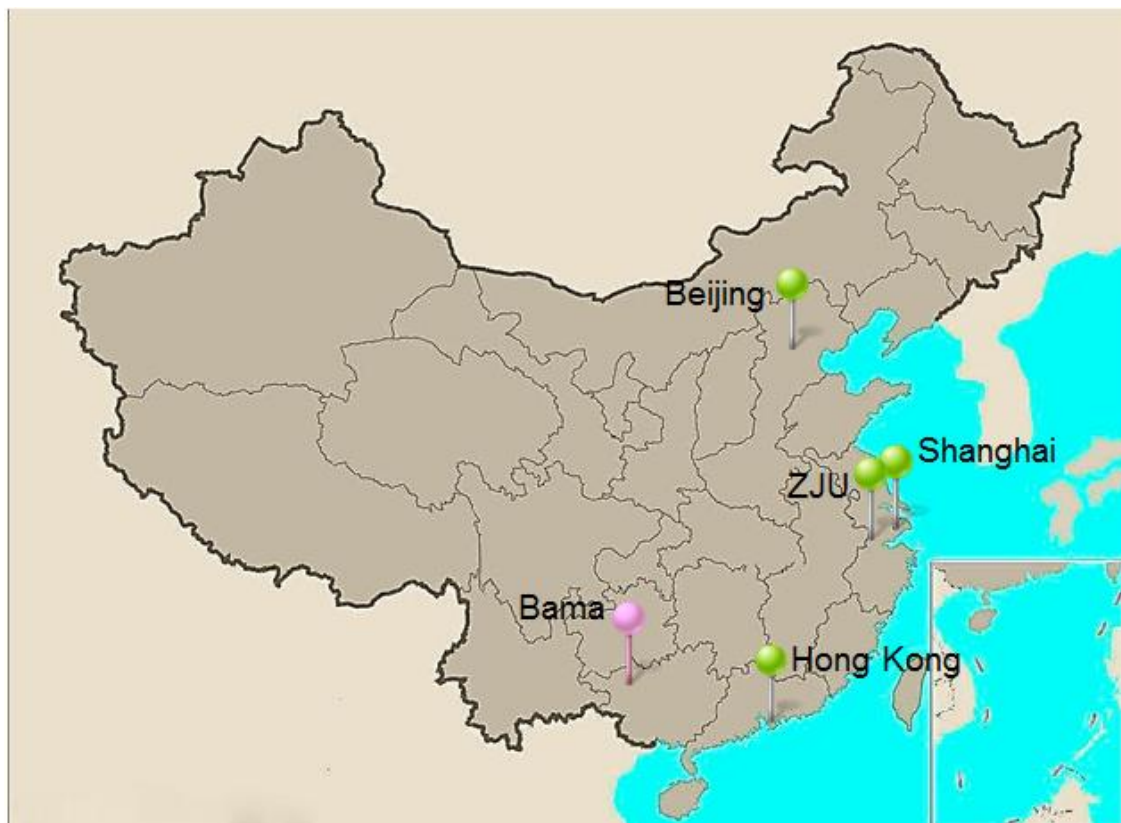
[Source - Department of Economic and Social Affairs, U. N. (2014). Profiles of Ageing 2013. New York]

### **Ageing and health tourism**

- Ageing positively related with Disease (Sun & Morrison, 2007).
- Senior tourists spend more, travel further, stay longer (W.-Y. Chen, Wang, Luoh, Shih, & You, 2013).
- Health Tourism meets senior tourists' need and becomes a lucrative segment (Tung & Ritchie, 2011).

### **Introduction to Bama**

The village of Bama has a reputation for the longevity of its residents and its curative effects to certain diseases.



Consequently, Bama is hub for “migratory birds” who flock there in the form of health tourism.

### **Research objectives**

This study has two research objectives:

1. Explore the perceived health benefits by senior tourists with health challenges.
2. Explore the mechanism where the perceived health benefits emerge.

### **Research methods**

#### **Data Collection**

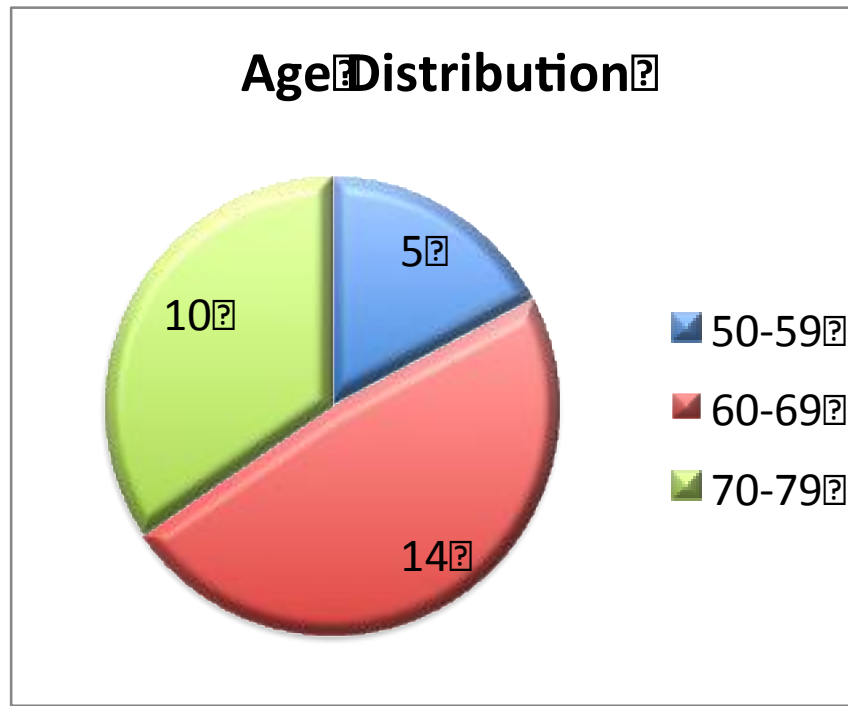
- In-depth Interview

#### **Data Analysis**

- Content Analysis

#### Profiling respondents

- Females: 9/29 - Shortest staying: 1 month
- Males: 20/29 - Longest staying: 8 years



| Diseases            | Number |
|---------------------|--------|
| Diabetes            | 12     |
| High Blood Pressure | 9      |
| Heart Disease       | 8      |
| Insomnia            | 8      |
| Cancer              | 5      |

## Results

### **Perceived physical health benefits**

#### The use of medicine

*"I used insulin to control glucose when I was at home, 40 units each time, and still the glucose was not stable; but now, the glucose is stable and I have not used insulin for 6 months" (19, diabetic).*

#### Restriction

*"I came here after the operation, I was so weak that my husband had to accompany with me all the time, but after a period of staying here, I feel better, I can even jog, I don't need my husband's care anymore, he can watch TV at home now" (16, cancer).*

### **Perceived mental health benefits**

#### Sleep

*"I lost sleep everyday, I felt suffering and despairing, I always planed to suicide. However, at the first night here, I slept very well, in the next morning, my wife said "you were sleeping like a pig last night". I sleep about 7 hours everyday now" (1, insomnia).*

#### State of mind

*"I was in depression, I felt suffering and restless, I was reluctant to go outside, I can't see any hope in my life; I feel increasingly better here, I can walk again, I am restored, I feel hopeful again" (24, paralysis after getting injured).*

### **Perceived social health benefits**

#### Social Function

*"I walk along the river in evening, sometimes, I have dinner with my friends in the restaurant, we also sing in the karaoke" (3, cancer).*

#### Social Support

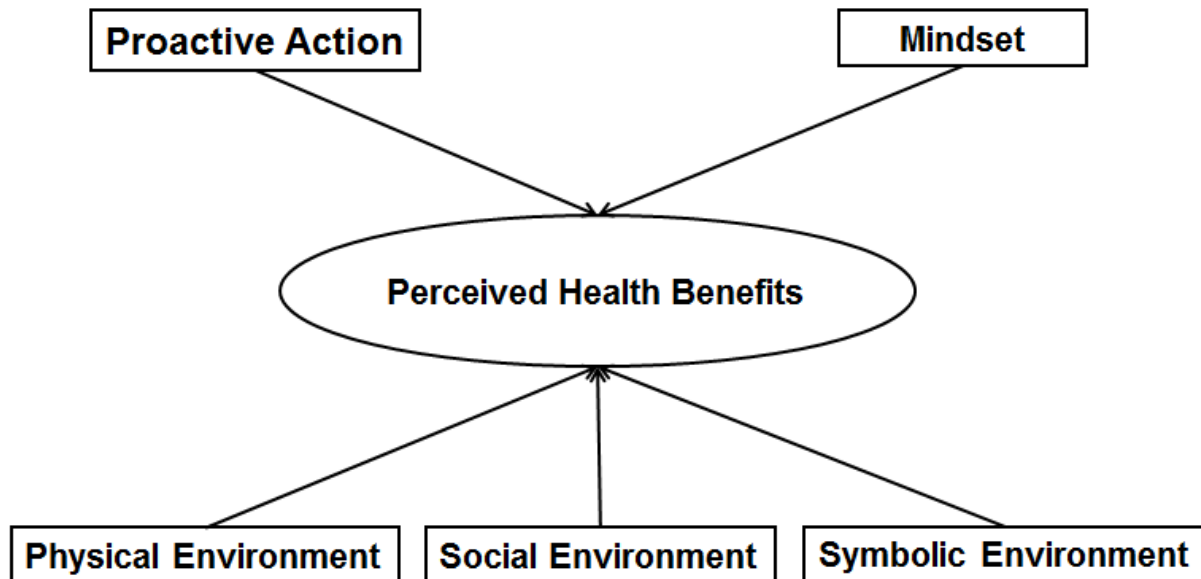
*"As long as you are asking for help, everybody is willing to do you a favor, one day, a friend of mine fell, numerous people helped him and sent him to the hospital at once" (15, insomnia).*

### **What contributes to perceived health benefits?**

- Therapeutic landscape
  - Physical environment
  - Social environment
  - Symbolic environment
- Proactive action
- Mindset



## The Mechanism Model of perceived health benefits



### **Physical environment**

Air  
Water  
Organic food  
Magnetic field

### **Social environment**

Escaping from complicated relationships

*“There is no need to consider anything here, I don’t involve in the quarrel between son and daughter-in-law anymore, I contact my friends less, I don’t work anymore, nothing bothers me here, so, I am in a good mood. I don’t have to attend the banquet anymore, it is tiring” (26, diabetic).*



There is a more favorable social environment in Bama

*“The key reason leads to my restoration is the atmosphere here, people come from all around China, although they have different background, we feel equal and respect each other, so we have a better mentality, you can talk with anyone, I am happy here” (8, diabetic).*

### **Symbolic environment**

Reputation  
What they hear  
What they see  
Role models



*“Bama is filled with positive power, what people talk about is the restoration of someone, these words encourage me, I see many cases as well; however, when I was at home, all the news I heard were negative” (13, diabetic).*

### **Proactive action**

Leisure activities

Exercise

Healthier diet

*“I sing three times every week in the pavilion, there are also numerous people dancing around us, some travellers are attracted to participate in us” (3, cancer).*



*“I go hiking every morning, the first thing of one day is having breakfast and then go hiking along the road to the mountain, it is about 8 km, after lunch, I walk for 3km, after supper, I walk around the village, it is about 2km, this is my routine life. Walking is necessary after meal for the sake of controlling blood glucose” (9, diabetic).*

### **Mindset**

*“Mindset is most important, Bama is quiet, sometimes, I leave myself alone to contemplate, to adjust my mindset, to make a conclusion to my life, gradually, I adjusted my mindset, I am more peaceful, I no longer seek for social status or wealth, no longer aggressive like before” (24, paralysis after getting injured).*

*“Today, I get out from my initial life, I communicate with people more, I feel calm to face my life, even one day I have to leave the world, I will die with peace, it is not so terrible” (15, insomnia).*

### **Conclusions**

- Perceived physical, mental, social health benefits were confirmed.
- The impacts of physical, social, symbolic environment contained in Therapeutic Landscape on health were admitted.
- Basing on the theory of Therapeutic Landscape, a model underlined the importance of man himself was developed to explain how the perceived health benefits emerge.

### **Implications**

- Providing the study of health tourism with a new perspective by adopting the theory of Therapeutic Landscape.
- Identified the factors contributing to perceived health benefits.
- Enriching the knowledge of senior tourists motivated by health issues.
- Providing the developers of health tourism destination with a practical guide.

# **When tradition meets modernity: Relationship between tourism stakeholders' development preferences about overseas Chinatown and their support of enhancement strategies for social and cultural sustainability**

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*Griffith University*

## **Abstract**

Every country has its own unique culture and many countries have multiple cultures associated with different cultural minorities. The Chinese culture is a good example. Since the early 1980's, China has become one of the world's major sources of power with its leading position in terms of both inbound and outbound tourism. Chinese cultural tourism in both China and overseas is facing golden opportunities for development thanks to favourable policies and growing demand. Chinese historic and cultural precincts such as overseas Chinatowns are drawcards for Chinese cultural tourism. However, very limited research has been reported on examining such cultural tourism destinations. On the basis of the authors' previous comparative study of formation and development of Chinese historic and cultural precinct as tourism attractions in China and Australia, this article aims to explore whether tourism stakeholders' development preferences about such tourism destinations are affected by (1) perceived economic impacts, (2) cultural attitudes, and/or (3) perceived place attachment (early Chinese settlements overseas). Social Exchange Theory is adopted to explain why and how tourism stakeholders react to and support overseas Chinatown development. Chinatowns in Brisbane and the Gold Coast were chosen as case studies. Questionnaire survey and interviews were conducted with key stakeholders of Chinatown tourism in two case study locations, which included tourists, small business owners, officers in local government as well as leaders of local Chinese associations. Analysis results show that tourism stakeholders' preferences about such tourism destination development are a function of perceived economic impacts as well as place attachment.

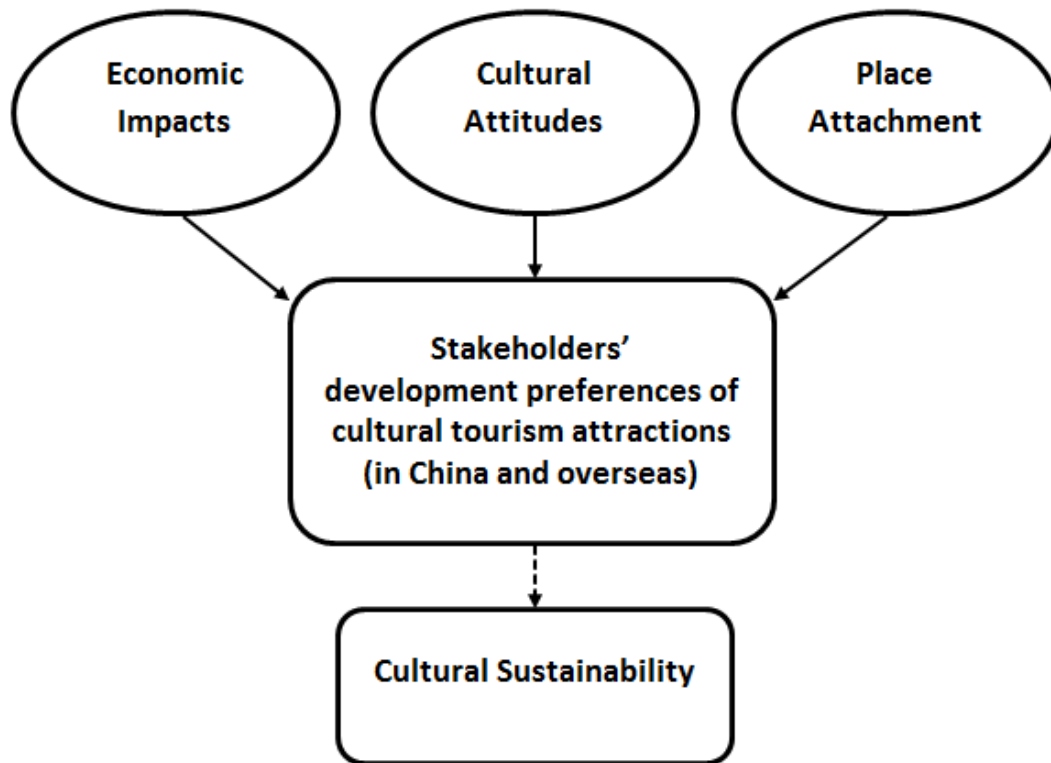
## **Background**

Fostering cultural tourism development ideally requires the consideration of economic, social and cultural benefits, and in context of Chinese cultural tourism, it is also necessary to evaluate development opportunities at home and abroad. However, there is a gap in the current research regarding these matters.

## **Methodology**

The notion of cultural sustainability is difficult to define ((Spaling & Decker, 1996; Al Hagla, 2005; Throsby, 2008; Birkeland 2008). By drawing on Impact Assessment theory (Lawrence, 2000; Nooteboom, 2007; Thomas & Elliott, 2005; Wathern, 2004) and adopting a Grounded Theory approach (McKercher et al., 2005; Knigge & Cope, 2006), this research examines the degree to which cultural sustainability is influenced by economic impacts, cultural attitudes and place attachment, through an appraisal of stakeholders' development preferences of cultural tourism attractions (in China and overseas).

*Possible factors in influencing cultural sustainability*



**Research questions**

Are tourism stakeholders' *development preferences* about Chinese cultural precincts as tourism attractions affected by:

- (1) perceived economic impacts,
- (2) cultural attitudes, and/or
- (3) perceived place attachment?

What are the *socio-economic determinants* of tourism stakeholders'

- (1) perceptions of economic impacts,
- (2) environmental attitudes, and
- (3) place attachment

about tourism attraction development?

**Research hypotheses**

H1: There is a positive relationship between tourism stakeholders' *perceptions of the economic impacts* and preferences about the development of Chinese cultural precincts as tourism attractions.

H2: There is a positive relationship between tourism stakeholders' *cultural attitudes* and preferences about the development of Chinese cultural precincts as tourism attractions.

H3: There is a positive relationship between tourism stakeholders' *place attachment* and preferences about the development of Chinese cultural precincts as tourism attractions.

H4: Tourism stakeholders' *perceptions of economic impacts* about tourism attraction development are affected by their age, highest education attainment, income, gender, nationality, and length of residence in the current place.

H5: Tourism stakeholders' *cultural attitudes* about tourism attraction development are affected by their age, highest education attainment, income, gender, nationality, and length of residence in the current place.

H6: Tourism stakeholders' *place attachment* about tourism attraction development is affected by their age, highest education attainment, income, gender, nationality, and length of residence in the current place.

These hypotheses are tested through a comparative study of two locations:

1. Gold Coast Chinatown, Southport, Gold Coast, Queensland, Australia;
2. Brisbane Chinatown, Brisbane, Queensland, Australia.

### Survey instruments

First, a street visual survey is used to assess the general features of the case study site. Then a questionnaire survey, composed of single choice questions and Likert-scale measures, is undertaken with visitors and businesses to gauge perceived development impacts, cultural attitudes, place attachment, development preferences, socio-demographic information (age, occupation, education level, income, nationality, gender and length of residence), and comments pertaining to how to make local Chinatown a memorable experience to tourists.

## Results

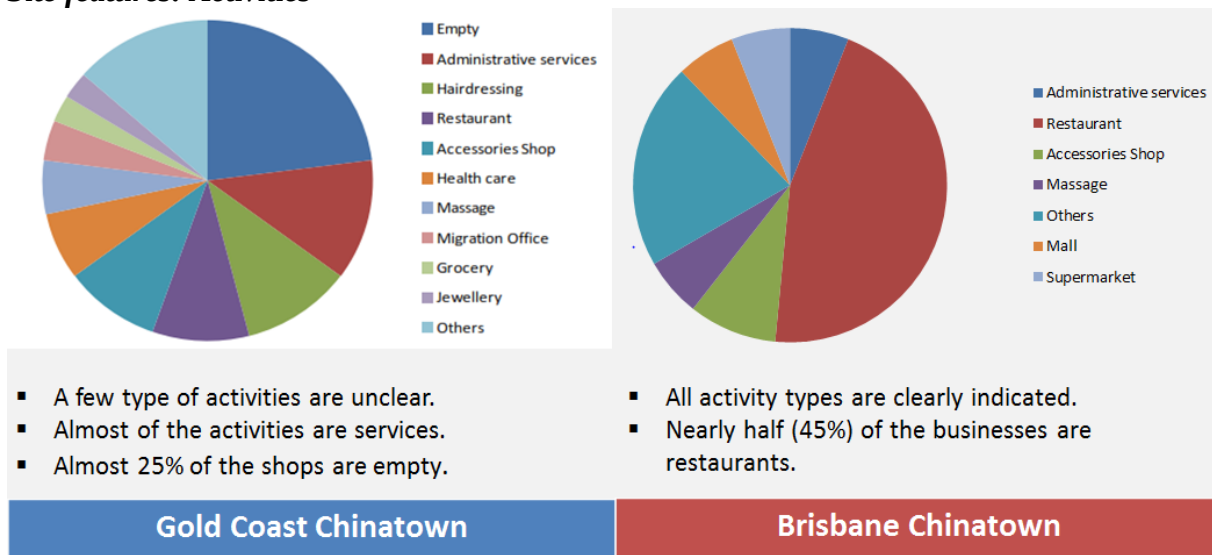
### Developmental progress

| Gold Coast Chinatown |                                                                                                                                                   | Brisbane Chinatown |                                                                 |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------|
| late 1990s           | Initial discussion of a Chinatown development on the Gold Coast                                                                                   | Nov 1983           | Official announcement of the plan to develop Brisbane Chinatown |
| June 2012            | The Economic Development and Tourism Committee recommended Council support establishing a Chinatown in Southport                                  | Jan 1987           | Official inauguration                                           |
| July 2013            | 1 <sup>st</sup> Gold Coast Chinatown development plan announced                                                                                   | 1993               | 'Facelift'                                                      |
| Oct 2013             | Minister for Economic Development Queensland declared Southport a Priority Development Area (PDA) to revitalise Southport as the Gold Coast's CBD | 2009               | New upgrade                                                     |
| Nov 2013             | Centre Improvement Program (Young Street and Davenport Street, Southport) construction commenced                                                  |                    |                                                                 |
| June 2014            | Centre Improvement Program construction completed                                                                                                 |                    |                                                                 |
| Sept 2014            | Southport PDA Development Scheme adopted by Queensland Government                                                                                 |                    |                                                                 |

### Site features

| Gold Coast Chinatown                                                                                            | Brisbane Chinatown                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Located in the busy Southport business precinct                                                                 | Located in the busy Fortitude Valley precinct                                                                                                 |
| Incorporates three existing streets: Young Street, Davenport Street and a part of Nerang Street                 | Incorporates one existing street: Duncan Street                                                                                               |
| Mixed activities: administration, education, businesses, and etc.                                               | Mixed activities with a majority of restaurants and retails                                                                                   |
| To date, the work is mostly been done on streetscape: pavement, greenery, street lights- and external features. | To date, mostly work on streetscape and public art, embedding strong 'symbols' of Chinese culture such as pagoda, fountain, lions sculptures. |
| The urban fabric is already set.                                                                                | The urban fabric is already set.                                                                                                              |

### Site features: Activities



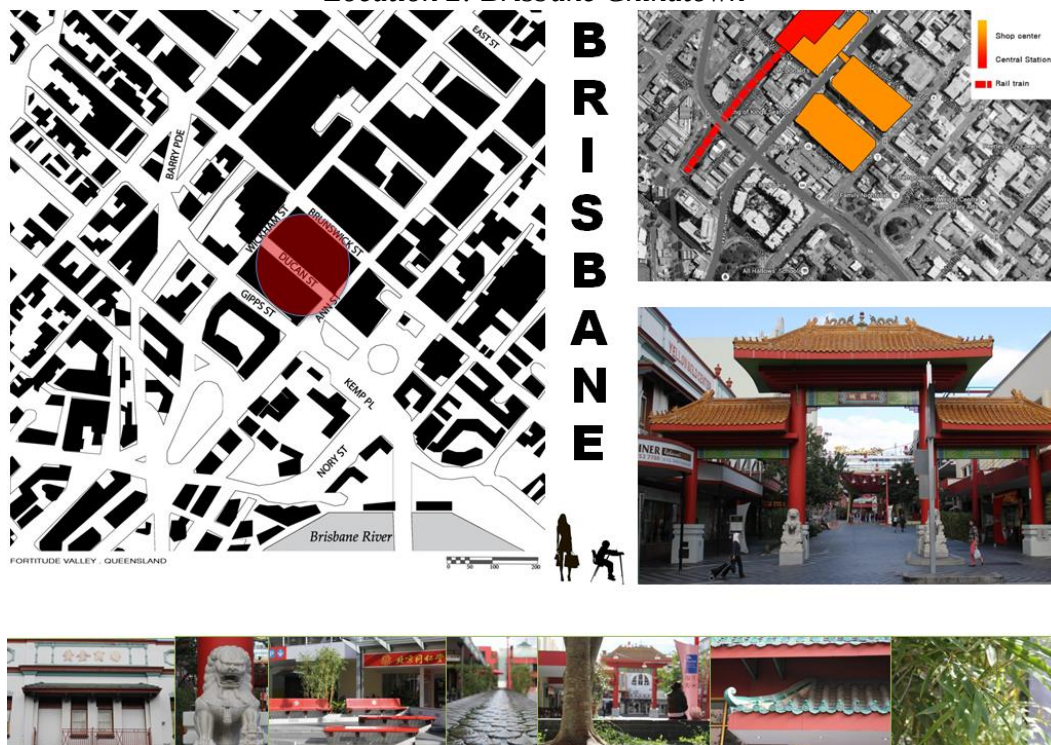
From the 74 land ownerships on the site, there are 77 businesses/shops and no residential function. The main represented activities are 'services' (37%), that includes massage, restaurants, hairdressing, etc. Next are 'stores' and 'offices' (around 20% for both). But remarkably, at the date of the survey, almost (25%) of the businesses were 'empty' (for lease or sale). With a majority of all these activities taking place at the ground floor (over 71%), it influences the feeling of the site lack of dynamism. The visual survey was conducted without any interview to verify ownerships or nationality of business/shop owners, but assessed what 'appears' Asian and Chinese in term of signage and decoration, as well as what was clearly identified as Asian or Chinese by the evident writing. Visually, only 12% of the shops appear as being from Asian origin; among them 2% are Chinese.

### Location 1: Southport Chinatown



Visually, only 12% of the shops appear as being from Asian origin. Among them, 2% are Chinese.

### Location 2: Brisbane Chinatown



Visually, more than half of the businesses appear as being from Asian origin. Among them, 53% are Chinese.

### Survey administration

|                                                         | Gold Coast Chinatown                                                                                                                                              | Brisbane Chinatown                                                                                                                                                      |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Business survey<br>drop-off questionnaire survey        | <ul style="list-style-type: none"> <li>5-13 September 2014</li> <li>77 businesses, 47 completed questionnaires returned</li> <li>response rate: 61.04%</li> </ul> | <ul style="list-style-type: none"> <li>30 September- 5 October 2014</li> <li>33 businesses, 26 completed questionnaires returned</li> <li>response rate: 79%</li> </ul> |
| Visitor survey<br>Intercept street questionnaire survey | <ul style="list-style-type: none"> <li>5-9 September 2014</li> <li>100 valid visitor questionnaires obtained</li> </ul>                                           | <ul style="list-style-type: none"> <li>30 September- 5 October 2014</li> <li>100 valid visitor questionnaires obtained</li> </ul>                                       |

### Testing hypotheses for visitor surveys

H1: There is a positive relationship between tourism stakeholders' *perceptions of the economic impacts* and preferences about the development of Chinese cultural precincts as tourism attractions.

True

H2: There is a positive relationship between tourism stakeholders' *cultural attitudes* and preferences about the development of Chinese cultural precincts as tourism attractions.

True

H3: There is a positive relationship between tourism stakeholders' *place attachment* and preferences about the development of Chinese cultural precincts as tourism attractions.

True for Gold Coast  
False in Brisbane

H4: Tourism stakeholders' *perceptions of economic impacts* about tourism attraction development are affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place*.

'Income' true for  
Brisbane though false  
for Gold Coast

H5: Tourism stakeholders' *cultural attitudes* about tourism attraction development are affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place*.

False

H6: Tourism stakeholders' *place attachment* about tourism attraction development is affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place*.

False

### Testing hypotheses for business surveys

H1: There is a positive relationship between tourism stakeholders' *perceptions of the economic impacts* and preferences about the development of Chinese cultural precincts as tourism attractions.

True

H2: There is a positive relationship between tourism stakeholders' *cultural attitudes* and preferences about the development of Chinese cultural precincts as tourism attractions.

True for Brisbane  
False in Gold Coast

H3: There is a positive relationship between tourism stakeholders' *place attachment* and preferences about the development of Chinese cultural precincts as tourism attractions.

True for Brisbane  
False in Gold Coast

H4: Tourism stakeholders' *perceptions of economic impacts* about tourism attraction development are affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place.*

'Length of residence'  
true for both

H5: Tourism stakeholders' *cultural attitudes* about tourism attraction development are affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place.*

'Age' true for  
Brisbane, false in Gold  
Coast. 'Length of  
residence' true for Gold  
Coast false in Brisbane

H6: Tourism stakeholders' *place attachment* about tourism attraction development is affected by their *age, highest education attainment, income, gender, nationality, and length of residence in the current place.*

False

### Summary

| Gold Coast Chinatown                                                                                                                                                                                                                                                                          | Brisbane Chinatown                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Suggestions and comments</p> <ul style="list-style-type: none"> <li>• 36% from business respondents</li> <li>• 77% from visitors</li> </ul>                                                                                                                                                | <p>Suggestions and comments</p> <ul style="list-style-type: none"> <li>• 39% from business respondents</li> <li>• 84% from visitors</li> </ul>                                                                                                                                                                                              |
| <p>-A traditional gate to indicate entrance and some sort of traditional statue in the centre</p> <p>-I think having a Chinatown will be very beneficial to the city as a whole. I think it's a good card to play to get those new wealthy Chinese middle class over here to spend money.</p> | <p>-Brisbane City Council, Brisbane Malls Management have not been working well with Asian business traders in the Chinatown Mall. This has hindered the development and business community cooperation.</p> <p>-More Chinese medicinal clinic/ stores, more authentic Chinese traditional items for sale</p> <p>-More Chinese festival</p> |



| Gold Coast Chinatown                                                                                                                                                                       | Brisbane Chinatown                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stakeholders' positive and optimistic attitudes toward tourism development                                                                                                                 | Stakeholders' neutral attitudes toward tourism development                                                                                                                                                                                                |
| Tradition, authenticity or ethnicity are not perceived as key drivers, which confronts the notion of continuity in the concept of cultural sustainability as expressed by Al Hagla (2005). | Tradition, authenticity or ethnicity are perceived as key drivers.                                                                                                                                                                                        |
| Tangible pre-requisites do not appear as a priority for the project development.                                                                                                           | Tangible artefacts are highly demanded, even though they are already more present.                                                                                                                                                                        |
|                                                                                                           | <div data-bbox="630 705 925 896"> <p>In both cases:</p> <ul style="list-style-type: none"> <li>TOP-DOWN development</li> <li>culture as a key driver</li> </ul> </div>  |

### Next phases

- Melbourne Chinatown business and visitor survey (completed)
- Comparing Gold Coast, Brisbane and Melbourne Chinatowns' survey results
- Key stakeholder survey
- Analysing the strategies implemented by key-stakeholders

## The behavioral characteristics of “travel in company” in Virtual Tourist Community

Xin Zhang and Chaozhi Zhang

*School of Tourism Management, Sun Yat-sen University, China*

### Abstract

Virtual Tourist Community becomes more and more popular among web users, which not only plays a role in tourism information accumulation, query and tourism consulting, but also influences the tourist activities they organize. This paper takes one cycling team traveling in Hainan Island for a case study with participant observation, while interviews with some other types of “tourist companions” or stakeholders are supplementary. By reproducing the event with a critical incident method and refining interviews with text analysis, it studies the behavior characteristics of “travel in company”. The research finds that “travel in company” has relatively stable borders and certain accessibility standards, which are influenced mainly by the “small circle” formed in online communication, and in order to avoid the risk associated with provisional companions. Unlike backpackers and tourist groups, “tourist companions” pursue freedom and avoid loneliness, and their behaviors are strongly characterized by informal organization with personal experiences and characteristics gradually integrated into the needs of organization. Eventually, the group realizes the optimization of travel experience. Being different from the past studies limited in online activities, this paper tries to extend the study to offline behavior, to clarify and strengthen the logical relationship of behaviors before and after tourism.

### Background: From online to offline

The use of the Internet and interaction between users has become popular. In terms of tourism, there are three functions of Virtual Tourist Community (Yu Xiaojuan, 2007):

1. tourist information accumulation and query function
2. travel advisory function
3. tourism organization function

Furthermore, “travel in company” through the Virtual Tourist Community has become a popular group-traveling mode.

### Questions

Studies to date have not explained the impacts of online activities on offline activities (Wen Junhao, 2011). In response to this information gap, the research questions for this study are:

What features do online groups have?

What factors influence the interaction between online and offline groups?

What features do offline groups have?

### Methodology

#### *Case study*

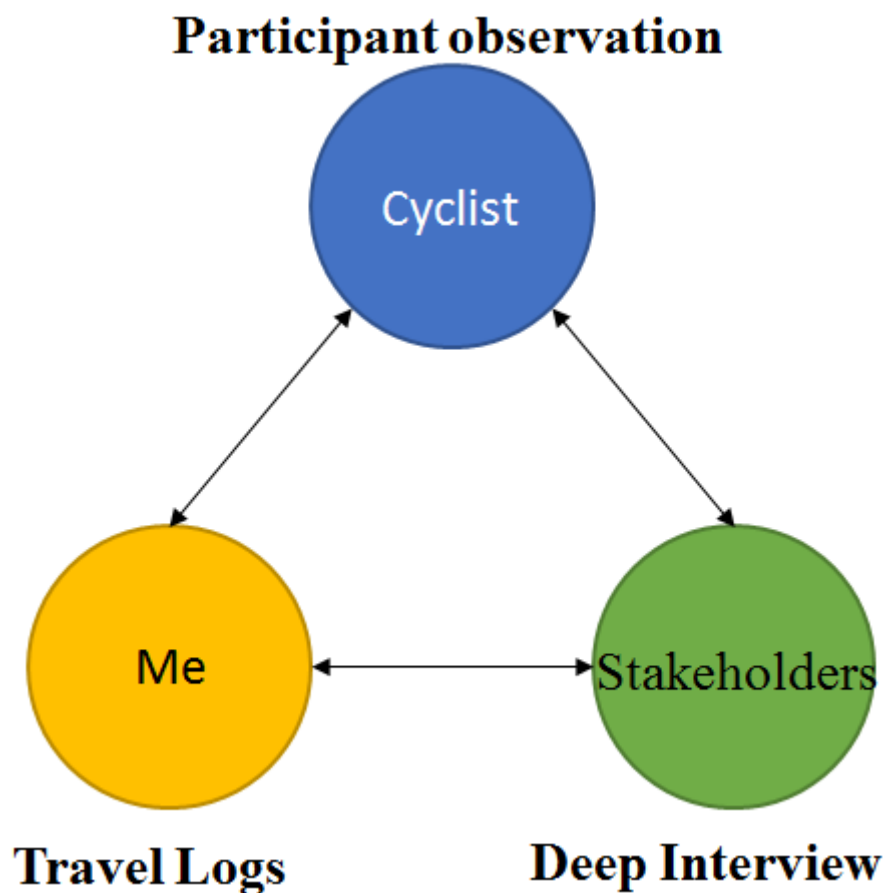
A case study was conducted of a cycling team traveling on Hainan Island.



Table 1 - Information of interviewees

| Name | Job             | Hometown  | Cycling experience                                                     | Interviewee |
|------|-----------------|-----------|------------------------------------------------------------------------|-------------|
| ST   | White Collar    | Zhejiang  | Cycling to Tibet; Rich experiences                                     | Yes         |
| QLS  | Teacher         | Guangxi   | Rich experiences of cycling around                                     | Yes         |
| ZX   | Student         | Anhui     | The first time to ride; Backpacking sometimes                          | No          |
| LN   | College student | Guangdong | Member of Cycling Club in university; Lots of team cycling experiences | No          |
| YYT  | College Student | Guangdong | In the same club with LN; Having some first aid skills                 | Yes         |
| ZT   | Teacher         | Hunan     | Cycling enthusiasts; Kind hearted                                      | Yes         |
| XZ   | Teacher         | Guangxi   | Being outdoor enthusiast from student time; Rich cycling experiences   | Yes         |

### Data collection



## Data analysis

### Text analysis

First, transcribe all interviews word by word. Second, identify, refine and define the concepts and phenomena in the text. Third, by classification and comparison, use the result as material for *triangulation* to confirm the conclusion from travel logs and in-depth interviews.

| Name | Identity                                            | Combination with research                                                                                     | Interview form         |
|------|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------|
| CS   | 517 hostel owner                                    | QQ group manager of 517 hostel, often contacts with the cyclists and travel companions                        | Face to face interview |
| LSY  | backpacker                                          | Having experiences about "travel in companion" through internet                                               | Interview by phone     |
| LYQ  | Administrator of tourism sector on Tianya Community | Initiating convocations on the internet for work needs; Outside of work, participating in "travel in company" | Interview by phone     |
| WXJ  | backpacker                                          | Loving to travel in company, but couldn't accept travel with e-friends                                        | Face to face interview |

## Finding 1: Online and "circle"

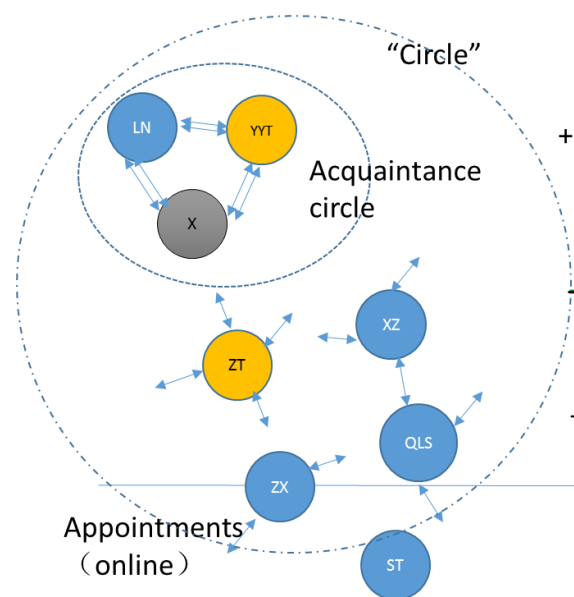
### Case 1: QQ group of 517 Hostel

#### Characteristics of the "circle"

"Circle" on the network refers to those groups with borders which are formed in the process of interaction due to the common interest or belief (Yan Can,2011)

- (1) The boundary is fuzzy and without binding.
- (2) "Circle" sees the individual as the center.
- (3) The Pattern of Difference Sequence exists.

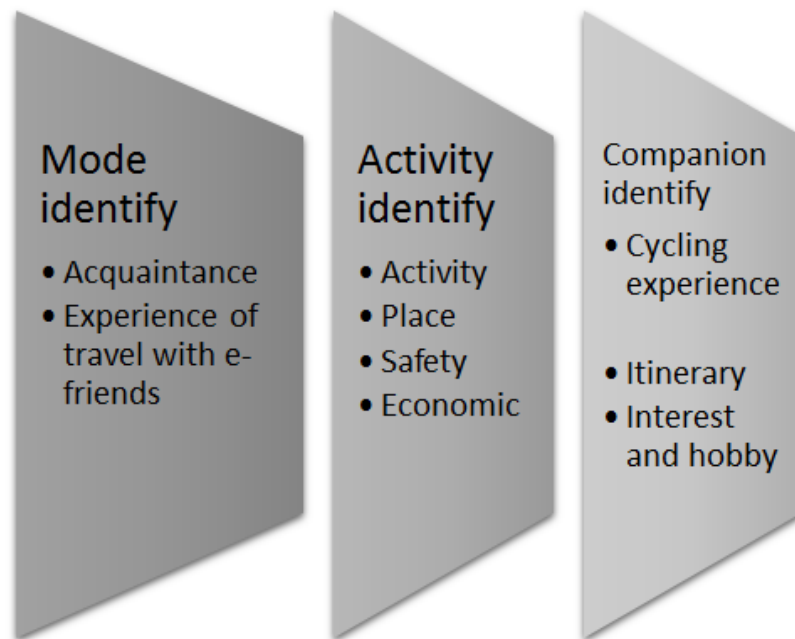
Virtual Tourist Community is an important type of virtual community. It is a community in which e-friends with common travel hobbies or travel experiences communicate or interact via the Internet.



## Finding 2: Interaction and Step1-2-3

Case 2: January 19 -23, the formation process of a cycling team from Haikou to Sanya.

- (1) Mode identifying - will or not?
- (2) Activity identifying - why and where?
- (3) Companion identifying - with whom?



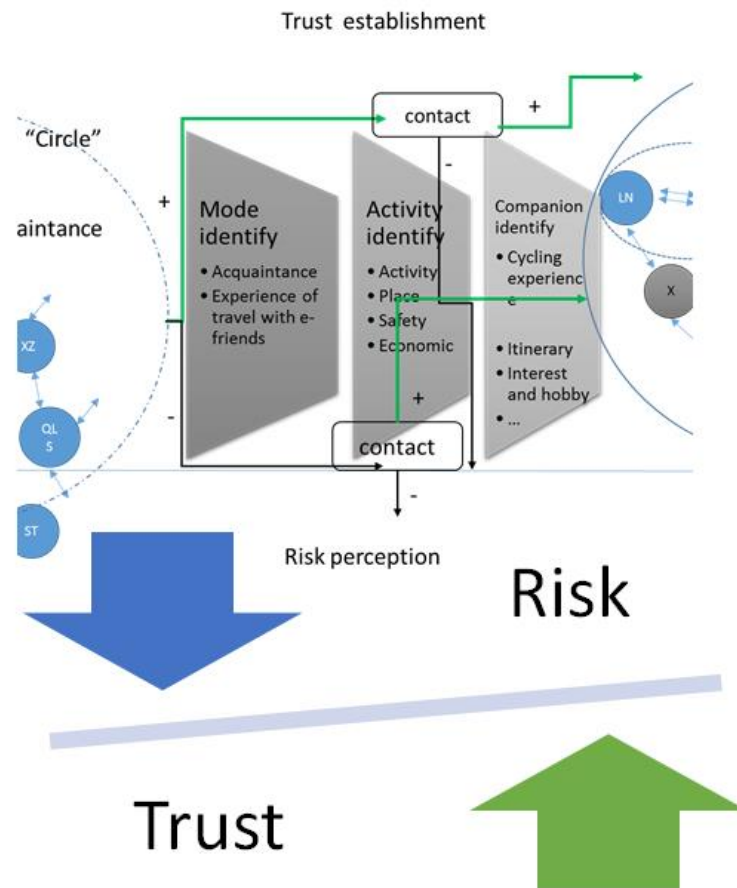
- (1) Acquaintances and experience  
*"Acquaintances are generally consistent in several respects, such as having the same level of consumption on food and accommodation ....."(WXJ)*
- (2) Activity, place, safety and economic  
*"The behavior of travelling with online friends is suitable for small destinations like towns....." (LSY)*
- (3) The cycling experience, identity, occupation, hobby and interest.  
*After knowing some basic information of her companion, " I find that he is well experienced in cycling, so I am willing to come with him."(XZ)*

## Finding 2 continued: Interaction and trust/risk

1. Trust is an important intermediate variable to the impact of virtual community (Wen Junhao, 2011). "Traveling companions" need trust because they make decisions between a special kind of strangers—who "met" only on the Internet but never met each other in reality before.

2. “Risk” is also one of the factors constraining "travel in company" (Li Yina., 2013; Ge Sisi, 2014). The experiences of “travel in company” would reduce the risk perception. So do the acquaintances.

3. The process of translating online to offline, is actually a progress in which every traveller makes decision based on risk perception and the establishment of trust.



### Finding 3: Offline and “action sets”

*CASE 3: January 19 -23, the cycling tour from Haikou to Sanya.*

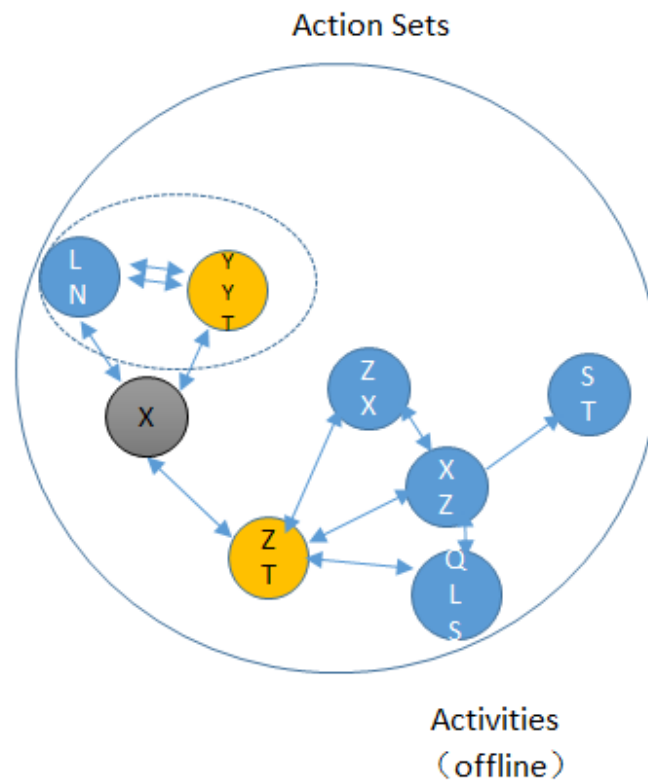
One type of “action sets”

"Action sets" is a group composed by a central figure who will put forward a series of actions for individual or collective goals, and mobilize his various social contacts to compose the group (Barnes, 1954)

- (1) Clear boundary.
- (2) No requirement about the strength of relationships among the team members.
- (3) Targeted and temporary.

**Table 3.** The work division of the cycling team

| Name | Occupation      | Personality and work division                             |
|------|-----------------|-----------------------------------------------------------|
| ST   | White collar    | Good physical strength, lead the way in front of the team |
| QLS  | Teacher         | Well experienced, ensure the safety of the team           |
| ZX   | College student | Backpackers, familiar with itinerary, navigation          |
| LN   | College student | Foodie, recommend food and attractions                    |
| YYT  | College student | Have learned wrap and medicine, injury treatment          |
| ZT   | Teacher         | Major organizer, promote teamwork                         |
| XZ   | Teacher         | Secondary organizer, endorse teamwork                     |



## Conclusions

1. Looking for companions online forms a collection of small "circles" with fuzzy and non-binding boundaries.
2. By three rounds of screening based on mode identifying, activity identifying, and companion identifying, the three key questions that “will or not, why and where, and with whom” are solved considering the establishment of trust and risk perception.
3. Finally the “action sets”, which are temporary and action-oriented organizations, come into being. They have clear boundaries, and have no request about the strength of membership.

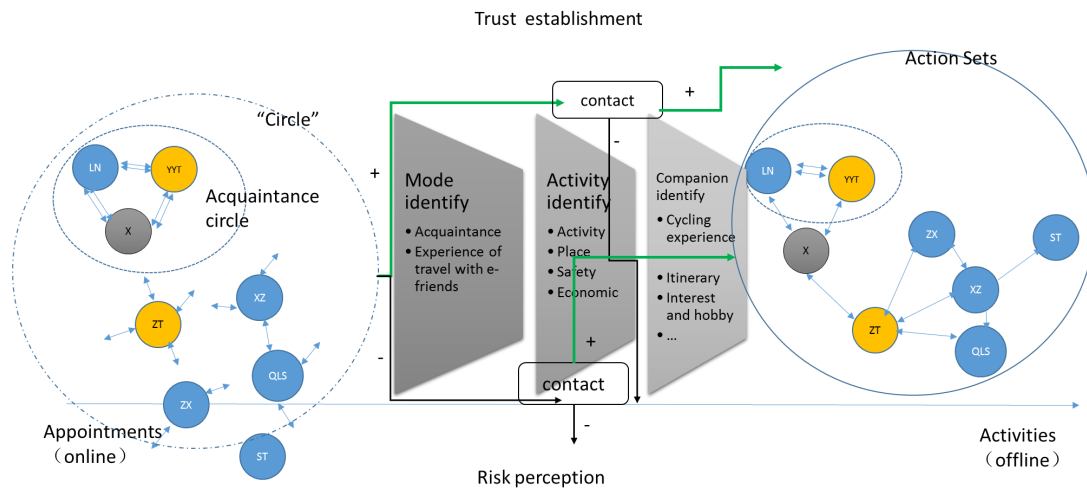
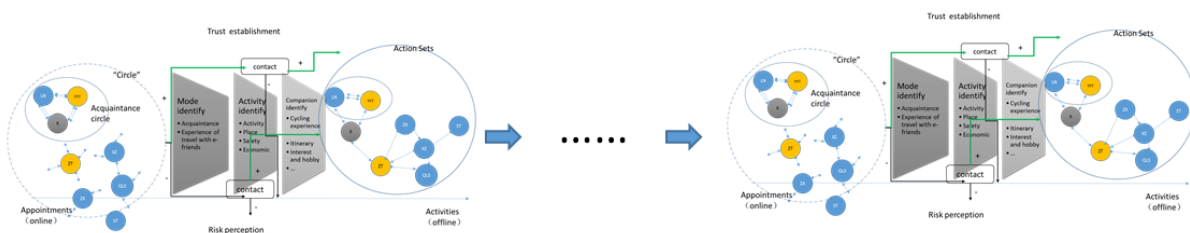


**Figure 1.** The triple-jump process from online appointment to offline activity

### Limitations and revelations

1. A single case study.
2. The revelation on other kind of Virtual Community Activity.



## **An analysis of the development of MICE in developing areas: The capital city of the northwest five provinces as an example**

Megan Yang  
*BISU*

### **Abstract**

With the expansion of the convention and exhibition industry, the Meetings, Incentives, Conventions and Exhibitions (MICE) sector has developed rapidly in China, particularly in the northwest developing areas. MICE is a good economic benefit that promotes the development of the other industries. This research takes the capital cities of the five northwest provinces as examples, to illustrate the development situation of MICE, elaborate related concepts, and analyze the development and problems of the five northwest province capital cities. Finally, it proposes some feasible measures.

### **The significance of developing MICE tourism**

In recent years, with the development of the economy and the tourism industry, the traditional sightseeing tourism has changed to diversification. Gradually MICE tourism and business travel are emerging. Since the reform and opening of China, MICE tourism has expanded from primary cities to secondary and tertiary cities.

The northwest five provinces (Gansu province, Shanxi province, Qinghai province, Xinjiang Uygur Autonomous Region and Ningxia Hui Autonomous Region) have become involved in a wave of MICE tourism development. Along with the exhibition and tourism industries expanding their scale, MICE tourism plays important role in the development of national economy and brings good economic benefits and social benefits. But the northwest five provinces have the limitations of natural conditions, traffic, economic issues and other restrictions. Moreover, while the exhibition and tourism industries in the northwest five provinces developed slowly, MICE tourism is still in start-up phase. Today, MICE tourism of China shows trends in globalization, innovation, information and sustainable development.

*Map of the northwest five provinces*



### **The domestic current situation of the development of MICE tourism in China**

China participated for the first time in the exhibition activities at the “Leipzig Spring Fair” in 1951. However, China's exhibition industry formally started in the 1980s and MICE tourism experienced some growth over the 20 years from 1980 to 2000. In recent years, MICE tourism has developed faster and faster, and formed JingJin area, the Yangtze river delta, and the Pearl River delta; three major exhibition economic belts,

Due to their advantages and strengths, their capacity to circumvent weaknesses and their strengthening of regional cooperation, MICE tourism has developed very well in the cities of Beijing, Shanghai, Shenzhen, Tianjin, Qingdao, Dalian, Nanjing, Hangzhou, Ningbo, Shenzhen, Zhuhai, and Xiamen. There are many well-known brands of MICE tourism in China, such as Beijing International Auto Show, Qingdao International Beer Festival, Lanzhou Negotiation Fair, Xi'an Negotiation Fair, and so on.

### **The development and problems of the capital city of the northwest five provinces**

There are rich tourist resources in the northwest five provinces, like the Dunhuang Mogao Grottoes in Gansu province, Qinghai Lake in Qinghai province, Terra-Cotta Warriors in Shanxi province, Kanas Lake in Xinjiang Uygur Autonomous region, Shapotou in Ningxia Hui Autonomous region, and so on.



### **Development**

#### *Lanzhou municipality*

- 50 star-hotels by the end of 2013 (9 hotels over 4 star)
- 4 large-scale exhibition halls

- over 80 mature exhibitions in 2013
- Lanzhou Negotiation Fair has been run 18 times, with the trade volume up to 7.73million yuan in the 15<sup>th</sup> Fair.

#### *Xi'an municipality*

- 309 star-hotels (33 hotels over 4 star)
- 4 large-scale exhibition halls
- Xi'an Negotiation Fair and Euro-Asia Economic Forum are the leading brand exhibition of Xi'an
- 2002-2010, 890 large-scale exhibitions.

#### *Wulumuqi municipality*

- 99 star-hotels (18 hotels over 4 star)
- 2 large-scale exhibition halls
- Wulumuqi Negotiation Fair is the leading brand exhibition of Wulumuqi

#### *Xining municipality*

- 60 kinds of MICE tourism projects
- 3 large-scale exhibition halls
- over 80 mature exhibitions in 2013
- Xining Negotiation Fair (which has been run 13 times) and Qinghai province International exhibition of Muslim food and supplies (2013, total amount of contract is 1.59 million yuan)

#### *Yinchuan municipality*

- there are so many MICE tourism projects: Chinese minority sports meetings, International motorcycle tourism festival in Yinchuan of China, Yinchuan stone tourism festival, and so on.
- 1 large-scale exhibition hall

### **Summary**

MICE tourism is developing in the northwest region of China with the support of the tourism resources national policy. "Lanzhou Negotiation Fair" "Xi'an Negotiation Fair", "Wulumuqi Negotiation Fair" and "Qinghai Negotiation Fair" have had a great influence on this development. However, the development of MICE tourism in this region has been limited by the off season and the exhibition centers are not sufficient alone in high season to meet all tourism potentials.

### ***Problems of the capital city of the northwest five provinces***

- Exhibition industry in the northwest five provinces is too political with weak market consciousness and mixed market order.
- MICE tourism in the northwest five provinces started late and developed slowly. The development between high season and off season is unbalanced.
- Exhibition levels are not high and the high-quality goods less so. The convention and exhibition industry association development is not mature.
- Geographical position and transportation are the two main limitations in the northwest five provinces.
- There is a shortage of professional expertise in the region in regards to the MICE tourism industry.

***The feasible measures of developing MICE tourism in the northwest five provinces***

- Enable government to have more capacity to improve the marketing services system. The government of the northwest region should be explicit in its functions and properly delegate the power for the holding of exhibitions to the enterprise. It is useful for the government to give more support to MICE tourism and cultivate more professional industry associations.
- Make full use of rich local resources for the specialized marketing of MICE tourism.
- Increase investment to the five provinces. Also, upgrade transportation, centering on Xi'an, to establish a MICE tourism city transportation network between the five cities.
- Set up the new concept of MICE tourism, increase advertising and improve the awareness of people about MICE tourism. In the northwest of China, letting people know about new things is not easy, especially for new forms of MICE tourism, so it needs more promotion.
- Cultivate more expertise with MICE ability, and sound understanding about laws and regulations regarding MICE tourism. MICE companies should cooperate with colleges and universities to establish more MICE tourism courses in schools. Build a professional talent team which is familiar with the exhibition business and has rich management experience. The government should improve the relevant laws.

**Conclusion**

The capital cities of China's five northwest provinces are rich in resources. Resource diversification trends indicate that MICE tourism will become a new highlight in the area. The short-term tourism and business tourism boom guarantees the expansion of the MICE tourism market. Of the five cities, MICE tourism in has developed best in Xi'an, with Xining and Yinchuan in a weak position.



## **Day 2**

### **Tourism Cities in the Asian Century**

During breakfast at the South Perth Yacht Club, delegates heard about several exciting Perth city development projects from the Deputy Lord Mayor, Rob Butler. Perth Airport also shared valuable statistics on its arriving passengers. Keynote speeches for the City Tourism in the Asian Century theme were delivered by Jim Dion (National Geographic Society, Washington DC), Stephanie Buckland (Tourism Western Australia), Dr. Bihu Wu (Peking University), and Dr. Betty Weiler (Southern Cross University, New South Wales). “Great places to live are great places to visit” was a statement emphasized by Jim Dion in describing NGS’ sustainable tourism projects worldwide.

## KEYNOTE SPEAKERS

### **Tourism based on place: The geotourism strategy and what's so special about your place?**

Jim Dion  
Sustainable Tourism Program Manager  
Maps Division, National Geographic Society

#### **Biography**



Jim Dion is the Director of Tourism Programs for the Maps Division at the National Geographic Society. His work involves linking the world's most important tourism destinations to the design capabilities of NG Maps to create innovative maps and interactive websites to increase knowledge about sustainable tourism and foster destination stewardship of cultural, historic, and natural resources.

Prior to joining National Geographic in 2005, he directed sustainable tourism programs for conservation NGO's in Mexico, Central America, and Asia, and he has lectured at the Technical University of Graz in Austria. Jim's interest in linking tourism to conservation and community development is an outgrowth of his over 15 years of experience as a professional river and wilderness guide/outfitter. He founded and developed locally run sustainable, tourism businesses in Europe and North, Central, and South America.

#### **Abstract**

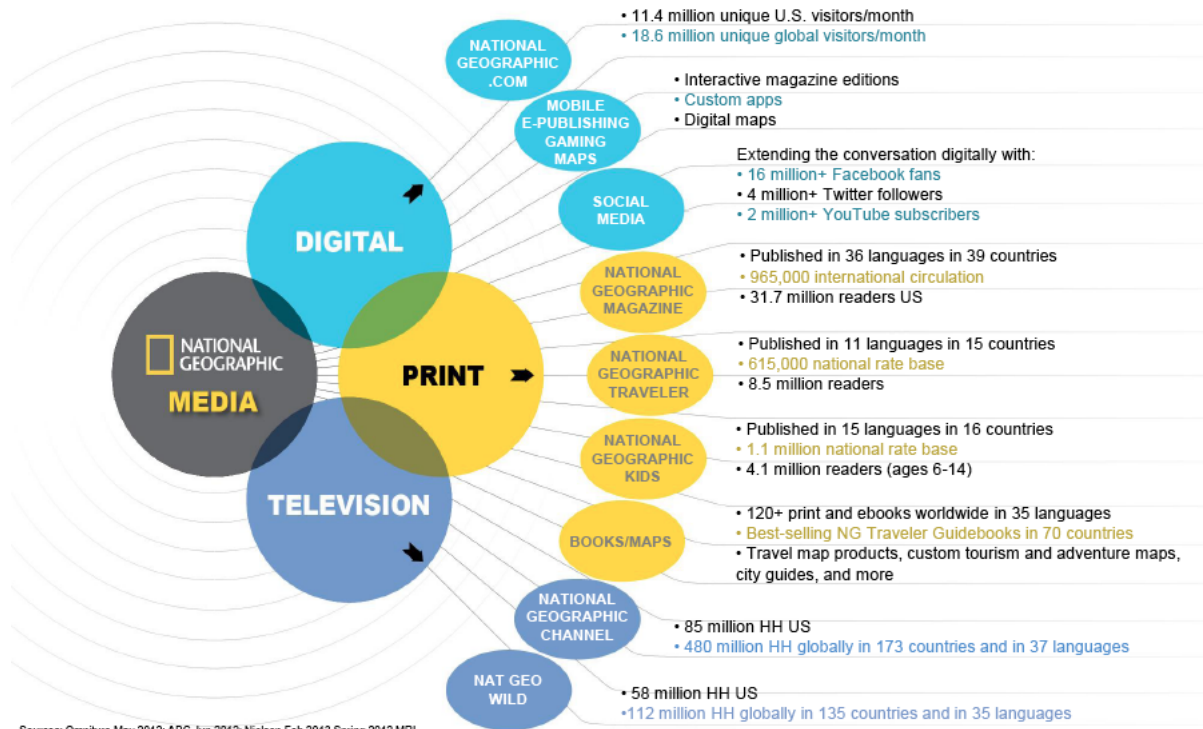
**The Geotourism Approach** - The National Geographic Maps Division encourages adoption of sustainable tourism strategies around the world as part of the National Geographic Society's dedication to inspiring people to care about the planet. Geotourism is defined as "tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents." The Geotourism Approach to Sustainable Destinations:

- Conserving and preserving our sense of place through well managed tourism
- Manage tourism so that it pays to protect our places
- Protecting our place based authenticity
- Enhancing economic opportunities for micro, small and medium enterprises
- Planning for the long term: Great places to live are great places to visit.

#### **National Geographic**

Founded in 1915 as the Map Department of the National Geographic Society, National Geographic Maps is responsible for illustrating the world around us through the art and science of mapmaking. Today, National Geographic Maps continues this mission by creating the world's best wall maps, outdoor recreation maps, travel maps, atlases and globes that inspire people to care about and explore their world. National Geographic's mission is to "inspire people to care about the planet". In keeping with this mission, National Geographic has a diverse and extensive global footprint which connects 400,000,000 people worldwide. This includes Interactive media platforms that promote well managed tourism and wise destination stewardship.

## Connecting With 400,000,000+ People Worldwide



## Tourism in the world: key figures

**9%** of GDP- direct, indirect and induced impact

**1 in 11** jobs

**US\$ 1.4** trillion in exports

**6%** of the world's exports

from **25** million international tourists in 1950 to **1087** million in 2013

**5 to 6** billion domestic tourists

**1.8** billion international tourists forecast for 2030

## Tourism, key to development, prosperity and well-being

- An ever increasing number of destinations worldwide have opened up to, and invested in tourism, turning tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development.
- Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.
- Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 25 million in 1950 to 278 million in 1980, 528 million in 1995, and 1087 million in 2013.

### Long-term outlook

- International tourist arrivals worldwide are expected to increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast *Tourism Towards 2030*.
- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year).
- The market share of emerging economies increased from 30% in 1980

*What is National Geographic Society's perspective on sustainable tourism?*

Great places to live are great places to visit.

*What is your own or NGS' concept of a sustainable tourism city?*

Plan for the long term.

Value your place based authenticity.

Manage tourism to enhance benefits for local people.

*How should cities adapt in the future to facilitate more sustainable tourism?*

Travellers want to know where the locals go.

The best travel advice comes from the people that live there.

*How can NGS assist tourism cities with sustainable tourism?*

For more information on the NGS – Maps Geotourism program and to learn more about NGS Travel contact: Jim Dion at [jdion@ngs.org](mailto:jdion@ngs.org)

## Geotourism

Well managed tourism can preserve our sense of place. Good places to live are great places to visit. Geotourism is defined as “tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents”.<sup>1</sup> According to the Travel Industry Association of America Geotourism Research “travellers crave and expect authentic experiences when they journey away from home. In many aspects they want to recreate the comforts of home – yet somehow want to return from a trip renewed or changed in some way”.<sup>2</sup> The Geotourism Program seeks out and promotes these experiences through a program dedicated entirely to them. The average Geo-Traveler is worth \$375 more per person to a destination than the average traveller.



## The Geotourism Program

Some of the key tenets guiding the geotourism program are:

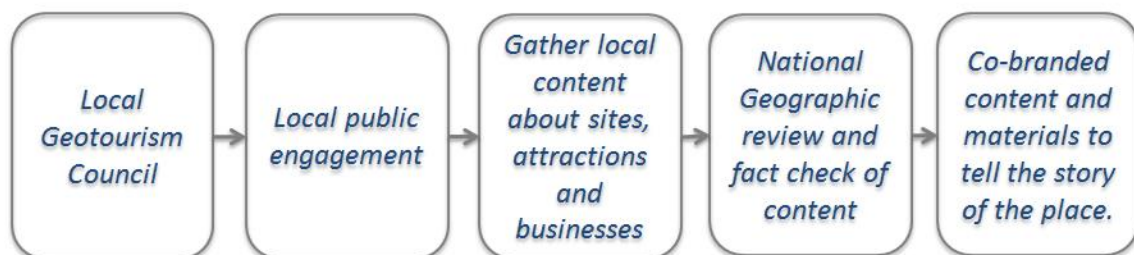
<sup>1</sup> National Geographic (2014) 'About geotourism'. *National Geographic*. Accessed - [http://travel.nationalgeographic.com.au/travel/sustainable/about\\_geotourism.html](http://travel.nationalgeographic.com.au/travel/sustainable/about_geotourism.html)

<sup>2</sup> Travel Industry Association of America. (2003) *Geotourism: The New Trend in Travel*. Accessed - <http://efti.hhp.ufl.edu/wp-content%5Cuploads/Geotourism-The-New-Trend-in-Travel-2003.pdf>

- The Product is the place
- The best travel advice comes from the people who live there. Local knowledge leads to understanding and understanding leads to respect.
- Well managed tourism can bring many benefits. Poorly managed tourism can destroy a destinations sense of place.
- Identify, Develop, Market and Sustain Our Place Based Authenticity

Key Program Outputs are:

- Designate and provide support to local stakeholder Geotourism Stewardship Council.
- Deliver a National Geographic Society (NGS) Co-Branded Online Interactive MapGuide and mobile application.
- Publish a printed NGS Geotourism Destination Map.
- Develop a Vision, Strategy, and Action Plans for Sustainable Tourism Development.
- Create a Destination Marketing and Branding Strategy.
- Design an Organizational Strategy, Business Plan, and Funding Strategy for ongoing marketing and promotion.



*The Geotourism Program tells Stories of Places  
through the voices of the people who live there  
to inspire people to travel there.*

## geoconsensus™

### Telling stories of places online

Flexible and Highly  
Customized Content  
& Story Development

Rich Multi-Media  
with Images, video  
and more

Dynamic,  
Fully-Integrated  
Mapping



#### Examples of Other Geotourism Programs

Four Corners – Arizona, Colorado, New Mexico, Utah

<http://www.fourcornersgeotourism.com>

Sierra Nevada – California, Nevada

<http://www.sierranevadageotourism.org>

Greater Yellowstone – Idaho, Montana, Wyoming

<http://www.yellowstonegeotourism.org>

Crown of the Continent –

Montana (USA), Alberta, British Columbia (Canada)

<http://www.crownofthecontinent.net>

The Central Cascades - Oregon, Washington

<http://www.thecentralcascades.com>

East Tennessee River Valley - Tennessee

<http://www.tennesseevalleygeotourism.org>

Lakes to Locks Passage – New York

<http://www.lakestolocks.org>

U.S. Gulf States Coast

<http://www.usgulfcoaststatesgeotourism.com>

Newfoundland, Canada

<http://www.nlgeotourism.com>

Douro Valley of Portugal

<http://www.discoverdourovalley.com>

Western Balkans

<http://www.balkansgeotourism.travel>

Bahamas

<http://www.bahamasgeotourism.com>

## Modern city in a natural environment

Stephanie Buckland

*CEO*

*Tourism Western Australia*

### Biography



Stephanie Buckland is a marketing and product management professional with experience in consumer packaged goods, retail banking and tourism. Stephanie led a major restructure of Tourism WA in 2010, positioning the agency to implement the new strategic direction set by the Board. Under Stephanie's leadership, the organisation was streamlined and efforts were re-focused on marketing, events and significant tourism infrastructure.

Partnerships were strengthened with the tourism industry and with government agencies key to the future of tourism including the Department of Parks and Wildlife, Department of Regional Development, Department of Lands, Metropolitan Redevelopment Authority, Department of Planning, Department of Transport and Tourism Australia.

Stephanie was previously the Executive Director Marketing at Tourism WA from March 2008, and was instrumental in the development of the brand Experience Extraordinary, as well as the highly successful Extraordinary Taxi Ride campaign. Prior to joining Tourism WA, Stephanie was head of retail marketing for Bankwest, where she developed the marketing strategy for the bank's successful expansion to the east coast of Australia. Stephanie also worked for Pfizer Consumer Healthcare for many years, marketing well-known consumer brands in the USA and Australia.

Stephanie, who was born and raised in the USA, has an undergraduate degree in Marketing from Pennsylvania State University and a Masters in Business Administration from the University of Virginia.

### Abstract

The majority of tourism growth for Australia over the next 10 years will come from China, with other Asian markets also increasing in importance. Tourism Western Australia, the State Government agency responsible for promoting WA as an extraordinary holiday destination, has a strategy in place to grow the value of tourism from \$8.3 billion to \$12 billion by 2020. Increasing tourism from high yield Asian markets is a key component of that strategy. In the year ending June 2014, four of WA's top 10 international markets in terms of visitor spend and visitor numbers were Singapore, China, Malaysia and Indonesia. Western Australia is an extraordinary tourism destination, boasting some of the most stunning natural beauty. One of the main attractions for Chinese visitors to Australia is having a nature-based experience. This makes Australia's sunniest capital city, Perth, an ideal tourism destination. Only a short distance from the city, visitors can experience nature at its best with one of the world's largest inner city parks, Kings Park; 19 metropolitan beaches; Rottnest Island; vineyards in the Swan Valley; and swimming with the dolphins in Rockingham.

Perth's natural beauty is supported by a range of modern amenities which see Perth consistently ranked in the top 10 most liveable cities in the world. Perth is also undergoing the biggest transformation in its history with an investment of around \$9 billion in infrastructure projects such as Perth City Link, Perth Arena, Elizabeth Quay and the new 60,000-seat Perth

Stadium. These projects, as well as a number of world-class hotel developments in the pipeline, are set to revitalise Perth and make it a truly world-class city. It's no wonder Perth is the mostly visited region by visitors from Asia.

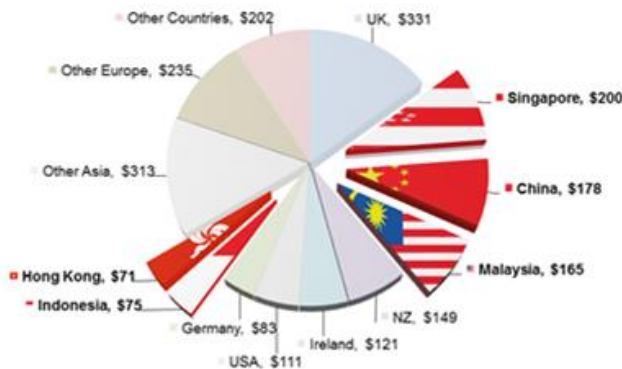
## **Introduction**

It is a pleasure to be here today at the International Tourism Studies Conference, which Tourism Western Australia is proud to sponsor. There is no doubt that the majority of tourism growth for Australia over the next 10 years will come from China, with other Asian markets such as India and Indonesia also increasing in importance. Our goal is for WA to capture as much of that tourism growth as possible. Perth is undergoing a massive transformation into a world-class city, and its modern amenities together with its stunning natural environment, makes it an ideal tourism destination for visitors from Asia, in particular China, Singapore, Malaysia and Indonesia.

The visitor economy, which incorporates day trips, business and leisure travel, is a key economic driver in the State. It generates more than 91,000 jobs and in the year ending June 2014, tourism spending in Western Australia topped \$8.3 billion. Approximately \$2.2 billion of that figure came from international visitor spending. Tourism is Australia's largest services export, and Western Australia has an opportunity to increase export income from this industry. In fact, Deloitte Access Economics has identified tourism as one of the five growth industries in Australia over the next few decades. In their report, *Building the Lucky Country*, Deloitte identifies the five sectors - tourism, gas, agribusiness, international education and wealth management - have the collective potential to be as big as mining. They estimated these five sectors could add a total of about a quarter of a trillion dollars to Australia's economy between 2013 and 2033.

In Western Australia, Tourism WA, in partnership with the private sector and a range of government departments, has developed the State Government Strategy for Tourism to take advantage of this opportunity, with the stretch goal to increase the value of the industry to \$12 billion by 2020. When we started working on the strategy back in 2010, the value of tourism was around \$6 billion to \$8.3 billion. Tourism WA plays an important role in delivering the State Government Strategy for Tourism. As a State Government department – Tourism WA is first and foremost an economic development agency. Our role is to get the conditions right so that the tourism industry in WA can succeed. We do that by working on both the demand side and the supply side of the industry. On the demand side, we promote travel to and within Western Australia through marketing campaigns in partnership with the tourism industry and airlines. We also develop, attract and promote major sporting and cultural events, and we promote business events through a marketing services contract with the Perth Convention Bureau. On the supply side, we work closely with other Government agencies to attract investment from the private sector and bring about the development of tourism infrastructure – hotels, airline routes, caravan parks, and attractions. We are also focused on making sure that our State's policies and regulations encourage private investment.

Visitor Spend in Western Australia by International Market  
2013-14  
\$ Million



Of Western Australia's top 10 international tourism markets five are Asian - Singapore, China, Malaysia, Indonesia and Hong Kong. Of the \$2.23 billion spent by international visitors to WA last financial year, \$689 million or almost 31 per cent came from visitors from these five countries. Tourism is Australia's largest services export, and Western Australia has an opportunity to increase export income from this industry.

### China market

I will focus on the China market in this presentation, as it is one of WA's fastest growing international visitor markets, and one that we heavily invest in. We have a China strategy, which aims to increase the number of Chinese visitors to 100,000 and spend to \$500 million by 2020. In the year to June 2014, WA attracted 35,600 Chinese visitors spending \$178 million. Given the time, cost and distance to travel to WA, we need to target high spending visitors who are prepared to stay longer in the State. With fierce competition from around the world for a slice of the China market, WA must differentiate itself to become a must-see Australian destination.

### Importance of nature-based attractions

According to research, world-class beauty and natural environment is the most important factor for Chinese visitors when choosing a destination. I think that Western Australia most definitely excels in this area. Our brand – Experience Extraordinary – communicates that Western Australia offers many extraordinary experiences, some of which can't be found anywhere else in Australia, or in some cases the world. We are renowned for our natural beauty, such as the world's largest collection of wildflowers; Australia's whitest beach at Lucky Bay in Esperance; and the only two horizontal waterfalls in the world in the Kimberley. However these extraordinary experiences aren't just in regional Western Australia - you can also experience many extraordinary natural wonders right here in Perth.

### Perth's natural attractions

As Australia's sunniest capital city with more than 3,000 hours of sunshine, Perth is an ideal tourism destination. In fact it was ranked number nine in the New York Times' list of 52 must-visit places for 2014. Only a short distance from the city, visitors can experience nature at its best. Coastal scenery is regarded as a popular attraction with Chinese visitors, and with 19 metropolitan beaches, Perth truly delivers in this area. Visitors can also:

- enjoy the vineyards and sample some of the finest wine and food in WA's oldest wine region, the Swan Valley;
- discover the historical port city of Fremantle, including the world heritage listed Fremantle Prison to learn more about Australia's convict past;

- take a ferry ride to Rottnest Island, which boasts 63 stunning bays;
- swim with the dolphins and visit the fairy penguins in Rockingham;
- explore one of the world's largest inner city parks, Kings Park.

Kings Park is such an important tourism asset - in fact it is the most visited tourist attraction in the State, and was named in the world's top 10 parks in Trip Advisors' 2014 Traveller Choice Awards.

Good food, wine, local cuisine and produce is the second most important factor for Chinese visitors when choosing a destination, after world-class beauty and natural attractions. This is great news for Western Australia and Perth – as we have many places where you can enjoy local produce in a stunning, natural setting. A popular experience that is enjoyed by many



Chinese visitors to the State is the Lobster Shack, which is located on the beachfront in Cervantes, only a couple of hours from Perth. Here visitors can take part in the complete lobster experience from 'catch to cook'; and also enjoy one of Australia's most unique and fascinating natural landscapes, the Pinnacles, which is located a short distance away.

### ***Transformation of Perth into a modern world-class city***

Perth's natural beauty is supported by a range of modern amenities which see Perth consistently ranked in the top 10 most liveable cities in the world. Our reputation as a world-class city continues to grow – especially as the city is undergoing its biggest transformation in its history. Billions of dollars are being invested in projects such as Perth City Link, Elizabeth Quay, a new Museum and the new 60,000-seat Perth Stadium.

The much-anticipated *Elizabeth Quay* waterfront development will reconnect the city district to the Swan River. Elizabeth Quay will capitalise on the beauty of the Swan River and will feature Australia's only Ritz Carlton Hotel property. The Quay will also provide fantastic opportunities for residential and retail use to maximise the vistas and amenity offered by two of Perth's most treasured natural attractions, the Swan River and Kings Park.

Covering 13.5 hectares, the *Perth City Link* will reconnect the city with the entertainment district of Northbridge for the first time in 100 years. The Link project required the sinking of the Perth to Fremantle train line and will provide significant opportunities for a hotel, office space, residential and retail use, as well as generous outdoor public spaces, such as Yagan Square, for people to utilise. The Perth City Link will be bordered by the Horseshoe Bridge to the east and the 15,500-seat capacity Perth Arena to the west, which is the city's premier indoor entertainment and sporting venue.

It doesn't stop there. Western Australia is embarking on one of the most significant museum redevelopments in the world at this time, with the State Government committing more that

\$428 million in capital funds to develop a *New Museum* within the Perth Cultural Centre. The new facility will have the potential to present blockbuster exhibitions from around the world and will be a place where visitors can share, explore and connect with WA's past, present and future.

The new 60,000 seat *Perth Stadium*, due to open in 2018, will also transform the eastern part of the city. Located on the Swan River, it will be a major sporting and entertainment venue, capable of attracting national and international events to Perth. In addition to these major Government infrastructure projects, in the past few years we've seen a number of unique small bars, high-quality eateries and revitalised public spaces spring up across the city.

There are also a number of *world-class hotels* in the development pipeline. One of Asia's largest property developers, Far East Consortium, will develop the 204 room Ritz Carlton hotel and 420 residential apartments in two towers adjacent to the Bell Tower at Elizabeth Quay. This is a fantastic outcome for tourism and one for which Tourism WA has advocated for several years. The major hotel developments don't stop there. The 500-room six-star Crown Towers hotel will open in 2016, while the 362-room Westin Hotel will open in 2018 to help activate the eastern end of the central business district. Providing an adequate amount of high-quality accommodation options will put us in a solid position to cater for the increasing Asian tourism market.

The State Government, through Tourism WA, is also supporting a number of exciting events for locals and visitors across the State, and also in Perth. Events are vital to the economy. For year ending June 2014, events contributed around \$1.3 billion to the \$8.3 billion in visitor spending. We expect that they will contribute \$2.6 billion of the \$12 billion 2020 target. Events are also important as they add vibrancy to WA, attract valuable media exposure for the State and provide a definite, time-based reason to visit a particular destination. In January, Perth Arena will host the 2015 Hopman Cup, an international mixed tennis tournament which has attracted world number one Serena Williams. We also have the BHP Billiton Aquatic Super Series, held early in 2015. This festival of water-based sport features one of the world's richest international swimming meets. The Australian Swim Team will take on Japan, China and the US team – which is a fantastic coup for the State. The Australian men's water polo team will also compete against the US, and the Australian women's water polo players will take on China. Then in February, we will welcome The Giants to Western Australia as part of the Perth International Arts Festival. The Giants – an 11-metre tall Deep Sea Diver and a six-metre tall Little Girl – will walk the streets of Perth over three days to commemorate the Anzac Centenary.



### **Promoting Perth and WA in China**

We know that WA has some of the most stunning natural beauty and modern amenities – but how do we get visitors from China, as well as other Asian markets, to choose Western Australia over other destinations and meet our 2020 goal? This is where our relationships with airlines come in. In August, the State Government signed a new three-year cooperative marketing agreement with China Southern Airlines. This multi-million dollar deal will sustain existing direct air services on the Perth-Guangzhou route and continue to drive awareness of

WA as a holiday and business travel destination through major advertising campaigns. In fact we have undertaken several cooperative marketing campaigns with other airlines such as Singapore Airlines, Scoot and Air Asia, to help promote Western Australia. Complementing these important marketing initiatives are several other programs developed by Tourism WA to capitalise on the Asian tourism market. This includes organising travel missions to Asian countries, such as China and Indonesia, to provide an opportunity for WA tourism operators to promote their products and key tourism experiences. We also organise trade events and familiarisations that bring agents and media from our key international markets to Western Australia, so that they can experience the State first hand. Hosting these initiatives helps to educate, inspire and establish business relationships – which are vital for boosting tourism from Asia.

Tourism WA recently hosted a China Travel Mission to Chengdu in China, as well as one to Jakarta and Surabaya in Indonesia. These helped to strengthen business relationships and identify new partnership opportunities between WA tourism products and key outbound agents in China and Indonesia. In March this year, we also hosted our inaugural ‘Ni hao WA’ event, with plans for the 2015 event already underway. Ni hao WA provides a platform for WA’s tourism industry to welcome Chinese trade partners to our extraordinary State and strengthen business relationships with key buyers and media. It also enables selected Chinese trade buyers to tour Perth and the regions as part of a familiarisation program to gain greater product knowledge.

Tourism WA, with the support of industry, hosts a series of familiarisations throughout the year. These familiarisations target Chinese high-end travel media, key outbound wholesalers and tour operators to give them the opportunity to experience what WA has to offer first-hand so they can effectively promote WA to consumers. We also support the efforts of the Tourism Council Western Australia with their China Ready Accreditation and workshops. With its range of training programs, this initiative will help WA businesses cater for Chinese tourists. Another exciting opportunity is Tourism WA’s relationship with UnionPay International. The partnership is important as it will help to increase the number of tourism, hospitality and retail merchants in Western Australia that accept payment via UnionPay. This will bring significant economic benefits to WA as Chinese tourists will now be able to access their home bank accounts more easily. In addition, the partnership will deliver joint marketing activities in major cities such as Beijing, Shanghai, Guangzhou and Shenzhen to persuade UnionPay cardholders to visit WA. Without a doubt, it is a major stepping stone in realising our 2020 objective.

## **Conclusion**

In closing, the State Government, through Tourism WA, will continue to work hard to deliver innovative marketing campaigns that promote our extraordinary natural experiences – which we know appeal greatly to Asian visitors. In addition, investment in significant tourism infrastructure by both by the State Government and private sector, especially in Perth, will also help us to maximise the potential of the high growth Asian markets. Boosting the number of visitors and spend from Asia, is critical in increasing the value of tourism to \$12 billion by 2020. Thank you.

## Why, what, where, and when do Chinese outbound tourists buy?

Professor Bihu ‘Tiger’ Wu  
*Peking University*

### Biography



Nicknamed as ‘Tiger’, Dr. Wu Bihu is a Professor specializing in the areas of tourism planning, tourism destination marketing and management with Peking University’s Urban and Regional Planning Department. He is also the Director of the Center for Recreation and Tourism Research (CRTR) at Peking University. Professor Wu has been a Visiting Professor to the Hong Kong Polytechnic University, Purdue University, University of South Carolina, East China Normal University, and Sheffield Hallam University.

He has had a wide variety of experience in tourism studies and is the author of more than 200 papers and 20 books published in China and abroad. Professor Wu also serves as an editorial committee member for seven international refereed journals in tourism and geography. He is a Founding Member of the International Tourism Studies Association (ITSA), the first China-based global academic association on tourism research in the world. He was also elected as the Co-chair of RC 50 International Tourism at the International Sociological Association.

### Abstract

The Chinese outbound travel market is one of the fastest-growing international markets over the past decade (Harrill, Uysal, Burnett, & Zhan, 2010), it has developed from small beginnings to becoming No.1 in the global tourism source market (Arlt, 2013). During a time when many countries are struggling with a difficult economy, tourist destinations are eager to attract Chinese people to visit and to spend (Xu & McGehee, 2012). However, relatively little research has been conducted thus far on the Chinese outbound tourists, and Chinese academia shows little interest in this sphere (Keating & Kriz, 2008; Lee, Jeon, & Kim, 2011; Xiang, 2013). This keynote speech tries to answer the question “Why, What, Where, and When do Chinese Outbound Tourists Buy?” from a multi-disciplinary perspective. Political and legal factors, tax system, IPR (intellectual property protection) and even Chinese culture will be the reason why Chinese tourists travel outbound to buy products. And what exactly do they buy? Not only high-tech products and global branded luxuries, but also ecological products (e.g. pollution-free food such as Japanese rice and Australia lobster). As for where, the answer will be in the duty-free shops, shopping malls, scenic spots, hotels and so on. The last, when do they buy all these products? During the trip or after, which depends on the type of tour groups and who the group leader is. Since the four “W” questions have been answered, it will be much easier to figure out how to meet the needs of Chinese outbound tourists and how to attract more potential Chinese outbound tourists.

### Outline

This keynote speech tries to answer the question “why, what, where, and when do Chinese Outbound Tourists (COTs) buy?” from a multi-disciplinary perspective. When the four “W” questions have been answered, it is much easier to figure out how to meet the needs of Chinese outbound tourists and how to attract more potential Chinese outbound tourists.

**Why?**  
Tax system  
Currency exchange rate  
Unique culture

**Where?**  
Duty-free shops  
Large-sized department stores  
Brand franchise stores  
Outlet malls

**What?**  
Global branded luxuries  
Souvenirs  
High-tech products

**When?**  
During the trip  
After the trip  
Via tour guide

China has strengthened its lead in global tourism expenditure and leapt to first place in the ranking by international tourism expenditure in 2012. It further extended its lead in 2013, increasing expenditure by a massive US\$ 27 billion to a record US\$ 129 billion (UNWTO, 2014).

Top spenders in international tourism (UNWTO, 2014)

| Rank |                    | International Tourism Expenditure (US\$ billion) |       | Local currencies change (%) |        | Market share (%) | Population (million) | Expenditure per capita (US\$) |
|------|--------------------|--------------------------------------------------|-------|-----------------------------|--------|------------------|----------------------|-------------------------------|
|      |                    | 2012                                             | 2013* | 12/11                       | 13*/12 | 2013*            | 2013                 | 2013*                         |
| 1    | China              | 102.0                                            | 128.6 | 37.3                        | 23.8   | 11.1             | 1,361                | 94                            |
| 2    | United States      | 83.5                                             | 86.2  | 6.7                         | 3.3    | 7.4              | 316                  | 273                           |
| 3    | Germany            | 81.3                                             | 85.9  | 2.5                         | 2.3    | 7.4              | 81                   | 1,063                         |
| 4    | Russian Federation | 42.8                                             | 53.5  | 36.5                        | 28.9   | 4.6              | 143                  | 374                           |
| 5    | United Kingdom     | 51.3                                             | 52.6  | 2.1                         | 3.5    | 4.5              | 64                   | 821                           |
| 6    | France             | 39.1                                             | 42.4  | -5.8                        | 4.9    | 3.7              | 64                   | 665                           |
| 7    | Canada             | 35.0                                             | 35.2  | 6.2                         | 3.2    | 3.0              | 35                   | 1,002                         |
| 8    | Australia          | 28.0                                             | 28.4  | 2.1                         | 8.8    | 2.4              | 23                   | 1,223                         |
| 9    | Italy              | 26.4                                             | 27.0  | -0.3                        | -1.0   | 2.3              | 60                   | 452                           |
| 10   | Brazil             | 22.2                                             | 25.1  | 4.6                         | 12.9   | 2.2              | 198                  | 127                           |

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2014)

## Context to Buying

### Why COTs Buy?

#### *More Tax, Higher Price*

Almost all major brands have already opened shops in China, so the motivation for shopping is no longer a scarcity of goods in China (Arlt & Kelemen 2006).

#### *Luxury goods – worse situation*

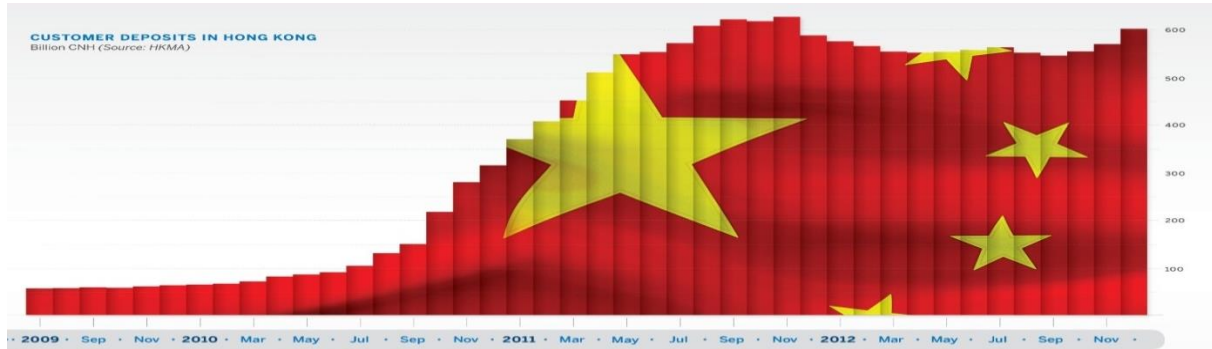
According to estimations by the Chinese Ministry of Commerce, the average price of luxury goods in China is 45% higher than in Hong Kong, 51% higher than in the United States, and 72% higher than in France.

#### *Tax system for luxury goods*

- Import duties range from 10% to 25% for general luxury products, but can climb as high as 35% – 60% for luxury cosmetic products and alcohol.
- The VAT is typically around 17%
- The consumption tax is up to 30%.

### ***Appreciation of the RMB***

China's domestic currency, the RMB, has continuously increased in value over the last several years, while the Hong Kong and US dollars continue to weaken, contributing positively to price competitiveness (Wong, 2012).



### ***Mianzi (面子) and Guanxi (关系)***

Research studies have found that shopping was the top spending area for Chinese tourists in overseas destinations, ranging from 39% to 65% of their total expenditure (Du & Dai, 2005; Hong Kong Tourism Board, 2006). In fact, many Chinese visitors travel to Hong Kong mainly for shopping (Huang & Hsu, 2005).

### ***Saving face***

As Yang (1981) contends, Chinese are concerned with their images among in-group members and often seek the inclusion of a certain social group through owning luxury brands. Meanwhile, such an inclusion would distinguish in-group members from other camps.

### ***Guanxi culture***

Together with *face saving*, *guanxi* culture encourages consumers to seek luxury products and purchase luxury brands even beyond their means. For Chinese, "Gifts express friendship and can symbolize hopes for a good future relationship" (Yau, Chan, & Lau, 1999, p. 98).

### ***What COTs Buy?***

Chinese tourists travel abroad in the end to buy something. Luxury goods, souvenirs, high-tech products accounted for the majority (Dong, 2014).

### ***Global branded luxuries***

Chinese tourists buy global branded luxury items from cosmetics, leather apparel, to watches, jewelry and so on. Chinese consumers pay close attention to the brand and country-of-origin of luxury goods and tend to hold preferences for well-known foreign luxury brands with popular logos (Wang, Sun & Song, 2011).

### ***Souvenirs***

Seek to buy souvenirs that are quintessentially representative of the destination (Ryan, Sun & Zhang, 2013).



### ***Ecological products (pollution-free food)***

Reports of food contamination, have contributed to a loss of consumer confidence in “Made in China” products because of the risk-averse attitudes that have developed among consumers (Meamber, 2006). Soil, water, underground water and air pollution have seriously broken confidence on food and beverage productions in China. Coal power plants rank as the #1 cause of air pollution in China, with more than 2,300 coal plants in operation. Annually, 257,000 deaths are caused by coal-fired pollution in the country. Soils are contaminated by arsenic and heavy metals from mines and factories. One-tenth to 40% of China's farmland is affected and harmful levels of cadmium, heavy metals are carried into the food chain.

### ***Chinese tourists Buying New Zealand***

They tend to buy milk powder (often at the bequest of friends back home), health food products such as honey and propolis, creams such as lanolin, mud packs, and wine (Ryan, Sun & Zhang, 2013).

### ***High-tech products***

Though the Chinese manufacture a lot of products, only a handful of firms (PC giant Lenovo, and perhaps appliance maker Haier) have internationally recognized consumer brands (Schuman, 2013). The main reasons for weak product creation are:

- Traditional Chinese approach to education.
- Current University system.
- Lack of an effective legal framework for protecting intellectual property rights.
- Lack of ability to learn from and build on the experiences of other nations (Yu, 2011).

Whilst rote learning may have its place at the early stage of one's education and for certain subjects, in China, its reinforcement throughout the highly competitive exam based system of schooling and tertiary education effectively kills creativity (Yu, 2011), a vital ingredient for innovation.

### ***IPhone Tourists***

Apple's iPhone available in stores on Sept. 19 drew long lines of people Chinese tourists sleeping on the sidewalk outside Apple store.

### ***Where COTs Buy?***

Duty-free shops are the most chosen shopping spots for Chinese tourists when they go shopping in outbound cities, followed by large-sized department stores (WTCF, 2014).

*Shopping spots chosen by Chinese outbound tourists*



Tourists traveling to cities in Japan and South Korea prefer to choose large-sized department stores and duty-free shops, while tourists traveling to cities in Europe and US prefer to choose brand franchise stores and discount stores.



### ***Duty Free Shops***

Global Blue, the expert in international shopping and spending, announced another year of continued growth for Tax Free Shopping around the world, with shoppers from leading nation China and second place Russia spending respectively 20% and 13% more on Tax Free Shopping in 2013 compared to 2012 (Global Blue, 2014).

### ***Large-sized department stores***

In hopes of a sharp rise in their sales during the holiday, three South Korean department store chains (Lotte, Shinsegae and Hyundai) are gearing up to welcome Chinese tourists (Nam, 2013).

### ***Brand franchise stores***

Brand franchise stores are also a popular shopping venue for COTs.

### ***Outlet Malls***

According to a report by Boston Consulting Group, Chinese consumers have become "more sophisticated with bargain hunting", given the shaky economic outlook. Retailers and mall operators say that with many Chinese shoppers they are seeing a shift to the lower-priced merchandise that is a specialty at most outlets (Chow & Gu, 2013).

### ***When COTs Buy?***

COTs will buy whenever they want, particularly in the USA where there is less pre-arrangement buying. A lot of U.S. hospitality, tourism, and retail companies still create marketing campaigns with the stereotype in mind of group tourists traveling in coaches, staying in cheap hotels, with entirely pre-arranged shopping programs. Most Chinese travellers do not want to travel this way anymore and choose their hotels and their shopping experiences for themselves, without the help of travel agencies (Gervois, 2014).

The currently preferred way to travel is in a package deal in which a group with a tour guide often visits eight countries in ten days.

- Preferred itinerary (anticlockwise): Start with Rome, end with Paris (shopping spree).
- Not recommended (clockwise): Tourists entering the EU from a non-EU country, have to pay for VAT and excise duties if the value of goods for other travellers is over €300.

Together with safety issues, such as the fear of terrorist attacks, which however is not so widespread for European destinations, these barriers are the most serious concerns for Chinese tourists abroad (Z\_punkt & TUI AG, 2014). According to Yin Jun (PKU), a tour guides with more than twenty years of experience serving Chinese tourists to Europe, since there's seldom local guides in Europe, Chinese tour guides plays a specially important role during the trip.

### **Summary**

The destination is the most important product in COTs buying. There are multiple determinants to COTs' buying behavior. For example, in terms of push actors there are issues such as unsafe food, polluted usual environment, high price, and low creativity, while of pull factors can be good quality, low price, innovative buying products. Cultural factors are another important consideration. Is Western Australia and Perth ready to be an independent destination for COTs?

## **Beyond shopping and gambling: Re-imagining Australian cities as settings for memorable nature-based experiences**

Professor Betty Weiler and Hanyu Chen  
*Southern Cross University*

### **Biography**



Betty Weiler is a Research Professor in the School of Tourism and Hospitality Management at Southern Cross University Australia. Her 30 years of tourism research, education and training and consultancy work have spanned several continents, mainly working with colleagues and in-country managers, tourism operators and trainers in Australia, North America, Latin America, and Southeast Asia. Her 150+ publications in international tourism research journals and other scholarly outlets have centred on the tourist experience, particularly the role of the tour guide and heritage/nature interpretation, including several projects on the inbound China market. Much of Betty's work has been in partnership with protected areas and wildlife and heritage attractions, with her most recent work focusing on managing visitors and influencing their on-site and post-visit behaviour. Many outputs from Betty's research include training packages, manuals, and tool kits continue to be used by and/or inform tourism practice, particularly in the areas of interpretation and tour guiding. Finally, Betty is a multi-award winning PhD supervisor, an editorial board member of six international tourism journals, and co-author of the first scholarly monograph on tour guiding.

### **Abstract**

The desire for a quality nature-based experience is a key driver for Chinese to visit Australia. The inbound holiday travel market from China has been dominated by package tourists, whose travel expectations and experiences have been investigated, analysed and reported by numerous academic and government researchers. Typically, their travel occurs within temporally and spatially limited itineraries, constrained by factors including the supply chain, aviation policy and practices, on-ground costs and tour guiding services. The travel patterns of the growing independent travel market from China have been much less researched, although both markets appear to share many of the same constraints, motivations, expectations and perceptions of Australia as a destination. When Chinese select a holiday destination, "world class beauty and natural environment" is consistently ranked in the top five, along with good food, wine and cuisine, and safety.

Understanding what constitutes a beautiful and natural environment provides important clues about new and modified travel experiences that can be developed for the Chinese market. Informed by the perceptions, interests and constraints faced by Chinese travellers, this paper explores city travel experiences, focusing particularly on diversifying and deepening opportunities for nature-based experiences in cities. A number of elements are identified as key to successfully marketing and delivering nature-based experiences in cities, and these are examined in relation to both package tourists and independent tourists. To re-image and re-position Australian cities as settings for memorable nature-based experiences, a continuum of nature-based experiences in urban environments that can realistically be developed are presented. Key requirements and potential experiences along the continuum are outlined.

### What is a memorable experience?

Generally speaking, a positive or memorable experience can be defined as “an experience [positively] remembered and recalled after the event has occurred” (Kim, Ritchie & McCormick, 2010). Western research suggests memorability comes from:

- Positive affect (feelings/emotions) (Bruner, 1991; Wirtz et al, 2003; Larsen & Jenssen, 2004; Curtin, 2010; Tung & Ritchie, 2011);
- Surprise, novelty, and/or local distinctiveness/difference from home (Reder et al, 2002; CTC, 2004; Morgan, 2006 ; Curtin, 2010; Kim et al, 2010);
- Abundant choices, spontaneity, free time / flexibility and/or engagement (CTC, 2004; Morgan, 2006; Curtin, 2010; Kim et al, 2010).

According to Chinese literature culturally appropriate experiences are:

- Aesthetics, harmony (Sun et al, 2014);
- Blend of nature, culture, history/heritage (Cater, 2006; Cheng et al 2011; TA, 2012).

### What is a nature-based experience?

The literature has described 3 types of nature-based experiences:

- Experiences in nature (e.g. scenic tour);
- Experiences about nature (e.g. wildlife viewing);
- Experiences for nature (e.g. ecotourism, EE) (Dowling et al, 1981).

But what is “nature” and “nature-based” to the Chinese market, and how important is it to a Chinese visitor? The literature proffers various responses to this question:

- “Nature-based experience is a key driver for Chinese to visit Australia” (TRA, 2014);
- “When selecting a long-haul holiday destination, natural beauty is the most important pulling factor for Chinese visitors” (International market research findings, TRA);
- “Nature-based experience is pursued in outbound travel among most Chinese” (64%) (TA, 2012);
- “One of the main attractions for the Chinese visitor to Australia is having a nature-based experience: 65% hope to have a nature-based experience and 26% a wildlife experience.” (TRA, 2014);
- “Two of the top five factors when Chinese are selecting a holiday destination are related to nature: ‘world class beauty and natural environments’ and ‘spectacular coastal scenery’” (TA, 2014).



What is nature, a natural environment, and a nature-based experience?

What is “world class beauty and natural environments”?

- only 10% associated this with remote coastal environments,
- only 8% with wide-open inland / outback environments,
- only 4% with wilderness/mountain environments (TA 2014).

However, there is a strong desire

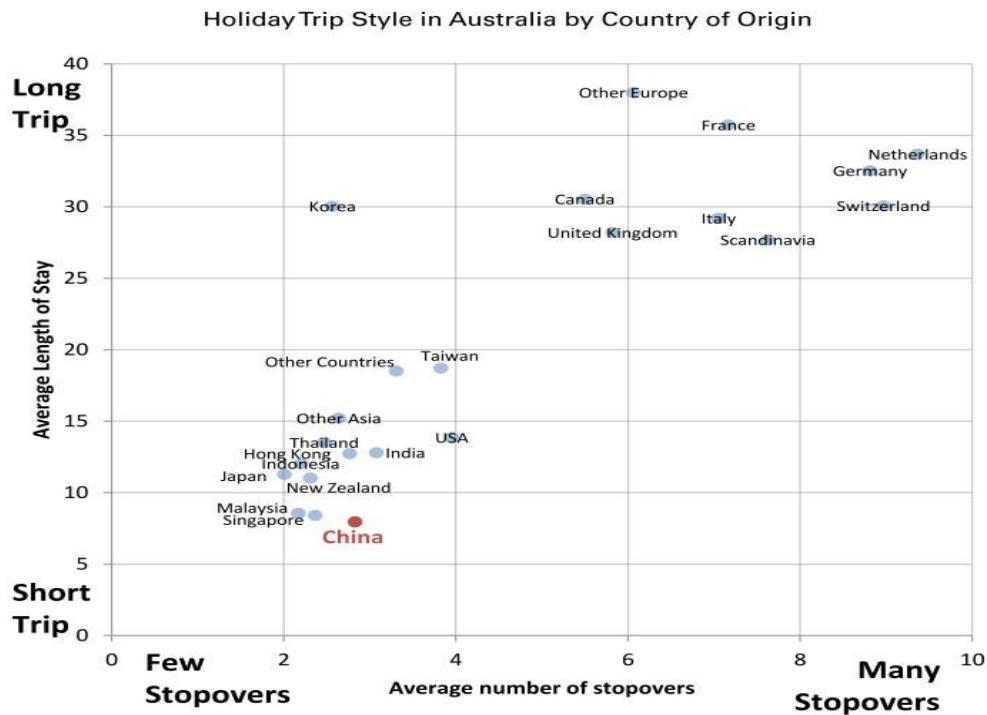
- to experience a natural environment that is different to home,
- to view natural landscapes (beaches, islands, mountains, grassland, countryside),
- to see wildlife (TA, 2011).

But is this what Chinese tourists are getting?

## Current Chinese inbound visitors' travel behaviour in Australia

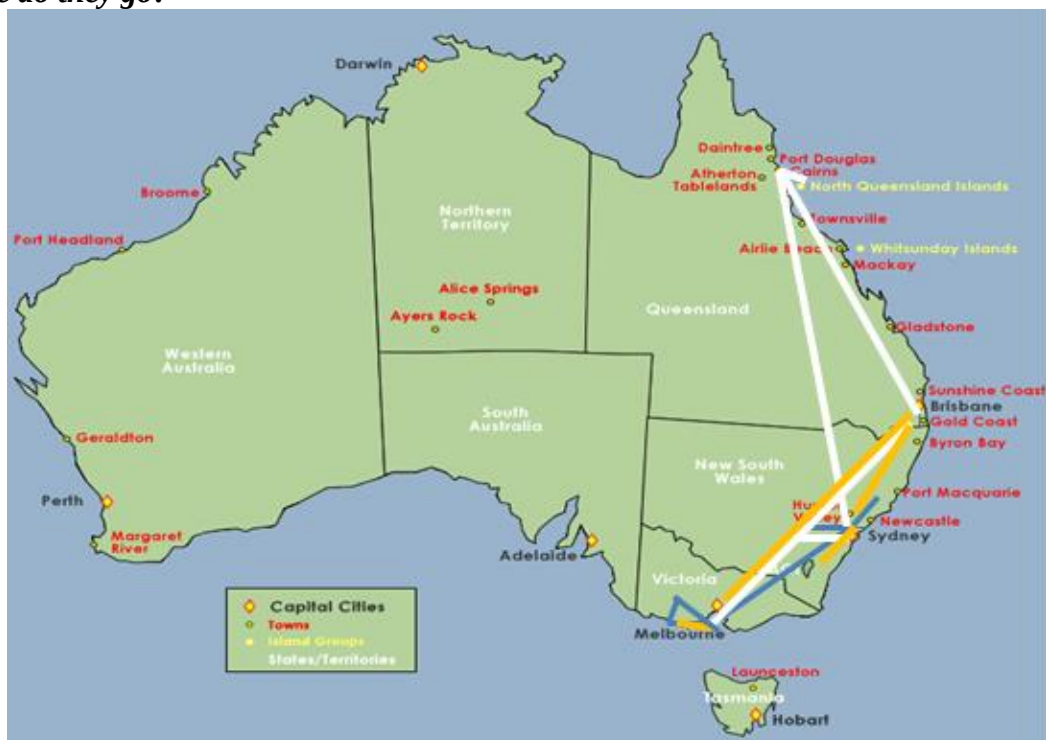
### *How long do they stay?*

The average length of stay of a holiday traveller is about 10 days (TA 2014).



(Source: South Australian Tourism Commission, 2013)

### *Where do they go?*



#### Sample itineraries:

- Sydney, Nelson Bay, Central Coast, Sydney, Blue Mountains, Melbourne, Phillip Island, Melbourne, Bendigo, Twelve Apostles, Melbourne (7 days);
- Sydney, Blue Mountains, Cairns (Kuranda and Green Island), Brisbane, Gold Coast, Melbourne (9 days);
- Sydney, Wollongong (Jervis Bay), Sydney, Gold Coast, Brisbane, Gold Coast, Melbourne, Ballarat, Melbourne (11 days).

#### How much nature is experienced in cities?

| Sydney:                                                                                                                                                                                                                                                    | Sydney:                                                                                                                                                                                | Sydney: (2 days)                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Sydney Opera House (1.5 hours)</li> <li>• Fish Market (30 mins)</li> <li>• Royal Botanic Garden + Sydney Tower + St Mary's Cathedral,</li> <li>• Hyde Park + the Rocks</li> <li>• Bondi Beach (1 hour)</li> </ul> | <ul style="list-style-type: none"> <li>• Sydney Aquarium (30 mins)</li> <li>• Taronga Zoo (30 mins)</li> <li>• Sydney Opera house (30 mins)</li> <li>• Bondi Beach (1 hour)</li> </ul> | <ul style="list-style-type: none"> <li>• Hyde Park (15 mins)</li> <li>• St Mary's Cathedral</li> <li>• Sydney Aquarium</li> <li>• Madame Tussaud's</li> <li>• Taronga Zoo</li> <li>• Sydney Olympic Village (1 hour)</li> <li>• Fish Market (30 – 60 mins)</li> </ul> |
| Melbourne:                                                                                                                                                                                                                                                 |                                                                                                                                                                                        | Melbourne:                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>• St Patrick's Cathedral (20 mins)</li> <li>• Captain Cook's cottage (15 mins)</li> <li>• Brunswick Street (15 mins)</li> <li>• Parliament House</li> <li>• Royal Botanic Garden (20 mins)</li> </ul>               |                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Parliament house (30 mins)</li> <li>• St Patrick's cathedral (20 mins)</li> <li>• Captain Cook's cottage (20 mins)</li> <li>• Eureka Skydeck (30 mins)</li> <li>• Phillip Island (40 mins)</li> </ul>                        |

#### What can we do better?

Offer a continuum of nature-based experiences in cities:

- Experiences in nature (e.g. scenic tour);
- Experiences about nature (e.g. wildlife viewing);
- Experiences for nature (e.g. ecotourism, EE).

Include elements that make experiences memorable and culturally appropriate:

- Positive affect (feelings/emotions);
- Surprise, novelty, and/or local distinctiveness/difference from home;
- Abundant choices, spontaneity, free time / flexibility and/or engagement;
- Aesthetics, harmony;
- Blend of nature, culture, heritage/history.

#### Key elements of experiences in, about and for nature

- Access to reliable travel information – on-line and in Chinese;
- Infrastructure to facilitate free time activity (easy to access; easy to pay);
- Chinese-language interpretation, preferably face-to-face, via trained guides – for Gen Y, maybe “aps”;
- Culturally-appropriate settings – human and nature co-exist; human-enhanced nature OK;
- Culturally-appropriate interpretation – use of aesthetics, poetry / story-telling, legends, analogies / metaphors.



***Key elements of experiences in nature (backdrop)***

Quality natural environments:

- air quality (Li, 2011; Zhu and Yao, 2008);
- water quality (Li, 2011; Zhu and Yao, 2008);
- climate/weather (Li, 2011; Zheng and Yan, 2013);
- vegetation density (Li, 2011; Zhu and Yao, 2008; Zheng and Yan, 2013; Di et al., 2010);
- cleanliness/pollution-free (Li, 2011; Zhu and Yao, 2008);
- aesthetic / attractive (Wang et al., 2012).

Quality nature-based experiences:

- breathing fresh air (Shan et al., 2014);
- seeing water (rivers, lakes, beach), blended with (Sun and Gong, 2008; Gao, Zhang and Zhuang, 2009); Di et al., 2010; Hsu et al, 2007);
- viewing heritage buildings and hearing heritage stories (Frost et al., 2014; Li, 2011; Sun and Gong, 2008).

***Key elements of experiences about nature (attractions-based)***

Nature-based experiences at attractions such as zoos, botanic gardens and city parks (Zhu et al., 2010). Quality natural environments, plus positive affect, novelty/local distinctiveness, free time/choice, engagement. For example:

- Learning/educational experiences (nature and heritage) (Liu, 2004; Ma et al, 2008) via guides (GPTs) and aps/on-site written commentary (independents);
- Low-level physical activities and group-oriented program (Zhang and Yang, 2014) e.g. walking, cycling, golf, water-based activities such as rowing, paddling, surfing, diving, fishing (Tourism Australia 2014);
- Bird-watching and wildlife-based experiences (terrestrial and marine) (Tourism Australia, 2014);
- Incorporate local festivals and events (Tourism Australia, 2014).



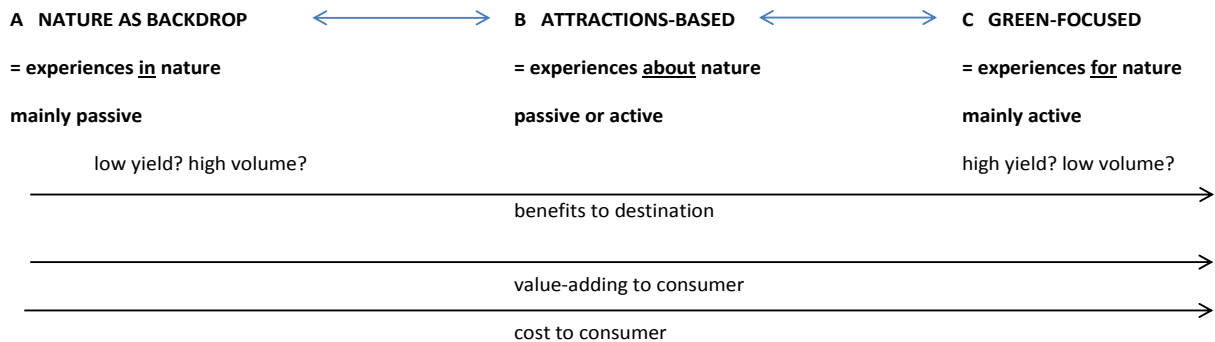
***Key elements of Experiences for nature (green-travel)***

Environmentally responsible tourism including green-label tours, accommodation, restaurants and attractions (Zhang, 2010).

- Nature-based experiences that engage with local community in a positive way.
- Activities that foster support and protection of heritage.
- Activities that are pro-conservation – toward wildlife, nature and environment.



## Continuum of potentially memorable city-based experiences in nature



### Where to from here?

#### Continuum of experiences:

- Experiences in nature;
- Experiences about nature;
- Experiences for nature.



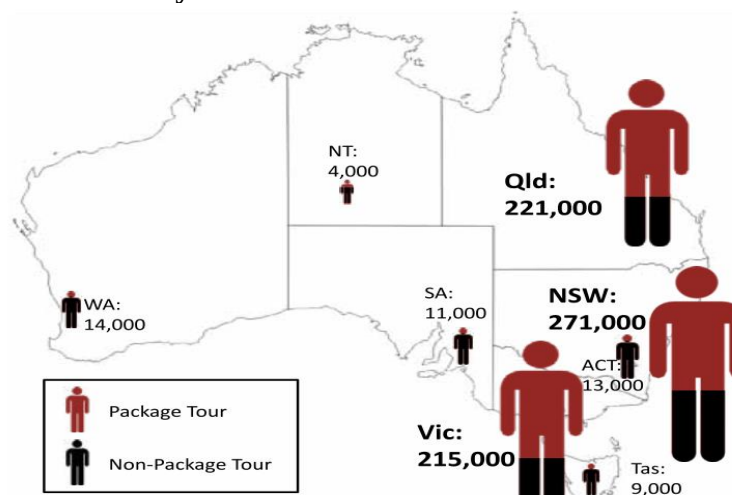
#### Repositioning strategies:

- Psychological repositioning;
- Competitive repositioning;
- Associative repositioning;
- Real repositioning.



Limitations need to take into account as does the non-holiday market; both groups and independent travellers (e.g. education, business, VFR). Constraints must also be considered (e.g. the supply chain, aviation policy and practices, on-ground costs and quality/service issues). There is also a need for collaboration across countries and sectors (research, industry, government) in order to reposition Australian cities as settings for memorable nature-based experiences.

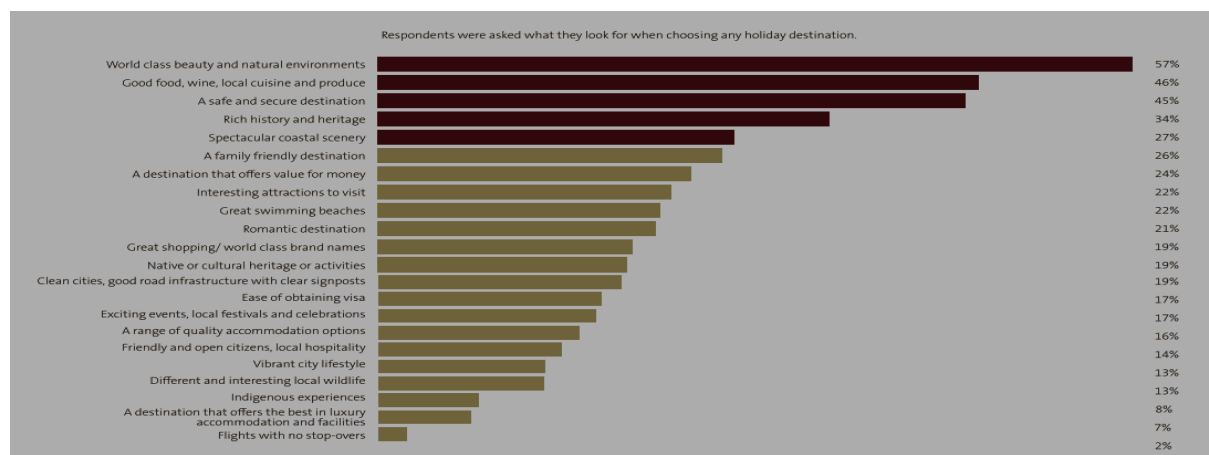
### Distribution of inbound holiday travel



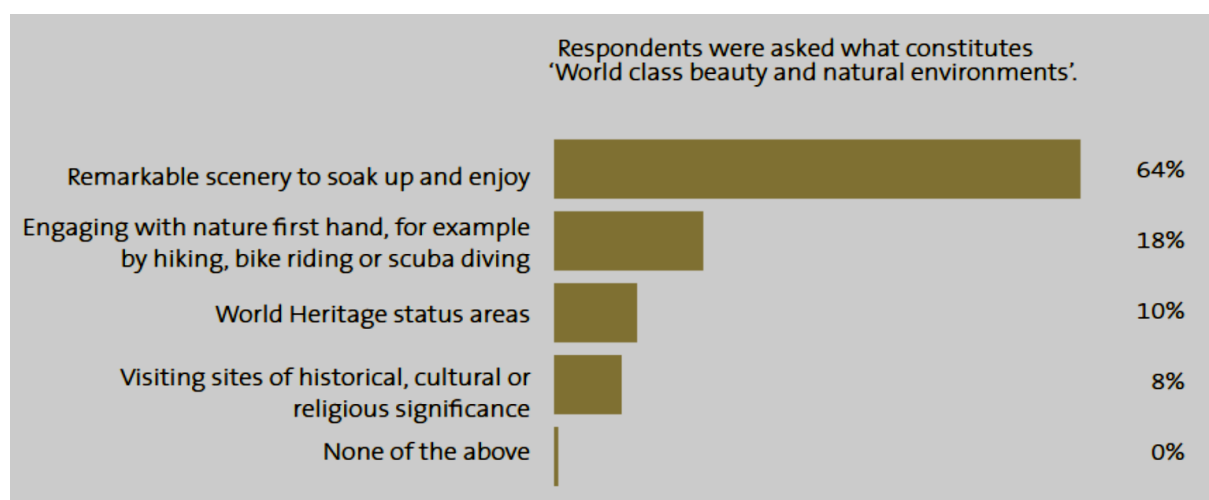
## Continuum of memorable nature-based experiences in cities

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Experiences with nature as backdrop</b><br/>= experiences <u>in</u> nature</p> <p>Requirements:</p> <ul style="list-style-type: none"> <li>Environment that is perceived as high quality by the market, including air, water, climate, vegetation density, cleanliness</li> </ul> <p>Experiential components:</p> <ul style="list-style-type: none"> <li>Breathing fresh air AND</li> <li>Viewing water (beaches, lakes, rivers) AND</li> <li>Viewing built heritage</li> <li>Coach-based, cruise-based and or self-drive?</li> <li>Local festival/event?</li> </ul> | <p><b>Nature-based experiences at attractions such as zoos, botanical gardens and city parks</b><br/>= experiences <u>about</u> nature</p> <p>Requirements:</p> <ul style="list-style-type: none"> <li>As in A, plus</li> <li>One or more nature-based attractions</li> </ul> <p>Experiential components:</p> <ul style="list-style-type: none"> <li>As in A, plus</li> <li>Learning/educational experiences AND/OR</li> <li>Low-level physical activities and group-oriented experiences AND/OR</li> <li>Wildlife-based experiences</li> </ul> | <p><b>Environmentally responsible nature-based tourist experiences</b><br/>= experiences <u>for</u> nature</p> <p>Requirements:</p> <ul style="list-style-type: none"> <li>As in B, plus</li> <li>Green-label accommodation, restaurants and transportation</li> </ul> <p>Experiential components:</p> <ul style="list-style-type: none"> <li>Experiences that engage with local community in a positive way AND/OR</li> <li>Activities that foster support and protection of heritage AND/OR</li> <li>Activities that are pro-conservation – toward wildlife, nature and environment</li> </ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## What do you look for when choosing a holiday destination?



## What does 'world class beauty and natural environment' mean to you?



## BREAKOUT SPEAKERS

### Potential implications for tourism of future drivers on the functions of cities

Bruce Prideaux and Louisa Yee-Sum Lee  
*James Cook University*

#### Abstract

From the time they first emerged, urban areas have accepted visitors. In the contemporary era visitation has emerged as a significant economic sector and for many cities has become a major sector of the urban economy. The health of the tourism sector is however subject to numerous external forces. In a recent paper Prideaux (2013)<sup>3</sup> discussed the concept of future large scale disruptions including climate change and examined their possible impact on elements of the tourism sector. In the paper disruptions, defined as events that cause a shock to the tourism system either through impacts on the demand or supply side (or both), were cited as one of a large range of future drivers that include globalization, urbanization, growing global population peak water, peak land, political disruption, increased use of robots and ageing. This paper draws on a range of academic and grey literature to examine the concept of disruption as an element of tourism in cities, possible impacts and finally speculates on the implications of this process on future tourism demand in cities. The paper will specifically focus on climate change but will not ignore other drivers that are beginning to emerge as factors that will affect city economies, physical structures and citizen welfare in coming decades.

#### Overview

This presentation examines possible implications for city tourism of a range of future drivers. Some drivers will have positive impacts and support further tourism development while other drivers will create large scale disruptions to the tourism industry. Understanding the possible impact of drivers will give the tourism industry a capacity to respond in a positive manner.

#### Drivers: A Historical Perspective



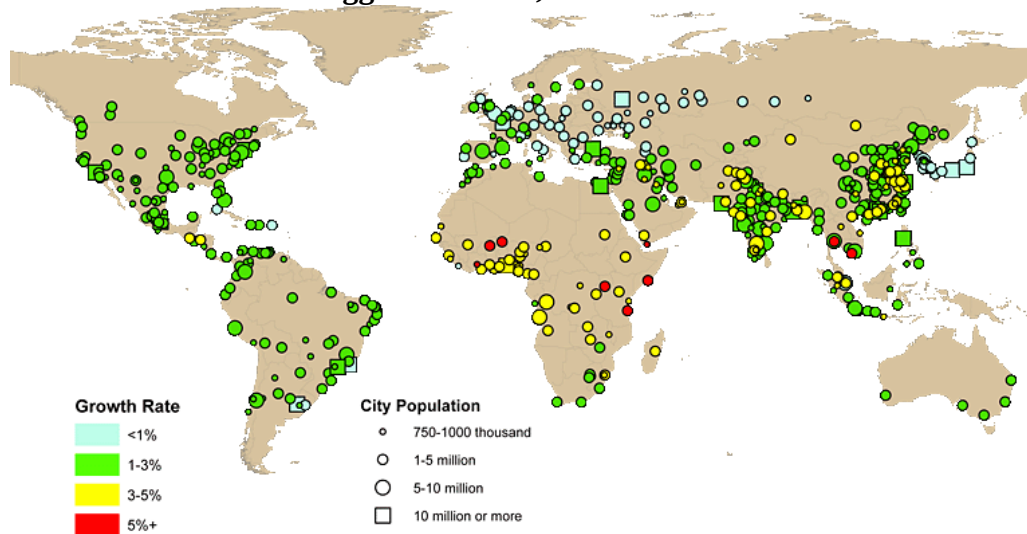
From the time the first human settlements were established in the Levant about 11,600 years ago, cities have attracted visitors. Then, as now, trade, religion, education, defence, administration and visiting friends and relatives were key drivers for attracting visitors. Then, as now, visitors need accommodation, food and drink, information, transport, security and recommendations on places to see. The difference between 11,600 years ago and now is that *leisure tourism* has emerged as the main driver for many people who visit contemporary cities.

<sup>3</sup> Prideaux, B. (2013) 'Climate change and peak oil—two large-scale disruptions likely to adversely affect long-term tourism growth in the Asia Pacific'. *Journal of Destination Marketing & Management*. <http://dx.doi.org/10.1016/j.jdmm.2013.08.001i>

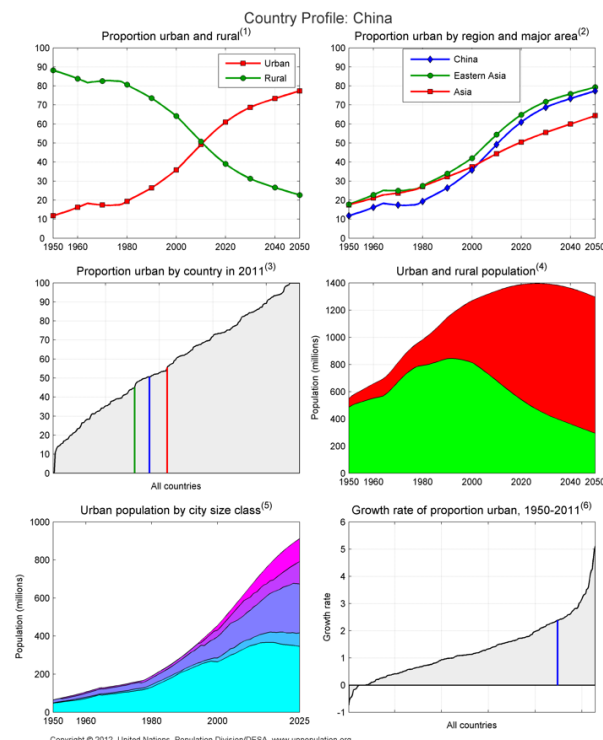
### Driver: Future Patterns of City Growth

Globally, over 1 million people move from rural areas to cities each week. In developed countries 80% of the population live in cities in contrast to 30% in many developing countries. By 2010 China's four largest centrally administrated municipalities (Chongqing, Shanghai, Beijing and Tianjin) had over 85 million residents. By 2030 the UN predicts that 61% of the world's population will reside in cities. Cities in the coastal zone will experience the greatest level of growth. Future city growth will need to confront problems such as climate change, water shortages, energy needs, pollution, housing, welfare, and possible food scarcity.

### Growth rates of urban agglomerations, 2011-2025



[Source: UN Department of Economic and Social Affairs, 2011]



[Source: UN Department of Economic and Social Affairs, 2011]

### **Future Tourism Growth in the Asia Pacific to 2030**

By 2030 the United Nations World Tourism Organization (UNWTO) estimates that international tourism departures will nearly double to nearly 1.8 billion. In the Asia Pacific arrivals will increase from 204 million (2010) to 535 million. During the same time period departures are forecast to rise from 204.5 million (2010) to 541 million. In both cases the majority of international travel will be interregional (83% of arrivals and 82% of departures in 2030). Boeing forecasts an increase in commercial airplane numbers in the Asia Pacific region from 4,410 in 2010 to 13,480 in 2030, a 306% increase.

### **Implications for tourism in cities**

Tourism is just one of many industry sectors in a typical city economy. From a city government perspective there is a need to assess the contribution able to be made by tourism against the contribution able to be made by other industries while meeting the housing etc needs of its residents. The tourism industry should *not assume* that it has an automatic right to expect that leisure tourism will be given a higher priority for resources than other industries.

*Key challenges for tourism:* stating its case for support; justifying why it should be given preferential to resources such as land (which may have to be land banked for future needs), preparing for climate change.

### **Future Driver: Changing consumer demand**

Younger generations have a growing interest in food and wine experiences, shopping and short breaks and are more career orientated, more focused on conspicuous consumption (famous brands) and less interested in nature than older generations. They follow global rather than national consumption patterns of fashions, entertainment and lifestyle. These patterns of consumption have significant implications for the design and delivery of tourism experiences and products in cities. Older generations have more disposable income post-retirement for travel. The *experience economy* (health and wellness, food and wine, leisure and entertainment, shopping and personal services) will dictate future demand for tourism activities.

### **Driver: Climate Change**

While there is considerable dispute over the potential impacts of climate change recent reports that water temperatures in the North Pacific is 0.8 centigrade above average raises concerns about future ocean temperatures, coral bleaching and sea level increases. Changing weather patterns will impact on winter ski resorts, lead to hotter summers, affect coastal resorts and impact on seasonality. The potential for disruption to coastal tourism destinations and major coastal city such as Hong Kong, Tokyo and New York is significant and will impact on tourism flows and future investment.



### **Driver: Future disruptions**

The potential for future financial disruptions such as the Global Financial Crisis (GFC) must be considered. These changes will also affect many ecosystems increasing their vulnerability and reduce their carrying capacity – how do park managers cope with increased demand but

less robust ecosystems – more oceanariums? Inner city forest gardens? Cities will also come under pressure to ensure new buildings are environmentally friendly – will this increase the cost to the tourist?

### **Driver: Allocation of urban land**

As tourism demand grows (particularly domestic) the allocation of scarce urban land between tourism and other competing activities will become a major issue. Planners and investors will need to demonstrate how tourism can generate greater wealth than competing sectors (for example new housing developments, recreation areas, shopping zones) – new tools are required to measure impact on city GDP. Allocation of land to tourism use (airports for example) is best undertaken decades in advance to reduce costs and ensure supply – this will require long range planning and land banking. Designation of specific tourism zones or precincts is one solution; another is to create tourism redevelopment zones.

### **Developing new tourism infrastructure**

Increasing demand will provide opportunities for new tourism and leisure zones in cities and generate a significant number of new jobs. It will also require significant investment in services including transport, energy, water and waste disposal. New thinking in design will be required for sustainable cities. Closer attention to quality and service standards will be required posing a challenge to infrastructure providers (both public and private) and investors. Consideration will need to be given to how facilities can be shared between the host population and tourists.

### **Future planning**

To meet this anticipated demand careful, informed, sustainable and innovative planning based on close cooperation between the government, investors and researchers is required. This may require specific zoning, land-banking and forward investment to ensure future capacity. *Proactive* planning will produce a conducive tourism business environment, *reactive* planning will increase costs, reduce returns and result in lost opportunities and lower competitiveness. Planning perimeters should include close attention to the comparative and competitive advantages of individual cities if long term competitiveness is to be maintained. Careful attention must be given to changing environmental conditions.

### **The Research Challenge of City Tourism**

Academic research must move beyond its current fascination with coastal resorts and resort cycles. Academics must recognise that tourism is only one of many industries in a city. There is a need to distinguish between leisure tourism and other forms of tourism in cities. Greater attention to drivers is required. The role of disruptions of all types required greater attention.



## **The interplay of tourism and cities**

Louisa Lee, Yee-Sum and Bruce Prideaux  
*James Cook University*

### **Abstract**

The aim of this study is to investigate the interplay between tourism and cities. The research puts forward the view that many tourism scholars have overstated the importance of tourism in a cities context and that the tourism literature has generally failed to consider that in reality tourism is just one of many sectors competing for urban resources. Tourism in cities is largely a driver-taker that is subject to externalities including crises, technology, urbanization, globalization and a vast number of other drivers. At the macro-level, city destinations have to deal with externalities that affect demand while at a micro-level, tourism has to compete for limited land and other resources. Developments in both levels affect the development of tourism activities in cities (Pacione, 2009). A review of the scholarly and grey literature was conducted to identify the interplay between cities and tourism and found that while cities are important to tourism the reverse may not always be the case. While tourism is often able to bring economic benefits, dynamism and vitality to rejuvenate cities, tourism also brings negative impacts, including economic leakage, degradation of locals' well-being, urban sprawl and social-cultural inequalities (Stallwood, 2012; Miller, 2012). Tourism within cities is only one of the many sectors competing for limited urban resources and land and long-term benefits are not guaranteed. Alternative land uses may have a higher priority than tourism industry depending on the ability of tourism to justify its case that it can yield favorable economic returns on investment, and produce positive planning goals.

### **Inherited Myths**

Academic myths play an influential role as benchmarks for research methodology and results interpretation (Lance, 2011). One of these is Inherited Myths, meaning that researchers were neither engaging in critical thinking to rationalize their studies nor reading publications outside the tourism field of study (McKercher & Prideaux, 2014). Much the same situation in occurs in city tourism research. This argument serves as the problem statement of the present study.

### **Tourism as center of the universe**

Tourism scholars have long taken the wrong perspective by considering tourism as the center of the universe and that it is essential to city development. This research argues that tourism is a driver-taker and has no overarching power to shape cities. Tourism is just one of the many industries generating economic revenues and competing for limited resources within cities. Instead of discussing city tourism, the research takes the perspective of understanding tourism activities in cities. It could be interpreted as understanding how tourism can fit in and get the best outcomes among various industries in cities. Cities are important to tourism; but this does not automatically imply that tourism is as important to cities.

### **Methodology**

Literature was reviewed from both tourism and urban disciplines. Scholarly and grey literature<sup>4</sup> was included. Grey literature helps to overcome some publication bias and provide a more objective answer (McAuley, Pham, Tugwell, & Moher, 2000).

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<sup>4</sup> Grey literature, refers to studies that are unpublished, have limited distribution, and/or are not included in bibliographical retrieval system (Last, 1995).

## Findings and discussions

### *Revenue leakage*

- Reliance on import
- Foreign investment

(Scheyvens & Russell, 2012; Tanzania, Sharpley, Ussi, 2014; Sheng, 2011)

### *Unreliable economic base*

- Determinants of land use
- Long-term profit is not guaranteed

(Brindley, Rydin, & Stocker, 2013; Pacione, 2009)

### *Urban Sprawl*

- Decline in farm lands
- Decline of livability in cities

(Paül & Tonts, 2005; Madhavan, Kubo, Kurisaki, & Sivakumar, 2001; Frenkel & Ashkenazi, 2008; Munoz, 2003)

### *Well-being of locals*

- Shared amenities with locals
- Backlash of overwhelming tourism development

(Lepp, 2007; Stallwood, 2012)

### *Inequalities*

- Low-pay and long-working hour job nature
- Polarization of wealth

(Shatkin, 2007; Murphy & Watson, 1994; Harvey, 2003; Shatkin, 2007)

## Conclusion

| Cities to Tourism                                                                                                                                                                                                                                                         | Tourism to Cities                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Diversity of experiences</li> <li>• Diversity of cultures</li> <li>• Embracing technology</li> <li>• Innovation and information dissemination</li> <li>• High accessibility</li> <li>• Magnets as travel destinations</li> </ul> | <ul style="list-style-type: none"> <li>• Revenue generator</li> <li>• Economic leakage</li> <li>• One of many business competing for limited land and resources</li> <li>• Improvement or degradation of dweller's well-being</li> <li>• Urban sprawl</li> <li>• Economic and socio-cultural inequalities</li> </ul> |

## **‘Rock’ the city**

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### **Abstract**

Iconic buildings, both modern and old, are a defining characteristic of world cities. The stones cladding and decorating these buildings are major architectural elements, but the geological story behind these stones is mostly forgotten or overlooked. New geotourism products are being developed that address this shortcoming, both in Australia and overseas. They include pamphlets, booklets, and mobile applications that link historical and heritage information to the geology behind building stones or sites within an urban landscape. They provide an additional resource to traditional tourism and a wonderful tool for the urban tourist who wishes to hear the silent stories these rocks have to tell.

### **Introduction**

Geology is not the foremost reason that comes to mind when planning to visit a city, despite the fact that a combination of geological factors is usually why cities exist there in the first place. Most cities have been built where they are because of a combination of appropriate land resources and topographic elements such as availability of water, soil suitable for agriculture, source rocks available for building, elevation and side protection for defence, and proximity to commercial thoroughfares — features that are an expression of the geology underpinning the landscape. The buildings in the cities themselves make use of materials extracted from the land, a fact that urban tourists generally overlook and are hardly ever reminded of by tourism guides.

Over the last few years, several initiatives have started to address this lack of focus on the geological elements of cities. With the geotourism movement attaining momentum worldwide, several organizations have started to develop geotourism trails in and around cities as well as products highlighting the rocks and stones that define buildings within the cities themselves. This paper considers some of these initiatives, with a particular focus on Australian examples, and illustrates how geology, rocks, and building stones can become tourist attractions of their own to enrich the experience of the urban traveller.

### **Building materials in ancient and modern cities**

Whether old or modern, buildings of striking beauty are a defining characteristic of modern cities and ancient civilizations worldwide. Out of necessity, many iconic buildings in ancient cities were erected using stones that could be easily extracted with the tools of the time and notably those available in close proximity to the building sites or that could be easily transported along natural routes. So, limestone from the Giza plateau was the stone of choice for the building of the Egyptian pyramids, with obelisks and statues made from granite, syenite, or dolerite extracted from quarries farther away but easily carried along the Nile (Grinsell, 1947; Löhner, 2006; McKenty, 2000). Marble from Mount Pentelicus, about 16 km from Athens, was used to erect the Parthenon, whereas the Colosseum in Rome was built using travertine and volcanic tuff abundantly available in the countryside (Anonymous, 1892). In medieval times, local materials were still preferred, as indicated by the choice of lead rather than clay for the roof tiles of the Notre Dame Cathedral, as deposits of clay — the

material of choice for tiles at the time — were too far from Paris (see Cathédral Notre Dame de Paris official website).<sup>5</sup>

With the evolution of modes of transport and improvement in stone extraction technologies, buildings in cities started to make use of rocks coming from farther afield and of more distinctive or even unique materials. Blocks of the famed pink marble of Candoglia used for Milan's Duomo were transported by barges along the river Toce to Lake Maggiore, then along the Ticino and the Naviglio Grande Canal and finally via a purpose-built system of locks in the city to a site only a few hundred metres from the Cathedral (see Duomo di Milano official website).<sup>6</sup> The Veneranda Fabbrica del Duomo was established in 1387, and still retains ownership of the quarries where the marble is extracted, to ensure that a supply of suitable material is always available for repairs. The mottled pink look and crystalline nature of the Candoglia marble, combined with its exceptional resistance to physical and chemical weathering, makes it one of the few stones in which the construction material used not only influenced the building but also its ornamental elements (Figure 1).

Figure 1



With the advent of the industrial revolution at the turn of the 18th century, more modern materials started to be used to erect iconic buildings. The Eiffel Tower built for the 1889 Exposition Universelle is made of wrought iron; originally destined to be dismantled after 20 years, it is still Paris' defining monument. The Empire State Building in New York is a 1931

<sup>5</sup> [www.notredamedeparis.fr/spip.php?article410](http://www.notredamedeparis.fr/spip.php?article410)

<sup>6</sup> [www.duomomilano.it/en/infopage/the-candoglia-quarries/47190562-c3f4-4196-8889-729729f4e54c/](http://www.duomomilano.it/en/infopage/the-candoglia-quarries/47190562-c3f4-4196-8889-729729f4e54c/)

triumph of 57 000 tons of steel columns and beams, and 62 000 cubic yards of concrete, with 200 000 cubic feet of Indiana limestone and granite to make up most of the exterior (Bob Moore Construction, Inc.).<sup>7</sup> The Crystal Cathedral in Los Angeles, the world's largest glass building, makes use of 10 000 rectangular panels of glass 'glued' (i.e. not bolted) to the structure with a silicon-based glue; the building, completed in 1981, is designed to withstand an earthquake of magnitude 8.0 (Wikipedia's Crystal Cathedral page).<sup>8</sup> Although they are products of manufacturing, steel, concrete, and glass are still ultimately derived from the extraction of raw geological materials (iron for steel, limestone, sand and gravel for concrete, quartz for glass). Very recent iconic buildings often combine all of these elements to achieve great architectural effects — the Petronas Towers in Kuala Lumpur and Burj Kalifa in Dubai being just two of the most recent examples.

Despite the inevitable use of these modern materials in recent buildings, rocks and stones are still used in modern buildings as powerful architectural elements to decorate both interiors and exteriors, with trade in building stones crisscrossing the globe and often making up a considerable proportion of a country's extractive economy. 'Building stones' are also referred to as 'dimension stones', due to the fact that they are cut to specific sizes or dimensions; evocative names are generally used to market them. So a gumleaf-green granite from Jerramungup (Western Australia) is referred to as 'Laguna Green', and an olivine gabbro from the Kimberley region is commercially named 'Kimberley Jade' (Fetherston, 2010); 'Cipollino' is an Italian pale green marble with white calcite nodules reminiscent of shallots or little onions (Mayer, 1996). Note that in some cases the commercial name used is far from the correct name for that rock; for example 'black granite' can be dolerite, pyroxenite, gabbro, or norite, and is not granite at all.

Rocks as key decorative elements are particularly powerful when used to 'dress' the interiors of buildings and can be used to great effect to complement the building's architectural design. For example, Australia's Parliament House in Canberra uses a vast number of different stones in a symbolic form to represent the national landscape, as well as its history and culture, both Aboriginal and European. For the public foyer, green marble was cut to emphasize natural white vertical striping within the rock, and the slabs so obtained used to clad the lower part of densely arranged tall pillars — overall evoking the eucalyptus forests that characterize huge tracts of the Australian continent (Figure 2; Mayer, 1996).

Figure 2



### Building stones as a tourist attraction

In recent years, geotourism has become a well-established 'movement' that is promoting the understanding and appreciation of the geology that underpins the landscape, and highlights the economic benefits and employment opportunities of doing so (e.g. Panel Session on 'Geotourism — The Potential for Employment Opportunities for Geoscientists', recently held at the Australian Earth Science Convention, Newcastle, 2014). Note that 'geotourism' in this paper specifically refers to 'tourism which focuses on geology and landscape as the basis for providing visitor engagement, learning, and enjoyment', as ratified by the Governing Council of the

<sup>7</sup> [www.generalcontractor.com/resources/articles/empire-state-building.asp](http://www.generalcontractor.com/resources/articles/empire-state-building.asp)

<sup>8</sup> [www.en.wikipedia.org/wiki/Crystal\\_Cathedral](http://www.en.wikipedia.org/wiki/Crystal_Cathedral)

Geological Society of Australia (Robinson, 2015) on the recommendation of its Geotourism Standing Committee (27 January 2015), rather than the broader definition advocated by the National Geographic Society, (whose Geotourism Charter defines geotourism as ‘tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents’).<sup>9</sup>

Geotourism champions have quickly recognized that travelling to remote, spectacular locations is not the only way for tourists to gain an appreciation of geology, but that the importance of landscape and rocks in shaping our cultures can be found right on our doorstep. Over the last few years in Australia (and elsewhere), pamphlets have been published that highlight geotourism trails in and around some of its main cities, and specifically include itineraries that focus on the stones that ‘dress’ the city buildings — the latter effectively linking geology to historical, architectural, and cultural heritage information. Hardcopy publications are progressively turned into more interactive products such as mobile apps, and internet virtual tours, or interactive PDFs. Some of the approaches used are illustrated below, with emphasis placed on Australian examples. Listings of sites of geological and geoheritage interest — including building stones — have started to be compiled for other cities; two examples that the authors are familiar with are also presented in this paper.

### ***Building stones through Brisbane***

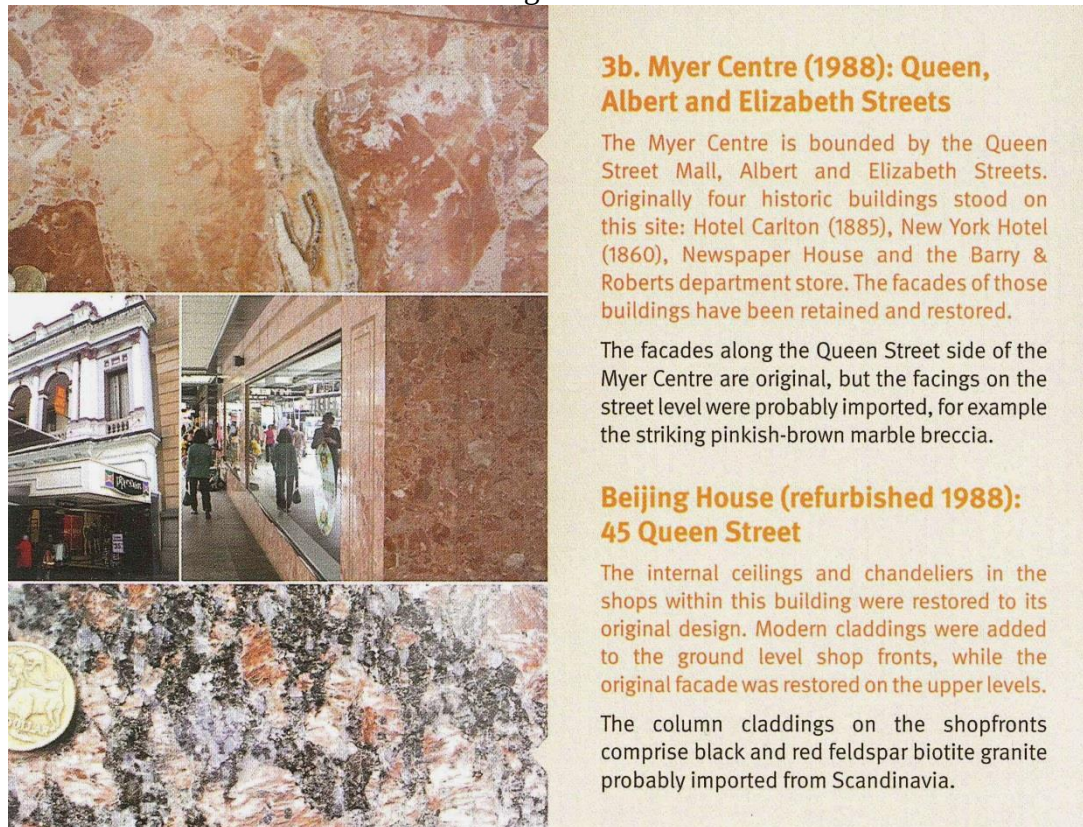
*A Self-guided Walking Tour featuring Building Stones through Brisbane CBD* (von Gnielinski and Siemon, 2012) was published by the Geological Survey of Queensland for the 34th International Geological Congress, one of the largest gatherings of geologists that is held every 4 years, with the intention of providing ‘...an earth science perspective on the history and cultural heritage of the subtropical capital of Queensland’. The A5-sized booklet covers 12 precincts and three geological outcrops all easily accessible on foot or by public transport, with all locations neatly numbered and marked in a centre-spread map.

Each entry consists of one or more photos of a building or feature (e.g. pavement, bridge, fountain), with text detailing aspects of the history of the building, its approximate construction (or renovation date), followed by geological information — the latter clearly marked by a change in the colour of the text (Figure 3). Photos typically include an overall view of the building/feature, details of architectural or decorative elements, and close-up photos of some of the rocks used (usually with a coin or pen to indicate the scale of the elements visible in the building stone). Although the entries considered are by no means exhaustive, they provide a good balance between older and modern buildings, with descriptions focusing mostly on the façades and external features. A map on the inside back cover displays the provenance of the building and monumental stones that were extracted in Queensland, with an inset showing the locations of quarries in the Brisbane region — the link between the historical use of these local stones and imported ones for new developments is made quite strongly through the booklet. The publication closes with a description of three prominent outcrops within the CBD that illustrate some of the oldest geological events in the Brisbane area, including deep-marine sediments that were later deformed, and the results of volcanic activity. Once again, a historical connection is highlighted by the information that some of the exposed cliffs are the result of quarrying by convicts to produce stone for the early settlement of the city. The geology is the hero here.

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<sup>9</sup> [www.travel.nationalgeographic.com/travel/sustainable/pdf/geotourism\\_charter\\_template.pdf](http://www.travel.nationalgeographic.com/travel/sustainable/pdf/geotourism_charter_template.pdf)

Figure 3



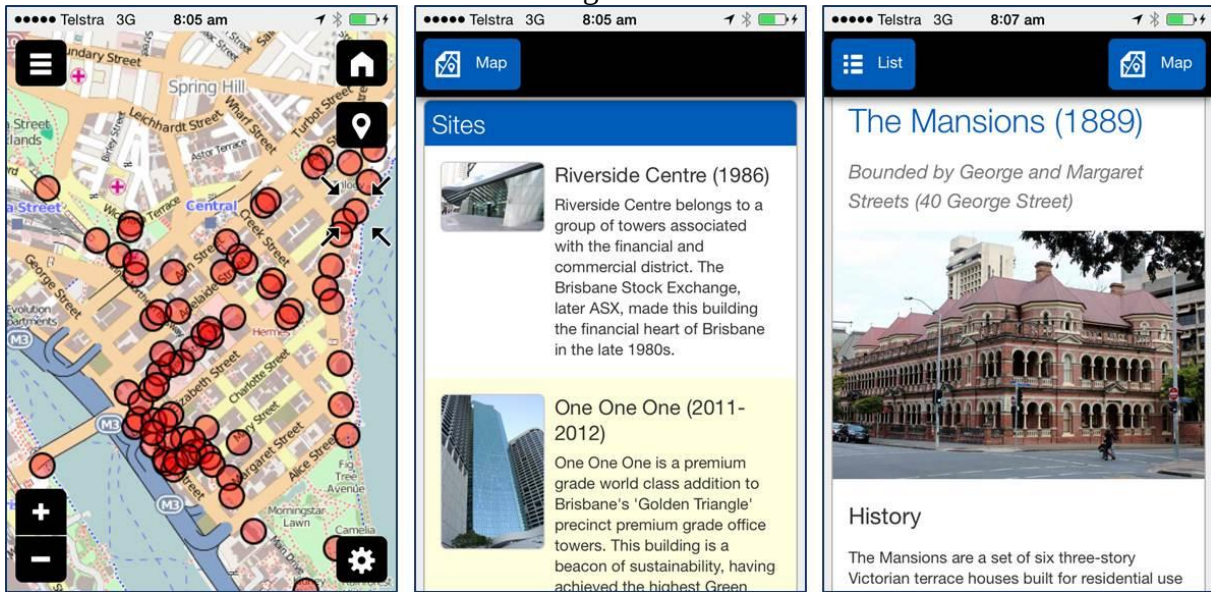
In November 2014, the walking tour was extended and built into a free mobile application, *Brisbane History in Stone and Brick App (Version 1.0)*, available from the Google App and Apple App stores (under the heading *Geotourism Brisbane*)<sup>10</sup> and with a dedicated Facebook page.<sup>11</sup> The App was released to coincide with the G20 meeting in Brisbane, offering immediate benefits for registrants and partners, and was officially launched in May 2015. The App captures over 80 sites within Brisbane's central district ('map view', Figure 4 left), with the option of displaying an underlying 1890 geological map as an alternative to the street map. Each site has a grid reference allowing users to be alerted to the proximity of a relevant site when GPS is enabled. Sites can also be searched by keywords ('list view', Figure 4 centre) and each site location provides a '...brief historical and cultural reference to the object described and ... the relevant geology that can be observed' ('site view', Figure 4 right).<sup>12</sup> Layman's language is used to describe the building stones at each site, with recent and historical photographs illustrating developmental changes and close-up photographs showing more specific geological features, thus providing an earth scientist's perspective on Australia's third largest city.

<sup>10</sup> [www.qld.gsa.org.au/BBS\\_App.htm](http://www.qld.gsa.org.au/BBS_App.htm)

<sup>11</sup> [www.facebook.com/pages/Geotourism-Brisbane/876509425732591](https://www.facebook.com/pages/Geotourism-Brisbane/876509425732591)

<sup>12</sup> [www.qld.gsa.org.au/BBS\\_App.htm](http://www.qld.gsa.org.au/BBS_App.htm)

Figure 4



### *Stepping stones in Perth*

In 2014, the Geological Survey of Western Australia (GSWA) released *Stepping stones*, a pamphlet featuring two geological walking trails in the central area of Perth (Figure 5; Johnston, 2014). The pamphlet was issued to coincide with the International Tourism Studies Association conference held in the city in November 2014, and builds on an earlier version produced for the First Global Geotourism Conference held in 2008.

Figure 5



The pamphlet is available from the Department of Mines and Petroleum website for free download at either A4 or A3 size.<sup>13</sup> Each side of the pamphlet features a walking trail with a different focus. Trail 1, titled *Finding geology in Perth city*, commences at the East Perth end of the city, leading the walker (or bike rider) to six places of geological interest and ending on the riverside at the foot of Kings Park (in the west) to view an outcrop of Tamala Limestone showing cross-bedding and the remnants of vertical tree roots now calcified. Tamala Limestone has been used as a building stone in Perth right from its first settlement in 1829, and, if anything, its use is growing in popularity today, being used for cladding, flooring, walls, and paving, with lime sand and lime dust also being fabricated into man-made blocks. The geology features include the famous Perth Mint (which mints and markets fine gold, silver, and platinum coinage as well as jewellery, and has a daily gold pour), and a floating, rotating granite sphere in Forrest Place in the heart of the city.

Trail 2 is titled *St Georges Terrace façades*, and takes a close-up view of portion of the main street of the city. The walk can commence anywhere and proceed in either direction along both sides of St Georges Terrace, the city's premier street. Coloured numbered circles on the map show the address of a building and the rock type of its façades, interiors, or decorative motifs. The three main rock types are colour-coded orange, green, or purple to denote igneous, sedimentary, and metamorphic rocks, with a brief introduction to each of these rock types. Photographs display the rock texture and several special buildings are highlighted as well (Figure 5). It is planned to upgrade the pamphlet to an interactive document that will provide more information about the rock types and the history of the buildings, as well as allow additional photographs to be included. An app is also planned.

A Perth-based tour company called 'Two feet and a heartbeat' is operated by two enterprising young travellers who saw the need for guided tours of their home city. Their tours cover a wide range of interests, are for small groups, and involve walking the city streets. 'Two feet and a heartbeat' already offers specialized tours of the city for history, food and beverage, true crime, and small bars, led by proud locals who enjoy presenting their city to outsiders. The company already used information from the earlier pamphlet, and were quick to incorporate the new information into their itineraries. We look forward to them showcasing the geology of our city.

### ***Geological trail in the hills of Perth***

This trail is about 15 km from the centre of Perth, and makes for an interesting geotourism activity combining a bush-walk with some geology and refreshments. The *Geological sketch map along the former Eastern Railway between Swan View and John Forrest National Park headquarter* comprises a double-sided A3-size annotated map (Freeman, 2008).<sup>14</sup> The trail follows part of a former railway line (tracks now removed) and is an excellent walking trail through the John Forrest National Park, commencing at the Morrison Road car park adjacent to the former Swan View Railway Station. The trail is annotated with the geology, geological features are described, and viewpoints explained. Even useful seats along the trail are highlighted! The trail bifurcates at one point to offer a choice of routes between a railway tunnel (shorter, dark, but without geology) and a loop line (with geological features as well as

<sup>13</sup> [www.dmpbookshop.eruditetechnologies.com.au/product/stepping-stones-two-self-guided-geology-trails-in-the-city.do](http://www.dmpbookshop.eruditetechnologies.com.au/product/stepping-stones-two-self-guided-geology-trails-in-the-city.do)

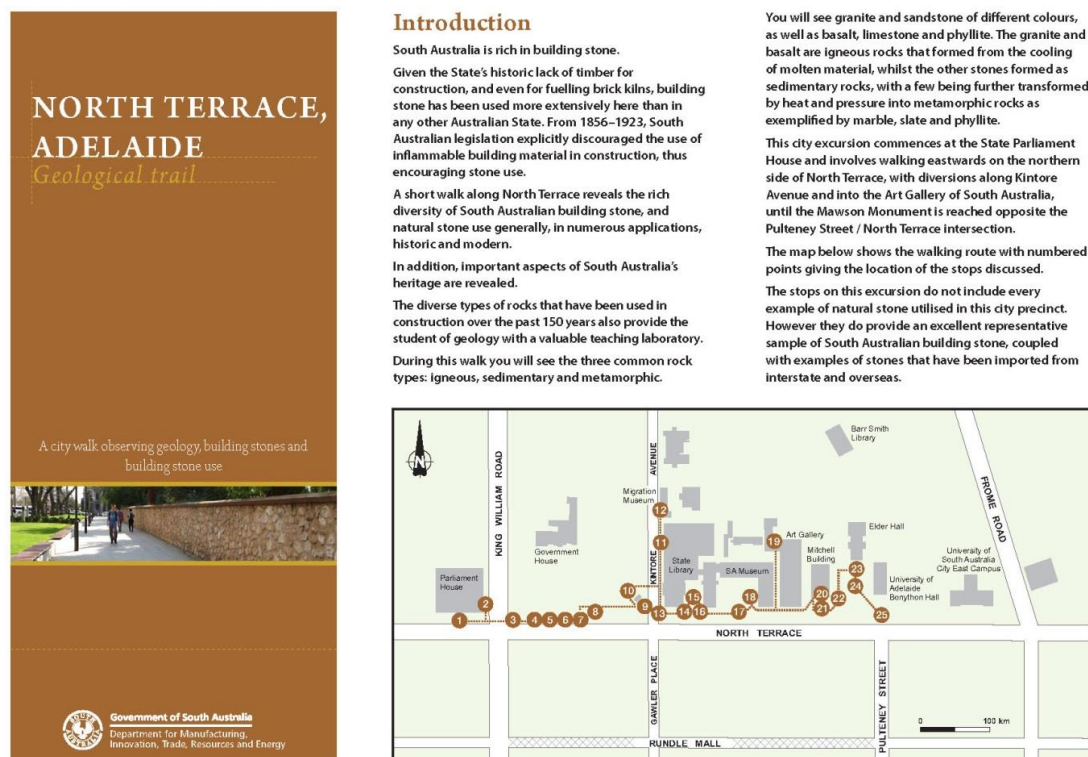
<sup>14</sup> <http://dmpbookshop.eruditetechnologies.com.au/product/geological-sketch-map-along-the-former-eastern-railway-between-swan-view-and-john-forrest-national-park-headquarters.do>

views to the city on the coastal plain below). The walk ends at the Ranger's Office of the National Park, a pool, facilities, and the John Forrest Tavern. Of course, the trail can be walked in either direction, taking into account gradients. The map is actually a coloured aerial photograph, which forms an excellent base for all the annotations. Granite is the dominant rock type, but cross-cutting dolerite dykes are very evident. The granites are Archean in age (i.e. more than 2500 million years old, and are the source rocks for some of the oldest buildings in Perth. This geological trail could be combined with other trails in the John Forrest National Park.

### ***Geological trail along North Terrace, Adelaide***

The trail publication is a cooperative effort between the Geological Society of Australia (South Australian Division) and the University of South Australia (UniSA), with the support of the Geological Survey of South Australia (Department for Manufacturing, Innovation, Trade, Resources and Energy). Released in 2015 as a DL pamphlet, it features 'a city walk observing geology, building stone, and building stone use' along North Terrace in Adelaide (Figure 6).<sup>15</sup> The itinerary takes the tourist along a short distance of the Terrace (about 700m) and focuses on 24 stops showcasing the 'rich diversity of South Australian building stones' and examples of stones that have been imported. References to important aspects of the State's heritage are made, starting with the premise that building stones were used in South Australia more extensively than in other states given the scarcity of timber for construction and for fuelling brick kilns. A map is included that illustrates the provenance of the local dimension stones mentioned in the pamphlet/booklet, with colour coding illustrating the main rock type extracted at each quarry.

Figure 6



<sup>15</sup> [https://sarigbasis.pir.sa.gov.au/WebtopEw/ws/samref/sarig1/image/DDD/BROCHNORTH TERRACE.pdf](https://sarigbasis.pir.sa.gov.au/WebtopEw/ws/samref/sarig1/image/DDD/BROCHNORTH%20TERRACE.pdf)

The description for each stop includes a heading detailing the name of the building/feature and year of construction, text, and one or two photographs. The latter are mostly of the sites themselves, with only limited close-ups of rocks. Despite the introductory premise that the three main rock types (igneous, sedimentary, and metamorphic) will be observed along the trail, individual sites' descriptions do not specifically point to this information, nor does the map in the booklet — a minor geological quibble. However, detailed descriptions of the rocks (both 'geological' features and 'building' qualities) and information on their provenance are included in the text, making this itinerary particularly suitable as a 'teaching laboratory' for geology students.

### **Images in stone, Canberra**

Since its opening in 1988, Australia's Parliament House in Canberra has become one of the country's landmark buildings (Figure 7) and one of its most popular cultural tourist attractions, with nearly a million visitors each year (Bennett, 2008). The building on Capital Hill was designed to integrate with the landscape and not to dominate the city, and both its design and ornamentation are highly symbolic of the democratic status of the Australian nation and its people. For example, there is no obvious front and back, and the public has full access to the top of the building to indicate the supremacy of the people over its elected representatives (Mayer, 1996). About a fifth of the building is accessible to the public, an unusually high proportion compared to similar buildings elsewhere (Bennet, 2008).

Figure 7



The unique architectural design of Parliament House is enhanced by the use of a wide variety of natural stones that greatly contribute to its aesthetic appeal and enrich the building's symbolism throughout its 4700 rooms and open-space areas. As described in the foreword to the booklet *Images in stone: a guide to the building stones of Parliament House* (Mayer, 1996), 'the qualities of colour and texture in the stones have been employed to create impressions of the Australian landscape and, in a symbolic form, to illustrate aspects of the country's history and cultures from Aboriginal Dreamtime to European settlement and beyond'. For example, the forecourt is paved with a red granite that reflects the colour of Australia's harsh interior and symbolically marks the "...way into the nation's Parliament ... over one of the most recognizable features of the ancient Australian land, the 'red centre'". A multi-coloured mosaic made of small hand-shaped stones is a piece of art that substitutes for the dots of an Aboriginal painting, and symbolizes the settlement of Aboriginal people in Australia, whereas the arrival of the Europeans is marked by 22 white marble columns in the Great Verandah. The booklet is an excellent complement to the information available about Parliament House, and provides a most-desirable guide for anyone visiting the building.

The 40-page booklet is divided into two sections. The first offers a guided tour of Parliament House and the surrounding grounds, describing the stonework in both public areas and those inaccessible to the public. With the aid of numerous colour photographs, the 35 different types of stones used are described using their trade names, and details are offered on their provenance, the qualities exploited in their stonemasonry, the detailed features visible at close range, as well as historical landmarks associated with them. For those wanting to know more, the second part of the booklet offers additional information on how these rocks formed, what fossils can be seen in some of them, their ages, and how they are extracted from the ground and polished to a beautiful finished product. This last part also includes information on the geology on which Parliament House is built — some of the outcrop has been preserved below Parliament House, and the State Circle road that circles Capital Hill offers a fine exposure of a geological unconformity (a gap in the rock record where one rock layer overlies another that is much older).

### ***National Rock Garden, Canberra***

Launched at the Australian Earth Science Convention in July 2010, and formally gazetted as a national monument in April 2011, the National Rock Garden (NRG) in Canberra '... aims to showcase significant Australian rocks within a garden setting and convey the unique nature of the continent's geology to local, national and international visitors' (National Rock Garden Masterplan; TCL, 2014). The NRG occupies a 6-hectare site on the western foreshore of Lake Burley Griffin in Canberra, close to other attractions of national relevance such as the National Arboretum, the National Zoo and Aquarium, the Lindsay Prior National Arboretum, and the Australian National Botanic Garden.

The first display at the NRG — the Federation Rocks — was officially opened in October 2013 as part of the Centenary of Canberra celebrations. It consists of eight large rocks, one from each state and territory, arranged from east to west to replicate the order of the official establishment of the six British self-governing colonies that formed the Commonwealth of Australia in 1901 (the two territories were added in 1911). Each rock was chosen for its special significance to its state and territory of origin, and for the story it could tell — all selected rocks have helped to shape the nation, as they are '...directly or indirectly related to nation building, whether it be mineral resources or economic wealth, or building or decorative stones or rocks that shaped ... (Australia's) iconic landscape. Each rock is also a part of the

establishment of Australia as a continent’ (TCL, 2014). For example New South Wales is represented by the Hawkesbury Sandstone that supplied ‘yellow blocks’ for the construction of many of Sydney historical buildings, whereas Western Australia is epitomized by a block of the Brockman Iron Formation symbolizing rocks that fuelled the first iron ore mineral exploration boom in this state in the 1960s. Details of each rock and its significance are provided on the in NRG’s website.<sup>16</sup> Each rock has a plaque to explain its significance and, where appropriate, a cut-and-polished face to reveal features in more detail (Figure 8). In February 2014, the theft of the Victoria rock (a 1 tonne block of gold-bearing reef quartz from Bendigo) received wide media coverage, unexpectedly raising the public profile of the NRG (Pillans, 2014). The rock was never recovered, and has since been replaced by a specimen without gold.

Figure 8



The primary consideration that the Federation Rocks must be able to tell interesting stories of national (and sometimes international) significance directly stems from the vision for the NRG — ‘Australia is made from diverse rocks that shape our history and our lives’ (TCL, 2014). This vision statement highlights the importance of connecting geology to historical, cultural, and economic themes that can appeal to a wide public audience, and especially school children. In line with its vision, in addition to the Federation Rocks display the NRG Masterplan aims to incorporate several other features in the garden’s landscape design, illustrating the relationships between:

- rocks and human culture and heritage

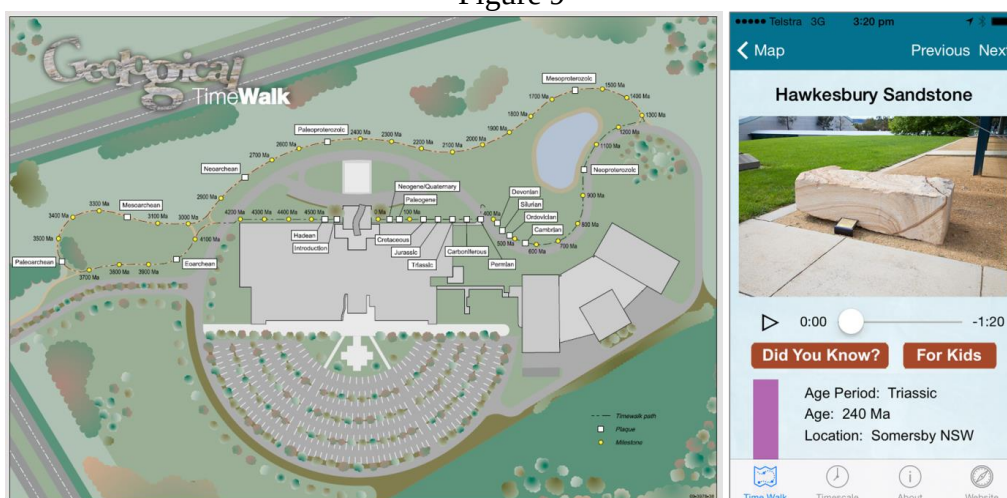
<sup>16</sup> [www.nationalrockgarden.org.au/rock-collection-2/federation-rocks](http://www.nationalrockgarden.org.au/rock-collection-2/federation-rocks)

- rocks and resources, by showcasing specimens from ore bodies and fossil fuels that have shaped our economy through exploration and mining activities
- rocks and landscape, by illustrating how the Australian continent and landscapes have been built up and worn down over millions of years
- rocks and time, using Australian rocks that range in age from over 4000 million years to only a few thousand years old
- rocks and life, by using rocks to illustrate the complexity of life's evolution on the Australian continent.

### ***TimeWalk , Geoscience Australia, Canberra***

This 1.1 km walk through the landscaped gardens at the front of the Geoscience Australia building (corner of Jerrabomberra Avenue and Hindmarsh Drive, Canberra) has been designed to represent a journey through the Earth's 4600 million year (Ma) history (Geoscience Australia, 2013). The TimeWalk is a physical representation of the evolution of the Earth from its formation to the present day, shown through a number of large rock samples collected from around Australia — the spacing of the rocks along the trail reflects their age of formation (Figure 9). The story of each rock with its geological, economic, environmental and/or cultural significance is detailed by plaques at each site, through an accompanying booklet (Geoscience Australia, 2013), and through the Geoscience Australia TimeWalk mobile application.<sup>17</sup> The latter has a time scale showing the position in time of all rocks found along the walk, sound explanations for each site, links to more detailed information and further resources, as well as a dedicated explanation for kids and an oral account. Along the walk, the rocks and the information supplied via the TimeWalk app help illustrate major geological events that have occurred over time (including continental drift, the break-up and amalgamation of continental land masses, mountain building, and major volcanic eruptions), as well as climatic changes such as the ice ages and sea-level variations, and biological events such as major extinction and the evolution of major groups of organisms. The TimeWalk and associated information offer the opportunity of reading, hearing, and learning about the significance of important Australian rocks and to discover other interesting facts about Earth's geological history along the way, and at the same time to spend some pleasant time outdoors (the walk is accessible at all times). Children, in particular, will benefit from this!

Figure 9



<sup>17</sup> [www.itunes.apple.com/au/app/geoscience-australia-time/id899855813](http://www.itunes.apple.com/au/app/geoscience-australia-time/id899855813)

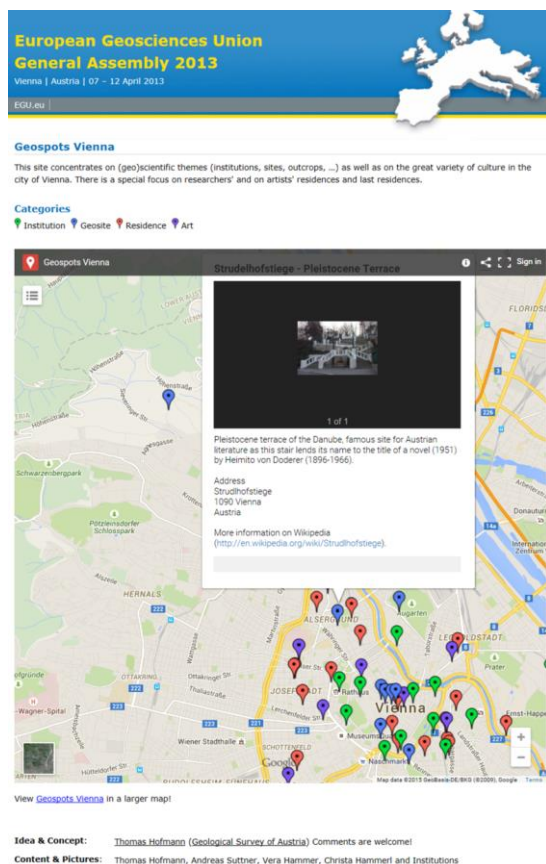
### Geospots, Vienna

Geospots Vienna<sup>18</sup> is a website initiative of the Geological Survey of Austria, launched to coincide with the 2013 General Assembly of the European Geosciences Union. The website has a Google map of the city of Vienna with colour-coded spots highlighting sites with (geo)scientific themes that illustrate the great variety of culture in the city of Vienna (Figure 10). Four categories are distinguished:

- Institutions, e.g. the Central Institute for Meteorology and Geodynamics, Austria's national weather and seismic service agency, or the Austrian Mint, as well as geological museums and institutions
- geospots, mostly buildings or features (fountains, pavements) singled out because of their characteristic building stones, but also geomorphological sites (e.g. river terraces)
- residences of famous geologists, such as Eberhard Clar (1904–1995) the inventor of a compass allowing measurements of dip and dip direction in a single operation — quite a revolution for the times
- art sites, with a special focus on researchers' and on artists' residences and last residences.

Each geopot is characterized by a photograph (albeit small), a brief description, street address, and a link to further information (Figure 10). Building stones are described with their age, provenance, and dominant geological features (e.g. visible fossils).

Figure 10



The map can be printed or downloaded as a .kml file, and was presumably provided as an aid for geologists attending the conference and their companions, to be used while strolling around the city, and to highlight the richness of Vienna's (geo)heritage.

### Geotourism sites in Segovia, Spain

The city of Segovia (Spain) is a UNESCO World Heritage Site (created in 1985), famous for its rich historical and artistic heritage, as well as its traditional gastronomy. Over the last few years, geotourism resources have started to receive more and more attention. About a hundred geosites have been identified, assessed, and catalogued, with a view to developing infrastructure (e.g. signage) and specific initiatives for their promotion (Díez-Herrero et al., 2011). The sites have been grouped into 16 themes, covering geology (e.g. outcrops of different types of rocks, paleontological and mineralogical sites, and tectonic structures) and 'moveable' geoheritage (museums and collections), as well as building stones (the 18th century Lapidary marble collection of the cathedral being a highlight)

<sup>18</sup> [www.egu2013.eu/geospots\\_vienna.html](http://www.egu2013.eu/geospots_vienna.html)

spread within the city walls and in the city outskirts. Many of these sites can be visited at any time of the year and of the day, and offer the opportunity to combine outdoor with geotourism activities (e.g. cycling). Up to twelve geotourism itineraries are planned, each with a different focus (thematic, chronological and spatial) that will aim to target visitors with different interests (Díez-Herrero et al., 2011).

## Discussion

The geotourism products presented in this paper with a particular focus on building stones and urban examples in Australia allow some interesting considerations to be made. Geotourism initiatives within and around cities are currently being developed around the world. A variety of products is now available: brochures, booklets, KML files, and mobile applications provide an earth science perspective on heritage and landmark buildings and sites within a city — those that many residents and tourists might walk past without recognizing their significance or potential for tourism. Geological societies, geological surveys at state and national level and/or university geology department are the main driving force behind these geotourism urban itineraries, with publication usually coinciding with geological conferences and gatherings. In most cases the initial target audience appears to have been the attendees of these events, i.e. mostly geologists or (as is the case of the Adelaide trail) geology students; in some cases, the language used does reflect this. The products have certainly been advertised through newsletters of geological societies and organizations, as well as through geological surveys' publication channels and via geotourism fora such as the LinkedIn Australian Geotourism Development group.<sup>19</sup> Some of the products are, however, quite difficult to find through an internet search, mostly because search wording such as 'building stones' elicits returns on commercial activities.

However, it appears that marketing of these geotourism products is finally starting to go past the 'preaching to the converted' stage and is beginning to reach mainstream tourism channels, with exposure to social media and mobile technology being used as advertising channels and to entice younger, technology-savvy generations. The National Rock Garden in Canberra has received significant exposure through the national media, whereas the *Brisbane History in Stone and Brick App* has its own dedicated Facebook page. Mobile apps are being developed, with geological information explained in non-technical language, and linked to 'softer' details, such as historical and heritage information, landscape or cityscape vistas, and hospitality destinations that the general public can easily relate to. It is this whole package that makes for an attractive geotourism activity.

Tourism operators and city councils are also slowly starting to take notice of these products and the opportunities they offer. The walks and itineraries described in this paper are very conducive to outdoor activities that can easily be self-structured by urban tourists — whether they are local residents interested in finding out a bit more about the city they live in or international tourists that find themselves with a bit of time to spare and prefer self-exploration to being herded in large groups. Linking heritage and historical information about sites and buildings within a city to the geology behind them offers a new dimension and an additional resource to complement traditional tourism offerings.

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<sup>19</sup> <https://www.linkedin.com/groups/Australian-Geotourism-Development-4013225/about>

### Concluding remarks

This paper has set out to alert travellers, urban tourists, and tourism operators that there is a lot to be gained by including ‘geotourism’ in their tourism, ecotourism and cultural tourism activities within and around cities. In addition to the sand and gravel that makes up the ubiquitous concrete structures or the iron that is used for the steel frames of modern buildings, our cities are built from an exciting variety of geological materials, from local sandstones and limestones to exotic stones sourced from around the world — many with a story that has so far been untold.

Geotourism products about building stones or geological sites within a city have great potential to enrich the experience of the traditional ‘urban’ tourist. They provide a different perspective on urban landscapes and help in promoting and geological heritage of a city. And when tourists admire the building stones used in ancient cities and monuments around the world or are captivated by the symbolism, beauty, and grandeur conveyed through stones in modern buildings such as the Australian Parliament House in Canberra, they are part of the novel, but expanding, geotourism movement.

### Acknowledgements

This article is published with the permission of the Director of the Geological Survey of Western Australia.

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### Figure captions

- Figure 1*      *Duomo of Milan in marble from Candoglia. The quality of the marble not only influenced the building but also its ornamental elements.*
- Figure 2*      *Australia’s Parliament House, Canberra. Note the symbolic use of green marble-clad columns to represent the Australian bush. Image courtesy Suzanne Dowsett.*
- Figure 3*      *Building stones in Brisbane CBD. Heritage buildings and modern malls use a variety of rocks. Note the coin used to provide a scale for the rock texture. Source: von Gnielinski and Siemon (2012).*
- Figure 4*      *Brisbane History in Stone and Brick App. Left image: map view showing the abundance of sites captured by the application; centre image: list view showing a synopsis of the information for each site; right image: site view with the detailed information for each site.*
- Figure 5*      *Stepping stones pamphlet. Left: pamphlet cover; right: clip of Trail 2 showing architectural details for some of the buildings and the rocks used. Colour-coding identifies the different types of rock used: red for igneous, green for sedimentary, and purple for metamorphic rock; a brief synopsis for each is also provided in the pamphlet.*
- Figure 6*      *Cover and first page of Adelaide’s North Terrace Geological Trail, explaining the background to the publication.*
- Figure 7*      *The majestic façade of Australia’s Parliament House in Canberra, with 22 white columns symbolizing the arrival of Europeans. Image sourced from ‘Free to use and share’ web images.*
- Figure 8*      *A view of one of the Federation Rocks (Chinaman Creek Limestone from Queensland) in the National Rock Garden, Canberra, at the official opening in October 2013. Image courtesy Chris Nelson (Geoscience Australia).*

Figure 9 Geoscience Australia TimeWalk. Left: the TimeWalk itinerary (Geoscience Australia, 2013); right: an example of a building stone from the mobile app, the Hawkesbury Sandstone that was used in many of Sydney's historical buildings.

Figure 10 Screenshot of the 'Geospots, Vienna' website.<sup>20</sup> Colour-coded spots highlight sites with (geo)scientific themes (inset highlights one of these sites).

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## Beijing and Dalian tourism image contrast analysis research based on small sample interview data in Dalian

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### Abstract

Tourism destination image positioning and building is very important in the process of urban brand construction. Drawing on interview data, this research has engaged in a comparative analysis investigating the city tourism image between Beijing and Dalian from several aspects. These include the geographical context, image elements, audience base, positioning and slogans, as well as promotion strategy analysis between these two cities in the five aspects. Some relevant conclusions are raised in the end. Taking Beijing and Dalian as a reference template of excellent city tourism image, this paper aims to show that this image template might be provide some new ideas toward megacities brand shaping in the future .

### Introduction

Beijing is renowned for being one of the major Asia Pacific tourism cities. It is also a world-class tourism city with Oriental characteristics. Dalian is known as “Northern Hong Kong”, and as a coastal garden city, it is a key northeast Asian international tourism city and has become one of the preferred international cruise harbors in the Asia-pacific region. It is therefore of value to engage in a more detailed and deeper investigation to their “urban tourism images”. The author conducted this research in November 2013 in Dalian by interviewing passengers, visiting Beijing and Dalian, regarding their views as for the similarities and differences between the two famous tourist cities in terms of the respective “urban tourism images”. The results were used as a reference point to provide a new ideas and new methods in the city brand building.

### Literature Review

Domestic research on urban tourism image is relatively abundant. Through reviewing the relevant literature ,it has been found that urban tourism image research generally selects several focused items such as the geographical context, image elements, audience base, positioning, slogans & promotion strategies. These are discussed in specific terms of a city tourism image problem.

Some reseachers use the geographical context as the breakthrough point of city tourism image, For example,Luo (2005) argues that the geographical context is one of the basic

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<sup>21</sup> [This study was supported by a grand from Beijing International Studies University School-Class project in 2016 (to MA Ai-ping) (No. WHMY16B003) and a grand from the Beijing municipal education commission project in 2013-2014 (to MA Ai-ping) (No. 395002 (3) ) and a grand from the 2014 provincial science and technology innovation platform project(to ZOU Tongqian) (No.395001).] **[author's brief introduction]** Yan-jun Liao (1989— ), male, Chongzuo city ,Guangxi Zhuang autonomous region, China, master graduate student, research direction: Tourism Marketing, Tourism Brand Construction, Combination of Tourism and Cultural Performance Market Research .Email: [chengdulvj2012@163.com](mailto:chengdulvj2012@163.com) .Ai-ping Ma (1963—), female, Xiajin city, Shandong province, China, PhD, professor, Beijing international study university, school of tourism management ,master tutor; director of the China tourism market research center (un-entity), BISU. main research field: Tourism Basic and Advanced Theory, Tourism marketing, Tourism Culture, Information Technology and Tourism Enterprises, Tourism Destination Management.

features in regional tourism image design work. It includes an analysis of natural geographical features, cultural history and infrastructure. Taking Dandong city, for example, he illustrates the four features of geographical context and tourism theme image: i) natural geographical conditions is the basic element of tourism image positioning; ii) tourism resources are an important foundation of tourism; iii) an historical and culture-based view is also an important element of tourism image positioning; and iv) infrastructure is the important basis of tourism development. Additionally, Liu & Zheng(2011) analyzed the geographical context in Yangzhou city, and found some main problems with the Yangzhou tourism image, Namely, the tourism image is shielded and not sharpened, and there is a deficiency in the degree of promotion. As solutions to these problems, the authors suggested the ways avoiding shielding shadow, cultivating tourism brand, strengthening the tourism image, and initiating proactive multi-channel marketing.

Some scholars have identified image elements as the breakthrough point in their research, For example, Fang(2002) selects Huaihua city (located in western area of Hunan province)with its emerging and huge potential tourist region, the authors maintains that the design of tourism image elements should consist of three aspects so as to construct the scientific tourism image system and image transmission scheme: the tourism theme image positioning design, people – place perceived image design, people - people perceived image design. And then he suggested some ideas on tourism image elements about designing and the process of making the image transmission scheme.

In addition, Du et al (2011) believe that the tourism destination brand competitiveness is directly affected by tourism image. Tourist cities should avoid the pitfalls of homogenized competition and instead need to shape a unique distinctive tourism image. All the elements supported a tourism image play a vital role in the tourism image formation process. Based on network transmission and the perspectives of two tourists, the authors analyse elements of Nantong city tourism image in search of similarities and differences.

There is few Specializes research literature in audience base and the tourism image , but the audience is based on the study of urban tourism image ,so visitor's opinion is a very important content that deserved to discuss, Such as Li(2010) analysis on present situation of tourism image about Loudi city tourism geographical context, the foundation of the audience and the redesign the Loudi city tourism image positioning, Especially, in the audience basics, the author thinks that the audience is the object of image planning and communication, and the audience survey analysis is helpful to understand the visibility and reputation of tourism destination, to be able to understand the whole image recognition of the tourists to the tourist destination, thus it made a firm foundation for accurate positioning, leading to the shape of a city tourism image finally.

Many academic achievements more focus on urban tourism image positioning and slogans designation. Such as Bai(2011) determine the Zibo city tourism image and tourism theme slogan further design based on the investigation of local image analysis and market perception. And then according to perception and expectation of Zibo city tourism image in different levels and different types of target market, tourist image should be redesigned according to its target market, refined more rich individual character and appeal of tourism slogan, and eventually establish longitudinal correlative, horizontal coordinate system of tourism destination image and tourist slogan.

The study about the promotion level of urban tourism image is considerable abundant, and in background of the rocketing information technology development, more and more researchers are keen to study how to use new technology and new modern means to improve the a city tourism image. Such as Chen (2012) analysis the historical context, the tourism resources, tourism market competition analysis in Haikou city and determine the core positioning to Haikou tourism concept, and then design its slogan, visual image, He argue that image advertising, public relations activities, network media strategy, communication strategy and word of mouth strategy are very important media strategy in the process of tourism image promotion.

What's more, with the sound and rapid development of tourism, Liu (2013) analysis of the "THE MAGNIFICENT QINGHAI" tourism image promotion strategy on the basis of abundant tourism resources in Qinghai province. She believes that mass media reports reinforced tourist potential perception toward tourism destination image, the slogan becomes the main source of its tourist destination impression, and important influence on travel decisions in the publicity of tourism destination, Therefore, "THE MAGNIFICENT QINGHAI" tourism image promotion must be successful with the help of mass media.

To sum up, in spite of the abundant current research achievements in domestic urban tourism image, while the former researchers usually select just one side as a focal point of whole research studies ,which have some limitations in study scope .This article hopes to comprehensively consider five parts among geographical context, image elements, audience base, positioning and slogans and promotion strategy.

Based on the five aspects , the authors compare it with Beijing tourism image research with the help of field interviews collected relevant data in Dalian so as to provide some instructive research conclusions, with its drawing a more broad research dimensions, it will give directions more clearly for the future Beijing urban image construction.

## **Beijing City Current Tourism Image Analysis**

### ***Positive Tourism Image Analysis in Beijing City***

#### ***Capital Advantage***

Beijing capital advantage has contributed to its good tourism image. As a capital of China, Beijing occupies a very special place in Chinese people' heart .We grew up and held in awe and veneration toward the capital of our motherland, so the Beijing's special feelings will naturally mapping on the perception of tourism image in Beijing, As a result, Beijing always shows a good image in front of Chinese people anytime.

#### ***Excellent Infrastructure***

As a tourist destination, if there is no perfect infrastructure, it is difficult to meet tourists demand, low-quality infrastructure will affect visitor perception to tourism destination deeply. Compared with many other domestic tourist destinations, Beijing has huge advantages in infrastructure construction. For example, the one owns the best traffic conditions of megacities across the whole country, which is greatly convenient for self-help tourists traveling to Beijing, What's more, communications developed well at Beijing, tourism infrastructure distributed throughout the city such as Beijing tourism consulting center.

### *Top-ranking Software Services*

Beijing tourism image is significant complemented by software services. Tourism industry also belongs to service industry, tourism industry needs a large number of excellent service personnel to serve and support its tourists, although Beijing personnel engaged in the tertiary industry are compare to "good and evil people mixed up," there is no denying that Beijing is the cradle of talent training and education, also attract high-quality service personnel in home and abroad to obtain employment in Beijing, To some extent, thus improving the level of the overall service industry in Beijing and promoting the tour visitors' satisfaction.

### ***Negative Tourism Image Analysis in Beijing Currently***

#### *Monotonous Tourism Image*

It is said that the overall image of the Beijing tourism is unitary and monotonous currently. Due to the characteristics of the Beijing tourism products is relatively concentrated, Its tourist attractions is mainly given priority to traditional primary tourism products, More historical and cultural relics, and less natural scenery tourism products, so when it comes to Beijing tourism, people usually would immediately think of historical and cultural relics like the Great Wall, imperial palace, the temple of heaven, the Ming tombs and so on, On the contrary, They almost don't care the natural scenery in Beijing.

#### *Challenged Strength Status*

The strength status of Beijing tourism image is being challenged. Beijing with its capital advantage has already occupied a very strong tourism position in the whole of China and the world, As Chinese people, almost all Chinese are willing to tour Beijing at least once in their lifetime, It is the reason why Beijing occupy such extremely large tourist crowds. However, Beijing individual strength status has gone in Chinese tourism industry. Since the reform and opening up, southeast coastal cities Represented by Shanghai city, southwest China cities represented by Chengdu city are spending a huge sum of money to build a famous regional urban tourism brand, These burgeoning cities are continue to strengthen its tourism image, To certain extent, it weakens Beijing leading role in Chinese tourism industry .If Beijing is still "Stuck in the past" and doesn't want to spend more energy on its tourism image building, I'm afraid that it soon be "covered" by other tourist destination image in the near future.

#### *Worn Tourism Image*

Beijing tourism image is slightly worm-eaten. As is known to all, Beijing is a three thousand-year-old ancient capital, its cultural tradition never interrupt during this period, three thousand city history is not only the advantages but disadvantages to Beijing tourism, It is not easy to attract more young tourism group with this old tourism image, From this perspective , Hong Kong and Beijing forms remarkable contrast in city tourism image, Hong Kong has a very fresh tourism image and are very popular with young group, Shandong province as Beijing neighboring provinces recently use colorful words as its tourism slogan—"Friendly Shandong". it has been therefore successfully reversed heavy and serious tourism image, And tourists range is then broaden greatly.

#### *Horrible Weather*

Beijing tourism image is severely affected by its weather, such as sand storm, fog and haze.etc. Beijing is a typical northern city, its northern winter and spring season drought, low temperature, air pollution is serious, so the poor natural landscape limits the development of natural landscape tourism around Beijing areas. In recent years, meteorological aspects

negative news is reported one after another, Beijing tourism image be clothed with a layer of lingering shadow. In addition, Beijing is short of broad flowing water landscape due to lack of rain throughout the year, it has become another major shortcoming of Beijing urban landscape.

## Analysis and Discovery

### *Sample Statistics and Analysis*

Interview site is selected at the Dalian north railway station in October, 2013. People interviewed are basically limited in two round-trip passengers between Beijing and Dalian city, We chose this group of people because it can guarantee interviewees hold a basic cognition of the interview objects (i.e., Beijing and Dalian tourism image), it is convenient for putting questions in the process of interview later and it forms the bases for making certain image comparisons. Interviewees' diversity obviously in gender, native place and occupation, etc, and because interviewees travelling both cities so that they are more familiar with Beijing and Dalian, As a result, the interview sample has certain representativeness so as to ensure authenticity and effectiveness for collected interviews data .

**Table 1: Interview Sample Statistics and Analysis**

| Interviewees |                   |                                                                                       |                                 |
|--------------|-------------------|---------------------------------------------------------------------------------------|---------------------------------|
| NO.          | 1                 | 2                                                                                     | 3                               |
| Gender       | Male              | Male                                                                                  | Female                          |
| Native place | Living in Beijing | Liaoning province                                                                     | Jinzhou City, Liaoning Province |
| Occupation   | IT industry       | Senior students in Dalian University of Foreign Languages (Enterprise internship now) | HR                              |

### *Interview Topics and Problem Analysis*

Interview topics and problem are depicted in Table 2, the interview is mainly engaged around the two cities in five topics:(1) the geographical context;(2) tourism image elements;(3) the audience base;(4) tourism image positioning and slogan designation;(5) tourism promotion strategy and so on.

In the first part, the paper analyses two cities' tourism image from the aspects of "geographical context", it mainly makes a comparison from the macro level on the geographical position, from their urban planning to compare the advantages and disadvantages of two cities as well.

In the second part, by asking" Beijing or Dalian tourism image elements", people maybe immediately think of something impressed. So this part mainly compared with the most characteristics between Beijing and Dalian toward domestic.

In the third part, from the aspects of "audience", the paper mainly analyses what types of tourists to Beijing or Dalian as their tourism destination is best-its desirable target market.

In the fourth, it is about "tourism image positioning and tourist image slogan", In general, Beijing is positioned as "the most grand cities"; and Dalian is positioned as "the most masculine city". Beijing and Dalian belongs to two important tourist city in the north of

China, there are many similarities and differences of their cities image in the eyes of tourists, so how to give a more accurate positioning on two city tourism image and slogan is the focus in this part.

The last one, it is about "tourism image promotion strategy", it makes a comparison how tourists to understand both the tourism publicity and what channel is favourable between two cities.

**Table 2: Interview Subjects and Problem Analysis**

| NO. | Interview subjects                                 | Related Problems                                                                                                           |
|-----|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 1   | Geographical context                               | Geographical location   what advantage or disadvantage cities have for the urban development and tourism in city planning? |
| 2   | Tourism image elements                             | When it comes to this city, what would you think of something impressed immediately?                                       |
| 3   | Audience base                                      | What kind of people will choose to travel this city?                                                                       |
| 4   | Tourism image positioning and tourist image slogan | Please use to describe the city image in your mind at least three adjectives.                                              |
| 5   | Tourism image promotion strategy                   | Where have you seen on the city tourism image advertisement?                                                               |

### ***Geographical Context Data Statistics and Analysis***

In the part of Dalian, interviewees agreed that the coastal position is the most important geographic advantages, maritime transportation may become the one big characteristic of Dalian tourism way in the future, As for colonial history that Dalian colonized by Russia and Japan, interviewees believe that the colonial history have the effect of positive role to Dalian current urban planning, Due to so gentle and tolerant attitude, the future will be, resistance would be not too strong if we integrate colonial elements into urban tourism image promotion in the future, using colonial history to deepen Dalian building city that it is less than one hundred years. This is also a shortcut to rapidly improve the connotation of Dalian city. In regard to the adverse effects due to the geographical context, Interviewees hold different viewpoint to Dalian hilly terrain, some people think that it will affect the whole tourism image of Dalian negatively, while some people argue that there is no effect, As a matter of fact, people mainly think that it is mainly a disadvantage , so it is necessary that we should know how to foster strength and overcome weakness in Dalian urban planning, For example, designing tourist route should avoid the foothills of the large amplitude fluctuation as far as possible, lest cause tourist discomfort in their heart. In addition, some respondents think that transportation facilities are far away from the downtown caused them greatly inconvenience when travel.

In the part of Beijing, interviewees almost agreed that Beijing city planning as well as traffic facilities do improve travel convenience degree, however, Beijing's geographic location is rather north in China, Beijing cannot change in its geographical location, compare to coastal Dalian city ,Beijing rely on coastal Tianjin city to develop its shipping, causing its shipping convenience degree limited, as Beijing plays an important role in many aspects such as politics, culture in China, this makes Beijing could attract a large number of population, therefore traffics in Beijing faces severe challenges, it is obvious that the evaluation on Beijing geographical location is controversial.

**Table 3: Geographical Context Data Statistics and Analysis**

| The Geographical Context                               |                                                                                              |                                                           |                                                                |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------|
| Dalian                                                 |                                                                                              | Beijing                                                   |                                                                |
| Advantage                                              | Disadvantage                                                                                 | Advantage                                                 | Disadvantage                                                   |
| Coast advantage                                        | Sloping field is neutral                                                                     | Traffic fortress & Advantage in transportation is obvious | The advantage in transportation is obvious but too many people |
| Coast and Urban planning influence by Japan and Russia | More slope More car                                                                          | Well urban planning                                       | Position excess to north                                       |
| Offshore and Shipping convenience                      | Hills & Poor urban planning (such as :Dalian downtown north station is far away to downtown) | Traffic fort                                              | Inconvenient in shipping                                       |

### ***Tourism Image Elements Data Statistics and Analysis***

According to table 7, we can have the useful information as follows: As for Dalian, first of all Dalian local feature (Tourism Image Elements) mentioned by interviewees mostly belong to positive things, so it is a key, when do a good job in Dalian image promotion, we ought to accurately grasp the most distinctive features of the Dalian local things in the eyes of people, seaside, seafood, air are its natural features in Dalian, meanwhile, Japanese companies, high buildings, universities, shopping locations and attractions like “kingdom of discovery” are its cultural characteristics. In the future, development and progress of Dalian city image and promotion should be more focused on the several aspects mentioned above in the process of developing Dalian city brand; on the other hand, we can learn from the interview that there still exist something negative in Dalian image elements, such as the rich people tend to cluster into Dalian for buying coastal housing before their retirement, This phenomenon should be curbed by Dalian municipal government as early as possible so as to avoid negative influence to Dalian city image.

As for Beijing, It gets both praise and blame in the image elements. On the one hand, there are half content is about its relatively positive image elements, including more opportunities, chairman Xi, capital, the Great Wall, the Forbidden City, Tiananmen square, the Olympic bird's nest, etc. At present people still prefer to stay at the traditional scenic spots and political factors to Beijing tourism elements, while impressive modern elements image like "The Olympic Bird's Nest" attracts relatively less visitors, Beijing should strengthen more promotion on its modern aspects in the process of brand building, and get rid of the influence of traditional famous scenic spots and political factors as soon as possible, there still exist half content regarding its relative negative image elements, including fog and haze, congestion, etc. the negative image element regarding Beijing city problems have existed for a long time so that they couldn't be eradicated in a short time, so in the process of Beijing city brand building, We need to guide the visitor to think of these cities long-standing problem with tolerate and positive attitudes, and prevent visitor produce excessive antipathy.

**Table 4: Tourism Image Elements Data Statistics and Analysis**

| Tourism Image Elements |                                          |                                                |                    |
|------------------------|------------------------------------------|------------------------------------------------|--------------------|
| NO.                    | 1                                        | 2                                              | 3                  |
| Dalian                 | Seafood                                  | Seaside                                        | Seaside            |
|                        | Good air quality                         | Discovery kingdom-a name of Dalian attractions | Japanese companies |
|                        | Suitable for pension (only for the rich) | Colleges & universities                        | Tall buildings     |
| Beijing                | Fog more                                 | Shopping                                       | Capital            |
|                        | Congestion                               | The Olympic Bird's Nest                        | The Forbidden City |
|                        | More opportunities                       | The Great Wall                                 | Tiananmen square   |
|                        | Chairman Xi                              | Haze; Traffic jam                              | -                  |

### ***Audience Base Data Statistics and Analysis***

About audience base, "Lovers Group" and "Family Group" are identified in line with interview data as Dalian large audience frames, the credibility that Dalian is popular with the "Lovers" tourists is high, Because "Beautiful seaside, Romantic Dalian" is widely speeded as Dalian city tourism image in recent years, It is very attractive for lover groups due to their pursuit of romantic feelings. Dalian is also popular for "Family Groups" as there are many parks and squares and scenic spot such as tiger beach, polar world in Dalian.

As for Beijing, interviewees suggested that Beijing audience base includes three aspects: "Parent-child Model Group", "The Elderly & Students Groups". Because, on one thing, Beijing occupies a large number of universal education venues such as museum, museum of science and technology, ect. Parent-child type tourists could go on travel and study in Beijing; For another, the elderly group may prefer to the related image factors such as "Capital", "Political Center", satisfying their psychology complex toward revolutionary history; Finally, Beijing is the cultural center in China, there are many famous institutions and higher education universities like Peking University, Tsinghai university, therefore it makes up enormous appeal for student groups.

**Table 5: Audience Base Data Statistics and Analysis**

| Audience base        |                                |
|----------------------|--------------------------------|
| Dalian               | Beijing                        |
| Dependent on mood    | Capital Impression             |
| Couples type tourism | Parent-child camp type tourism |
| Family travel        | Elderly and Student groups     |

### ***Tourism Image Positioning and Slogan Data Statistics and Analysis***

It is very important to accurately grasp tourism image positioning and design tourism slogan in people's minds. Interview result concerning tourism positioning and slogan is in Table 5, authors use three dimensionality ("Positive"&"Neutral"&"Negative") to make adjectives category and then organize respectively. In Dalian data, from "adjective" provided by interviewees, they mostly belong to positive terms, there are few neutral adjectives and no negative terms. the author try to extract and conclude several tourism image slogans just as for reference:(1)"Fantasy Beach, Lovely Dalian "(First of all "Fantasy Beach" give us a sense of romance, and then the term of " beach" points out Dalian coastal characteristics; the words of "Lovely Dalian " reflects its civilian temperament) (2)"Charming Dalian, Just right!"(Due to its humanity environment, urban planning and attractions open moderately, etc. Afterward author use the words of "Just Right!" to evaluate abstractly its "positive" in all its aspects, the

"intriguing" evaluation give audience more imagination space. From Table 5, It is easy to know that feelings of interviewees is more "complex" toward Beijing tourism image. In people's eyes, Beijing image is "positive" one, it is also "neutral" and "negative", so two ideas are available if defined Beijing image slogan. Firstly we should firmly grasp positive image to promote Beijing tourism image, so author have refined several slogans such as (1) "Without Reason, Beijing, Your splendid Choice" (It reflects Beijing extremely strong side); (2) "There is nothing but prosperity, one thousand just for a moment" (It depicts Beijing modern prosperity, also, reflect its profound historical background); Another idea is that we should try our best to transform its negative image toward positive direction, intending to change "fearful" conventional impression. Therefore author refine certain slogans. For instance, "Please Respect Beijing, Respect Yourself" (It aims at cutting exclusivity impression down). Or "Beijing never let a person feel lonely!" (It aims at negative impression of Beijing "traffic jam" to compile).

**Table 6: Tourism Image Positioning and Slogan Data Statistics and Analysis**

| Tourism image positioning and tourist image slogan                                            |                             |          |                               |                                                 |                      |
|-----------------------------------------------------------------------------------------------|-----------------------------|----------|-------------------------------|-------------------------------------------------|----------------------|
| Dalian                                                                                        |                             |          | Beijing                       |                                                 |                      |
| Positive                                                                                      | Neutral                     | Negative | Positive                      | Neutral                                         | Negative             |
| Positive environment                                                                          | Many slopes and Un-romantic | -        | -                             | Living in Beijing and basic didn't feel special | -                    |
| Positive humane environment and Well planning & Positive ,moderate development in attractions | -                           | -        | Culture And Highly modernized | -                                               | Exclusivity strongly |
| Romantic and Friendly                                                                         | Capricious weather          | -        | Busy and Convenient           | -                                               | Crowded              |

#### ***Tourism Image Promotion Strategy Data Statistics and Analysis***

In tourism image promotion, We can be found that people know about Dalian tourism image promotion way presents a trend of diversification from Table 6, which is at least related with network promotion, therefore, network marketing should be emphasized as the focal point of Dalian city promotion in the future, especially at booking engine like "C-trip", on community business model website for the flow of online ticketing, and in PDF travel guides etc. In addition, outdoor ads in transport hub, travel agencies, TV advertising can also be used as tools of promotion supplement.

As for Beijing, Due to Beijing occupying the advantageous resources, and often holding some international activities, thus publicity effect obvious with "joint effect", many interviewees have cultivated their perception towards Beijing tourism image since childhood, or good impression has come from the reports of 2008 Beijing Olympic Games, so the priority of Beijing promotion is that we should correctly grasp every opportunity that Beijing have undertaken various activities both at home and abroad to intensify publicity and marketing itself in the future. By doing so, publicity could "get twice the result with half the effort".

**Table 7: Tourism Image Promotion Strategy Data Statistics and Analysis**

| Tourism Image promotion Strategy |                                                                     |                                                                               |
|----------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------------------|
| NO.                              | Dalian                                                              | Beijing                                                                       |
| 1                                | Railway station exit                                                | Recommendation from friends                                                   |
|                                  | Travel agency enquiry point                                         | Do not deliberately attention as usual and More attention only when necessary |
|                                  | Website (mainly scenic site)                                        | -                                                                             |
| 2                                | Dalian television (mainly the local TV)                             | Hearing since childhood                                                       |
|                                  | Recommendation from college classmate                               | The Olympic publicity                                                         |
|                                  | Web sites (such as: C-trip)                                         | Other online channels                                                         |
| 3                                | Websites(C-trip website or other website provides travel guide PDF) | Friends                                                                       |
|                                  | -                                                                   | Site (Tour guides and Baidu search engine)                                    |

### Conclusion

To sum up, Beijing and Dalian should pay more attention to the following aspects in their process of city brand building.

***From perspective of geographical context, In order to solve geographical "Deficiency", "Drawing on advantages and avoiding disadvantages" is the key.***

Dalian city planning should avoid the large amplitude fluctuation terrain as far as possible when designing tourist route in the future, lest cause tourist discomfort feeling in their heart. And the fact that Beijing geographically north located cannot change, so it is necessary to accelerate the cooperation and integration of "Beijing-Tianjin-Hebei" district, taking advantage of port in Tianjin and Hebei province to develop sea transportation capability.

***From perspective of tourism image elements, Choosing effective policy or guidance by adjusting to local condition.***

Evaluation by given people to Dalian tourism image elements mostly is positive, so Dalian image promotion should do well in the process of urban construction in the future, and continue to "strengthen" positive image of Dalian's local feature in people's mind; And facing "mix and complex" tourism image elements, Beijing municipal government ought to guide audience to confront city long-standing problems with a positive attitude, eventually reducing and eliminating audiences' excessive un-pleased mentality .

There are numerous parks and squares in Dalian, what's more, feature attractions are also abundant such as Tiger beach, the polar world.ect. and a long coastline make us impressed, young and middle-aged people has great appeal because this kinds of people tend to pursue romantic feelings as well as leisure atmosphere; Beijing, as the culture center in China, possess a large number of universal education venues just like historical museum, science and technology museum and many national well-known colleges and universities, It is extremely attractive for those who want to experience red culture and history.

***From perspective of tourism image positioning and slogan design, Dalian should be more "Fresh", Beijing should be more " Inclusive ".***

As mentioned above, authors believe that Dalian should highlight "Clean and Fresh" city temperament when reposition or reset slogan in the future, such as "Fantasy Beach, Lovely Dalian";" Charming Dalian, Just Right!" and so on. On account of its Complex attributes, Beijing should show "inclusive and tolerant atmosphere" when positioning or developing

slogan. Strong atmosphere slogan like "Without Reason, Beijing, Your splendid Choice"; Or serious slogan just like "There is nothing but prosperity , one thousand just for a moment", Or joking one like "Please Respect Beijing, Respect Yourself". Or the self-mockery just like "Beijing never let a person feel lonely!" could be developed for use.

***From perspective of tourism promotion, Dalian should strengthen network promotion, Beijing should make good use of "Joint Effects".***

promotion way that people know about Dalian tourism image presents a various tendency , but it's nearly related with network at least , network marketing should be emphasis as the focal point for Dalian city promotion in the future; And due to the particularity of Beijing city, we can adopt "joint effects" strategy, its future promotion should focus more on grasping and making good use of every opportunity that Beijing undertakes all sorts of international activities (festival, events, etc.) to gain marketing so that we can obtain a good effect, Just as an idiom says "get twice the result with half the effort".

Last but not the least, Regarding the shortcomings of this research, due to investigation time at Dalian is limited, although interview sample possess a certain extant representativeness, It is still a small sample investigation. We do not collect many one-hand interview data for analysis, so the conclusion might be not comprehensive enough. we still further study need to be continued for making supplementary comments.

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## **Micromarketing design of Dalian Golden Pebble Beach scenic area**

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### **Abstract**

Firstly, this article introduces some relevant background and current concepts regarding micromarketing design to demonstrate the research significance of this subject. Secondly, it provides a general introduction of Dalian Golden Beach scenic area, including the geographic position and history, as these are the two primary foundations of a marketing plan. Thirdly, this article examined factors affecting the analysis of Golden Pebble Beach, and analyzed the advantages, disadvantages, opportunities and challenges in details. Finally, based on the factors analysis, some marketing strategies were applied to Wechat and Micro-blogging design to attract more tourists, and it is mainly divided into several panels including design solutions, function blocks, designing styles, detailed proposals and daily management. The design concept depends on satisfying the needs and benefits of tourists, meanwhile, it can significantly benefit relevant tourist companies, thus establishing a win-win situation for both tourists and companies. Furthermore, it broadens the way for the innovative development of tourism.

### **Research background**

With the improvement of Chinese people's living standard, travel has already become a kind of fashion. The twenty first century is a prosperous era for tourism and the internet. The combination of tourism and internet has established new operation organizations, operation modes, transmission modes, and technologies for the tourism industry in China. Nowadays, by registering a simple account online you are able to consult, make reservations, and share travel experiences online easily. This highly developed form of digital information has led us to a We-media era. The most prominent characteristic is 'micro', such as, micro-blog, or WeChat, and the combination of the micro era and tourism era has established a new trend and marketing mode for the Chinese tourism industry.

Social network attracts the attention of tourism related businessmen due to its penetration in tourism. Besides, smartphones are widely used in China, thus leading to the popularity of mobile app. Many people are excited about sharing their travel tips and anecdotes through video, pictures, letters, etc., which provides references for other travellers. The development of this new media not only contributes to tourists, but also to tourism destinations, governments, and tourism related industries. It has been proven that this is a win-win business mode.

On the one hand, the future direction of development for the Internet industry will be more focussed on people-oriented artificial media. Therefore, the network media, especially interactive-based social networking in the course of business, has always attached great importance to catering to the tastes of the public. But how is good communication between

the formation of social networking sites and the public needs developed? How are the interactive demands of each reached? Responding to these questions is the present key marketing purpose of social networking sites.

On the other hand, the rapid development of the Internet in China has changed our work and life horizons substantially. Social networking and the emergence of the social web has especially changed people's ways of communication and thinking. Furthermore, it also has important commercial value, hence, tourism companies increasingly take advantage of social networking to achieve their marketing goals (i.e. tourism micromarketing). The intangibility, heterogeneity, simultaneous consumption of tourism products makes tourism marketing different from other commercial industries'. Social media is based on real relationships between people, therefore, by using the medium of the Internet, it facilitates the continuous expansion of social networks. The tourism industry has long been considered one of the most sensitive industries of the Internet industry, and also the one which needs to establish social networking marketing.

With the enhanced development of social networking, people's views about tourism are promoted, which can lead to tourists not only regarding tourism as a way of experiencing life, but as one of the necessities of life. The tourist consumption concept has gradually changed. For example, ways of acquiring travel information have changed from offline to online, and from the traditional SLR (single linear report) propaganda to interactive propaganda. The present micromarketing approach is faster and more convenient. People can remain at home and easily schedule and undertake a scenic spot consultation. Increasing research on micro-blog and WeChat marketing will also enhance economic growth. These factors are further examined below in terms of advancing innovative tourist developments in the Dalian Golden Pebble Beach National Scenic through micromarketing.

### **Literature review**

The Social Networking Service (SNS), specifically aims at helping people establish a social network of Internet application services, and also refers to existing popular social information carriers like SMS. Users are connected through Tag, RSS, IM, or email, and each individual's social circle can continue to grow to the point where it finally becomes a large-scale network, or social networking service (SNS).

Firstly, this article conducts a literature review of internal and external social networking, and then takes the Dalian Golden Pebble Beach Scenic Area micro-blog and WeChat design as case study. The design will show the intelligent construction of scenic spot on Wechat application which is called intelligent marketing methods.

Micromarketing based on the Internet is a main communication platform. Combined with the traditional network media and mass media, through continuous strategic management and online communication, it establishes, transforms, and strengthens customer relationships to create customer value. Mr. Du Hongchao, a member of the Chinese Internet Association's network marketing committee, pointed out that micromarketing places more emphasis on *penetration, nuanced and exquisite design*. It means all the content of the design have to be scientific and exquisite enough to catch their eyes and meet customer's versatile needs. The essence of micromarketing is customer relationship management (CRM). Through CRM, pedestrians are changed into customers, then customers become partners. The basic pattern of micromarketing is developing new customers (Development), Gu Lao (attaching great

importance to the existed customer) and alliances (a customer alliance). According to their own customer resource conditions enterprises can use more than three modes, or more. He summed up the following nine standard actions in micromarketing: attracting tourists, collecting visitors, activating the potential customers, screening test, customer conversion, cultivating loyal customers, team development, guest upgrade allies, and exchange.

Micromarketing is actually a mobile network of microsystem, micromarketing means micro-blog plus personal WeChat with a two-dimensional code creates a public platform for company running a micro mall online or provide intelligence service for customer. Micromarketing is the integration of online and offline markets, while they focus more online products and the convenience to compare different products online, then they can buy the ideal products at a reasonable price. But the consumption happens offline. And meanwhile customer generate content (UGC) model is pervading in China. Tourism micro-marketing is going to make full use of the technology and follows the trend to realize smart service, convenience. Meanwhile through the big data to analyze the customer behavior and design some interesting panel and activities to attract more tourists involving in the tourism activity, which realizing the sustainable development of this area. Tourism micromarketing in China has become a new hot pursuit. The two most important social micromarketing platforms in China are Sina micro-blog and We-Chat.

Micro-blog is called one sentence blog, which is a platform for following and sharing brief social network commentaries. That is, micro-blog is a platform based on user information sharing, dissemination and access. The emergence of Wechat developed by the Tencent company really changes the Chinese people's life, which makes people's life much easier and the distance closer. It is quite different from facebook and twitter, for that Wechat UI design and the product design itself meets the needs of Chinese people and takes advantage of QQ user, spreading very quickly. At the end of November, 2013, users' registration has exceeded 600,000,000, which is the largest mobile communication user group in Asia. So there are great potentials for tourism companies.

While WeChat and micro-blog in China compared with tourism social media sites is quite different. They are not specially built for tourism sharing experiences, it is mainly divided into two parts: the company platform, the user platform. However, users main part is to socialize with others, company's main part is to do whatever they can to attract users' eyes, to sell their products, to maintain their customers. So the paper is going to design something interesting, convenient, attractive, and helpful for tourists and companies.

#### *Current development at home and abroad*

In 2013, China online travel market transactions amounted to 218,120,000,000 RMB, fully shows that tourism has gradually transferred from offline to online and developed rapidly. The existing literatures show that, "the research of micromarketing" is still a relatively new field of study in China. The whole SNS domain also belongs to the primary one. Study on visible SNS really belongs to the primary stage. Micromarketing is based on the social networking marketing design, which is a trend in China for the promotion of tourism brand and tourism destination construction. It is widely considered that if tourist were satisfied with tourism destination all the trip, they would introduce this destination to other people. Vice versa, they would tell other people, too. But tell the negative side. Therefore, micromarketing is good way for tourism destination to improve their service and image as well as launch their

products. More and more tourism companies in China focused on WeChat, Micro-blog and other social networking sites construction.

The America pew research shows that the most frequent used social media sites are Facebook, linkedIn, Pinterest, Instagram. In 2012, 67% adults socialized in Facebook, by the year 2014, it increased by 3%. Adults in LinkedIn increased from 20% to 28%. Adults socialized in Pinterest rising from 15% to 28%. Instagram users rate increased from 13% to 26%. Twitter users rate changes from 16% to 23%. All the results show that social media has already taken an important role in our daily life. Therefore, making a good use of social media takes an essential role in micromarketing in tourism area. And by now, there are also some social media related with tourism, such as WAYN, Tripadvisor, Gogobot, Couchsurfing, TravBuddy, Be Welcome, GapYear, TravellersPoint, Link Expats and so forth. These tourism social media's classification is according to different tourist demands. It is a platform both for tourists and tourism related company. Through the power of social media, some companies know tourism demands and reflect for tourism demands. And as a tourism company, it can stimulate tourist demands through some activities, products, promotions, discounts. Only when a tourism company really grasp tourist consumption mind, can a company maximize its benefits.

The rapid development of the network and fierce market competition among enterprises lead to the increasing phenomenon of user outflow. New customers and senior customers also depend on social networks, part of the network enterprises increase social business, even the telecom operators, telecommunications equipment enterprises have also jumped into the micromarketing campaign. Competitors entering into micromarketing led to the current competition at superheating stage. Ling Shouxing professor based on Harvard University psychology professor Stanley Milgram's six degrees of separation theory proposed the construction of enterprise micro-blog marketing strategic mode and operation mode.

Now the Chinese social networking sites can be roughly divided into basic function network, core network, the new network and value-added derivative network segment. But from Internet users' motivation and participation, a comprehensive leisure, marriage, friends, business, shopping etc. this paper mainly takes WeChat and mobile social micro-blog in Sina micro-blog as an example, introducing the present situation of domestic social networking sites.

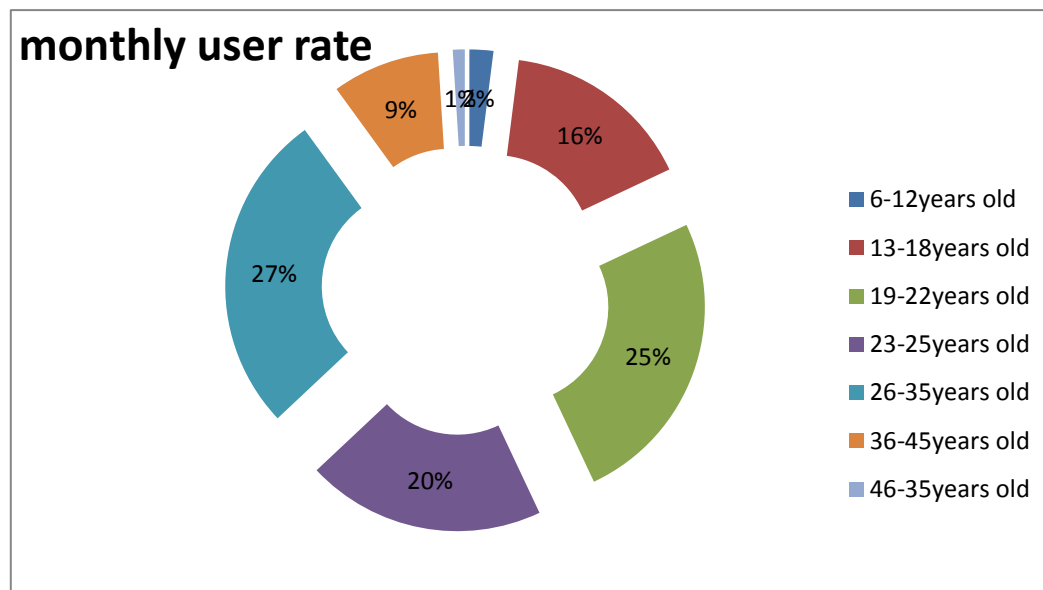
Micromarketing in China's has a great development prospect, because we have the amount of superior network users. With changes in our network user communication behavior, these are the expansion of the network users through true friend relationship and generate marketing advertising value attracting a lot of attention. At present, the micromarketing whether realized surplus scale remains to be seen, but the prospect is very considerable.

In 2009 August, Sina launched the "Sina micro-blog sina.com.cn" closed beta version, became the first to provide micro-blog service portal website, micro-blog officially entered the mainstream Chinese vision. Yu Guoming thinks micro-blog is a new form of communication which contains enormous energy, provided means for an individual to infinite wide social groups "propaganda" and broadcast. Alex Budak of the Georgetown University thinks that only combined with traditional media, micro-blog can have the best effect. By the end of 2013, Sina micro-blog users reached 536000000, according to CNNIC statistics, China now has 591,000,000 Internet users, mobile Internet users reach about 464,000,000.

According to the analysis on Sina micro-blog user development report, there are several conclusions as follows.

User scale, by the end of Spet.2014, daily users reached 76.6 million increasing by 30% compared with year 2013, and monthly users reached 167 million rising by 36% compared with last year.

User properties, seeing from the user structure, we can conclude that users from 13 to 35 years old account for 71%. Generations after ninety and eighty are the main users, and the young tendency is more obvious.

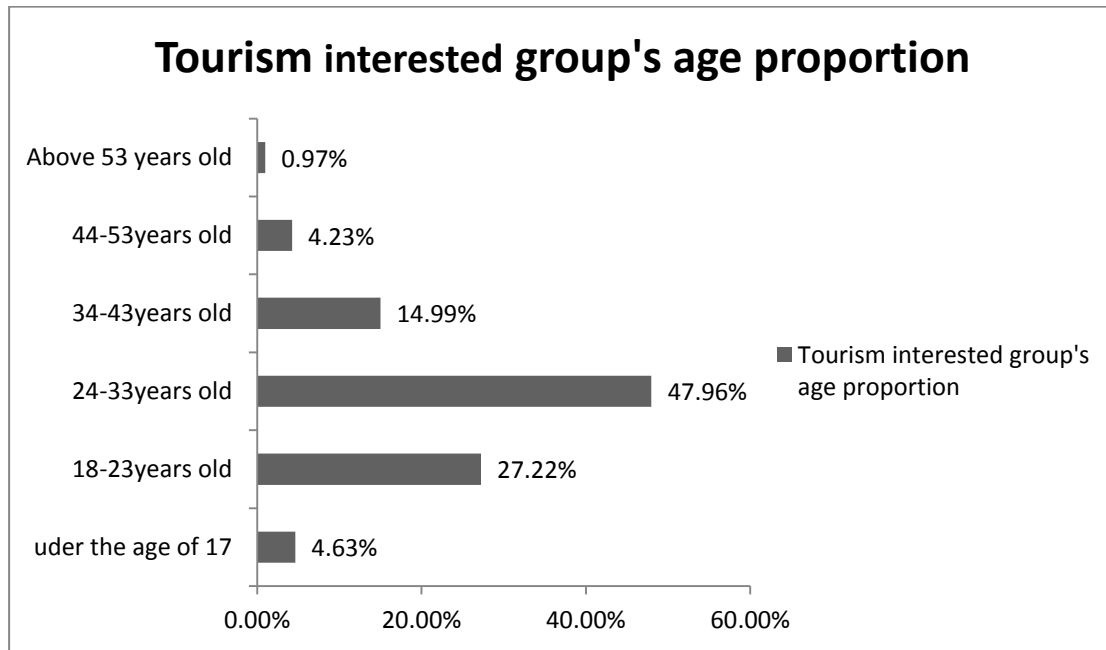


Data source, 2014 Sina micro-blog user development report

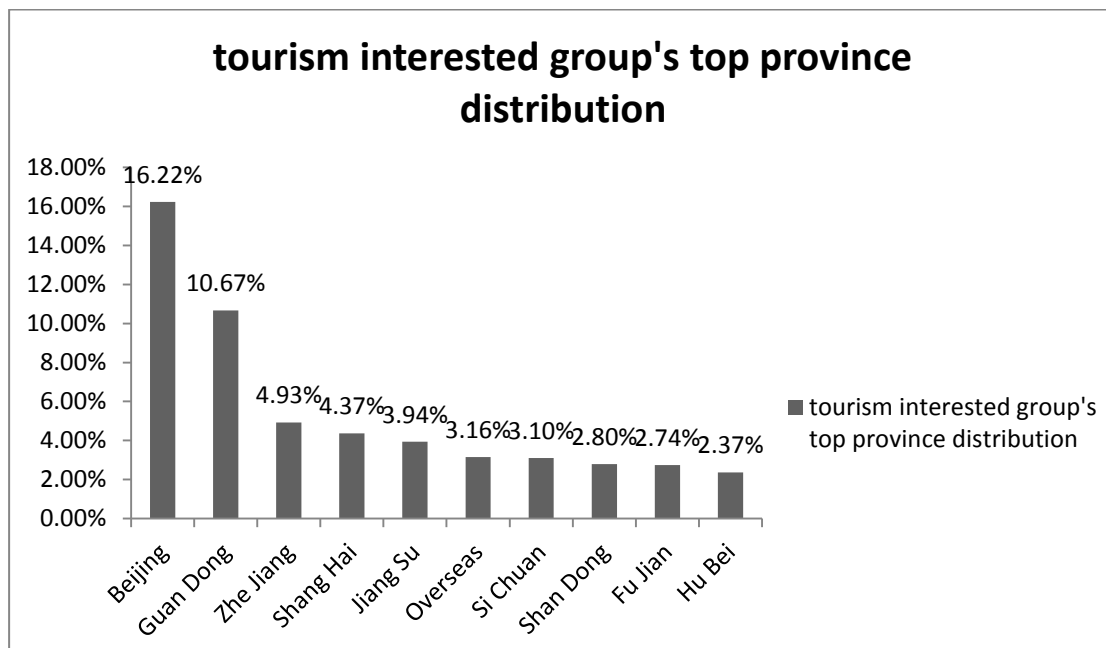
Except for age, gender is also a part of the report, it is reported that male's proportion is 60.9%, while female account for 30.1%.

As for user behaviour, there are mainly four kind of behaviour. They are collection, forwarding, comment, praise. Collection means users will collect information they are interested in. Users' forwarding behaviour has some knowledge of the contents of the blogger. Comment behaviour holds certain attitude and interact with blogger. Praise behaviour means agreement on blogger's blog.

Through Weibo users' daily behaviour, the operator can calculate the potential users who are interested in tourism. In Sina micro-blog user development report shows that the majority of proportion is male whose ages range from 24 to 35 years old. Geographical distribution is in the eastern coastal area, Beijing, Shanghai and Guang Zhou.



Data source, 2014 Sina micro-blog user development report.



Data source, 2014 Sina micro-blog user development report

Sign-in is a typical behavior in Sina Micro-blog, an important embodiment of the micro-blog user in the process of travel. Users sign in quantity often means micro-blog user involvement of the region. Mention in some degree is the subjective intention. From the users sign-in data, we can see that old town of Li Jiang, Wuzhen is the place often be visited. Users are used to signing in at some landmark building. From the perspective of mention, Li Jiang, Jiu Zhaigou, Gu Langyu are often mentioned by users, which means that scenic spots' propagandas are better, as a result, improving visibility.

And also some tourism companies have some certain effect on users, below are their influence rankings.

Tourism industry Cheng V account influence rankings

| Nickname                  | Influence | Vitality | Dissemination | Coverage |
|---------------------------|-----------|----------|---------------|----------|
| Fan Jianchuan             | 1         | 1        | 1             | 1        |
| Heritage Weibao           | 2         | 2        | 2             | 2        |
| Chen Xianghong            | 3         | 5        | 3             | 2        |
| Love tourism Love Ganzhou | 4         | 3        | 4             | 6        |
| San Mei Ye                | 5         | 4        | 12            | 5        |
| Tongtong Xiaoyu           | 6         | 17       | 7             | 4        |
| Huang Xi Hua              | 7         | 9        | 16            | 10       |
| Xi Shuang bannai          | 8         | 8        | 35            | 13       |
| Chen Lv Sheng             | 9         | 19       | 5             | 7        |
| Wei YeLie                 | 10        | 16       | 41            | 9        |

Sina Microblog as social application platform, which is based on the amount of micro-Kombo users and have powerful ability to communicate, access to third-party partner services, to provide users with an open platform for rich applications and improve services. The third-party service access micro-blogging platform can effectively help the promotion of third-party products, increase website / application traffic and expand the new user. Micro-blogging open platform provides 200 plus OpenAPI, average daily call volume over 33 billion times per day. Meanwhile, and through the user-defined label data, we learned that the micro-blogging social applications most users were interested in tourism, accounting for 9.91% of the total number of applications of social relevance.

All in all, when scenic spots make full use of these social medias, it can receive more attention from tourists and promote their image.

## Overview of Dalian Golden Pebble Beach Scenic Area

### Location

Pebble Beach Scenic Area (abbreviation: scenic Pebble Beach) is located northeast of the city, 50km away from the old city of Dalian, near the Yellow Sea, adjacent to the Dalian Economic and Technological Development Zone, the current Transit Line 3 about 40 minutes driving from downtown to the Golden Pebble Beach has been completed

Pebble Beach is surrounded by the sea, cool and pleasant weather, coastline stretches more than 30 kilometers, from the hinterland and the beach peninsula between the eastern and western peninsula and the opening of two peninsulas, north China's coastal tourist ideal resort. Pebble Beach is surrounded by mountains, there are a variety of animals and lush vegetation, the good ecology, unique geological landscape, sea erosion landscape, clear water, natural

beach, soft sandy beaches, combining 3-9 million years' geological wonders, called "solidified animal world", "natural geological museum". And it has the reputation of "Divine Sculpture Park".

Transportation of Pebble Beach National Scenic Area is convenient, including roads (Dalian to Shenyang, Dalian and Shenyang-Dalian Highway to the central city of Liaoning closely linked), rail (with direct access to the train station by city rapid rail terminus Pebble Beach), aviation (Dalian International Airport has opened more than 50 domestic and international routes), water (Dalian Port and more than 150 countries and regions, between the port shipping).

### ***History***

Pebble Beach Scenic Area was established in 1988 as a national scenic area, and experienced four major turning points. The first one is that it was approved by the State Council in 1992 as a national tourist resort, eight years later became the first national AAAA level scenic spots, 2005 approved for coastal national geological park, the most important one was in 2011, the Dalian Golden Pebble Beach national scenic Area AAAAA level scenic spots by acceptance into the highest ranks of the national a-level scenic spots. And in 2007, 2008, 2009, respectively, for three consecutive years was named the "National Demonstration Base", "National Cultural Industry Model Base", "China's top ten best ecological environment protection scenic".

### ***Tourism resources***

Pebble Beach entire scenic area development and construction planning is according to the eastern and western peninsula, the central area of the theme parks, eco-tourism area, comprehensive services, and overall the six functional areas. Peninsula eastern area planning area is 8km<sup>2</sup>, functional layout including natural and geographical landscape, golf and leisure sports, Fisherman's Wharf waterfront tourism, vacation and recuperation.

Western Peninsula area planning area is 9km<sup>2</sup>, functional layout including natural landscape, business conference tourism area, mountain climbing, wading, hunting, skiing, grass skiing and so on. It has built an international conference center project, foreign affairs, hunting club apartment.

The central area of the theme park planning area is 7 km<sup>2</sup>, functional layout including theme parks, cultural exhibition gardens, commercial and leisure parks, holiday parks and star hotels. Completed projects are Dalian Institute of the model Arts Television Arts Center, Museum, Stones Museum, wedding hall, Maple Leaf International School and so on. All show the waterfront landscape features of modern architecture.

Pebble Beach National Scenic Area in 1988 was identified as the scenic zone, after 10 years of development and construction, and in 2011 recieved the National AAAAA level scenic spots acceptance, changing into the national A-level scenic spots ranking highest level. Currently Pebble Beach National Scenic Area has more than 10 attractions including the Ten Mile Gold Coast, Golden Pebble Beach Geological Museum, Discovery Kingdom theme park, Wan Fuding park, stone edge of the park, Pebble Beach badges museum, epigraphy world famous wax museum, movie Art Center (Xu Beihong Art Museum), stone hunting club, equestrian base stone, stone international Conference Centre, Golf Course stone, China martial arts, such as old Dalian Folk Museum.

| Name                                           | Features                                                                                                                                                                                                                                                                                            |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ten Mile Gold Coast                            | Pebble Beach Gold Coast length 4.5km, width 100-200m, which can accommodate about 10 people. Sun and sea bathing best time from the July to September, and International Beach Culture Festival will be held.                                                                                       |
| Pebble Beach Geological Museum                 | Dalian Golden Pebble Beach National Geological Museum is located in the heart of the Golden Pebble Beach amusement park entrance, total construction area is 1,500 km <sup>2</sup> , eight exhibition halls, geological research, education, tourism, including a comprehensive tourist destination |
| Discovery Kingdom theme park                   | Six theme parks, the crazy town, mysterious deserts, metal factories, Enchanted Forest, the legendary castle, wedding hall                                                                                                                                                                          |
| Wan Fuding Park                                | Hail century park has a large tripod, tripod body cast with 10,000 lucky characters, symbolizing infinite Hongfu, and twelve zodiac tripods, frescoes and Buddha.                                                                                                                                   |
| Jinshi edge Park                               | Natural stone is a famous geological landscape, landscape stone forest dating back 600 million years ago, the late Sinian formation, they call it sea zoo.                                                                                                                                          |
| Pebble Beach badges gallery                    | It is the largest display of Chairman Mao badges, the largest and most all types of permanent venues.                                                                                                                                                                                               |
| Jinshi World Fame Museum Hall                  | it is the world's most abundant exhibition, the largest Chen scale, the most realistic scene settings venues                                                                                                                                                                                        |
| Television Arts Center (Xu Beihong Art Museum) | It is China's first professional public model school.                                                                                                                                                                                                                                               |
| Jinshi Hunting Club                            | The modern hunting sites                                                                                                                                                                                                                                                                            |
| Jinshi Equestrian base                         | There are equestrian training, competitions, speed racing, horse show, comprehensive equestrian club.                                                                                                                                                                                               |
| Jinshi International Conference Center         | Conference center and leisure hotel, the "China Top Ten Conference Center"                                                                                                                                                                                                                          |
| Jinshi Golf Course                             | Waterfront stadium, a green stone known as the "Pearl of the North"                                                                                                                                                                                                                                 |
| Chinese martial arts                           | Having tourism, teaching, martial arts, martial arts training, video training five functions                                                                                                                                                                                                        |
| Dalian old folk house                          | Showcasing folk customs in Dalian                                                                                                                                                                                                                                                                   |

Jinshi tourism resources are very abundant and include culture, sports, arts, nature scenery, artificial scenery and so forth. Infrastructure is good. Therefore, it has the ability to attract more tourists. Especially when combined with internet, these scenic spots will serve tourists better and attract more tourist from home and abroad.

### Pebble Beach Scenic Area micro-marketing situation

When search on the Weibo homepage, we can see that there are two different scenic identified



homepages, we take one of them for example. The combination of Weibo and WeChat is going to raise its fame.

#金石滩天气#今天多云转晴，最高气温24℃，最低气温14℃，南风4-5级转东北风4-5级，穿衣指数：4级：适宜穿着风衣、夹克衫、西服套装。早晚天气稍凉，请适当加衣，晨练指数：3级，可以晨练，登山指数：5级，不适宜登山活动。via大连市气象局  
今天 07:37 来自Android客户端

徒步大会报名突破6.5万人 还剩两天请抓紧!!!

@新闻大连

【徒步大会报名突破6.5万人 还剩两天请抓紧】第十二届大连国际徒步大会报名时间截止到5月16日，截至昨日现场报名人数达6.5万人，还有团体通过网络和电话预约报名。每天8:30至16:30（双休日照常）在国际网球中心报名，个人凭身份证，单位凭介绍信，电话82805175。关注微信号“zhiyuntiyu”可微信报名。



5月15日 15:45 来自微博 weibo.com

👍(1) | 转发(2) | 评论

5月15日 15:45 来自搜狗高速浏览器

👍 | 转发 | 收藏 | 评论

Weibo content includes engaging and creative activities or events, making it a concerned topic of public and attracting media coverage and visitors to participate in, thus achieving the purpose of marketing. Currently Pebble Beach scenic released its content which is forwarded from others, and themselves seldom launch some event or activities to attract tourist. So all the propaganda is in preliminary stage.

The Pebble Beach National Scenic Area Home on the right official weibo shows Pebble Beach music, the video shows the whole area as well as scenic and cultural attractions. Pebble Beach National Scenic Area Home also set official weibo announcements and website linkage to other tourism scenic spots.

### ***WeChat of Pebble Beach National Scenic Area***

Currently Pebble Beach scenic area WeChat public platform has three directories, namely micro tourism, stone specialty, Member Services.

Micro-Travel, click micro tourism, the next interface offers scenic spots, popular events, catering, hotel recommendations, Traffic Guide, contact us and other six sections. Click into six sections, all will be described in greater detail.



Jinshi specialties, which are equipped with four plates, include stone Culture Expo Square, Marina area, Discovery Kingdom, Tang style spa. Click Jinshi Culture Expo Square which has a detailed description of the scenic, it is very easy and convenient, scenic coastal interface includes the Gold Coast and the introduction of Chinese martial arts. Member Services includes member benefits, lucky draw, receiving coupons and so on. One of the membership benefits and receiving coupons are still under construction, click



on the lucky draw, there will be wheel of fortune, and you can click on to participate in.

### **Pebble Beach Scenic Area micromarketing influencing factors: Internal factors analysis**

#### ***Advantages***

Pebble Beach scenic area is rich in natural resources and historical resources, combined with today's hot micro-marketing platform, the advantage will be more prominent. The convenience of getting information, and now it is age that without leaving home only a click you can know the world, you just use one finger can get information you want of Pebble Beach scenic, as you can participate in discussions of events that will happen recently.

Simplicity, the current social networking sites registration only need email account to log in. Releasing information is also very simple and information can be released anytime, anywhere, what's more anyone can register, publishing information generally does not require auditing, which has even more big flexibility, the user can not only update information by using the computer, and also a cell phone or other multi-platform mobile application. Pebble Beach scenic staff does not require complicated procedures, simply publish images or text material can finish the propaganda, tourists can also easily access information and share their feelings and experiences of Pebble Beach tour.

Rapid dissemination of information, the most important advantage of today's social networking sites is that the timeliness. For Pebble Beach scenic area's managers, if had released scenic specialties and attractive information, and then after a lot of forwards, the speed of information dissemination is amazing. For an ordinary registered user, when you publish an article on the Golden Pebble Beach and the contents can be forwarded to allow more people to see, so that more people get to know the Golden Pebble Beach.

#### ***Disadvantages***

Low retention of the information, based on the immediacy of social networks, the information published might be submerged in a lot of information, resulting in the loss of information, and thus did not meet the purpose of marketing. For example, there are 100 fans' attention in the weibo and the scenic Pebble Beach released a message after 10 minutes, has 66 news update, therefore, travel managers should always pay attention to micro-marketing platform.

The lack of related talent, and now micro-marketing is still a new marketing model, there is no professional system, lack of talent, lack of overall marketing experience, not suitable for large-scale micro-marketing activities. Pebble Beach Scenic current WeChat public platform in its infancy. Pebble Beach Scenic WeChat function blocks are constantly updated, the current public platform Weibo micro tourism sector is provided by the Yike technology, which shows lack of talent micro-marketing.

Audience groups have significant age boundaries, social media spread rapidly among the young generation, and people not play social media are still occupied the vast majority, indicating extensive social network marketing is still limited. Pebble Beach scenic managers should understand the user characteristics, publishing accurate information.

### **External factors analysis**

There exists a large part of tourism micro-marketing potential customers, such as tourists planning or considering trips, when there is no specific destination, if scenic Pebble Beach attracts public attention, it will increase the large number of audience. The current market

segmentation has not been done well, which reflect that there are also many opportunities for micro-marketing. Micro-marketing can do more standardized and be more mature.

Micro-marketing provides a platform to speak minds, more freedom of speech, scenic Pebble Beach can take advantage of this opportunity to solicit the views of tourists, so that everyone involved in the discussions and meet the needs of the public, also allow tourists to participate in big or small discussion, if we seize the Pebble Beach scenic hotspot for marketing, they can create more opportunities.

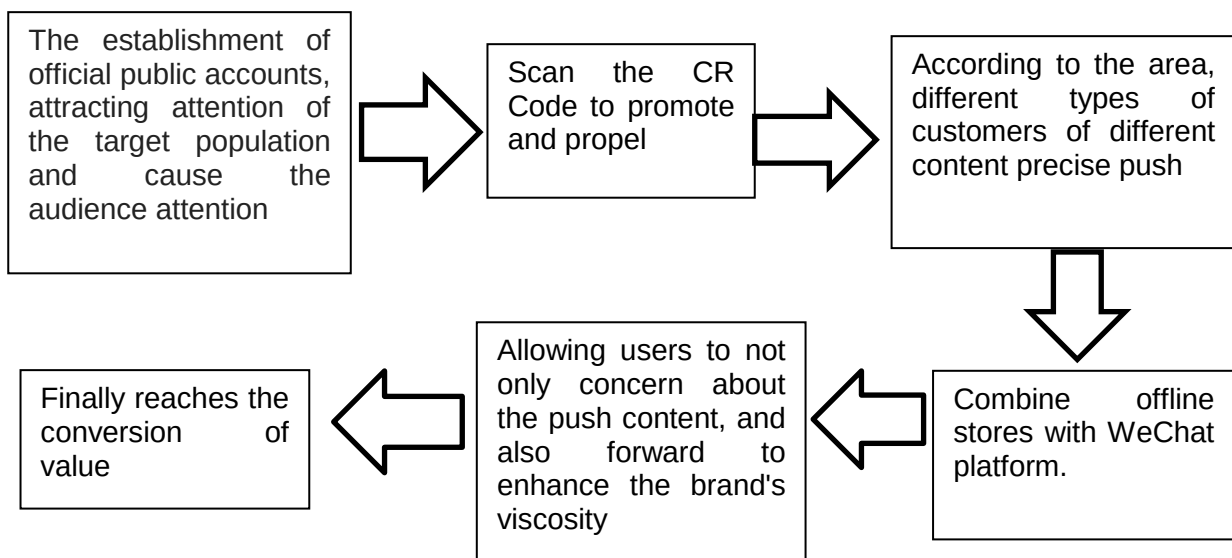
Network supervision needs to be strengthened. Mendacious advertising, malignant spread and human flesh search brings network problems and threats. If an organization or an individual posed as Pebble Beach scenic official micro platform spreading mendacious advertising, it would lead to tourist and scenic Pebble Beach losses, so the establishment of a sound and comprehensive regulatory system is necessary. Escaping is not able to avoid the risk, frank, positive and face is the right attitude.

Entire micro-marketing is still in its infancy, the major travel companies do not attach great attention to the micro-marketing among the scenic Pebble Beach, while still take a wait and see attitude, which will hinder the progress of the overall social network marketing, posing a threat to the micro-marketing.

Micromarketing's high transparency requires managers of Pebble Beach scenic to run the scenic spots in all aspects. If there is negligence, the audience will release information to the media through a lot of forwards and comments, which results in the scenic the negative impact that is not to be underestimated.

## Pebble Beach Scenic Area micro-marketing design

### *WeChat Design Clue*



### ***Function plate***

| Function plate              | Function                                                                                                                                                                                       |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Scenic image development    | Pebble Beach scenic area image display system, through the use of video, text and images combined with specific description in all aspects                                                     |
| Service Management          | Introduce Pebble Beach scenic area's classifications, involving food, housing, transportation, travel, shopping, entertainment six areas visitors can get travel service information anywhere. |
| Attractions Weather inquiry | Resort real-time weather query and help remind visitors add clothing and arrange time of departure and return                                                                                  |
| Attractions navigation      | According to mobile navigation system, visitors can easily find the Pebble Beach scenic area's exact location of the various attractions, by navigating to your destination                    |
| Attractions guide           | Artificial voice services of attractions can be introduced for everybody, at the same time allowing visitors to explore and understand the Pebble Beach culture                                |
| Tickets                     | to complete the transaction payment online through micro-channel mobile phone                                                                                                                  |
| Membership                  | For registered members have the appropriate concessions, may participate in the lottery or receive coupons                                                                                     |
| Alice combination           | Find some different people travel together                                                                                                                                                     |

### ***Others***

WeChat certifies public account and increases fans to help company fast authentication, plus v, so as to establish the authority of the corporate image, increasing trust of fans. Make CR code, design different sizes code depending on the scene Pebble Beach two-dimensional code in order to be applied to different promotion. Summarize regular public user materials based on member data and have statistics classification of Pebble Beach scenic customer, reporting to the customer service and sales. Creative activities are in accordance with the requirements of the Golden Pebble Beach Scenic dissemination goal, and use a proprietary WeChat function, planning creative activities.

## Design drawings



Scenic image display which demonstrates Pebble Beach scenic area by management system that allows visitors to browse through the WeChat and get first-hand news, and also you can see the activity in this area, discount offers.



Scenic spots  
weather  
broadcast



Scenic spot tour  
guide system.  
When input scenic  
spot, you will get  
image and voice  
description



With the help of  
navigation system, you  
can easily find where to  
park and how to  
arrange your itinerary.

## Weibo (micro-blog) design



Ticket reservation ,you search  
hotel, restaurant nearby and  
make reservation through  
WeChat payment system

## Design ideas

Release: release some information related with the scenic spot. For example, what's going on, is there anything interesting happening or discount, celebrities, big international events



Forwarding: forward pictures and interesting stories of tourists that happened in the tourism scenic spot, which attract other people's eyes



Topic: #scenic spot area# some attractive topic traveller interested in



Comments: main purpose is the interactive with tourist



Video and pictures: some propaganda video and pictures

## Application

There are mainly seven applications. They are micro topics, micro voting, micro charity, micro activity, micro data, micro index, micro survey. Making good use of these applications will receive good effect. Below is some activity design.

### Case One

A topic *The Most Beautiful Golden Pebble Beach* sets up to the golden pebble beach scenic spot official weibo. In the official weibo topic for *The Most Beautiful Golden Pebble Beach* Photography competition, the winner will get a prize vigorously promote the topic, let more weibo users to join in, to form a wider effect.

At the same time *The Most Beautiful Travel Series* for the country's 100 bloggers to experience the golden pebble beach scenic tourist route, upload travels, for comparison. Bloggers should be in tourism on the way of weibo synchronization to release all the way, record the dribs and drabs of the trip. Bloggers to add V account fans not less than 800 people, or account fans for not less than 200 people. Interactive quantity not less than 30 times a day contains forward and comments. And cooperate with other social networks at the same time in the micro-blog propaganda media. After the press conference. Activities finally end up in the form of a plane report.

### Case Two

Launch beach beer festival. Scenic spot launches activities of travel or outdoor activities from 1 – 10 July 2015, locating at the east of the gold coast. The main content is as follow. From May 15 to June 15, choosing golden pebble beach festival mascot, and a sample is selected and sell the beer festival opening ceremony tickets. At the same time forwarding micro-blogger has the opportunity to gain votes, which is the main task of the early propaganda. From Mid June 1 to June 15, invite passionate young people to participate in the opening ceremony of the show, and screening and rehearsal, the middle of the main task is to implement. From late June 15 to June 30, the task is performed. And finally report the activity.

## Conclusion

Marketing is one of the most flamboyant of the nouns in recent years, the popularization of the Internet penetration, resulting in micromarketing developing rapidly worldwide. Wechat is one of the most popular micromarketing platform, is also evolved into a big business trading platform, marketing disruptive the emergence of new change. Construction, good use and development of micromarketing will bring new look for the overall development of tourism.

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## **Impact factors of resident satisfaction on leisure: A case study of Shanghai**

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### **Abstract**

It is necessary to study resident satisfaction in the sustainable planning and leisure development of city parks and open spaces. While the research of resident satisfaction has been developed in many fields, the comprehensive exploration of resident satisfaction on leisure development has rarely been conducted. Using Likert-type scale questionnaires returned by residents of Shanghai, and a structural equation modelling (SEM) approach, this paper examines resident satisfaction on leisure development of city parks and open spaces, identifying impact factors of resident expectations, quality perception, resident community attachment, benefit distribution, plus perceived positive and negative impacts.

Employing AMOS 7.0, the results indicated that: (1) the proposed model fitted well with the data collected; (2) resident expectations, quality perception, community attachment, benefit distribution, perceived positive impacts, and perceived negative impacts were proved to be six key factors of resident satisfaction; (3) resident quality perception, community attachment, benefit distribution, perceived positive impacts were positively related with resident satisfaction; (4) resident expectations and perceived negative impacts had negative effects on resident satisfaction; (5) perceived positive impacts showed the strongest direct effect on resident satisfaction among the six factors, whereas benefit distribution indicated intensive total effects on resident satisfaction. Finally, suggestions on establishing a participating platform, education and training, equity and justice, fund guarantee institution, and sustainable development policy were also drawn.

### **Introduction**

The importance of resident satisfaction has been recognized by academic researchers. While the research of resident satisfaction has been developed in many fields, the comprehensive exploration of resident satisfaction on leisure development has rarely been conducted. It is therefore necessary to study resident leisure satisfaction in the sustainable planning and recreation development of city parks and open spaces. Most academic research in this area is about leisure satisfaction measures (Beard & Ragheb, 1980). However, some approaches are concerned with the relation between leisure satisfaction and leisure behavior characteristics, personality, involvement with regression, factor and variance analysis (Lee, 2005). Adequate leisure satisfaction models have not been developed or validated.

In light of this, the country parks plan of Shanghai and the new master plan of the city are being processed now by the government. The main principal is open, green and people oriented. Shanghai, which is one of China's most developed, dynamic, densely populated and concentrated industrial areas, is growing into an influential world-class Mega-city Region and plays an important role in China's economic and social development. Shanghai is the most populated city in China, with over 23 million people as of 2010. It is a mega-city with influence in commerce, culture, finance, media, fashion, technology, and transport. Also it is an important tourist city in China with about 600 million foreign tourists every year. As an

important tourism city, leisure resources are not rich, especially the city park and open space for residents. The per capita area of City Park and open green space are below 15m<sup>2</sup>.

This study presents a leisure satisfaction model for a destination and explores the antecedents (resident expectations, quality perception, resident community attachment and benefit distribution, perceived positive and negative impacts) and the consequences of leisure satisfaction. Based upon Likert-type scale questionnaires returned by residents of Shanghai, and using structural equation modeling (SEM) approach, this paper proposes model of resident satisfaction on leisure development of city parks and open spaces. LISREL<sup>22</sup> is used for identifying impact factors of resident expectations, quality perception, resident community attachment and benefit distribution, and perceived positive and negative impacts to generate leisure satisfaction.

## Theoretical Background

### Satisfaction model

#### Consumer satisfaction model

The investigation of consumer satisfaction in marketing and tourism began in the 1960s with many studies exploring consumer satisfaction with integrated models. Early models were produced by Oliver (1980) and Fornell et al (1996). More recent ones have been produced by Hellier et al (2003), and Um et al (2006). One of the most comprehensive studies is that of Fornell et al (1996).

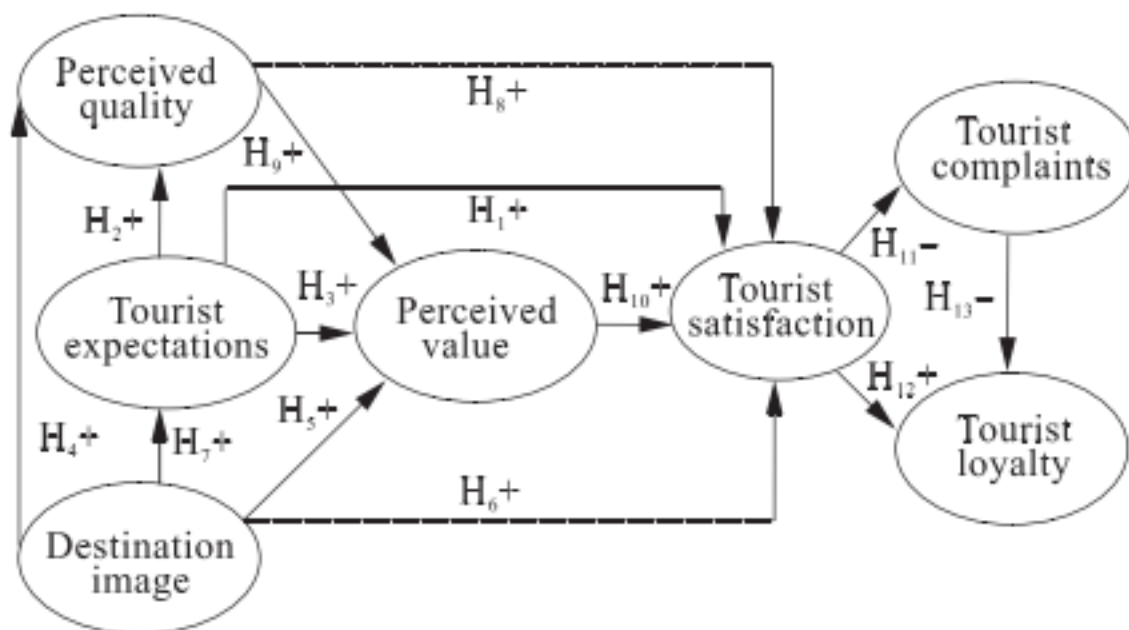


**Fig. 1 Tourist satisfaction model**

<sup>22</sup> LISREL, an acronym for linear structural relations, is a statistical software package used in structural equation modeling (SEM).

## Constructs and hypotheses

### Constructs

The constructs and hypotheses of this study were derived from a comprehensive review of existing empirical literature (Oliver, 1980; Teye, 1998; Goudy, 1990; Allen, 1993; Ko, 2002; Yoon, 2001; Gursoy, 2004).

### Hypotheses

H<sub>1</sub>: Resident expectations for a destination have a negative effect on leisure satisfaction.

H<sub>2</sub>: Quality perception has a positive effect on leisure satisfaction.

H<sub>3</sub>: Quality perception has a positive effect on perceived positive impacts.

H<sub>4</sub>: Quality perception has a negative effect on perceived negative impacts.

H<sub>5</sub>: Resident community attachment and benefit distribution have a positive effect on leisure satisfaction.

H<sub>6</sub>: Resident community attachment and benefit distribution have a positive effect on perceived positive impacts.

H<sub>7</sub>: Resident community attachment and benefit distribution have a negative effect on perceived negative impacts.

H<sub>8</sub>: Perceived positive impacts have a positive effect on leisure satisfaction.

H<sub>9</sub>: Perceived negative impacts have a negative effect on leisure satisfaction.

## Methodology

### Sample and data collection

The survey area related to the city zone. The 700 questionnaires were distributed to the city park and open space, including Luxun Park (200 surveys), Zhongshan Park (200 surveys), People Park (200 surveys), Expo Park (200 surveys), and Qibao Sports Park (100 surveys). This resulted in 504 usable questionnaires (72 per cent of the total).

| Female and Age <sup>+</sup>                 | Male <sup>+</sup>                                      | Female <sup>+</sup> | ≤14 <sup>+</sup>                                                             | 15-24 <sup>+</sup>          | 25-44 <sup>+</sup>                                    | 45-64 <sup>+</sup>                                   | ≥65 <sup>+</sup>    |
|---------------------------------------------|--------------------------------------------------------|---------------------|------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------|------------------------------------------------------|---------------------|
| % <sup>+</sup>                              | 37.3 <sup>+</sup>                                      | 62.7 <sup>+</sup>   | 0.8 <sup>+</sup>                                                             | 9.7 <sup>+</sup>            | 58.2 <sup>+</sup>                                     | 24.1 <sup>+</sup>                                    | 7.2 <sup>+</sup>    |
| Occupation <sup>+</sup>                     | Government Servant <sup>+</sup>                        |                     | Manager <sup>+</sup>                                                         | Technologist <sup>+</sup>   |                                                       | Marketing Person <sup>+</sup>                        |                     |
| % <sup>+</sup>                              | 9.4 <sup>+</sup>                                       |                     | 14.4 <sup>+</sup>                                                            | 16.2 <sup>+</sup>           |                                                       | 11.2 <sup>+</sup>                                    |                     |
| Occupation <sup>+</sup>                     | Worker <sup>+</sup>                                    | Farmer <sup>+</sup> | Student <sup>+</sup>                                                         | Retired Person <sup>+</sup> |                                                       | Others <sup>+</sup>                                  |                     |
| % <sup>+</sup>                              | 16.0 <sup>+</sup>                                      | 0.9 <sup>+</sup>    | 0.9 <sup>+</sup>                                                             | 19.8 <sup>+</sup>           |                                                       | 11.2 <sup>+</sup>                                    |                     |
| Monthly Pay(RMB) <sup>+</sup>               | ≤1000 <sup>+</sup>                                     |                     | 1000-1999 <sup>+</sup>                                                       | 2000-2999 <sup>+</sup>      |                                                       | ≥3000 <sup>+</sup>                                   |                     |
| % <sup>+</sup>                              | 57.8 <sup>+</sup>                                      |                     | 32.6 <sup>+</sup>                                                            | 7.0 <sup>+</sup>            |                                                       | 2.6 <sup>+</sup>                                     |                     |
| Education <sup>+</sup>                      | University or junior college <sup>+</sup>              |                     | Technical secondary school and senior middle school <sup>+</sup>             |                             |                                                       | Junior middle school and primary school <sup>+</sup> |                     |
| % <sup>+</sup>                              | 41.6 <sup>+</sup>                                      |                     | 49.0 <sup>+</sup>                                                            |                             |                                                       | 9.4 <sup>+</sup>                                     |                     |
| Family type <sup>+</sup>                    | A father and a mother with one child <sup>+</sup>      |                     | A father and a mother with children <sup>+</sup>                             |                             |                                                       | A father or a mother with children <sup>+</sup>      |                     |
| % <sup>+</sup>                              | 60.6 <sup>+</sup>                                      |                     | 20.2 <sup>+</sup>                                                            |                             |                                                       | 2.7 <sup>+</sup>                                     |                     |
| Family type <sup>+</sup>                    | A father and a mother but no child <sup>+</sup>        |                     | A father and a mother, children married and left for new family <sup>+</sup> |                             |                                                       | Others <sup>+</sup>                                  |                     |
| % <sup>+</sup>                              | 5.6 <sup>+</sup>                                       |                     | 5.4 <sup>+</sup>                                                             |                             |                                                       | 5.5 <sup>+</sup>                                     |                     |
| Cohesion with tourism industry <sup>+</sup> | People who were tourism industry employee <sup>+</sup> |                     | People whose family or friends worked in tourism <sup>+</sup>                |                             | People who were in contact with visitors <sup>+</sup> |                                                      | Others <sup>+</sup> |
| % <sup>+</sup>                              | 22.3 <sup>+</sup>                                      |                     | 21.1 <sup>+</sup>                                                            |                             | 20.9 <sup>+</sup>                                     |                                                      | 35.7 <sup>+</sup>   |

Respondents consisted of 192 males (37.3%) and 312 females (62.7%), with 58.2% being 25–44 years old and 24.1% being 45–64 years old. 30.6% residents worked as technologists or managers and 27.2% were service industry workers. Approximately 57.8% of all respondents had an annual income less than or equal to 12000RMB. 49% graduated from senior middle

school or technical secondary school. Most were core family. Concerning the cohesion of tourism industry, 43.4% of the respondents, or their family or friends, were employed by tourism industry, and 20.9% were in contact with tourists of Shanghai. The demographic results indicate that the sample was proportionately stratified. The data can also be interpreted or generalized to the larger Shanghai population.

### Measures

The six constructs in the RLS model are latent variables that cannot be observed directly. Hence a questionnaire was designed as the survey instrument. The questions were based on a comprehensive review of existing studies with specific destination peculiarities also taken into account.

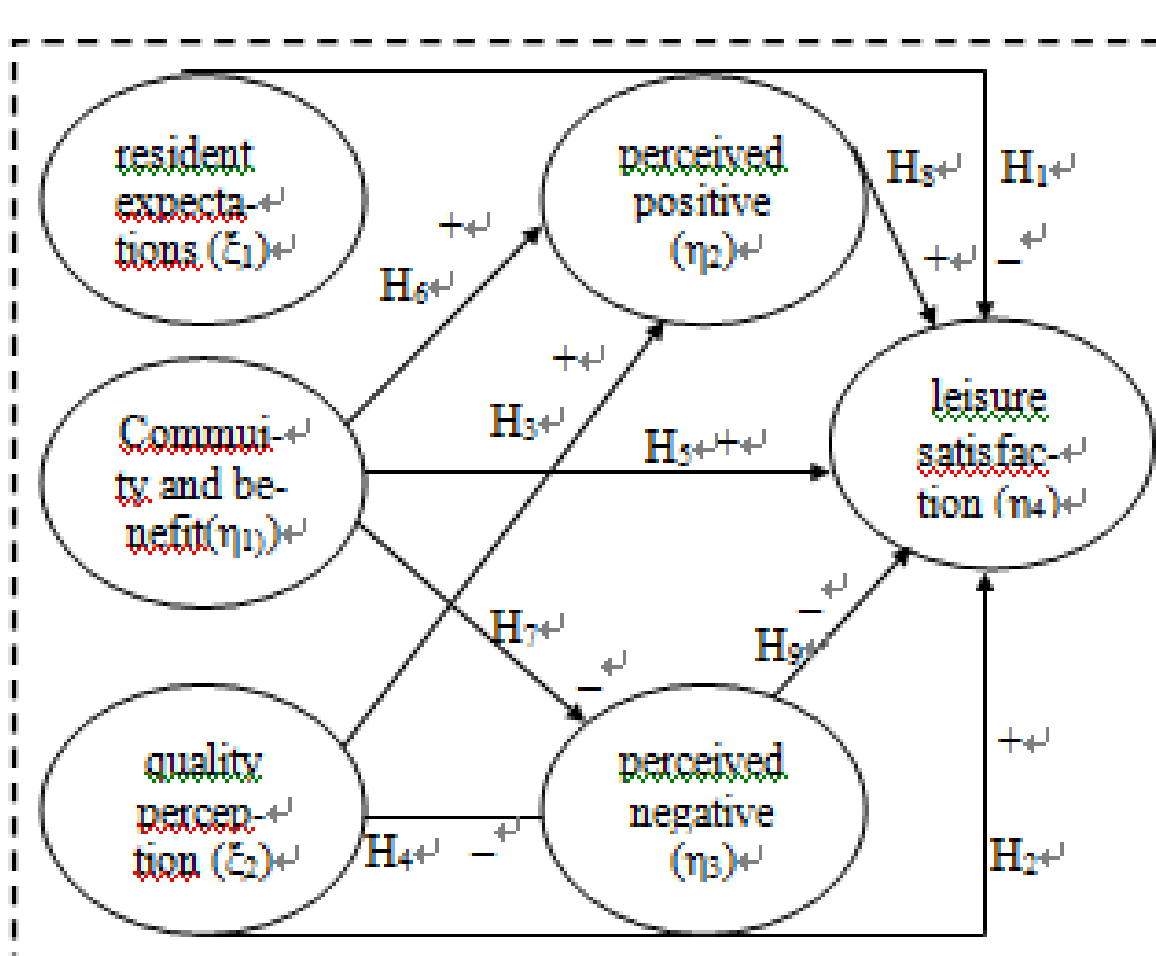


Fig.2 Proposed model of RLS

The questionnaire consisted of two parts. Part 1 contained six sets of questions to measure the six constructs with 24 questions. A five-point Likert scale was used as the response format. Part 2 recorded the respondents' demographic information.

1. Operationalization of resident expectations: Resident expectations measure based on 3 items: expectations of economic impact, expectations of social impact, expectations of environment impact.

2. Operationalization of Quality perception: Quality perception measure based on 3 items: level of interesting, level of feeling, level of losing.
3. Operationalization of Resident community attachment and benefit distribution: Resident community attachment and benefit distribution measure based on 4 items: relation between family profession and recreation industry, relation between personal occupation and recreation industry, evaluation to recreation industry benefit distribution, evaluation to right distribution.
4. Operationalization of perceived positive impacts: Perceived positive impacts measure based on 6 items: increases personal income, increases employment opportunities, enhances standard of living, preserves culture communication, preserves historic value, improves awareness of environment.
5. Operationalization of perceived negative impacts: Perceived negative impacts measure based on 5 items: increases cost of living, creates congestion, increases in crime, increases environmental pollution, damages natural environment and landscape distribution, evaluation to right distribution.
6. Operationalization of Resident leisure satisfaction: Resident leisure satisfaction measure based on 3 items: overall attitude, satisfaction comparing with expectation, satisfaction comparing with other city.

### Statistical analysis

A 5-point Likert-type scale was utilized in this study (5=strongly agree; 1=strongly disagree; 3=a neutral midpoint). The LISREL was used to test the RLS model.

### Results

#### Reliability and validity test

Reliability test: using Cronbach's  $\alpha$  to assess the internal consistency of the 6 constructs in the model.  $\alpha$  varied from 0.61 to 0.88 (Table 2), exceeding the minimum threshold of 0.7. Thus, the measurement items reliably gauged the constructs.

Validity test: factor loading  $\geq 0.4$ .

Table 4. Test result of RLS model

| Variable                          | Factor loading | Error variance | Cronbach's $\alpha$ | Composite reliability value | The average variance extracted values |
|-----------------------------------|----------------|----------------|---------------------|-----------------------------|---------------------------------------|
| <b>Resident expectation</b>       |                |                | 0.79                | 0.87                        | 0.71                                  |
| Economic expectation              | 0.63           | 0.25           |                     |                             |                                       |
| Social expectation                | 0.69           | 0.21           |                     |                             |                                       |
| Environment expectation           | 0.63           | 0.19           |                     |                             |                                       |
| <b>Quality perception</b>         |                |                | 0.64                | 0.66                        | 0.71                                  |
| Level of feeling                  | 0.73           | 0.22           |                     |                             |                                       |
| Level of interesting              | 0.69           | 0.12           |                     |                             |                                       |
| Level of losing                   | 0.71           | 0.29           |                     |                             |                                       |
| <b>community and benefit</b>      |                |                | 0.61                | 0.67                        | 0.69                                  |
| Family profession                 | 0.72           | 0.42           |                     |                             |                                       |
| Personal occupation               | 0.74           | 0.23           |                     |                             |                                       |
| Benefit distribution              | 0.78           | 0.27           |                     |                             |                                       |
| Right distribution                | 0.69           | 0.41           |                     |                             |                                       |
| <b>perceived positive impacts</b> |                |                | 0.66                | 0.90                        | 0.62                                  |
| Personal income                   | 0.69           | 0.26           |                     |                             |                                       |
| Employment opportunities          | 0.62           | 0.22           |                     |                             |                                       |
| Standard of living                | 0.61           | 0.29           |                     |                             |                                       |
| Culture communication             | 0.78           | 0.42           |                     |                             |                                       |
| Historic value                    | 0.64           | 0.23           |                     |                             |                                       |
| Awareness of environment          | 0.67           | 0.31           |                     |                             |                                       |
| <b>perceived negative impacts</b> |                |                | 0.62                | 0.91                        | 0.66                                  |
| Cost of living                    | 0.63           | 0.22           |                     |                             |                                       |
| Creates congestion                | 0.67           | 0.17           |                     |                             |                                       |
| Increases in crime                | 0.64           | 0.21           |                     |                             |                                       |
| Environmental pollution           | 0.66           | 0.41           |                     |                             |                                       |
| Damages natural environment       | 0.72           | 0.12           |                     |                             |                                       |
| <b>Leisure satisfaction</b>       |                |                | 0.73                | 0.86                        | 0.67                                  |
| Overall attitude                  | 0.72           | 0.19           |                     |                             |                                       |
| Comparing with expectation        | 0.69           | 0.22           |                     |                             |                                       |
| Comparing with other city         | 0.66           | 0.26           |                     |                             |                                       |

The reliability of the measurement model was tested using the confirmatory factor analysis in LISREL 8.70. Several common model fit indices were used as criteria to judge the measurement tenability, NCI( $\chi^2/df$ ), GFI, AGFI, NFI, NNFI, CFI, and RMSEA. Table 3 shows the recommended values and test results for these indices. As indicated, all indices exceeded their common acceptance levels, demonstrating that the measurement model exhibited a good fit with the collected data.

**Table 3 Test result of goodness-of-fit indices for measurement and structural model of RLS**

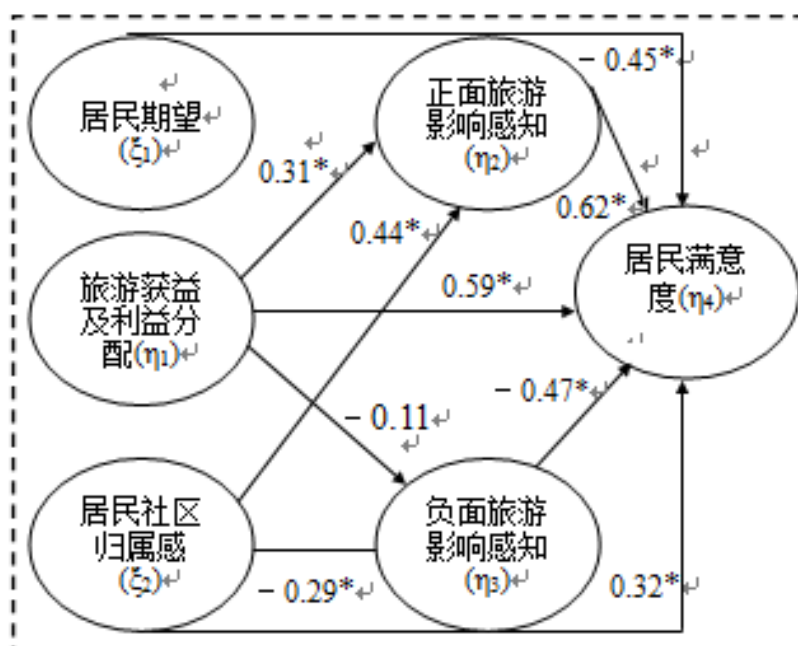
| 指标 <sup>↗</sup>                | NCI <sup>↗</sup>       | RMSEA <sup>↗</sup>       | GFI <sup>↗</sup>     | AGFI <sup>↗</sup>    | NFI <sup>↗</sup>     | NNFI <sup>↗</sup>    | CFI <sup>↗</sup>     |
|--------------------------------|------------------------|--------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Recommended value <sup>↗</sup> | 2.00-5.00 <sup>↗</sup> | $\leq 0.08$ <sup>↗</sup> | $>0.90$ <sup>↗</sup> | $>0.90$ <sup>↗</sup> | $>0.90$ <sup>↗</sup> | $>0.90$ <sup>↗</sup> | $>0.90$ <sup>↗</sup> |
| Measurement model <sup>↗</sup> | 2.5 <sup>↗</sup>       | 0.044 <sup>↗</sup>       | 0.96 <sup>↗</sup>    | 0.93 <sup>↗</sup>    | 0.92 <sup>↗</sup>    | 0.93 <sup>↗</sup>    | 0.92 <sup>↗</sup>    |
| Structural model <sup>↗</sup>  | 1.9 <sup>↗</sup>       | 0.083 <sup>↗</sup>       | 0.95 <sup>↗</sup>    | 0.94 <sup>↗</sup>    | 0.91 <sup>↗</sup>    | 0.92 <sup>↗</sup>    | 0.91 <sup>↗</sup>    |

### Structural equation model

Structural equation modeling (SEM) analysis was conducted using the maximum likelihood (ML) estimation method to examine the relationships between each pair of constructs. The fit indices of the structural model indicated a good fit to the data with NCI=1.9, GFI=0.95, AGFI=0.94, NFI=0.91, NNFI =0.92, CFI=0.91, and RMSEA=0.081 as shown in Table 3 (Except RMSEA=0.081).

An analysis of the estimated standardized path coefficients gave the direction and significance of the hypothesized relationships among the 6 constructs as shown in Fig. 2 and Table 4.

**Fig 2 -Test results of the model of RLS**



As indicated in Fig. 2, 8 of the 9 path coefficients were significant at  $p < 0.05$ . Support hypotheses H1 ( $\beta = -0.45$ ,  $t = 3.43$ ); Support hypotheses H2—H4: H2 ( $\beta = 0.32$ ,  $t = 5.26$ ), H3 ( $\beta = 0.44$ ,  $t = 4.28$ ), H4 ( $\beta = -0.29$ ,  $t = 4.74$ ); But resident community attachment and benefit distribution having a negative effect was not confirmed H7 ( $\beta = -0.11$ ,  $t = 0.17$ ); Support hypotheses H8 ( $\beta = -0.62$ ,  $t = 5.21$ ); Support hypotheses H9 ( $\beta = -0.47$ ,  $t = 4.33$ ).

**Table 4 Direct effect, indirect effect and total effect between constructs**

| path <sup>↗</sup>                | Direct <sup>↗</sup><br>effect <sup>↗</sup> | indirect <sup>↗</sup><br>effect <sup>↗</sup> | total <sup>↗</sup><br>effect <sup>↗</sup> |
|----------------------------------|--------------------------------------------|----------------------------------------------|-------------------------------------------|
| LE→LS <sup>↗</sup>               | - 0.45 <sup>↗</sup>                        | — <sup>↗</sup>                               | - 0.45 <sup>↗</sup>                       |
| QP→LS <sup>↗</sup>               | 0.32 <sup>↗</sup>                          | 0.42 <sup>↗</sup>                            | 0.74 <sup>↗</sup>                         |
| AB <sub>1</sub> →LS <sup>↗</sup> | 0.59 <sup>↗</sup>                          | 0.19 <sup>↗</sup>                            | 0.78 <sup>↗</sup>                         |
| PI→LS <sup>↗</sup>               | 0.62 <sup>↗</sup>                          | — <sup>↗</sup>                               | 0.62 <sup>↗</sup>                         |
| NI→LS <sup>↗</sup>               | - 0.47 <sup>↗</sup>                        | — <sup>↗</sup>                               | - 0.47 <sup>↗</sup>                       |

## Conclusion

- (1) The proposed model fitted well with the data collected.
- (2) Resident expectations, quality perception, community attachment and benefit distribution, perceived positive impacts, perceived negative impacts were proved to be six key factors of resident satisfaction.
- (3) Resident quality perception, community attachment and benefit distribution, perceived positive impacts were positively related with resident satisfaction.
- (4) Resident expectations and perceived negative impacts had negative effects on resident satisfaction.
- (5) Perceived positive impacts showed the strongest direct effect on resident satisfaction among the six factors, whereas benefit distribution indicated intensive total effects on resident satisfaction.
- (6) Suggestions on establishing participating platform, education and training, equity and justice, fund guarantee institution, sustainable development.

Further research needs to study other factors, other destination with RLS model to further test it.

## **International tourists' accommodation experiences in Hangzhou's upscale hotels**

Mao-Ying Wu and Philip Pearce  
*Zhejiang University and James Cook University*

### **Abstract**

This study seeks to understand in rich and novel ways international tourists' accommodation experience in the superior hotels of Hangzhou – a second tier tourism destinations in China. More than one thousand tourists' spontaneous reviews posted on Agoda.com about their experiences in Shanghai's five star hotels were used as source data. This study suggested that most international tourists are satisfied with their accommodation experiences in Hangzhou's superior hotels. The hotel rooms, the location, the staff, the view, and the value for money were some highlights. Analysis of tourists' experience in hotels of different ownership suggests considerable differences. Tourists who stayed in the international chains are impressed with their "friendly" and "helpful" staff; while for the domestic chains, tourists enjoy more the value for money and the well-equipped rooms. In addition, differences in the appreciation of hotel features were found among people with different travel styles (e.g. business travellers, family travellers, group tourists, couples and solo travellers). Further, this study analysed groups with different satisfaction levels, and found that the more satisfied tourists were very positive towards the soft interpersonal, service and relationship features, while the less satisfied groups were more critical about hotel facilities. This study develops academic options for doing research about hotel evaluation in the digital tourist era. Further, it provides practical implications for hospitality managers in Hangzhou and other destinations as they begin to encounter more unfamiliar international tourists.

### **Critical research questions**

1. Can online hotel reviews advance the study of customer satisfaction?
2. How satisfied are the international tourists with their accommodation experiences in a second tier Chinese destination?

### **Research aims**

To examine the possibilities inherent in hotel review sites for investigating the components of guests' satisfaction;

1. To identify the attributes which influence the customers' overall ratings;
2. To classify the ways in which these attributes influence customers' satisfaction;
3. To compare customers' satisfaction for hotels of different ratings;
4. To benchmark customers' satisfaction for hotels with different management styles;
5. To examine the influence of consumers' origin on their satisfaction assessment.

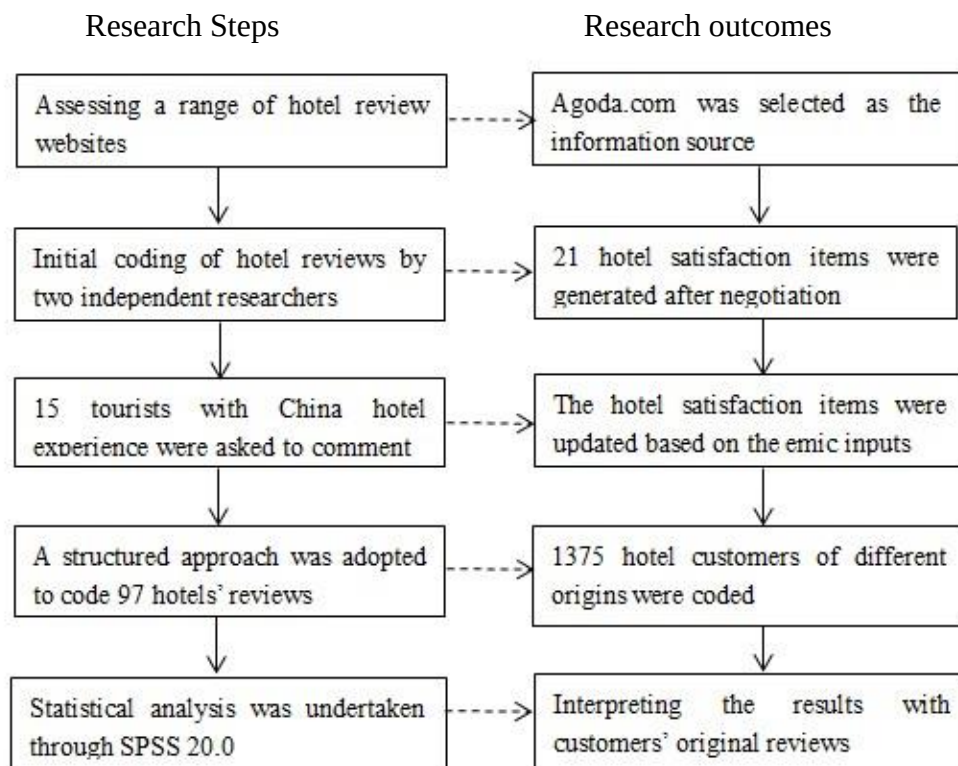


## Research Context

This research focusses on 4 and 5 star hotels in Hangzhou, a rising Asian destination. Hangzhou is located in one of the most prosperous regions of China, the central Yangtze River delta. It is 170 kilometers south of Shanghai, the most modern and the biggest city in China, and well-connected by direct flights with all parts of China, as well as with most of the capital cities in Asia. It is one of the seven ancient capitals in China, with a population of 4.45 million in the urban area (Hangzhou Statistics Bureau, 2013). Historically, Hangzhou has long been regarded as a popular destination for the domestic tourists and visitors from Asia, especially the Northeast Asian market. It is especially attractive, due to its long reputation as “paradise on earth”. Its picturesque landscapes (especially the World Heritage Site of the West Lake), its connection with numerous folk tales and romantic stories, its richness in heritage, and its modernity and prosperity have fostered its prominence as a favorite tourism destination. In 2012, Hangzhou hosted a total number of 3.3 million inbound tourists (including those from Hong Kong, Macau, and Taiwan) (Hangzhou Statistics Bureau, 2013).

## Research procedure

Five steps were involved in a sequence in the current study (see the concise information in the figure below).



## Initial coding of hotel reviews

Based on the review study and in-depth interview of 15 international tourists

| Attribute category       | Detailed attributes                                                                                                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Physical setting - Room  | Amenities in the room/bathroom; size and layout of the room; cleanliness of the room; welcoming extras.                                         |
| Physical setting - Hotel | Availability of Wifi; public facilities (lounge, lobby, pool and fitting center); dated level (old/new); noise level; entertainment facilities. |

|                         |                                                                                                                                                                                   |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Physical setting - Food | A variety of food (including western food); the quality of food; the dining environment; availability of special food service (room service; vegetarian and gluten free options). |
| Value                   | Room price; food and beverage price, and other prices.                                                                                                                            |
| Location                | Close to attractions; close to city center; close to the airport/railway station; and accessibility.                                                                              |
| Staff                   | Friendliness of the staff; language skills of the staff; efficiency of the staff in solving problems                                                                              |

### **A structured coding approach for 97 hotels and 1375 reviews**

For the 23 attributes developed earlier, reviews were coded as either having predominantly positive comments, negative comments or no comments. Basic demographic data was recorded about the reviewers, including their origins, their travel companion(s), star rating of the hotels and the ownership of the hotel. To ensure the diversity of the data, a maximum number of 30 recently posted reviews (till October 2012) were used from each hotel. If there were fewer than 30 reviews, all those available reviews posted in 2011-2012 were selected. Both English and Mandarin reviews were coded in this study.

### **Research respondents' profiles (N=1375)**

| Demographic factors   |                                                   | Number of respondents | Percentages |
|-----------------------|---------------------------------------------------|-----------------------|-------------|
| Origins of travellers | Chinese(defined as from Hong Kong, Macau, Taiwan) | 496                   | 36.9        |
|                       | North America                                     | 123                   | 9.1         |
|                       | West Europe                                       | 141                   | 10.5        |
|                       | East Europe                                       | 12                    | .9          |
|                       | Oceania                                           | 120                   | 8.9         |
|                       | Northeast Asia                                    | 21                    | 1.6         |
|                       | Southeast Asia                                    | 381                   | 28.3        |
|                       | Middle East                                       | 16                    | 1.2         |
|                       | Rest of the world                                 | 35                    | 2.6         |
| Travel companion      | Travel with family                                | 218                   | 16.2        |
|                       | Travel with partner                               | 488                   | 36.3        |
|                       | Travel with friends                               | 142                   | 10.6        |
|                       | Travel for business                               | 173                   | 12.9        |
|                       | Solo travel                                       | 324                   | 24.1        |
| Hotel star rating     | 4 star hotels                                     | 705                   | 52.4        |
|                       | 5 star hotels                                     | 640                   | 47.6        |
| Ownership             | International brand hotels                        | 402                   | 29.9        |
|                       | Chinese domestic brand hotels                     | 285                   | 21.2        |
|                       | Independent hotels                                | 658                   | 48.9        |

### **Identifying the attributes influencing hotel customers' satisfaction**

One-way ANOVA suggests that 17/23 attributes significantly (95% confidence level) contribute to the satisfaction of Hangzhou's hotel users.

| Attributes               |                                                            | Average review scores |            |          | F value | p value           |
|--------------------------|------------------------------------------------------------|-----------------------|------------|----------|---------|-------------------|
|                          |                                                            | Negative              | No comment | Positive |         |                   |
| Physical setting - room  | Amenities in the room                                      | 6.46 <sup>a</sup>     | 7.62       | 8.16     | 108.7   | .000 <sup>b</sup> |
|                          | Size and layout of the room                                | 6.91                  | 7.69       | 8.01     | 17.81   | .000 <sup>b</sup> |
|                          | Cleanliness of the room                                    | 5.90                  | 7.70       | 7.95     | 44.24   | .000 <sup>b</sup> |
|                          | Welcome extras                                             | 6.48                  | 7.68       | 8.95     | 5.61    | .004 <sup>b</sup> |
| Physical setting - hotel | Availability of Wifi                                       | 7.88                  | 7.68       | 7.94     | .70     | .498              |
|                          | Public facilities (lounge, lobby, pool and fitness center) | 7.32                  | 7.65       | 8.22     | 9.21    | .000 <sup>b</sup> |
|                          | Dated quality of facilities                                | 6.71                  | 7.75       | 8.05     | 24.07   | .000 <sup>b</sup> |
|                          | Noise level                                                | 6.77                  | 7.70       | 8.02     | 10.39   | .000 <sup>b</sup> |
|                          | Entertainment facilities                                   | 7.35                  | 7.69       | 6.78     | 1.06    | .346              |
| Physical setting - food  | A variety of food                                          | 7.16                  | 7.68       | 8.36     | 6.11    | .002 <sup>b</sup> |
|                          | The quality of food                                        | 7.12                  | 7.60       | 8.34     | 24.02   | .000 <sup>b</sup> |
|                          | The dining environment                                     | 6.16                  | 7.66       | 8.62     | 19.42   | .000 <sup>b</sup> |
|                          | Special food service (e.g. room service; vegetarian)       | 6.48                  | 7.68       | 8.62     | 5.93    | .003 <sup>b</sup> |
| Price: Value for money   | Room price                                                 | 6.75                  | 7.69       | 7.97     | 7.76    | .004 <sup>b</sup> |
|                          | Food/drink price                                           | 7.49                  | 7.68       | 8.17     | 1.02    | .360              |
|                          | Other prices                                               | 7.40                  | 7.68       | 8.40     | .695    | .499              |
| Location                 | Close to attractions                                       | 7.17                  | 7.57       | 7.88     | 11.19   | .000 <sup>b</sup> |
|                          | Close to the city center                                   | 7.38                  | 7.67       | 7.80     | 2.51    | .082              |
|                          | Close to the airport/railway station                       | 7.03                  | 7.68       | 7.94     | 1.12    | .324              |
|                          | Accessibility                                              | 7.22                  | 7.71       | 7.93     | 7.28    | .001 <sup>b</sup> |
| Staff                    | Friendliness                                               | 5.75                  | 7.56       | 8.17     | 116.6   | .000 <sup>b</sup> |
|                          | Language skills                                            | 6.90                  | 7.72       | 8.09     | 13.72   | .000 <sup>b</sup> |
|                          | Efficiency in solving problems                             | 6.63                  | 7.69       | 8.21     | 11.71   | .000 <sup>b</sup> |

a: The average review score of all the reviewers' (the hotel is rated on the basis of 1-10 (highly satisfied)

b: statistically significant difference at 95% confidence level.

### Classifying the attributes: Nature of the satisfaction attributes

Through Scheffe post hoc tests

| Nature of influence           | The description of the attributes                                                                                                                                                                             |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bi-directional attributes (7) | Amenities in the room/bathroom; food quality; dining environment; and friendliness of the staff, welcoming extras; food variety; availability of special food service (e.g. room service; vegetarian options) |
| Satisfiers (1)                | Public facilities                                                                                                                                                                                             |
| Dissatisfiers (9)             | Room size; cleanliness; dated quality of facilities; noise level; room price; close to attraction; accessibility with public transportation; language skills; efficiency                                      |
| Neutrals (6)                  | Wifi services, entertainment facilities, proximity to the airport/railway station/, proximity to the city centre, other price, food and beverage price                                                        |

### Hotel performance: Different star ratings

An independent samples t test suggested that the four star hotels in Hangzhou performed quite well, reaching a satisfaction rating of 7.45 out of 10. Customers, however, rated the five star counterparts significantly better (mean= 7.94) ( $t=-5.73$ ,  $df=1343$ ,  $p=.000$ ).

### Hotel performance: Different management styles

The international brand hotels were rated more positively than the independent Chinese hotels but the Chinese brand hotels did not perform significantly differently to the other groups.

### Hotel performance: different market origins

One-way ANOVA using the origins of the guests as the independent variable with satisfaction scores as the dependent variable revealed that the source markets rated the hotels in Hangzhou significantly differently ( $F=8.57$ ,  $df=4$ ,  $p=.000$ ).

| Different market origins | Number of respondents | Mean satisfaction score (out of 10) | Std. deviation |
|--------------------------|-----------------------|-------------------------------------|----------------|
| Chinese                  | 496                   | 7.82                                | 1.59           |
| North America            | 123                   | 7.78                                | 1.66           |
| West Europe              | 141                   | 7.37                                | 1.55           |
| Oceania                  | 120                   | 8.24                                | 1.39           |
| South Asia               | 381                   | 7.47                                | 1.39           |
| Total                    | 1261                  | 7.70                                | 1.54           |

### Discussion

- the unique conditions inherent in the hospitality industry
- the dramatic role of the digital world
- the value of qualitative data
- the importance of cross-cultural studies

### Conclusion: Highlights of this study

Re-used online reviews were examined to assess customers' experience in upscale hotels in Hangzhou. Four groups of attributes were identified: satisfiers, dissatisfiers, bidirectional forces and neutrals. Different hotel levels and management styles varied in terms of customer satisfaction. Guests from different origins perceived the hotel performance differently.

### Practical Implications

China is projected to become the world's leading tourism destination by 2015 (UNWTO, 2012), and international tourism is rapidly extending into the second tier cities.

- Use current research as a checklist
- Access hotel reviews and identify specific managerial actions
- Baseline satisfaction: improve dissatisfiers
- Achieve excellent service: bi-direction attributes and satisfiers



## Customers' satisfaction with online group-buying of Food and Beverage: Chinese customers' perspectives

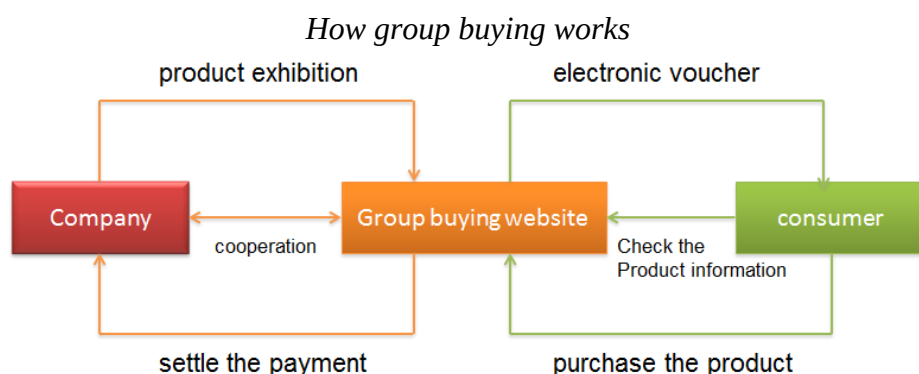
Shun Ying, Wanfei Wang, Mao-Ying Wu and Yingbo Ru  
Zhejiang University

### Abstract

Online group buying has gained great popularity in China since 2010. In 2013, it produced 53.289 billion RMB's (8.88 billion USD) revenue. This study focuses on one of the most popular activities among the online group buying, that is purchasing Food and Beverage (F&B). It explores, in detail, the relationship between quality of the products, trust of group buying of F&B, customer satisfaction and loyalty. Analysis of more than 2000 Customers' Evaluations from China's top 5 group buying websites suggested that the considerable low priced offered online is most attractive to buyers. With the familiarity of the customers' online buying behaviour, a questionnaire based survey was designed. 367 copies of surveys were properly received. SPSS and AMOS software were used to analyse the data. Key results of this study include: 1) the service quality for online group buying of F&B covers two aspects; the on-site service quality and the website service quality. 2) For the on-site service quality, there are four dimensions: interactivity, tangibility, distinctiveness and reliability. 3) For the group buying website, influencing elements are the website design, transition security and customer service. 4) The tangibility, interactivity, website design, and website customer service are found to significantly influence customers' satisfaction level; 5) Website design and the reliability of website content are identified as strong factors influencing customers' loyalty to their continuous online group buying of F&B service. 6) Differences are also found among customers with different demographic backgrounds. Implications for both the F&B service providers as well as group buying websites are offered.

### Group buying

*Group buying*, also known as *collective buying*, offers products and services at significantly reduced prices on the condition that a minimum number of buyers would make the purchase. Origins of group buying can be traced to China where 团购 (*tuángòu*) or team buying was executed to get discount prices from retailer when a large group of people were willing to buy the same item. ([http://en.wikipedia.org/wiki/Group\\_buying](http://en.wikipedia.org/wiki/Group_buying)). As of December of 2013, the number of Chinese group-purchasing customers reached 71.23 million. The turnover of top-five group-buying services amounted to 33.81 billion Yuan, accounting for 95.7% of the total market. Two leaders of the industry, Dianping and Alibaba-backed Meituan, represent 66.3% of the total market. (<http://technode.com>)



### Literature review

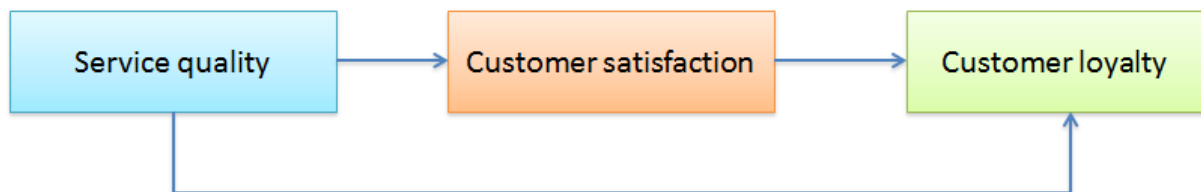
- **Korea:** (Kim, Lee, and Chung, 2014): studies the relationships between transaction cost advantage, preview, trust, satisfaction, and repurchase intention within (EL) groups (EL: the high and low emotional loyalty group)
- **Taiwan:** (Pi, Liao, Liu and Lee, 2011): group buying has been studied from three different perspectives: economic perspective, social perspective and psychological perspective.
- **Taiwan:** (Liao, Chu, Chen and Chang, 2012): use a data mining method to study the customers' behavior patterns, including customer purchase preferences and customer purchase demands.
- **Turkey:** (Irem, Eren, and Erdomua, 2011): customers mostly based their decisions on price advantage and discount amount. However, the novelty and extraordinary nature of the offer also counted.

### Conclusion of literature review

Considerable research has been conducted about online shopping. Online group buying, however, has only been sparsely studied.

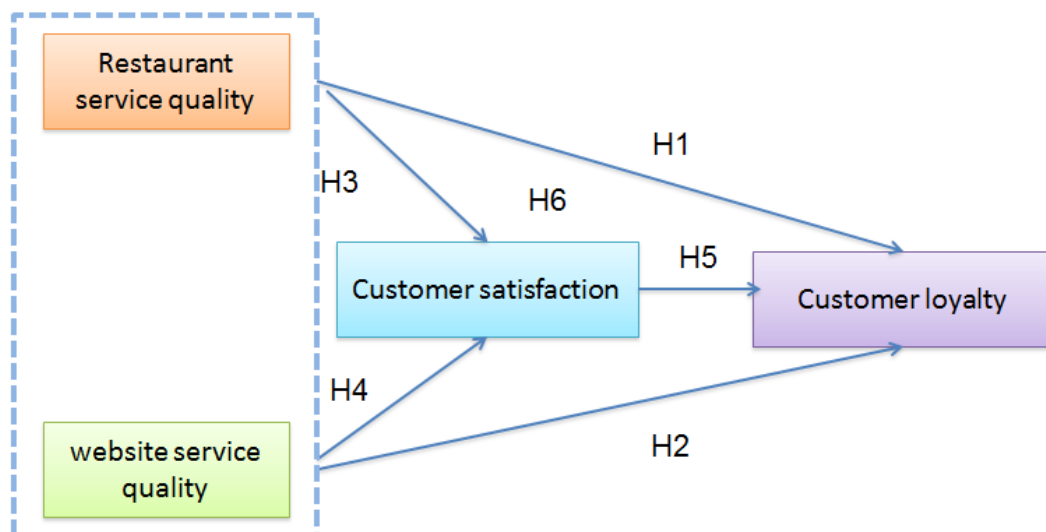
Group buying has been well-received in the society and reported by the media in China. Empirical research about the behavior, however, is limited. This represents a research opportunity.

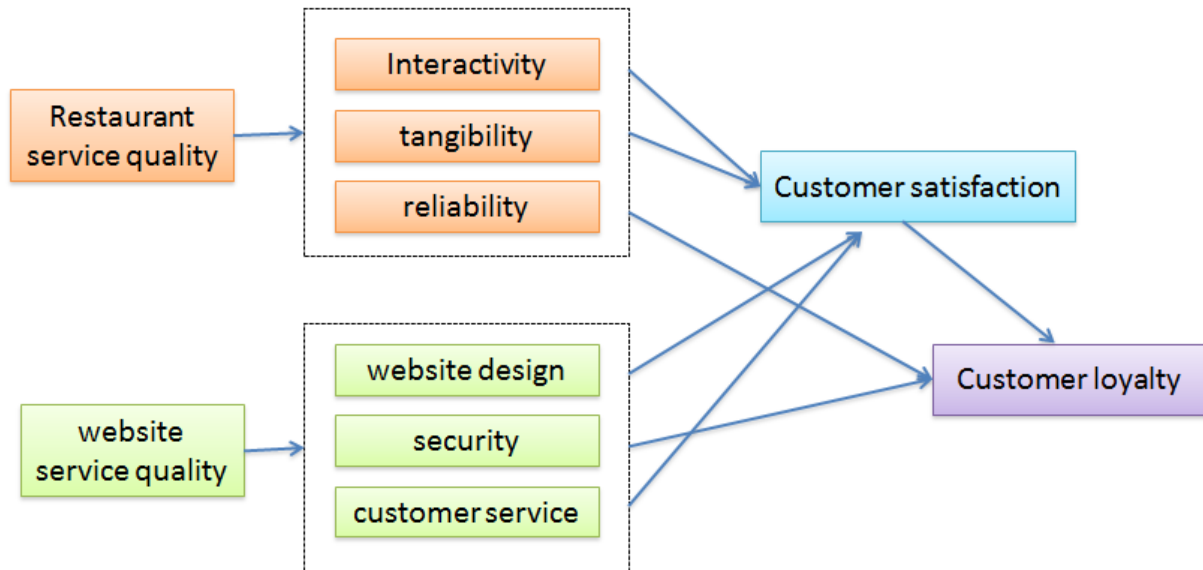
### Theoretical model



[Source: Caruana, A., Money, A. H., & Berthon, P. R., Service quality and satisfaction—the moderating role of value. *European Journal of Marketing*, 2000, 34(11/12): 1338-1353].

### Conceptual model





### Hypotheses

H1: restaurant service quality has positive effect on customer loyalty  
 H1a: restaurant service interactivity has positive effect on customer loyalty  
 H1b: restaurant service tangibility has positive effect on customer loyalty  
 H1c: restaurant service reliability has positive effect on customer loyalty

H2: website service quality has positive effect on customer loyalty  
 H2a: website design has positive effect on customer loyalty  
 H2b: website security has positive effect on customer loyalty  
 H2c: website customer service has positive effect on customer loyalty

H3: restaurant service quality has positive effect on customer satisfaction  
 H3a :restaurant service interactivity has positive effect on customer satisfaction  
 H3b: restaurant service tangibility has positive effect on customer satisfaction  
 H3c: restaurant service reliability has positive effect on customer satisfaction

H4: website service quality has positive effect on customer satisfaction  
 H4a: website design has positive effect on customer satisfaction  
 H4b: website security has positive effect on customer satisfaction  
 H4c: website customer service has positive effect on customer satisfaction

H5: customer satisfaction has positive effect on customer loyalty

H6: customer satisfaction has mediate effect between service quality and customer loyalty

H7: customers with different backgrounds have different impacts on service quality, customer satisfaction and customer loyalty

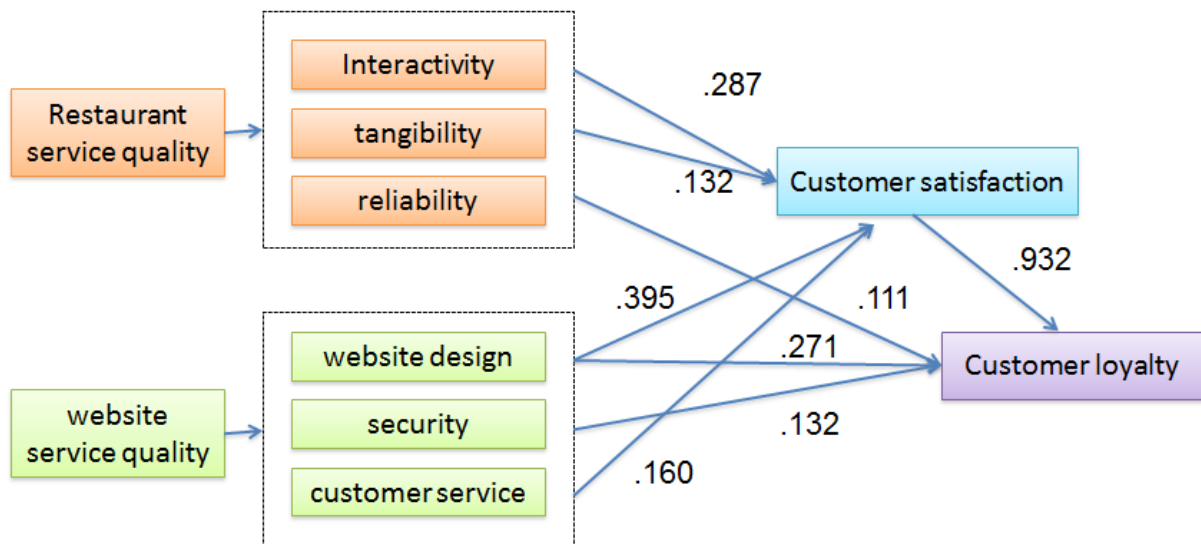
### Research method

Questionnaire based survey

1). Survey was designed by the research team;

- 2). Six hospitality researchers, online group buying customers, and online group buying agents were invited to make comments on the survey
- 3). Revision work was followed and posted online
- 4). 910 copies of surveys were delivered to young consumers
- 5). 447 copies were returned, with 367 copies valid
- 6). SPSS 18.0 and AMOS 17.0 were used for analysis

## Results



1. Catering for enterprise service quality is structured by 3 factors; tangibility, reliability, and interactivity. Group-buying website e-quality is structured by 3 factors; website design, security and customer service.
2. The tangibility and interactivity of website design and customer service can significantly positively influence on customer satisfaction.
3. Tangibility, interactivity, and customer service have no directly positively effect on customer loyalty while they can influence customer loyalty through customer satisfaction. Only the reliability and website design have a directly significant positive influence on customer loyalty.
4. Customers of different ages, education levels, professions and group-buying experiences appear to have remarkable differences in service quality, customer satisfaction and customer loyalty, but there is no significant difference for gender.

## Conclusion and discussions

Firstly, the factors which influence customer satisfaction and customer loyalty are quite different from each other.

Secondly, in the customer experience of actual purchasing practice, customer service has positive effects on customer loyalty through customer satisfaction.

Thirdly, as far as separating the customers is concerned, different customers and experiences have different sensibility of satisfaction and loyalty.

## **Analysis of destination images in Korean golfers' travel blogs: Six main regions in China as golf-tour destinations**

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### **Abstract**

This research initially identified 15 destination attributes (including the common and specific ones) which generally influenced Korean golf-tourists' images towards seven golf-tour destination regions in China. Through content analysis of 328 tourists' blogs and 1,491 photographs, this research attempted to determine the destination images reflected from the bloggers' vivid descriptions and observations of their unique experiences with Chinese golf destinations. The results showed that Chinese golf destinations were perceived to have heterogeneous characteristics. However, 'Environment', 'Course', 'Facilities', 'Climate' and 'Accessibility' appeared most frequently from among 15 attributes. The Bohai coastal region was the most popular golf-tour destination in China for Korean overseas golf-tourists largely because of its abundant 'Human resources' as well as the cordial services provided for golf-tourists. Especially, it was noted that historical factors of the Bohai coastal region were important since it has long been a popular place for ethnic Koreans to live. The 'City image' of the Pearl River Delta and West Coast Economic Zone of the Taiwan Straits, and the 'Congestion control' and 'Play partners' in the Yangtze River Delta were important in satisfying different needs of the Korean golf tourists. Sightseeing, familiarity, ease of booking, and social interaction were also significant factors for them.

### **Introduction**

Since after the Olympics of St. Louis in 1904, Golf will be re-entered into the event list set up for Rio de Janeiro, 2016. Despite its popularization in the global scope, golf has not become sustainable in the Asian countries, due to issues such as elitism, social isolation, real estate subsidiary, and so forth. Regardless of these barriers, the rapid growth of golf tourism in Asian market attracts the tourism researcher's attention to introduce a more positive model of continuous growth in golf tourism.

Based on the close relationship between South Korea and China, especially the close economic ties, Korean golfers have been encouraged to choose China as a golf destination in parallel with business intentions. Thus, it is important to understand golf tourism development in the two countries to explore the common and unique destination attributes. According to the statistics of Korean Tourism Organization (2013), China is the Korean tourist's primary destination in overall tourism markets. It has also become an optimum destination to Korean golfers due to its geographical and industrial resources, as well as other advantages such as various climatic conditions, easiness of accessibilities, cultural proximity and business opportunities.

In light of this, the objective of this study is to explore the golf tourism destination's regional characteristics in China through Korean golf tourists' perceptions. Based on the research and consultation on destination and its attributes, this paper attempts to synthesize several models for each region of golf destination in China.

## **Research Objectives**

The four research objectives of this research were as follows:

1. Define the destination attributes of the golf tourists' image formation, as well as the relationship between the destination characteristics and the image of tourists;
2. Investigate Korean golf tourists' heterogeneous perceptions to China's six regions agreed upon the impact of each attributes on the regions in terms of different foundations;
3. Analyze the golf tourists' text and photographs to understand how they portrayed the golf tour experience for each destination region;
4. Verify the research findings on tourists' perception and attributes through the comparison of the questionnaire survey and blog contents.

## **Literature Review**

### ***Destination image and attributes***

Recently, researchers have identified the relationship between projected image and perceived image of tourism destination, and emphasized the necessity of the marketing strategies which are calculated to minimize the gaps between them (S. Kim & Lehto, 2013). Destination image can also be derived from the tourists' socio-demographic characteristics, motivation and experience. For instance, the image of Hong Kong to the shopping tourist or mainland Chinese residents is 'shopping paradise' (Leung, Law, & Lee, 2011). It is also perceived as an 'exhibition and convention city' with availability and modern hotel facilities to the meeting participants and business tourists (Qu, Li, & Kei Tat Chu, 2000). Therefore, destination should not be only considered as well-defined geographical areas, but also be recognized as a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience (Buhalis, 2000). It explains that the destination (image) needs to identify the tourists' different perceptions of the destination by priority to fulfill the heterogeneous demands of the targeted market segments.

Destination image is the "mental pictures" of the cognitive, emotional and interpersonal perceptions of tourists, which were beforehand and afterwards drafted in people's minds. These images are not only formed from multiple sources of information and constructed by various attributes, but connected the interaction experiences with destination resources e.g., human resources (service providers, local residents), and physical resources (facilities, attractions) as well (S. Choi, Lehto, & Morrison, 2007; Taheri, Jafari, & O'Gorman, 2014). To measure the destination image, tourist factors are also needed to consider with destination attributes. Like Dann's (1977) push and pull theory which explained that the different motives and needs of the tourists are another important factor to the destination image. Therefore, the understanding of heterogeneous characteristics of tourists is needed to make effective destination marketing strategies which are more suitable for different market segment.

### ***Golf tourism***

Sport tourism markets are an eminently worthy topic in tourism research, and understanding sport tourists, such as the difference (of motivation, experience, preference, etc) between the distinct groups of sport tourists, could provide valuable insights into niche market segments and the basis for making market segmentation decisions (Hinch & Higham, 2011). In a nutshell, previous researchers have analyzed the impacts of golf tourism on destination and local environment, as well as identified golf tourists' different types and satisfactions. It has

especially been found that destination attributes not only determined golf tourists' image formation, but also influence their behavioral intentions.

Since researchers have highly emphasized the destination attribute, numerous studies have divided it into two dimensions: *tourism common attributes* and *golf specific attributes*. Beyond the common attributes that are considered by tourists such as climate, price, shopping, food and so forth, golf destinations could also be evaluated by more specialized attributes, such as course design, quality and quantity, convenience of reservation or tee time, reputation etc.

Table 1. The review of golf tour destination attributes in previous studies

| No. | Destination attributes                                                        | R1 | R2 | R3 | R4 | R5 | R6 | R7 |
|-----|-------------------------------------------------------------------------------|----|----|----|----|----|----|----|
| 1   | Travel cost (overall price)                                                   | ■  | ■  | ■  | ■  | ■  | ■  | ■  |
| 2   | Climate / Weather                                                             | ■  | ■  | ■  | ■  |    | ■  | ■  |
| 3   | Accessibility (Geographical location)                                         | ■  |    | ■  |    |    |    | ■  |
| 4   | Easiness of travel arrangement                                                |    |    |    | ■  |    | ■  |    |
| 5   | Information and Distribution                                                  |    |    |    |    |    | ■  |    |
| 6   | The distance from airport to golf resort<br>(Courses close to major airports) | ■  |    |    |    |    |    |    |
| 7   | The distance from attractions to golf resort                                  | ■  |    |    |    |    |    |    |
| 8   | The distance from city to golf resort                                         |    |    |    |    |    | ■  |    |
| 9   | Past experience                                                               | ■  |    |    |    |    | ■  |    |
| 10  | Reputation and Quality (resort and hotel)                                     | ■  | ■  | ■  | ■  | ■  | ■  |    |
| 11  | Courses highly rated by golf media                                            | ■  |    |    |    |    |    |    |
| 12  | Amenities (pool, dining, etc.)                                                | ■  |    |    | ■  |    | ■  |    |
| 13  | Spa                                                                           | ■  |    |    |    |    | ■  | ■  |
| 14  | Quality of courses in area                                                    | ■  | ■  | ■  | ■  |    | ■  |    |
| 15  | Number of courses in area                                                     | ■  |    | ■  |    |    |    |    |
| 16  | Service                                                                       |    | ■  |    |    |    | ■  | ■  |
| 17  | Sightseeing opportunities (attractions)                                       | ■  | ■  | ■  |    |    | ■  | ■  |
| 18  | Shopping in area                                                              | ■  |    |    |    |    | ■  | ■  |
| 19  | Golf tour products/packages                                                   | ■  |    |    |    |    |    | ■  |
| 20  | Natural environment/ Scenery                                                  | ■  |    |    | ■  |    | ■  | ■  |
| 21  | Family/friend recommendation                                                  | ■  |    |    |    |    |    |    |
| 22  | Family activities                                                             | ■  |    |    | ■  |    |    |    |
| 23  | Gastronomy / Gourmet                                                          | ■  |    | ■  |    |    | ■  | ■  |
| 24  | Relaxing Surroundings                                                         | ■  | ■  | ■  | ■  | ■  | ■  | ■  |
| 25  | Entertainment and nightlife                                                   | ■  | ■  | ■  | ■  |    | ■  |    |
| 26  | Safety                                                                        |    | ■  |    | ■  |    | ■  |    |
| 27  | International golf championship events                                        |    |    |    |    | ■  | ■  |    |
| 28  | Business opportunities/Social networking                                      |    |    |    |    | ■  | ■  | ■  |

\*R1= Hudson, S. & Hudson, L. (2010); R2=Park (2002); R3=KPMG (2008); R4=Kim, Chun & Petrick (2005); R5=Kim & Ritchie (2012); R6=Kim(2007); R7= Z. Wang & Ding (2006)

## Research Method

### *Attributes Determination*

The list below of 15 attributes was created according to the summary of previous studies on destination image attributes (Clemenzen & Weaver, 2002; Hu & Ritchie, 1993; H. B. Kim, 1998; S. S. Kim et al., 2005; J. F. Petrick & Backman, 2002b; A. D. Tasci & W. C. Gartner, 2007), and in-depth interviews with three mediators from specialized Korean golf travel agencies in China.



### **Data collecting and processing**

This research project collected the data from Korea's representative search engine *Naver* ([www.naver.com](http://www.naver.com)) during the period from 1 July 2011 to 30 June 2013, using the two keywords 'China' and 'Golf'. The data selection covered all aspects of blogs written by tourists in all kind of Korean social weblog services, such as *blog.naver.com*, *blog.daum.net*, *mygolfstory.co.kr*, *blog.me*, and *cyword.com*. In total, this research has identified the content of 328 blogs with 1491 photographs posted by Korean golf tourists who are sharing their China golf tour stories in their personal blog site, and the blog contents were analyzed by using content analysis and semantic network analysis methods (Nvivo 10 and NetDraw). Collected contents were coded by 15 attributes by Nvivo. Thereafter, this research sorted out 135 headwords which frequently appeared in each attribute, and plotted the relationship map using the social network visualization tool NetDraw to identify the semantic network analysis.

Three key types of destination within six regions were identified:

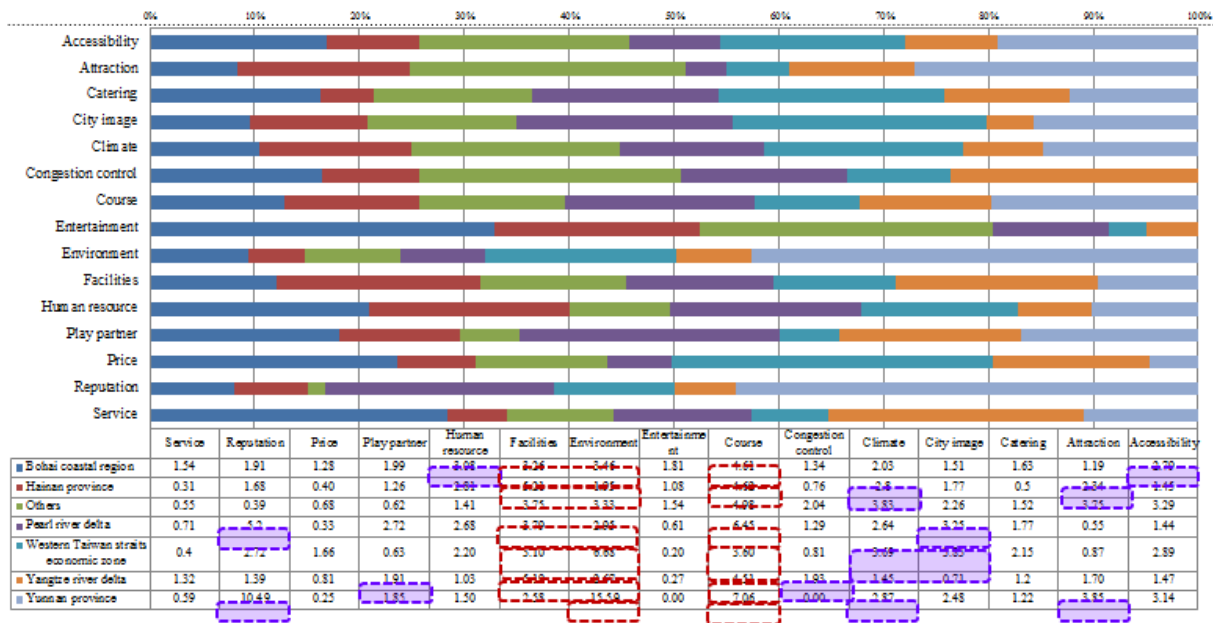
1. Geographically closer to Korea, the main cities of Bohai coastal region gain the largest market share; especially for Weihai. Its advantages include: the geographic proximity (93 nautical mile), social and cultural similarities (ethnic Koreans living in China, language convenience), easiness of transportation and business connection;
2. Capital, municipalities and provincial capitals (i.e. Beijing, Shanghai, Guangzhou, etc.) rank highly because of their core position;
3. Famous tourist destinations, such as Hainan (known as "Oriental Hawaii" and "Boao Forum") and Huangshan (Yellow Mountain has been listed as UNESCO World Heritage) also attract Korean golfers due to their mature tourist facilities and resources.



## Findings

### Content analysis of each destination region

Nvivo provided a summary of coding frequency and coverage percentage of each attribute on every single region. However, the six regions have differences in absolute blog numbers and content quantity, so the following figure will only show the coverage percentage for the comparability of the total data. The coverage percentage represents the proportion of each attribute as it appeared in the whole blog-texts of the related single region. The research finalized the ranking order according to the proportion of each attribute's appearance, thus listing the probable importance of different (common and unique) attributes for each region.



### Bohai coastal region

The Bohai coastal region is supposed to be a well-designed and managed golf 'Course' (4.61) and 'Environment' (3.46), as well as having convenience proximity to 'Facilities' (3.26) and 'Accessibility' (2.79) to Korean golf tourists. Korean tourists especially show satisfaction and novelty on the seaside course, because Korean golf courses are mostly designed as mountain course due to the mountainous topography of the country. For instance:

[Course, 4.61%]

*The most attractive thing is all courses are designed along the sea. Three sides facing the sea, we can watch the sea and waves during the playing at all 18 holes. (Blog 36, Weihai, Unknown, 2011-11-22). It was fantastic to see all the holes along the seaside, but the highlight of the course was the driver shot at hole 12 and 16 to cross over the cliff and sea. (Blog 282, Weihai, Male, 2012-12-07).*

[Accessibility, 2.79%]

*This summer vacation is the golf tour to Weihai in China. Although it is overseas travel, it only took 50 minutes from Incheon. How could be closer than Jeju island? There are 428 km from here to Seoul, it's closer than the distance between Seoul and Busan! (Blog 2, Female, 2011-08-26) The golf resort is located 20 minutes of Weihai airport and 40 minutes for city areas (Blog 120, Male, 2012-09-08).*

Of note, 'Human resource' (3.08) in the Bohai region, especially the Korean language services, is evaluated highly by tourists. With its historical background, the Chaoxian Korean nationality (as one of the China's ethnic minorities) are mainly distributed in north Bohai region such as Heilongjiang, Jilin and Liaoning province, as well as Yanbian Korean autonomous prefecture. Based on the rich human resources (*"migrant or border effects"*, *gravity model*), golf resorts made great efforts to educate employees, such as front staff and caddies, in Korean language and culture.

### *Pearl River delta*

The Pearl River delta is the frontier region of golf development in China and has developed maturity of management over a long period of time. According to the 2010 statistic (ForwardGroup, 2011), the number of golf courses in Guangdong province (the main region of Pearl river delta) accounts for 25% of the national total, and they generated over three million round trips by nearly one-third of total (9.92 million round trips). Subsequently, golf tourists value the 'Course' (6.45), 'Reputation' (5.2), 'Facilities/Amenities' (3.79), 'City image' (3.25), and 'Environment' (2.95) of the region. It worthy to note that golf courses in Pearl river delta have successfully launched a branding strategy which includes high reputation labels such as 'Chinese top ten golf club', 'Best green maintenance golf course' and 'one of the top 100 golf courses of the world'. These reputation labels and brandings influence the tourists' perception in ways that satisfied their self-esteem or met their aesthetics needs.

[Reputation, 5.2%]

*I travel to Shenzhen for 5 days and visited Taojing CC which is the one of Top 100 golf courses of the world (Blog 258, Male, 2013-03-03). ...I found mowed grass like as diamond lattice in fairway, it contributes to visual beauty but the workload could be doubled. I have studied it when the green keeper experience. It shows the philosophy of working and management principles of Taojing CC (Blog 278, Male, 2012-09-21).*

### *Western coast economic zone of Taiwan straits*

The top five attributes found in the Western coast economic zone of Taiwan were: 'Environment' (6.68), 'City image' (3.83), 'Climate' (3.69), 'Course' (3.60), 'Facilities/Amenities' (3.10). Of note is that golf tourists prefer touring a city and attractions around golf courses after their playing. Another important theme on the golf tourists' blog within Western coast area is 'City image', which explains the cognitive and perceptual images of their visitation. We found that Korean tourists had a slightly negative perception of China which could be inconsistent with the image of well-designed international golf resort destinations. But cities within the Western coast region have been well received due to the pleasant and clean, infrastructure, orderly society, and economic development. The valuable image of Xiamen and Gulangyu Island (offshore from the city of Xiamen) is not only beyond the expectation of tourists' but also improves the golf tourists' overall satisfaction:

*Xiamen city tour...Xiamen was quite different with other Chinese cities. It is likely to be because it has adopted opening-up policy earlier, also have been affected by Taiwan which is located nearby Western coast of China. The city is clean and orderly than I imagined... (Blog 25, Male, 2011-08-06).*

*Xiamen which is located across the Taiwan and connected with China mainland through a breakwater, is a beautiful city filled with trees and flowers. It is the place of Taiwanese's domicile, traditional international trading area and one of the exclusive industrial zone of China... The highlight of Xiamen city tour is the Gulangyu Island, we can feel an exotic atmosphere with the heritage of European powers and historical buildings of foreign concession around the city... As a clean city, there are no cars around, only allowed electric vehicle and walking around the island. There are no cigarette butt or garbage, ... consulate, catholic church, souvenir shops and modernized high buildings.... (as well as) every corner of the street are neat and very well organized, it is appreciably attractive and*

*environment friendly, deserves to be called as an ecocity by Chinese government. (Blog 191, Female, 2012-04-04).*

#### *Yangtze River delta*

The top five attributes found in the Yangtze River delta were: 'Facilities/Amenities' (5.19), 'Course' (4.51), 'Environment' (2.67), 'Congestion control' (1.93), and 'Play partners'. (1.91). 'Congestion control', which is represented by the unique Korean headwords such as 'president golf' and 'emperor golf', explains the inadequacy of Korean golf facilities supply, whereby people say sarcastically that 'president' or 'emperor' is the only person enjoying golf without being hurried by marshals or other people who are playing behind. This is an important motivation for Korean golfers to decide to visit an overseas golf travel destination, and a congestion control system could be an effective approach to improve their satisfaction at Chinese golf resorts.

*I love this serene golf course. Sometimes I can enjoy president golf alone, without having to worry to keep pace with the teams in front and behind. It is possible on quiet weekdays. (Blog 180, Shanghai, Female, 2012-04-14).*

*This is what we call the "Emperor golf", there is no one in front and behind of my team, we don't mind the others, playing golf leisurely... is that because it's early morning of weekday? or there is few domestic golf populations? or China's large land size? ... anyway I was treated courteously, and it's hard to imagine that it could be happen in domestic area. (Blog 168, Suzhou, Female, 2012-11-08).*

#### *Yunnan Province*

Yunnan Province was characterized by 'Environment' (15.59), 'Reputation' (10.49), 'Course' (7.06), 'Attraction' (3.85), and 'Accessibility' (3.14). Specifically, golf resorts could earn a reputation for the brand, the superb green, fairway conditions, the awarding-winning hosting of golfing tournaments, and also the value of the course designer's name. One effective marketing strategic approach has been marketers displaying the tourist materials to compete with other golf courses through various distribution channels such as websites, golf-related media, and celebrities. Compared with other seaside regions, Yunnan, which is located on the plateau, has little ocean scenery attractions. Hence, they combine unique cultural and sightseeing resources, golf resorts mainly located in the traditional destinations such as Kunming city, Xishuangbanna Dai autonomous prefecture and Lijiang, such as:

*Lijiang which located in north Yunnan is listed the World Heritage in 1977, the ancient city has a history of almost a thousand years, is famous as Nakhi (Naxi) people and the place firstly invented hieroglyphs. The thawed snow of Lijiang Jade Dragon Snow Mountain reaching the altitude of 6600 meters drains into the lake in Lijiang Lakefront Golf Club... I can watch the snow mountain and the heritage house of Nakhi during my whole playing time (Blog 46, Lijiang, Male, 2011-10-26).*

#### *Hainan Province*

Beyond a commonly concerned 'Course' (4.62), as one of mature holiday destination and its fame of the "Oriental Hawaii", Hainan Province has integrated golf resorts that offer a wide range of 'Facilities/Amenities' (5.21) with abundant tourism 'Attractions' (2.34). Another superiority of Hainan is the caddies' specialized knowledge level of golf, which provides a

professional level of 'Human resource' (2.81) and guarantees tourist satisfaction and a positive overall image and service reputation:

*Unlike I expected that golf club's pool couldn't be good, there is great pool in the golf hotel, I think it's better than other resort in Southeast Asia or Hawaii. It is said that the luxurious pool was designed to fulfill the needs of Chinese who are visit Hainan to enjoy golf and relaxing. I have visited Sheraton hotel and Horizon resort in Sanya, but their facilities were clearly inferior to this Hainan Mission Hills golf club... I think the facilities are more excellent than Shenzhen Mission Hills. (Blog 245, Male, 2013-01-20).*

*My caddie's golfing knowledge and skills can be better than the LPGA players. She gave me a lot of information and education begin with golf swing. What is more, she can speak Korean very well, I am perfectly satisfied. (Blog 174, Male, 2011-08-25).*

As Korean golfers prefer to fly to Hainan over winter, a pleasant 'Climate' (2.8) is also an important destination attribute of Hainan.

*Sanya region is perfect for the winter playing, the average annual temperature is 25 degrees Celsius. I enjoyed pleasant rounding with cool breeze... But HaiKou could be little bit cold as the average temperature is below 20 degrees. (Blog 269, Unknown, 2012-11-06).*

### **Synthesis Analysis of Photographs**

As the tourists' behavior of "collection of signs", photographs which were taken and posted by tourists represent the tourists' gaze of the visual objectified form (Urry, 1992). This research also conducted a synthesis analysis of the blog text and photographs to measure what tourists are saying about and seeing at the golf destinations. It includes all written content and 1491 valid photographs which were posted in the 328 blogs. Each photograph was sorted into several attributes due to the content diversity. The synthesis data of photographs with text was coded in NVivo and a social network analysis was conducted through the visualization tool NetDraw.

Items of photographic interest to golf tourists mainly occurred under three headwords:

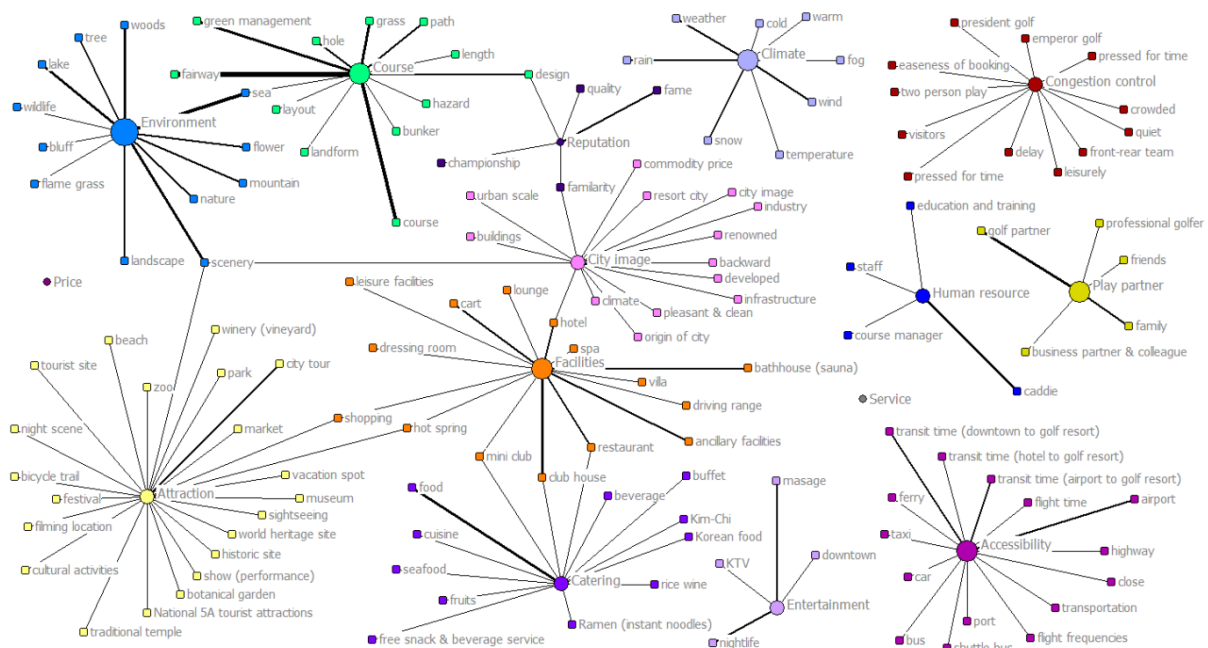
1. Environment and facilities in golf course;
2. Tour attractions;
3. Human elements.

For instance: club house (155), hotel (69), cart (95), fairway (447), grass (137), course (156), path (95), sea (179), lake (139), woods (143), tree (75), landscape (133) and food (59); city tour (93); and golf partner (196) and caddies (56).

The photograph data was coded as 51 headwords among the 135 headwords, because no photos can represent items such as climate, transit time, and so forth. Therefore, different with the text contents, photographs have gazed at more specific and less diversified to describe tourists' experiences.

To indicate the semantic structure of each attribute, organized co-word analysis through the 135 headwords which were extracted from source text data. Except for two elusive attributes (i.e. 'Price' and 'Service'), this research resulted in a semantic web of 13 attributes (see Figure below). The different sized circles of each attribute represent the scales of frequencies, and the thickness of connecting lines indicates the intensity of relationship between the attribute and the corresponding element headword.

*Distribution mapping of destination attributes and headwords*



These results indicate that each attribute is represented by various and specific headwords. For instance, 'Course' was described by 13 headwords, but four potent factors can be identified such as 'fairway' (589, includes 142 text and 447 photos), 'course' (371, 215+156), 'green management' (182, 154+28), and 'grass' (221, 84+137). In this context, it illuminates the specific object as mediators of what tourists see and what kind of factors are portrayed the image of golf course by tourists.

Previous research has indicated that the quality of human resources is an important factor in service provision. As Buhalis (2000) states, "the tourists' overall impression is composed of numerous encounters with a variety of tourism principals" (2000, p. 99). This research found various service encounters in golf destinations such as caddies, glass managers, course managers, hotel and resort staff, and tour guides. As participants in a social sport activity, golf tourists encounter diverse social interactions with 'Human resource' (service providers) and 'Play partner'. The 'caddy' (261, 205+56), especially, is not only the main medium for value and emotion exchanges the with tourists, but also plays a crucial role in the perception of service quality and overall satisfaction.

The results suggest that marketing strategies need to be considered based on different segments of the target market. Korean tourists express satisfaction in their affective needs, such as Korean traditional food or Korean domestic enterprise, as well as familiarity. Related headwords include: 'Korean food' (38), 'Kim-Chi' (14), 'rice wine' (12), 'Ramen (Korean instant noodles)' (19) in 'Catering'; 'familiarity' in co-domain of 'Reputation' and 'City image'.

Headwords related to ecological environment have a positive effect on the destination image of golf tourists. Beyond the natural and artificial features such as 'scenery' (182), 'lake' (200, 61+139) and 'landscape' (159, 26+133), golf tourists are delighted to see indigenous 'tree' (157, 82+75), 'flower' (68, 43+22) and 'wildlife' (36). For example:

[Headword of 'flower' in 'Environment ']

*Various flowers create a harmony, the spring of Taiwan, the flowers in here... it is so beautiful. I also saw the mushrooms. This golf course is blessed with a profusion of flowers. (Blog 141, Male, Taiwan, 2012-11-17).*

[Headword of 'tree' in 'Environment ']

*Huangshan Pine CC, worthy of the name, there are an enormous amount of pine trees. All the 18 holes have many pine trees around the course, we could take a rest under the tree... The harmony of pine trees and a tea plantation gave me the psychological stability, and shows the well preserved ecological environment. (Blog 41, Unknown, Huangshan, 2011-08-18).*

[Headword of 'wildlife' in 'Environment ']

*A thick forest in this golf course is the natural habitat of white heron, it might be due to the food and shelter which are provided by environment-friendly landscaping and forest. I could see hundreds of herons fly in a flock surrounding the golf course. It was a magnificent view!... Heron has a distinctive sound, so I stopped and set my eyes toward the woods when I hear the sound of them. (Blog 191, Female, Xiamen, 2012-04-04).*

### **Comparison between tourists' experience reviews and cognitive results (blog vs survey)**

To identify the tourists' importance cognition of 15 destination attributes and differences between tourists' elaborations and cognitive results, this research conducted sequential survey by questionnaires. The questionnaire required respondents to rate the importance of the 15 attributes on a five-point Likert scale. The questionnaires were distributed to 500 Korean golfers who have had experience on China golf tours within the past two years, with 437 valid questionnaires being successfully received during July to October 2014. The reliability coefficients of variables achieved 0.843, were satisfactory according to the criteria of social science measurement.

#### *Comparison of the tourists' perceptions in blog and questionnaire for 15 attributes*

| Blog content (text + photos), N=356 |                      |           | Questionnaire, N=437<br>Cronbach's Alpha=0.843 |                    |      |
|-------------------------------------|----------------------|-----------|------------------------------------------------|--------------------|------|
| Rank                                | Attributes           | Frequency | Rank                                           | Attributes         | Mean |
| 1                                   | Course               | 2279      | 1                                              | Congestion control | 4.25 |
| 2                                   | Environment          | 2072      | 2                                              | Accessibility      | 4.12 |
| 3                                   | Facilities/Amenities | 1553      | 3                                              | Catering           | 4.11 |
| 4                                   | Climate              | 877       | 4                                              | Climate            | 4.10 |
| 5                                   | Accessibility        | 718       | 5                                              | Price              | 4.03 |

|    |                    |     |    |                      |      |
|----|--------------------|-----|----|----------------------|------|
| 6  | Playing partner    | 617 | 6  | Service              | 4.00 |
| 7  | Catering           | 592 | 7  | Playing partner      | 3.91 |
| 8  | Human resource     | 587 | 8  | Facilities/Amenities | 3.91 |
| 9  | Reputation         | 410 | 9  | Reputation           | 3.75 |
| 10 | Attraction         | 385 | 10 | Environment          | 3.67 |
| 11 | Image of the city  | 356 | 11 | Entertainment        | 3.67 |
| 12 | Congestion control | 289 | 12 | Attraction           | 3.38 |
| 13 | Entertainment      | 276 | 13 | Image of the city    | 3.34 |
| 14 | Price              | 118 | 14 | Human resource       | 3.29 |
| 15 | Service            | 87  | 15 | Course               | 3.28 |

The frequencies of each attribute in whole blog contents (text and photos) and the mean value of surveys are utilized for the analyzing the discrepancies. The two rankings of each attribute exhibit the significant differences:

- Respondents rated the importance of 'congestion control', 'price' and 'service' significantly higher than the results of blogs.
- 'Course' (3.28), 'environment' (3.67) and 'facilities' (3.91) which ranks highest in blog, received only a moderate rating from the survey respondents.

*Comparison of geographical distribution of top 10 cities*

| Blog content (text + photos), N=356 |           |          | Questionnaire, N=437 |                |           |          |
|-------------------------------------|-----------|----------|----------------------|----------------|-----------|----------|
| Attributes                          | Frequency | Percent% | Rank                 | City           | Frequency | Percent% |
| Weihai (R1)                         | 64        | 17.9     | 1                    | Shanghai (R2)  | 109       | 24.9     |
| Qingdao (R1)                        | 44        | 12.3     | 2                    | Qingdao (R1)   | 89        | 20.3     |
| Beijing (R1)                        | 35        | 9.8      | 3                    | Weihai (R1)    | 61        | 13.9     |
| Shanghai (R2)                       | 27        | 7.5      | 4                    | Hainan (R5)    | 48        | 10.9     |
| Yantai (R1)                         | 22        | 6.1      | 5                    | Beijing (R1)   | 32        | 7.3      |
| Hainan (R5)                         | 22        | 6.1      | 6                    | Yantai (R1)    | 20        | 4.5      |
| Taiwan (R3)                         | 20        | 5.6      | 7                    | Shenzhen (R4)  | 14        | 3.2      |
| Xiamen (R3)                         | 12        | 3.3      | 8                    | Guangzhou (R4) | 14        | 3.2      |
| Dalian (R1)                         | 10        | 2.8      | 9                    | Dalian (R1)    | 11        | 2.5      |

|               |   |     |    |              |   |     |
|---------------|---|-----|----|--------------|---|-----|
| Shenzhen (R4) | 7 | 1.9 | 10 | Kunming (R6) | 5 | 1.1 |
|---------------|---|-----|----|--------------|---|-----|

\*R1=Bohai coastal region, R2=Yangtze river delta, R3=Western coast economic zone of Taiwan straits, R4=Pearl river delta, R5=Hainan province, R6=Yunnan province

Shanghai, which belongs to the Yangtze River delta region, accounts for 24.9% of respondents' golf destination. Just as this research found that Yangtze River delta region was represented with 'congestion control' in the blog contents, the result of a higher ratio for Shanghai and 'congestion control' in the survey is a reasonable outcome.

*Comparison of the tourists' perceptions in blog and questionnaire*

| Blog content (text + photos) |                      | Questionnaire<br>Cronbach's Alpha=0.843 |                      |
|------------------------------|----------------------|-----------------------------------------|----------------------|
| Rank                         | Attributes           | Rank                                    | Attributes           |
| 1                            | Course               | 1                                       | Congestion control   |
| 2                            | Environment          | 2                                       | Accessibility        |
| 3                            | Facilities/Amenities | 3                                       | Catering             |
| 4                            | Climate              | 4                                       | Climate              |
| 5                            | Accessibility        | 5                                       | Price                |
| 6                            | Playing partner      | 6                                       | Service              |
| 7                            | Catering             | 7                                       | Playing partner      |
| 8                            | Human resource       | 8                                       | Facilities/Amenities |
| 9                            | Reputation           | 9                                       | Reputation           |
| 10                           | Attraction           | 10                                      | Environment          |
| 11                           | Image of the city    | 11                                      | Entertainment        |
| 12                           | Congestion control   | 12                                      | Attraction           |
| 13                           | Entertainment        | 13                                      | Image of the city    |
| 14                           | Price                | 14                                      | Human resource       |
| 15                           | Service              | 15                                      | Course               |

Tourists like to leave their tour experience reviews on the blogs for a series of personal and social reasons. Their reviews concentrated more on the sharing of the emotional aspects of their experiences and itineraries rather than the rational aspects. Hence, the survey respondents put greater emphasis on 'price' and 'service' to evaluate the rationality of the whole tour products. Anonymity of survey also could lead the significant differences.

In regards to the contents of blog text and photos, it was found that they mostly described the golf resort and golf rounding as the main focus and experience in their travelling. Although these vivid reviews of tourists' perception on golf experiences could contribute to the

development of golf tourism resort, the survey results are a reminder that suppliers have to consider the overall environment beyond the golf-directed attributes for sustainable development of golf tourism.

## Conclusion

1. From the attributes summarized, 'Course' and 'Environment' are the most important to golf tourists to evaluate the destination and resort condition; while 'Congestion control', 'Accessibility' and 'Reputation' have great effect on Korean golf tourists' push and pull motivation. In other words, the congestion situation (and booking difficulties) of Korean domestic golf facilities force them to consider overseas travelling, and the accessibility and reputation of golf tour destination (or golf club) which includes flight convenience (time and cost), familiarity and brand awareness, are the competitive pull factors of Chinese destination.
2. The results also found the leverage effect of 'Human resource' in golf tourism, especially the caddies. That is to say, as a service activity, the service quality within tourism has intrinsic importance and is closely related with tourists' satisfaction.
3. Despite the increasing importance put on family programs, it is rarely mentioned in Korean golfer blogs. As previous research concluded, some overseas golf destinations such as Hawaii or Australia received positive reviews by Korean golf tourists for the various family tour programs in their travel packages or resorts, but China has seldom been considered as an ideal family golf tour destination due to lack of family amenities, and ancillary facilities.

The Chinese golf tour destinations which were classified in six regions according to their different resources and characteristics were evaluated by different important levels of destination attributes. As Dann (1977) and Leiper (1979) mentioned, there are push and pull factors in tourist behavior, and it appears in tourist generating regions and destination regions from the geographical elements. The results of this research reflect the mutual effect between them. In the other words, the international flows of golf tourists respond to a demand that is not satisfied domestically for various reasons, and the destination attributes which stimulate the temporary inflow, could attract tourists through the qualitative characteristic of the regions to fulfill tourists' unmet needs. As the result, there are the heterogeneous approaches and distributions in different regions, likewise tourists are.

## **Is New Zealand ready to become a mono-destination for Chinese tourists: Explore the impact of China Tourism Law and changes in visitors' behaviour**

Claire Liu and Wenting Li

*School of Hospitality and Tourism, AUT University, New Zealand*

### **Abstract<sup>23</sup>**

The Chinese outbound tourism market is growing rapidly and becoming a main source market for many destinations. Due to the implementation of the new China Tourism Law in October 2013, the Chinese tourism market is now experiencing a series of transformations. Since China has become the second largest tourism market for New Zealand, it is necessary to undertake study of the Chinese market to explore the impact of the new China Travel Law on Chinese tourists' behaviour in New Zealand. This will help identify opportunities for the tourism industry in attracting Chinese tourists who want to visit New Zealand as a mono-destination. This study used a quantitative method to identify Chinese tourists' behaviour after the new China Tourism Law took effect. On-site questionnaire survey was conducted for data collection. Convenience sampling was employed to target 200 Chinese tourists in the city centre of Auckland from April to May 2014. 122 completed questionnaires were used for data analysis. The survey identified the general demographic characteristics of the Chinese tourists in New Zealand, their travel behaviours, awareness and knowledge of the new China Tourism Law, tour activities, as well as their perception and level of satisfaction with their New Zealand tours. Despite the growing number of studies on Chinese tourists' behaviour in New Zealand, few of them explored the correlation between the new China Tourism Law and Chinese tourists' behaviour. Thus, this research endeavoured to fill this gap, and identified how New Zealand could improve to meet the demands of the Chinese market.

### **Background of the Study**

New Zealand received its Approved Destination Status (ADS) in 1999. The number of Chinese tourists to NZ increased significantly over the past 15 years since the ADS mechanism. China has now become New Zealand's second largest visitor market with 243,472 arrivals for the year ending July 2014. New Zealand is often regarded as a dual destination with Australia for most Chinese tourists. Tourism New Zealand launched its Premier Kiwi Partnership (PKP) programme in 2013 to develop, market and promote longer stays and high value itineraries.<sup>24</sup> After the China Tourism Law took effect in October 2013, there was a 45% drop in short stay visa applications to New Zealand. The number of longer stay and individual Chinese visitors to NZ increased 43% around the same period. It is significant to explore the impact of the new China Tourism Law on Chinese tourists' behaviour in New Zealand.

Despite the growing number of studies on Chinese tourists' behaviour in New Zealand, few of them explored the correlation between the new China Tourism Law and Chinese tourists'

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<sup>23</sup> This is a study undertaken by one of my Master of International Tourism Management students at AUT. The main purpose of the research was to investigate the impact of the new China Tourism Law on Chinese tourists' behaviour in New Zealand and identify how New Zealand could improve to become a single tourist destination for Chinese visitors.

<sup>24</sup> The PKP programme selected 11 inbound tour operators and 18 Chinese travel agents to participate in the programme.

behaviour. Thus, this research endeavoured to fill this gap, and identified how New Zealand could improve to meet the demands of the Chinese market.

### **Research Objectives**

The objectives of this research include the following:

- To investigate the impact of the new China Tourism Law on Chinese tourists' behaviour in New Zealand.
- To identify how New Zealand could improve to become a mono-tourist destination for Chinese visitors.
- To explore what kind of service and products Chinese tourists prefer.
- To provide recommendations and marketing strategies for the Chinese market operators in New Zealand.

This study used a quantitative method to identify Chinese tourists' behaviour change after the new China Tourism Law took effect. This will help identify opportunities for the tourism industry in attracting Chinese tourists who want to visit New Zealand as a mono-destination.

### **Method of Study**

An on-site questionnaire survey was used for data collection. 24 questions were designed to identify visitors' profiles, characteristics of Chinese tourists' behaviours, knowledge of China Tourism Law, Chinese visitors' perception of tourist activities and level of satisfaction of their NZ tour experience. The target population of this study was Chinese tourists (18 years old or above) visiting NZ after 1 October 2013. Convenience sampling was employed to target 200 Chinese tourists in the city centre of Auckland during April and May 2014. 122 completed questionnaires were used for data analysis. Descriptive statistics, correlation analysis and content analysis were conducted to identify the pattern of the findings.

### **Key Findings**

This study found that the majority of Chinese visitors to New Zealand were aged between 30 to 60 years old, well-educated, having high income jobs and coming from large urban cities in China. Most Chinese tourists heard about New Zealand from their friends or relatives, mass media or the Internet. They prefer to book their tours through travel agencies, and visit New Zealand with a tour group as a dual tourist destination. Over half of the participants stayed in NZ for only one to four days.

The group travellers had a higher level of awareness of the Tourism Law than FIT travellers. Tourists in the older age group have more knowledge about the Tourism Law than the younger groups. Most participants perceived that the Tourism Law barely impacted on their New Zealand tour experience. Chinese tourists were highly satisfied with the "cleanliness" and "overall quality of the accommodation" and "service quality" in the restaurants". Sightseeing was rated as one of the most preferred tourist activities. The majority of the participants showed intention to return to NZ as a single destination in the future.

### **Implications of these Findings**

- 1) NZ needs to develop some new market strategies to appeal to more high value Chinese visitors and encourage them to stay longer and spend more money while they are here.
- 2) The tourism industry needs to identify ways of extending the average length of stay for Chinese tourists.

- 3) More effort should be put into educating Chinese visitors about the new Tourism Law and how it will protect the interest of the Chinese tourists and improve the quality of visitor experience.
- 4) The Tourism Law requires both inbound tour operators and tour guides to obtain written agreement from all tourists in respect of any unscheduled shopping and activities introduced during the tour.
- 5) With the agreement, tourists could ask the travel agents to refund the full price of their tour if they are unsatisfied.
- 6) Chinese tourists have the right to get accurate facts about any tourist products and services they purchase. Any forced shopping, un-planned core activities and un-expected add-on fees during the trip are illegal.

### **Conclusion**

The research findings have shown the behaviors of Chinese tourists after the implementation of China Tourism Law. It indicates that the Law was not known by most Chinese tourists and the short term impact of the Law was not obvious. In the short-term, the Tourism Law will lead to a reduction of the Chinese visitor numbers due to the increased tour price for ADS group tourists. In the long run, the law will encourage more Chinese FIT travellers to New Zealand to stay longer and experience higher quality tours instead of hopping between countries. While the FIT traveller numbers were increasing after the Law took effect, most Chinese visitors still considered NZ as a dual destination combined with Australia. It seems a long way to go for NZ to become a mono destination.

### **Limitations and Recommendations for Future Research**

The on-site survey method was limited to the central part of Auckland city over a short period of time. Therefore, the findings cannot represent the opinions of Chinese tourists in general. The data analysis was not sophisticated due to the small sample size and limited response rate for a quantitative study. Face-to-face interviews would encourage the participants to ask questions and express their opinions further. This study focused on the impacts of the China Tourism Law on Chinese tourist behaviors in New Zealand. Further studies are needed to explore the impacts of the Law on tour operators to initiative strategies to meet the demand of the Chinese visitors. Comparative studies of the Chinese market in different destinations and the impacts of China Tourism Law are necessary.

## **Day 3**

### **Nature-Based and Heritage Tourism**

The four keynote speakers for the Nature Based Tourism in the Asian Century theme were Dr. Paul Eagles (University of Waterloo, Canada), Dr. David Weaver (Griffith University, Queensland), Jim Sharp (Department of Parks and Wildlife, Western Australia), and Dr. Philip Pearce (James Cook University, Queensland). Jim Sharp said that “parks were good for tourism and tourism was good for parks” while highlighting Western Australian extensive terrestrial and marine protected areas.

## KEYNOTE SPEAKERS

### **Nature-based tourism and the Chinese dream: Considerations for Australian Protected Area managers**

Professor David Weaver  
*Griffith University*

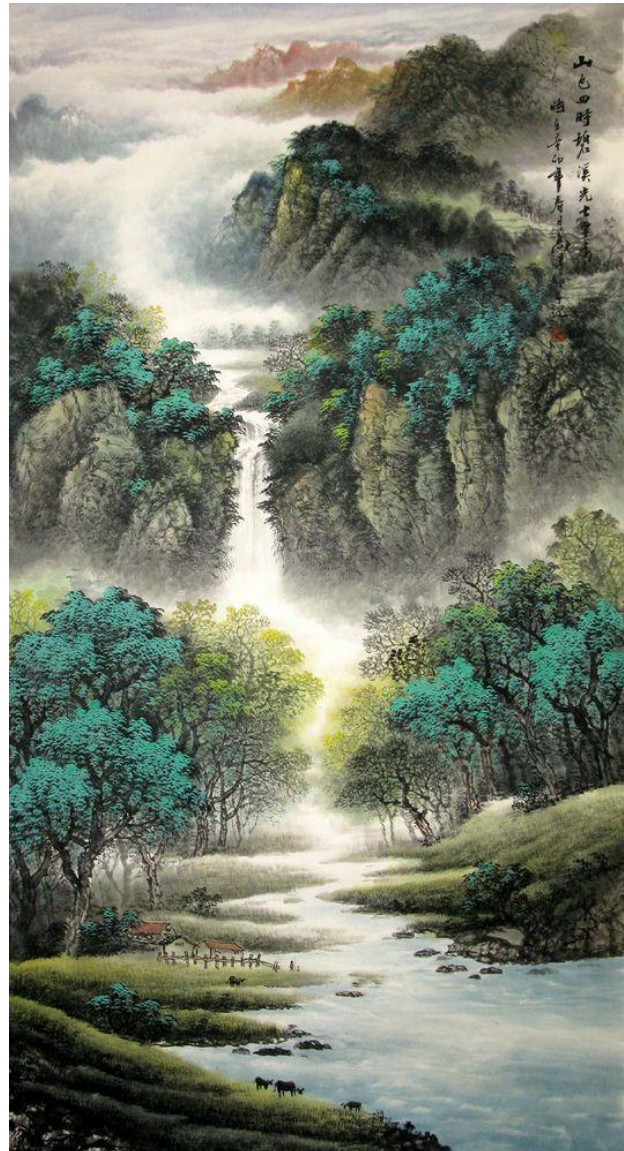
#### **Biography**



Dr. David Weaver, employed as a Professor of Tourism Research at Griffith University (Australia) since 2008, has more than 30 years of experience teaching and researching in the areas of ecotourism, sustainable tourism, and destination management. He has held prior academic appointments in Australia (also Griffith University), Canada (University of Regina), and the USA (George Mason University and University of South Carolina) and during this time has authored or edited 10 books and written more than 100 refereed scientific journal articles and book chapters. Dr. Weaver is also the editor of the Encyclopedia of Ecotourism and sits on the editorial boards of seven academic journals. In 2009 he was elected as a Fellow in the International Academy for the Study of Tourism, the peak international body for tourism academics. In recent years he has been invited to deliver keynote addresses in Korea, South Africa, Russia, New Zealand, Norway and China, and has participated in consultancies in destinations as diverse as Thailand, Panama and Andorra. Dr. Weaver held a prestigious Australian Research Council (ARC) Discovery Grant to investigate the willingness of protected area visitors in Australia to participate in activities that enhance the environmental condition of national parks.

#### **Abstract**

The “Chinese Dream”, promulgated in 2013 by President Xi Jinping as a platform for debating China’s future development, incorporates paradoxical elements of collective as well as individual aspiration, and can be regarded as an idiosyncratic pathway to sustainable development “with Chinese characteristics”. China’s emergence as a tourism superpower suggests the great relevance of this sector as a manifestation of the Dream. For the 100 million Chinese



outbound tourists, nature-based attractions are increasingly popular, and Australia in this respect is well-endowed and thus well positioned to offer experiences compatible with the Dream(s). These aspirational experiences, however, may differ from the prevailing “Western” encounters offered by Australian protected area managers to domestic and European visitors. Chinese and more broadly East Asian distinctions that merit further investigation include high interest in microfauna as well as hydrological and geological features, and the prioritisation of aesthetics over ecology. Another feature is preference for a strong “human footprint” wherein (a) compatible human influences are seen “improve” nature and reflect harmony, and (b) a broad array of facilities, services and experiences is expected. Larger group dynamics and expert mediation are also enjoyed, and positive mental and physical health benefits are sought in keeping with an ethos of self-improvement. Related issues include how to accommodate such distinctions, their compatibility with the Western model, differences within the Chinese market, and implications for sustainability within an aspirational context of “enlightened mass tourism”.

### The “Chinese Dream”

*Collective* aspirations of national rejuvenation, economic growth, international respect, sense of community, clean environment, and safe food and *individual* aspirations of prosperity, material wellbeing, and happiness (Chinese Dreams?) equals a ‘quadruple bottom line’ approach to sustainable development with Chinese characteristics.

The “Chinese Dream” increasingly, involves encounters with nature, and visits to protected areas with 4.05 out of 5.00 Chinese tourists are seeking ‘natural beauty and climate’ (Sparks & Pan, 2009) and 57% seeking “world class beauty and natural environments” when choosing a holiday destination (Tourism Australia, 2014).

How can WA protected areas help Chinese outbound tourists to achieve their Chinese Dream(s)?

1. Unique products that convey a ‘sense of place’.
2. ‘Shallow’ market accommodation (Chinese language signs, Chinese food, shopping opportunities).
3. ‘Deep’ market accommodation (responsive to the Chinese psyche).

### The “Chinese Dream” and Sustainable Tourism

*Tourism* as a manifestation and/or facilitator of the Dream, but if mismanaged, can be an inhibitor of the Dream, causing ‘Chinese Nightmares’.



***Four considerations for the Chinese protected area visitor***

- 1) Appreciating the small and ephemeral such as charismatic microflora and microfauna and a focus on detail and aesthetics more than ecology, and appreciation of natural ‘soundscapes’.
- 2) Appreciating the auspicious unity of geology and hydrology. This can be construed in terms of Chinese cultural understandings. For instance - mountains = power and majesty, symbolic of solid family fortune and fame (YIN: permanence, upward); waterfalls = continuous good fortune and wealth (YANG: impermanence, downward).
- 3) Harmonious human footprints. Promote ideas such as, humans and nature are one, that there is a need for balance (consonance rather than dissonance), that humans can ‘improve’ nature, and that a ‘natural’ attraction is all the more interesting for having influenced human history, and vice versa. Is this a meaningful story, or an eyesore?
- 4) Encourage a high tolerance of ‘crowding’ (crowds as affirmation of attraction merit) and the idea that tourists are comfortable and safe together. Also visit and/or establish places where infrastructure is built into the natural setting. For 4.05 out of 5.00 Chinese tourists, ‘infrastructure in the destination’ is a key selection factor (4.05/5.00) (Sparks & Pan, 2009).

**Management considerations for Australia**

- Increasing Chinese market diversity (variants and aberrations). Have ‘full spectrum exposure’ in the Gold Coast and Sydney.
- Employ the 95/5 principle. A great majority of visitors are happy to confine their activities to a very small part of the park.
- Combine the best of mass tourism and alternative tourism.



## Nature-based tourism in the Asian century

Professor Paul Eagles  
*University of Waterloo*

### Biography



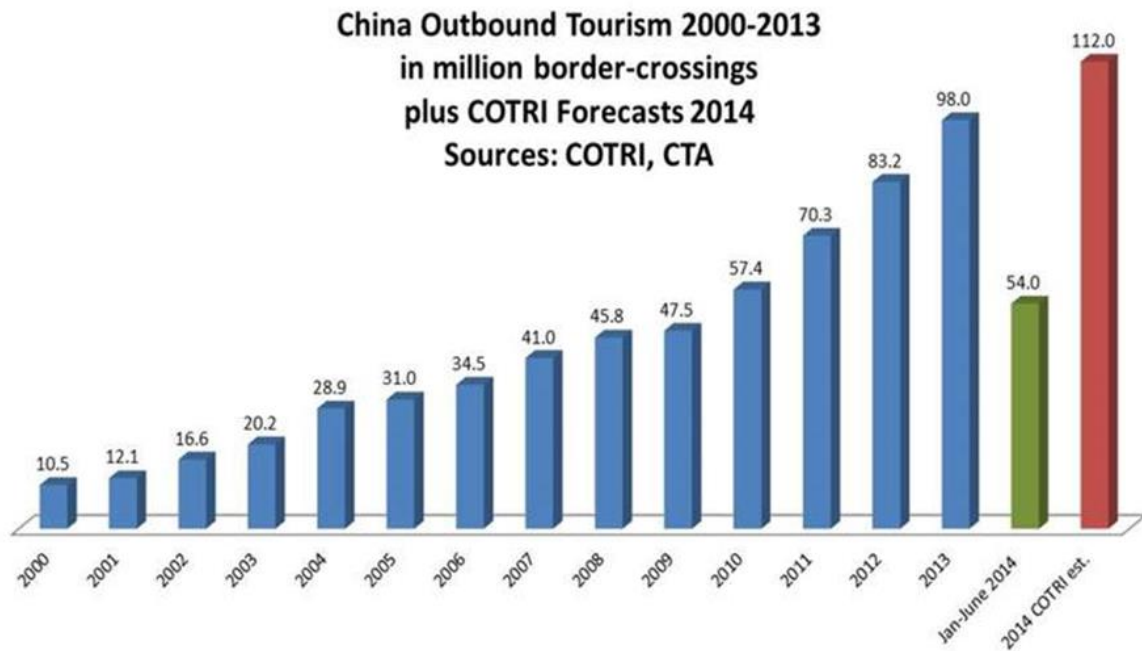
Paul F. J. Eagles is a Professor at the University of Waterloo. His primary appointment is to the Department of Recreation and Leisure Studies, with cross appointment to the School of Planning. He specializes in environmental, recreation and tourism planning, with 40 years of planning experience. He has undertaken planning and research in this field in over 25 countries and has 360 publications. He was Chair of the Global Task Force on Tourism and Parks for the World Commission on Protected Areas of the World Conservation Union (IUCN) from 1996 to 2008. He has been a consultant on tourism for numerous agencies in Canada, and for the World Bank, the World Tourism Organization, the United Nations Development Program, the United Nations Environment Program, the Forestry and Agricultural Organization of the United Nations, and the Nature Conservation Agencies of Sweden and Finland.

### Abstract

China is now the world's largest source of outbound tourism, larger than both Germany and the USA. China now has the world's largest number of tourism programs in universities, and most students. The characteristic of Asian tourism to Australia and Canada are describes, with market analysis of what Chinese tourists are looking for and are not looking for. The paper proposes that the Chinese culture has shown strong interest in nature for many centuries, creating a fertile basis for the growth in nature-based tourism in Australia and elsewhere. Opportunities for new tourism products, based on this analysis, are presented.

### China: World's Largest Outbound Tourism Market





#### **China: Advanced Tourism Education**

- One thousand university programs in hospitality and tourism, with 1,000,000 undergraduates.
- Tourism has boomed as an academic subject in China.
- The top ranked tourism program in the world, in terms of publications, is the School of Hotel and Tourism Management at the Hong Kong Polytechnic University.

#### **Asian Tourism in Canada and Australia**

- In Canada, Chinese predominately use group tours, a sign of early tourism adoption.
- A survey of the China market found 56% of respondents said they would likely visit Canada in the next 2 years, but only 10% expressed unaided awareness of this destination.
- Chinese travellers to Canada were young (under age 35), married (64%), and university educated (78%).
- In Canada, Japanese visitation moving to Free Independent Tourism, with families travelling alone rather than a group.
- Visitation to Australia has New Zealand as the largest tourism group (Last 12 months before July 2014) at 1,222,000, followed by China (770,900), followed by the United Kingdom (662,200), followed by USA (529,330) then Singapore (369,300).

#### **What are Chinese Tourists looking for in Canada?**

- Beautiful scenery
- National Parks
- Nature close to cities
- Wildlife
- Unique lifestyles
- Aboriginal culture



### **What are The Chinese Not looking for in Canada**

- Local foods and flavours
- History and cultural attractions
- City culture
- City activities
- Food and wine festivals
- Entertainments

### **Canada Tourism Strengths**

- All of the nature products (e.g., scenery, national parks, wildlife, nature close to cities, resorts in natural settings) emerge as universal strengths for Canada (i.e., categorized as general or niche strengths in at least 8 of the 12 markets).
- Canada has both good winter (snow-based recreation) and summer attractions.

### **Canada Tourism Weaknesses**

- Historical/cultural attractions, local flavours, culinary learning, food/wine festivals were weaknesses in every market.
- Most stand-alone city products (e.g., city culture, city activities, entertainment, major events) do not impress on a global basis.

### **What are Chinese Tourists looking for in Australia**

1. Nature activities (64%) (Bird watching, campervan use, camping, gardening, observing wildlife, natural wonders, tramping and walking.)
2. Food and Wine (54%) (Trying new/different foods, cooking/learning to cook, wine tasting).
3. Shopping (50%)
4. Beaches
5. 57% of Chinese respondents said that world class beauty and natural environments are important factors in destination class.
6. Chinese who have visited Australia rank world class beauty and natural environment much higher (79%), than those have not visited (61%).



### **What are the Chinese Not looking for in Australia**

1. Sports
2. Adventure activities
3. Art and history
4. Aquatic activities
5. Self-drive tours
6. Gambling
7. Concerts and festivals

### **Characteristics of the Asian EcoTourist in Canada**

- Young, highly educated, urban dweller, professional, very little outdoor experience.
- Come from a big country, therefore understand travelling in a big country.
- Want to experience nature, but are inexperienced in dealing with natural risks, such as large animals, bad weather, and wilderness activities.

- Often do not have swimming training.
- Often state - “I do not know what to do there.”
- Very willing to learn, but the required outdoor experience training is typically non-existent in Canada.
- Strong users of social networking sites and guide books to make early trip decisions. Then choose a tour operator.

### Travel Motives

- Behaviour is influenced by strongly-held beliefs.
- The beliefs lead to behaviours, such as intention to travel.
- Beliefs underlie values, such as value given to experiencing nature.
- The next few slides will show images of artistic works from the national museum in Taipei over centuries.
- These slides show that appreciation of nature is a very old Chinese cultural phenomenon.

Values → Intentions → Travel Planning → Travel



Mandarin Duck: Qing Dynasty, 1644 to 1912



Hérons or Cranes and Clouds:  
Ming Dynasty,  
1522-1566



Magpies and Flowers:  
Qing Dynasty,  
1723-1735

### Nature Appreciation

- I conclude that nature appreciation is a very old part of Chinese culture.
- These nature values should lead to travel intentions involving nature study.
- This is a fertile area for new tourism market and program development in all Chinese tourism markets.
- Have these ancient nature appreciation values been forgotten in modern China?

- Many existing outdoor experiences are challenging, difficult and require extensive training.

### Opportunities

- Specially designed nature-tourism programs for the Chinese market.
- Mandarin-speaking operations and guides.
- Professional electronic information distribution and operation.
- Nature study associated with quality accommodations and food.
- Link nature study to art.
- Opportunities for photography, as various levels from snap shots to semi-professional.
- Post-tour communication mechanisms, such as photography sharing sites.

### Travel Motives and National Parks

| Motive                                | Fulfillment       |
|---------------------------------------|-------------------|
| Novelty - traditional                 | Novel experiences |
| Unique - familiar                     | Unique            |
| Status attainment                     | No                |
| Value                                 | No, expensive     |
| Learning                              | Yes               |
| Generational transfer                 | Yes               |
| Respect for Chinese culture           | No                |
| Connectivity to home                  | No                |
| Shopping/consumption                  | Limited           |
| Socialisation with family and friends | Yes               |
| Self development                      | Yes               |
| Investment opportunities              | No                |

### Summary

- As the overall economic situation continues to improve across Asia, higher levels of outbound travel will occur.
- These future travellers will live in cities.
- They rank nature-travel highly, but are inexperienced with nature travel.
- They require carefully-designed travel preparation programs.
- Movement from large group tours to more specialized small-group events will occur.
- The field experiences should be linked to cultural factors, such as art and photography that live well beyond the trip.
- In Western Australia, there is market potential for guided nature tours that include advanced photography, art, outdoor clothing, nature interpretation, and specialized food.

## Western Australia naturally for the Chinese

Jim Sharp  
*Director General*  
*Department of Parks and Wildlife*  
*Western Australia*

### Biography



Jim Sharp was born and educated in Western Australia. He completed an Education degree at The University of Western Australia in 1971 and a Masters degree in 1978. In March 2014 Jim was appointed Director General, Department of Parks and Wildlife. Prior to that he was Deputy Director General Parks and Conservation in the Department of Environment and Conservation. He was the Department of Conservation and Land Management's Director National Parks for 12 years and Scientific Advisor before that. Jim acted as the Director General, Department of Environment and Conservation from February 2013 and then the Department of Parks and Wildlife on its creation in July 2013. Jim has a background in social research, policy development, tourism and recreation access, Aboriginal policy, volunteers, external funding, leases, licences, and visitation research. Jim is a Board member of Parks Forum, a peak body for park management organisations, with members across Australia, New Zealand, United Kingdom, Canada and the USA. He is also a Board member of the Bibbulmun Track Foundation (long distance walking track) and the Munda Biddi Trail Foundation (long distance cycling trail). The Boards are models for development of unique cross regional partnerships focused on the natural environment. Jim is a member of the World Commission on Protected Areas Working Group on Tourism in Protected Areas and has a strong interest in the establishment, promotion and sustainable use of protected areas.

### Abstract

China is now firmly acknowledged as a globally significant outbound tourism market. Ranked 10<sup>th</sup> amongst all (out of region) outbound destinations, China accounted for some 709,000 visitor arrivals to Australia in 2013, an increase of 14.5% over 2012. With recently improved airline connections to Western Australia, around 19,000 Chinese travellers per annum are expected to grow by 7.6% per annum to 2020. Western Australia's resources-based economy is entering a period of change with a growing recognition that traded services such as tourism and education will play an increasingly significant role in diversifying the State's economy. Western Australia's reputation as global biodiversity hotspot, expressed through its 26 bioregions and diverse landscapes, aligns with the Chinese interest for natural area experiences. Tourism Research Australia (2014) in its Chinese satisfaction survey found that 90% of travellers considered Australia to meet or exceed their expectations and one of the main attractions for the Chinese visitor is having a nature-based experience. Western Australia is well placed to deliver on this important visitor need and in a manner that will differentiate itself from other Australian destinations. The State's park agency, the Department of Parks and Wildlife is committed to positioning "Parks for People" through increased investment in new visitor infrastructure and facilities, improved services, digital media engagement and marketing partnerships with the tourism sector. Importantly, there is a need to ensure a deeper understanding of the Chinese visitor's beliefs, values and attitudes so as to deliver meaningful nature based experiences

## Key Message



Parks are good for tourism and tourism is good for parks

### Our purpose statement...why we exist

Working with the local community to ensure the nature of Western Australia is conserved for, for its intrinsic values and sustain and enrich people's lives.

### Why conservation needs tourism

The tourism and conservation partnership where nature-based tourism:

- Educates the community about what is worthwhile conserving
- Causes our landscapes, plants and animals to have a tangible value
- Increases the number of constituencies who depend on, and hence support conservation
- Generates funds for research and management
- Gives impetus to private conservation efforts

### Why tourism needs conservation

- If we destroy the natural asset there is no tourism product
- Conservation can create unique natural products
- Conservation can add value to the nature-based tourism experience
- Marketing collateral

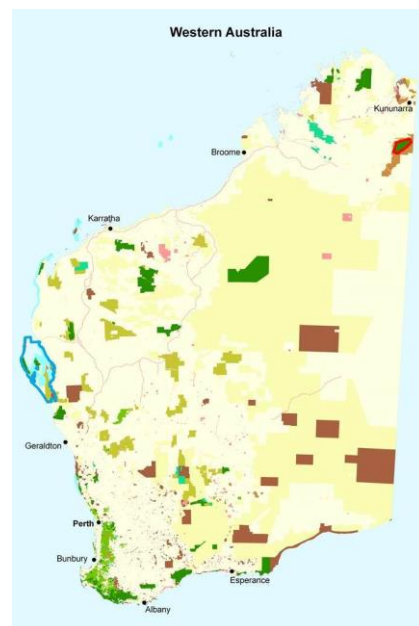
### The Western Australian context

- Over 28 million hectares under management – an area larger than the entire United Kingdom or about the same size of Jiangxi and Fujian Provinces.
- 100 national parks, 13 marine reserves and other reserves.
- To give you some idea of the magnitude of the management task we manage more than 37,000 km of roads.

That's a land area slightly less than the size of Germany and 17 million visitors annually.

WA's diverse natural settings and quality experiences are underpinned by:

- 26 bio-regions



- 3 World Heritage Areas (based on natural values)
- epic landscapes such as the Purnululu National Park (World Heritage Area) in the Kimberley region,
- the breathtaking gorges of Karijini National Park in the Pilbara region,
- a super-rich biodiversity

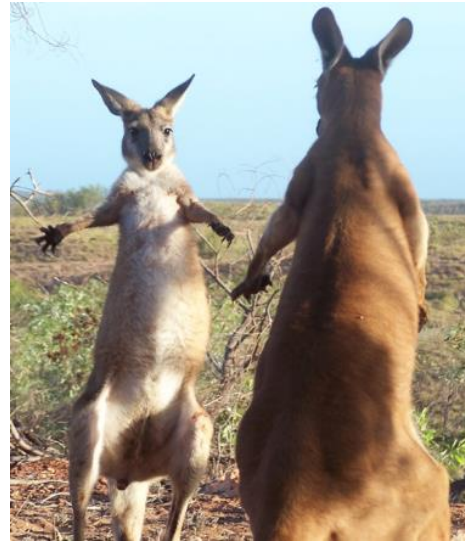


The forests, shrub-lands and heaths of South West Australia is the only UNESCO biodiversity hotspot in the country, with 6,900 flowering species, which represents about 29% of Australia's known flora. Just over a half of these are found nowhere else on Earth.

WA also has 13 marine parks with many and varied wildlife experiences, such as the whale shark phenomenon of the Ningaloo Coast World Heritage area. This area is a sustainably managed natural resource that provides a platform for a unique nature-based tourism experience



WA is also the home of incredible wildlife including the extremely rare animals like the charismatic black footed wallaby which can be easily spotted from a tour boat operating at Yardie Creek in the Ningaloo Coast World Heritage area.



Another important tourist attraction is our unique wildflowers which are world renown. WA has over 10,000 native species of flowering plants, 70% of which are found nowhere else in the world. But most importantly there is an abundance of opportunities for visitors to experience wildflowers and plants in a natural setting.

### **Quality experiences**

Our response to this diversity of natural settings is to create world class nature based tourism experiences. The Valley of the Giants Tree Top Walk in the south-west corner of WA was the first of its kind in in Australia and has attracted over 3 million visitors. We are looking at ways in which these sorts of experiences can be rejuvenated, enhanced, updated and made more relevant to changing visitor demands; newly emerging experiences such as the Horizontal Falls, ancient life forms and wilderness camps. These experiences are based in respect for Indigenous culture and joint management arrangements. Whether the experience to be gained is in the tall timbers or below sea level we need to pose the question - Is Western Australia delivering the quality of nature-based tourism experience that the Chinese are seeking?



Recent research is suggesting we are delivering on expectations. In a recent survey conducted by Tourism Research Australia amongst Chinese visitors to the East coast of Australia 93% of Chinese visitors expecting a nature based tourism experience had their expectations met (35%) or exceeded (58%). There is no doubt Chinese visitors love our natural environment. Although this research was undertaken on the East Coast of Australia, we have no doubt Western Australia is reflecting or exceeding the national experience.

But high levels of satisfaction with nature will not necessarily increase the likelihood of Western Australia being recommended to their friends and relatives (from the TRA research in the China market.) The same research indicates that Chinese EXPECT a nature-based experience when they come to Australia, but other factors drive the final decision to travel. Factors like overall value for money, good shopping experiences are seemingly more fundamental drivers for the Chinese market, that's what the research is suggesting.



We need to get the balance right and to understand better the way Chinese think and feel about nature and nature based experiences so we can deliver experiences that will exceed all expectations. As an agency we can't do much about airline connections with China, accommodation and hospitality services in Perth but we can do something about the way nature is presented to the Chinese. We need to have a clear

understanding of whether our idea of a nature based experience matches the Chinese perception and understanding of nature. Have we got the balance right? Or is there more we need to be doing? Does the Chinese visitor want to stay with the proven iconic destinations, landmarks and natural wonders? Or, is there an underlying drive for new and different experiences? China currently accounts for some 709,000 visitor arrivals to Australia and is growing rapidly. We know there is a potentially massive volume of visitors but what we don't really know the QUALITY of experience that is being sought. Is there a potential Chinese visitor market segment that is after a deep nature experience?

### **Investing in the future**

The Department of Parks and Wildlife is investing heavily in:

- new infrastructure such as the newly opened Granite Skywalk in the Porongurup National Park,
- campgrounds and associated facilities,
- digital media,
- and working in partnership with the broader tourism and recreation industries.

Our pitch is "Parks for People" and our commitment is to deliver a quality of experience and this includes the China market. The Department is keen to learn about what we need to do better to be relevant to the China market.



Take bushwalking/hiking and mountain biking for example.

In China, the *Do You Hike* website has over one million members seeking hiking, biking and other adventure experiences. Within Australia, Sydney, Melbourne, Gold Coast, Great Barrier Reef and Tasmania are listed as key Australian destinations. Western Australia is not currently promoted on this website. Is this due to a perceived inability to deliver the type of nature based experience the Chinese are after or is it due to other factors? Our low destination awareness is possibly a key hurdle that needs to be overcome.

WA does have hiking assets though. The Bibbulmun Track is a globally recognised long trail. It is over 1,000 km and runs through the South West of the state with plenty of options for short hikes. It is listed amongst National Geographic's top 20 Epic Trails. Also, the Munda Biddi Trail is a world class, nature based, off-road cycle touring trail. The challenge for the

tourism industry is to get these sorts of experiences into the minds of potential Chinese visitors.

The Department of Parks and Wildlife has started the engagement process. For instance, we have established the first sister park relationship between Danxishan National Park and Purnululu National Park. Both are World Heritage listed. Also, cooperation in plant science and research between the Department, the Institute of Botany and Chinese Academy of Sciences has been established.

### **Concluding comment**

Understanding Chinese beliefs, values and attitudes will be a key driver for delivering a quality nature based tourism experience. We need to really understand Chinese beliefs, values and attitudes in order for us to deliver high quality nature based tourism experiences. Is it simply a high volume market that is seeking a 'light' connection with nature or are there some very deeply held beliefs and values about nature that are key drivers for a more immersive experience. Western Australia has the capacity to deliver at either end of the spectrum of needs.

## What if...? The psychology of possibility and the future of ITSA

Professor Philip Pearce  
*James Cook University*

### Biography



Philip Pearce has taught in Australian Universities for over 30 years. He is the first Professor of Tourism in Australia and is based at James Cook University. He has a First Class Honours degree in Psychology and Diploma of Education from the University of Adelaide and earned a Doctorate from the University of Oxford studying tourists in Europe. He has held a Fulbright scholarship at Harvard University. In his position at James Cook University he teaches at all levels with a focus on tourist behaviour and experience. In 2008 he won an ALTC award for advancing tourism education and for the supervision of Doctoral level students, having successfully supervised 33 such students. He has 250 publications and 8 books on tourism. He was the founding editor of *The Journal of Tourism Studies* (1990-2005) and now reviews and edits manuscripts for other journals on a regular basis. He was awarded the James Cook University Vice Chancellor's Award for research excellence in 2012. He is a frequent keynote speaker at tourism conferences particularly in Asia. His special interest areas are tourist behaviour, notably tourist motivation and experience, tourism and communities and tourism education and research.

He has recent interest and publications in the areas of Chinese outbound tourism. He supervises a large number of current PhD students and has been the principal supervisor for successful graduates from 12 countries. He currently supervises PhD students from China, Thailand, Malaysia, Australia, and Singapore.

### Abstract

The presentation undertakes a journey to and around some diverse ideas, specifically the way we see time in our lives, the psychology of possibility, and how we might act to create alternate futures. Key arguments are developed which inform a set of actions which ITSA as an organisation, and conference attendees linked to ITSA, can pursue and anticipate in the future. Building on the powerful insights of the value of connecting our personal well-being with a measured approach as to how we see the future, and accompanied by a mindful processing of new possibilities, the presentation delivers an ethics-informed vision of tourism research work for the future. It is argued that ITSA can become a community of tourism researchers acting ethically in the best interests of their communities and global society. In particular ITSA members are challenged to interact with new colleagues for joint tourism linked research enterprises which matter. This community should value diversity, encourage mutual learning, reject elitism and all forms of discrimination and approach the challenges of the future with optimism, humour and a concern for others and the environments in which we all live. Noble perspectives and ideals can be facilitated by positioning ITSA as a “connecting community” and several bold suggestions are made for linking people, showcasing youthful views, and rewarding cooperative ethical research partnerships across national boundaries. ITSA is in a competitive organisational marketplace and making connections and good intentions real is paramount for its marketing distinctiveness, position and continuing relevance.

### Let us make it personal

How are you positioned with your life and career right now? What matters to you? Happiness? Relationships? Using your time well?



### Orienting yourself to time

The way we see time in our lives is central to these questions.

- High in Past positive orientation – no regrets
- Present engagement - being present with people - with some hedonism, enjoying the now
- Moderately high in future time perspective, a flexible planner.
- Low in past negative time perspective
- Low in present fatalistic time perspective
- Not living in a shrunken present because overly concerned with future time perspective

### Orienting yourself to happiness

- The findings of positive psychology
- Happiness, Enjoyment, Fulfilment are outcomes which accumulate, and follow what we do. They are not easily targeted in themselves: they are by products of PERMA<sup>25</sup>
- Positive emotions
- Engagement
- Relationships
- Meaning
- Achievement
- THE CHALLENGE IS TO USE ITSA for these DESIRABLE GOALS

### Orienting the work environment to your goals

Look for opportunities to engage, relate to others, achieve with others, enjoy the present, but plan for a flexible future. BUT another concept to help this orientation can be added - the

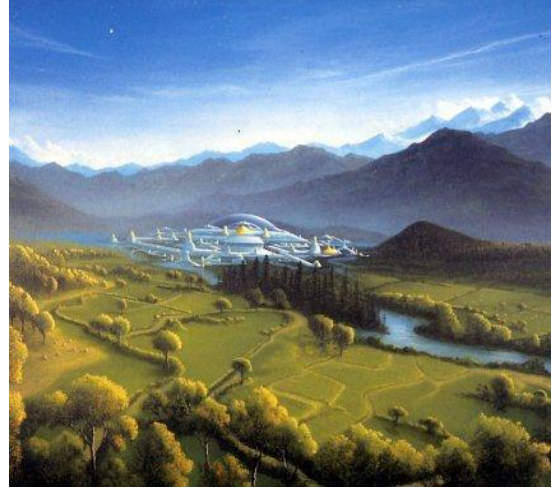
<sup>25</sup> The PERMA model was designed by psychologist Martin Seligman with five core element of psychological well-being and happiness, these being; Positive emotions, Engagement, Relationships, Meaning, and Achievement (<http://positivepsychologyprogram.com/perma-model/#seligman-perma-model>).

psychology of possibility. The implications of possibility - A problem solving, forward looking, emotionally beneficial approach to research

### **Creating alternate futures**

For ITSA this means:

- Conduct all ITSA research with the ethical standards of beneficence, non-maleficence and reflexive awareness. Make next Best Paper award for the most ethical and altruistic paper
- Accept only joint international papers at the next ITSA conference
- Have students do short keynote speeches and be on the discussion panels
- Act as individuals to develop one new partnership at this conference to produce one new research output
- Are paired by ITSA with a person you may not know well for a 15 minute meet and greet session
- Develop a “teaching of research sharing of ideas” stream at the next ITSA conference
- Collect, review and act on everyone’s single best idea for the future of ITSA



ITSA can build a UNIQUE VALUE position. A community of tourism researchers acting ethically in the best interests of their communities and global society who are challenged to interact with new colleagues for joint tourism linked research enterprises which matter. This community values diversity, encourages mutual learning, rejects elitism and all forms of discrimination and approaches the challenges of the future with optimism, humour and a concern for others and the environments in which we live. ITSA good cause ITSA good opportunity ITSA time



## BREAKOUT SPEAKERS

### Why is the Kimberley coastline so awe-some?

Joanna Pearce, Jennifer Strickland-Munro and Susan Moore  
*Murdoch University*

#### Abstract

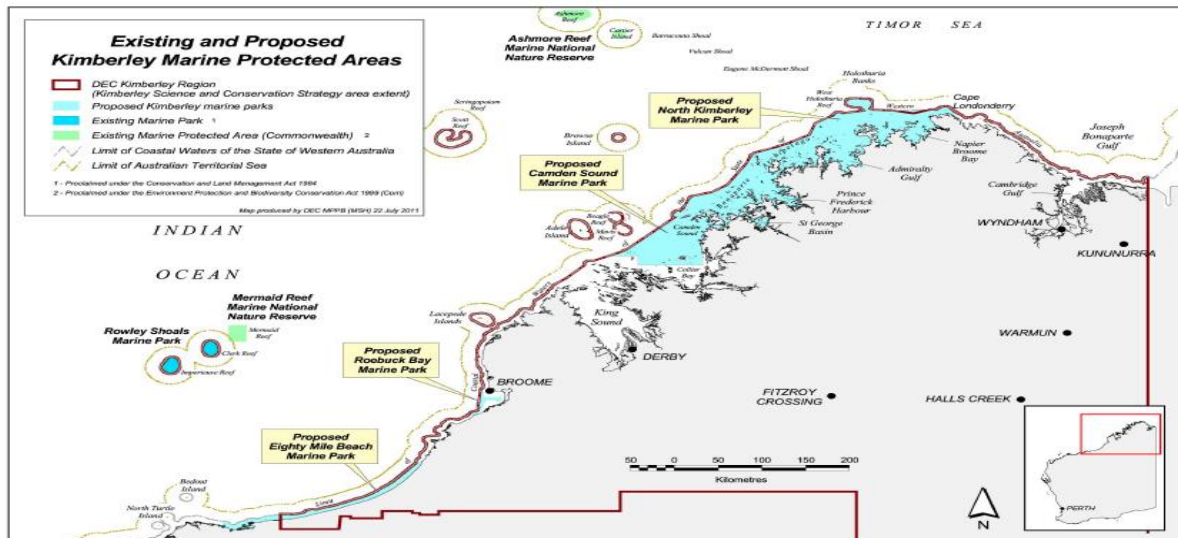
The Kimberley region of north-western Australia is one of the world's greatest wilderness experiences due to its remoteness, rugged terrain, and unique natural and cultural values. Encompassing nearly 13,000 kilometers of coastline, the region receives approximately 348,000 visitors per annum. Many of these visitors describe their experience as awe-inspiring, memorable or 'a trip of a lifetime'. This study aimed to investigate what it is that makes these Kimberley experiences awe-inspiring through analysis of 42 interviews with tourists collected as part of a larger research project investigating the social values of the Kimberley coastline. The analyses identified six main values that contributed to tourists' feelings of awe, including reflective experiences, geology, marine fauna, vast physical landscapes, ecological phenomena and aesthetics. Limited awe literature has noted aesthetics, vastness and reflective elements as important; this research highlights the significant contribution of iconic features of the Kimberley including the geology and colours within the landscape. This research will help managers of the Kimberley coastline to better plan and protect these values in order to continue to provide high-quality and awe-some tourism experiences into the future.

#### The Kimberley Coastline

The Kimberley coastline in Western Australia is 13,296 km in length (including islands) and ranges from the Northern Territory border to Cape Keraudren at the western end of Eighty Mile Beach. This project has a marine park focus (both existing and proposed) with a study area that extends up to 5 km inland.



## Map of study area



## What is meant by ‘awe’

Researchers have long noted that descriptions of nature-based tourism (NBT) experiences, including variations of awe, involve terms relating to:

- Mysticism
- Transcendence
- Emotion

However, there has been little investigation into these strong affective elements. A feeling of awe can be evoked in the presence of perceived power or vastness or where there is difficulty comprehending resulting feelings of confusion, surprise, and wonder. It is usually positive feeling, but the initial usage of the term “awe” was both positive and negative. In NBT research, 5 possible dimensions of awe have been identified:

1. Spiritual connection with nature
2. Transformative experience
3. Goal clarification
4. Refinement of relationship with nature
5. Feeling humble and insignificant<sup>26</sup>

## Methodology

This research project focused on the question - “What has been the most awe-inspiring aspect of your trip?”. This question was explored through interviews with tourists and employed a grounded theory approach to analysis. NVivo 10 software was used to elicit codes from interview responses.

<sup>26</sup> Powell, R.B., Brownlee, M.T.J., Kellert, S.R., and Ham S.H. (2012) ‘From awe to satisfaction: Immediate affective responses to the Antarctic tourism experience’. *Polar Record*. 48(245): 145-156.

## Results

Of the 84 tourist interviews conducted, 42 valid responses were obtained. From these responses 6 main values were identified:

1. Vast physical landscapes
2. Aesthetics
3. Marine fauna
4. Geology
5. Natural phenomena
6. Reflective experiences

### ***Vast physical landscapes***

This refers to large expanses that create feeling of wilderness or pristine landscapes. This includes notions of remoteness and ruggedness which add to the beauty of the landscape. Furthermore, such landscapes are perceived of as being untouched and free from humans.

*“It’s just once again, wilderness, pristine, untouched”*  
[JIM250]

*“It’s the ruggedness, the beauty of it, the isolation”* [JSM58]



### ***Aesthetics***

This theme refers to descriptions of extensive, attractive landscapes and generally infers something beautiful and pleasant to look at everywhere along the coast.

*“The entire coastline is awe-inspiring, there is nothing that hasn’t been ‘wow!’.*  
*Every single thing we look at, it’s always jaw-droppingly beautiful.”* [JSM44]

Two sub-categories of aesthetics were identified:

#### **1. Colours of the landscape**

This category related to the variations and contrast in landscape colours from land to sea; the blue of the water; the white of the sand; the red of the cliffs.



*“...it was a different blue to our normal seas at home. And then there were these islands that had dark marks on them where the water had risen to and then the top is creamy. So then again this amazing view, the huge horizon of variation...”*  
[JSM18]

## 2. Sunrises and sunsets

This category refers to comments regarding colours specific to sunsets, sunrises and changes in light:

*“That colours that you get in the sky when the sun sets and the magical colours that reflect on both the water and on the cliffs...”*  
[JSM27]



### **Marine fauna**

Many tourist interviewees valued the Kimberly region for being able to get up close to marine fauna such as sharks and whales:

*“Seeing the lemon-head sharks, they are enormous and they just float around your boat. They are quite harmless and they liked getting their backs scratched sometimes.”* [JSM1]

*“Seeing the whales up the coast was quite a thrilling event. Never seen whales up here before and just being able to see them...”* [JSM21]



### **Geology**

Another identified common value is the differences in geological formations as well as the colour of rocks:



*“There’s rock formations that are unbelievably incredible and that will differ every hundred meters you go down the Prince Regent River”* [JIM250]

*“Oh the sheer rock walls, and the Berkeley [River] and the King George [Sound], the colours, the colours, the rawness of it”* [JIM261]

### **Natural phenomena**

This value was predominantly used in reference to Horizontal Falls (e.g. the horizontal aspect and power of the water) but also Montgomery Reef:

*“It was, it was not what I expected, I mean when you think of falls you’d feel falls would drop. Horizontal, I still couldn’t get the concept” [JSM44]*

*“The power of the water going through, it’s the best experience I’ve had” [SM199]*



### **Reflective experiences**

Many interviewees spoke of experiences which evoked feelings of vastness, isolation, and enormity.



*“I guess first climbing to the top of the cliff and looking down at the river and our little boat floating in the middle of it” [JIM257]*

*“There always seems to be a certain magic, a mystique around it all. I just love that feeling of vastness and wilderness.” [JSM44]*

### **Comparison to other studies**

Similarities:

- Aesthetics, vastness and reflective elements important
- Encounters with fauna always exciting

Key differences:

- Significant contribution of iconic Kimberley features, e.g. geology, colours within landscape

### **Conclusion**

Identification of basis of awe-inspiring experiences helps to protect them. Awe creates stronger connections with surrounding world and may invoke desire to re-live the experience and therefore foster the development of behavioural or attitudinal loyalty. Loyalty is important for on-going protection and management of nature-based tourism experiences.

## **Valuing the wild, remote and beautiful: Tourism on the West Kimberley Coast, Western Australia**

Jennifer Strickland-Munro, Halina Kobryn, Susan A. Moore,  
David Palmer and Kim Friedman  
*Murdoch University*

### **Abstract**

The remote West Kimberley region in Western Australia presents a unique nature based tourism destination. Portrayed as one of the world's last wildernesses, the region offers stunning natural landscapes, unparalleled nature-based experiences and a vibrant historic as well as contemporary Indigenous culture. Despite this there has been virtually no research into how the West Kimberley is valued by tourists, and spatially explicit investigations are lacking. State marine protected area planning, currently in a formative stage in the region, requires such spatially explicit social data to complement existing biophysical information. This paper reports on research with 42 tourists undertaken as part of a broader research project into socio-cultural values of the Kimberley coast. Analysis identified 16 key values associated with the West Kimberley coast, including aesthetics, recreation, therapeutic, physical landscape, Aboriginal culture, social interaction and memories, learning and research, economic, subsistence, experiential, historical, spiritual, biodiversity, future bequest and existence. By highlighting values of importance to tourists and, thus, those requiring management attention, this research makes an important contribution to marine spatial planning in the West Kimberley.

### **The West Kimberley**

The West Kimberley is one of the world's last wildernesses and is, therefore, a unique nature-based tourism destination, with stunning natural landscapes and unparalleled nature-based experiences. The vibrant contemporary Indigenous culture and heritage (~40-60,000 y.o.) increases the tourist value of this region as do the iconic tourism destinations, including Cape Leveque, Broome, Horizontal Falls, Montgomery Reef, Camden Sound and 4 new State marine protected areas.

Some obstacles to furthering the tourist potential of this region are:

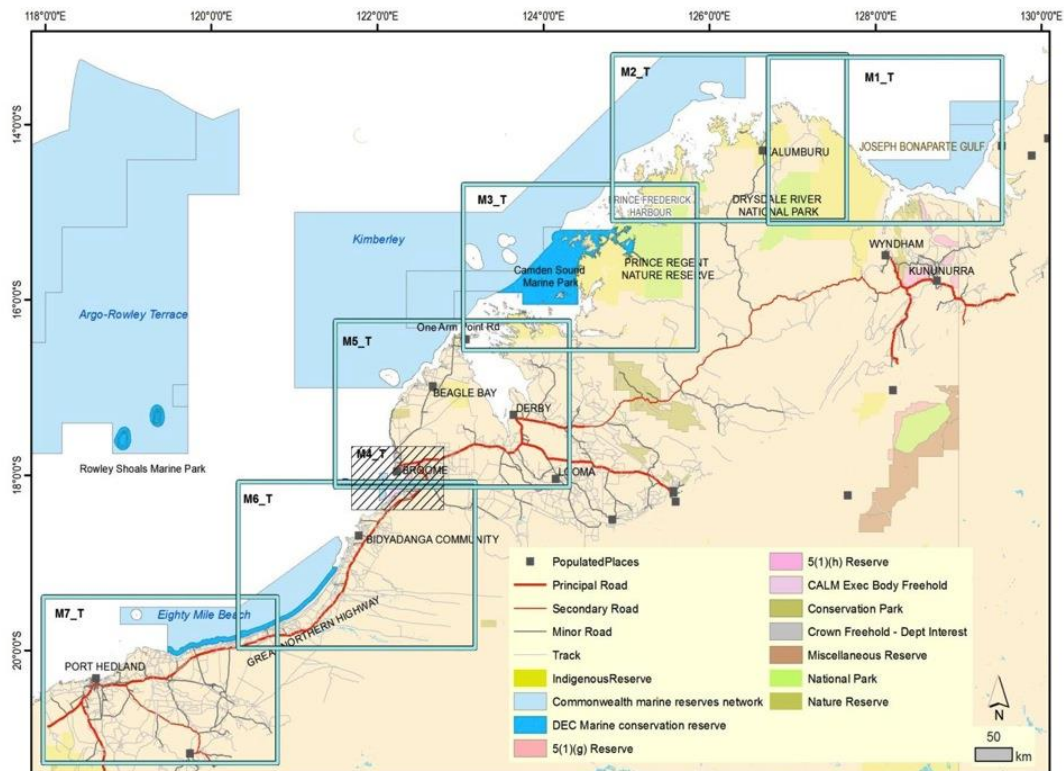
- Social values are largely neglected/ignored in planning and management (Voyer *et al.* 2012).
- The lack of research into social values which can affect the management of resources and conformity with regulations.
- Spatially explicit social information is required to complement existing biophysical information.

### **Research design and methods**

Research question - *What are the socio-cultural values of people associated with the Kimberley coast?*

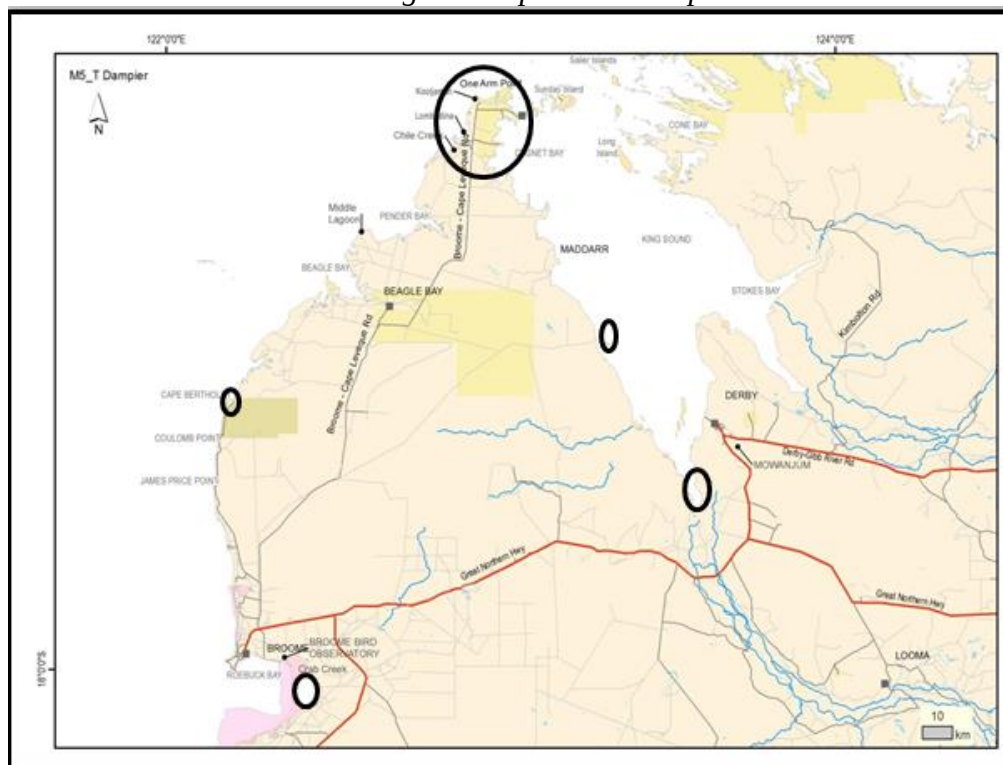
The focus here is on tourists, using in-depth face-to-face interviews with 42 participants (n = 84) at key tourist locations to ascertain their views on how and why places are valued. Using participatory mapping, identified valued places were then located on maps (1: 1 million base maps).

### Base maps for interviews



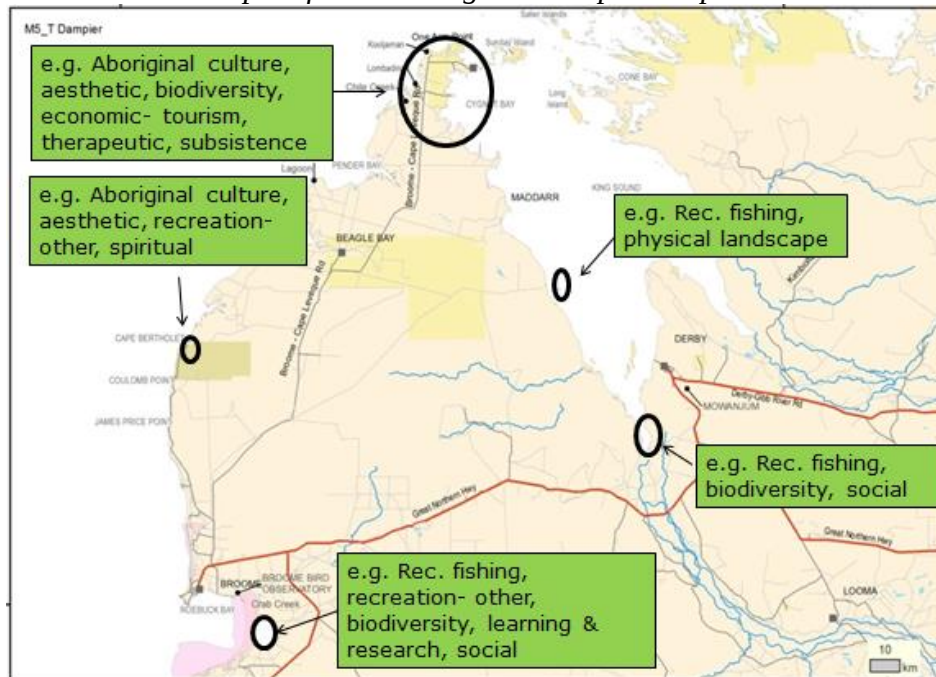
Interviewees were provided with a series of maps corresponding to the study area (NT border down to 80 Mile Beach). They could then choose which maps they wish to work more closely with.

### Drawing valued places on maps



Interviewees drew on maps to mark their important places and were asked why they valued those places. Each location marked on the paper maps was digitised and entered into a GIS program. Interviews were coded for emergent values, the value categories were then analysed for richness and clarity, and then attached to mapped polygons to provide spatially explicit data.

*Example of values assigned to important places*

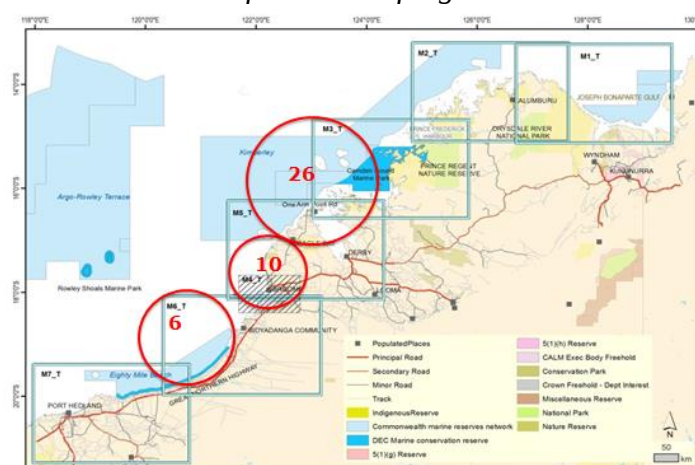


The values discussed in each interview were attached to each polygon. These ranged from 1 or more values per polygon, with the maximum being 13 values per polygon. Together, this produced a composite overview of valued places along the coastline and offshore.

### Key West Kimberley values

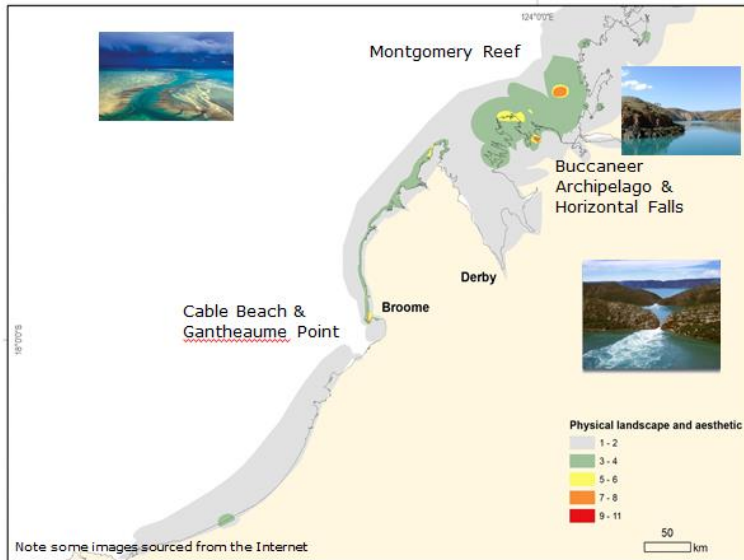
In sum, 17 emergent value categories were identified. This indicates the West Kimberley coast is a highly valued landscape. ‘Heat maps’ were generated by counting overlapping polygons from each value category, thus indicating areas of comparatively high value(s).

*Identified areas of high value*



### Physical landscape/aesthetic

This was the most widely held value. Key components were: aesthetics, the Kimberley's 'pristine untouched environment', tidal phenomenon, unique coastal landscape, coastal geology, unique nature experiences, 'wilderness' and 'last frontier'. Other key elements were: visual contrasts and landscape colours, waterfalls, and sunsets. Common descriptors were: 'stunning', 'beauty', 'pretty', 'picturesque', 'gorgeous', 'physical and natural beauty'.

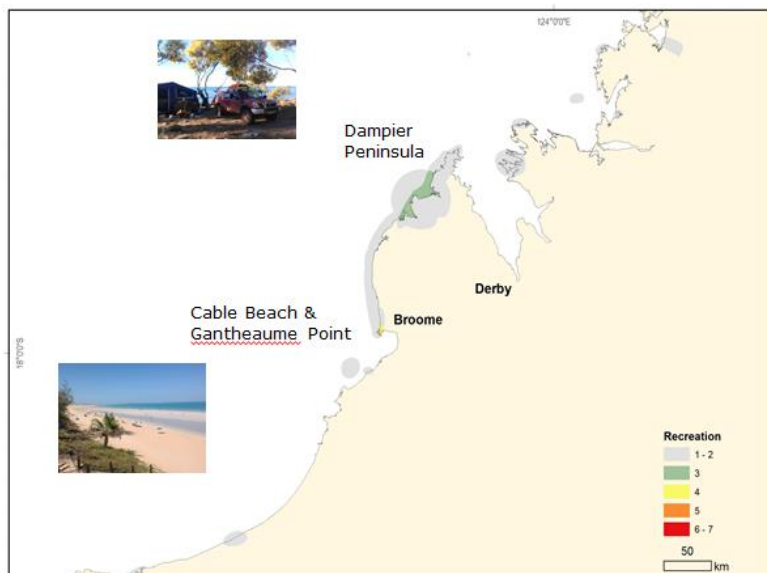


*'It's pristine and it's untouched and environmentally sound'*  
[JSM114]

*'It's just a true wilderness... I just love the feeling of vastness and wilderness'*  
[JSM44]

### Recreation

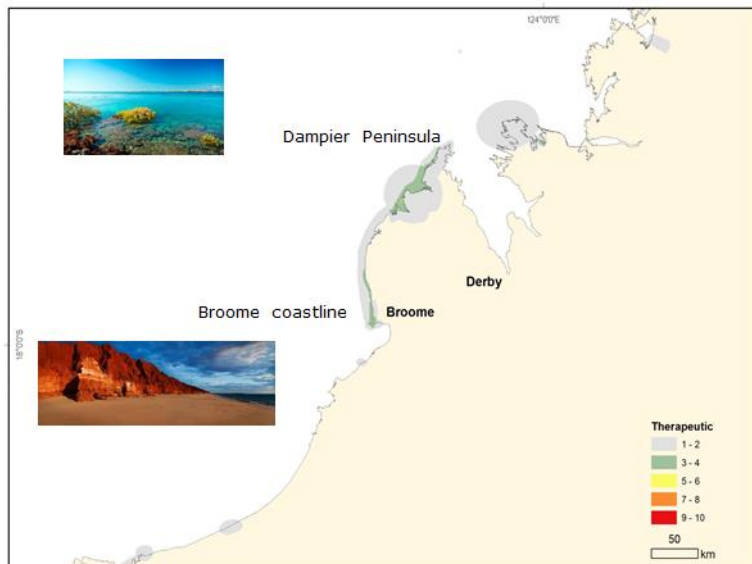
Recreation activities included fishing, camping, exploration, swimming, and walking. Key elements were: spending time with family and friends, memories, communing with nature, and exploration.



*"Exploring, you pull up to a spot and you have a look and go 'I wonder what's in there', go in and have a look and you know it's just fascinating"* [JSM73]

### Therapeutic

Interviewees spoke here of places that make people feel mentally better, calm, or recharged. Key components were: escapism, relaxation, remoteness, and personal recharge.

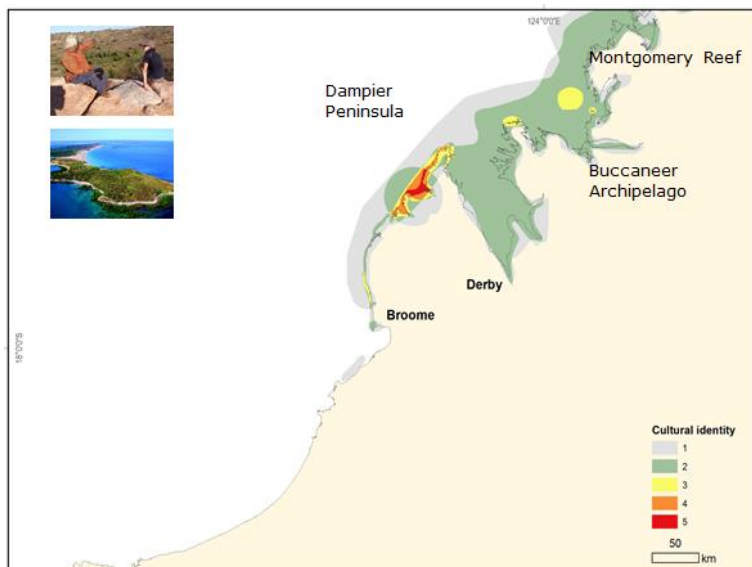


*'When you are here it's sort of like nothing else exists, that's really strong.... [you] just feel like you are away from the rest of the world' [JSM20]*

*'[The coast] levels you, brings you back to your roots... it makes you clean, it nourishes your soul' [JIM250]*

### Aboriginal culture

Many tourists value the transmission of Aboriginal wisdom, knowledge, traditions, and way of life. Key components: cultural sites (especially art), connection to country, historical use, and transmission of cultural knowledge.

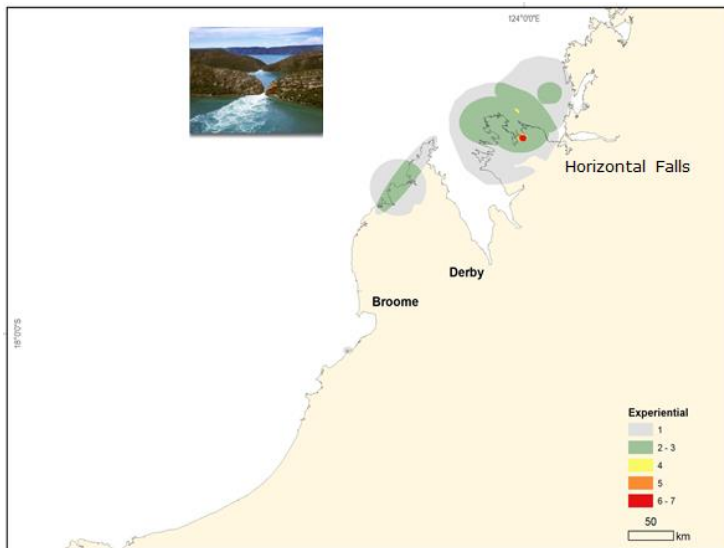


*'Some of the best Aboriginal art in the country' [SM199]*

*'We even found [remains] on the beach from one of the burial sites... I started to think a lot about Aboriginal culture and [it's]... very sort of humbling to think that people lived there a long, long time ago and [now] I'm walking through there' [JSM20]*

### Experiential

This included unique personal experiences: Key components: 'blown away' experience, adventure, 'iconic destination', 'private' experience.



*'You've got to come and see it to believe what it's actually like. You can see the photos but you've just got to come here and be blown away by it' [JSM29]*

*'That's what we're loving about it, is getting somewhere and you just...you go to the beach and you feel like you're the only person the world there and it's beautiful feeling' [JSM114]*

### Summary

There are a broad range of values associated with the West Kimberley coast and marine environment. The most dominant are intangible non-use values such as physical/aesthetic, recreation, therapeutic, Aboriginal culture, experiential = key tourist values. Value hotspots correspond to key access sites/routes.

## **Expanding the wildlife tourism industry while minimising negative impacts**

Ronda Green and Maree Kerr  
*Wildlife Tourism Australia Inc.*  
*Queensland*

### **Abstract**

In Australia, a country rich in endemic species and wilderness areas, wildlife tourism is an important sector of tourism, and has considerable potential to expand, not only in protected areas and other public land but also private and lease-hold lands. There is a tendency (with some notable exceptions) by government and tourism organisations to overlook (or sometimes misrepresent) much of our native wildlife, and there appears to be much untapped potential for tourism involving the lesser known taxa. There are also dangers of inappropriate tourism activities in some quarters. Federal, state, territory and local governments in Australia are understandably keen to boost the country's economy by expanding our tourism industry to, and there has recently been much emphasis on increasing the usage of national parks (including introduction of new kinds of activities and facilities previously banned from most protected areas) but these generally lack suggestions of innovative and low-impact ways of show-casing our wildlife. This paper will briefly review some of the potential negative impacts on wildlife of increased visitation and proposed new activities and facilities in protected areas, and the kind of research and monitoring of impact that would ideally accompany these. Suggestions will be offered for expanding minimal-impact wildlife tourism experience throughout Australia for a diverse range of visitor interests, and planning for low-cost research and monitoring.

### **Introduction**

Australia is rich in endemic species and wilderness areas, and wildlife is an important sector of our Unique Selling Point. According to Chapman (2009) "Australia has more endemic species than are currently known for any other country. Eighty-seven per cent of Australia's mammals are endemic, as are approximately 45 per cent of birds, 93 per cent of reptiles and 94 per cent of amphibians and 86 per cent of vascular plants. These high levels of endemism are not only found in the terrestrial environment: of the estimated 600 inshore fish species in the southern temperate zone (non-tropical marine waters), about 85 per cent are found only in Australian waters." Amongst these unique species, many have already demonstrated their ability to attract visitors, most notably the kangaroos and koala (Fredline and Faulkner 2001), but also wombat, platypus, lyrebird, leafy sea dragon and others. Other species that are not unique also attract tourists: e.g. whale sharks and crocodiles. Safe walking trails through rainforests (no guerilla activity, no large predators), the wide open spaces of the outback, the magnificent and extensive Great Barrier Reef and the uniqueness of our eucalypt forests and woodlands are all a part of the wildlife experience, impossible to capture by visiting the animals in overseas zoos.

Wildlife tourism has much potential to expand in the coming decades by:

- understanding (but not being a slave to) demand: the varying needs and attitudes of different tourists seeking wildlife experiences
- understanding supply: the needs of guides, tour operators and landowners where wildlife tourism occurs or could occur
- wider promotion of existing experiences

- introducing some of our currently less famous species to the tourism market
- employing both old and new technologies to create new or improved experiences for tourists
- development of and promotion of wildlife experiences not only in national parks and other protected areas but also in other public land (e.g. owned by local council, or state-owned for other purposes but including wildlife habitat) and in private and leasehold lands, thus taking pressure off protected areas as tourist numbers increase, and expanding the range of possible experiences.

With the expansion of wildlife tourism experiences comes the responsibility to conserve wildlife, and biodiversity conservation generally. We need to do this through:

- current knowledge of and future research into actual and potential effects of tourism on wildlife and ecosystems
- current knowledge of and future research into species and communities within any area for which developments are proposed
- adequate legislation that does not overly restrict truly eco-friendly developments but does protect our biodiversity
- wide dissemination of relevant information (ecological and legislative) to tourism operations and politicians
- education of the public on appropriate behaviour when visiting wildlife habitats and interacting with wildlife both wild and captive).

Unless unexpectedly influenced by world crises, tourist visitation to Australia is expected to increase markedly in coming decades, benefitting local, regional and national economies. This article explores the above points with a view to investigating how Australia can increase quality wildlife experiences while minimising negative effects on biodiversity and where possible enhancing biodiversity conservation.

### **What do wildlife tourists want?**

This is a simple question with no simple answer. Generalisations are difficult, as even within one family there can be very different interests, let alone an entire nation or socioeconomic group. What we can confidently say is that wildlife tourism is not a 'one size fits all' (personal observation and many discussions with other tour operators). Some visitors primarily seek wildlife tourism opportunities while others include it for a short time amongst other activities. Some like to see a variety of animals reliably in a short space of time, for instance at a wildlife park or a predictable non-captive experience such as the Penguin Parade of Phillip Island, while others like the satisfaction of finding a rare creature after trekking through the wilderness, or the in-between situation of visiting natural areas with a knowledgeable guide and a reasonably high probability of finding animals. Some have specialist interests such as birds or marine mammals, while others want to see and learn about 'a bit of everything.' Some love to sit by a creek for an hour or so appreciating the feeling of being surrounded by nature while waiting for a platypus to appear, while others are bored and restless if they don't see one within the first few minutes and disinclined to try again. Some love the feeling of wide open spaces or deep forests while others are nervous of encountering snakes or leeches or uncomfortable with isolation from civilisation.

Moscardo *et al* (2001) reported that wildlife tourism did not appear to be growing as fast as some were claiming, that that wildlife viewing seemed to be one of many factors rather than the major factor influencing the decision of most travellers to visit Australia (but also noted

there was an indication of an increasing interest in wildlife for some international groups). They also reported that there was very little information available on the kinds of wildlife experience sought by visitors. Some trends however have been documented. Many first time visitors are known to focus on our major icons, the kangaroos and the koala, but repeat visitors are often more inclined to seek other species (Fredline and Faulkner 2001). Some birdwatchers are primarily interested in ticking off species from their lists, but a study by Green and Jones (2010) found even the most dedicated life-listers to be interested in their ecology and behaviour and in other wildlife. Packer *et al* (2014) found, amongst other differences, that Chinese tourists were more likely than Australian ones to be fearful of wildlife, less likely to want to view animals in the wild, but (perhaps ironically) more likely to express the importance of spending time in nature and a scientific interest in wildlife: they conclude that the “nature and extent of the differences in Chinese and Australian prior knowledge, experiences and perceptions of animals and nature are such that it is unlikely that similar interpretive experiences will meet the needs of both groups.” Likewise, Sofield and Li (2001) reported that in China wildlife tourism differs from that of the west in that wild animals are generally perceived as dangerous and needing to be eliminated or confined where they cannot cause harm, that wildlife tourism tends to be zoo-focussed rather than wild-focussed and that restaurants often serve wildlife on the menu (this may be now be changing, and with a population as large as China's there is bound to be a wide variety of Chinese tourists ).

The main messages here are that we need more research on the kinds of experience visitors want, and that a variety of experiences should be made available and marketed (and conducted) appropriately.

### **Benefits of keeping up to date on information on tourism research, wildlife conservation research new technologies and innovative ideas.**

Their chosen careers may often be lifestyle choices or driven by a desire to educate the public about wildlife and its conservation, but tour operators, wildlife park managers, owners of accommodation and tour guides also need to make a living from running tours or from providing park entry or accommodation. They can benefit by understanding the differing needs of different tourists who might be interested in their product, finding what is different about their region (e.g. unique species or habitats) or what new ways they can use to attract wildlife tourists.

Conservation managers need to understand potential and actual impacts of wildlife tourism on wildlife, and how to monitor these effects. It can also be very useful to find ways of using the tourist dollar to assist conservation work such as interpretive materials, habitat restoration and the control of weeds and feral animals. Managers need to understand something of visitor attitudes in all their variety so that they can more effectively convey conservation messages.

Local communities can usually benefit from well-behaved tourists spending an extra night (or week) in their locality and thus spending more money within the region. Tour companies and independent travellers alike spend at local accommodation, petrol stations, restaurants, supermarkets and souvenir shops. Local guides with special interests and knowledge can be employed and local landowners can be rewarded by allowing access to their land (the costs of public liability insurance can however be an obstacle here).

All three groups can benefit from considering both new and old ways of providing a variety of visitors with a satisfactory experience without unduly increasing impacts on animals or their habitats.

Ideas that arose from Wildlife Tourism Australia's 2012 workshop (Wildlife Tourism Australia Inc. 2012) included:

- There is great potential for accommodations that are not specialist ecolodges (e.g. outback hotels or farm-stays near national parks) to add value by promoting the local wildlife and providing bird lists and other wildlife information
- Accommodation venues could be encouraged to grow locally indigenous plants in their grounds, giving a more authentic experience for visitors (especially if information is provided to guests) while also attracting birds and other wildlife
- Motel schedules near good birding sites could become more flexible to provide for birdwatchers, some of whom would choose the comfort over camping if for instance breakfast times were more flexible, or packed picnic-style breakfasts and dinners were provided for those wanting to be out in the field at dusk and dawn, and also if late checkout times were possible, allowing early-risers to rest for a while after a morning's birding and before setting out on their next journey.
- Hire car companies in the Northern Territory currently do not allow vehicles to be used before dawn or after dusk, and this prevents some of the best wildlife viewing, so a company which allowed extended hours for wildlife-viewing would be appreciated by many.
- Tourism doesn't always need the big and spectacular. "Tourism with hand lenses" was an initiative in South America to view invertebrates in a "miniature forest," and an educational company "MiniBeasts" specialises invertebrate wildlife to schools and other groups in Queensland and Victoria (<http://www.minibeast.wildlife.com/au>)
- Maps to show where animals have recently been sighted are provided daily in many rest camps in Kruger National Park, South Africa) and this idea could be adopted in many of our tourist sites.
- Web-cams at outback waterholes could show local wildlife to motel/hotel guests who didn't want to rise early enough to travel to the sites, and prompt greater awareness of the biodiversity in the region they are visiting. Webcams are used in Kruger National Park (South Africa) and the Naracoorte Caves (South Australia). They are also used in captive settings such as the Monkey Sanctuary in Looe (UK), and animal retreat areas in the nocturnal house at the David Fleay Wildlife Park (Queensland).
- As visitors land in the airport, they could be welcomed with pictures and sounds of native birds, frogs, cicadas, bats and other wildlife unique to Australia or to the region they have just arrived in.

### **How well are Australian native species utilised in tourism promotion?**

Many tour organisations and tour companies use photos of kangaroos, koalas, wombats, platypus, whales, turtles, crocodiles and other well-known animals to promote Australia or their own region or tours. Much of this is appealing and apparently effective. Some unfortunately plays down the uniqueness of our animals or causes misleading expectations. One widely-read travel website labels an echidna as a porcupine on one page (what porcupine ever laid an egg?) and a marsupial (instead of a monotreme) on another, and also labels frogmouths as 'frogmouth owls' (frogmouths are not related to owls). Another website of a major tourism organisation advises that tourists can "picnic with kangaroos, koalas, spotted-tail quolls and squirrel gliders in Mount Warning National Park." Gliders and quolls will only

appear if visitors picnic at night, and quolls only if they provide a dead chicken as bait and are extremely patient over several nights (or weeks). Wildlife tour companies and wildlife parks tend to provide more accurate information than general tourism sites.

There are many unique and fascinating animals that tend to miss out on the publicity, producing something of a vicious cycle. Animals that are not promoted to tourists will not be known by many, so they won't be seeking places to see them, travel agents and therefore tour operators will perceive a lack of interest and so not bother to promote them, and so on. That little-known animals can achieve popularity with adequate promotion was demonstrated by the sudden and widespread fascination by the Japanese population in the frill-necked lizard when it appeared in a car commercial (Greer 1989), the widespread recognition and appeal of clownfish since the "Finding Nemo" film, and the "Easter Bilby" chocolates (<http://www.savethebilbyfund.com/>) now being sold in major supermarkets around Australia. Continued reinforcement may prove to be needed however, to keep these animals in the public consciousness.

Delegates at a wildlife tourism workshop in Perth (Wildlife Tourism Australia Inc. 2014) were asked to suggest wildlife species that could be better promoted to tourists. Amongst those suggested were:

- Lesser-known marsupials: numbats, honey possums, rock-wallabies, phascogales, quolls, other small and medium-sized animals. Bettongs for instance are currently being reintroduced to areas where they once lived such as Mulligans' Flat Sanctuary, and are proving popular with visitors.
- Echidnas (they should be better-known as the 'other' egg-layer, not compared to porcupines or hedgehogs).  
Birds: emu (common in Australia but exciting for visitors), malleefowl (unusual breeding behaviour and a handsome bird), black cockatoos (not as well known as other cockatoos, as not used in pet trade, but are striking birds, and cockatoos are essentially an Australian family, with very few species beyond our shores) and bush stone-curlews, which are popular with tourists in the north and being reintroduced to the south where they are now rare.
- Reptiles: thorny devil (*Moloch horridus* – bizarre appearance and movement), and intriguing adaptations for moisture retention, perentie (largest Australian reptile other than crocodile), sea-snakes.
- Frogs (we have some quite bizarre species).
- Large and colourful insects.

To this list we could add the lyrebirds (well-known to birdwatchers but could become better-known by general tourists), flying foxes (the fly-out at dusk is quite a spectacle for visitors from Europe, the Americas or non-tropical Asia), dugongs, cassowaries and many others which are well promoted by some operators but not widely so across general tourism outlets, plus may that are as yet perhaps not sufficiently considered even by wildlife tour operations.

Many Australian species are small, cryptic, nocturnal, rare or living in the treetops, dense undergrowth, underground burrow or underwater. This makes viewing difficult. The following suggestions were made by delegates at WTA's workshop in Perth (Wildlife Tourism Australia Inc. 2014) for animals that can be difficult to show tourists.

- Spotlighting walks are already popular in many areas, but tourists are often disappointed when no mammals or nocturnal birds are seen. Nocturnal tours can

however combine animal-viewing with star-gazing, and include invertebrates (e.g. fire-flies, spiders) and luminous fungi, not just mammals and birds. Night-vision goggles are a novelty for many and allow unobtrusive watching of animal behaviour. Ultraviolet light can be used to view scorpions. Even low-power torches (flashlights) show spider eyes (especially wolf spiders), as well as some geckos and some of the larger frogs. Wolf and Croft (2012) found great interest amongst tourists in high-tech methods for nocturnal animal viewing.

- Other animals that are hard to find (e.g. honey possums, numbats, small gliders) can be 'matched up' with their food plants, other elements of the habitat needed by them, and signs of their presence (such as scratch marks and sleeping hollows) as well as searches for more easily-found creatures that share their habitat.
- •Recorded bird calls can be used either for identification or to call up birds, but there are problems with the latter if it wastes too much of the bird's energy coming to defend their territories (this has happened for instance with the forty-spotted pardalote in Tasmania).
- Bat detectors, Anabats and apps can be useful for microbats – identification will improve as more calls are added to a reference library, but even demonstrating that a variety of species are flying around can be of interest to tourists unaware of the diversity, without necessarily identifying all, but with good interpretation of the variety of ecological needs and behaviours between local microbat species. Some new and very user-friendly detectors are available (e.g. Echometer 3 E Touch, which can be used on i-pad, i-phone or i-pad., or the new Anabat Walkabout).
- Radio-tracking is very useful for showing where animals are, and could be useful to research and monitoring if linked with suitable projects. This has already been used for some tourism experiences (e.g. for numbats by Earth Sanctuaries and for platypus by WildScapes, neither of which unfortunately are still in operation).
- Remote-controlled drones with cameras could be used if they are eco-friendly (e.g. not loud enough to disturb the animals) and ecotourist-friendly, especially for colonies such as sea lions.
- Use of webcams at water-holes, treetops or underground burrows could be places in areas where viewing is likely, to show visitors there really is wildlife around. Film from webcams can be viewed remotely, and probably best used as supplement rather than substitute for direct viewing (tourists who have travelled to see animals will not want their only experience to be viewing what they could see on internet back home), but could be very useful when direct viewing is not possible, or to demonstrate the presence of animals in nearby habitats to travellers who would otherwise be unaware of it. Once they are aware, they may see the habitat as more interesting, and be more prepared to subsequently support its conservation (e.g. webcams of bats in caves, or small nocturnal animals of forest or outback).
- Underground tunnels could lead to viewing platforms at waterholes, so the waterholes may be approached without disturbing the wildlife.
- Greater development of science safaris where volunteers pay to participate in research that allows them to see animals otherwise difficult to view (e.g. Whiteman Park, Karyana, Mallefowl Centre, Dryandra) could be employed.
- Apps for nature trails, with information on where animals are now, and about the animals seen, already exist, but have great potential for further development, and we need more reception for mobile phones and wifi in many regions of Australia.
- Geocaching could be incorporated into wildlife experiences (including earth-caching and puzzle-caching with wildlife theme).

- Live footage with explanatory notes or narratives could be used for animals outside a tour vehicle (if not readily viewed directly – e.g. leaf-tail geckos on high tree-trunk, shy animals that would flee if people leave vehicle).
- A go-pro could be attached to an animal such as a sheep or cow that might wander through the bush amongst emus, kangaroos or flocks of parrots on a farm stay or cattle station, with live streaming (or an edited version to be shown later to guests).
- Viewing platforms could be used in trees (as some already are), underwater (ditto) and perhaps underground in places where there is a reasonably high probability of seeing animals.
- Live-trapping can be used by persons with licences for doing so, especially if this can form part of a conservation or research project, not just trapping solely to show tourists.
- Feeding of wildlife is controversial, but already commonly used for parrots, fish, dolphins and other creatures, and this could be expanded to include small marsupials and other cryptic creatures in ‘sacrificial sites’ under direction of conservation agencies, and as long as tourists are told clearly (in more than one language if necessary) not to feed them elsewhere. It is important to ensure that the animals are fed appropriate foods, and not fed enough to become dependent or seriously alter behaviour. Some could be fed for a while and weaned off it to see if they still hang around.
- Different categories of tours can be organised in the wild (analogous to the add-on experiences of animal interaction at wildlife parks) – more interactions, more cost: e.g. take only small groups to see nocturnal animals in special areas with rare wildlife, or to check cage traps, and provide value-for-money experiences including interaction with researchers.
- Zip-lines can be environmentally-sensitive and used for serious viewing of canopy flora and fauna (not just Tarzan-style adventure, which may be appropriate in some places but not in others). Live footage from these and from eco-friendly cable-cars could be viewed by nonriders.
- Alternative forms of transport can be considered – e.g. segways (such as those used at O'Reilly's Mountain Retreat) or quad bikes used responsibly on established trails (as in Local Bay at Monkey Mia), hot air balloons, or canoe trails with interpretation.
- Bird hides (which of course already exist, but many could be made more comfortable and informative), overnight hides (used in parts of Africa and Asia, not so common in Australia), with toilet and lockable door, tree-houses serving as accommodation and hides.

Some special interactions with wildlife already available, and which could be duplicated in other areas, include:

- underwater or floating hotels and restaurants in various parts of the world, with fish, corals and other marine life viewed through strong windows (before constructing new ones we need to ensure construction, transport and waste disposal activities do not have serious impact on the main habitat).
- opportunities to meet animals rarely encountered at close quarters, such as petting a platypus (available only at Healesville Wildlife Sanctuary, Victoria) or visiting the bilby breeding area in Charleville.
- behind-the-scenes tours or be-a-keeper-for-a-day experiences at zoos, wildlife parks, marine parks etc.
- overnight accommodation in the zoo (e.g. Taronga Zoo in Sydney).

- visiting wildlife hospitals (e.g. at Currumbin Wildlife Hospital visitors can watch vets at work, and volunteers and general tourists alike can visit the Tolga Bat Hospital in Far North Queensland).
- a variety of research-assistance or conservation work with bodies such as Conservation Volunteers Australia and Earthwatch, plus others detailed in <http://www.wildliferesearchnetwork.org/>
- •close encounters with marine mammals - e.g. swimming with minke whales in Far North Queensland.
- accommodation in the forest that includes windows in the ceiling to watch nocturnal animals such as possums and frogs while in bed at night.
- live-streaming video (e.g. of an osprey nest in Brisbane, and of waterholes in Kruger National Park, South Africa, but we know of no waterholes in Australia's outback offering this).
- wildlife themes in theme parks (there are a few examples, such as the playground at Currumbin Wildlife Sanctuary, but many possibilities for theme park rides and activities which are highly educational as well as fun).

### **Expansion of wildlife tourism in national parks, other public land, freehold and private land**

There has been much talk recently by governments of increasing revenue from national parks by increasing visitation, new activities and accommodation, but this needs to be tempered by measures to minimise threats to biodiversity, and proposals often lack plans for: innovative and low-impact ways of show-casing our wildlife, research on where new activities would be most appropriate (e.g. avoiding vulnerable species and habitats, or areas subject to erosion or serious soil compaction) and monitoring for conservation management.

Impacts are not always obvious to tourists, or to developers and politicians, e.g.

- when 4WD vehicles are driven along the beach, we don't readily see the compaction of sand and crushing of burrows of crabs, marine worms, molluscs and other sandy shore invertebrates, which form part of the food chain for shorebirds.
- when spotlighting for koalas or owls, there may be small nocturnal mammals or low-nesting diurnal birds that are disturbed by the activity (very little research has been done on this).
- hiking trails may cause no problem for most of the year but disturb nesting birds in their breeding season.
- collection of firewood and trampling of seedlings and compacting of soil while doing so around campgrounds may reduce habitat for understorey species.

Many other examples of actual and potential impacts are reviewed by Green and Higginbottom (2001).

New facilities postulated for national parks include accommodation. This works very well in Kruger National Park (South Africa) could work well in some of Australia's larger national parks such as Currawinya NP in outback Queensland (154,870 hectares), where there is already a cleared area near the rangers' quarters including a wool-shed, toilets and former shearers' quarters, and if well planned could be more environmentally sound than the current campground. Accommodation in smaller national parks and other kinds of habitat could be more problematical. In addition to disturbance of habitat there are the problems of waste disposal, exclusivity of areas currently accessible to the general public, and diminishing of the "wilderness experience" if roofs of buildings can be seen amidst otherwise natural vistas.

Likewise, proposed activities do not necessarily present an all-or-nothing scenario. Horse-riding could be low-impact in drier habitats on trails not subject to erosion and if the only horses used are

kept in weed-free paddocks, but could cause problems elsewhere. It may also be reasonable to grant access through a narrow section of a national park to join two potentially useful segments of ideal riding trails on other public land or freehold or leasehold properties.

However, with the threats facing biodiversity nowadays, and the realisation that our national parks are inadequate as it is to conserve all native species, it would appear prudent to investigate the use of other lands for activities such as horse-riding, mountain bike riding, zip-lines and the like. There are vast areas of leasehold land in the outback which would seem ideal for horse-riding and 4WD trails, and scenic areas in many habitat types close to but not within national parks that would lend themselves to a variety of activities. The main obstacle to introducing such activities on private lands would appear to be the high cost of public liability insurance premiums. Wildlife Tourism Australia Inc. is continuing to explore solutions to this problem, and the Guiding Organisation of Australia operates a service for guides to reduce their costs.

### **Minimising negative impacts while increasing wildlife experiences**

Minimising impact is not simply a matter of controlling visitor numbers or disallowing new kinds of activities. New activities, new facilities and increases in visitor numbers all have potential impact on wildlife and their habitats. However, carrying capacity is a function not only of visitor numbers but also of visitor behaviour. Five highly disruptive visitors can do far more harm than fifty well-behaved ones. New activities and facilities may have little effect on wildlife, and some may reduce impact. One large vehicle viewing wildlife may be better in some situations than many smaller vehicles surrounding animals. One large vessel visiting the coral reef may be better than many small vessels anchoring at many sites. There are however experiences possible in small groups that are not so conducive to large groups (e.g. interpretive walks in a forest, visiting very sensitive habitats or approaching shy birds).

Any new activity or facility or proposed increase in visitation should be preceded by a comprehensive survey of fauna and flora and a consideration of impacts, especially on the more vulnerable species (which may or may not be the ones tourists wish to see). Potential negative impacts include: ecological impacts (e.g. disturbance of animals, including cryptic ones, from feeding or breeding areas, damage to habitat, and increased roadkill), animal welfare impacts (e.g. stress, disease, inappropriate diets), and impacts on visitor experience (unnatural behaviour of animals, animals avoiding favoured viewing areas, loss of wilderness feeling). There exists extensive literature on impacts in general (e.g. Green and Higginbottom 2001), but each particular site has its own potential problems, and needs to be surveyed and assessed, and a comprehensive monitoring plan developed, with provision to halt or alter activities that are shown to have a negative effect.

Research does not need to be prohibitively expensive. University students are forever looking for research projects, and genuine research questions can often be married with the kind of information needed by local conservation managers. Citizen science is growing. Tour operators can offer free or low-cost accommodation or accommodation to researchers and indulge in research themselves. Wildlife Tourism Australia Inc. has stated an Australian Wildlife Research Network, linking tour operators with one another, and with academic

researchers and with tourists who want to volunteer as research assistants (<http://www.wildliferesearchnetwork.org/>)

## Conclusion

A few iconic animals are well known to tourists, but there are many more species that could be very appealing and as yet not well promoted. There is also a great diversity amongst visitors, and much variation in the kinds of wildlife experience they seek or could be interested in (and much research remains to be conducted on this). There would appear to be many ways to entice visitors to travel that extra distance, stay that extra night, make repeat visits or tell their friends they have to see it (thus assisting the local economy – more money paid for tours, local guides, local food, petrol, accommodation, souvenirs and other goods and services). Each new activity, facility or potential increase in visitor numbers brings potential increase in impact on biodiversity. Comprehensive surveys and monitoring plans must precede any such development, and developments which will significantly impact on biodiversity conservation should be disallowed or highly modified to accommodate environmental guidelines. With due attention to wildlife and habitat protection however, and a bit of imagination, innovation and attention to research and new techniques, an expansion of wildlife tourism can not only benefit our economy but also have minimal impact and in the best cases actually enhance the conservation of biodiversity.

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## Tourists' wildlife viewing preferences: Shaping what to conserve and what not?

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### Abstract

Growing interest in and concern for the natural environment, including wildlife has led to increased pressures on some sensitive natural areas and wildlife species. Along with the growth in demand for wildlife viewing there is a growing awareness that tourism activities should not damage the natural environment. There has also been an increase in support for conservation, including donations to wildlife conservation. This trend seems to be particularly strong with wildlife tourism, possibly because people emphasize more strongly with animals than they do with the natural environment as a whole. The influence of human aesthetic appreciation of animal species on public attitudes towards their conservation and related decision-making has been studied in industrialized countries but remains underexplored in developing countries. Using Leximancer, computer-assisted qualitative data analysis software, an investigation of the relative strength of human aesthetic appreciation on tourist attitudes towards the conservation of wildlife species has been done. The study, undertaken in Sabah, Malaysia, found that 94.8% of respondents were interested in visiting because of the diverse wildlife species especially primates. However, only 9.8% of the respondents preferred to see orang utans. Based on the results, there are three themes emerged on wildlife appeal namely; charisma appeal (48.8%), intelligence appeal (29.9%) and adventure appeal (27.9%). The data also shows that an existing connection to wildlife and experiential factors, directly influenced tourists' connection to a species which conclude that tourists' connection to a species had a significant positive influence on pro-conservation behaviors for individual species and general biodiversity. Therefore, results support the contention that wildlife tourism in Sabah has considerable scope to produce positive conservation outcomes.

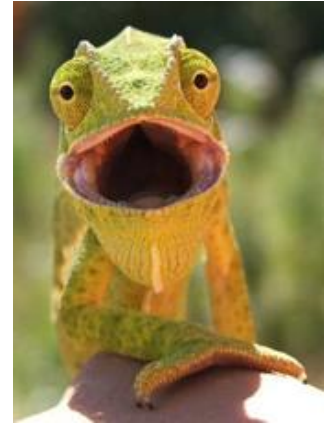
### Introduction



Industrialized countries have long harnessed the visual and symbolic power of charismatic, “cute” and other visually attractive animals in campaigns garnering public support for conservation causes (e.g., Kalland, 1993). Understanding the role that human aesthetic appreciation of animal species plays in conservation has become a prominent concern in conservation science. Studies have explored which visual characteristics of animals explain human preferences for them and related attitudes (Frynta et al., 2010; Marešová & Frynta, 2007, 2009; Stokes, 2007; Frynta, 2011; Lišková & Frynta, 2013; Landová et al., 2013; Frynta et al., 2013). Other studies have also specifically investigated the influence of animal attractiveness on conservation decision-making, demonstrating that aesthetic judgments of wild animals influence attitudes towards their conservation among the general public (Knight, 2008; Huddy & Gunthorsdottir, 2000; Gunthorsdottir, 2001). Positive perceptions of animals based on

their physical characteristics are also shown to more strongly influence decisions of conservation policy-makers than scientific criteria (Knegtering et al., 2002; Metrick & Weitzman, 1996).

Understanding better how the general public and decision makers value species aesthetically can inform conservation strategies of less charismatic species by making them more widely known (Stokes, 2007); counteracting aesthetically-driven biases in species selection for ex-situ conservation (Frynta et al., 2013) and promoting a more equitable allocation of conservation resources (Frynta, 2010; Marešová and Frynta, 2007; Montgomery, 2002). How biodiversity is aesthetically valued in developing countries has received much less scholarly attention. Only a few studies have hinted at the aesthetic dimension of human-wildlife relationships in rural Africa (Gadd, 2005; Gillingham & Lee, 1999; Hill, 1998). To our knowledge, no work has specifically examined how aesthetic appreciation of animal species influences attitudes towards their conservation among visitors coming to protected areas in Sabah, Malaysia.



### Sabah, Malaysia

Since the 1980s, tourism has become an increasingly important industry both worldwide and in Sabah (Awangku, 2009). Sabah has recorded tourism receipt of RM5.17 billion in the year 2012 (Vidal, 2013; STB, 2013). Sabah is rich in biodiversity, contributing significantly to Malaysia being one of the 12 mega biodiversity hotspots in the world. It is home to many nature and wildlife conservation areas and parks, including South East Asia's highest peak Mount Kinabalu (Hutton, 2002).



## Ecotourism

Ecotourism has a potentially vital role to play in conservation by generating economic incentives for nature conservation. However, this potential may be limited by narrow viewing preferences among visitors to protected areas, suggesting that most tourists are primarily interested in seeing charismatic fauna such as the *Elephas maximus borneensis* (Borneo elephant), *Pongo pygmaeus* (Bornean orang-utan), *Dicerorhinus sumatrensis* (Sumatran rhinoceros) and *Neofelis diardi* (Sunda clouded leopard).

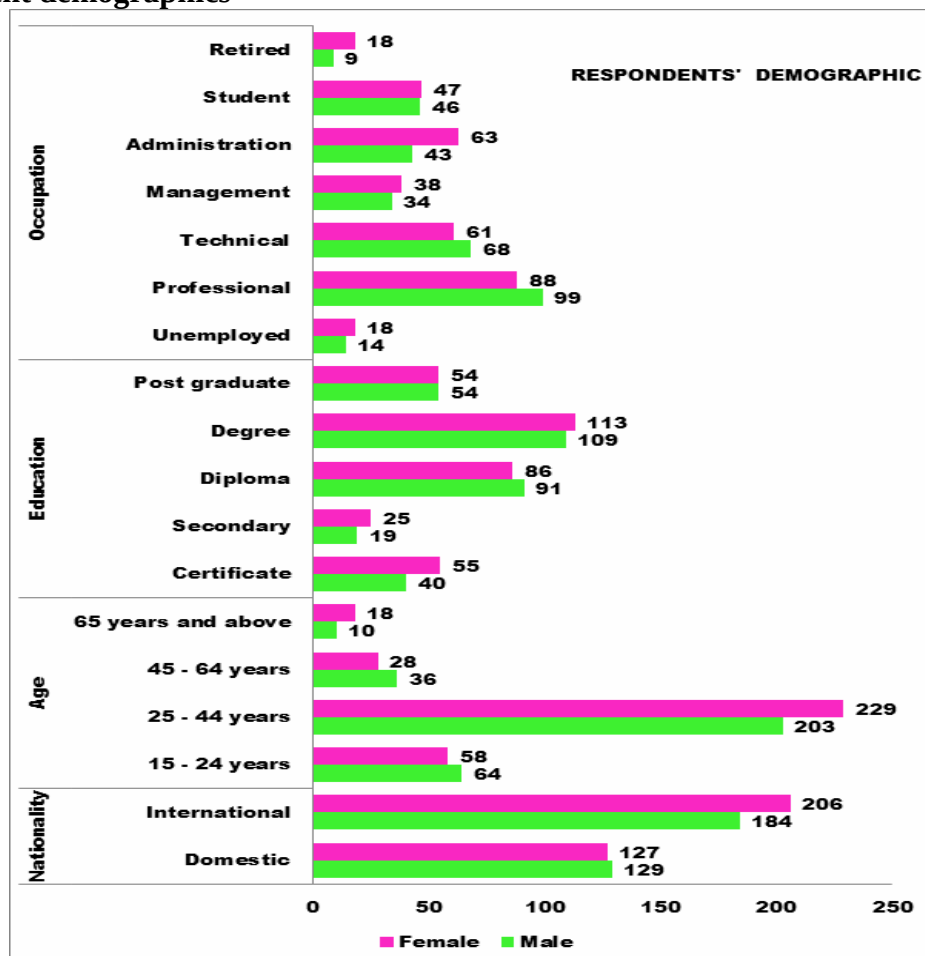
## Research Design

The aim of the research is to understand and determined visitors to protected areas aesthetic appreciation of wildlife in Sabah. Our general hypothesis is that attitudes favoring protection of species and their removal are, at least partly, explained by how people aesthetically judge them. We make the case that aesthetic appreciation of species should be investigated because of its potential influence on conservation decision making and conservation design strategy. The research is based on interpretivism paradigm. That associated with qualitative research. Used to obtain an understanding of the word from an individual perspective (Creswell, 2002; Boeije, 2010; Creswell, 2009).

## Methodology

A total of 646 valid voluntary respondents interviewed at the Kota Kinabalu International Airport. Data was transcribed and analysed using LEXIMANCER.

## Respondent demographics



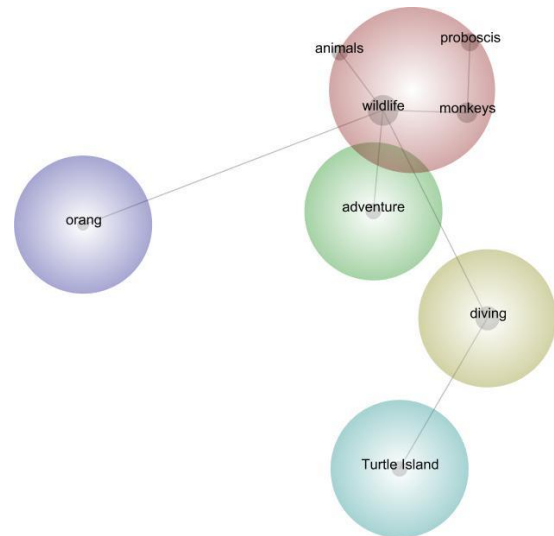
### Data analysis: Leximancer

Leximancer is digital software that can be used to mine the content of large volumes of qualitative data from interviews or documents at very fast speeds, extract information and display the results visually in a bird's eye view of the contents. The results of the analysis are displayed in what is called a Concept Map although it shows more than just the concepts in the data (Leximancer, 2008).

### Results

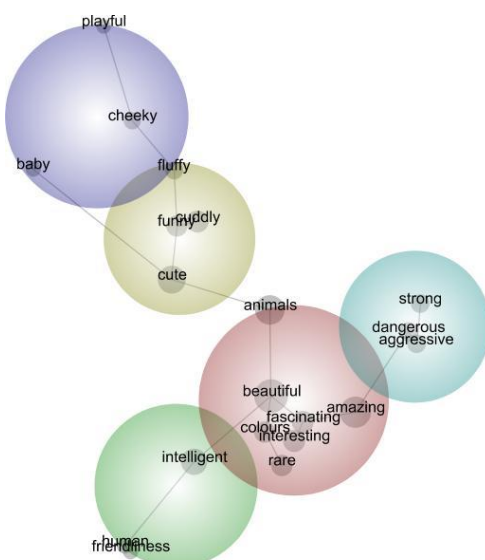
#### Wildlife Preferences

The majority of visitors are interested in wildlife (94.8%). The other 5.2% are interested in city activities. 89.2% stated general animals, while 10.2% had specific interests. But 56.1% preferred the monkey family, with 78% wanting to see proboscis monkey. There are visitors who specifically wanted to see orang utans (9.8%). Many visitors stated that they are willing to experience the adventures just to see wildlife (60.0%), while 26.8% indicated that they are oriented towards marine life and habitats. Only 13.2% are conservation oriented and said they prefer to see the sea turtle conservation area at Turtle Island.



*“To me, it’s just a completely unique experience [wildlife-watching]. As I say, to be able to see and know they are alive [wild animal], sort of thing. I mean, we were there, looking at them. A few weeks before, I’d been in Africa and I’d just been charged by an elephant and if you see how wild they can be and then to see them there, enough to be able to just sort of help them [protect and conserve] and everything like that, it was amazing.” --- China8*

#### Characteristics of animals



Five themes emerged from the data:

1. Charisma appeal (58.8%)
2. Intelligence appeal (20.3%)
3. Adventure appeal (16.3%)
4. Cuteness appeal (3.2%)
5. Baby or young appeal (1.4%)

*“I’ve visited Sabah several times already. And this is my 15 times? To have the opportunity to go back to the place where I first had contact with a wild sun bear was so magical. I never thought that the first experience will had that great impacts. Every time I’ve visited them again [I don’t know], like you sort of find out a bit more about the sunbears through that visitations. It’s amazing!”--- Ozie6*

## **Conclusion**

Direct exposure to wildlife, regardless of their aesthetic values or charismatic appearances; appears to have the potential to be a powerful force to stimulate caring toward species of interest and pro-conservation behaviors for individual species and biodiversity as a whole. This study has provided evidence for a more homogeneous treatment of wildlife tourists. The lack of differences in the results observed between wildlife demand and wildlife attributes supports the strengthening of partnerships between these two factors to synergistically build on tourists' intention to perform pro-conservation behaviors. Partnering opportunities could include developing consistent interpretive themes between the two factors.

Future research may include further refinement of factors and specific attitudes, in order to pinpoint more exact differences between different types of wildlife tourists. As protected areas managers struggle to justify their existence, and tour operators wrestle with being relevant to conservation, treating tourists, at either site, as one population provides a powerful new framework to address conservation messaging and outcomes.

## Good tourism: Sustainable heritage and human development

Linlin Huang, Xiaomei Wang and Tongqian Zou  
*Beijing International Studies University*

### Abstract

Lately, the Western tourism industry has shifted its attention to the vibrant Eastern world, especially China, whose tourism industry maintains a relatively high growth rate against the background of a worldwide economic recession. It aims to get some inspiration from the Chinese tourism operating mechanism. As a relatively new concept following “eco-tourism”, “green tourism”, “low-carbon tourism” and “responsible tourism”, Good Tourism focuses on using tourism as a tool to promote heritage protection and economic value, while fostering socioeconomic and human development.

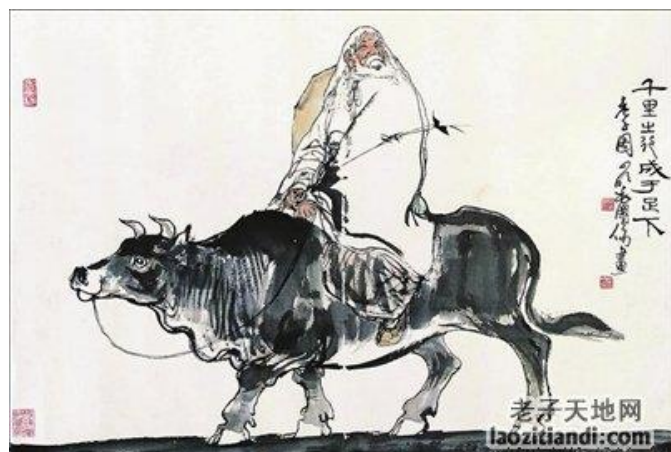
It is widely acknowledged that there is no one model that will fit all circumstances. However, there are common guidelines often used by many successfully-managed sites. One such core value, inspired by ancient Chinese philosophy, is the notion of being “sustainable and harmonious”. Good tourism recognizes that the earth, heaven, human beings, ecosystems, in combination with economic and social approaches, all influence the characteristic of tourist sites, the quality of life of local residencies, and experiences of tourists. Through the use of a questionnaire study, individual interviews and community observation, the purpose of this study is to study the working mechanism of Good Tourism. To what extent does it help to promote the sustainable development of tourism heritage sites, and to reconcile the contradictions of heritage preservation and tourism development? What factors mentioned above will propel the development of human beings (stakeholders)?

### Definition

Good Tourism is the coordinated and integrated provision of goods, services and inspirational experiences. The aim is to collectively enable the long term integrity, authenticity and harmony of those natural, cultural and traditional values which are characteristic of local communities. That they be responsibly and sensitively safeguarded, precisely understood and passionately appreciated, in ways which reflect a sense of pride and identity, create pleasure and bring lasting benefit to the social and economic wellbeing of those who use, enjoy or depend on these resources on a regular basis. Good Tourism was first introduced at the Pacific Asia Travel Association (PATA) 60th Anniversary and Conference in Beijing, China, April 2011.

### Philosophy

Good Tourism aims to facilitate Heaven and Human in Harmony (天人合一), to Integrate Harmony (圆融) and to foster Coordinative Development (统筹兼顾). It enables coordinative mechanisms which strike a balance between conservation and development (阴阳平衡、五行相生相克). It represents a nature and culture-based resolution.



### Precursors to Good Tourism

If the quality and benefits of leisure experiences are to be maintained and enhanced the following preconditions must be recognised:

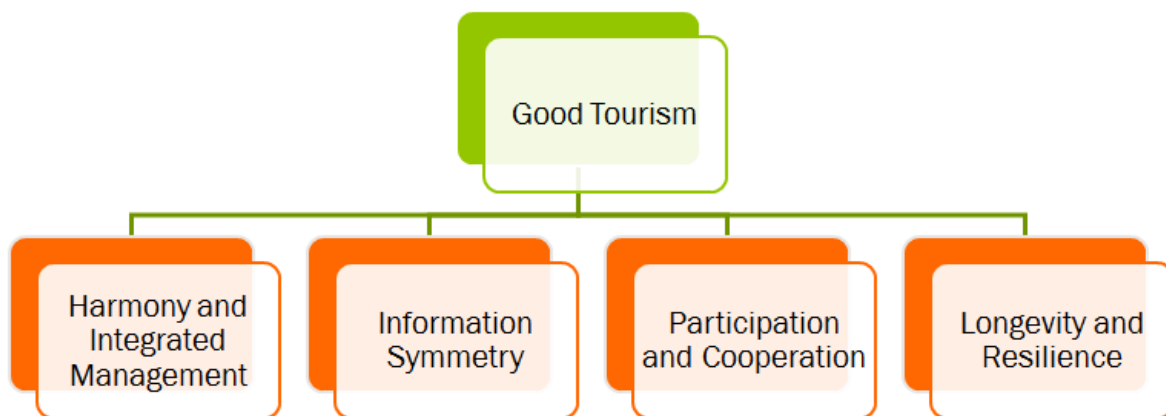
- The range of cultural, natural and social assets collectively constitutes a precious, finite and non-renewable critical heritage resource.
- Tourism has the ability to create positive benefits whilst, at the same time, can detrimentally affect the quality and integrity of the cultural, natural and social environment.
- Tourism involves a wide range of stakeholders who have mutually similar or conflicting interests.

### Vision for Good Tourism

Good Tourism entails recognizing the inextricable links between sustainability, social equity, environmental and cultural integrity and the requirements for economic and social empowerment. It is the philosophy and means which guides the coordinated efforts of governments at all levels, local communities, and civil society at large, to provide sustainable and long lasting benefits to all from the care, use and enjoyment of our heritage of natural and cultural assets.

### Key Principles

*The 4 key principles of Good Tourism*



#### ***Pillar 1: Harmony and Integrated Management***

Good Tourism must:

- Encourage harmonization between different perspectives held by stakeholder groups and facilitate the establishment of a common vision and concept for tourism management, heritage protection and local development.
- Optimize resource management systems and regulations, to ensure that tourism development adheres to the protection and development of balanced mechanisms.
- Ensure tourist sites are managed in an integrated manner in order to safeguard vulnerable natural and cultural heritage assets whilst at the same time allowing visitors to enjoy them.
- Guarantee that the speed, nature and scale of tourism development accords with available cultural and environmental resources and the development needs of local people.

## **Pillar 2: Information Symmetry**

Good Tourism must:

- Encourage open, fair and just processes for the formulation, implementation, monitoring and evaluation of local tourism planning policies and management approaches.
- Correctly and successfully disseminate, communicate and celebrate, relevant information regarding local heritage resources and tourism activities which respect traditional cultural products, crafts, practices and customs.

## **Pillar 3: Participation and Cooperation**

Good Tourism must:

- Encourage active participation by main stakeholder groups in heritage resource protection, promotion, tourism development and monitoring.
- Highlight the role of local communities and residents as the key drivers for tourism development in ways which enable them to share the widest range of direct and indirect social, economic and cultural benefits.
- Encourage enhancement of happiness and wellbeing of stakeholder groups through participation in heritage protection, tourism and leisure activities which ultimately lead to all-round, balanced and sustainable human, economic and social progress.

## **Pillar 4: Longevity and Resilience**

Good Tourism must:

- Ensure that the all the resources upon which tourism depend, are managed in a manner which maintains their unique status and in particular the global importance of the (Outstanding) Universal values of World Heritage properties.
- Encourage stakeholders to ensure that the extent, quality and significance of the legacy value of a site's unique assets are fully recognised and retained in a manner which future generations will properly understand, appreciate and be equally proud of.
- Adopt stewardship practices of the highest standards to ensure that the integrity and authenticity of the resources of all tourist sites are protected and where possible enhanced.
- Recognise that the retention of the long term integrity of the resource is the driver which underpins the other three pillars of Good Tourism.



## **Objectives**

The objectives of Good Tourism are:

- High management standards should be the norm so as to ensure that the environment and heritage values of any site are maintained in ways which provide valued social and economic benefits.
- The attitudes, skills and professional capacity of those in the tourism industry should be enhanced in a systematic way.
- Realistic targets for change should be established according to the degree of ambition of those responsible for the site and the resources available to achieve these ambitions.
- A balance should be achieved between the type and scale of development and its potential impacts, in order to deliver sustainable and broad based economic, social, cultural and environmental benefits.
- Engagement with local communities is the norm so that opportunities for income generation, cultural development, education and skills development can be provided.

- Respect and understanding should be established between visitor expectations and local community needs.
- Priorities for governments and local communities should be identified through a coordinated approach to planning and management of tourism sites so that sector development priorities are integrated into all key government policies.



#### **Guidelines for Stakeholders**

- Good Tourists: One day one kind deed (日行一善); comply with the nature, free from mental bound (乘物游心)
- Good Community: Heritage Stewards and Beneficiaries (守土有责)
- Good Government: Govern by nothing against the nature (无为而治)
- Good Industry: Responsible Developer (取财有道)

## **Incentive travel management model at ecotourism attractions in Chonburi Province, Thailand**

Angsumalin Jamnongchob, Lamson Lertkulprayad  
*Srinakharinwirot University*

### **Abstract**

Chonburi province is a part of the eastern region in Thailand which is comprised of various kinds of tourism attractions such as beaches, mountains, forests, and also manmade attractions. The major ecotourism attractions in Chonburi are beaches. Tourists from every corners of the world wish to enjoy water sport, viewing of aquatic animals, and having a special experience by doing outdoor activities. Nowadays, many groups of incentive trips come to Chonburi, especially in Pattaya, because it is full of tourist infrastructures, facilities, accommodations, and meeting rooms which are ready to meet the tourists' needs. This study examined the incentive travel management model and its implication on conservation of natural resources by using personal observations, in-depth interviews and structured questionnaires. Data obtained was analyzed using descriptive statistics in the form of percentages and frequencies, while Chi-square was used to test for the significance of relationships. The results of this study have benefits for policy-makers and tourism planners to contribute the managerial issues and minimize the negative impacts for the sustainability of ecotourism attractions.

### **Introduction**

Incentive travel is part of the Meeting, Incentives, Conventions, and Exhibitions (MICE) industry. It represents an important segment of the travel and tourism industry (Lewis, & Leiper, 1998). Incentive travel is a popular program and has been used by as a motivation tool for their employees. Unlike other incentives, incentive travel has a value which implies long-lasting positive reinforcement, an element that adds to their motivational value (Shinew and Backman, 1995). The incentive travel program has far-reaching ramifications for the travel and tourism industry. In Thailand, the size of the incentive travel industry was estimated at 14,000 million bahts in 2011, with predictions that it may grow to over 50,000 million bahts by the end of 2020 (Thailand Convention and Exhibition Bureau, 2012).

### *MICE Cities*

Moreover, travel rewards have a tremendous impact on both the positive and negative aspects of every dimension of the industry, including accommodation, tour operators, travel agencies and destinations especially for ecotourism attractions. There are the environmental changes and damage that results in the attraction being threatened by the tourists and local people (Poon, 1993). In periods of continuous change, it is important to understand how decision makers in the incentive travel businesses perceive environmental threats. In general, understanding of the environment in which businesses operate serves as the basis for strategy formulation (Duncan, 1972).

In Thailand, incentive travel has gained a well-known reputation. The friendliness of service-minded people, coupled



with and the uniqueness of Thai culture, makes visitors feel at home, especially at tourism destinations such as mountains, waterfalls, beaches, forests, national parks, etc. An ecotourism attraction is one of the best choices for incentive travel program. Chonburi province is a part of the eastern Thailand region which is comprised of various kinds of tourism attractions such as beaches, mountains, forests, and man-made attractions. The major ecotourism attractions in Chonburi are beaches. Tourists from every corners of the world enjoy water sports, viewing of aquatic animals, and having a special experience by doing outdoor activities. Nowadays, there are many incentive travel groups visiting Chonburi, especially in Pattaya, because it is full of tourist infrastructures, facilities, accommodations, and meeting rooms which are ready to serve to the needs of tourists.

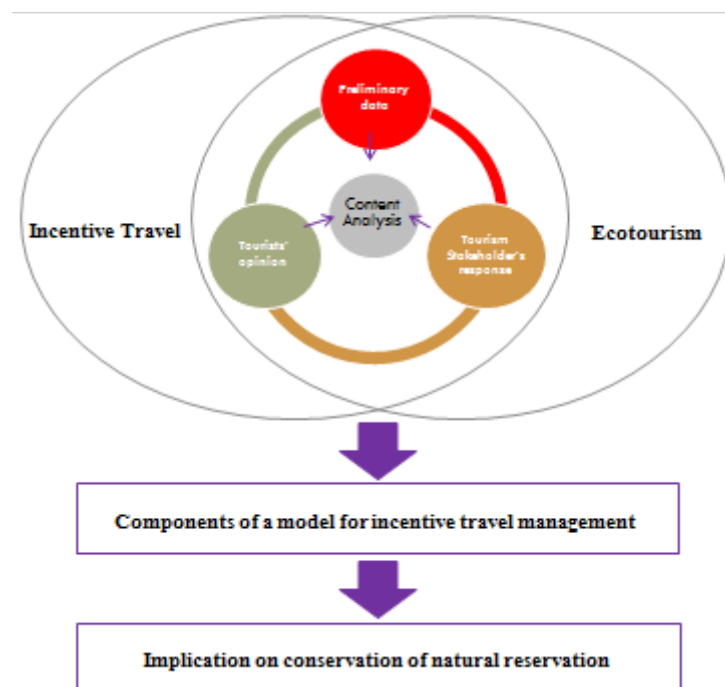
### Objective

To examine the incentive travel management model and its implications for the conservation of natural resources.

### Methodology

This study was conducted in Chonburi, Thailand. In-depth interviews, personal observations and structured questionnaires were used as research instruments. Subjects were divided into 2 groups: 1) demand sector, including both of Thai and foreign tourists; and 2) supply sector, such as the local governor, community leaders, business organizations, tourism association etc. Data obtained was analyzed by descriptive statistics in form of percentages and frequencies, while Chi-square was used to test for significant of relationships.

### Conceptual Framework

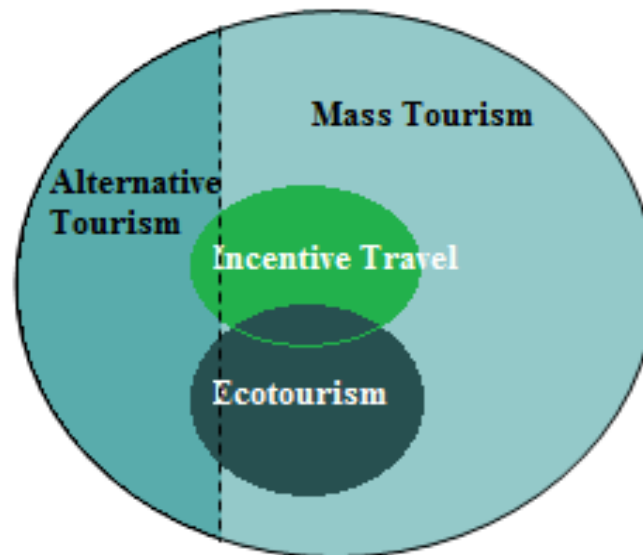


### Incentive travels versus ecotourism attractions

Clarke (1997) and Weaver (2006) identified that there is no inherent reason for ecotourism to also be a form of mass tourism so long as it adheres to the basic criteria. The figure below reflects this argument by depicting ecotourism as a sector that straddles the boundary between

alternative and mass tourism. The use of a single large circle to encompass both forms of tourism is intended to represent extremes of a continuum rather than completely separate categories. The dotted line shows that the boundary between the two is unclear and transitional. Nevertheless, the relationships between mass tourism, ecotourism and incentive travel are still a matter of controversy.

**Figure :** Incentive travel, ecotourism, alternative tourism and mass tourism Source: adapted from Weaver, (2008)

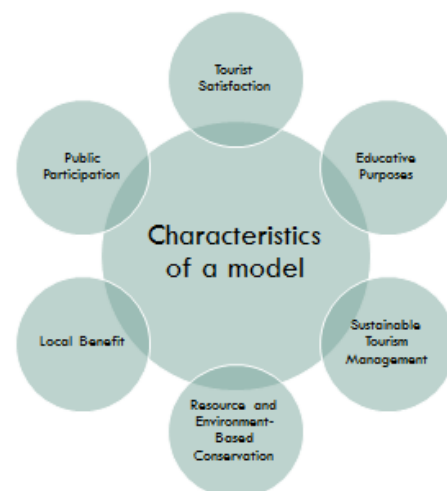


There are many kinds of activities that fall under the ecotourism concept which allows comparison with other specific nature-based activities, including those that overlap with ecotourism and incentive travel. Overlap also occurs within the ecotourism category, for example, getting a new experience in night-time viewing of nocturnal birds such as owls or any kinds of rare birds are offering to an incentive trip (Weaver, 2008).

### Characteristics of a model

The result of content analysis found that:

- **Public participation** is considered to be the most important issue for the characteristics of a model because it can stimulate a feeling of pride in local resources, an interest in their conservation, and also create a sense of belonging and community involvement.
- **Local benefits** – Tourism has the potential to promote social development through employment creation, income redistribution and poverty alleviation.
- **Resource and Environment-Based Conservation** - Tourism has the potential to improve the preservation and transmission of natural resources, environmental and cultural.



The result of content analysis found that:

- **Sustainable Tourism Management** – Tourism can contribute to the conservation and sustainable management of natural resources, the protection of local heritage, and creating a renaissance of native cultures, cultural arts and crafts.
- **Educative Purposes** – Tourism has an educational element which can foster understanding between people and cultures and provide cultural exchange between hosts and guests. This increases the chances for people to develop mutual sympathy and understanding and to reduce prejudices.
- **Tourist Satisfaction** - Measure visitor demand attractiveness value by comparing satisfaction ratings and intentions for repeat visits. Visitor satisfaction is an important qualitative indicator of the demand sector.

### Components of a model for incentive travel management



### Implication on conservation of natural reservation



## Discussion

Like many other parts of the travel and tourism industry, incentive travel is highly vulnerable to environmental and ecotourism attractions. So, the policy-makers and tourism planners must respond strategically. The key concepts, in combination with the relationships, emerged as important strategic issues for incentive travel businesses and ecotourism attractions.

The analysis confirmed that understanding the nature and characteristics of tourism attraction is important because it enables tourism planners to overcome the barriers. Moreover, a successful tourism development plan requires having in-depth knowledge of the forces influencing the destination or site and an understanding of the interrelationships between the different sectors contributing to the tourism industry.



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## Study on World Heritage Hani Rice Terrace and agricultural tourism landscape

Dani Wang

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### Abstract

On June 22, 2013, the Honghe Hani Rice Terrace was listed as a World Heritage Site. Its overnight success caused discussions amongst numerous experts and scholars: This paper uses this as a background question, and draws on research about agricultural tourism landscape and Hani Rice Terrace tourism, in order to explore the Hani Rice Terrace in regards to its historical origin, geographical environment, agricultural system, tourism resources and tourism development status. It also proposes some tourism development strategies for the Hani Rice Terrace, such as: build a sustainable ecotourism model that incorporates sightseeing, experience and vacation; emphasise the important role of tourism planning, market operation and community involvement; increase the promotion and sales of green food and cultural products. Overall, this paper, aims to find a path of sustainable ecotourism and provide a reference for other agricultural tourism landscape projects.

### Introduction

The 37th session of the World Heritage Committee was held in Phnom Penh, Cambodia, and resulted in the inclusion of China's cultural landscape of Yunnan's Hani Terraces onto the prestigious UNESCO's World Heritage List on June 22, 2013. This brought the total number of World Heritage Sites in China to 45, and made China the country with the second most World Heritage listings in the world after Italy.



“The Honghe Hani rice terraces are an exceptional reflection of a resilient land management system that optimizes social and environmental resources, demonstrates an extraordinary harmony between people and their environment in spiritual, ecological and visual terms, and is based on a spiritual respect for nature and respect for both the individual and the community, through a system of dual interdependence known as the ‘Man-God Unity social system’ ” (UNESCO, 2013).

## Hani Rice Terraces Profile

### Location

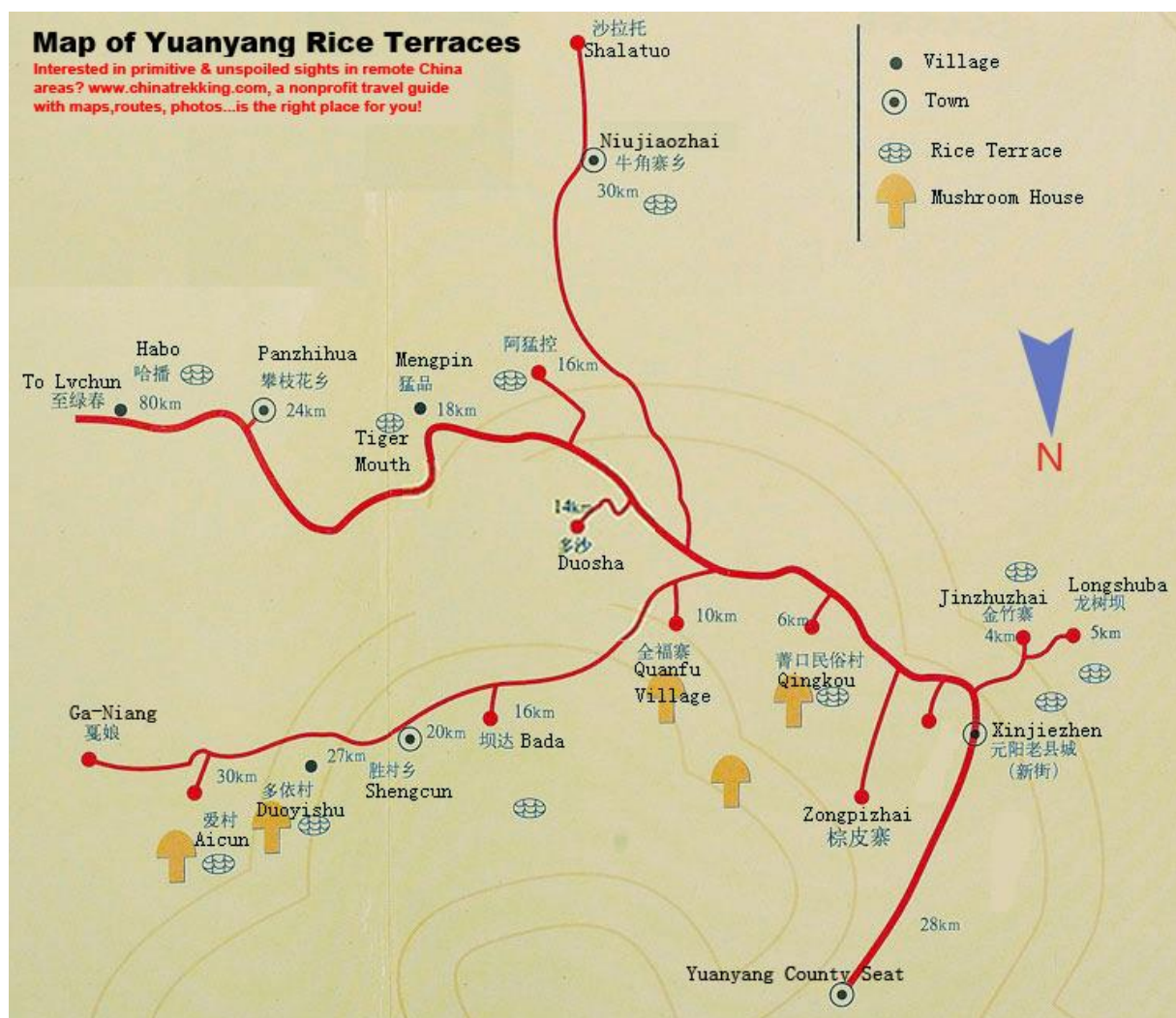


## REPUBLIQUE POPULAIRE DE CHINE





## Yuanyang Rice Terrace

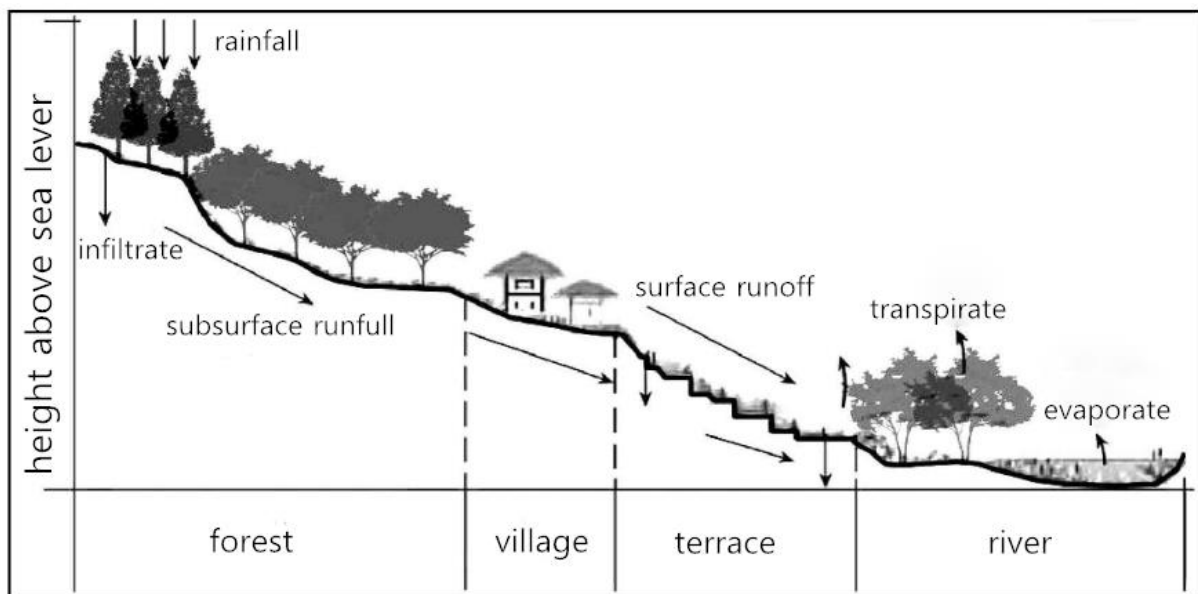


### **History**

Since the Tang Dynasty, the Hani people have been recognized for their skills in developing terraces. Over the past 1,300 years, they have developed a complex system of channels to bring water from the forested mountaintops to the terraces.

### **Four-Fold Ecosystem**

The mountain top forests are the lifeblood of the terraces. They sustain the water that is needed and captured for irrigation. The Hani villages are built on the mountainsides. Above the villages are the flourishing forests and the terraces are just below the village. The water from the forests runs through an irrigation network to the villages and then to the terraces, and then goes into the river valley.



### **Tourism Development Strategy**

#### ***Sightseeing, Experience, Holiday***

- Let visitors directly be involved in the agricultural production practices by doing farm work personally;
- Organize the local residents to rent their own terrace to professional interpreters;
- Arrange for tourists to visit the Hani performance of folk culture, and to visit handicraft production workshops;
- Develop traditional sports tourism projects and events.

#### ***Planning, Operating, Participating***

- Planning First - Pay attention to: the coordination of the tourism industry and relevant industries (particularly agriculture); short-term and long-term planning; resources exploitation and conservation; planning for attractions and consideration in the construction of cities and towns.
- Market Operation - Authorize the capacity of travel agencies to design and exploit the competitive market selection of qualified travel agent distributors. Meanwhile, strengthen supervision and regulate market prices.

- Community Participation - Let local residents own terraces as an equity stake. Allow them to offer advice, to be listened to by the supervisor, and to manage their own heritage.

### ***Green Food, Cultural Production***

- Green Food
  - ~ red rice of Hani Rice Terraces
  - ~ fish fed and reproduced artificially in terraces field
  - ~ natural eels, snails and loaches
- Cultural Production
  - ~ terrace culture, fireplace culture, chieftain culture, and Beima culture
  - ~ dress culture and diet culture

### **Conclusion**

This paper studied the development of the Hani Rice Terrace in terms of agricultural tourism landscape. It aimed to find a path of sustainable ecotourism and provide a reference to other agricultural tourism landscape projects.



## **Additional Abstracts**

The items below are listed in chronological order of their appearance in the daily program. Unfortunately there was not enough information or material provided for the following papers to be included in extended form. However, their inclusion as abstracts provides an opportunity for potential future research collaboration between colleagues. With this in mind, a full list of Proceedings papers, primary authors and contact email addresses have been provided immediately after these abstracts.

### **Day 1 - China Outbound Tourism Market**

#### **The changing behaviour of Chinese tourists in Bali:**

##### **From group into independent travellers**

Agung Permana Budi and Ni Putu Sartika Sari

*International Bali Tourism Institute*

Bali has become a favourite destination for Chinese tourists. Characterized by a large population and strong economic growth, China is estimated to become the largest tourist market in Bali, and will surpass Australia, which has the top position with a 24.84 percent contribution to the total foreign tourist arrivals in 2013. In the past, Chinese tourists came to Bali in-group; nowadays, however, there is a predisposition for Chinese tourists to come as independent travellers for various purposes, especially for pleasure. This research reveals the behaviour differences between Chinese independent travellers and group tourists. It attempts to seek the major issues encountered by those two types of travellers that affect the behaviour changes in their travelling. The theoretical framework used in this study is the consumer behaviour model by Philip Kotler and Gary Armstrong (2008). Thus, quantitative research is conducted through questionnaires comprising two major factors; internal factors (motivation, perception, experience, personality, and attitudes) and external factors (culture, social class, group references, the economic situation, and family). The results indicate different variables that may influence behaviour in travelling. The aim of this study is to provide an applicable tourism marketing strategy for the Chinese market and to establish a baseline for further research.

#### **Positioning of tourist attraction in Bali from the perspective of domestic tourists**

Sudiarta I Nyoman, I Wayan Suardana, Nyoman Ariana

*Udayana University, Tourism Faculty of Udayana University*

The positioning of a tourist attraction is a highly important part of the marketing strategy of a Tourist Destination, which is made up of various tourist attractions such as natural attraction, cultural attraction or their combination. A tourist attraction which interests specific tourists has been added to the main design of the development of Indonesian tourism. In the present study, Bali, as a tourist destination for the domestic tourists, is described using the dimension of tourist destination developed by Mill and Morrison (2009) with the concept of AFITH. After the dimension of tourist destination was determined, the Multi-Dimensional Scaling (MDS) analysis and the Correspondence analysis (ANACOR) were decided to be the tools of analysis. The position of each tourist attraction, which, if added together, totalled 12, could be identified from the similarities and differences among them and the preference of the

domestic tourists. In the present study, the purposive sampling method was used and the respondents totaled 100. The model Mill and Morison (2009) was used as the dimension. The model Mohamed et al (2012), which is made up of 24 indicators, was used as the indicators. The characteristics of the domestic tourists, the theory used in the present study and managerial implication of study were discussed.

### **Research on Beijing Hot Spring tourists' perceptions of health services and its impact on revisit intentions**

Wang Wenli, Chunmin Zhu, Bihu Wu, and Alastair M. Morrison  
*Peking University, Purdue University,*

With improvements in living standards, people pay more attention to their health and quality of life, adopting treatments and methods with no side-effects, preventing disease, engaging in anti-aging practices, and generally promoting the health of their bodies and minds. The health care industry has responded with a multiplicity of offerings to meet this growing demand of health-consciousness. Hot spring tourism is one of the most popular international special-interest tourism, combining travel, leisure, and healthcare. With a background of rapid growth in the healthcare industry and wellness tourism, it is believed that hot spring tourism needs to be repositioned, but there has been little research on wellness spa tourism and particularly for hot spring resorts.

Hot springs are an important natural resource for China, but so far hot spring development has mainly been recreation-oriented; there is a lack of attention to the study of hot spring tourism and health care, and how to apply traditional therapies to hot springs. This research represents a preliminary study of wellness spa tourism development in Beijing, with a main focus on hot spring tourists' perceptions of health services. The Xiaotangshan hot spring tourism zone of Beijing was the main study area. An analysis of the literature of domestic Chinese and international hot spring tourism research resulted in the identification of a set of hot spring tourism health service perception impact factors and a health service perception scale. The factors affecting hot spring tourists' health service perception were divided into four major groups: demographic characteristics, behavior, self-health awareness and management, and cognitive health services. The tourists' health service perception consisted of image, value, emotion, and use value perception. Through the research of hot spring tourists' health service perceptions and their impact on revisit intentions, the current situation and future development trends for Beijing hot spring health service were considered.

### **We are the BeST: Cross-Regional cooperation in tourism development**

Xue Tao, Bihu Wu, and Yu Zhang  
*Peking University*

Cross-regional cooperation and tourism development are explicitly linked especially in the context of international tourism research. This research utilized game theory to identify major stakeholders (the governments, companies, and tourists in Beijing, Seoul, and Tokyo). It identifies different strategies under three different cooperation situations in the process of tourism development.

Empirical analysis was completed on the degree of urban agglomeration connections based on aviation network data. This analysis identified several important indices: ULV (urban link value), UACC (urban aviation connection value), GNV (group connection value), GACV

(group absolute connection value), GRNV (group relative connection value), GFORR (group flights occupancy rate ranking), and IDG (influence of destination group). A BeST (Beijing, Seoul, Tokyo) tourism development pattern model was derived with three main dimensions (spatial, economic, and cultural). The research findings demonstrated that: 1) stable political relationships between pairs of countries are the foundation for cross-regional cooperation in tourism development. When participant subjects choose the “cooperation-cooperation” strategy, cross-regional tourism development is easier to achieve; 2) the three cities of Beijing, Seoul and Tokyo are an integrated network group with a higher connection degree. The internal structure of this group has higher levels of relevancy than other urban groups; and 3) The “BeST” pattern model as a tourism multi-destination group demonstrated that destinations have higher relevancy for each other in the spatial dimension; multi-field cooperation in the economic dimension; and cultural features have certain similarities.

### **The impact of social media messages on destination attractiveness**

SHU Lavender (Mengya), Pierre Benckendorff, Roy Ballantyne  
*The University of Queensland*

Within the burgeoning international education market, the Chinese market has performed exceptionally well – becoming the largest source market to Australia. The significant financial investment and potential risks involved in a student choosing an overseas study destination make it a complex decision that requires high levels of scrutiny of choices. Due to the intangibility of international education, high quality information and effective communication become crucial when international students are evaluating potential study destinations. The development of social media has created new electronic word of mouth information channels that are playing an increasingly significant role in disseminating information and facilitating study destination evaluation. Information on these platforms is usually generated from third parties and is perceived to be credible. However, many universities do not fully understand and appreciate how these electronic word-of-mouth (eWOM) channels influence student’s perceptions about, and thus choice of, study destinations.

This study will discuss the features of social media messages that trigger positive destination perceptions. Twenty-three small group interviews (with around 120 students) were conducted to investigate the most important factors that influence student’s destination perceptions. Through semantic data analysis of the interview script, five message characteristics are found to be most influential: 1) Timeliness - whether the exchanged information is current and up-to-date; 2) Comprehensiveness - information that contains more detail; 3) Unbiased - information that is presented in an objective manner that contains both positive and negative content; 4) Relevance - information that matches people’s needs; 5) Accuracy - people perceive a piece of information is correct. This study provides insights into how social media messages influence student’s overseas study destination perceptions and should be of value to those interested in marketing ‘destinations’ to Chinese students or general Chinese consumers.

### **The effective marketing used by tourism city—micro blog**

Chen Janny, Tont Zou  
*Beijing International Studies University*

With the advent of micro-era, micro-Blog has become an important channel of tourism destination for publicity. In Reality, micro blog has been universally used in the products publicity by tourism destinations. This article has observed destination marketing status and the development of the new media, combined with wet marketing theory, integrated marketing theory and viral marketing theory, summed up the significance of using micro blog in tourism research. Through the analysis of released statistics of tourism destination such as: Beijing and Shandong, concludes certain successful experiences, includes: maintaining a high blogging level, releasing rich and targeted information, building up multi-publishing platforms and have the person specifically responsible for operates. In that case, this article focus on tourism micro-blogging, gets certain ideas and puts some proposals, such as publish accurate information at the right time, have professional team to operate it , establish destination microarrays and so on. As the conclusion, putting forward certain reference for tourism destination of micro-blogging: assure the basic city tourism service level by standardization, promote industry attractiveness of tourism destination by differentiation, boost tourism destination sustainable development by personalization.

### **The study on the preferable qualifications of ecotourism tourist guide in Thailand**

Kunurat Theerada, Jaruwan Ployduanrat  
*Srinakharinwirot University*

The purpose of this research was to study the preferable qualifications of ecotourism tourist guide by reviewing of literatures and focus group's experts. The instruments used were the forms of documentary research, expert's interview and focus group. The data were analysis by frequencies, percentage and content analysis. The results show that there are two characteristics of personal and professional characteristics for ecotourism tourist guide. The most desirable characteristics of ecotourism tourist guide were knowledge, skill and attitude. The result of this study can be used to develop the indicators and to create the measurement tests for ecotourism tourist guide

### **Heritage responsibility: A text analysis from heritage conservation chapters**

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Responsibility has always been the issues related with heritage conservation and protection, while the who(m) and what should be responsible for varies with time change. The research, in response to the heritage tourism research paradigm shift to moral and responsibility focus, using the chapters about heritage conservation and protection as analyzing material, with the text analysis method, illustrates the subject and content of the heritage responsibility from the perspective of international chapters and documents, and the evolution of the expression for heritage responsibilities and the causes are discussed. The findings show that the responsible stakeholders for heritage conservation including states, international organizations, tourism industry and the related institutions, heritage monitoring groups, communities and other individuals. More stakeholders are involved with time going by, and the content or the connotation of heritage responsibility are enriched with the stakeholder's involvement. The causes for the responsibility evolution can be summarized as practical challenge and social consciousness awakening, and the responsibility issues are centrally discussed in current chapters for heritage. The research indicates the necessity for proposing an academic

conception for heritage responsibility and raise the academia awareness of heritage responsibility issues.

## **Day 2 - Tourism Cities in the Asian Century**

### **References and enlightenment: From Chinese and overseas examples for City Central Recreational District (CRD) development and construction**

Zhang Ying

*Beijing International Studies University*

Recreation plays an important role in a modern city. In recent years, more attention paid to the city recreation, A growing number of related projects came up. Among these projects, CRD is a popular choice. This article compared three cases at home and abroad about the development and construction of CRD, figured out several differences between them, such as the original location, government involvement and commercial atmosphere. Furthermore, the article put forward the development direction of China's CRD in the future is humanization, popularization, technicalization and characteristic. And then, we can conclude the references and enlightenments that CRD's development should follow the principle of smart growth, reduce blindness expansion; keep close to the masses, make more related projects public and non-profit; bring together all aspects of society power and perfect correlative rule and law to realizes the CRD benign development; strengthen the rationality of the transportation system designing and planning.

### **On the role of a government in the brand building of regional tourism in China**

Yun-fei BAI, MA Ai-ping

*Department of Tourism Management, Beijing International Study University*

Tourism market competition is becoming increasingly fierce, cross regional and even cross-border tourism brand cooperation to realize the integration of resources, and sending tourist within the region, is a basic feature of modern tourism development. And in the process of regional brand construction, government plays dominated roles. The paper analyzes the conception of the regional tourism brand and the strategy process, and the role that government plays in the brand-building of regional tourism. The regional tourism brand refers to a certain region as a hole tourism product, it is the sum of the cognitive of tourists to the area, it can bring tourists to get a unique feeling, it also can work to destination's value added of social, economic, environmental. It spreads through four brand communication elements: tourism products / services, tourism service staff, tourism environment and marketing communication, the corresponding roles played by government are planner/coordinator, guider-normalizer, constructor-managers, leaders-practitioners. This article explains why the regional government should play the roles on brand support force, dynamic tourism image propagation, basis competition, systematic and continuous promotion in the in the brand building of regional tourism.

### **Beijing international tourism image evolution research**

Rui Cai, Yulan Hao and Tongqian Zou

*Beijing International Studies University*

The 21st century is the (Age of Image). "Image force" competition has become one of the dominant forms of market competition. In the global tourism market, the shaping and spreading of the international tourism image of tourism destination, plays an important role in attracting foreign tourists and promoting inbound tourism market prosperity. This article takes the Beijing international tourism image as the research object. Firstly, according to the specific political, economic, cultural and environmental factors, as well as the changing attitudes of the tourism department towards tourism development at different stages, we divide the development of Beijing international tourism image into four stages. Secondly, through the combination of qualitative and quantitative research methods, the paper analyses the image from the three dimensions of vision, behavior and idea. Analysis focuses on the core features of the four stages of international tourism image and whether the image properly expresses the connotation of Beijing. Finally, based on the tourism image of the present stage, this paper analyses the tourist's perception of the image, searches the deviation of reality and perception and then digs the deeper reasons. By summing up the experience and putting forward constructive suggestions, we hope the article provides some theoretical reference to Beijing's more scientifically positioning its international tourism image.

### **The research about guidelines for quality services of tourism cities**

Jiang Lu Hong, Xiao Xia Guo, Tong Qian Zou, Zi Ning Chen

*Beijing International Studies University*

In recent years, the Beijing tourism development presents positive tendency, while the inbound tourism reception is far from satisfaction, compared to the top tourist cities in the world. By the means of comparative analysis, we acquired the advanced experience and practices of tourism services in certain cities, such as Hong Kong, New York and Sydney from the authoritative report which released by the world tourism industry organization and social institutions. We find that an excellent tourism city should meet the basic standards, for example, good taxi service, helpfulness of locals, best restaurants and colorful nightlife service, convenient public transportation, charming and unforgettable tourist attractions, and clean environment. This paper concluded quality service guidelines in tourism elements, such as food, accommodation, sightseeing, shopping, transportation, entertainments, and in the aspects of city security, friendliness, eco-friendly, smart-city. We aimed at providing the advanced experience and references in establishing a world-class tourism environment for Beijing and other tourist city, and promoting the development of the tourism industry. We encourage tourism cities to innovate their modes of service and management and provide quality service for tourist in a individual way. We believe that differential and tourism service is benefit for building city characteristics and elevating international competition of tourism cities.

### **Creative design, contemporary souvenirs products based on traditional art and craft knowledge wisdom for promote tourism in Thailand**

Wanichakorn Aran

*Srinakharinwirot University*

This research aimed firstly to explore the wisdom of art and craft knowledge wisdom. Subsequently, the design and implementation of Thai Traditional crafts, painting and Thai traditional sculpture to contemporary souvenirs products. Research methodology was study documents and explores the wisdom of Thailand on each side. Then researcher selected the

specifically of wisdom by the uniqueness. Finally design and development of souvenirs to promote tourism based on traditional art and craft knowledge wisdom such as Thai Traditional crafts, painting and Thai traditional sculpture for promote tourism in Thailand. The findings revealed that the regarding wisdom can be expanded with creativity. Contributes to design souvenirs for promote tourism Thailand to contemporary consistent with the current social and urban. Help build recognition and aesthetic the image appearance to tour in Thailand. Help build recognition and aesthetic the image appearance to tour in Thailand as follows: lamp from Three Jewels, Clock from Pottery, Sconce from murals and lamp from sculpture hermit exercise. The most tourists were satisfied with the new product rather than local product traditional style.

### **Tourism conflict resolution using system of Banjar in Taro Kaja, Tegalalang, Gianyar, Bali**

Sukma Arida I Nyoman, Diane Lee, Sri Aryanti

*Tourism Faculty, Udayana University, tourism study, Murdoch University*

This study aims to describe the function of traditional village in Bali (banjar adat) as a means resolution in tourism development. In Banjar Taro Kaja, banjar adat has a strong relationship with the tourism, particularly related with the development of tourist destinations of Bali Elephant Park in the village. This study seeks to unravel this phenomenon by using a model of exploratory research. This study interviewed some key informants who know about the relationship between banjar institution, the people, and the existence of Bali Elephant Park in the village. The findings of this research that produced two findings: first, the role of the banjar adat as a conflict resolution through the use of traditional means to prevent conflict (baos). Second, banjar using its temple to take advantage of abundant tourism economic outcomes by channeling funds from tourism for temple construction and the cost of the ceremony.

### **An examination of key drivers shaping Cairns' future tourism development**

Lee Louisa Yee-Sum, Allison Anderson, Bruce Prideaux

*James Cook University*

The key objective of this research is to explore the drivers that appear to be shaping the future tourism development of Cairns, a major gateway to the Great Barrier Reef and the Wet Tropical Rainforest and a popular tourism destination. In 2013, the city received over 2.35 million domestic and international visitors and has the highest level of tourism generated Gross Domestic Product of any Australian destination. However, the visitor number targets were not achieved as expected. Additionally, threats to the city including oil spills and coral damage are significant issues and have negative impacts on tourism performance. Concerns about potential loss of World Heritage Area status add to these fears. Looking to the future it is essential to recognize and deal with the factors that will shape the future of tourism in cities. Specific objectives are to explore the strengths and weaknesses of Cairns as a tourism destination, and to identify the key drivers that may affect the city in the future. The research takes a supply side's perspective and involved individual interviews with eight key informants in Cairns' tourism industry. Results found that the city's tourism performance appears to have turned the corner and has become more resilient to externalities. Wide diversity of natural resources was the trump card as a tourism destination, while messy brand messages, dated infrastructure and poor service were the key weaknesses. Major drivers, including livability of the city, adverse impact of climate change, and a changing profile and tastes of tourists, were

identified as key drivers affecting the city's future tourism development. Theoretical and practical implications are discussed for tourism stakeholders.

### **Coordinated development of China's eastern and western tourist cities**

Guo Xiaoxia

*Beijing International Studies University*

Chinese tourism construction is in full swing. Under this big background, how to balance the present situation of the city tourism in the eastern and western regional has attracted our attention. This article focuses on two angles, on the one hand, we contrast the tourism development of eastern and western cities. On the other hand, we make SWOT analysis of the western regions, and put forward strategies to balance the gap of tourism development between eastern and western cities which will promote comprehensive, balanced and sustainable development of city tourism. The tourism development in the western part of China plays an important role in Chinese tourism. So, only by coordinating the development between eastern and western regional tourism, can China truly become a strong tourist country. In order to make more coordinated development of city tourism in China, we come up with some recommendations based on summarizing the world excellent experience of tourism cities.

### **The nature of grand nature of soundscape architecturing in traditional Chinese garden**

ZHANG Jie, Shao-Jing LU, Hong ZHANG, Shi-Sheng JIN,

*School of Geography, Nanjing University, China, Administration Office,*

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Soundscape has been noticed recently, and it could be characteristic heritage attractions in tourism, e.g. the soundscape with famous water organ of the 16th century Italian terraced garden of Villa d'Este in Tivoli. Soundscapes in traditional Chinese garden are quite popular, yet it is believed that the soundscape of traditional Chinese garden focuses rather on experiencing the sound from the environment around and in the garden than on construction of or physically controlling of the sound in the garden. Yet as we observed, there are some real constructed and physically controlled soundscape in traditional Chinese garden, and in this paper we take a 16th century garden, Jichangyuan, Wuxi as a case to study the characteristics of sound sources and sound field as well as acoustic mechanism of the soundscape of traditional Chinese garden. With in situ investigation and measurement as well as historic text analysis, we revealed the nature of grand nature both in substantial form and in semiotic form in the soundscape architecture in the case traditional Chinese garden. Comparing with Villa d'Este, it is proposed that the nature of grand nature in soundscape of Chinese garden is different from that of western garden, and many characteristics of such nature arise from the tradition of Chinese philosophy and music as well as the Chinese taste of aesthetics of grand nature. Finally, we summarized the outstanding universal value of the soundscape of the case garden.

### **The effect of therapeutic recreation intervention against sub-health of urban female**

Lin Lan, Zhen-xiang Chen, Ping-ping Wan, Yan Qiu

*Fujian Normal University*

As China's economic development and social progress, participating in a variety of leisure activities, such as fitness, sports, health, entertainment, study, travel, et al, has increasingly

been become the most important content in people's daily life, which promote the construction and development of diversified urban leisure space in China. In particular, more and more urban residents face significant changes and under a lot of pressure from the work, family, social, economic and environment, so therapeutic recreation spaces have been become favorite leisure places for them. Therapeutic recreation research in the western countries is one of the oldest domains of leisure research, which beginning in the early 20th century. The systematic research can be dated back to more than 50 years ago. A lot of significant research has been achieved, such as therapeutic recreation activity type, theoretical model, influence factors, and effect assessment, et al, and the respondents mainly including disability, serious illness, the elder, children and so on. But in China, less research on therapeutic recreation, especially about the utilization and its effect assessment of therapeutic recreation space are more lack of attention.

Based on research evaluation of six therapeutic recreation model in the western countries and the current situation of therapeutic recreation development in China, considered customer demand and therapist as its variables, this article firstly try to build therapeutic recreation intervention model, which consist of the four stages by health diagnosis, therapeutic project participation, curative effect assessment, leisure education and service support. Secondly, to diagnose the sub-health status of urban female by 30 items relevant scale assessment(SRSHS) proposed by Chen Fu-ping & Li Qiang (2004).143 urban female of different ages are selected to be the observed subjects. Thirdly, with full use of leisure recreation intervention at Xiu Yu beauty and fitness parlor of Chinese medicine, SRSHS health assessment results are lots of differences because of different age, education level, income and experience time. The article finally proposes some specific measures about leisure education and leisure service support. It is hoped that the findings can be with academic value for practice research about therapeutic recreation space in China, and will contribute to better understand and more use of leisure space value for different regions of our city.

### **Study on Beijing rural cultural creative tourism development**

Lily Zhang and XinWang  
*Beijing International Studies University*

Rural cultural creative tourism, the integration of cultural creative industry and rural tourism, can enhance the quality and development of rural tourism. On the other hand, with consumer's demand increasingly diverse and individuation, they pay more attention to have rich cultural creative tourism activities. Rural cultural creative tourism has huge development potential, for it offers an important opportunity for modern urban groups to experience rural life and enjoy leisure vacation. Beijing, as the economic and cultural center of China and the world famous tourist destination city, has rich and unique natural and cultural resources, and a broad consumer market, which can be of significant support for the development of rural cultural creative tourism.

### **Study on the development of water crisis in Bali island in 2009 and 2013**

Sunarta Nyoman, Abd. Rahman As-syakur  
*Udayana University - Bali - Indonesia*

Bali is an island with a relatively small area measuring 5,636.66 km<sup>2</sup>. Considering the small area of Bali Province, water resources are one of the main issues. Water resources are one of the most important resources for human life to do their various activities. Bali as the center of

tourism development in Indonesia with the number of population and tourists which continues to increase each year has experienced water problems.

The development of water crisis on the island of Bali is known from the comparison between the amount of water available and the amount of water needed especially by the people living on the island of Bali. Water availability is determined by using the run-off coefficient method, which is modified from the rational method. By relating the run-off coefficient to the average rainfall and the size of the island, the availability of water can be determined. Water demand is determined using the number of population as the variable and the Falkenmark indicator which is the minimum water requirement needed by humans to live properly based on the estimated water needs of households, agriculture, industry and energy sectors, as well as environmental needs. The development of the water crisis was determined by comparing the amount of water available and the water demand in 2009 and 2013.

The result of the calculation shows that the total water available on the island of Bali was 4.71 billion m<sup>3</sup>/year in 2009, and 3.57 billion m<sup>3</sup>/year in 2013. The total water demand was 5.46 billion m<sup>3</sup>/year in 2009 and 6.23 billion m<sup>3</sup>/year in 2013. Consequently, Bali in 2009 and 2013 experienced water deficits. The condition of the island of Bali in 2009 showed that of the 9 regencies/municipalities existing, 5 of which experienced water deficits. Meanwhile, in 2013, 8 regencies/ municipalities experienced water deficits. Based on the results, the island of Bali should take serious steps to save its water resources, not only to save the tourism development which is the mainstay of the island of Bali, but also the sustainability of Balinese people's life.

#### **Local vendor's perceptions of the Denpasar Festival in Bali, Indonesia**

Sucita Yanthy Putu, Irma Rahyud  
*Udayana University- Bali*

The Denpasar Festival is a festival that can explore the creative potential of people particularly the people in Denpasar City. Within a period of six years (2008-2013) of its organizing, it has successfully demonstrated the identity of Denpasar City as a city that has a variety of culture. From year to year, the organizing of this festival has certainly involved many people, especially the people of Denpasar City who participating as vendors and involved in organizing the Denpasar festival. Vendor's perception is a phenomenon that is worth studying considering that the Denpasar festival has become a tourist attraction to both local and foreign tourists. Therefore, the purpose of this study is to determine the local vendors' perceptions of the Denpasar Festival in particular, the positive and negative impacts of the organizing of the Denpasar festival. The results of the study reveal that the positive impact is more dominantly perceived than the negative impact of the festival; this generates an understanding that the Denpasar festival contributes to the people especially those involved directly as vendors.

#### **The urban aspect of nature experience in a tropical destination**

Anderson Allison, Bruce Prideaux  
*James Cook University*

The aim of this paper is to identify what value tourists place on experiencing nature in a tropical city. As the tourism phenomenon delivers an increasing number of visitors to tropical destinations, the absence of underlying infrastructure, planning or design in many places has

resulted in assemblages of ad-hoc urban development sprawling into the very nature people visit the place to enjoy. Recent research suggests that nature-based tourists perceive a ‘city-park dyad’ in nature-based destinations and that it is important to achieve congruence between the natural elements of a destination and the urban attributes of the gateway city (Line & Costen 2014). This paper draws on urban assemblage theory to argue that the tourist experience of place is not purely ‘city’ or purely ‘park’, but rather an encounter of place ranging on a nature experience continuum extending from the city to wild places. Based on data from 545 tourist surveys, interviews with tourism decision makers and an analysis of reviews on the online travel website Tripadvisor.com, this paper examines the value of nature in the urban experience of Cairns in Far North Queensland, Australia. Results suggest that scenic natural views including vegetation, greenery and ocean or water are preferred and that generally, the more natural elements in a view, the more it is liked. Additionally, if the built environment is sympathetic to the natural environment the view also ranks highly. This indicates the presence of a nature experience continuum that commences in the city. This research has implications for planning, urban design and destination development in tropical tourism cities.

### **A study on the development mode and countermeasures of the cultural creative industry in China**

Yang Wenhua, Wangxin  
*Beijing International Studies University*

Chinese cultural creative tourism industry is developing rapidly, showing its great vitality. It has been explored unique pattern and formed typical cases, also had a great influence in the world. The city shape and improve the image by constructing the cultural value in the form of the cultural creative tourism and provide a demonstration of the lifestyle .In this process, the city output the cultural value proposition and enhance core competitiveness and become a human yearning place, so as to promote the sustainable development of the city. The urban cultural creative tourism development has vital significance under the background of Beijing building the world-class city. Different cities will choose different development patterning in the urban development process, so to explore the cultural creative tourism development mode and type has the vital significance to the development of cities. Comparative analysis of different cultural creative tourism development mode and characteristics of different cities, probe into its different meaning to the urban development. This paper uses case analysis and classification method to study the development of the city cultural creative tourism of China. To select the typical cases, such as Hangzhou Songcheng,Xi'an Qujiang,etc. Through the cases discussion to analyze the present situation of Chinese city cultural creative tourism development, combing the urban cultural creative tourism development model and its existing problems, put forward development countermeasure. It has important theoretical guiding significance for the construction and tourism destination marketing.

### **Research on the impact of major sport event to the host city's image and tourism**

Wang ShangKun, Ma Aiping  
*Beijing International Studies University*

"With the advances in modern technology and urban industrialization process, Major sports event has got vigorous development, and people gradually realized that the modern major sports event far beyond the scope of sports itself. Now major sports event play an irreplaceable role in showing the city's image, reflecting the spirit of the city, stimulating

economic development, and promote international exchanges etc. Furthermore, sports industry is closely related to the tourism industry, the event draw the crowds and brings tourism opportunities. There is a great significance on Researching the impact of major sport event on host city's image, accelerate shaping a good characteristics for a city, enhance the core competitiveness of the city and accelerate the development of the city This paper have a literature review on the relationship between major sport event and the urban infrastructure, urban tourism city image, city marketing and other aspects. Then take the Beijing Olympics and the Australian Open Tennis Championship as examples to analyse the impact on Host city image and urban tourism.

### **Guideline for ethical leadership development for tourism industry, case study of tourist guide**

Ployduangrat Jaruwan  
*Srinakharinwirot University*

This research aimed to study the Guideline for Ethical Leadership Development for Tourism Industry. The samples in this research are 10 government officers, 25 tourism business owners, and 50 foreign tourists in Bangkok. The tools in this study were interviews and questionnaires. We used the data from the interviews for content analysis in our descriptive summary; and also analyzed data from the questionnaires by using statistics method to find frequency, mean, and standard deviation. From the research result, we found that, Ethical Leadership for guide tourism consists of 6 areas which need improvement.

### **Day 3 - Nature-Based and Heritage Tourism**

#### **Profiling ecotourists by destination types**

Wong Portia, T.M., Teresa C.H. Tao  
*The University of Hong Kong*

This study aims at evaluating whether destination attributes could be a valid factor for profiling ecotourists in East Asia. Under the framework of pull and push theory, ecotourists are usually identified and classified based upon the pushing factors, their travel motivations, and be compared among segments. On the other hand, the pulling factors, destination attributes, can serves as another factor to segment ecotourists' based on their preferences. In nature-based tourism, destination attributes can be identified in different natural environment. They vary from trees in forests to mangrove in wetlands, and from volcanoes in mountains to marine-wildlife in ocean. The effect of the dynamic pulling factors of ecotourism on the characteristics of ecotourists, plus their travel motivations, environmental attitudes, activity participation and socio-demographic features, can provide comprehensive insights of ecotourists for park managers, so they could have more effective visitor management strategy and marketing strategy. This defining approach combing a mix of supply and demand variables was employed which classified 617 ecotourists from a total of 1114 general visitors from three forest-based and three wetland-based protected areas in mainland China, Taiwan, and Hong Kong. Results delineated that ecotourists from forest-based parks were more motivated for being escapists and expressed stronger pro-environmental attitudes, particularly ecocentric issues, than their wetland-based counterparts.

## **Influence of destination attributes on memorable experiences**

Radmand Leila

*Universiti Teknologi MARA, Malaysia,*

Providing visitors with memorable tourism experiences (MTEs) is important for achieving success in the highly competitive tourism marketplace. To support destination managers, this paper developed a scale instrument that conceptualizes the attributes of destinations associated with MTEs. As a result of Australia's boom in exports of minerals to China and Asian economies, its currency has risen substantially against other leading currencies. The higher exchange rate has posed significant problems for traditional export and import competing industries, one of which is tourism. Computable general equilibrium modelling of the impacts of the mining boom on tourism confirms the Dutch Disease effect. The discussion highlights how recent changes in Australian inbound, outbound and domestic tourism can be explained from the perspective of Dutch Disease. Four different policy responses are then discussed, such as improving Australia's competitiveness.

Therefore, current study attempts to examine the degree of happiness of Malaysian Tourist whom travels to Australia as memorable tourism experiences. Following a rigorous scale development procedure, this study identified a 10-dimensional construct that affects MTEs. A set of 43 items related to 14 construct domains was initially generated from an extensive literature review. In addition, a preliminary study was conducted to support the development of the construct and the scale items. In-depth interviews of approximately 30 min each were conducted with 93 individuals using open-ended questions (e.g., recall your most MTEs in the past five years and describe what you enjoyed during this trip, what made this trip memorable, what specific attributes of the destination you remember, etc.). Data were gathered from respondents at Malaysian universities in Kuala Lumpur. The snowball sampling technique was used in an effort to obtain representation from individuals of various backgrounds. The data support this dimensional structure of the attributes of destinations affecting MTEs and the internal consistency and the validity (i.e., content, construct, convergent, and discriminant) of the scale. The theoretical and managerial implications of the study's results are discussed.

## **From observation to immersion: Managing future Chinese outbound tourism to Australia's wet tropics**

Osmond Amy, Philip Pearce

*James Cook University*

The world has become increasingly mobile, with international travel being undertaken in both higher numbers and by a greater diversity of visitors. Destinations now have to contend with not only increased numbers but also the fact that different tourists may desire to experience places in different ways. Visitor management can be thought of as a way to reduce impacts and to enhance experiences, but requires considerable sensitivity to individual markets to be effective. This study seeks to understand the thoughts of north Queensland tourism industry stakeholders for managing the mainland Chinese outbound market to the Wet Tropics. In particular, the aims are to explore tourism stakeholders' perceptions about current, and attitudes towards future leisure visitors, as well as to assess the perceived level of readiness for catering to the developing Chinese market. Guided by the concept of saturation of ideas in qualitative data, eighteen in-depth interviews were conducted with three different types of tourism industry stakeholders including tourism enterprises, tourism ambassadors, and bodies

of authority. Overall, Wet Tropics' tourism stakeholders perceive the current Chinese market positively and have an understanding of how to manage them. Furthermore, tourism stakeholders were relatively optimistic towards different scenarios portraying future Chinese outbound tourism to the region. They believe that the future Chinese market to the Wet Tropics will be significantly shaped by a few key issues. Findings from the study offer useful directions for further developing and managing the Wet Tropics experience and tourism to similar natural areas for Chinese visitors.

## **Poster Presentations**

### **The shopping tourism model in China: Visit action research technique**

Onmung Paiboon

*Srinakharinwirot University, Thailand.*

This study aim to study the shopping tourism model in China by using new technique, Visit Action Research. This technique process is engaging previous knowledge, sites visiting, and after action reflection. The data collection by observation, interview, and group discussion. The results confirmed that the shopping tourism model in China consisted of 2 sectors; government-forced, and multi-styles of private sector. Those both sectors show more advantage and disadvantage detail for tourist decision to shopping.

### **GSWA and geotourism: What can we do for each other?**

Riganti Angela

*Geological Survey of Western Australia*

'Nature' is a major drawcard for many tourists in selecting their holiday destinations, with the need to experience —rather than just view — rapidly becoming an imperative for most travellers. Western Australia has landscapes both ancient and new, well suited to a variety of tourism experiences rather than passive site-seeing. To date, the focus for such experiences, as offered by tour operators and tourist destinations, is generally on the landscape, flora and fauna, rather than on the geological traits that underpin these elements. The traveller sees the present, but may not discover the fascinating history behind the scenery they have journeyed to admire. When was the gorge cut, how were the rocks in the gorge formed, what was different when the rocks formed? How old is the cave, how old is the limestone in the cave and how was it deposited, what does it mean for paleoclimate? As the principal geoscience organization within the Western Australian government, the Geological Survey has a significant role to play in providing information on the geology, landscape evolution, and mining history of Western Australia, to foster the development of geotourism in the state. In addition to developing geotourism products, the Survey can assist local authorities and tourism operators to expand geotourism opportunities in various regions around the state, by promoting a better understanding of the local geology, how it affects the landscape and influences human activities — in forms understandable and accessible to non-geoscientists. Then, travellers could genuinely experience the magnificent geological heritage of Western Australia.

## **The influence of interactive communication of social networking services on customer behaviors in urban complex**

Wu Bihu  
*Peking University*

**Aims and objectives:** This research is to explore the effect of interactive communication of social networking services on customer behaviors in urban complex. The authors developed a conceptual model to explain the changes and relationships in the background of new media and big data.

**Design/Methodology:** On the basis of the model of the customers' purchasing behavior and interactive communication, the author integrates the stimulation of external and input factors will impact the psychological process of customers, thus change their purchasing decision in an innovative bidirectional mode of Attention, Interest, Desire, Memory, and Action (AISAS). Based on the specificity of Chinese Internet users and the behavior of urban complex customers, the author developed a visual angel to connect them. Besides, the author summarized their characteristics and put forward some countermeasures. Qualitative analysis and documentary method were used in this paper. In the new media era, social networking site changes our life. According to the research results, the model was modified and new tide, which is more suitable to the city tourism in China.

**Overall evaluation:** This study established a conceptual framework to analyze the influencing process of customer behaviors in urban complex which based on the interactive communication of new media; especially social networking services. This framework could be applied to smart tourism and shopping tourism for both urban complex and customers in China.

## **Experience, satisfaction and behavioral intentions in a disaster tourism context: The case of Beichuan earthquake relics, China**

Yan Binjin  
*Department of Land Resources and Tourism Sciences at Nanjing University*

The curious about disaster tourism has been more and more significant in recent years. This paper aims to use an integrated approach to understanding tourist experiences when they are exposed to disaster tourism space and attempts to extend the theoretical and empirical evidence on the causal relationships among the emotional and cognitive experiences, satisfaction, and tourists behaviors. The questionnaire was designed through pre-existing studies referring to disaster tourism experience, satisfaction, and tourists behaviors. Data were collected by the method of random sampling and this research mainly adopted semi-structured open questionnaire and take the way of investigation on the spot. The exploratory factor analysis of disaster tourism experiences aimed to better understand how tourists approach and engage with disaster sites and how the experience may transform them. The confirmatory factor analysis (CFA) was adopted to examine the cause (i.e. disaster tourism experience) and effect (i.e. tourist behaviors) of satisfaction.

The authors' analysis of the experiences of this tourist in Beichuan Earthquake Relics with emotion and cognition involved, which are positive correlation with tourist satisfaction. However, the satisfaction of tourists is partly not rejected by the tourist behaviors. The

satisfaction of tourist just has a significant impact on recommendation intention and did not enhance visitors' willingness to revisit. The present study improved our understanding of tourist experiences and its relationship to satisfaction and behavioral intentions in a disaster tourism context. Whilst the authors recognize the limitations of the case study approach taken here such as generalisations cannot be inferred from the findings.

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